

# Memorandum



CITY OF DALLAS

DATE: February 19, 2016

TO: Honorable Members of the Public Safety Committee:  
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,  
Jennifer S. Gates, Philip T. Kingston

SUBJECT: **Parking Services - Request for Competitively Sealed Proposals (RFCSP)**

The City of Dallas Parking Services Program is integral to the success of downtown and our other commercial and retail corridors. Parking is a vital part of mobility in our City and helps foster economic development as it interfaces with visitors, residents and businesses. Over the past 10 years, the City has contracted with Xerox State & Local Solutions, Inc. (formerly ACS), to operate and manage the City's metered parking assets and provide ticket processing and collection services.

In the last decade, the parking needs in our City have changed with increased customer demand for more efficient and effective service levels. The acquisition and oversight of parking services has evolved to meet these demands. In preparation for the expiration of our existing contract with Xerox in May 2016, staff hired a consultant in December 2014 to develop specifications for the release of the City's Parking Services RFCSP issued in August 2015. The vendor solicitation period has closed and staff is completing evaluation of the proposals and preparing for contract negotiations. At this time, staff anticipates bringing the recommended award(s) to City Council on March 23, 2016.

Additional information and a brief FAQ are attached.



Eric D. Campbell  
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

## **Parking Services Frequently Asked Questions**

### ***What are the contracted parking services/functions?***

1. Citations Management
2. Parking Management Services (Parking System Integrator)
  - a. Parking Permits, Meter Hooding, Customer Service Payment Center
  - b. Reports, System integration, and services/operations analysis
3. Parking Meter Maintenance
4. Parking Meter Collections, Reconciliation, and Counting Services
5. Parking Lot Maintenance
6. Delinquent Collections
7. Mobile Applications - Payments
8. Mobile Applications - Mapping

### ***What was the City's approach to contract for services?***

The City used a consultant to develop a RFCSP that would incentivize competition, gain reasonable pricing and augment the service level.

The RFCSP allowed vendors to submit proposals for all (8) components or any single component listed above.

A turnkey option was available for components (1-5) where vendors could offer lower pricing due to economies of scale.

The City is evaluating the proposals and will recommend award to the most advantageous proposer by component and/or turnkey, if applicable.

### ***What type of protection does the proposed new contract have to ensure contract performance and minimize risk?***

The new proposal was developed in consultation with the City Attorney's Office, and with technical support from a consultant to develop a series of service level agreements (SLA's) to address our risks. Additionally, benchmarking from other cities was utilized on best practices in the industry. The SLA's are by component and have associated liquidated damages for when the vendor does not meet the agreed upon performance level.

### How many proposals did the City receive?

The City received proposals from 18 vendors. The number of proposals varied by component:

| Component   | Proposals | Turnkey     |
|---|-----------|-------------|
| Citations Management  | 9         | 4 proposals |
| Parking Management Services<br>(Parking System Integrator)          | 6         |             |
| Parking Meter Maintenance   | 6         |             |
| Parking Meter Collections, Reconciliation, and Counting<br>Services | 5         |             |
| Parking Lot Maintenance   | 6         |             |
| Delinquent Collections  | 9         |             |
| Mobile Applications - Payments                                      | 7         |             |
| Mobile Applications - Mapping                                       | 4         |             |

### How did staff address the concerns from the previous City Audit?

Last year, the City Auditor's Office conducted an audit of the oversight of the City's Parking Management Contract. The Auditor had four basic concerns that were related to lack of controls/features to allow for adequate contract monitoring with regards to:

1. Formal policies and procedures for monitoring
2. Sufficient number of monitoring activities
3. Process for monitoring specific contract requirements
4. Compliance with Deposit Policy

General performance standards and specific service level agreements (SLA's) for the (8) components were included in the parking services contracts. These will provide a formal and comprehensive method to monitor the Parking Services contracts. Each SLA will define the expected level of service, the service level measurement, the reporting requirements, collection warranties and the resolution of performance issues.

## How do other Cities operate parking services?

| City                        | Concession model or share revenue with a vendor | Citation Management Software           | Citation Management Support Services | Parking Citation Delinquent Collections | Mobile Payment Vendor                           | Does a Vendor provide parking meter collection services | Does a vendor provide parking meter counting or reconciliation services | Does a Vendor Provide parking meter maintenance services |
|-----------------------------|---|--|--------------------------------------|---|---|---|---|--|
| Austin, TX                  | No  | Tyler Technologies                     | in house                             | Municipal Court                         | ParkX (not live yet)<br>EasyPark (in car meter) | No  | No  | No   |
| Chicago, IL                 | Yes   | IBM                                    | in house                             | Linebarger                              | Passport  | LAZ Parking   | LAZ Parking   | LAZ Parking  |
| El Paso, TX                 | No  | OMNIPark                               | In House                             | GC Services                             | ParkX   | No  | City subcontractor - International Bridges                              | No   |
| <b>Dallas, TX (current)</b> | <b>No</b>                                       | <b>Xerox</b>                           | <b>Xerox</b>                         | <b>Xerox</b>                            | <b>PaybyPhone</b>                               | <b>Xerox</b>  | <b>Xerox</b>  | <b>Xerox</b>   |
| Ft. Worth, TX               | No  | In House Developed System              | In house                             | Municipal Court                         | ParkMobile                                      | No  | No  | No   |
| Houston, TX                 | No  | T2 Systems                             | T2 Systems                           | Duncan & MSB                            | ParkMobile                                      | No  | No  | No   |
| Indianapolis, IN            | Yes   | Xerox                                  | Xerox                                | Xerox                                   | ParkMobile                                      | Xerox   | Xerox   | Xerox  |
| Los Angeles, CA             | No  | Xerox                                  | Xerox                                | Xerox                                   | PaybyPhone                                      | Serco   | Serco   | No   |
| New York, NY                | No  | <i>unable to confirm - old IBM</i>     | <i>unable to confirm - in house</i>  | In house                                | ParkMobile (not live yet)                       | No  | No  | No   |
| Philadelphia, PA            | No  | Xerox                                  | Xerox                                | Xerox                                   | Xerox   | In house (PPA)  | In house (PPA)  | In house (PPA)   |
| Phoenix, AZ                 | No  | RMS inPURSUIT Field Based Reporting    | In house (Municipal Court)           | In house - City Fiscal Dept.            | Pango   | No  | No  | No   |
| San Antonio, TX             | No  | Tyler Technologies                     | in house                             | Municipal Court                         | Pango   | <i>unable to confirm</i>                                | <i>unable to confirm</i>  | <i>unable to confirm</i>                                 |
| San Diego, CA               | No  | Inglewood Citation Management Services | Duncan Solutions                     | In house                                | ParkMobile (pilot)                              | No  | No  | No   |
| San Francisco, CA           | No  | Xerox                                  | Xerox                                | Xerox                                   | ParkMobile                                      | SP Plus   | SP Plus   | No   |
| San Jose, CA                | No  | Turbo Data                             | Turbo Data                           | Turbo Data                              | Passport  | No  | No  | No   |

Source for major cities municipal parking service information: Dixon Resources Unlimited