

EXHIBIT C



City of Huntington Beach

Request for Proposals

Parking Citation Processing

August 20, 2021

Response Provided by:

Data Ticket, Inc.
2603 Main Street, Suite 300
Irvine, California 92614
949-428-7240
ClientServices@DataTicket.com

Data Ticket, Inc.
2603 Main Street, Suite 200
Irvine, CA 92614

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CONFIDENTIAL INFORMATION DISCLAIMER

This proposal contains certain confidential and valuable information in the form of ideas, know-how, concepts, processes, plans and trade secrets that belong to Data Ticket, Inc. In accordance with the California Public Records Act, this confidential information shall not be disclosed outside the agency and shall not be duplicated, used, or disclosed in whole or in part for any purpose except in the procurement process. Confidential Information contained in this document is noted on each applicable page or image. Serious and irreparable competitive disadvantage in future procurements could result from the release of any confidential information contained in this proposal. Please notify us immediately, in writing, if there is a request for disclosure of any confidential information, so that we will have an opportunity to participate in any disclosure discussions.

The following data, furnished in connection with this solicitation, shall not be disclosed except to those who are directly involved with the evaluation within the Agency and shall not be duplicated, used or disclosed in whole or in part for any purpose other than to evaluate the proposal; provided that if a contract is awarded to this offer or as a result of, or in connection with, the submission of this data, the Agency shall have the right to duplicate, use or disclose the data to the extent provided in the contract. This restriction does not limit the Agency's right to use information contained in the data if it is obtained under proper authorization from another source without restriction.

Note to the City of Huntington Beach: Data Ticket has responded to the City of Huntington Beach in full for every requirement identified. We respectfully request the city provide Data Ticket with the option to remove the following areas of our RFP Response in the event the city releases this Response to the public:

- o Screen Samples / Screen Shots of our Proprietary Solution

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Section A: Vendor Application Form and Cover Letter

REQUEST FOR PROPOSAL

VENDOR APPLICATION FORM

TYPE OF APPLICANT:

☒ NEW

☐ CURRENT VENDOR

Legal Contractual Name of Corporation: Data Ticket, Inc.

Contact Person for Agreement: Brook Westcott

Corporate Mailing Address: 2603 Main Street, Suite 300

City, State and Zip Code: Irvine, California 92614

E-Mail Address: ClientServices@DataTicket.com

Phone: 949-428-7240

Fax: 949-281-3195

Contact Person for Proposals: Brook Westcott

Title: Chief Operating Officer

E-Mail Address: BWestcott@DataTicket.com

Business Telephone: 949-428-7240

Business Fax: 949-281-3195

Is your business: (check one)

☐ NON PROFIT CORPORATION

☒ FOR PROFIT CORPORATION

Is your business: (check one)

☒ CORPORATION

☐ LIMITED LIABILITY PARTNERSHIP

☐ INDIVIDUAL

☐ SOLE PROPRIETORSHIP

☐ PARTNERSHIP

☐ UNINCORPORATED ASSOCIATION

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Names & Titles of Corporate Board Members
(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
Marjorie A. Fleming	President	949-428-7240
Brook Westcott	Chief Operating Officer	949-428-7240
A. William Fleming	Secretary	949-428-7240

Federal Tax Identification Number: 93-1010811

City of Huntington Beach Business License Number: None
(If none, you must obtain a Huntington Beach Business License upon award of contract.)

City of Huntington Beach Business License Expiration Date: None

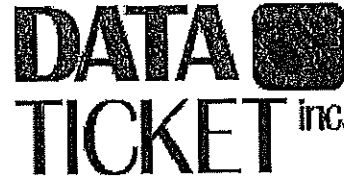
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Cover Letter

August 19, 2021

Dear Selection Committee:



Data Ticket, Inc. appreciates the opportunity to respond to the Request for Proposal for Parking Citation Processing for the City of Huntington Beach and responds positively to all requirements therein.

Data Ticket was incorporated in the State of California September 15, 1989. We have operated continuously as a California Corporation for 32 years. Data Ticket offers the following services to the City of Huntington Beach:

- Nationwide parking citation processing
- Citation enforcement software and handheld devices
- Current and delinquent collections processing
- Online California DMV integration for the real-time acquisition of RO information and the placement, update and release of registration holds
- Online out of state real-time acquisition of RO information via NLETs
- Online out of state acquisition of RO information directly from out of state DMVs
- Courtesy and delinquent noticing services
- Customized customer portal for citizens to view, pay for and appeal their citation(s)
- Client facing portal for our clients to manage their citation(s)
- Comprehensive reporting capabilities that provide our clients with the ability to generate custom report based on any field in the database
- Payment processing
- 24/7 multi-lingual IVR
- 7am – 5pm Pacific live, bi-lingual customer service representatives to handle inbound customer service calls
- Call recording of all inbound and outbound customer service calls
- California surcharge calculation and submission
- Participation in the Franchise Tax Board's Interagency Intercept Program
- AB503 and AB3277 support via US Mail and online
- 100% web-based Solution compatible with any browser that supports TLS 1.2 or higher (for PCI Compliance)
- SOC 2 Type 2 certified
- PCI Compliant
- Real-time integrations to any third-party vendor with which the city partners

Our business model is simple: We offer our software and our services to our clients at fair prices. We offer "living" software that is consistently enhanced to provide the most advanced features in the industry. We offer services to our clients and to the public to

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create a cohesive experience for the public regardless of communication points. We believe that consistency in messaging and transparency in processing and services is the key to an efficient, effective permit and parking citation program.

Data Ticket, Inc. is a California Corporation, a California certified Small Business and a California certified Women Owned business. The individual authorized to negotiate and bind the firm contractually to all statements in this proposal is Brook Westcott, Chief Operating Officer. Questions regarding this proposal should be directed to Brook Westcott at Data Ticket's corporate headquarters.

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Additionally, Brook can be reached via email at BWestcott@DataTicket.com and via a group email at ClientServices@DataTicket.com.

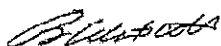
We have thought a lot about why the city would consider changing vendors. You've been with your existing vendor for a very long period and often switching vendors leaves the impression that it will take a lot of work to convert data, train individuals on a new solution and transition. That's where Data Ticket comes in.

Clients who have recently switched from another vendor to Data Ticket include the City of Pasadena, City of Beverly Hills, City of Santa Barbara, and the City of Riverside. Why did they switch? Because they understood the level of customer service, we offer our clients and their customers. Because they understood the long-term results would far outweigh the perception of a transition. Because they spoke with our clients that had recently transitioned to Data Ticket and because they spoke with clients that have been with Data Ticket for a long period of time.

We encourage you to do the same. Speak with our clients and we guarantee you will find we are the most forward thinking, proactive and customer friendly vendor in the industry.

We believe after review of the enclosed proposal, you will agree that Data Ticket, Inc. is the most qualified partner to provide the professional, focused service necessary for superior parking citation processing. This proposal shall remain valid for 365 days from the RFP closing date.

Thank you,



Brook Westcott
Chief Operating Officer, Data Ticket, Inc.

Section B: Background and Project Summary Section

This Section of our RFP Response speaks directly to the City's Scope of Work identified on pages 2-10 of the City's RFP. We have read and understand the City's requirements regarding parking citation software and services. We will meet or exceed the City's requirements in all identified cases. Below and on the following pages, we affirm we will meet or exceed the City's Scope of Work. Rather than restate the City's Scope of Work, we have provided additional benefits and/or service offerings from which the city and its customers will benefit if Data Ticket is selected as the City's vendor.

Data Entry from Handheld Ticket Writer Interface

- Data Ticket recommends the use of the Samsung A51 or similar device with a 3" or 4" separate printer. Our Citation issuance software was developed in house and is supported and maintained by Data Ticket resources.
- All scofflaw data, citation history and all special lists will automatically be presented to the issuing officer as soon as a license plate is entered. All data presented to the issuing officer will be presented real-time via web-service. Issuing Officers will never be asked to upload data or manually download anything.
- All software enhancements will be provided free of charge to the city and all software enhancements will be performed remotely.
- Each handheld will be accompanied by a data plan so that all citation data, information and media are transferred real-time.

Data Entry from Manual Citations

- Manually issued citations will be electronically uploaded into our Data Entry queue for immediate keying into our Solution.
- All manually issued citations will be electronically scanned and attached to the electronic citation record such that City Personnel can view a copy of the manually issued citation at any time.
- Our Solution accommodates either City Personnel or Data Ticket Personnel to easily correct data error and our Solution automatically generates a letter of correction which is mailed via 1st Class Mail to the citation recipient. This letter, as with all letters issued from our Solution, is electronically attached to the citation record so City Personnel can view it at any time.

Registered Owner Correspondence

- Data Ticket's Solution is fully integrated with Enterprise Holdings (EH). As such, when a citation is issued to a plate owned by one of EHI's subsidiaries, we electronically obtain the renter's information and send a courtesy notice to the renter. This saves the city time and money.
- All courtesy / reminder notices are attached electronically to each applicable citation so City Personnel can view the correspondence at any time.
- All notice timing will be defined by the city and can be adjusted any time the city sees fit.

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Registered Owner Name and Information Retrieval from Department of Motor Vehicles (DMV)

- Data Ticket is online with California DMV and obtains registered owner information within 1-2 minutes of a citation entering our Solution.
- Data Ticket is online with NLETs and obtains registered owner information within 1-2 minutes of a citation entering our Solution. We do not wait for a citation to become delinquent to obtain an out of state owner.
- Data Ticket can manually look-up the full history of a California license plate as well as the fully history of a handicap placard.
- City Personnel will be provided with a "CLET's-like" replacement that provides the ability to generate a real-time registered owner and/or handicap placard owner look-up and receive that information back from California DMV immediately. No other vendor offers this capability.
- CA DMV Holds and Releases are processed daily. We do not hold these for batch processing.

Payment and Data Processing

- Data Ticket will provide daily courier service to the city's bank account to ensure all deposits are made directly to the bank Monday – Friday.
- City Personnel will have access to view real-time deposit information as well as real-time credit / debit payments.
- Partial payment letters will be automatically generated and mailed daily. In addition, all partial payment letters will be attached electronically to each applicable citation so City Personnel can easily view the letter at any time.
- Overpayment letters and refund letters can also be generated and mailed daily, as well as attached electronically to each applicable citation.
- All items needing the City's attention will be scanned and electronically attached to the applicable citation. City Personnel will be notified via email for each instance or, if the city prefers, weekly notifications can be generated.
- The city will be provided an exclusive toll-free number for all customer service calls. Calls will be recorded and can be provided to City Personnel upon request.
- Data Ticket is the only vendor that provides our clients with real-time Customer Service Reports that details calls received and made, the duration of each call, the category / subject of each call and the outcome of the call.

Data Management, Reporting, and Statistical Capabilities

- Data Ticket offers the most extensive reporting capabilities in the industry. Our reports are provided to our clients via a web-based real-time Solution that provides for the ability to generate Financial, Management and Operational Reports for any timeframe required.
- Our reporting structure is set as follows for parking citations. Each Category contains a minimum of 3 reports each with a maximum of 10 reports in any single category, for a total of 64 reports:

Adjudication Reports
Citation Reports

Aging Reports
DMV Reports

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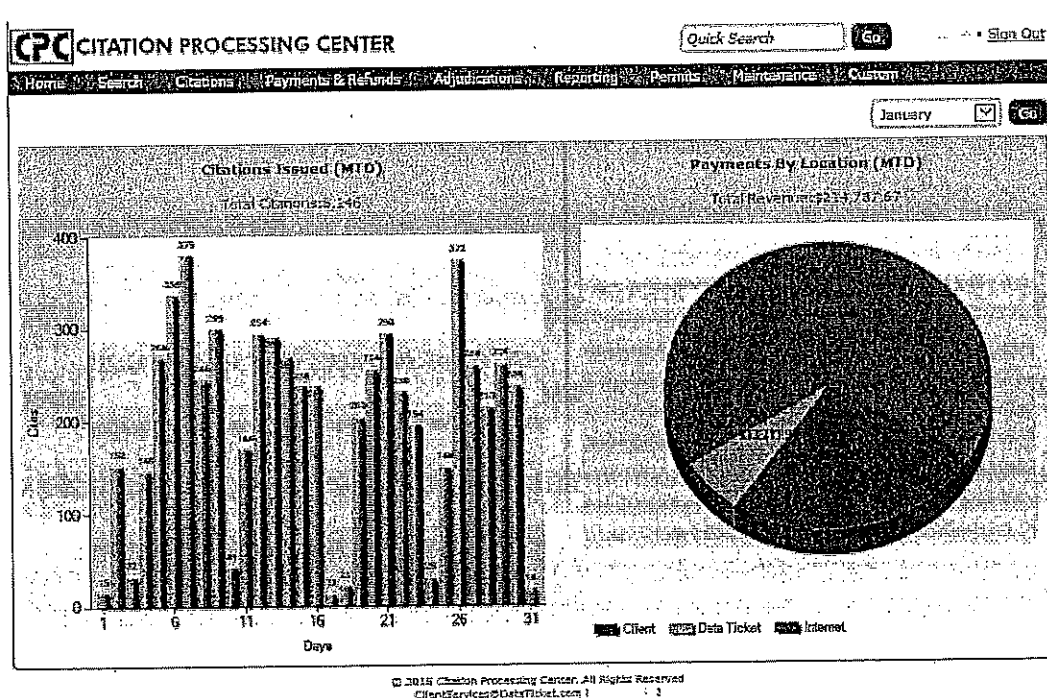
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Financial Reports
Officer Reports
Payment Plan Reports
Scofflaw Reports

Franchise Tax Board Reports
Operational Reports
Refund Reports

In addition to those categories identified above, we also have a complete category for Permits, Month-end Invoicing Reports, and My Saved Reports. Finally, we have a complete Report Generator tool that provides our clients with the ability to generate, save and share custom reports.

Below, we have provided the city with a view of the Reporting Home page that displays citation statistics in a graphical manner for our clients. As you can see from this screen print, a drop-down box is provided in the top right corner that allows the user to select the month that he/she wishes to view. In addition, this screen is configurable to display a variety of statistics.



Finally, we offer our clients a Report Generator feature. This capability provides our clients with the most advanced reporting capabilities available. This feature provides City Personnel with the ability to select a "Standard Report" or to select a "Data Grouping" and create custom, real-time reports. These reports can be saved, shared amongst co-workers, or just run and viewed.

On the following page we have provided a screen shot of our "Report Generator" capability. This capability provides our City Personnel with the ability to select a "Standard Report" from the table on the prior pages and set Optional Criteria, as well as drag and drop Report

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Columns into and out of the Report. If you choose, you can also start with a "Data Collection" and create a totally custom report.

CPC CITATION PROCESSING CENTER Quick Search Go Sign Out

Home Search Citations Payments & Refunds Adjudications Reporting Permits Maintenance

Citation Status Report

This report pulls all open and closed citations by citation issue date and features the total original bail, penalty, payments, and owing amounts.

Required Criteria

Agency Name: ☒ Include Current ☒ Include Delinquent

Department Name: ☒

Citation Start Date: 02/01/2016

Citation End Date: 02/03/2016

Optional Criteria

Select Column ☒ AND ☒

Report Columns

Optional Columns

- Adjustments
- Badge
- Best
- Calls
- Cite Date and Time
- Comments
- Days Old
- Days Since Activity
- Delinquent?
- Department
- Only Hold Unsuccessful Message
- Paid?

Drag and Drop Columns

Columns Included in Report

- Citation
- Cite Date
- Time
- Plate/VIN
- State
- Make
- Location
- Status
- # Notices
- RO
- Repeated?
- DMV Hold?

Sort Order

Primary Sort: Notices ☒

Secondary Sort: Notices ☒

Save Report **Run Report**

Tip: After clicking 'Run Report', if your report has less than 1,000 rows, you can click on the column headings for sorting.

Once you have created the report you would like to run on a regular basis, you can delete the report, clone the report, or share the reports amongst co-workers. In addition, City Personnel has the option to simply save the report to your "My Reports" list as depicted on the following screen shot. This feature provides users with the ability to re-run the report, delete it, share it, or clone it for future use with a slightly different or altogether different set of criteria.

CPC CITATION PROCESSING CENTER Quick Search Go Sign Out

Home Search Citations Payments & Refunds Adjudications Reporting Permits Maintenance

Saved Reports

Report Name	Description	Created By	Creation Date	Delete	Clone	Share
<u>Allocation of Funds by Agency</u>	Testing		7/28/2014 8:19:43 AM	Delete	Clone	Share
<u>Allocation of Funds by Agency - DMV</u>	Testing		7/28/2014 8:19:43 AM	Delete	Clone	Share
<u>AT FTS OR CBR CITES</u>	This report pulls all open citations at FTS or CBR by citation start date.		1/28/2016 3:35:23 PM	Delete	Clone	Share
<u>CA Plate RO Miss Report</u>	This report details all citations issued for a CA Plate that have not had an RO Request made in the last 30 days. The citations listed on this report should have had 5 attempts made to obtain an RO. If citations are on this report and have had fewer than 5 attempts made and the last attempt was not made in the last 30 days, there is a problem.		10/9/2015 3:23:36 PM	Delete	Clone	Share
<u>Cheryl's Month End Reports</u>	This report pulls by officer the number of citations written, paid, and total owing amount. Cheryl, please change out the badge number under Optional Criteria to get the totals for each officer.		6/30/2014 12:51:37 PM	Delete	Clone	Share

All the reports available to our clients are available on our website. This provides City Personnel with the ability to generate reports on their timeframe while reducing their dependency on a vendor. We find the more control we provide to our clients; the better able they are to do their jobs, on their timeframe. If there are specific reports City Personnel require on a specific timeframe to be provided by Data Ticket, we will provide those at no cost to the city.

Disabled Citation Processing

- Data Ticket provides our clients with the ability to review all 1st level review requests, including all handicap placard dismissal requests. In fact, Data Ticket Personnel and the city's customers can select the type of review requested, including handicap review, release of liability and others when requesting a review.
- City Personnel can enter a disposition directly into our Solution. Upon doing so, Data Ticket Personnel will be notified, and a disposition letter will be generated, mailed, and electronically attached to each applicable citation.

Transition Plan

- Data Ticket is currently in the middle of a conversion effort for the City of Riverside that was previously a client of the city's current vendor. We will expertly convert all data and media at the city's required timeline.
- Our Solution is 100% web based. There will be no hardware or software the city needs to maintain, nor will there be any hardware or software Data Ticket will install at the city's location.
- Data Ticket will generate, mail, and electronically attach all correspondence required by the city to each applicable citation.
- All training will be provided to City Personnel free of charge and all training will be provided at the city's preferred location.

Support

- Data Ticket's regular support hours are 7am – 5pm, Pacific.
- Data Ticket will provide after-hours support via email, cell phone, and text message.

System and Software Requirements

A. Database Backup & Off-Site Security

Data Ticket's data center environment is defined as follows:

- Geographic location(s): 2603 Main Street, Suite 300 in Irvine, CA. In addition, our backup facilities hosted in the Microsoft Azure cloud.
- Redundancies: We maintain local redundancy by utilizing multiple internet service providers, redundant failover firewalls, web servers, storage servers, and database servers. We additionally have the capability of utilizing Microsoft Azure services for additional failover capabilities.
 - i. Power: We maintain APC UPS devices for all production servers and equipment.
 - ii. Server: We have redundant web, database, and file servers.
 - iii. ISPs: We maintain ISP connections through COX Communications and AT&T.

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- Infrastructure environment: We have redundant firewalls and the ability to host services in the Microsoft Azure cloud.

B. Hardware Requirements

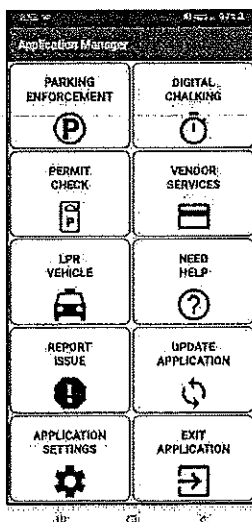
Data Ticket has proposed Samsung Galaxy A51 paired with TSC Alpha 3R Printers. Alternatively, many agencies prefer to utilize a single piece unit so if that is the route the city decides to go, we recommend the N5Z1. Of course, there is also the option to use both types of units if desired.

Samsung Galaxy A52* and TSC 3" Printer



*or similar device

Although the City did not explicitly request images of our Citation Enforcement Software, we believe the city should have some idea of the interface with which Officers will be using. Below, please see the homepage for our handheld citation issuance offerings. Each tile on the screen has a unique feature that provides our clients with the ability to perform a variety of functions:



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Below, please see an image of our Citation Issuance interface Officers will use to issue citations.

The image displays two screenshots of a handheld device interface for issuing citations. The left screenshot shows a screen with a 'DATA TICKET' logo and a 'ISSUE CITATION' button. The right screenshot shows a form with the following fields: PLATE, CA, SCAN VEHICLE, MAKE, COLOR, BODY, MODEL, VIN NUMBER, EXPIRATION, LOCATION, VIOLATION 1, VIOLATION 2, VIOLATION 3, COMMENT(S), PHOTOS (0), VIDEOS (0), AUDIO (0), WARNING, FLED, CLEAR ALL, PRINT, and HIDDEN COMMENT(S). At the bottom of the form, it displays 'TOTAL DUE: \$0.00' and '06/30/2020 8:25 AM'.

Should City Personnel wish to see more features or have an in person or Zoom meeting to demonstrate the handheld devices, we are happy to provide that at the City's convenience.

Maintenance

- Data Ticket will be responsible for the repair / replacement of any faulty unit, with no deductible from the city.
- Our Citation Issuance software, just like our citation processing software, is upgraded regularly, at no cost to our clients.

Supplies for the handhelds, supplied by vendor:

- Data Ticket understand all ticket stock and envelopes will be supplied by Data Ticket.

Other

- Data Ticket will attend all city meetings at Data Ticket's expense.
- Data Ticket will not subcontract any portion of this contract.
- Data Ticket will perform all processing functions in compliance with all requirements of the State of California Vehicle Code (CVC) regarding processing all records sent by the city.

Processing of Administrative Adjudication Service

- Data Ticket's Adjudication Department will be responsible for scanning and placing on hold all 1st level review requests and all 2nd level hearing requests mailed to Data

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Ticket's PO Box.

- City Personnel will have access to review and perform 1st level review dispositions online. Once completed, Data Ticket will be notified of a pending disposition letter that needs to be generated, mailed, and attached electronically to the corresponding citation.
- Data Ticket's Adjudication Department will place all 2nd level hearing requests on hold that are received at Data Ticket via US mail. This Department will work with City Personnel to schedule phone, written, Zoom and in person hearings (when the city resumes them).
- All hearing schedule letters, disposition letters, letters of non-responsibility, letter of no-bail, and others will be generated by Data Ticket and mailed via first class mail. All letters will be electronically attached to each corresponding citation so City Personnel can view them at any time.

Collections

- Data Ticket provides our clients Delinquent Collection Services which includes up to 3 additional notices being sent on behalf of the city at no additional charge.
- CA DMV prohibits third party vendors, including Data Ticket and the city's current vendor from providing CA registered owner information to third parties for the purposes of collections. Should the city require a third party or advanced collections option, we are happy to provide collections file to the city to then pass on to whomever it requires.

Contract Requirements

- Data Ticket has never used a subcontractor to provide services to our clients.
- Data Ticket has never charged a cost of living or CPI adjustment to any of our clients.

Franchise Tax Board Offset

- Data Ticket resumed sending eligible debts to FTB on July 31, 2021. We have partnered with FTB's Interagency Intercept Program longer than any other vendor.
- Our interface with FTB is performed electronically with no human intervention.

Interface with City's Collection Agency

- CA DMV prohibits third party vendors, including Data Ticket and the city's current vendor from providing CA registered owner information to third parties for the purposes of collections. Should the city require a third party or advanced collections option, we are happy to provide collections file to the city to then pass on to whomever it requires.

Other Options

Data Ticket offers many additional services are part of our standard citation processing at no cost to our clients. Some of those services offered that are not currently offered by your existing vendor are:

- Acceptance of American Express
- Real-time Customer Service Reporting
- Real-time CA DMV look-up available to our clients
- 2nd Level Hearings performed via Zoom

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- City-branded portal offered for your customers – today your vendor does not brand any of the “More Information” webpages presented to your customers
- The ability for 1st level review, 2nd level hearings and 3rd level court requests to be categorized by reason
- Increased security for your customers using the online customer portal
- SOC 2 Type 2 Authorization
- Live chat while Officers are in the field to assist with any trouble shooting required

Of course, that’s not all. We think a demonstration of our software will prove to the city that there are many enhancements our Solution offers the city hasn’t been able to take advantage of with its existing vendor.

City’s Duties and Responsibilities

- Data Ticket understands the items listed on page 10 of the City’s RFP about the City’s duties and responsibilities. Data Ticket does not believe the city will be responsible for the reconciliation of credit card deposits as that would be Data Ticket’s responsibility.
- City Personnel will be responsible for signing FTB paperwork.
- City Personnel will be responsible for participating in any training required.

Section C: Methodology Section

1) IMPLEMENTATION PLAN

Data Ticket's management plan and controls will ensure the City's Parking Citation Processing is expertly, efficiently, and effectively handled. Data Ticket will assign three key individuals to manage the implementation and to ensure a successful transition. These individuals will be responsible for every aspect of the implementation and for the on-going care of the contract. These individuals will be made available to the City during regular business hours and their email and/or cell numbers will be made available for after hour questions / concerns or issues.

To ensure success will be achieved, we will be in regular communication with the city. Initially, we will use a project schedule to track the implementation and conversion effort. We prefer to have regularly scheduled meetings with new clients to ensure milestones are met, decisions are made, and best practices are in place.

Once the implementation and conversion efforts have been completed, we will continue to actively manage the contract by speaking with the City on a regular basis, holding review sessions of reports, providing updates to the software we provide and scheduling regular in-person meetings to flush out issues and discuss progress.

2) CLIENT SATISFACTION

Data Ticket is only successful if each of our clients is pleased with the service we provide and realizes the value in the efforts we make to produce the maximum amount of recovery for parking citations issued. Data Ticket will meet regularly with the City to establish metrics with which to track our progress. Throughout the implementation process we will document the City's philosophy on handling customer service and adjudication questions and issues.

We contain a wealth of experience in handling citation processing from clients nationwide and we will continually provide information to the City on how processing is progressing, what collection rates are, and we will provide guidance on how we can increase collection rates and client satisfaction throughout the life of the contract.

We will meet regularly, based on the City's availability, with the City's Finance Department to ensure all online reports are understood and to understand whether additional reports are required. In addition, we will meet regularly, based on the City's availability, with the City's Parking Citation Officers to ensure they have access to the data they require to perform analysis of the citations issued. When needed, we will add new reports to our online capabilities at no charge to the city to ensure the requirements of each Department are met.

3) PROJECT SCHEDULE

Data Ticket has provided a project schedule that outlines the implementation of the City's citation processing with Data Ticket's Citation Processing System. For the purposes of this schedule, Data Ticket has assumed the city will decide such that the first meetings will occur on October 5, 2021. Should the City's timeline change, the project schedule will adjust accordingly.

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This project schedule has been included in Section G: Other as the page count is not included due to the schedule being considered a "chart" or "graphic exhibit" as identified on page 10 of the City's RFP.

4) CITY STAFF RESPONSIBILITIES

Data Ticket offers several models to meet the City's Citation Management Processing requirements. These models range from Data Ticket performing all services in-house to the city performing all services in-house to a combination of sharing or dividing tasks and services. Based on the City's RFP, we understand the city wishes to provide the highest level of customer service for all types of customers while potentially removing some of the daily responsibilities.

The table below represents our **suggestion only** of how we believe the daily citation processing and collections responsibilities can be shared to maximize the efficiency of the process. The check marked items indicate who will take the primary responsibility for the items below:

Functionality	City Personnel Performs	Data Ticket Performs
Data Entry of Manually Written Citations		✓
Automated Electronic Transmission of Citations	✓	
Real-time automated registered owner retrieval		✓
Maintain data tables within the Solution		✓
Generation, printing and sending notices		✓
View photos, videos, and voice recordings of citations in the format in which they are sent	✓	✓
Automated Bail Escalation		✓
Automated management of the FTB and Delinquent Processes		✓
Place citations on adjudication holds and scan all supporting documentation		✓
Enter 1 st Level Dispositions	✓	
Send all Adjudication Letters		✓
Schedule 2 nd Level Hearings		✓
Enter notes to be viewed by the City and Data Ticket	✓	✓
Handle Customer Service, including IVR and live, bi-lingual customer service phone lines		✓

Section D: Staffing

Data Ticket understands that our service and technology offerings are only as good as our Staff. It is our goal with each client to ensure we have a partnership based on solid, effective communication. We understand the city has been working with its current vendor for a lengthy period and that change is often difficult; however, we have worked with many agencies to transition services and solutions from another vendor, and we are confident in our ability to partner with the City of Huntington Beach.

We will provide City Personnel with a fully dedicated Project Manager to facilitate the implementation of our Solution and to manage all aspects of the project. In addition to a Project Manager, we will provide a supplemental Project Manager. These two individuals will be available during normal business hours, Monday – Friday 7am – 5pm Pacific and City Management will have their cell numbers for after hour assistance. This is normal protocol for Data Ticket as we service clients on the east coast and in other states.

Individual	Assignment of Tasks
Brook Westcott, Chief Operating Officer, Project Manager for the City of Huntington Beach	IT Oversight Enhancement Prioritization Accounting Oversight Attendance at City Council Meetings Monthly Performance Review Collection Rate Statistics / Financial Analysis Internal Oversight of Operational Processes
Heather Nowlan, Director Client Services & Supplemental Project Manager for the City of Huntington Beach	Client setup and maintenance Initial and on-going User Training Correspondence Review Attendance at City Council User and Administrator Setup Daily Questions
Wanda Stone, Mobile Support Manager for the City of Huntington Beach	Handheld Training Handheld Customization Handheld Assistance / Follow-up

Brook Westcott, Chief Operating Officer, will be the individual responsible for working directly with the city and the other vendors on a day-to-day basis to ensure the implementation is smooth. Specifically, Brook will be responsible for managing the Integration Roadmap, working with the City to ensure requirements are identified and delivered upon, and working with each vendor to ensure integrations are executed seamlessly. Brook will attend all City meetings, both on-site and off-site.

Brook Westcott will also be responsible for ensuring the IT, Accounting, FTB, Noticing and DMV Functions work properly for the city. She will also be responsible for all financial analysis required by the City as well as contractual oversight

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Heather Nowlan, Director of Client Services, will be responsible for working closely with the city to attend all meetings and assist in providing each of the City's Personnel with unique usernames and passwords that will provide access to the Citation Processing System at the appropriate, requested level. In addition, Heather will be responsible for providing all user training of the Citation Processing System Software. This training will be performed in person, via the Internet and over the phone. Finally, Heather will be responsible for reviewing all noticing and correspondence to be sent on behalf of the city.

Both Brook and Heather stay active with their Parking Education by attending California Public Parking Association meetings and events as well as by attending the International Parking Institute's meetings and events. Brook and Heather recently completed the California Public Parking seminar for Parking Fundamentals for Frontline Staff.

Wanda Stone, Mobile Support Manager, will be responsible for providing training to all Police Department and Parking Control Officers at the City's preferred location(s). Wanda will also be responsible for providing regular enhancements to our Mobile Software and she will be responsible for working directly with City Personnel to ensure the handhelds are being utilized accurately to provide the most benefit to the Officers and to the city.

Data Ticket Staff Access

In addition to the individuals dedicated to the city on the prior pages, Data Ticket provides the highest level of services to each of our clients by providing access via phone, email and in person to all our Department Managers. We have adequately staffed each Department to accommodate every client's needs. We do not share resources across Department; rather we have hired and maintain each Department such that there is no need to share resources; however, personnel are cross trained to ensure our entire staff is well versed in the entire citation processing lifecycle.

City Personnel will have access to all Managers, as well as individuals within each Department. In addition, individual and group emails as well as direct phone lines will be provided to City Personnel to ensure Data Ticket is always accessible. Finally, cell numbers for specific individuals will be provided to City Personnel should the need for after-hours assistance ever be required.

Below, we have provided the city with a high-level organization chart for Data Ticket. All the individuals identified on the chart work in the Irvine, California office and each of the individuals identified in the organization chart provided below will be made available to City Personnel throughout the life of the contract.

Section E: Qualifications

1) **Key Staff:** On the prior page, Data Ticket has stated that all managers will be made available to the City of Huntington Beach in the execution of the work associated with the city's RFP. In addition to the individuals dedicated to the city on the prior pages, Data Ticket provides the highest level of services to each of our clients by providing access via phone, email and in person to all our Department Managers. We have adequately staffed each Department to accommodate every client's needs. We do not share resources across Department; rather we have hired and maintain each Department such that there is no need to share resources; however, personnel are cross trained to ensure our entire staff is well versed in the entire citation processing lifecycle.

The team Data Ticket has proposed to work closely with the City of Beverly Hills Personnel is well qualified in all areas of parking citation processing, permit management, integration and implementations and conversion.

All told the team of individuals presented below have over 100 years of combined experience in handling the above-mentioned requirements of the city. But more importantly, our Team Members are consistently exposed to our over 500 clients, their business rules, their challenges, successes, and the ever-changing industry in which we operate. Below we have provided a table demonstrating the year of experience each of our Managers and Executive Team have in dealing with the exact scope of work defined by the city.

Name	Department	Function	Years of Experience
Brook Westcott	Chief Operating Officer	Contract management, IT oversight, accounting oversight, enhancement management, City Council attendance – Project Manager	16 Years
Heather Nowlan	Client Services	Implementation management, training coordination, report generation	11 Years
Serena Smith-Banas	Client Services	Client setup, maintenance, assistance	4 Years
Tim Markel	Operations & Adjudication	Daily operational assistance, including citation adjustments, DMV access, real-time DMV lookups, etc. Daily adjudication assistance, Hearing Officer Scheduling and 1 st Level Administrative Review dispositions	10 Years
Amber O'Hara	Data Entry	Daily data entry assistance	3 Years
Mariane Hernandez	Accounting	Daily accounting / banking assistance	12 Years
Wanda Stone	Programming	Daily assistance with the handheld solution chosen	13 Years
Karla Fuentes	Customer Service	Daily customer service assistance	10 Years

2) **Demonstrated Capabilities:** Data Ticket has provided the exact services required by the City of Huntington Beach for the past 32 years. Data Ticket has a vast amount of

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experience that relates directly to the City's Scope of Work. The items identified in the scope of work are all currently items performed for most of our California clients. In fact, we believe the scope of work provided to those clients includes additional functionality and enhancements than currently being required. The client references provided in response to the City's request for references all correlate directly with the scope of work requested.

Data Ticket takes a lead role in all the projects we undertake. Our unique role in the parking citation processing industry affords us the opportunity to be an aggregator of data for our clients. Naturally each of our clients focus on their own data, their collection rates and the trends they have tracked historically over whatever period. Data Ticket, on the other hand has access to over 400 clients' data. This means we can focus on all data to identify trends in the industry, trends within a specific demographic, trends within a specific geographic location, and more. Moreover, we can utilize our research to educate our clients on best practices that will increase customer satisfaction, decrease customer complaints, increase compliance and increase collection rates.

Our clients find we act both as a consultant and a parking citation processing vendor. We offer a wealth of knowledge on processing, integrations, additional service offerings and process improvements.

3) References: Below, please see 5 references as requested.

	Agency Name, Address, Contact, Title, Phone Number, E-Mail	Approximate Service Area Population	Operational System(s)	Contract Dates	Scope of Services
1.	City of Long Beach 411 W. Ocean Blvd. Long Beach, CA 90802 John Gross- Finance Director / CFO 562-570-6427, John.Gross@LongBeach.gov	462,000 (2019 Population) 356,000 (2019 Citations)	Citation Processing Permit Processing Tow Application Handheld Citation Issuance Devices	2014- Current	T2 & DPT Integration, Android Issuance Application, iNovah Cashiering Integration, NLETS RO Acquisition, Real Time CA DMV Access, Appeal Processing, Customer Service, Escrow Banking, Payment Processing, Noticing, Data Entry
2.	City of Oceanside 4927 Oceanside Blvd. Oceanside, CA 92056 Bryan Forward- Ordinance Enforcement Supervisor 760-435-5194, BForward@Oceansideca.gov	176,000 (2019 Population) 62,000 (2019 Citations)	Citation Processing Permit Processing Handheld Citation Issuance Devices	2018- Current	Cale & Flowbird Integration, Android Issuance Application, Cashiering Integration, NLETS RO Acquisition, Real Time CA DMV Access, Appeal Processing, Customer Service, Escrow Banking, Payment Processing, Noticing, Data Entry
3.	California State Parks- Law Enforcement and Emergency Services (LEES) PO Box 942896 Sacramento, CA 94296 Scott Elliott- Deputy Chief, LEES 916-653-3533, Scott.Elliott@Parks.ca.gov	n/a (2019 Population) 23,000 (2019 Citations)	Citation Processing Handheld Citation Issuance Devices	2017- Current	Passport Integration, Android Issuance Application, NLETS RO Acquisition, Real Time CA DMV Access, Appeal Processing, Customer Service, Refund Processing, Payment Processing, Noticing, Data Entry
4.	San Diego Unified Port District 9165 Pacific Highway San Diego, CA 92101 Kristine Love- Department Manager 619-686-6358, KLove@PortofSanDiego.org	n/a (2019 Population) 27,000 (2019 Citations)	Citation Processing Handheld Citation Issuance Devices	2017- Current	Cale Integration, Android Issuance Application, NLETS RO Acquisition, Real Time CA DMV Access, Appeal Processing, Customer Service, Escrow Banking, Payment Processing, Noticing, Data Entry
5.	City of Hawthorne 12501 Hawthorne Blvd. Hawthorne, CA 90250 Madeline Francis- Traffic Specialist 310-349-2701, MFrancis@Hawthorneca.gov	86,000 (2019 Population) 60,000 (2019 Citations)	Citation Processing Handheld Citation Issuance Devices	2014- Current	Vigilant LPR Integration, Android Issuance Application, NLETS RO Acquisition, Real Time CA DMV Access, Appeal Processing, Customer Service, Escrow Banking, Payment Processing, Noticing, Data Entry

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Section F: Fee Proposal

Description of Cost	Cost
Flat rate per notice of parking violation issued and electronically transferred	\$0.20
Flat rate per notice of parking violation issued and manually processed	\$0.35
Fee for out-of-state processing / collections	23%
Administration of adjudication process:	
Place hold & scan all received documentation	\$1.00
Generate and send each adjudication letter	\$0.75*
Notices and Miscellaneous Letters / Correspondence	\$0.75*
Delinquent Collections	23%
FTB SSN Request / FTB Collections	\$1.00 / 15% of Collections
AB503 Payment Plans	\$5.00 if DTI reviews / approves \$2.00 if city reviews / approves
Handheld Units:	
Cost to purchase handheld ticket writer / printer	\$1,200.00/Unit
Annual Software License	\$150.00/Unit
Monthly maintenance / repair / replacement with \$0.00 deductible	\$20.00/Unit
Optional Hearing Officer Services	\$85.00/hour

All costs related to sending correspondence / letters is inclusive of the cost of first-class mail. In the event the USPS increases the current rate of first-class postage, the cost of these items will increase by the amount increased.

An administrative fee will be charged to a customer paying via credit / debit card that is equal to \$3.50. This fee will not be charged to the city.

Ticket stock and envelopes will be quoted based on quantity requested.

Data plans associated with handheld ticket writers will be treated as a straight pass-thru from the selected provider.

Payment plan fees will be assessed to the customer if a non-indigent payment plan is implemented.

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Section G: Other

Implementation Plan

A high-level functional implementation plan has been provided below that outlines the tasks the City and Data Ticket's Project Managers required to ensure a successful conversion. Of course, this is simply high-level and will require additional details and management should Data Ticket be selected as the City's Vendor.

Data Ticket's IT Department expertly converts data from other vendors to our 100% web-based system without issue. We will work with the City's current vendor to convert the data into our system in a timely manner.

Task	Task Name	Planned Start Date	Planned Finish Date	Primary Responsibility
1	Contract Awarded	10/5/2021	10/5/2021	City Personnel
2	Implementation Plan for the City of Pasadena	10/5/2021	10/5/2021	
3	Project Commencement	10/5/2021	TBD	
4	Project Kickoff Meeting #1	10/6/2021	10/6/2021	
5	Meet with Data Ticket and City Personnel	10/6/2021	10/6/2021	City Personnel / Data Ticket
6	Review Project Plan	10/6/2021	10/6/2021	City Personnel / Data Ticket
7	Confirm Entity Setup regarding Departments	10/6/2021	10/6/2021	City Personnel / Data Ticket
8	Provide Implementation Checklist to City	10/6/2021	10/6/2021	City Personnel / Data Ticket
9	Weekly Project Meetings	10/12/2021	2/25/2022	
10	Meet with Data Ticket and City Personnel	10/12/2021	2/25/2022	City Personnel / Data Ticket
11	Review Project Plan	10/12/2021	2/25/2022	City Personnel / Data Ticket
12	Discuss Integration Points	10/12/2021	2/25/2022	City Personnel / Data Ticket
13	Review Implementation Checklist	10/12/2021	2/25/2022	City Personnel / Data Ticket
14	Project Personnel	10/6/2021	10/18/2021	
15	Review Project Personnel	10/6/2021	10/6/2021	City Personnel / Data Ticket
16	Identify Training Participants at a High Level	10/6/2021	10/13/2021	City Personnel / Data Ticket
17	Identify System Users and access levels	10/6/2021	10/13/2021	City Personnel / Data Ticket
18	Setup Users in System w/ correct access rights	10/13/2021	10/18/2021	City Personnel / Data Ticket
19	Setup City Administrator(s) in system	10/13/2021	10/18/2021	City Personnel / Data Ticket
20	CA DMV Assignment	10/6/2021	11/18/2021	
21	Provide City with DMV Documentation to be signed and sent to DMV	10/6/2021	10/11/2021	Data Ticket
22	Send DMV re-assignment documentation to DMV	10/16/2021	10/19/2021	City Personnel
23	Confirm receipt of DMV Documentation	10/20/2021	10/20/2021	Data Ticket
24	Track Reassignment	10/20/2021	11/17/2021	Data Ticket
25	Expected Reassignment complete	11/18/2021	11/18/2021	Data Ticket
26	NLETs Approval	10/16/2021	11/14/2021	
27	Provide City with DMV Documentation to be signed and sent to NLETs	10/16/2021	10/21/2021	Data Ticket
28	Send NLETs documentation	10/26/2021	10/29/2021	Data Ticket
29	Confirm receipt of NLETs Documentation	10/30/2021	10/30/2021	Data Ticket
30	Track NLETs approval	10/30/2021	11/13/2021	Data Ticket
31	Expected NLETs approval	11/14/2021	11/14/2021	Data Ticket
32	Parking Citation Processing Services	10/6/2021	10/6/2021	
33	Review & Confirm Services to be performed by City Personnel	10/6/2021	10/21/2021	City Personnel / Data Ticket
34	Review and Confirm Services to be performed by Data Ticket Personnel	10/6/2021	10/21/2021	City Personnel / Data Ticket
35	Business Rule Definition	10/11/2021	11/5/2021	
36	Review and Confirm penalty structure	10/11/2021	10/26/2021	City Personnel / Data Ticket
37	Review and Confirm noticing timing	10/11/2021	10/26/2021	City Personnel / Data Ticket
38	Review and Confirm DMV registration hold / release timeline	10/11/2021	10/26/2021	City Personnel / Data Ticket
39	Determine FTB participation	10/11/2021	10/26/2021	City Personnel / Data Ticket
40	Confirm business rules regarding Payment Plans	10/11/2021	10/26/2021	City Personnel / Data Ticket
41	Confirm business rules regarding special notices	10/11/2021	10/26/2021	City Personnel / Data Ticket
42	Identify whether a grace period will be utilized	10/11/2021	10/26/2021	City Personnel / Data Ticket
43	Review Customer Service business rules	10/11/2021	10/26/2021	City Personnel / Data Ticket
44	Confirm NSF / Chargeback fees	10/11/2021	10/26/2021	City Personnel / Data Ticket
45	Noticing / Correspondence	10/11/2021	11/8/2021	
46	Review and approve sample files	10/11/2021	11/8/2021	City Personnel / Data Ticket
47	Adjudication Business Rules	10/11/2021	11/8/2021	
48	Review adjudication processing business rules	10/11/2021	11/8/2021	City Personnel / Data Ticket
49	Confirm notice timing	10/11/2021	11/8/2021	City Personnel / Data Ticket
50	Confirm pre-set comments for adjudication	10/11/2021	11/8/2021	City Personnel / Data Ticket
51	Payment Plan Business Rules	10/11/2021	11/8/2021	
52	Determine allowable methods for acceptance of requests	10/11/2021	11/8/2021	City Personnel / Data Ticket
53	Determine who will review / approve requests	10/11/2021	11/8/2021	City Personnel / Data Ticket

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Task	Task Name	Planned Start Date	Planned Finish Date	Primary Responsibility
54	Customer Service Details	10/11/2021	11/8/2021	
55	Review Customer Service business rules	10/11/2021	11/8/2021	City Personnel / Data Ticket
56	Document Customer Service business rules	10/11/2021	11/8/2021	Data Ticket
57	Review and generate customer service business rules	10/11/2021	11/8/2021	City Personnel / Data Ticket
58	Accounting Business Rules	10/11/2021	11/8/2021	
59	Confirm bank account for daily deposits	10/11/2021	10/21/2021	Data Ticket
60	Order bank deposit slips	10/11/2021	11/8/2021	City
61	Order endorsement stamps	10/11/2021	11/8/2021	City
62	Enter NSF / Chargeback Fees	10/11/2021	11/8/2021	Data Ticket
63	System Configuration	10/21/2021	10/27/2021	
64	Setup Playground for testing	10/21/2021	10/27/2021	Data Ticket
65	Perform client configuration	10/21/2021	11/1/2021	Data Ticket
66	Load bail schedule	10/21/2021	11/1/2021	Data Ticket
67	Load penalty timing	10/21/2021	11/1/2021	Data Ticket
68	Load Officers	10/21/2021	11/1/2021	Data Ticket
69	Load pre-set comments	10/21/2021	11/1/2021	Data Ticket
70	Configure notice timing	10/21/2021	11/1/2021	Data Ticket
71	Configure billing rules	10/21/2021	11/1/2021	Data Ticket
72	Sample Conversion File	10/6/2021	11/8/2021	
73	Provide sample letter requesting final conversion file for Prior Vendor	10/6/2021	10/6/2021	City
74	Request Sample Conversion File from Prior Vendor	10/6/2021	10/6/2021	City
75	Receive electronic sample conversion file	10/17/2021	10/17/2021	Data Ticket
76	Review and analyze sample conversion file	10/17/2021	10/22/2021	Data Ticket
77	Load sample conversion files	10/23/2021	10/25/2021	Data Ticket
78	Analyze converted data	10/29/2021	11/8/2021	Data Ticket
79	Provide access to City Personnel to review	11/8/2021	11/8/2021	City and Data Ticket
80	Re-load sample conversion files	11/13/2021	11/15/2021	Data Ticket
81	Review sample conversion file data	11/15/2021	11/20/2021	Data Ticket
82	Review and analyze data converted / compare with existing solution	11/8/2021	11/18/2021	City and Data Ticket
83	Load final conversion files	11/21/2021	11/23/2021	Data Ticket
84	Review final conversion file data	11/23/2021	11/25/2021	City and Data Ticket
85	Handheld Units	10/6/2021	11/1/2021	
86	Agree on the Handheld Model and transmission processes	10/6/2021	10/6/2021	City Personnel
87	Identify carrier to be utilized for data plan	10/6/2021	10/6/2021	City Personnel
88	Order and Receive handheld ticket writers and printers	10/16/2021	10/26/2021	Data Ticket
88	Request handheld required data	10/16/2021	10/26/2021	Data Ticket
89	Obtain electronic copy of bail schedule	10/26/2021	10/26/2021	City Personnel
90	Obtain electronic copy of penalty structure	10/26/2021	10/26/2021	City Personnel
91	Obtain electronic list of Officers	10/26/2021	10/26/2021	City Personnel
92	Obtain electronic list of locations	10/26/2021	10/26/2021	City Personnel
93	Load software on handheld units and test	10/27/2021	11/1/2021	Data Ticket
94	Handheld Ticket Stock	10/31/2021	11/19/2021	
95	Draft handheld ticket stock format and layout	10/26/2021	10/31/2021	Data Ticket
96	Review draft handheld ticket stock format and layout	10/31/2021	11/5/2021	City Personnel
97	Approve ticket stock	11/6/2021	11/6/2021	City Personnel
98	Order & Receive Ticket Stock	11/7/2021	11/19/2021	Data Ticket
#REF!	System Training	11/8/2021	11/8/2021	
#REF!	Perform training on Sample Conversion Data	11/8/2021	11/14/2021	City Personnel / Data Ticket
#REF!	Perform training on Secondary Conversion Data	11/15/2021	11/29/2021	City Personnel / Data Ticket
#REF!	Handheld Training	10/21/2021	10/21/2021	
#REF!	Perform training	11/11/2021	11/26/2021	City Personnel / Data Ticket
#REF!	GO LIVE	TBD	TBD	



City of Huntington Beach

Permit Solution Overview and Proposal

September 15, 2021

Response Provided by:

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949-428-7240
ClientServices@DataTicket.com**

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City of Huntington Beach
Parking Permit Solution Proposal
September 2021

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SECTION A: PERMIT SOLUTION OVERVIEW

System Overview

Data Ticket believes our approach to City permit solutions is the most extensive and thorough in the industry. Unlike parking citation processing whereby there are similarities across clients, we believe no two permit solutions are alike. Our approach to each permit solution is to work with each client to identify all business rules associated with each unique permit and build a customized solution to meet those business rules. Of course, we must also consider the City's desire to be involved in the process of fulfillment as well as the potential for the city to expand their permit solution beyond what is currently available.

Below and on the following pages we have provided our proposal to the City of Huntington Beach for a Permit Solution. We understand the city offers Annual Beach Parking Passes and has special designations for senior citizens, veterans, and disabled passes. Additionally, we understand the city offers replacement passes and oversized vehicle passes. Of course, our Solution will not be limited to the City's existing permit types. We will work with the city to identify all current permit requirements and we will continue to work with City to develop solutions for future needs that will present themselves as the city continues to grow to meet the changing needs of its residents and visitors.

Support of the City's Current Parking Permits

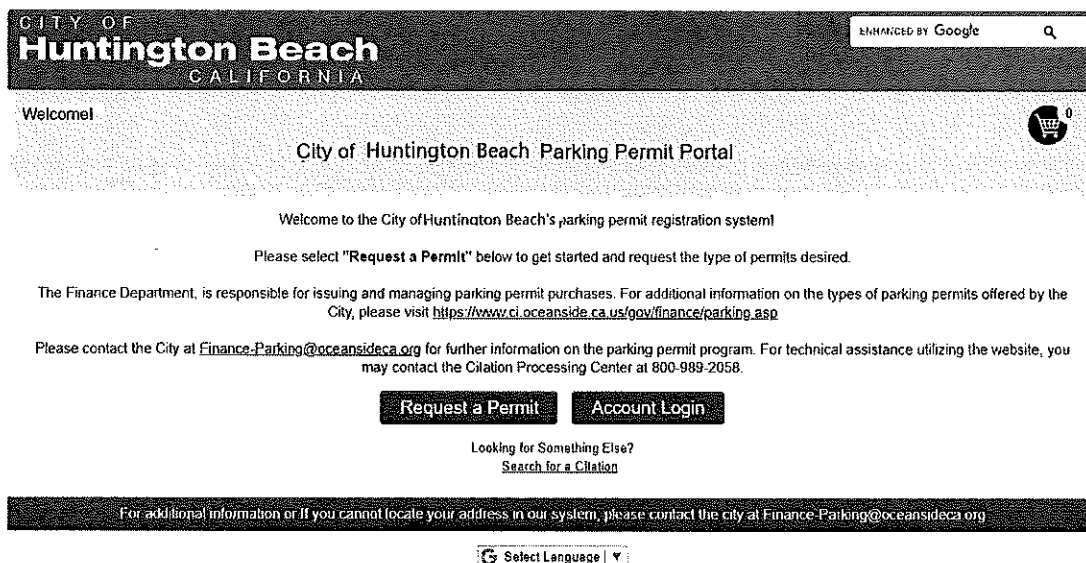
We understand the city currently requires all individuals requiring an Annual Beach Parking Pass to visit Beach Headquarters. Our Solution will continue to support in person application and purchase. Our Solution will also provide residents and visitors with the ability to apply for and purchase their permit(s) online or via US Mail.

Currently, the city requests a copy of an applicant's current vehicle registration listing their name as the registered owner as well as a valid driver's license. Additionally, the city requires another form of identification that is defined by the type of Annual Beach Parking Pass desired. For those individuals who wish to apply and purchase their permits in person, these requirements can still exist; however, we suggest we simplify the process for the city and the applicant in the following manner:

- For those applicants who wish to apply in person, our Solution will provide City Personnel with the ability to quickly create an online account, review the documentation provided and simply approve or deny the permit by clicking a button. City Personnel may also wish to upload supporting documentation prior to approving or denying a permit request. That feature will be accommodated as well. Finally, City Personnel may wish to use a CA DMV auto-verification feature that automatically sends a CA license plate to DMV to return the registered owner of the vehicle, thus eliminating the need to review documentation or upload documentation.
- For those applicants who wish to apply online and not visit Beach Headquarters, they will simply create an account online and select the DMV auto-verification process or upload supporting documentation. In the event the applicant has selected

the auto-verification process and the auto-verification process determines the applicant is the registered owner of the vehicle, the applicant will have the option to pay for their permit online or pay in person. Those individuals who elect to pay in person can do so and City Personnel will process the payment using our Solution.

Below we have provided a sample of what the Customer's portal may look like. Please keep in mind this solution will be custom designed with the City to meet the City's exact needs. As you can see from the below, customers will create an account from which they can manage their permit purchases, vehicles, and account details.



When an applicant elects to request a permit, they may be presented with the following application to enter their name, address, phone number, email address and vehicles. Additionally, they may have the option to opt into the City's regulations and restrictions. Once completed, applicants may be presented with the ability to perform a DMV auto-verification or upload supporting documentation relevant to the permit type requested.

We also noted the City's current Disabled Passes require the applicant to present valid DMV paperwork and placard with matching disabled name. Our online Solution can perform a handicap placard search directly through CA DMV and return the owner's full name and validity dates. This online process is performed real-time and will simplify and expedite the process for the City Personnel and the City's residents and visitors.

Of course, these are simply concepts for the city to consider. If the City prefers a different approach, we are happy to explore additional options and features for the city and the City's residents and visitors.

CITY OF Huntington Beach CALIFORNIA

ENHANCED BY Google

Welcome!

City of Huntington Beach Parking Permit Portal

New Annual Beach Resident Sticker 2021-2022 Request

Permit Holder Information

First Name #
Last Name #
Phone Number #
000-000-0000
Email Address #
Address #
Select Address

Please enter your street number and the first part of your street name in the box to populate available addresses. Exclude Way, Drive, Road, etc. from your search

Click Here to Add a Vehicle

The following vehicle(s) have been added to this permit. Click on a vehicle below to **View or Edit** the vehicle information.

You may add up to 1 vehicle(s) for this permit.

0 Vehicle(s)

Regulations & Restrictions

In order to proceed with a Beach permit, Please click [here](#) to view and download the Annual Beach Permit Handout. This permit type is not valid on trailers. Permits issued to a trailer will be immediately inactivated without a refund.

☐ * I certify under the penalty of perjury that I have received a copy of the Annual Beach Permit Handout.

There is a 3-5 day processing time for all on-line permits. During peak season of June and July processing times may take 7-10 days.

Go Back **Cancel**

Upon successful registration of an account, completion of required proofs of residency, approval of a permit(s), and/or fulfillment of a permit(s), the customer will be emailed confirming each step along the process. Emails are generated automatically without City Personnel needing to do anything. In addition, more communications can be automated and scheduled per the City's requirements.

All permit data will be provided to the handheld enforcement solution as well as any potential LPR Solutions in the future. This data is provided via a real-time interface.

Our solution support physical and virtual permitting and our enforcement solution supports both physical and virtual permits.

Data Ticket proposes to be responsible for configuration of each permit type, including new permit types not yet identified. In addition, Data Ticket will be responsible for all business rules associated with identified permit types as well as not yet identified permit types.

City Personnel will have the ability to manage all permits via our web-based Solution that is fully integrated with our Citation Processing Solution. Upon successfully logging into our Solution, City Personnel will be presented with a Permit Home Page that will provide them with action items, including permits awaiting approval, permits awaiting assignment and permits awaiting fulfillment letters:

Permits Home

Assign Permit

Account # Name Address Plate Permit Type District

Pending Proof of Residency

Account #	Name	Address	Requested	District
21	Mal	5800 M	3/13/2018 3:33:13 PM	U
21	Bra	1427 PA	6/27/2018 5:41:21 PM	V
21	Ste	2023 FI	12/5/2018 10:44:09 AM	Z
21	Shc	1918 CI	2/8/2019 8:36:43 PM	Z
21	Anc	1303 GI	3/13/2019 1:17:31 PM	V
21	Kat	1466 RI	3/23/2019 9:16:59 AM	V
21	Will	4433 SL	3/25/2019 8:48:34 AM	F
21	Emi	4791 M	7/16/2019 7:54:22 PM	D
21	Ber	6250 E	9/3/2019 4:52:06 PM	P
21	Jen	3925 VE	9/24/2019 4:41:14 PM	W
21	SEF	1912 BF	10/2/2019 12:52:52 AM	U
21	Art	4775 M	11/7/2019 8:07:42 AM	D

Print Permit Mailing Letters ☐ Show all for last 24 hours

Permit Number	Name	Address	Plate	Permit Type	District
16	Thi	670 I		Guest	P
30	Thi	670 I	8M	Annual	P

Permit Mailed

Permit Mailed

Transition and Processes

City Personnel will have the option to have Data Ticket convert the City's existing permit data into our Solution or start with a blank slate. City Personnel will have the option to send current permit holders a renewal letter that provides limited information on the permits they currently have and allows them to use that information to create a new account in our Solution and see all their existing permits. Should the City prefer, all individuals can create a new account from scratch.

All existing permit information shall be converted into the Data Ticket Solution from RecTrac, if feasible; however, the City will require all users create new accounts for permit sales for future permits. If, for any reason, permit data from RecTrac cannot be converted, Data Ticket will provide valid permit data to the handheld devices for permit previously issued via RecTrac and those issued via Data Ticket's Solution.

In either case, the city will utilize Data Ticket's Solution that provides citizens with the ability to auto-verify their plates at California DMV. This eliminates the need for individual to upload supporting documentation if they know their vehicles are registered at the address for which they are purchasing a permit.

The city will initially use a hybrid system of both physical and virtual permits as it begins to transition to LPR enforcement as well as Pay by Plate in the City's parking lots. The City will utilize Data Ticket's handheld software to scan physical permits and run license plates to verify permit validity. The Data Ticket Solution supports both physical and virtual permits and each permit type can support physical and virtual permits.

Data Ticket, Inc.
2603 Main Street, Suite 200
Irvine, CA 92614

City of Huntington Beach
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Management Reports

Data Ticket offers the most extensive reporting capabilities in the industry. Our Permit Reports are provided to our clients via a web-based real-time Solution that provides for the ability to generate Financial, Management and Operational Reports for any timeframe required. Reports for permits can be run for any period required and all reports are real-time. Finally, City Personnel will have the ability to create custom permit reports using our report generator feature and save and share those reports with coworkers.

Reports will include a daily report of financial transactions completed by City staff. This report will be used for staff to make deposits at the end of the day.

SECTION B: PARKING PERMIT ISSUANCE AND PROCESSING

Annual Fee for Permit Management Solution: **\$5,000.00**

Data Ticket's Online Permit Management Solution will be 100% Customized to meet the requirements of the city. This fee includes the coverage of all website maintenance issues and allows for all necessary City staff users to have access at no additional charge.

Sending of Physical Permits (Optional): **\$3.50 per Letter**

This feature is an option service the city may elect to utilize. This service includes Data Ticket Personnel assigning the permit to the appropriate account. The permit will be placed in a window envelope with a customized letter detailing the terms of use. This cost includes 1st Class Postage. Of course, if the city elects to handle this process, there is no charge.

The city will be responsible for assigning, processing, and distributing permits and will not take advantage of this feature at this time. However, the City may revisit this option as needs are assessed.

Sending of Custom Letters (Optional): **\$1.00 per Letter**

At the City's request, Data Ticket will send additional, custom letters to the City's permit applicants. This cost includes 1st Class Postage.

The city has no immediate need for this option, but understands there is a fee if this option is exercised.

Sending of Custom Email Blasts (Optional): **\$.25 per email address**

At the City's request, Data Ticket will send custom email blasts to the City's permit applicants.

The city shall have access to all email addresses input in the Data Ticket permitting system and shall retain the right to email individual customers at no cost. The city understands there is a fee for email blasts.

Permit Data Conversion: **Included**

Data Ticket will convert the permit data currently at no cost to the Agency

Physical Permits (Optional): **TBQ**

Data Ticket will work with the city should the city wish to order Permits via Data Ticket's sources

At this time, the city will procure physical permits. This may be revisited later.

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Refunds (Optional):

\$5.00 per refund

For agencies that opt in for an Escrow Banking / In Trust account, Data Ticket will issue refunds reviewed and approved according to business rules. Refunds will be issued weekly and sent via 1st Class Mail.

Deposits shall be made electronically directly to the City provided bank account at the beginning of each month.

Credit Card Chargebacks:

\$30.00 per chargeback

Individuals who initiate a credit card chargeback will be assessed a \$30.00 chargeback fee. This fee will not be assessed to the city.

Data Ticket will follow California Civil Code regarding chargeback fees

An administrative fee will be charged to a customer paying via credit / debit card that is equal to \$3.50 per transaction, regardless of the number of permits purchased. This fee will not be charged to the city.

Data Ticket shall withhold all administrative fees collected from customers paying via credit/debit card and deposit the remaining funds into the City provided bank account electronically. A report reconciling these fees shall be produced by Data Ticket and submitted to the City Finance Department with each deposit. Funds collected shall be deposited within one week after the close of the previous month, credit card deposits will be provided one (1) month in arrears directly to the City's bank account.