



Legislation Text

File #: 2017-0381, Version: 1

DATE: October 10, 2017

SUBJECT:

RESOLUTION SELECTING AND AUTHORIZING AN AGREEMENT WITH DATA TICKET, INC. FOR PARKING CITATION VIOLATION SERVICES AND EQUIPMENT FOR A FIVE (5) YEAR PERIOD FROM OCTOBER 13, 2017 THROUGH OCTOBER 12, 2022, FOR AN AMOUNT NOT TO EXCEED \$500,000

EXECUTIVE SUMMARY:

The San Diego Unified Port District (District) has an agreement with the City of San Diego (City) since 1982 for the processing of all parking citations issued by the District. The City along with their provider, Duncan Solutions, Inc., undertakes the processing and customer service related to all parking citations processed for the District. The City charges the District a processing flat rate fee of \$5.66 per standard citation. Additional fees are charged for non-standard citations. The District's Harbor Police's Community Service Officers (CSOs) and sworn Officers issue approximately 30,000 citations a year, and the District spends approximately \$170,000 yearly to process these citations through the City.

Current Parking Citation Process (The City in coordination with Duncan Solutions, Inc.)

- Customer receives a parking citation from the District.
- Information indicated on the back of the parking citation instructs the customer to go through the City for payment processing.
- Customer pays the parking citation via the City's website (a \$3.50 credit card convenience fee is charged to the public), City's toll free number, or mail.
- Customer appeals the parking citation through the City.

Proposed Parking Citation Process (District using their own service provider)

- Customer receives a parking citation from the District.
- Information indicated on the back of the parking citation instructs the customer to go through the District for payment processing.
- Customer pays the parking citation via the District's website (a \$3.50 credit card convenience fee is charged to the public), District's toll free number, or mail.
- Customer appeals the parking citation through the District.

District staff proposed a new streamlined parking citation process and issued a Request for Proposal (RFP) to select and enter into an agreement with a new service provider for parking citation

processing, management system and equipment leasing for the following reasons:

- Improved customer experience by elimination of current process through the City and provide an in-house parking citation process using the District's own service provider.
- Reduced overall processing expenses with an annual savings of approximately \$111,000 a year.
- Upgraded citation equipment and software to replace the outdated equipment currently in use by Harbor Police.

District staff recommends the Board select and authorize to enter into an agreement with the recommended service provider, Data Ticket, Inc., for Parking Citation Violation Services and Equipment for a Five (5) Year Period from October 13, 2017, through October 12, 2022, for an amount not to exceed \$500,000.00.

RECOMMENDATION:

Adopt a Resolution Selecting and Authorizing an Agreement with Data Ticket, Inc. for Parking Citation Violation Services and Equipment for a Five (5) Year Period from October 13, 2017, through October 12, 2022, for an amount not to exceed \$500,000.00.

FISCAL IMPACT:

Under the agreement with Data Ticket, Inc., The Port As A Service - Parking Department projects a District savings of \$111,000. Below is a table listing the projected savings:

	Current Process (Data Ticket)	Proposed Change (Data Ticket)	Projected Savings
Sample Year (based on 30,000 citations)			
Revenue			
Gross Citation Revenue	1,350,000	1,350,000	-
Expense			
Citation Processing Services	169,800	63,800	106,000
State and County Fees	379,000	379,000	-
Citation Equipment Lease and Supplies	22,000	17,000	5,000
Net Income	\$779,200	\$890,200	\$111,000

COMPASS STRATEGIC GOALS:

The Board's selection and authorization of the agreement with Data Ticket, Inc. will improve the customer experience by allowing the public to directly pay through the District's website using the District staff's recommended new service provider without having to go through the City, which eliminates confusion and continues to show a more trustworthy District.

This agenda item supports the following Strategic Goal(s).

- A Port that the public understands and trusts.
- A financially sustainable Port that drives job creation and regional economic vitality.

DISCUSSION:

Presently the public must contact the City to process payment on District issued parking citations, which results in confusion since the citation was received on District tidelands, but payment and appeals must be processed through the City's website. Selecting and authorizing an agreement with District Staff's recommended service provider for citation processing will allow the public to go directly to the District's website for all payments and appeals, resulting in a streamlined process and improve the overall customer experience.

District staff has continually communicated with City Parking Enforcement staff on this proposed change. The City is not opposed to this change and supports the District in improving the customer experience. District staff will issue a written 30 day notice to the City and work closely with City staff to make this a smooth transition for both agencies. Expenses for citation processing will continue to include fees paid to the State of California, the County of San Diego and the California Department of Motor Vehicles, however, the standard citation processing cost of \$5.66 will reduce down to approximately \$2.00 per citation.

In addition, the agreement will include new citation equipment for the CSOs and Harbor Police that will include new software and technology, which will transmit citations in real-time, providing the public immediate access to payment, which is not available with the City and their current provider. The new citation equipment, which is lease-to-own, allows for video recording and multiple photos of the parking violation, which improves the ability for District's CSOs to enforce the regulations in place and provides more back up documentation for any issued citation.

Pursuant to BPC Policy 110, Section II. D, District staff issued RFP No. 17-21SN on April 19, 2017, to provide parking citation processing, a management system and equipment leasing. The District notified a total of 675 firms of the bid opportunity and 37 of them downloaded the RFP from PlanetBids. At the time the bid opportunity closed on May 17, 2017, the District received seven (7) proposals, listed below, all of which were deemed responsive:

- Complus Data Innovations, Inc.
- Data Ticket, Inc.
- Duncan Solutions
- iParq Intelligent Parking
- Passport Parking, Inc.
- T2 Systems, Inc.
- Turbo Data Systems, Inc.

A District staff panel consisting of Parking @ The Port, Harbor Police and Information Technology reviewed all responsive proposals and selected the two (2) firms to interview who had the most comprehensive proposals. In alphabetical order, the top two firms were:

- Data Ticket, Inc.

- Turbo Data Systems, Inc.

During the interviews, the firms gave a presentation highlighting key elements of their proposal and provided a short demo of the proposed citation equipment and technology. At the conclusion of the interviews, the District staff conducted a formal decision analysis, facilitated by the District's Procurement Department, which evaluated the two (2) service providers against the following criteria: Experience of the Proposed Staff; Approach to the Project; Capability to Perform; Cost and Price and Firm's Relevant Experience.

District staff ranked the firms based on the criteria established in the RFP. While both firms were capable of conducting the requested services, based on the evaluation, District staff recommends Board approval of an agreement with the top-scoring firm: Data Ticket, Inc. Not only was Data Ticket's pricing competitive, they also offer the best overall value to the District including citation equipment, software and customer service for the public. Their proposed approach and transition plan from the District's current service provider, implementation plan and data conversion plan differentiated them from the other firm since they have successfully converted twelve (12) customers from the City's current provider, Duncan Solutions, Inc.

District Staff recommends the Board select and authorize to enter into an agreement with Data Ticket, Inc. for parking citation violation services and equipment for a period of five (5) years not to exceed \$500,000.00.

General Counsel's Comments:

The Office of the General Counsel has reviewed the agreement with Data Ticket, Inc. and approves as to form and legality.

Environmental Review:

The proposed Board action does not constitute a "project" under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Section 15378 because it will not have a potential to result in a direct or indirect physical change in the environment and is, therefore, not subject to CEQA. No further action under CEQA is required.

In addition, the proposed Board action allows for the District to implement its obligation under the Port Act and/or other laws. The Port Act was enacted by the California Legislature and is consistent with the Public Trust Doctrine. Consequently, the proposed Board action is consistent with the Public Trust Doctrine.

Finally, the proposed Board action does not allow for "development," as defined in Section 30106 of the California Coastal Act, or "new development," pursuant to Section 1.a. of the District's Coastal Development Permit Regulations. Therefore, issuance of a Coastal Development Permit or exclusion is not required.

Equal Opportunity Program:

Due to limited known subcontracting opportunities, no small business goal was established for this

agreement. Data Ticket, Inc., is a small business.

PREPARED BY:

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Attachment(s):

Attachment A: Agreement 177-2017SN with Data Ticket, Inc. for Parking Citation Processing
Management System, Equipment Leasing & Services