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Sponsors:			
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Attachments:	1. Agenda Report, 2. 1. Amendment No. 1 to PSA with Data Ticket		

Date	Ver.	Action By	Action	Result

TITLE:

RESIDENTIAL PERMIT PARKING PROGRAM - PERMIT MANAGEMENT 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. Approve proposed Amendment No. 1 to the Professional Services Agreement with Data Ticket Inc. increasing the maximum annual compensation by $35,000 for Residential Parking Permits, for a total not-to-exceed annual amount of $135,000.

2. Authorize the City Manager and the City Clerk to execute the amendment and future authorized amendments to this agreement.

BACKGROUND:

The Residential Permit Parking (RPP) program revised guidelines and policies were approved by the City Council on July 19, 2022 at its regular meeting. The guiding principles employed in the development of the City's revised RPP program include:

- **Equitable access**: Develop equitable programs that appropriately balance the parking needs of all residents, businesses, and visitors, while enabling the on-street parking supply to serve the

community fairly, and enhance access for all.
- **Sustainable solutions**: Implement financially sustainable strategies that modernize and streamline parking program management.
- **Efficient program management**: Create an efficient and adaptable parking system that is optimized for the City's current needs, but can be incrementally updated and adjusted over time.

Key features of the new program include the following:

- RPP will be limited to areas experiencing external parking impacts from commercial areas, neighboring cities, Fairgrounds and recreational areas;
- There is no change in petition and staff review processes for RPP;
- All housing types within impacted areas are eligible for permits;
- One permit per eligible driver based on verification of residence and vehicle registration; and
- There will be an annual permit parking fee with an escalating rate structure.

At the July 19, 2022 regular meeting, City Council approved amendments to the Costa Mesa Municipal Code (CMMC) incorporating proposed changes to the Residential Permit Parking program through a Public Hearing process. In addition, the City Council approved Resolution No. 2022-51, establishing annual residential permit parking fees.

A Professional Services Agreement with Data Ticket Inc. for parking citation processing services was entered into agreement on January 1, 2022. The scope of services includes integrated software, secure parking citation management system database, parking citation payment processing, online access to the software, online computer interface with the California DMV, data download capabilities, and various reports as requested by City staff.

ANALYSIS:

In order to implement the revised Residential Permit Parking program, an online residential permit management system is needed to provide efficient program management and modernization. Therefore, an amendment to the PSA with Data Ticket, Inc. is proposed to add Residential Permit Parking program into the City's existing parking citation management system database.

The proposed addendum will provide an online permit application program for residential parking permits and for City staff parking permits at City Hall. The proposed addendum to the PSA with Data Ticket, Inc. includes the following:

- Addition of the Residential Permit Parking program to the City's parking management database;
- Ability for residents to register online and apply for permits;
- Ability to verify resident address and vehicle registration with DMV;
- Ability for residents to submit up to three documents online;
- Ability for residents to create a login name and password to manage all future permits including

guest permits;

- Ability to re-use data previously entered to purchase new permits;
- Tracking of all permits purchased by residents;
- Addition and management of City Hall staff parking permits;
- Acceptance of Visa, MasterCard, Discover and American Express; and

- Live, bilingual customer service agents available M-F, 7:30am-5pm who will process registration requests, answer specific and general permit questions and provide fulfillment assistance.

In addition, the proposed addendum provides online training for City staff and provides reports on residential parking permits issued to City staff.

The updated Residential Permit Parking (RPP) program will be rolled out in three phases in 2023:

- Phase 1: Existing RPP zones with external parking impacts and commercial parking impacts will be re-evaluated (February through April 2023).
- Phase 2: Existing RPP zones with only residential parking demand (without external impacts) will be re-evaluated (April through June 2023).
- Phase 3: New RPP zone applications accepted and evaluated (beginning in July 2023).

Each phase will include community outreach and notices will be mailed to impacted residents. The outreach is expected to start in February 2023. Additional information is provided at: www.costamesaca.gov/parking <http://www.costamesaca.gov/parking>.

ALTERNATIVES:

One alternative would be to not approve the proposed amendment to the PSA with Data Ticket, Inc. However, this would result in delays in the implementation of the revised Residential Permit Parking program, as staff would need to secure services from another vendor for this purpose. In addition, another vendor's permit management system may not be compatible with the Police Department's existing parking citation management system.

FISCAL REVIEW:

Funding for the implementation of the revised Citywide Residential Permit Parking program was approved in the Fiscal Year 2022-23 budget, which includes funding for the proposed amendment to the PSA with Data Ticket, Inc.

LEGAL REVIEW:

The City Attorney's Office has reviewed this report, prepared the proposed PSA amendment and approves them both 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

CONCLUSION:

Staff recommends the City Council:

1. Approve proposed Amendment No. 1 (Attachment 1) to the Professional Services Agreement with Data Ticket Inc. increasing the maximum annual compensation by $35,000 for Residential Parking Permits, for a total not-to-exceed annual amount of $135,000.

2. Authorize the City Manager and the City Clerk to execute the amendment and future authorized amendments to this agreement.