SUBJECT:

AWARD OF CONTRACT FOR PARKING PERMIT AND CITIATION PROCESSING PROGRAM

RECOMMENDED ACTION(S):

1. Award an Agreement for the Parking Permit and Citation Processing Program in the amount of $175,738.20 to Data Ticket, Inc. for administration of a parking permit processing program and parking citation processing services.

2. Authorize the Mayor to sign, and the City Clerk to attest the Agreement with Data Ticket, Inc., substantially in the form attached.

EXECUTIVE SUMMARY:

The City of Lake Forest provides parking permits and temporary guest passes to residents that live on streets subject to parking restrictions. These parking restrictions are established via the Residential Parking Management Policy, which was adopted by the City Council in 2004 (Attachment 1). Currently, the City utilizes a software program originally designed to process building-related permits to issue parking permits. As a result, the issuance of parking permits is labor intensive and inefficient, which presents significant inconvenience for residents. The Orange County Sheriff's Department oversees the issuance of citations for vehicles in violation of the City's parking rules (Attachment 2). These citations are processed by Data Ticket, Inc., which is a well-known software contractor that specializes in municipal parking programs.

On June 15, 2021, the City Council approved the City's 7-Year Strategic Business Plan covering fiscal years 2021-22 through 2027-28 ("Strategic Plan"). Initiative SP#6 directs staff to produce a new residential parking management system that is efficient and convenient for residents. To satisfy this directive, the City issued a Request for Proposals in November 2021 for Parking Permit Processing Program and Citation Processing. The City received two responses to that solicitation and conducted a thorough review of each proposal pursuant to the City's Purchasing and Contracting Guidelines. Data Ticket, Inc. received the highest total evaluation score and was the lowest cost proposal.

If adopted, the proposed Professional Consultant Services Agreement with Data Ticket, Inc. ("Agreement") would significantly improve the City's current approach to parking management (Attachment 3). Data Ticket, Inc. would replace the City's current, labor intensive approach with software specifically designed for the issuance of parking permits. The proposed Agreement with Data Ticket, Inc. includes a three-year term with two one-year extensions and total compensation amount of $175,738.20. The cost of this proposed Agreement is consistent with the resources and costs currently allocated to provide the service. The 2021-23 Operating Budget includes sufficient funding to cover the costs of the recommended action.

BACKGROUND:

In 2004, the City adopted the Residential Parking Management Policy ("Policy") to provide a framework to evaluate requests for permit parking. The Policy has been updated several times. The latest version of the Policy was adopted in May 2019 (Attachment 1). This Policy identifies fees associated for permanent parking permits and temporary no-fee one-day guest permits.

To receive a permanent or temporary parking permit, residents must apply through a permit processing system administered by staff. Residents can submit parking permit requests online or in-person at City Hall. Currently, the City utilizes EnerGov to process parking permit requests. The EnerGov program is designed to process building-related permits and does not have a specific module for parking permit issuance. As a result, the customer experience of applying for and receiving a temporary or permanent parking permit is inefficient. Residents often require technical assistance from staff, which can only be provided during regular business hours and frequently requires a visit to City Hall by the resident. Once the request for a permanent placard is approved, residents can receive the placard via mail or pick up the placard at City Hall. For temporary parking permits, residents typically print the permit on their home computer, sign it, and place the permit on the dash of the car utilizing the permit.

Staff process approximately 1,100 permanent parking permits and 2,500 temporary permits each year. Temporary permits are typically issued for guests of residents, and the volume these permit issuances increase around the holiday season. Permanent parking permits cost $20 annually as described in the City's Master Fee Schedule.

Through the City's contract arrangement with the Orange County Sheriff's Department, vehicles in violation of permit parking rules receive citations. These citations are processed by Data Ticket, Inc. Responding sheriff's deputies input the information needed to document the parking violation, and Data Ticket, Inc.

processes the information, documents the infraction, mails the citation, and administers the dispute resolution service. This approach to citation issuance has existed since the City's incorporation.

On June 15, 2021, the City Council approved the City's 7-Year Strategic Business Plan covering fiscal years 2021-22 through 2027-28 ("Strategic Plan"). One of the initiatives in the Strategic Plan is SP#6, which states the City will improve the resident experience and increase the overall efficiency of the parking permit program. To satisfy this initiative, the City Manager approved the issuance of a Request for Proposals ("RFP") for Parking Permit Processing Program and Citation Processing.

DISCUSSION:

The City received two proposals in response to the RFP for Parking Permit Processing Program and Citation Processing posted in November 2021. Two firms responded to the request for proposal by submitting their proposals through PlanetBids, the City's electronic procurement management system. The proposals were subsequently reviewed by the City Manager-approved Selection Committee comprised of staff from Public Works and Management Services Departments.

Public Works:
- Traffic Engineering Manager

Management Services:
- Deputy City Manager
- GIS / Applications Analyst

The two proposing firms were:
- Data Ticket, Inc.
- IPS Group, Inc.

The selection committee reviewed the proposals based upon criteria described in the RFP to obtain the technical review score. Both firms scored high enough to be invited to an interview to discuss their respective approaches to the project and to introduce their team members.

The results of proposal and interview scores from the Selection Committee are shown in Table 1 below:

Table 1: Proposal and Interview Scores

Firm	Technical Review			Technical Review Subtotal	Qualifications Interview			Interview Subtotal	Pricing Points (x3)	Total
	Rater:				Rater:					
	1	*2*	*3*		*1*	*2*	*3*			
Data Ticket, Inc.	41	38	48	127	96	103	107	306	120	**553**
IPS Group, Inc.	42	51	45	138	75	63	62	200	75	**413**

As Table 1 indicates, the proposal submitted by IPS Group, Inc. scored the highest average point total during the technical review phase. However, during the interview phase, Data Ticket, Inc. effectively demonstrated their extensive experience and the user-friendliness of their software offering. This opportunity was given to IPS Group, Inc. as well, but they were not as effective in demonstrating their experience, expertise, and user friendliness of their software. Data Ticket, Inc. provided several examples of similar scope programs throughout the area. This resulted in Data Ticket, Inc. earning the highest combined points for both the Parking Permit Processing Program and the optional Citation Processing service for a total score of 306 points before cost considerations.

Table 2: Cost Comparison

Firm	Annual Parking Permit Processing Program – Cost ($)	Annual Citation Processing Services (Optional) – Cost ($)	Total Contract Cost (3-year Agreement)
Data Ticket, Inc.	$20,000.00	$38,579.40	$ 175,738.20
IPS Group, Inc.	$38,812.50	$54,849.11	$ 280,984.83

As Table 2 indicates, Data Ticket, Inc. was more cost effective than IPS Group, Inc. for both the Parking Permit Processing Program and the optional citation processing service. Per the Purchasing and Contracting Guidelines, Data Ticket, Inc. received 120 points and IPS Group, Inc. received 75 points for cost (which is shown on Table 2). This resulted in Data Ticket, Inc. receiving the highest combined score of 553 points.

Staff also determined that the fee proposal submitted by Data Ticket, Inc. was reasonable based upon the fee proposals received by the other firm. Based upon the cost proposal from Data Ticket, Inc., it is estimated that the annual cost to provide the residential permit program will be $15,500 per year, which includes the delivery of placard cards to residents by mail. The proposed Agreement also includes $4,500 in annual compensation to the cover the costs of adding new

residential streets and adding new features to the program. These added features will make it easier for residents to obtain temporary permits immediately from home and secure guest passes with less restrictions. In aggregate, the proposed Agreement includes $20,000 per year in compensation for Data Ticket, Inc. to receive parking permit applications, process them, and deliver permits to residents via mail. These costs are consistent with the costs and staff resources allocated to administer the current parking permit process.

The proposed Agreement also includes $115,738.20 to cover the costs of citation processing for three years. This is consistent with the cost the City currently incurs for Data Ticket, Inc. to process citations, administer the appeals process, facilitate payments, and manage the collections process for delinquent accounts. In total, the compensation amount in the proposed Agreement is $175,738.20, which will cover the costs of both parking permit issuance and citation processing for three years. These costs are consistent with the costs and resources the City currently allocates to provide these services. Approval of the proposed Agreement will dramatically improve the efficiency of the program and the experience for residents. The proposed Agreement includes a three-year term and two optional one-year extensions. Pursuant to the Purchasing and Contracting Guidelines, staff contacted the references provided by Data Ticket, Inc. and all references responded favorably. The City Manager may approve extra work up to 10% of the original compensation amount in the proposed Agreement. The Finance Department prepared, and the City Attorney reviewed and approved the proposed Agreement to form.

FISCAL IMPACT:

The proposed Agreement with Data Ticket, Inc. includes a compensation amount of $175,738.20 and a three-year term with two optional one-year extensions. The 2021-2023 Operating Budget includes sufficient funding to cover the costs of the recommendation action.

ATTACHMENTS:

1. Residential Parking Management Policy
2. Current Citation Processing Contract between OCSD and Data Ticket, Inc.
3. Proposed Agreement with Data Ticket, Inc.
4. Data Ticket, Inc. Reference Check

Initiated By: Tran Tran, Traffic Engineering Manager
Submitted By: Thomas E. Wheeler, P.E., Director of Public Works/City Engineer
Approved By: Debra Rose, City Manager