

# **CITY OF GARDEN GROVE**

## **Request for Proposal**

**RFP No. S-1254**

**Provide Municipal Parking Citation  
Processing, Payment, Automated Handheld  
Ticket Writers, and Adjudication Services**

**June 24, 2019  
10:00am PST**

**ORIGINAL RESPONSE**

**Submitted by:**



Data Ticket, Inc.

2603 Main Street, Suite 300  
Irvine, CA 92614

## TABLE OF CONTENTS

<u>DESCRIPTION</u>	<u>SECTION</u>	<u>PAGE NUMBER</u>
TABLE OF CONTENTS		2
PROPOSAL LETTER	A	3
BIDDER / CONTRACTOR STATEMENT	B	6
STATEMENT OF COMPLIANCE	C	8
PROPOSAL PRICING ATTACHMENT "C"	D	10
REFERENCES ATTACHMENT "D"	E	17
QUALIFICATION STATEMENT	F	22
WORK PLAN / TECHNICAL DESCRIPTION	G	25
PROPOSED MANPOWER ANALYSIS	H	50
OTHER REQUIREMENTS	I	55
A FINAL NOTE	J	62

**SECTION A: PROPOSAL LETTER**

**RFP No. S-1254**

**CITY OF GARDEN GROVE**

**PROPOSAL REQUIREMENTS**

**PROPOSAL LETTER/CERTIFICATE OF ACCEPTANCE**

PROPOSER

Data Ticket, Inc.

SANDRA SEGAWA, PURCHASING DIVISION MANAGER  
CITY OF GARDEN GROVE  
11222 ACACIA PARKWAY  
GARDEN GROVE, CALIFORNIA 92840

The undersigned hereby submits this proposal on behalf of the above-named Proposer (hereinafter referred to as the "Company") in response to the request to Provide Municipal Parking Citation Processing, Payment and Adjudication Service for the City of Garden Grove. The undersigned hereby declares that he/she has carefully read and examined the RFP documents including any plans and specifications, and that the Company hereby proposes to perform and complete the Work as required in the Contract.

The undersigned recognizes that this Contract is not exclusive and that the CITY expressly reserves the right to contract for performance of services such as those described herein through other Contractors.

On behalf of the Company, the undersigned agrees to provide services in accordance with the Scope of Work at the per-unit prices indicated in its Proposed Pricing Schedule if its Proposal is accepted within 120 days from the date specified in the RFP for receipt of proposals.

The undersigned has reviewed the enclosed contract terms and conditions and agrees to accept all terms and conditions of the CITY's contract unless otherwise noted in the proposal response.

If recommended for Contract award, the undersigned agrees to execute a contract which will be prepared by the CITY for execution, within 10 calendar days following Notification of Award. It is understood that the recommendation for contract award will not be placed on the agenda for consideration by the City Council until the CITY has received the executed contract. The undersigned acknowledges and agrees that no binding contract shall exist between the Company and the CITY until and unless the Contract is approved by the CITY's City Council and executed by an authorized representative of the CITY.

The undersigned will also deliver to the CITY prior to the commencement of Scope of Work the necessary original Certificates of Insurance. If services are authorized to commence prior to the execution of the Contract pursuant to a Notice to Proceed issued by the CITY, pending the execution of the Contract, the services shall be subject to the terms and conditions of the Scope of Work and the Contract.

Incorporated herein and made a part of this Proposal are the Response Data and Proposal Forms required by the Proposal Requirements.

The undersigned acknowledges receipt, understanding and full consideration of the following Addenda to the RFP Documents:

Addenda No. 1

Proposer represents that the following person is authorized to negotiate on its behalf with the CITY in connection with this RFP:

		(949) 428-7240
(Name)	(Title)	(Phone)

The undersigned certifies that it has examined and is fully familiar with all of the provisions of the RFP Documents and is satisfied that they are accurate; that it has carefully checked all the words and figures and all statements made in the Proposal Requirements; that it has satisfied itself with respect to other matters pertaining to the proposal which in any way affect the Work or the cost thereof; and that he/she is legally authorized to bind the Company. The undersigned hereby agrees that the CITY will not be responsible for any errors or omissions in these RFP Documents.

BY:



(Email Address)

Proposer's Business Address  
and Telephone/Fax Numbers:

Data Ticket, Inc.

2603 Main Street, Suite 300

Irvine, CA 92614

Phone: (949) 428-7240

Fax: (949) 281-3195

**SECTION B: BIDDER / CONTRACTOR STATEMENT**

**BIDDER/CONTRACTOR STATEMENT  
REGARDING INSURANCE COVERAGE  
(Submit with IFB/RFP Package)**

This signed document must be included with your bid package in order for your bid/proposal to be considered complete!

BIDDER/CONTRACTOR HEREBY CERTIFIES that he/she has reviewed and understands the insurance coverage requirements specified as in the attached Insurance Requirements Checklist.

Should we/I be awarded the contract, we/I certify that we/I can meet the specified requirements for insurance, including insurance coverage of the subcontractors, and agree to name the **City/Successor Agency/Sanitary District** and other additional insureds as per the agreement for the work specified And we/I will comply with the provisions of Section 3700 of the Labor Code, which require every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, before commencing the performance of the work specified.

          Data Ticket, Inc. a California Corporation          

Please Print (Person, Firm, or Corporation)



Please Print (Name & Title of Authorized Representative)

6/18/2019

(949) 428-7240



Date

Phone Number

Email

Insurance Certificates and Endorsements will also be accepted via email and must be emailed to the following email address only: [sandras@garden-grove.org](mailto:sandras@garden-grove.org). This is the preferred and quickest method of submitting insurance certificates and endorsements.

Insurance Certificates and Endorsements can also be mailed to: City of Garden Grove  
Attention: Sandra Segawa:  
Purchasing Division  
11222 Acacia Parkway  
Garden Grove, CA 92840

**NOTE:** All insurance certificates and endorsements must be received by the City of Garden Grove Purchasing Division within ten (10) City working days of the original request or the City reserves the right to proceed with the next lowest responsible bidder or the next highest scoring proposer in the process.

**SECTION C: STATEMENT OF COMPLIANCE**





### STATEMENT OF COMPLIANCE

The undersigned Proposer declares that the Proposal submitted to Provide Municipal Parking Citations Management for the City of Garden Grove as described in, and in response to City of Garden Grove RFP No. S-1254 was prepared in strict compliance with the instructions, conditions and terms listed in the RFP, Scope of Services and Draft Agreement, with exceptions listed below, if applicable. At least one box for each item must be checked.

RFP Instructions and Terms & Conditions (Check One)

No Exceptions Taken

Exceptions Taken

Scope of Services (Check One)

No Exceptions Taken

Exceptions Taken

Draft Agreement/Insurance Requirements (Check One)

No Exceptions Taken

Exceptions Taken

If any exceptions are taken, this Statement of Compliance shall include a narrative that identifies each item to which the Proposer is taking exception or is recommending change, including the suggested rewording of the contractual obligations or suggested change in RFP, and identifies the reasons for submitting the proposed exception or change. When available, please reference specific line item numbers as provided in the RFP. The City reserves the right to rule as non-responsive and reject any Proposals that are not accompanied with the required documentation as described above.



Printed Name and Title

6/18/2019

Date

Data Ticket, Inc.

Name of Proposer

(Attach a separate sheet(s) detailing each exception being taken, if applicable)

**SECTION D: PROPOSAL PRICING ATTACHMENT  
“C”**

**"ATTACHMENT C"  
PROPOSAL PRICING**

**PROPOSAL**

THE HONORABLE MAYOR AND CITY COUNCIL  
CITY OF GARDEN GROVE  
11222 ACACIA PARKWAY  
GARDEN GROVE, CALIFORNIA 92840

To: THE HONORABLE MAYOR AND CITY COUNCIL

The undersigned having carefully examined the Plans and Specifications for:  
**PARKING CITATIONS SYSTEMS MANAGEMENT PER SPECIFICATIONS**, HEREBY  
PROPOSE to furnish all labor, materials, equipment and transportation, and do all  
the work required to complete work in accordance with the Plans and Specifications  
for the sum price of:

**NOTE: THIS FORM MUST BE SUBMITTED WITH PROPOSAL**

All specifications are to be inclusive within the pricing below:

PUBLIC WORKS DEPARTMENT – (APPROX 25,000 AUTOMATED/YEAR)

POLICE DEPARTMENT AND CODE ENFORCEMENT – (APPROX 1,500 AUTOMATED,  
3,000 HANDWRITTEN/YEAR)

Cites Issued (Automated)	\$ <u>0.40</u> /cite
Cites Issued (Handwritten)	\$ <u>0.45</u> /cite
Notice of Intent mailed	\$ <u>0.75</u> /cite
Additional Collection Letters (optional)	\$ <u>0.75</u> /cite
Out of State Processing*	\$ <u>1.50</u> /cite
Conversion (one time charge)	\$ <u>no charge</u>
Hardware and maintenance fee	\$ <u>70.00</u> /per device per month 2.50 per SSN and 15% of collected amount
FTB collection hold	\$ _____ /license plate
AB 503 Payment Plan Processing	\$ <u>2.00</u> if the City handles; \$5.00 if Data Ticket handles _____ /citation

\*Charges for Out of State processing should only include the cost of collecting fines that have not been paid within thirty (30) days of the date of issuance and/or Out of State processing notice expired timeline.

**Adjudication Service**

Review Notice	\$ <u>0.75</u> per notice
Hearing Schedule Notice	\$ <u>0.75</u> per notice
Hearing Officer	\$ <u>25.00</u> per hearing
	\$ <u>200.00</u> minimum/hearing

It is understood and agreed that:

- (a) No verbal agreement or conversation with any officer, agent or employee of CITY, either before or after the execution of the Agreement shall affect or modify any of the terms or obligations of this Proposal.
- (b) CITY will not be responsible for any errors or omissions on the part of the undersigned in making up his bid, nor will bidders be released on account of errors.
- (c) The undersigned hereby certifies that this Proposal is genuine and is not sham or collusive, or made in the interest or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought, by collusion, to secure for himself an advantage over any other bidder.
- (d) The undersigned is licensed in accordance with the Laws of the State of California.
- (e) All proposals shall be signed in ink by the President, Chief Executive Officer, or individual authorized to act on behalf of the company, with current Power of Attorney if applicable. The name and mailing address of the individual making the proposal must be provided.

CONTINUED NEXT PAGE

Check below where appropriate:

Partnership: That \_\_\_\_\_ are partners, doing business under the firm name of \_\_\_\_\_ and that the co-partnership makes the accompanying proposal.

Corporation: That Data Ticket, Inc. of Irvine, California make the accompanying proposal.

Individual: That \_\_\_\_\_ is the bidder and makes the accompanying proposal.

Data Ticket, Inc.  
COMPANY NAME  
2603 Main Street, Suite 300  
ADDRESS  
Irvine, CA 92614  
CITY - STATE - ZIP CODE  
949-428-7240  
TELEPHONE

 \_\_\_\_\_  
E NUMBER  
\_\_\_\_\_  
(NT)  
6/18/2019  
AUTHORIZED SIGNATURE / DATE

**Cost Explanation**

Below we have provided additional explanation of our service offerings and we have included some optional services the City may want to consider.

<b>Parking Citation Processing</b>	
<b>Description</b>	<b>Cost</b>
<i>Fee per Electronic Citation Issued</i>	
<i>Fee per Manual Citation Issued</i>	
<i>1<sup>st</sup> Courtesy and Delinquent Notices</i>	
<i>Fee per Paperless Appeal - Optional</i>	
<i>Fee per Adjudication Letter</i>	
<i>Out of State Collections</i>	
<i>Fee per Franchise Tax Board SSN Request</i>	
Includes:	
<i>Franchise Tax Board Collections</i>	
Includes:	
<i>Hearing Officer Services</i>	
Includes:	

<b>Parking Citation Processing</b>	
<b>Description</b>	<b>Cost</b>
<b><i>Joint / Escrow Account Services - Optional</i></b>	
Includes:	
<b><i>Fee per Refund, NSF Processed - Optional</i></b>	
<b><i>Fee per State Surcharge Issuance - Optional</i></b>	
<b><i>AB503 Receipt and Processing – per request if Data Ticket handles</i></b>	
<b><i>AB503 Receipt and Processing – per request if City handles</i></b>	
<b><i>AB 503 Letters</i></b>	
Includes:	
<b><i>Fee per Other Correspondence / Letters</i></b>	
Includes:	

Handheld Hardware Cost Proposal		
Item	3 Year Lease Price	Purchase Price
N5 Print 1-Piece Solution		
Samsung Galaxy S8+ w/ TSC 3" Printer		
Samsung Galaxy S9+ w/ TSC 3" Printer		

Handheld Citation Issuance Software Cost Proposal	
Item	Cost
Software License Fee	
Software Maintenance/Support/ Enhancements	
<i>Optional</i> – Replacement Coverage for Lost/Stolen Handheld Unit	
<i>Optional</i> - Hosted Data Plan	

**OTHER:**

Credit Card Convenience Fee [REDACTED] per transaction charged to the Citizen

[REDACTED]



**SECTION E: REFERENCES ATTACHMENT “D”**

**ATTACHMENT "D"  
REFERENCES  
(RFP S-1254)  
PARKING CITATION ADMINISTRATION**

Contact Name	Phone Number	Email Address
1. [REDACTED]	[REDACTED]	[REDACTED]
2. [REDACTED]	[REDACTED]	[REDACTED]
3. [REDACTED]	[REDACTED]	[REDACTED]
4. [REDACTED]	[REDACTED]	[REDACTED]
5. [REDACTED]	[REDACTED]	[REDACTED]
6. [REDACTED]	[REDACTED]	[REDACTED]

Per the City’s request on page 12 of the City’s RFP, below and on the following pages, we have provided the following additional information for the references provided in Attachment “D” References:

1. Description of Projects and Dates of Projects
2. Contract Dates / Terms

**Reference #1**

<b>Customer Name</b>	[REDACTED]
<b>Project Description:</b>	
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> </ul>	<ul style="list-style-type: none"> <li>• FTB processing</li> <li>• Refund processing</li> <li>• Real-time interface with iNovah</li> <li>• Credit card collections</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• Hearing Officer Services</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>
<b>Project Start and End Dates</b>	January 2017 to Current

**Reference #2**

<b>Customer Name</b>	[REDACTED]
<b>Project Description:</b>	
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> <li>• Permit solution and processing</li> <li>• Credit card collections</li> </ul>	<ul style="list-style-type: none"> <li>• FTB processing</li> <li>• Banking Services</li> <li>• NSF processing</li> <li>• Chargeback processing</li> <li>• Refund processing</li> <li>• Real-time interface with Genetec’s AutoVu</li> <li>• Real-time interface with Parkeon</li> <li>• Real-time interface with Passport</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>
<b>Project Start and End Dates</b>	September 2014 to Current

**Reference #3**

<b>Customer Name</b>		[REDACTED]
<b>Project Description:</b>		
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> </ul>	<ul style="list-style-type: none"> <li>• Credit card collections</li> <li>• FTB processing</li> <li>• Banking Services</li> <li>• NSF processing</li> <li>• Chargeback processing</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• Hearing Officer Services</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>	
<b>Project Start and End Dates</b>		2005 to Current

**Reference #4**

<b>Customer Name</b>		[REDACTED]
<b>Project Description:</b>		
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> </ul>	<ul style="list-style-type: none"> <li>• Credit card collections</li> <li>• FTB processing</li> <li>• Banking Services</li> <li>• NSF processing</li> <li>• Chargeback processing</li> <li>• Refund processing</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>	
<b>Project Start and End Dates</b>		October 2018 to Current

**Reference #5**

<b>Customer Name</b>		[REDACTED]
<b>Project Description:</b>		
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> </ul>	<ul style="list-style-type: none"> <li>• Credit card collections</li> <li>• FTB processing</li> <li>• Banking Services</li> <li>• NSF processing</li> <li>• Chargeback processing</li> <li>• Refund processing</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>	
<b>Project Start and End Dates</b>		September 2013 to Current

**Reference #6**

<b>Customer Name</b>		[REDACTED]
<b>Project Description:</b>		
<ul style="list-style-type: none"> <li>• Parking citation processing</li> <li>• Daily &amp; Delinquent citations</li> <li>• In state and out of state collections</li> <li>• CA and out of state registered owner retrieval</li> <li>• CA DMV Holds and releases</li> <li>• Manual citation processing</li> <li>• Electronic citation processing</li> <li>• Handheld Ticket Writers</li> <li>• Citation issuance software</li> <li>• Payment processing</li> </ul>	<ul style="list-style-type: none"> <li>• Credit card collections</li> <li>• FTB processing</li> <li>• Banking Services</li> <li>• NSF processing</li> <li>• Chargeback processing</li> <li>• Refund processing</li> <li>• Online adjudication</li> <li>• Adjudication correspondence</li> <li>• Hearing Officer Services</li> <li>• In-house, bi-lingual customer service</li> <li>• AB503 Processing</li> </ul>	
<b>Project Start and End Dates</b>		February 2016 to Current

**SECTION F: QUALIFICATION STATEMENT**

**Profile**

Data Ticket, Inc. is a California Corporation that provides administrative citation processing, parking citation processing and parking permit management and collection services for Cities, Counties, Universities, Districts and other Public entities nationwide. Data Ticket employs 54 full time Staff. Data Ticket was incorporated in California in 1989. We provide expertise to ensure that citations get processed and collected in a timely manner for over 350 Agencies, nationwide.

Data Ticket's sole office is located in Irvine, California. All work performed will be handled out of this office. Our offices are always open to our clients and we encourage in-person communication on a regular basis. Data Ticket, Inc. is a California certified Small Business Enterprise and a California certified Woman-Owned Business Enterprise.

Data Ticket, Inc. has never been, nor is currently, involved in any bankruptcy. Likewise, we are not involved in a reorganization, liquidation or dissolution proceeding. A trustee or receiver has neither been appointed overall or to a substantial portion of the property of Data Ticket, Inc. under federal bankruptcy law or any state of insolvency law.

**Financial Stability & Capacity**



**Strength and Stability Organizational Structure**

Data Ticket understands that our service and technology offerings are only as good as our Staff. It is our goal with each client to ensure we have a partnership based on solid, effective communication.

We have found that our Staff is most effective when everyone has been cross trained in at least one area outside their core responsibility. This model provides us with the greatest flexibility and the highest ability to meet our clients' needs. Using this model, we have never missed a go live data or a conversion date.

**General Work Experience Relevant to the City's Scope of Work**

Data Ticket has a vast amount of experience that relates directly to the City's Scope of Work. The items identified in the scope of work are all currently items performed for most of our California clients. In fact, we believe the scope of work provided to those clients includes additional functionality and enhancements than currently being required. The client references provided in response to the City's request for references all correlate directly with the scope of work requested.

Data Ticket takes a lead role in all the projects we undertake. Our unique role in the parking citation processing industry affords us the opportunity to be an aggregator of data for our clients. Naturally each of our clients focus on their own data, their collection rates and the trends they have tracked historically over whatever period of time. Data Ticket, on the other hand has access to over 350 clients' data. This means we can focus on all data to identify trends in the industry, trends within a specific demographic, trends within a specific geographic location, and more. Moreover, we can utilize our research to educate our clients on best practices that will increase customer satisfaction, decrease customer complaints, increase compliance and increase collection rates.

Our clients find we act both as a consultant and a parking citation processing vendor. We offer a wealth of knowledge on processing, integrations, additional service offerings and process improvements.

**Organizational Alliances**

Data Ticket is affiliated with several parking organizations and DMVs that further demonstrate our qualifications. Below we have provided a listing of those organizations:

- ✿ Association of Credit and Collection Professionals (ACA)
- ✿ California Association of Collectors (CAC)
- ✿ California Association of Code Enforcement Officers (CACEO)
- ✿ LexisNexis
- ✿ NLETs
- ✿ Accurint
- ✿ International Parking Institute (IPI)
- ✿ California Public Parking Association (CPPA)
- ✿ Florida Parking Association
- ✿ Parking Association of Georgia
- ✿ Parking Association of the Virginias
- ✿ Carolina Parking Association
- ✿ Mid-Atlantic Parking Association
- ✿ New Jersey Association of Parking
- ✿ New York State Parking Association
- ✿ Pennsylvania Parking Association
- ✿ Minnesota Association of Parking Professionals
- ✿ Northwest Parking Association
- ✿ Parking Association of Georgia
- ✿ Southwest Parking Association
- ✿ Wisconsin Parking Association



**SECTION G: WORK PLAN / TECHNICAL DESCRIPTION**

Below and on the following pages we have provided a response to the City's Scope of Services as identified on pages 24 – 41 of the City's RFP. Where we intend to exceed the City's requirements, we have ***bolded and italicized*** that text for ease of identification.

### Municipal Parking Citation Processing Services

- i. Data Ticket will meet the requirements identified on page 25, number i.

In addition to the requirements identified on page 25 of the City's RFP with respect to handheld ticket writers and citation issuance software, ***Data Ticket proposes the City utilize our real-time interface with California DMV that automatically alerts the issuing Officer of any payments or changes in responsible party made at the DMV in the last 30 days.*** The benefit of this feature, which is unique to Data Ticket's Solution, is that Officers can be confident the scofflaw information provided on the handhelds is 100% accurate, directly from the field.

Additionally, ***our maintenance and support agreement includes the repair and/or replacement of damaged handheld devices within 48 hours of notification.***

Our handheld service offerings have been developed to utilize webservices for the sharing of data amongst handheld devices. ***As soon as a citation has been issued to a vehicle, all other handheld devices are instantaneously updated to include that citation data.*** This feature allows an Officer in the field to see when the last citation was issued to a particular plate, even if it was less than 1-minute prior, simply by entering the plate into the handheld.

With the click of a button, ***Officers in the field will have the ability to void a citation and/or reinstate a citation, even if it has already been printed and transmitted to our Solution.***

- ii. Data Ticket will meet the requirements identified on page 25, number ii.

Data Ticket's Data Entry Department accepts manually issued citations via US Mail as well as via email. ***Once received and entered into the Solution, all manually issued citations are scanned onto our network and electronically attached to the citation on the web.*** This means City Personnel will have access to view each manually issued citation on the web along with the entire citation history.

Data Ticket does not purge data unless specifically requested to do so. ***As such, the City's manually issued citations will be available to view on the web as long as the City is a client, far exceeding the City's 4 year requirement.*** Additionally, if there is ever a need to provide the City with a copy of its data, all citation images will accompany that data.

- iii. Data Ticket will meet the requirements identified on pages 25-26, number iii.

Not only does Data Ticket automatically retrieve California DMV information, our solution is real-time. ***This means as soon as the citation is entered into the Solution, it is queued to be sent to California DMV.*** The current wait time to obtain a registered owner from CA DMV from the time the citation hits the Solution is 2 minutes, 25 seconds. No other vendor offers this capability.



In addition to updating a citation record when a certificate of non-ownership is provided, ***our Operations Department scans and attaches the certificate to the citation so City Personnel can view online exactly what was provided.*** Once complete, our Operations Department automatically flags the citation to be sent to DMV for an updated registered owner or they change the owner on the spot. Of course, City Personnel also have this capability via our solution should they choose to utilize.

***All correspondence sent to a registered owner, appellant or prior registered owner are always hyperlinked to the citation*** in our Solution so City Personnel can view all correspondence at any given time.

- iv. Data Ticket will meet the requirements identified on page 26, number iv.

Data Ticket is a strategic partner with NLETs, thus providing us with a **real-time interface to obtain registered owner information for out of state plates. Unlike other vendors who have this partnership,**



**we never hold a citation with the hopes it will get paid prior to obtaining the registered owner, just to save money.** As soon as a citation that is issued to an out of state plate enters the Solution, it is immediately queued to obtain an RO.

In addition to NLETs, Data Ticket **accesses out of state registered owner information directly from many states**, including Arizona, Florida, Illinois, Maryland, North Carolina, Nevada, Ohio, Oregon, Pennsylvania, Texas and a variety of others.



- v. Data Ticket will meet the requirements identified on page 26, number v.

Our Solution has a **real-time connection with CA DMV, providing our clients with the ability to place registration holds and releases, real-time, far exceeding the City's 48-hour requirement.** This process occurs 24/7, including holidays.

Unlike other processing vendors, **registration hold and release confirmation is received directly from DMV the same day the request is made, far exceeding the City's monthly requirement.**

As discussed, because CA DMV does not release payment information until month-end, our Handheld Citation Issuance Solution was developed to **provide Officers with the ability to view whether any payments have been made at DMV in the last 30 days, real-time.**

- vi. Data Ticket will meet the requirements identified on pages 26 - 27, number vi.

Unlike the City's requirement to collect mail from a PO Box located in Orange County 3 days per week, **Data Ticket provides for mail collection Monday – Friday, excluding holidays.** When a holiday falls on a Monday, Data Ticket obtains the mail on Saturday to ensure a consistent flow occurs.

**All mail received will be scanned and stored on our network as long as the City is a client.** This enables City Personnel with the ability to view postmark dates on envelopes, as well as the contents of each envelope received.

**Data Ticket is PCI Compliant as well as SOC 2 Type 2 Compliant. Our Solution accepts Visa, MasterCard, Discover and American Express** via real-time authorization utilizing Authorize.Net and TSYS for settlement.

Additionally, City Personnel will have the **option to utilize our Optional Banking Services whereby mailed-in payments are deposited real-time via remote check deposit.**

The City will have the **option to process AB503 request internally or have Data Ticket's Operations Department process and approve or deny each request.** As we are sure the City is aware, there are several pending legislative items that could impact parking citation processing. Data Ticket is tracking those to ensure our Solution will accommodate any new requirements.

- vii. Data Ticket will meet the requirements identified on page 27, number vii.

Data Ticket is happy to keep envelopes with all contents; however, **we do scan each envelope, and its respective contents, onto our network and in many cases attach it to the corresponding citation for easy viewing on our website.**

- viii. Data Ticket will meet the requirements identified on pages 27 - 28, number viii.

Each item received by Data Ticket via US Mail will be **scanned and attached to the appropriate citation in our Solution.** Upon completion, City Personnel will be made aware either via email and/or by visiting our website of the pending documentation. We find this approach expedites the processing of documentation received thereby providing a better experience for the customer.

In addition to the City providing manually issued citations to Data Ticket via US Mail, we **also offer the ability for the City to email manually issued citations**

**directly to our Data Entry Department.** Upon completion of the data entry process, our Data Entry Manager will email the City with confirmation the citations have been successfully keyed.

ix. Data Ticket will meet the requirements identified on page 28, number ix.

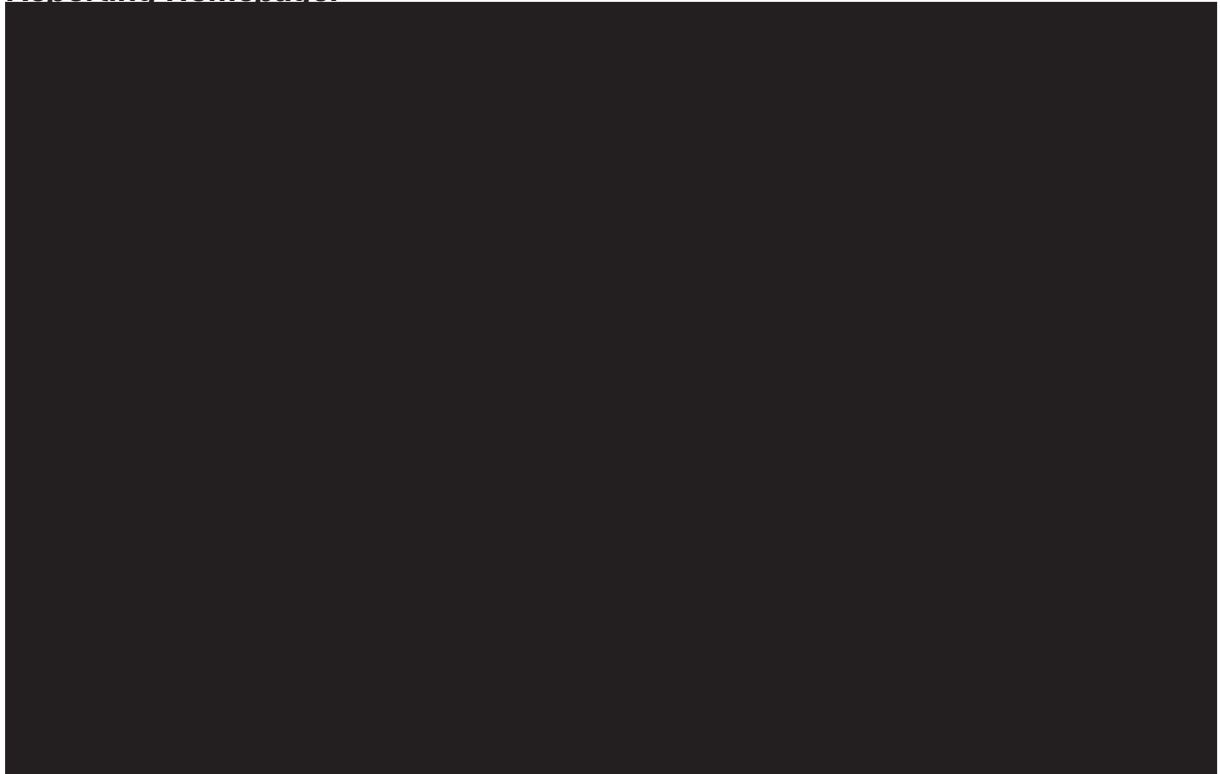
**All reporting options will be available to City Personnel real-time via our website. We offer over 100 reports from which the City may run for any period.**

We do not ever purge our clients' data unless specifically requested to do so. As a result, **our clients can run reports for any duration of time desired.**

All our **reports are exportable to excel and will format perfectly without any human intervention.**

In addition to our Standard Reports, we provide our clients with our "**Report Generator**" that provides each user with the ability to create, save, and share custom reports based on each individual's needs. Below we have provided a screen shot of our Reporting Homepage that enables our clients in a glance to view crucial information about their citation issuance and collections:

**Reporting Homepage:**



**IMAGE CONFIDENTIAL AND PROPRIETARY TO DATA TICKET, INC.**

On the following page we have provided a screen shot of our Report Generator feature that provides our clients with the ability to create custom reports that can be generated, saved, and shared to coworkers, real-time.

***Report Generator Feature:***



Once you have created a report you would like to run on a regular basis, you can save the report to a “My Reports” menu that then allows you to delete, clone or share the reports amongst co-workers. On the following page you will see an image of a user who has created custom, saved reports.



***ALL IMAGES CONFIDENTIAL AND PROPRIETARY TO DATA TICKET, INC.***

Below and on the following pages, we have provided samples of **some** of our reports, as required. Should the City require full copies of each report offered, we would be happy to supply those.

***Sample Officer Summary Report:***



***Sample Citation Status Report (Summary):***



***Sample Citation Status Report (Detail):***



***Payments Grouped by Received Date (Summary):***



***Payments Grouped by Received Date (Detail):***



***Daily Posted by Client (Summary):***



**ALL IMAGES CONFIDENTIAL AND PROPRIETARY TO DATA TICKET, INC.**

- x. Data Ticket will meet the requirements identified on pages 28 - 29, number x.

Our Solution provides for the **acceptance of Visa, MasterCard, Discover and American Express**. We believe providing as many options as possible for the payment of citations increases the level of customer service offered and increases customer satisfaction.

Additionally, our Customer Service Center is **available Monday – Friday from 7am – 5pm, Pacific**. We have found that by having our customer service representatives available at 7am, rather than 8am, again increases customer satisfaction.

All Customer Service calls **are call-recorded and can be forwarded to City Personnel upon request**. In addition, a **note is entered into the Solution real-time by the Customer Service Representatives during each call**. This note, which summarizes the call, is visible to City Personnel as soon as the call has concluded.

- xi. Data Ticket will meet the requirements identified on pages 29 - 30, number xi.

All correspondence sent on behalf of the City will be sent via **1<sup>st</sup> Class mail** and all correspondence will be **attached to the citation, so City Personnel can view a copy of each notice / letter sent**.

In addition to NSF letters, the City may want to consider sending chargeback letters to notify individuals who initiate a chargeback to re-submit payment.

All correspondence sent on behalf of the City will go through the **NCOA (National Change of Address) database**, as well as **address verification** to ensure the address provided is an actual address. Both these features decrease the percentage of returned mail, thus increasing customer satisfaction.

Per the City's request, on the following pages we have attached samples of some of our correspondence below. These notices are customizable so we are happy to work with the City of any potential changes the City might like. Should the City like to see examples of all correspondence, we would be happy to provide them.



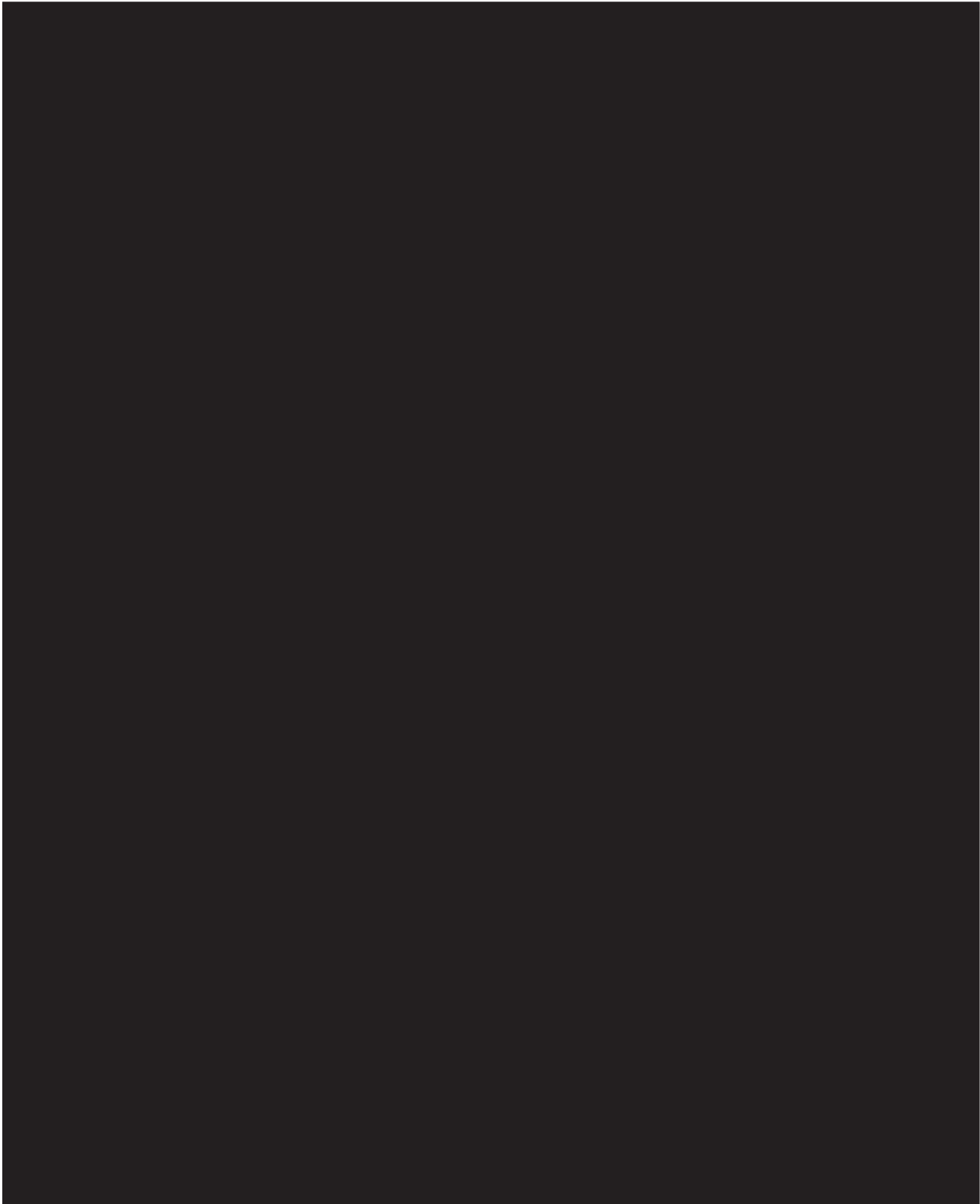
***Sample Courtesy Notice 1***



***Sample Delinquent Notice 2***



***Sample Delinquent Notice 3***



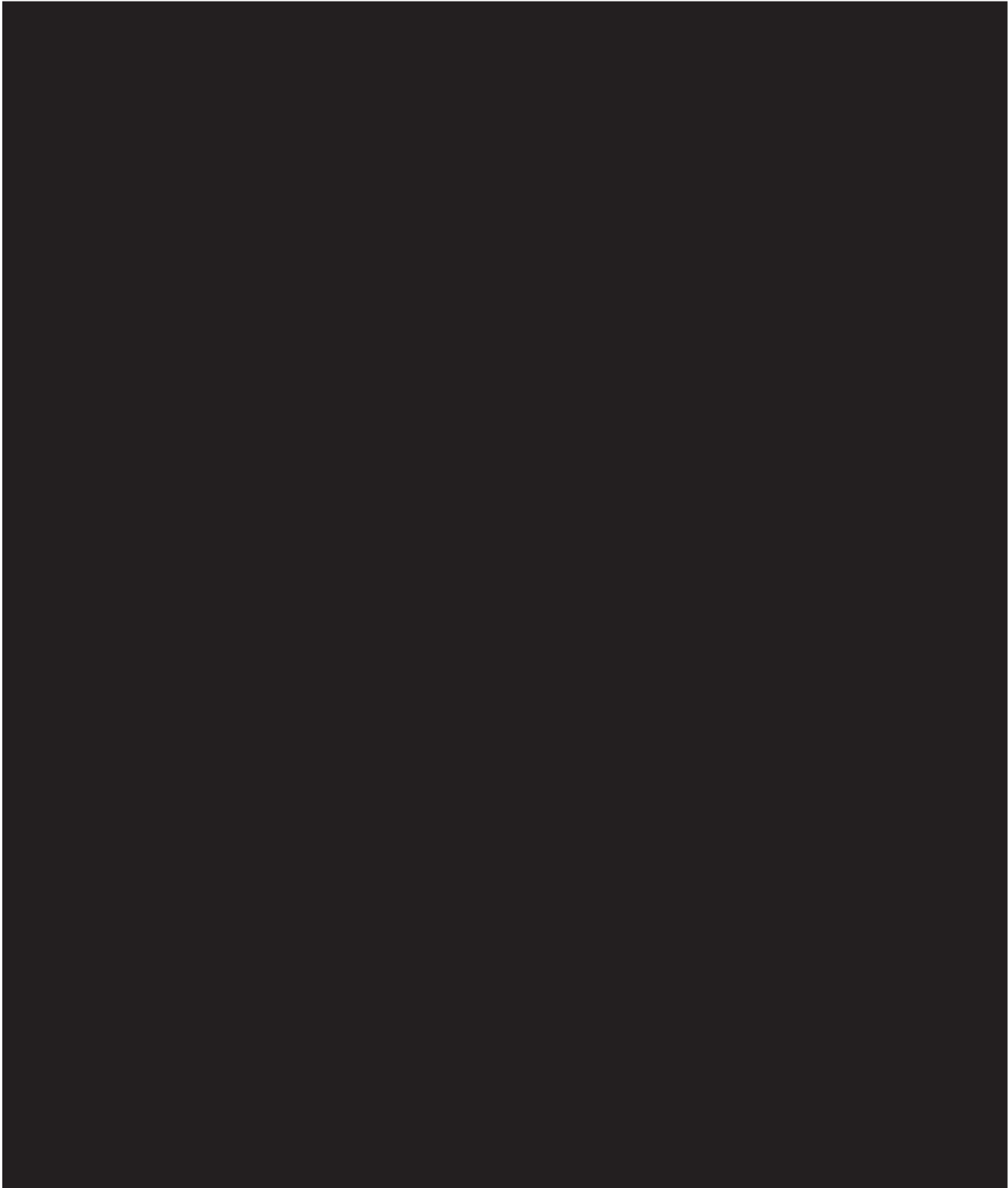
***Sample Delinquent Notice 4***



***Sample Franchise Tax Board Notice***



*Sample AB503 Indigent Payment Plan Letter*



xii. Data Ticket will meet the requirements identified on page 30, number xii.

Our online presence is extremely secure. The Solution tracks all activity at the user level such that ***real-time repots may be run that identify all activity for any given period of time.***

***In addition to notes being added to a single citation at a time, user notes can also be added for multiple citations at once.*** We have found this streamlines the process for updating multiple citations with the same note.

xiii. Data Ticket will meet the requirements identified on page 30, number xiii.

Data Ticket's Support hours are ***7am – 5pm Pacific, providing more support hours than any other vendor.***

***Training will not be limited to 40 hours per year.*** We realize each Agency has different requirements and we realize agencies go through phases where sometimes additional training is required. We are flexible enough to be able to handle these changes in requirements.

xiv. Data Ticket will meet the requirements identified on page 30, number xiv.

Our Solution is ***fully redundant. Uptime is kept at 99.87%*** with the only downtime being the result of weekly scheduled releases that are performed at 5:30pm Pacific on Thursdays.

Data Ticket ***owns operates and updates all our hardware and software*** on-site in Irvine, California. We do ***not outsource any part of our infrastructure.*** Data Ticket maintains our parking citation management system database and physical system security in a manner that provides complete confidentiality and protection from unwanted access.

Data Ticket's website is housed on a secure Windows 2012 server with the following security precautions:

- The server is behind the Cisco firewall
- Integrated security is employed between the IIS and SQL servers
- All passwords are encrypted
- Several pages on the website are encrypted using a strong, 256-bit encryption scheme from VeriSign services
- Nightly backups are made in the event of a hacker accessing the web server
- Data is not kept on the web server, and hacking into the data server is virtually impossible

In addition, our website provides a ***complete audit trail*** of the registered owner and any changes made due to a release of liability, a change due to a renter or lessee, or any other change. Finally, City Personnel will have the ability to view a complete audit trail for every citation in the system.

Throughout the life of the contract, the ***City will retain all ownership of the data and at no time is the data considered property of any entity other than the City*** before, during and after the life of the contract

Data Ticket performs **automated backups daily and removes all backups to an offsite location**. Our complete disaster recovery plan will be provided upon request.

Our citation management system employs a wide variety of safety measures to be prepared for the eventuality of an emergency or disaster. All data is backed up off-site daily to be prepared for disaster recovery.

In the event of an earthquake, fire, flood, hurricane, evacuation, bomb, blackout, theft, riot, or any other emergency or disaster, our procedures will be used to restore data and hardware. Should the City require viewing our detailed disaster recovery plan, we are happy to provide it upon request.

xv. Data Ticket will meet the requirements identified on page 31, number xv.

Upon award of the contract, Data Ticket will provide a detailed implementation plan.

xvi. Data Ticket will meet the requirements identified on page 31, number xvi.

The Scofflaw Report will be **available online for City Personnel to generate at any time**. In addition, City Personnel will be provided with the **ability to manage the scofflaw report by removing license plates** when a change in ownership has occurred and the vehicle is no longer eligible to be towed.

The Scofflaw data will also be **provided to the handheld ticket writers, real-time and Officers will have the ability to check for payments and release of liability filed at the CA DMV within the last 30 days**. This feature is unique to Data Ticket and ensures a vehicle will not be towed or booted incorrectly.

xvii. Data Ticket will meet the requirements identified on page 31, number xvii.

Data Ticket's compliance with CVC 40200.3 (b) will be made **available online for as long as the City is a client**.

xviii. Data Ticket will meet the requirements identified on page 31, number xviii.

Data Ticket will make management available to the City for **on-site meetings as requested during normal business hours. Meetings will not be limited to quarterly**.

### **Administrative Appeal / Review & Hearing Tracking System**

xix. Data Ticket will meet the requirements identified on pages 31 - 32, number xix.

All Adjudication related correspondence will be sent via 1<sup>st</sup> Class Mail on behalf of the City and **all adjudication related correspondence will be attached and**



***hyperlinked to the corresponding citation.*** This process provides City Personnel with the ability to view all correspondence sent.

***Notification of overpayments and/or fines that are due reimbursement will be done via online, real-time reporting as well as notification displayed promptly when a user logs into the Solution.***

All source documents will be ***scanned and attached to the corresponding citation so that City Personnel can view each attachment as required.***

***Individuals in the adjudication process will have toll-free line to a dedicated Adjudication Department to answer all their adjudication related questions*** in addition to our Customer Service line.

In addition to our Adjudication Department scheduling hearings at least 3 weeks in advance, the ***City's Citizens will have the ability to schedule their own hearing, based on the City's business rules.***

***City Personnel will have access to 10 Adjudication Reports that can be customized to include or exclude columns, as well as to utilize optional criteria*** to retrieve the exact report required.

A ***complete audit trail*** will be made available to City Personnel to view each step in the adjudication process.

### **Automated Voice Response System**

Data Ticket will meet the requirements identified on pages 32 - 33.

Our Solution is 100% redundant. ***Scheduled system maintenance does not impact our clients or their citizens.***

### **Public Internet Access**

Data Ticket will meet the requirements identified on page 33.

We recommend we provide a ***customized user experience for the City's citizens*** to access their citation data. Specifically, this experience can be branded to resemble the City's own website; however, Data Ticket will host this website.

In addition to providing the capability for citizens to appeal their citations online at both the 1<sup>st</sup> Level Review and 2<sup>nd</sup> Level Hearing, ***citizens will be able to attach supporting documentation that is not limited.***

***Citizens will be able to apply for an AB503 compliant payment plan*** and attach the City's required documentation.

Our Solution will provide the ***City's citizens with the ability to pay for their citation(s) with a single convenience fee at the lowest cost of any vendor.*** Acceptance of credit cards is done via ***Visa, MasterCard, Discover and American Express.***



## **Internet System Requirements**

Data Ticket has read the requirements identified on page 55 of the City's RFP. Data Ticket offers a fully hosted Solution that is available to any City Personnel via a unique username and password and any internet browser that is TLS 1.2 supported. The simple reason for this is that Data Ticket's Solution is both PCI and SOC 2 Type 2 Compliant and as such TLS 1.2 is will meet the requirements identified on page 35.

Access to the Solution is via unique username and password as our Solution is a fully hosted SaaS (Software as a Service) for which Data Ticket is responsible. Security parameters, protocols, network configuration and other items identified are no longer the City's concern.

## **Hand-Held Writing Units**

Data Ticket has read the requirements identified on pages 35 – 36 of the City's RFP. Our proposed solution will exceed the City's requirements.

Below we have provided handheld ticket writer options for the City. If City Personnel do not see the unit they would like to utilize, we are happy to work with the City to determine which unit(s) the City prefers and install our Handheld Citation Issuance Application on the preferred solution. Additionally, the City would not be confined to selecting a single handheld unit. A combination of units may be utilized across issuing Officers to accommodate each Officer's needs. If 2 Officers like the N5 Print and 1 Officer likes the 2-piece unit, we can accommodate that.

The units offered below are:

- **Samsung Galaxy S8 Plus** – This unit is being used more frequently by Officers because of its flexibility in offerings. The units typically act as phones, are capable of texting and are generally very easy to use as many Officers carry a similar device today. In addition, the screen is typically larger than the more ruggedized devices. These units are two-piece units that connect to a separate printer via a Bluetooth connection.
- **Samsung Galaxy S9 Plus** – This latest unit to join the market provides the additional feature of being water resistant. The units typically act as phones, are capable of texting and are generally very easy to use as many Officers carry a similar device today. In addition, the screen is typically larger than the more ruggedized devices. These units are two-piece units that connect to a separate printer via a Bluetooth connection.
- **N5z1 Print** – This unit is a single piece unit that incorporates a Samsung Android Device and a printer to provide those Clients looking for a single piece unit combined with the Android Operating System.

Below, we have provided a brief comparison of the units provided so City Personnel can easily compare each unit against the other. If the City is interested in a particular unit we have not presented, we are more than happy to provide that option.

Item	Samsung Galaxy S8 Plus	Samsung Galaxy S9 Plus	N5z1 Print
<b>Dimensions: W, L, D</b>	2.89", 6.28", .32"	2.91", 6.22", .33"	4.73", 10.81", 2.62"
<b>Screen Size</b>	6.2" Diagonal	6.2" Diagonal	5.7" Diagonal
<b>Weight</b>	.381 lbs	.416 lbs	1.66 lbs*
<b>Wirelessly Enabled</b>	With a cellular plan	With a cellular plan	With a cellular plan
<b>Printer Type</b>	External	External	Direct Thermal
<b>Operating System</b>	Android 7.0 Nougat	Android 8.0 Oreo	Android OS 7
<b>Camera</b>	Front: 8MP Color Rear: 12.0 MP - Color	Front: 8 MP Color Rear: 12.0 MP - Color	Front: 5 MP Color Rear: 16 MP - Color
<b>Video Recording</b>	4K at 30 fps	4K at 30 fps	2160p at 30 fps
<b>Keyboard</b>	Virtual Keyboard with separate numbers / letters	Virtual Keyboard with separate numbers / letters	Virtual Keyboard with separate numbers / letters
<b>Operating Period</b>	WiFi: up to 15 hrs 3G: up to 14 hrs LTE: up to 16 hrs	WiFi: up to 15 hrs 3G: up to 13 hrs 4G: up to 15 hrs	up to 13 hours
<b>Water Resistance</b>	NA	IP 68	NA

\*Without paper roll

## Handheld Unit Images



### Printers Offered by Data Ticket for 2 Piece Units

Data Ticket recommends the use of a 3" or 4" Bluetooth printer. The selection of a printer is like the selection of a handheld ticket writer. City Personnel may select a single printer to use for all Officers or City Personnel may wish to use a variety of printers. Of course, we do recommend City Personnel use a single ticket width, so a single ticket order will work, regardless of the printer selected.

On the following page we have provided 2 of the popular models used by our Clients that elect a 2-piece unit:

- ✿ **3" TSC Printer or 4" Zebra Printer** – The TSC Alpha-3R and the Zebra direct thermal portable printers features a rugged design and reliable performance that will continue to operate long after other printers have failed. Both units are comfortable, light-weight printers capable of working with any mobile printing application where you need citations printed wherever you are. With its optional cases, the printers are IP54-rated to resist dust and water and each printer endures to a 6-foot fall and keeps printing. These small and light printers can be worn comfortably for a full shift, without interfering with the Officer's tasks.

### Handheld Printer Images



#### ***Citation Issuance Application***

All handheld software is developed, owned and fully supported by Data Ticket, Inc. Should you need to replace or repair a unit, we have dedicated handheld resources available to you for troubleshooting, repairs, upgrades, general question inquiry and technical support.

Data Ticket has provided the City with multiple options for handheld ticket writers that we believe meet or exceed the City's requirements. Below and on the following pages is a short list of the features available in our citation issuance application:







**Image Confidential and Proprietary to Data Ticket, Inc.**

Regardless of the handheld units the City decides to move forward with, the electronic transmission of the citation files occurs automatically. This capability means ***the City can transmit cites 24/7 and they will be automatically loaded into our Solution without ever having to be touched. This means the City's electronic citations will be available on the web faster than with any other vendor can provide.***

### **Automated Citations**

Data Ticket has read the requirements identified on page 37 of the City's RFP. Our proposed solution will exceed the City's requirements.

### **Collections**

Data Ticket has read the requirements identified on pages 38 - 40 of the City's RFP. Our proposed solution will exceed the City's requirements.

Typically Data Ticket would ***recommend sending up to 4 notices with an additional 5<sup>th</sup> FTB Notice***; however, if the City prefers to send simply 2, that is ok too.



Data Ticket has the ***longest record of any parking vendor for working with the Franchise Tax Board*** for placing parking and administrative debts. In addition, ***Data Ticket absorbs all costs associated with working with the FTB***, rather than passing those along to the City. This is a unique feature only Data Ticket offers.

As part of our regular process, we update ***FTB weekly*** to make sure all paid debts are credited, and all new debts are updated to FTB. This effort is time consuming and very detailed, but we find it garners the largest return on investment for our clients.

### **General Requirements**

Data Ticket has read the requirements identified on pages 40 - 41 of the City's RFP. Our proposed solution will exceed the City's requirements.

***Data Ticket will have no issues meeting the required timeline of assuming complete responsibility for the Parking Citation Management System no later than thirty (30) days after contract effective date of agreement.***

**SECTION H: PROPOSED MANPOWER ANALYSIS**

Below, we have provided the City with an Organization Chart depicting the major areas of work Data Ticket handles on behalf of our clients. All the individuals identified on the organization chart work in the Irvine, California office and each of the individuals identified in the organization chart provided below will be made available to City Personnel throughout the life of the contract.



**Resumes**





**Staffing Plan**

In addition to the individuals dedicated to the City, Data Ticket provides the highest level of services to each of our clients by providing access via phone, email and in person to all our Department Managers. We have adequately staffed each Department to accommodate each client's needs. We do not share resources across Department; rather we have hired and maintain each Department such that there is no need to share

resources; however, personnel are cross trained to ensure our entire staff is well versed in the entire citation processing lifecycle.

City Personnel will have access to all Managers, as well as individuals within each Department. In addition, individual and group emails as well as direct phone lines will be provided to City Personnel to ensure Data Ticket is always accessible. Finally, cell numbers for specific individuals will be provided to City Personnel should the need for after-hours assistance ever be required.

Name	Department	Function	Years of Experience
		Overall contract management	
		Contract management, IT oversight, Accounting oversight, enhancement management, City Council attendance – Project Manager	
		Implementation management, training coordination, report generation	
		Daily operational assistance, including citation adjustments, DMV access, real-time DMV lookups, etc. Daily adjudication assistance, Hearing Officer Scheduling and 1 <sup>st</sup> Level Administrative Review dispositions	
		Daily data entry assistance	
		Daily accounting / banking assistance	
		Daily assistance with the handheld solution chosen	
		Daily customer service assistance	

Data Ticket will provide City Personnel with a fully dedicated Project Manager to facilitate the implementation of our Solution and to manage all aspects of the project. In addition to a Project Manager, we will provide a supplemental Project Manager. These two individuals will be available during normal business hours, Monday – Friday 7:00am – 5:00pm Pacific and City Personnel will have their cell numbers for after hour assistance.

Individual	Assignment of Tasks	Allocation of Time
	Client setup and maintenance Initial and on-going User Training Correspondence Review Attendance at Required Meetings User and Administrator Setup Daily Questions	100% as needed

Individual	Assignment of Tasks	Allocation of Time
[REDACTED]	IT Oversight Enhancement Prioritization Accounting Oversight Attendance at Required Meetings Monthly Performance Review Collection Rate Statistics / Financial Analysis Internal Oversight of Operational Processes	100% as needed
	Handheld Training Handheld Customization Handheld Assistance / Follow-up	100% as needed

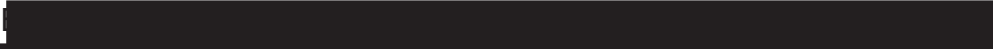

**Substitution of Personnel**

Data Ticket understands that key personnel are a critical factor for any agency, let alone an Agency considering a change to a new vendor. Our Staff is consistent. We do not experience high levels of turnover and we do not substitute personnel for other personnel. Data Ticket understands the City will not accept a change of key personnel once our proposal has been submitted.

**SECTION I: OTHER REQUIREMENTS**

In addition to the Proposal Content identified on pages 11 and 12 of the City's RFP, the City has identified additional Proposal Contents on pages 41 and 42 of the City's RFP. For ease of reading, we have provided a response to those items in this section.

A. Please see below for information with respect to the firm and any subconsultants:

- Data Ticket, Inc. 2603 Main Street, Suite 300 Irvine, California 92614 949-428-7240
- Data Ticket is a California Corporation, with California License Number C1563225. 
- 
- Data Ticket was founded in California September 15, 1989.
- We have placed resumes for individuals with whom the City will work in section H of our response to the City's RFP, on **pages 51-52**.

B. Please see the relevant projects for which Data Ticket was primarily engaged for the purpose of municipal parking citation processing we have provided in **Section E** of our response to the City's RFP.

C. Please see the references we have provided in **Section E** of our response to the City's RFP.

D. Please see the sample correspondence and sample reports we have provided in **Section G** of our response to the City's RFP.

E. Please see a brief description of our internal computer security in item xiv in **Section G**, located on **pages 39 - 40** of our response to the City's RFP.

F. Please see our statement confirming our ability to meet the required timeframe for the implementation in the City's General Requirements in **Section G** of our response, located on **page 49**.

G. Data Ticket is not currently involved in any pending litigation.

H. There are no areas of the RFP which Data Ticket cannot meet.

I. Please see below for our approach to working with the City of Garden Grove and associated agencies, including implementation:

Our approach to citation processing is continually evolving. We have been processing parking citations for 30 years. We use our experience and expertise to continually



improve our software and our services so that our partnerships with our Clients continue to evolve and grow.

Data Ticket’s Citation Management Solution is available to our clients via a 100% web-based solution. We are the leader in the industry with regard to our customer service, industry knowledge and willingness to partner on every level with our Clients. Since we have the benefit of processing for many agencies across the United States, we have the access and ability to observe and understand “best practices” in the industry and to share those best practices with our Clients. We partner 100% with our Clients to meet and exceed their needs and we expect our Clients to rely on us for our expertise.

Data Ticket offers several models to meet the City’s Citation Management Processing requirements. These models range from Data Ticket performing all services in-house to the City performing all services in-house to a combination of sharing or dividing tasks and services. Based on the City’s RFP, we understand the City wishes to provide the highest level of customer service for all types of customers while potentially removing some of the daily responsibilities. Based on this information, we have provided what we believe to be best practices that will provide the maximum benefit for the City’s Customers and Staff.

The table below represents our **suggestion only** of how we believe the daily citation processing and collections responsibilities can be shared to maximize the efficiency of the process. Again, all services can be reviewed individually and the City, Data Ticket or a combination of both can perform each service.

Functionality	City Personnel Performs	Data Ticket Performs
Data Entry of Manually Written Citations		✓
Automated Electronic Transmission of Citations	✓	
Real-time automated registered owner retrieval		✓
Generation, printing and sending notices		✓
View photos, videos and voice recordings of citations in the format in which they are sent	✓	✓
Automated Bail Escalation		✓
Automated management of the FTB and Delinquent Processes		✓
Place citations on adjudication holds and scan all supporting documentation	✓	✓
Enter 1 <sup>st</sup> Level Dispositions	✓	
Send all Adjudication Letters		✓

Schedule 2 <sup>nd</sup> Level Hearings	✓	✓
Enter notes to be viewed by the City and Data Ticket	✓	✓
<b>Functionality</b>	<b>City Personnel Performs</b>	<b>Data Ticket Performs</b>
Handle Customer Service, including IVR and live, bi-lingual customer service phone lines		✓

Data Ticket processes parking citations and performs collections for over 350 clients, nationwide. We have never had a contract terminated and we have been able to perform exactly as required for all clients.

To ensure client satisfaction, we work closely with each of our Clients to contain costs and ensure that schedules are adhered to. Our system is time and event driven so each transaction that occurs in the system, such as acquiring a registered owner, sending notices, applying penalties and managing the adjudication process occur for each client when each client business rules require it to occur. We do not batch process and our system does not require human intervention to perform most of the above-mentioned processes. Based on the timing required by each client, as each citation encounters the next step in processing, our Citation Processing System performs that step automatically.

We do not structure our contracts such that there are hidden fees nor do we ‘nickel and dime’ our clients. Our costs are provided in a very clear and concise manner. In addition, when we begin work with each client, we set out a cost model that helps define the expectations for the client and Data Ticket so that there are realistic expectations for monthly, quarterly and annual costs.

Quarterly, we compare the cost model laid out at contract inception, to the actual costs that have been realized, to determine whether we’re on track to meet our expectations. As we proceed, the estimates are adjusted, if needed and we discuss our findings with our clients. During this process we also provide suggestions for best practices to help our clients receive the best value at the lowest cost.

The detailed implementation phase will help us best understand the City’s requirements, current operations, staffing levels and capabilities for performing work in-house. In turn, the implementation phase helps new Clients best understand the capabilities of the system and how they/we can best use the system to serve the City and what roles and responsibilities the City would like to start or continue performing.

Constant communication in the form of on-site visits at the City, at Data Ticket or via teleconference or web conference further help foster our communication effort so the City knows what to expect at every turn. We don’t believe there should ever be surprises, either when it comes to processing, invoicing, handling customer service matters or any other processing related matter.

- J. Data Ticket has described our collections process in response to **Section G** of the City's RFP. Below we have provided a **sample process flow** for the City's parking citation processing.



Please note that California DMV no longer allows a citation processing vendor to provide registered owner information received from California DMV directly to a third party for the purposes of advanced collections. This restriction does not prevent the City from working with a third-party vendor to perform skip tracing and outbound dialing functions, but it does mean that the City must provide that data directly to the third-party vendor. We are happy to assist with this process.

### ***Addendum Acknowledgement***

#### ADDENDUM No. 1

Covering

#### CHANGE IN SPECIFICATIONS AND/OR PLANS

Date Issued: May 31, 2019  
Date Effective: May 31, 2019  
RFP No. S-1254  
Contract: Provide Municipal Parking Citation Processing, Payment and Adjudication Service for the City of Garden Grove

#### INTENT

1. This addendum is issued prior to receipt of proposals to provide for modifications in plans and/or specifications. Acknowledgment of this addendum shall be made and cost for work included in proposer's submittal.
2. Please see the responses to questions that have been asked. The City's responses are in bold and italicized font.

#### Parking Enforcement Background:


- Who is your current Parking Enforcement Vendor? ***Please initiate a public records on the City's website to obtain this information.***
- When does the contract expire with the current enforcement vendor? ***Please initiate a public records on the City's website to obtain this information.***
- Please submit a copy of a recent billing invoice from your current enforcement vendor? ***Please initiate a public records on the City's website to obtain this information.***
- What is the annual Parking Citation revenue issued? ***4 year average of \$1.8 million***
- What is the annual Parking Citation revenue collected? ***4 year average of \$1.3 million***
- What is the 90 Day Citation Collection rate-% (how many citations are still unpaid at 90 days?) ***This information is not available.***
- What is the average parking citation fine? ***\$70.33***

- How many Hand-Held Ticket writers are needed? 4 is stated as the minimum. Are you planning on using 10 more in the first year? Please explain why the wide range of Hand Helds 4 to 14? ***As stated a minimum of 4, a maximum of 14, depending on if Code Enforcement or the Police Department want to issue electronically generated parking citations.***
- How many full time and part time parking enforcement officers are assigned? ***7 part time***
- Are there unpaid citations that will require follow up collection services for citation receivables over 1 year old? ***Yes***
- If, so what is the number, aging, and total uncollected revenue amount? ***94,503 citations, \$6.7 million***

**RFP Required Enforcement Services:**

- Reference Boot & Tow – who are your current Boot & Tow vendors? ***This information is not available.***
  - How many vehicles are booted or towed annually? ***This information is not available.***
  - Reference automated DMV registered owner look ups – please state how many DMV look ups were required in the past 12 months for both Mexico and Canada? ***This information is not available.***
  - For the past 12 months, please list the top 3 states outside of California requiring DMV look ups? ***Arizona, Nevada, Texas***
3. The contractor is hereby notified that Addendum No. 1 must be acknowledged and submitted as part of the proposal. Failure to do so could result in the City designating said proposal as "Non Responsive". All the terms and conditions of the PROPOSAL shall remain the same.

Issued by:



Sandra Segawa, C.P.M., CPPB  
Purchasing Division Manager, City of Garden Grove



**SECTION J: A FINAL NOTE**

Data Ticket, Inc. appreciates the opportunity to respond to the Request for Proposals to provide municipal parking citation processing, payment, automated hand held ticket writers, and adjudication services for the City of Garden Grove. Data Ticket has been providing administrative citation processing services for over 18 years and parking citation processing for over 30 years.

Data Ticket's parking citation processing services are offered to clients nationwide, with clients located in California, Florida, Illinois, Washington, Washington DC, among others. Data Ticket is the only local parking citation processing vendor that processing citations for clients nationwide.

Data Ticket has read, understands and will comply with all terms and conditions of the RFP as outlined in the RFP and as outlined in our response.


We believe we are the most qualified vendor to provide the customized, flexible, progressive hardware and software the City requires. Through our response, Data Ticket will prove to the City of Garden Grove that we will provide:

- Exceptional customer services to the City and the City's Customers
- "Living" software that is consistently enhanced to provide the most advanced features in the industry at no additional cost
- A comprehensive and cohesive experience for the public
- Consistency in messaging and transparency in processing and services to provide an effective, efficient Solution

Brook Westcott, Chief Operating Officer for Data Ticket has full authority to negotiate with the City of Garden Grove and to execute on behalf of Data Ticket an agreement that may result from such negotiations.

Data Ticket, Inc. is a California Corporation, a California Certified Small Business Enterprise and a California Certified Woman-Owned Business. Our legal headquarters is located at:

**Data Ticket, Inc.**  
2603 Main Street, Suite 300  
Irvine, California 92614



Data Ticket has not simply proposed to provide hardware and software for the City. We have proposed a complete Solution, inclusive of hardware, software, services and people, to ensure that throughout the life of the contract, the City's requirements are always met.

We believe Data Ticket is the most forward-thinking citation processing vendor in the industry. Our business model is simple:

- We offer our software and our services to our clients at fair prices
- We offer “living” software that is consistently enhanced to provide the most advanced features in the industry
- We offer services to our clients and to their customers to create a cohesive experience for the public regardless of communication points
- We believe that consistency in messaging and transparency in processing and services is the key to an efficient, effective citation processing program

Thank you for your consideration.