

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ALAN ALTON, ACTING CHIEF FINANCIAL OFFICER, FINANCE  
DEPARTMENT  
KIM NADEAU, PARKING MANAGER, FINANCE DEPARTMENT  
BRANDALYN TRAMEL, PURCHASING AGENT, FINANCE  
DEPARTMENT  
  
SUBJECT: PROFESSIONAL SERVICES AGREEMENT – PARKING  
CITATION PROCESSING SERVICES

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Finance Department that the City Council, by resolution, approve a five-year Professional Services Agreement (PSA), F001697, with one (1) five-year renewal option for parking citation processing services to Turbo Data Systems, Inc., Tustin, CA in the amount of \$425,000.

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EXECUTIVE SUMMARY

On February 20, 2018, Request for Proposals (RFP) 18-25 for parking citation processing services was opened by Purchasing. The current contract has no further extension options and is due to expire on June 30, 2018.

BACKGROUND

In 2013, it was determined that having parking citation processing services performed by a third party was in the best interest of the City for the following reasons:

- Increased City staff efficiencies for adjudication review by eliminating time spent cross-referencing photos to the citation issued.
- Provision of a customer service toll-free telephone number (with 24/7 IVR) improved customer access for the public.
- Greater feature capability of hand-held equipment including ability to issue and track warnings, access to real-time data, GPS, water-proof, and wireless connectivity to allow for pay-by-phone and parking meter integration.

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- Provision of a fully interactive web-based system that included an on-line appeal and inquiry process providing customers with a convenient method to submit paperless appeals and a significant reduction in staff time spent scanning mailed appeals.
- Increased revenue recovery resulting from vendor collections expertise, use of the Franchise Tax Board's Interagency Intercept Collection (IIC) program, and ability to access out of state registered owners' addresses.

On June 18, 2013, Request for Proposals (RFP) 13-12 was solicited by the City of Santa Rosa for parking citation processing services and was awarded to Turbo Data Systems, Inc.

The contract provided a fully integrated software, equipment and customer service solution for citation processing services including citation processing, on-line appeals, telephone customer service, parking citation collection services, and handheld ticket writing equipment.

PRIOR CITY COUNCIL REVIEW

N/A

ANALYSIS

On February 20, 2018, Request for Proposals (RFP) 18-25, solicited by the City of Santa Rosa for parking citation processing services, was opened. Seven proposals were received, all offers were considered responsive to the solicitation and are listed below:

<b><u>Bidder</u></b>	<b><u>Location</u></b>
*Turbo Data Systems, Inc.	Tustin, CA
Data Ticket	Irvine, CA
Phoenix Group Information Systems	Santa Ana, CA
IPS Group	San Diego, CA
Complus Data Innovations, Inc	Tarrytown, NY
Duncan Solutions	Milwaukee, WI
IParq	Santa Barbara, CA

\*Successful bidder; others in no apparent order.

A four-member evaluation panel from the City's Parking Division, and one Council member, in an advisory capacity, carefully evaluated and scored the seven proposals based on the selection criteria specified in the RFP, which was as follows:

- Overall responsiveness and compliance to the RFP requirements-  
"Proposals must be neat, complete, and fully address technical, cost, seller qualification, reference, and evaluation concerns."

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- Willingness to accept the City's standard agreement and insurance requirements "as is".
- Understanding and capability of implementing services as described in Scope of Services.
- Recent experience in conducting similar scope, complexity, and magnitude for other public agencies
- Equipment performance, product reliability, and history
- Price
- References

After review of proposals and conducting reference checks on all vendors, the evaluation panel identified the top two proposals. Those firms were invited to give presentations where each vendor had the opportunity to address questions and demonstrate how their proposed system and services would meet the requirements of the City. The top scoring vendor was then selected to move forward with a best and final offer and for contract negotiations.

Turbo Data Systems was determined to offer the best value to the City for the following reasons:

- Newest and most innovative technology and equipment that includes GPS, WiFi, General Packet Radio Source (GPRS), 4G technology, Bluetooth and is compact and lightweight.
- Handheld equipment has license plate recognition feature that auto-populates fields thus reducing errors, and allows officers to share "chalk" information.
- Demonstrated knowledge and past experience providing parking citation processing services to agencies similar to the City of Santa Rosa.
- Highly knowledgeable and experienced staff dedicated to improving services.
- Access to National Law Enforcement Telecommunications System (NLETS), a high-security database helpful in obtaining out-of-state information and provides more information on registered owners.
- Very responsive to the requirements of the RFP, including a well-prepared and comprehensive proposal.
- System is already integrated with City's license plate recognition vendor and mobile payment application vendor.

The costs under this new contract are estimated to be approximately \$6,000 lower per year, due to a reduction in the per unit cost for citation processing and a 30% reduction in the monthly handheld fee.

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FISCAL IMPACT

Funds for this service are included in the current fiscal year Parking Enforcement budget. As a regular operating expenditure, the services as described are expected to be included in subsequent budget proposals presented to the City Council.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not Applicable

NOTIFICATION

Not Applicable

ATTACHMENTS

- Resolution/Exhibit A - PSA Agreement

CONTACT

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