



CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal
Hill, California 90755-3799

STAFF REPORT

5/13/2025

AGENDA ITEM

**TO: HONORABLE MAYOR
AND MEMBERS OF THE CITY COUNCIL**

**FROM: CARLO TOMAINO
CITY MANAGER**

**BY: BRAD KENNEALLY
CHIEF OF POLICE**

**SUBJECT: POLICE DEPARTMENT SERVICES AGREEMENT WITH TURBO DATA SYSTEMS
INCORPORATED FOR PARKING CITATION AND DATA PROCESSING SERVICES**

Summary:

Parking citation and data processing is a vital resource in the City's parking enforcement and education efforts. Recent legislation, including payment plan requirements under AB 503, requires critical management of enforcement systems to allow for efficiency by Department staff and personnel tasked with the issuance of parking citations. In advance of the expiration of the City's current contract for parking management services, staff surveyed industry standards and researched trends to ensure the recent scope of work was updated to include all necessary functions and any anticipated legislative changes. In an effort to ensure the Signal Hill Police Department is using the most compatible systems and contracting with the most suitable vendor, staff recently conducted a competitive RFP process and selected Turbo Data Systems.

Staff proposes a three-year contract for a not-to-exceed amount of \$150,000; this amount is approximately \$3,000 more annually than the current vendor. Staff would include the additional costs related to the parking management program in the proposed 2025-2026 Fiscal Year Operating Budget. Subject to approval by the City Council, the Turbo Data Systems would provide parking citation, data processing services, customer service support, noticing, coordinating second-level hearings, processing citation payments, and overseeing collection and Franchise Tax Board intercepts for delinquent citations. The vendor would also provide the necessary technology to support citation issuance and management.

Strategic Plan Goal(s):

Goal No. 2 Community Safety: Maintain community safety by supporting public safety services and increasing emergency preparedness.

Recommendation:

Staff recommends that the City Council award the proposed Contract Services Agreement and authorize the City Manager to enter into a General Services Agreement with Turbo Data Systems for parking citations and data processing, for a term of three years with two one-year extension options, and a total not-to-exceed contract amount of \$150,000, in a form approved by the City Attorney. If approved by the City Council, staff would issue a Notice to Proceed and begin coordinating with the contractor to begin providing services on July 1, 2025.

Fiscal Impact:

The proposed three-year agreement includes a not-to-exceed cost of \$150,000, which represents an annual cost of approximately \$50,000. The current annual budget for data citation services is \$47,000. If approved, staff would include an additional \$3,000 ongoing cost in the proposed Fiscal Year 2025-2026 Operating Budget.

Background:

The Police Department conducts parking enforcement to ensure the safety of pedestrian and vehicular traffic throughout all public streets. The Patrol Division responds to calls for service and addresses community concerns throughout their shifts; Police Aides assist with enforcement of street sweeping violations to prioritize infrastructure maintenance and adhere to the City's statutory environmental requirements.

The City has an existing contract for parking citation and data processing services with Phoenix Group Systems, which will expire June 30, 2025. Staff conducted an analysis of City needs and industry practices and initiated a competitive selection process pursuant to the City's purchasing process.

Analysis:

RFP Circulation Process

On March 19, 2025, staff issued a Request for Proposals (RFP) for parking citation and data processing services. The City posted the RFP at the following locations:

- PlanetBids via the City's online portal
- City Website
- City's public notice locations as identified in Signal Hill Municipal Code Section 1.08.010.

The City notified prospective bidders of the bid opportunity through PlanetBids; the bids were due to the City on April 4, 2025, at 5:00 p.m.

Proposal Opening

The City received three (3) proposals from the following firms by the proposal deadline:

Proposals Received

Turbo Data Systems
Phoenix Group Systems
Data Ticket

Staff verified each proposal for completeness and compliance with City requirements and confirmed that all firms had the required certifications and experience to perform the work under this agreement.

Evaluation Process and Consultant Selection

Staff reviewed the submitted proposals based on the City requirements and the following criteria:

- a) The cost of services
- b) The ability, capacity and skill of the Contractor to perform the contract or provide the services required
- c) The ability of the Contractor to provide the services promptly or within the time specified, without delay or interference
- d) The character, integrity, reputation, judgment, experience and efficiency of the Contractor
- e) The quality of Contractor's performance on previous purchases or contracts with the City
- f) The ability of the Contractor to provide future maintenance repair parts and services for the use of the supplies purchased, if any,
- g) Current compliance by the Contractor with Federal acts and executive orders and State statutes governing the subject of nondiscrimination in employment.

On April 15, 2025, the City's Selection Committee (consisting of the Police Operations Lieutenant, Police Records Supervisor, Police Aide, and Public Works Management Analyst) interviewed the three firms to further evaluate their experience, skills, equipment, software, and service approach.

Selection

Based on the technical proposal evaluations and interviews, staff determined that Turbo Data Systems met the evaluation criteria, conveyed a clear approach and methodology, and demonstrated the qualifications and competence necessary for the required services. Turbo Data has been in business in California since 1985, its integrated systems are simple to user-friendly and utilize a comprehensive approach to consistently deliver collection rates between 85% and 95%. Turbo Data is a top industry service provider. The company is known for its customer service and willingness to customize technology to fit customer needs. Turbo Data has worked with over 150 California municipalities and colleges and were highly recommended by the cities of Garden Grove and Anaheim. As an additional cost savings, the Police Department determined it will be more cost effective to install the Turbo Data Software on existing Department-issued phones currently assigned to field staff and the Patrol Division. This change would further allow the Department the opportunity to issue parking citations electronically with existing equipment.

Staff evaluated the proposed fee and negotiated adjustments with the consultant to ensure the completeness of the scope of services, and the reasonableness and competitiveness of the fees. Staff deemed the total not-to-exceed cost of \$150,000 reasonable based on the agreed-upon anticipated work. Approval of the proposed agreement would allow staff to efficiently address community concerns with updated technology and industry practices.

5/13/2025

Reviewed for Fiscal Impact:

Siamlu Cox

Attachment:

A. Agreement with Turbo Data Systems