



## Item No. 14 Town of Atherton

### **CITY COUNCIL STAFF REPORT – CONSENT AGENDA**

**TO: HONORABLE MAYOR AND CITY COUNCIL  
GEORGE RODERICKS, CITY MANAGER**

**FROM: ROBERT BARRON III, FINANCE DIRECTOR**

**DATE: JUNE 16, 2021**

**SUBJECT: AGREEMENT WITH TURBO DATA SYSTEMS, INC. FOR PARKING  
CITATION PROCESSING AND ADJUDICATION SERVICES.**

#### **RECOMMENDATION**

Adopt the attached Resolution directing the City Attorney to prepare and authorizing the City Manager to execute an Agreement with Turbo Data Systems, Inc. for Town Parking Citation Processing and Adjudication Services, for a five (5) year term expiring June 30, 2026.

#### **BACKGROUND**

In the late 1990's State law decriminalized parking citations and shortly thereafter the Superior Court transferred the responsibility for parking citation processing and collection to local agencies. Rather than form a joint powers agency, it was determined that the most efficient option was to issue a combined request for proposal (RFP) with the successful vendor entering into individual contracts with each agency. By combining the volume of all ticketing agencies and leveraging economies of scale, the County, cities and other agencies would receive the best processing rates and the highest levels of service.

In 1999, the RFP was issued and Turbo Data Systems, Inc. was selected. A subsequent RFP was issued in 2006 and Turbo Data was again the vendor of choice. The City of Daly City was the lead agency for both RFP processes.

In 2014, another RFP process was initiated to ensure competitive pricing and best in industry standards. The County was selected as the lead agency and hired a consultant to assist in drafting the RFP and evaluating the responses. All of the agencies submitted letters of commitment to the RFP process, including agreement to reimburse the County for the consultant's time based on their proportionate share of parking citation volume. The contract was a five-year contract for Town Parking Citation Processing and Adjudication Services, expiring June 30, 2020.

The County of San Mateo was the Lead Agency in the RFP process that resulted in the successful proposer Turbo Data being recommended to the other 29 Agencies as the vendor of

choice. Agencies may, but are not obligated to, enter into individual Agreements for services as a result of the RFP process. However, for the past RFP processes, the 30 Agencies have all entered into agreements with the recommended vendor. The County of San Mateo served as the Lead Agency again for the RFP process for Parking Citation Processing and Adjudication Services.

*Due to the disruption associated with the COVID-19 crisis, as well as the demands the RFP would place on potential citation service providers, the RFP was withdrawn and reissued later in 2020. During the time of delaying the RFP, Turbo Data agreed to extend the existing contracts to June 30, 2021, under the current terms and conditions.*

## **FINDINGS**

The contract with Turbo Data Systems is set to expire on June 30, 2021. In preparation of the contract expiring, the County was the lead agency and issued a consolidated Request for Proposals (RFP) for the provision of citation processing; payment and adjudication services; web-based information management; and records and case management for San Mateo County agencies in November 2020. Three proposals were received in response to the RFP. The responding vendors were Data Ticket, Quicket Solutions, and Turbo Data Systems. A subcommittee consisting of representatives from the County and the cities of Belmont, San Mateo, and Daly City was formed to evaluate proposals. The proposals were evaluated on four criteria: (1) Firm Experience, (2) Project Approach, (3) Team Qualifications, and (4) Fee Proposal. Based on these criteria, the subcommittee determined Turbo Data Systems, Inc. to be the best option for the County and the recommended provider of the service. Services include citation processing and collection by mail, telephone, or website; multiple reminder notices; placing of DMV holds; appeals and administrative adjudication services; optional advanced collection efforts; and opportunity of leasing the Contractor's mobile ticket writers.

This RFP process allow the Town of Atherton to enter into an individual agreement for with Turbo Data. Our agency deals only with parking citations and not the Traffic processing related scope that other agencies also use. It is expected that all agencies in the County will save significantly based on the new pricing. For example, citation processing fees will be reduced from \$0.50 to \$0.40 per electronic citation, while hand-written citations will decline from \$0.80 to \$0.70 each. Overall, agencies are expected to realize the same sizable savings realized from the 2015 agreement scope with Turbo Data which was approximately 35-40% below costs at the time. Cost savings in the current RFP approximated an additional 14-25%.

Services include citation processing and collection by mail, telephone or website, multiple reminder notices, placing of DMV holds, appeals and administrative adjudication services, and optional advanced collection efforts. In addition, agencies may opt to use the Turbo Data mobile ticket writers for parking citations.

## **POLICY FOCUS**

Citation processing is best handled by an agency that has the time and resources to do so. While the Town can opt to process citations in-house, we do not have the staff or resources to do so and have embraced the contract model for more efficient services. The Town could have also

embarked on its own to find a vendor to provide citation processing and adjudication services; however, the economy of scale presented via the County RFP model has served the Town well. At this time, staff does not foresee any significant policy issues related to this issue.

**FISCAL IMPACT**

Costs for parking citation processing are anticipated to decline by approximately 14-25% overall while maintaining the same quality of service. Total fees paid to Turbo Data in FY 2018-19 were \$546. This year is used as a base year since this was pre COVID-19 pandemic. Based on FY 2018-19 activity, it is anticipated that the Town will save approximately \$76 to \$137 per year under the new agreement. The contract term is for five (5) years through June 2026 with no increase in fees during that period other than direct pass-through of any postal rate increases.

<b>Turbo Data (TD)</b>	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>FY 2020-21 (as of 5/21)</b>
<b>Citations Issued</b>	305	337	297	83	40
<b>Expense to TD</b>	\$637	\$694	\$546	\$253	\$68
<b>Revenue from Parking Citations</b>	\$12,882	\$12,444	\$13,690	\$4,567	\$1,339

**PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

**ATTACHMENTS**

Turbo Data Resolution

**RESOLUTION NO. 21-xx**

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ATHERTON  
AUTHORIZING AN AGREEMENT WITH TURBO DATA SYSTEMS, INC. FOR  
TOWN PARKING CITATION PROCESSING AND ADJUDICATION  
SERVICES, FOR A FIVE (5) YEAR TERM EXPIRING**

**WHEREAS**, a Countywide committee of involved local agencies issued a Request for Proposals for parking citation processing services; and;

**WHEREAS**, several vendors expressed interest and ultimately three vendors responded; and

**WHEREAS**, a sub-committee of representative local agencies thoroughly reviewed the three proposals received and determined that Turbo Data Systems, Inc.’s proposal would best serve the Town’s needs; and

**WHEREAS**, both parties now wish to enter into an Agreement, whereby Turbo Data Systems, Inc. will provide parking citation processing and adjudication services, for a five-year period commencing July 1, 2021 until June 30, 2026; and

**WHEREAS**, this Council has agreed to authorize an Agreement with Turbo Data Systems, Inc.;

**NOW, THEREFORE, THE CITY COUNCIL OF THE TOWN OF ATHERTON DOES RESOLVE, DECLARE, DETERMINE AND ORDER** that the City Manager is authorized to execute the Agreement with Turbo Data Systems, Inc.

\* \* \* \* \*

*I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the Town of Atherton at a regular meeting thereof held on this 16<sup>th</sup> day of June, 2021, by the following vote:*

*AYES: Council Members:  
NOES: Council Members:  
ABSENT: Council Members:  
ABSTAIN: Council Members:*

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Elizabeth Lewis, Mayor

ATTEST:

## ATTACHMENT 1

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Anthony Suber, City Clerk

APPROVED AS TO FORM:

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Mona G. Ebrahimi, City Attorney