

Attachment 2



4600 Campus Drive, Suite 200
Newport Beach, CA 92660
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SECTION 3: COSTS

CITY OF SAUSALITO Exhibit B- Revised 2-20-2013
REQUEST FOR PROPOSALS
PARKING CITATION PROCESSING SERVICES
FEE PROPOSAL

In accordance with your invitation to submit proposals for Parking Citation Processing Services as described in the Request for Proposal, we are pleased to offer the City of Sausalito the aforementioned for the following prices:

FULL SERVICE - PER CITATION ISSUED

(All Labor provided by the Vendor)

<u>Item</u>	<u>Description</u>	<u>Fee Proposed</u>
1.	Base Processing Fee per Citation Issued, both electronic and handwritten	<u>\$0.42</u>
2.	Data Entry of Manual Citations, per Citation:	<u>\$0.00</u>
3.	Payment Processing Fee per Payment:	<u>\$0.00</u>
4.	Cost for Mailings, per Notice/Letter:	<u>\$0.65*</u>
5.	Refunds Processing, per Refund:	<u>\$0.00</u>
6.	Payment Plan Processing Fee per Plan:	<u>\$0.00</u>
7.	NSF Check Processing Fee per Check:	<u>\$0.00</u>
8.	Credit Card Convenience Fee:	<u>\$0.00</u>
9.	FTB Processing Fee, per individual:	<u>15% of Collections</u>
10.	Social Security number Search for FTB Processing, per individual	<u>\$2.45</u>
11.	Delinquent Collections Fee	<u>26%</u>
12.	Out-of State Collections	<u>23%</u>
13.	Special Collections Processing Fee:	<u>NA</u>
14.	Handheld Citation Issuance System: Optional	<u>NA</u>
15.	Conversion Costs:	<u>Included</u>
16.	Software Licensing Fees, Per license	<u>Included</u>
17.	Any additional costs, per unit or monthly:	<u>See Detailed Options</u>

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*** per First Notice Only**

18.	3 rd Party collections, per instance.	30% of Collections
19.	DMV hold placements, per instance	<u>Included</u>
20.	1 st Level Review hold placements, per instance	<u>\$1.25</u>
21.	2 nd Level hearing scheduling, per instance	<u>\$1.55</u>
22.	2 nd level correspondence, per instance	<u>\$0.70</u>
23.	Other correspondence letters, partial payment Letters, etc., per instance	<u>\$0.70</u>

Company Name Data Ticket, Inc. Date February 27, 2013
 Address 4600 Campus Dr. Ste 200 Phone No. (949)752-6937, ext. 310
 City, State, Zip Newport Beach, CA 92663 Title President
 Signed By Marjorie A. Fleming Signature _____

**NOTE: FAILURE TO COMPLETE THIS PAGE MAY RESULT IN A PROPOSAL
 BEING CONSIDERED UNRESPONSIVE**

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Detailed Costs

Data Ticket is not reliant on any third party processor to handle customer service, payment processing, citation entry or any other service. We maintain all citation management and processing functions in-house. We are not dependent on another processor's capabilities and bandwidth and because we are the single point of contact, we do not have to roll other company's fees into ours, thus inflating the fees we provide to our Clients. Data Ticket is able to keep our costs low and our service impeccable. The reason is very simple: we own and manage every aspect of citation processing.

The City's current vendor provides pricing that is based on the number of citations entered into the system for items like Customer Service and Administrative Support. Data Ticket never charges our Clients for Services not actually used. In fact, who would? It makes no sense to pay for Customer Service on every single citation when not every single citation recipient will make a phone call or write a letter. Likewise, it makes no sense to pay for Administrative Support on every single citation when not every single citation recipient will request an Administrative Review or Hearing. It just doesn't make sense. At Data Ticket we believe our Clients should pay for services they **actually** receive.

Data Ticket understands often times Clients are hesitant to change vendors. Further, in an effort to persuade Clients not to leave, vendors often speak of the trouble with converting data from one system to another and how much easier it is to simply stay with the existing vendor. The truth is that the only responsibility the City will have is to send a letter to the existing vendor requesting the data be sent to the new vendor. Data Ticket takes responsibility for all other tasks related to a conversion of data and we have **never** missed a conversion timeline. Data Ticket has an in-house programming department that specializes in conversion of data from other systems to ours. We assure the City that the conversion effort will take place seamlessly with no disruption to the City's normal processing.

Finally, Data Ticket appreciated the discussion at the pre-bid meeting regarding how to arrive at collection rates. We assure the City that we will provide the City with collection rates on a regular basis and we will provide the calculations by which we arrive at the collection rates. This information is imperative for the City to be able to forecast for budgeting and other operational needs.

We provide this information for all our Clients on a regular basis and will do so for the City of Sausalito. For example, since beginning work with Data Ticket, the City of San Rafael has achieved and maintained a collection rate of 93% for their parking citations. Although we understand the City of Sausalito's demographics are different from the City of San Rafael, we expect a very similar collection rate for the City.

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Data Ticket has provided a detailed cost proposal on the following pages for the City's review. Should the City have any questions, we would be happy to clarify any items.

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1. Base Processing Fee per Citation Issued (Manual and Electronic) \$0.42

Data Ticket has proposed a per citation charge that includes:

- Data entry of all handwritten citations
- Electronic transfer of all electronic citations
- Data Entry of all checks, money orders, credit card, and cash payments received via US Mail
- Reconciliation of all credit card payments made via IVR and the Internet
- Citation dispositions, including NSF'S, credit card charge-backs, payment plan administration, etc.
- User ID's & passwords for client access to the management website
- Viewing & printing of citation management reports and citations at the MPA, 24/7
- Real-time access to the MPA's data, 24/7
- Real-time authorization and acceptance of citizen's credit/debit card payments
- Web access for your citizen's to view, appeal and pay citations
- Processing all status changes to citation database
- Online connection to California DMV for daily registered owner information files
- Toll-free customer information line providing general processing and adjudication information, 24/7
- Toll-free customer service department answering calls M-F, 8am-5pm, excl holidays
- Call recording of all inbound calls that allows the MPA to receive recorded calls on-demand
- IVR and customer service department acceptance of credit and debit cards
- Bonded courier for daily bank deposits and for mail pick up from dedicated post office box
- Comprehensive monthly management reports on issuance and revenue
- Online connection to CA DMV for registered owner information and daily hold and releases
- Online connection to Florida, Ohio, Texas, Washington, Oregon, New York, Pennsylvania, New Jersey, & Maryland DMV's for registered owner information
- Interface with other DMV's nationwide for registered owner information via diskette, CD, etc.
- Interface with third party vendor for nationwide registered owner information
- Initial and on-going training to all MPA personnel on the citation management system

2. Data Entry of Manual Citations \$0.00

- Data Ticket will not charge the City additional for data entry of manual citations

3. Payment processing, per payment \$0.00

- Data Ticket will not charge the City of payment processing

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- 4. Cost for Mailings, per Notice/Letter** **\$0.65**
- Data Ticket will charge the City of Sausalito for the 1st **Courtesy Notice ONLY**
 - There is **NO CHARGE** for any delinquent notices; this means 3 delinquent notices and a FTB notice will be sent at NO CHARGE
 - All Notices will be provided as described in our response to the City's RFP, including 8 ½ x 11 paper, windowed envelopes and a return windowed envelope
 - This cost is inclusive of printing, re-printing, tracking, and 1st Class Postage
- 5. Refunds Processing, per Refund** **\$0.00**
- Data Ticket will not charge the City of Sausalito to process refunds issued by the City
 - In the event the City elects to use the Escrow Banking Option provided in our response to the City's RFP, the cost to verify, issue and mail refunds weekly will be \$5.00 per issued refund
- 6. Payment Plan Processing Fee per Plan** **\$0.00**
- Data Ticket will not charge the City of Sausalito to process payment plans on behalf of the City's patrons
 - A Patron who initiates a Payment Plan will be assessed a processing fee that is due upon setup of the payment plan; Data Ticket will send the Patron a payment plan letter detailing the payment due dates and the amount due at each payment due date. In addition, Data Ticket will manage the payment plan process and provide the City with a real-time, online report detailing all payment plan activity
- 7. NSF Check Processing Fee per Check** **\$0.00**
- Data Ticket will not charge the City of Sausalito to process
 - In the event the City elects to use the Escrow Banking Option provided in our response to the City's RFP, the cost to verify, issue and process NSFs daily weekly will be \$5.00 per NSF, inclusive of sending a letter to the citizen detailing the NSF
 - In the event the City elects to process its own NSFs and have Data Ticket send a NSF Letters to the Citizen detailing the NSF, Data Ticket will charge the City \$1.25
- 8. Credit Card Convenience Fee** **\$0.00**
- Data Ticket will not charge the City of Sausalito to process credit cards on behalf of the City's Patrons
 - The City's Patrons will be charged \$3.50 per credit / debit payment transaction
- 9. FTB Processing Fee, per Individual** **15% of Collections**
- This fee will only be charged to the City in the event a debt has been placed at FTB and the debt has been paid
 - This fee will not be combined with any other percentage of collections fee



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- The fee includes handling all customer services calls, payment processing, handling disputes and refunds, tracking payments, and providing a complete audit trail for each citation

10. Social Security Number Search for FTB, per Individual **\$2.45**

- This fee will be charged to the City only in the event a Social Security Search is performed
- In the event a patron has more than 1 outstanding debt, the debts will be combined and the fee to the City will be a single charge of \$2.45, rather than \$2.45 per debt

11. Delinquent Collections Fee **26% of Collections**

- This fee will be charged to the City only in the event collections are made on delinquent citations
- Data Ticket will mail an additional 3 notices at no cost to the City
- Data Ticket will handle all inbound and outbound customer service calls
- In the event collections are made at DMV, Data Ticket will not be due any collections amount
- Our Citation Management Solution will display all phone notes taken as a result of a conversation with a debtor, all correspondence with the debtor and all calls made to the debtor
- A complete audit trail will be provided to the City for the life of the citation
- The fee includes handling all customer services calls, payment processing, handling disputes and refunds, tracking payments, and providing a complete audit trail for each citation
- This fee will not be combined with any other percentage of collections fee

12. Out-of-State Collections **23% of Collections**

- This fee will be charged to the City only in the event collections are made on out of state citations
- This fee will not be combined with any other percentage of collections fee

13. Special Collections Processing Fee **NA**

- Data Ticket does not provide a service called Special Collections

14. Handheld Citation Issuance System **NA**

- Data Ticket understands the City will continue to utilize its existing handheld ticket writers
- Data Ticket understands the City's existing handheld vendor will assess a fee to expose an API and to perform integration work. It is our intention that we will not require this API and we will simply request a flat file of citations and images be provided on Data Ticket's SFTP site daily. If the City's existing vendor will charge a fee for this or any other work, Data Ticket expects this to be between the City

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and its existing vendor.

- 15. Conversion Costs** **NA**
- Data Ticket will not charge the City a conversion fee
 - Data Ticket will have the City's Data Converted within the timeframe required by the City
- 16. Software Licensing Fee, per License** **NA**
- Data Ticket's Solution is 100% web-based
 - Our Clients do not pay a Software Licensing Fee
- 17. Any additional costs, per unit of monthly** **NA**
- This cost is not applicable to Data Ticket's Solution
- 18. 3rd Party Collections, per Instance** **30% of Collections**
- Data Ticket will provide all services for Credit Reporting Collections processing on a contingency basis
 - This fee covers all debt collection and credit reporting not involving legal action
 - At anytime, the City may recall debts from credit reporting agencies and discontinue collections at no cost to the City
 - Weekly, newly eligible debts and updates will be transmitted
 - Our Citation Management Solution will display all phone notes taken as a result of a conversation with a debtor, all correspondence with the debtor and all calls made to the debtor
 - A complete audit trail will be provided to the City for the life of the citation
 - This fee will not be combined with any other percentage of collections fee
- 19. DMV hold placements, per instance** **Included**
- Data Ticket does not charge our Clients for placing or releasing DMV holds
- 20. 1st Level Review hold placements** **\$1.25**
- Data Ticket has proposed a per appealed citation charge that includes:
- Placing each citation on a Review hold
 - Scanning all documentation into the Solution so the City may perform all 1st Level Reviews online
 - Mailing all review disposition letters via first class postage
- 21. 2nd Level Hearing Scheduling** **\$1.55**
- Data Ticket has proposed a per appealed citation charge that includes:
- Placing each citation on a hearing hold
 - Scheduling each hearing
 - Sending all correspondence to the Hearing Officer for review
 - Receiving all correspondence from the Hearing Officer for storage

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22. Adjudication Correspondence

\$0.70

Data Ticket has proposed a per citation charge that includes:

- Printing and mailing all custom 1st Level Disposition Letters on 8 ½ x 11 sheets of paper in windowed envelopes
- Printing and mailing all custom 2nd Level Disposition Letters on 8 ½ x 11 sheets of paper in windowed envelopes
- Printing and mailing all custom 2nd Level Hearing Scheduling Letters on 8 ½ x 11 sheets of paper in windowed envelopes

23. Other Correspondence letters, partial payment letters

\$0.70

- If the City chooses to send Partial Payment letters, Data Ticket will generate and send, via First Class Mail, Partial Payment letters that are provided on customized 8 ½ x 11 paper in windowed envelopes.

24. Payment-Plan Letters

N/A

- Patron will be charged \$15.00 per payment plan for set-up and tracking

Optional Items

Escrow Banking:

\$50.00 per month

- Data Ticket will utilize Remote Check Deposit to deposit funds daily into an Escrow Account. Data Ticket will reconcile the account daily, weekly and monthly and provide the City with a monthly reconciliation. In addition, at month-end, Data Ticket will reconcile the account and issue checks to the County to cover all applicable surcharges / taxes, we will pay our invoice, and we will issue a check of the net proceeds to the City.

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