



Legislation Text

File #: 2022-0194, Version: 1

DATE: August 09, 2022

SUBJECT:

RESOLUTION SELECTING AND AUTHORIZING AN AGREEMENT WITH DATA TICKET, INC. FOR PARKING CITATION PROCESSING SERVICES AND ENFORCEMENT EQUIPMENT FOR AN AMOUNT NOT TO EXCEED \$500,000 FOR A PERIOD OF FIVE (5) YEARS FROM OCTOBER 1, 2022, THROUGH SEPTEMBER 30, 2027, WITH FIVE (5) ONE-YEAR OPTIONS TO EXTEND, WHICH MAY BE EXERCISED BY THE DISTRICT AT ITS SOLE DISCRETION FOR AN AMOUNT NOT TO EXCEED \$90,000 PER YEAR, FOR A TOTAL NOT-TO-EXCEED AMOUNT, INCLUDING OPTIONS, OF \$950,000. FUNDS FOR FISCAL YEAR (FY23) ARE BUDGETED, ALL FUNDS REQUIRED FOR FUTURE FISCAL YEARS WILL BE BUDGETED IN THE APPROPRIATE FISCAL YEAR, SUBJECT TO BOARD APPROVAL UPON ADOPTION OF EACH FISCAL YEAR'S BUDGET

EXECUTIVE SUMMARY:

The Guest Experiences - Parking department currently uses the services of a professional firm for the processing of parking citations, citation collections and associated citation enforcement equipment. The District's current five (5) year agreement for these services with Data Ticket, Inc. (Data Ticket) is expiring on October 12, 2022.

Pursuant to BPC Policy No. 110, the District Issued a Request for Proposals (RFP) for Parking Citation Services on March 8, 2022. The District received two responsive proposals and conducted a decision analysis using the criteria stated in the RFP. Staff recommends the Board select and authorize a new agreement with Data Ticket, which was determined to be the highest qualified Service Provider for the services solicited. Due to the software and services integration with other District parking technology, including IPS smart meters, Cale pay stations, Passport parking mobile apps, Vigilant License Plate Recognition (LPR) and the District's website, the effort and cost to switch service providers could be substantial. Therefore, staff recommends an agreement for a five-year term with five (5) one-year extension options for a total of ten (10) years. The total not-to-exceed amount, including options, is \$950,000. Upon Board approval, Agreement No. 70-2022MA (Attachment A) will be executed.

RECOMMENDATION:

Adopt a Resolution selecting and authorizing an agreement with Data Ticket, Inc. for parking citation processing services and enforcement equipment for an amount not to exceed \$500,000 for a period of five (5) years from October 1, 2022, through September 30, 2027, with five (5) one-year options to extend, which may be exercised by the District at its sole discretion for an amount not to exceed \$90,000 per year, for a total not-to-exceed amount, including options, of \$950,000. Funds for fiscal

year (FY23) are budgeted, all funds required for future fiscal years will be budgeted in the appropriate fiscal year, subject to Board approval upon adoption of each fiscal year's budget.

FISCAL IMPACT:

Funds required for Fiscal Year 2023 (FY23) and future fiscal years will be budgeted in Guest Experiences - Parking Non-Personnel Expense accounts in the appropriate fiscal year, subject to Board approval upon adoption of each fiscal year's budget.

COMPASS STRATEGIC GOALS:

The agenda item is to select and authorize an agreement for parking citation processing services and citation enforcement equipment. These services will continue to assist and support the District's Guest Experiences - Parking department and Harbor Police Department with parking citation enforcement efforts, which enhances public safety and promotes a safe environment for all visitors along San Diego Bay.

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

- A Port that the public understands and trusts.
- A thriving and modern maritime seaport.
- A vibrant waterfront destination where residents and visitors converge.
- A Port that is a safe place to visit, work and play.
- A Port with an innovative and motivated workforce.

DISCUSSION:

Background

The Guest Experiences - Parking department is responsible for overseeing and managing the District's Parking Citation Processing Services. The District has a five (5) year agreement for these services with the current Service Provider, Data Ticket. Parking citations are issued by Harbor Police Department staff using citation enforcement equipment and proprietary software supplied by Data Ticket. The remainder of the citation processing services, which are listed below, are also handled by Data Ticket. These ongoing services assist and support the Harbor Police Department with their parking citation enforcement efforts, to promote compliance and safety.

Data Ticket provides the below listed services:

1. **Citation Processing** - Receiving and processing of all handwritten and electronic parking citations issued by the District's Harbor Police Department staff, which includes all data entry services.
2. **Custom Interface Citation Payment Website** - Online access for citation recipients to view their citation, appeal/contest citations, citation payments and the ability to apply for an Indigent Payment Plan (per California Vehicle Code Section (CVC) 40220).

3. **Customer Service** - Full service, bi-lingual customer service center and 24/7 bilingual interactive voice response (IVR) system that allows customers to get general information regarding the citation process, specific information on a particular citation, and allow the citation recipient to pay a citation.
4. **Adjudication Services** - Full-service adjudication department that handles, on behalf of the District, all three parking citation appeals: 1st Level Administrative Review, 2nd Level Administrative Hearing, and 3rd Level Superior Court Hearing. This includes coordination with independent hearing officers to perform hearings.
5. **Noticing Services** - Customer notices/letter reminders that are sent daily, when each citation is ready to have a notice sent dependent on the District's requirements and needs.
6. **Real-Time DMV Lookup, Holds & Releases** - Real-time ability for officers to obtain and return accurate registered owner information nationwide.
7. **Handheld Citation Equipment** - Lease to own equipment that includes proprietary software to aid in the accuracy and speed at which parking citations are processed.
8. **Banking and Merchant of Record** - Handling of all credit card processing fees and as a Merchant of Record issuing all refunds on behalf of the District. Processing and payment of all accounting surcharge fees paid to the County and State on behalf of the District.

In October of 2017, the Board approved a five-year agreement to Data Ticket in the amount of \$500,000 for parking citation processing services and citation enforcement equipment. The agreement is currently set to expire on October 12, 2022. Staff in coordination with the Procurement department, issued an RFP to solicit proposals from qualified firms to provide a parking citation processing and collection services solution. This solution includes a parking citation processing management system, a custom interface payment website, parking enforcement handheld equipment (Equipment) used by our Community Service Officers and Sworn Officers at Harbor Police Department, Equipment software, manual citation booklets, and all related customer services. These services are required for continued support and management of all parking citations processed for the District.

DEI and Procurement Process

District staff implemented the process for procurement of firms in accordance with BPC Policy No. 110. Attachment B (RFP 22-04MA Procurement Matrix) provides a condensed layout of all the procurement related information for this opportunity.

The Request for Proposals (RFP 22-04MA) for Parking Citation Processing Services was issued on March 8, 2022, and advertised through Planet Bids to five categories related to a variety of parking services (Table 1) and were received by 631 companies of which 26 companies downloaded the files. The advertisement period was open for a total of 42 days and proposals were due by April 19, 2022. DEI information for each company was also required to be included as part of their proposal submittal package. An RFP information exchange meeting was held on March 15, 2022. On April 25, 2022, two proposals were received and deemed responsive. Table 2 lists the two companies that submitted proposals in alphabetical order.

Table 1. Notified Categories on Planet Bids

20447	Integrated Hardware-Software I.T. Solution (Microcomputer)
31800	Fare Collection Equipment and Supplies
95872	Parking Management Services (Incl. Operations, Admissions, & Supervision)
96147	Law Enforcement Services (Including Process Server Services)
97155	Parking Spaces In A Parking Lot or Garage, Rental or Lease

Table 2. Companies Submitting Proposals for RFP 22-04MA

Firm	Office Location
Data Ticket, Inc.	Irvine, CA
T2 Systems, Inc.	Indianapolis, IN

The District's DEI and Procurement departments also participated and supported the RFP advertisement and selection process. They reviewed their relevant sections and provided administrative support for the RFP. It was determined by District staff to forego interviews, since both companies had submitted sufficient information within their written proposals to make a final and best value determination. Proposals were evaluated by a six-person panel comprised of staff from the Guest Experiences - Parking department, Harbor Police Department, Information Technology department and Development Services department. A decision analysis was completed by the selection panel where both companies were evaluated based on the information gathered through the responsive RFP written submittals and ranked based on the evaluation criteria and weighted scoring system established in the RFP and illustrated in Table 3. DEI bonus points were also included as part of the evaluation.

Based on this evaluation process, staff recommends Board approval of the agreement with the top-scoring firm: Data Ticket. Data Ticket has 33 years of experience in the field and experienced staff; a large number of California customers and relevant experience with California agencies; they offer all of the required services and the listed requirements of the District; and the overall cost for their lease to own equipment and services was lower as well. T2 Systems, Inc. was ranked lower due to their solution not offering two important RFP listed requirements: DMV Real-Time Integration and Second Level Hearings. These two options are a must for our operations.

Table 3. Evaluation Criteria for RFP 22-04MA - Parking Citation Processing Services

Evaluation Criteria	Weight	Maximum Score
Experience of Proposed Staff	8	80
Approach to the Project	8	80
Capability to Perform	10	100
Fair and Reasonable Cost	9	90
Firm's Relevant Experience	10	100

Data Ticket - Additional Information

Data Ticket, Inc. is a California Corporation, a California certified Small Business and a California certified Woman Owned Business, with more than 33 years' experience in parking citation

collections, enforcement software and handheld devices, and citation processing services. They have extensive experience with southern California agencies, and are the District's current citation processing and collections provider since 2017. They have provided excellent service and have been responsive, flexible, and effectively meet the District's needs with minimal oversight by District staff.

General Counsel's Comments:

The Office of the General Counsel has reviewed the agenda and attachments, as presented to it, and approves the same as to form and legality.

Environmental Review:

The proposed Board action, including without limitation, to select and authorize an agreement with Data Ticket, Inc. for parking citation processing services and enforcement equipment, does not constitute a project under the definition set forth in California Environmental Quality Act (CEQA) Guidelines Sections 15352 and 15378 because no direct or indirect changes to the physical environment would occur. CEQA requires that the District adequately assess the environmental impacts of projects and reasonably foreseeable activities that may result from projects prior to the approval of the same. Any project developed as a result of the proposed Board action requiring the District or the Board's discretionary approval resulting in a physical change to the environment would be analyzed in accordance with CEQA prior to such approval. CEQA review may result in the District, in its sole and absolute discretion, requiring implementation of mitigation measures, adopting an alternative, including without limitation, a "no project alternative" or adopting a Statement of Overriding Consideration, if required. The exercise of this discretion is in no way limited by this proposed Board action. Therefore, no further CEQA review is required.

The proposed Board action complies with Sections 21 and 35 of the Port Act, which allow the Board to pass resolutions; and to do all acts necessary and convenient for the exercise of its powers. 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.

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 (CDP) Regulations because there will not be, without limitation, a physical change, change in use or increase the intensity of uses. Therefore, issuance of a Coastal Development Permit or exclusion is not required. However, development within the District requires processing under the District's CDP Regulations. Future development would remain subject to its own independent review pursuant to the District's certified CDP Regulations, Port Master Plan (PMP), and Chapters 3 and 8 of the Coastal Act. The exercise of the District's discretion under the District's CDP Regulations is in no way limited by the proposed Board action.

Diversity, Equity, and Inclusion Program:

Due to limited sub opportunities, bonus points for diversity, equity, and inclusion (DEI) participation categories were made available. Of the two respondents: Data Ticket, Inc., is an SBE and WBE and neither identified any subcontractors. The SBE/WBE participation is 100%.

Respondents	Cert	Subs	Subs Cert	DEI Bonus Category			DEI Policy	Total Workforce			Executives		
				ADA	DVBE or Disabled Staff	Veteran Status or Staff		Total	Women	BIPOC	Total	Women	BIPOC
Data Ticket, Inc.	SWBE	None	N/A	No	Yes	No	Yes	49	35	28	12	7	4
T2 Systems	N/A	None	N/A	No	Yes	No	No	205	70	35	53	21	4

PREPARED BY:

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Attachment(s):

Attachment A: Agreement 70-2022MA between the San Diego Unified Port District and Data Ticket, Inc. for Parking Citation Processing Services

Attachment B: RFP 22-04MA Procurement Matrix