



## Legislation Text

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**File #:** 19-248, **Version:** 1

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*Report Prepared by: Julie A. Trujillo, Deputy Finance Officer, Finance Department*

**SUBJECT:** Approval of Professional Services Agreement with Data Ticket, Inc. to Provide Parking Citation Processing and Collection Services for the Five-Year Period July 1, 2019 Through June 30, 2024 for an Amount not to Exceed \$70,000 Per Year

### REPORT IN BRIEF

Considers approving a five-year Professional Services Agreement with Data Ticket, Inc., for an annual amount not to exceed \$70,000, to provide parking citation processing and collections services.

### RECOMMENDATION

**City Council** - Adopt a motion approving a Professional Services Agreement with Data Ticket, Inc. to provide parking citation processing and collections services and authorize the City Manager or the Assistant City Manager to execute all necessary documents.

### ALTERNATIVES

1. Approve, as recommended; or
2. Refer matter back to staff for changes; or
3. Deny.

### AUTHORITY

Chapter 3.04, Purchasing System, sets forth procedures for contracting for professional services.

### CITY COUNCIL PRIORITIES

As provided for in the 2019-20 Proposed Budget.

### DISCUSSION

The City contracts with Data Ticket, Inc. to provide parking citation processing and collections. The service includes the processing of payments, appeal scheduling and the Franchise Tax Board (FTB) tax lien participation, obtaining social security numbers, sending notices to customers, filing adjustments on the Data Ticket and FTB databases and monthly reporting. The service also includes their web-based software that allows the City to view all ticket details and collections as well as run standard and custom reports as necessary. Those who have received parking citations can utilize the online tool to pay fines and request a hearing, etc. The current contract is set to expire June 30, 2019.

The City recently conducted a Request For Proposal (RFP) for parking citation processing and

collection services. Three companies submitted proposals for consideration, although one was incomplete and considered unresponsive. The remaining two proposals were analyzed based on the following criteria: (1) vendor background and years of experience, (2) quality and availability of on-line information and reporting, (3) quality assurance and technical resources, (4) ability to provide the scope of services the City requires and (5) whether they could meet the City's processing times. The scoring was based on 100 maximum points. The proposals have been evaluated and scored as follows:

<u>Firm</u>	<u>Average Score</u>
Data Ticket, Inc.	96.5
Complus Data Innovations	88

After evaluating the RFPs on completeness of bid, explanation of services and price, staff recommends Data Ticket, Inc.

For the five fiscal years 2014-2018, the total number of citations issued was just under 23,000. Of this amount, 24% of the parking fines were collected "off windshield", which is prior to the first courtesy notice. Another 25.44% were collected after the first courtesy notice and an additional 36.26% were collected after a DMV hold. The total collection rate for this period was 85.7% and the total cost of collections was 16.9% of the revenue collected by Data Ticket on behalf of the City.

### **IMPACT ON CITY RESOURCES**

The estimated cost for the service is an annual amount not to exceed \$70,000 and is based on the number of tickets written and collected. The cost is included in the Police department proposed budget for FY 2019-20. The department will need to include this cost in their budget annually through FY 2024. The new contract will begin on July 1, 2019.

### **ATTACHMENTS**

1. Agreement for Professional Services
2. Exhibit A - Scope of Services
3. Exhibit B - Pricing Schedule
4. Certificate of Liability Insurance