



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Professional Services Agreement for Parking Citation Processing, Delinquent Collections, and Parking Permit Services

- 1) Motion authorizing the City Manager or a designee to enter into and execute a Professional Services Agreement for a duration of five years with an option to extend the contract for one two-year term with Professional Account Management, LLC to provide parking citation processing, delinquent collections, and parking permit services in the amount of \$1,400,000.

COUNCIL ACTION

Item Type: Consent Item

Approved for _____ **Calendar**

EXECUTIVE SUMMARY

A professional services agreement (PSA) is needed for a company to provide parking citation processing, delinquent collections, and parking permit services. The existing PSA is set to expire on July 1, 2023.

Following a Request for Proposals (RFP) process, the consultant team of Professional Account Management, LLC, was selected to perform this work.

COUNCIL PRIORITIES

Mobility/Connectivity/Safety: Parking citation processing, delinquent collections, and the preferential parking permit program services encourage parking compliance, reduce traffic congestion, and assist with overall parking management and safety.

RECOMMENDATION

Approve the motion authorizing the City Manager to execute a Professional Services Agreement for a duration of five years with an option to extend the contract for one two-year term with Professional Account Management, LLC to provide parking citation processing, delinquent collections, and parking permit services in the amount of \$1,000,000 over five years with an optional two-year extension for an additional \$400,000.

BACKGROUND

The Glendale Police Department and SP Plus Inc., the city's parking enforcement contractor, issue approximately 100,000 parking citations annually. These records are uploaded into a system hosted by our current contractor, Professional Account Management, LLC, who obtains the registered vehicle owner (RO) information through the California Department of Motor Vehicles (DMV), out of state DMVs, skip-tracing and third-party providers. Once RO information is obtained, notices are sent by mail to the violator for payment. Violators have the option to contest the citation, which can be done online or by mail. If the citation is deemed valid upon review, payments are received by mail and/or through the online payment portal. Professional Account Management, LLC processes low-income payment plans and monthly installment payment plans to assist debtors in paying outstanding accounts based on California Vehicle Code (CVC) 40220 and city requirements.

Professional Account Management, LLC pursues delinquent collections on the outstanding debt if payment is not received based on federal, state and city guidelines. Delinquent collections include DMV registration holds and the Franchise Tax Board (FTB) Tax Intercept Program. During vehicle registration, if the RO has any outstanding debt, this debt will have to be settled before the vehicle can be registered. If the citation has been rejected by the DMV, outstanding debt will be deducted from the RO if they qualify for a California State tax refund, have California lottery winnings, or own unclaimed property. Professional Account Management, LLC may pursue legal action if directed by the city on specific outstanding debt.

The City of Glendale established the preferential parking program in 1980 to assist residents in alleviating parking congestion in residential neighborhoods caused by non-residential vehicles. Permits issued under this program allow residents to park past the posted time restriction, preventing long term non-resident parkers from parking on these residential streets while providing on-street parking for residents. Approximately 3,500 residential parking permits are issued each year. To receive a parking permit, residents must complete an application and provide documentation of residency and vehicle information either by mail or submit this information via Professional Account Management, LLC's hosted website. Once this information is received by Professional Account Management, LLC, and documentation is verified and payment received, parking permits are then fulfilled and mailed to the residents.

ANALYSIS

An RFP was issued on November 7, 2022, for professional services for this program.

On December 21, 2022, the city received five proposals from consulting teams under RFP #2022-205.

An evaluation team of staff from Public Works and the Police Department reviewed the proposals. The proposals were all ranked based on system and product capabilities, company experience and staffing, cost proposal, integrations and flexibility, and references. All the proposers for each project were then interviewed, and on February 9, 2023, all five companies demonstrated their parking citation processing, delinquent collection, and parking permit services proposals and answered questions regarding their proposed solutions.

Based on the combination of the evaluation of written submittals and the results of the interviews, the evaluation team determined Professional Account Management, LLC to be the top ranked firm for parking citation processing, delinquent collections, and parking permit services.

Professional Account Management, LLC has been providing the city with excellent customer service and staff support, product design, audit reports, and hardware and software options since 2014. Throughout the course of their current contract, Professional Account Management, LLC has developed a parking citation and permit parking website to assist residents with citation payment options and permits, increased collection output, and created custom reports and letters requested by staff to meet the City of Glendale's needs.

Professional Account Management has more than 35 years of experience helping government agencies of all sizes deliver parking management solutions. Their service offering includes citation issuance, processing, permit management, secondary collections, license plate lookup, and more for over 200 municipal clients nationwide. Professional Account Management's experience, customer service, compliance standards, and user-friendly parking management software have proven effective. Professional Account Management provides excellent service to other California cities such as Burbank, Sacramento, and San Diego. Professional Account Management employs 700 people statewide in California with primary presence in Los Angeles and the Bay area.

The total costs for the Professional Services for parking citation processing, delinquent collections, and parking permit services is \$1,000,000 over five years with an optional two-year extension for an additional \$400,000.

Project Description:	Parking Citation Processing, Delinquent Collection and Parking Permit Services
RFP Approved:	N/A
Advertisement Method:	City Website
RFP Issued:	November 7, 2022
RFP Due Date:	December 21, 2022
Company Name(s)	Conduent Transportation Data Ticket Professional Account Management, LLC IPS Group Phoenix Information Systems Group
Selection Criteria (If SS, list applicable Provision):	System and Product Capabilities Company Experience and Staffing Cost Proposal Integrations and Flexibility References
Recommended Consultant(s):	Professional Account Management, LLC
New / Existing Consultant(s):	Existing
Procurement Method (RFP / SS):	RFP
Contract Term:	5 Years with one-time renewal for additional 2 years
Project Begins:	Upon execution of contract
Project Ends:	Upon the expiration date of the contract

STAKEHOLDERS/OUTREACH

Not applicable.

FISCAL IMPACT

The proposed professional services agreement for Parking Citation Processing, Delinquent Collection and Parking Permit Services will cost \$1,000,000 over five years with an optional two-year amount of \$400,000, for a potential total amount of \$1,400,000. The budget for the first year of these services in the amount of \$200,000 is included as part of the FY 2023-24 proposed budget. No new appropriation is being requested at this time. Funding for the remaining contract years will be requested as part of the city's annual budget process. The City Council approved funding is outlined below:

Existing Appropriation		
Amount	Account String	Funding Source
\$200,000	GL: 43110-2210-PWD-7521-P0000	Parking Fund

ENVIRONMENTAL REVIEW

Not applicable.

CAMPAIGN DISCLOSURE

The names and business addresses of the members of the board of directors, the chairperson, CEO, COO, CFO, Subcontractors and any person or entity with more than 10% interest in the company proposed for contract in this Agenda Item Report are attached in Exhibit 1 in accordance with the City Campaign Finance Ordinance No. 5744.

ALTERNATIVES

Alternative 1: Authorize the City Manager or a designee to execute a Professional Services Agreement with Professional Account Management, LLC for parking citation processing, delinquent collection, and parking permit services.

Alternative 2: Do not to award the professional services agreement as recommended herein. This will delay the processing and collection of outstanding citation revenue which will have an adverse impact on the parking program.

Alternative 3: Consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Prepared by:

Tad Dombroski, Parking Manager

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

Exhibit 1: Campaign Disclosure Forms

