



AGENDA REPORT

Department: Community Development
Prepared by: Armando Vergara, Director of Community Development
Meeting Date: Tuesday, February 7, 2023
Approved by: Brad Raulston, City Manager

SUBJECT:

Authorizing the City to piggyback onto San Diego Unified Port District Agreement #70-2022MA with Data Ticket, Inc., for Parking Citation Processing Services in a not-to-exceed amount of \$70,000.

RECOMMENDATION:

Adopt the Resolution Entitled, "Resolution of the City Council of the City of National City, waiving the formal bid process pursuant to National City Municipal Code Section 2.60.260 regarding cooperative purchasing and authorizing the City to piggyback onto San Diego Unified Port District Agreement #70-2022MA with Data Ticket, Inc., for Parking Citation Processing Services in a not-to-exceed amount of \$70,000."

BOARD/COMMISSION/COMMITTEE PRIOR ACTION:

Not Applicable.

EXPLANATION:

The management of parking supply plays a critical role in economic growth of an urban city, like National City. The proper management of this infrastructure affects the quality of life of residents and the operation of businesses. Currently, parking enforcement operates out of the City's Neighborhood Services Division of the Community Development Department with a staff of three (3) officers and a manager. The Police Department also plays an important role in providing parking enforcement. Last year, the City of National City issued approximately 9,000 citations.

The City must provide professional parking citation processing services that are compliant with all laws in the State of California. These services also need to be available 24 hours a day and 7 days a week providing real time, online access to the system for City staff and citizens. DMV and adjudication services must be streamlined and simple to use and online permitting for parking districts is essential.

The City is currently in the process of updating Title 11 of the National City Municipal Code ("NCMC") – Vehicles and Traffic to codify a systematic approach to the overall parking program. The proposed updates will include opportunities for increased curb space management, paid parking approaches, expansion of the existing residential parking permit program, inclusion of employee parking options and other parking methodologies. The updates, when combined with the addition of enforcement and citation processing, will enhance National City's parking program, particularly related to the user experience.

City staff recommends hiring Data Ticket, Inc. to provide on-going parking citation processing services in the future due to their vast experience and expertise in this field since 1989. Data Ticket, Inc. currently provides services to approximately 400 agencies nationally.

The proposed agreement (Exhibit A) has a term of five years with cancellation rights by either party to the other with no less than 90 days prior to the end of the scheduled term. The formal bid process is waived pursuant to National City Municipal Code Section 2.60.260 regarding cooperative purchasing that authorizes the City to piggyback onto San Diego Unified Port District (SDUPD) Agreement #70-2022MA with Data Ticket, Inc., for Parking Citation Processing Services (Exhibit C). Said agreement was solicited through formal bid by the SDUPD per Request For Proposals 22-04MA: Parking Citation Processing Services.

FINANCIAL STATEMENT:

The funding included in the FY23 Parking Authority/Neighborhood Services Maintenance & Operations budget. No additional appropriations are required.

420-420-137-355-0000 - \$70,000

The total fee shall not exceed \$70,000 per fee schedule attached as Exhibit B.

RELATED CITY COUNCIL 2020-2025 STRATEGIC PLAN GOAL:

Public Safety

ENVIRONMENTAL REVIEW:

This is not a project under CEQA and is therefore not subject to environmental review.CCR15378; PRC 21065.

PUBLIC NOTIFICATION:

Agenda Report posted within 72 hours of meeting date and time in accordance with Brown Act.

ORDINANCE:

Not Applicable

EXHIBITS:

Exhibit A - Data Ticket, Inc. - Scope of Services and Performance Agreement for National City
Exhibit B - Data Ticket, Inc. - Parking Fee Schedule for National City
Exhibit C - Agreement with Data Ticket, Inc. and the SDUPD
Exhibit D - Resolution