



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: January 28, 2014

TO: Mayor and Councilmembers

FROM: Support Services, Police Department

SUBJECT: Agreement for Parking Citation Program Analysis

RECOMMENDATION:

That Council approve and authorize the Chief of Police to execute a Professional Services Agreement with JR Parking Consultants in the amount of \$54,970 for parking citation program analysis, and authorize the Chief of Police to approve expenditures of up to \$2,700 for extra services that may result from necessary changes in the scope of work.

DISCUSSION:

The Police Department parking citation program includes 14 Parking Enforcement Officers that issue parking citations and three office staff responsible for processing in-person and mailed payments as well as parking citation review requests. The Fiscal Year 2014 adopted budget includes \$25,000 for an analysis of the parking citation processing system.

The analysis will include a basic review of the parking citation issuance process, along with a thorough analysis of current business practices and a cost benefit analysis for replacement or out-sourcing of the in-house parking citation process.

A Request for Proposal was issued in October 2013. In response to our request, we received a single proposal from JR Parking Consultants. JR Parking Consultants specialize in parking planning, technology and parking management programs. Janis Rhodes, a principal of JR Parking Consultants, has 35 years of experience in the parking industry in the public and private sectors. Additionally, staff has contacted several California agencies that have worked with Ms. Rhodes. All of the agencies reported that their projects were completed on-time, on-budget, and that they were extremely pleased with the final product.

BUDGET/FINANCIAL INFORMATION:

The initial proposal submitted by JR Parking Consultants substantially exceeded the base amount budgeted. Staff has worked with Ms. Rhodes in order to refine the scope and costs and identified areas where staff can reduce the number of hours needed by JR Parking Consultants staff. Based on these revisions, staff believes that the revised proposal of \$54,970 is fair and reasonable along with the \$2,700 extra service fee if needed.

This project was included in the Fiscal Year 2014 Police Department adopted budget in the amount of \$25,000. The balance of \$32,670 will come from existing Fiscal Year 2014 appropriations in the Police Department budget arising from anticipated cost savings from vacant positions.

PREPARED BY: Lori Pedersen, Business Manager

SUBMITTED BY: Camerino Sanchez, Chief of Police

APPROVED BY: City Administrator's Office