

# Agenda Report

August 18, 2025

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: AUTHORIZE THE CITY MANAGER TO AMEND CONTRACT NO. 31704 WITH DATA TICKET, INC. TO EXTEND THE TERM FOR TWO YEARS AND INCREASE THE CONTRACT AMOUNT BY \$1,200,000 THEREBY INCREASING THE GRAND TOTAL TO A NOT-TO-EXCEED AMOUNT OF \$4,086,665, FOR PARKING CITATION AND PERMIT MANAGEMENT SYSTEM**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that this action proposed herein is not a "project" subject to the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 21065 and within the meaning of Section 15378(b);
2. Authorize the City Manager to amend Contract No. 31704 with Data Ticket, Inc. for a parking citation and permit management system, increasing the contract amount of \$2,886,665 by \$1,200,000, for a new not-to-exceed amount of \$4,086,665, and extending the term of the contract for two years; and
3. Grant the proposed contract amendment with Data Ticket, Inc. an exemption from the Competitive Selection Process pursuant to Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interests are served.

## **BACKGROUND:**

On April 20, 2020, City Council authorized the City Manager to enter into a contract with Data Ticket, Inc. (Data Ticket) following a competitive selection process. This contract provided the City with a web-based Parking Citation and Permit Management System with real-time DMV integration, six electric vehicles with automated license plate reading hardware and software, handheld citation issuance devices, and integrated permit, citation and DMV payment information to share with parking enforcement

officers in the field to maximize efficiency and minimize citations issued in error. As part of this contract, Data Ticket also provides collection services for delinquent parking citations. The initial contract term was for five years through May 2025 for a not to exceed amount of \$1,576,665, with the option for two one-year extension periods subject to the approval of the City Manager.

On September 19, 2022, City Council authorized the City Manager to increase the contract amount by \$660,000 for a total not to exceed amount of \$2,236,665 to cover several unanticipated expenses, including the purchase, instead of a lease, of six fully electric vehicles, and assistance with collections on a backlog of parking citations. The initial contract was authorized and transitioned to Data Ticket during the early stages of the pandemic when parking enforcement was reduced, so citation issuance severely diminished, and parking citation collections were deferred to provide relief.

On July 15, 2024, City Council authorized the City Manager to increase the contract amount by \$650,000 for a total not to exceed amount of \$2,886,665, to account for higher than anticipated contract expenses due to increased parking activity leading to a higher volume of citations issued and better than anticipated collection rates for delinquent parking citations. The increased contract spending authority allowed the City to maintain services for the full five-year contract term.

Department of Transportation staff recommends that the City Manager exercise the option to extend the contract term for two years through May 2027. The previous contract spending limits allowed the City to carry out the five-year term without service interruption. Extending the contract term for the recommended two-year extension would necessitate an increase in the contract spending authority by \$1,200,000 for a not to exceed amount of \$4,086,665. The two-year contract extension will allow staff to research options and to create a scope of work for a Request for Proposals (RFP) to competitively procure a new agreement to provide these services. Staff anticipates the RFP being released in early 2026, with a new agreement going into place in late 2026. This timeline will require the City to exercise a two-year extension period since a new system would need to run in parallel for several months with the current system if a new vendor is selected, so permitting and enforcement capabilities can be maintained.

Increasing the contract spending authority by \$1,200,000 will allow the City to maintain services for the two-year contract term extension without interruption to the public for online purchase of parking permits and citation payment.

#### **COUNCIL POLICY CONSIDERATION:**

This action supports the General Plan Mobility Element objective to create a supportive climate for economic vitality and Policy 3.1 - Manage curb-space parking to support neighborhood and economic vitality by ensuring that parking regulations are followed, improving the quality of life in residential neighborhoods, and supporting economic activity in business districts. Additionally, this action is consistent with the City Council's goals to



maintain fiscal responsibility and stability, increase conservation and sustainability, and support and promote the quality of life and the local economy.

**ENVIRONMENTAL ANALYSIS:**

CEQA excludes, from environmental review, actions that are not "projects" as defined by CEQA Guidelines Section 21065 and within the meaning of Section 15378(b). Sections 21065 and 15378(b) define a project as an action which may cause either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. Section 15378 excludes from the definition of "project" organizational or administrative governmental activities that do not result in physical changes to the environment. The actions proposed herein, authorizing staff to amend an existing contract by increasing the amount to continue receiving a web-based Parking Citation and Permit Management System, is an organizational or administrative governmental activity that does not result in physical changes to the environment, and therefore is not a "project" as defined by CEQA. Since the action is not a project subject to CEQA, no environmental document is required.

**FISCAL IMPACT:**

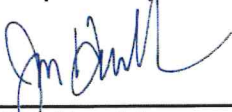
The cost of the recommended action is \$600,000 per year over a two-year period for a total of \$1,200,000 which results in a revised total contract value of \$4,086,665. The Department will utilize existing budget appropriations in the General Fund (101). Parking citation revenue is deposited in the City's General Fund (101), and has averaged \$4,973,728 per fiscal year for the past three years.

Respectfully submitted,



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