

REPORT FROM EVALUATION COMMITTEE
REQUEST FOR PROPOSAL FOR
PARKING CITATION PROCESSING AND SUPPORT

February 3, 2016

COMMITTEE MEMBERS:

Del Estabrooke, Housing & Neigh Revit Manager, Development and Resource Management Department
Carl Farmer, Parking Supervisor, Development and Resource Management Department
Randy Nichols, Parking Supervisor, Development and Resource Management Department
Kevin Watkins, Housing Program Supervisor, Development and Resource Management Department
Dena Kalar, Management Analyst II, Development and Resource Management Department
Bob Callistro, Supervising Buyer, Purchasing, Department Facilitator

BACKGROUND:

The goal of this Request for Proposal (RFP) was to solicit proposals from qualified companies providing parking citation processing and support. Services requested included; handheld ticket writers for the Parking Controllers, software to process citations, mailing notices, providing online and telephone payment options, and collection services. It was also important that the selected company be able to provide quality customer service to both external and internal customers. The contract would be for Three (3) years with Four (4) optional two-year extensions.

The RFP for Parking Citation Services was released on October 27, 2015 and 30 potential bidders downloaded the proposal. Proposals were due on December 1, 2015 and revealed in a public bid opening. Proposals were received from Complus Data Innovations, Inc., Data Ticket, Inc., INET Inc. dba iParq, Phoenix Group, Turbo Data Systems, Inc., and T2 Systems, Inc. These bids are scheduled to expire 120 days after the bid opening (March 30, 2016). INET Inc. dba iParq's proposal was considered non-responsive by Purchasing as they did not meet all of the requirements of the RFP.

Currently, Parking Services has an agreement with Turbo Data Systems, Inc. to provide citation processing and support services.

EVALUATION BY COMMITTEE:

Complus Data Innovations, Inc.

Complus Data Innovations, Inc., was the lowest bidder however, staff was unable to duplicate their calculations to determine their bid amount. Despite having the lowest

listed total bid, they had the highest per citation rate, second highest per notice rate, highest annual fees, and highest cost for ticket rolls. All proposers were asked to come to their interview prepared to discuss their bid and they were not prepared to discuss the numbers. They did resubmit their pricing based on some of the questions posed, but staff could still not determine how they produced their total bid. They also stated that data plan costs would need to be reimbursed to them but did not provide an actual cost. That cost would be in addition to their bid amount. Complus Data Innovations, Inc. would also not be able to provide the services for the handheld ticketing equipment that the City desires. Another added cost would be that City staff would have to enter all written appeals manually instead of Complus Data Innovations Inc. providing this as a service as the other bidders do. Also, they do not meet the City's Franchise Tax Board (FTB) requirements or DMV requirements.

Data Ticket, Inc.

While Data Ticket, Inc. costs are competitive with the other bidders, data and cell phone costs were not provided which would be an added, unknown cost to the City. Some of the services that they provide for the handhelds would only be available if the City opted for a cellular plan and geo-fencing would only be available through third party software. They also do not meet the City's requirement that duplicate payments are destroyed or returned, opting to deposit all checks and make corrections and or refunds at a later date. The City would only be able to get the services needed on the handheld if data and cellular plans are added. These costs are unknown as they were not provided with the bid.

Phoenix Group Information Systems

Phoenix Group Information Systems provided the true lowest bid. They met most requirements; however their handhelds would not provide all of the services that the City would like to have, they would only keep two (2) years of data available to City staff quickly instead of the requested three (3) years, and manual appeals would not be available for 48 hours instead of 26. Phoenix Group provides a cellular phone plan for its handhelds but not a data plan. This would mean that field staff would have to find WiFi hotspots to upload their citations to the system causing a delay in the information being available to the customer and office staff and the possibility of losing data during an upload if the WiFi connection was lost, resulting in a loss of revenue.

T2 Systems

T2 Systems had the highest bid and the City would have to purchase at least 15 smart phones and provide data and cellular service to them for an extra cost. They also do not provide all of the handheld software services that the City is requesting, do not have real-time access to the DMV, and there would be a lengthy transition time. During the interview, T2 Systems showed the panel what their programs would like for both the outside customer and City staff. Their Website for customers looking up a citation was well built with many of the options the City is looking for. They require that the customer create a guest login to ensure that there is contact information that allows them to communicate with the customer via email to provide updates on the citation or appeals. Their system for field staff was an application that would need to be downloaded to

each phone and staff would login to check information and write citations. The system looked easy to use and had some extra features that would be useful for staff. For office staff, they would provide good reporting options, however, the program for staff to use to look up citations and process payments was overly complicated and would lengthen the time a customer would stand at the counter or be on the phone.

Turbo Data Systems

Turbo Data Systems' bid was in the middle of the bids for pricing. They were the only bidder to meet all of the needs of the City. They are the only company that included costs for cellular and data plan coverage to ensure instant access to both customers and City staff. Their customer Website is user friendly as are their programs for City staff. Their focus on providing services in California only gives them the unique ability to keep track of State laws and ensure that the City remains in compliance. Turbo Data Systems' handhelds will allow the City to set up Geo-fencing to help prevent citations being written in County islands and have walkie-talkie capabilities as well as the ability to send mass messages to keep staff informed of important matters. If a handheld is having problems, their staff have the ability to remotely access it in the field and be able to correct most issues and if it needs to be sent in for repairs, they will immediately send a replacement.