



CITY OF COSTA MESA

77 Fair Drive
Costa Mesa, CA 92626

Agenda Report

File #: 23-1149

Meeting Date: 5/2/2023

TITLE:

LICENSE PLATE READER CAMERA MOBILE SYSTEM

DEPARTMENT: PUBLIC WORKS DEPARTMENT/ TRANSPORTATION
SERVICES DIVISION

PRESENTED BY: RAJA SETHURAMAN, PUBLIC WORKS DIRECTOR

CONTACT INFORMATION: JENNIFER ROSALES, TRANSPORTATION SERVICES
MANAGER, (714) 754-5343

RECOMMENDATION:

Staff recommends the City Council:

1. Authorize the use of National Cooperative Purchasing Alliance (NCPA) Contract #05-81 with IPS Group, Inc. for the purchase of a License Plate Reader Mobile System.
2. Authorize the purchase of the License Plate Reader Mobile System, in the amount of \$127,085.74 through National Cooperative Purchasing Alliance.

BACKGROUND:

At the July 19, 2022 regular meeting, the City Council approved the amendments to the Costa Mesa Municipal Code (CMMC) incorporating proposed changes to the Residential Permit Parking (RPP) program through a Public Hearing process. A Professional Services Agreement with Data Ticket Inc. for parking citation processing services was entered into agreement on January 1, 2022. Amendment No. 1 to this agreement was approved by the City Council on January 17, 2023 to add the RPP program into the City's existing parking citation management system database and provide an online permit application program for residential parking permits. The online residential permit parking portal and management system database is under development and anticipated to be complete at the end of April.

ANALYSIS:

In order to implement the revised RPP program, the purchase of License Plate Reader Recognition (LPR) cameras and associated equipment are needed for installation on four (4) Police Department vehicles. The use of mobile license plate recognition technology will significantly improve enforcement efficiency and coverage by automating enforcement processes. Instead of verifying that each vehicle has a valid physical permit displayed, the LPR system will automate the process by using the license plate number as the permit identifier with real-time information and is compatible with the permit management system database under development by Data Ticket Inc. These LPR

cameras will enable Police Department parking enforcement officers to enforce residential permit parking, time-limited parking, abandoned vehicle abatement, and continue to identify stolen vehicles using the LPR system. This will enhance enforcement efficiency and support the implementation of virtual residential parking permits and other plate-based solutions.

LPR technology will optimize operations and is an important parking management tool that improves enforcement efficiency and coverage. The LPR Mobile System purchase includes installation, system start-up and configuration, training, and client portal software for synchronization with the permit parking management system.

Purchasing the LPR Mobile System and equipment through the National Cooperative Purchasing Alliance meets all requirements set forth in the City of Costa Mesa's Purchasing Policy and all requirements set forth by the State of California in regards to regional cooperative purchasing agreements. IPS Group, Inc. is established in an approved vendor list following a nationwide competitive bid process. This assures that the City receives the lowest available pricing and meets the competitive bid process requirements. The total cost for four LPR cameras including all installation and setup costs is \$127,085.74.

ALTERNATIVES:

The City Council may elect to not approve the LPR Mobile System and equipment purchase. However, this would result in delays in the implementation of the revised RPP program, as staff would need to secure the LPR Mobile system for enforcement from another vendor for this purpose. In addition, another vendor's LPR Mobile system may not be compatible with the Police Department's existing parking citation management system and the residential parking permit management system under development.

FISCAL REVIEW:

Funding for the implementation of the revised Citywide Residential Permit Parking program was approved in the FY 2022-23 budget. The cost of the LPR Mobile System and equipment is \$127,085.74 which will be absorbed in the Public Work's department FY 2022-23 budget. There will be annual recurring costs of \$13,300 for FY 2023-24 through FY 2026-27 which will be funded by fees collected through the RPP program and approved through the budget process.

LEGAL REVIEW:

The City Attorney's Office has reviewed this report and approves it as to form.

CITY COUNCIL GOALS AND PRIORITIES:

This item supports the following City Council Goals:

- Achieve long-term fiscal sustainability
- Strengthen the public's safety and improve the quality of life
- Advance environmental sustainability and climate resiliency

CONCLUSION:

Staff recommends the City Council:

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