Report on Request for Proposal for Parking Access and Revenue Control System (PARCS) & Automated License Plate Recognition Policy

> City Council Meeting October 30, 2018 Item 3.6



PARCS System

- A Parking Access and Revenue Control System (PARCS) controls access into parking facilities and supports collection of parking fees
 - Consists of barrier gates, ticket dispensers, automated pay stations, computer hardware and software
- The City's current PARCS utilized in downtown parking garages and at the Airport are over 10 years old
 - PCI compliance issues
 - Reliability and equipment uptime challenges
 - Outdated technology
- Finance conducted a Request for Proposal (RFP) on behalf of Department of Transportation (DOT) for a new PARCS
 - RFP included language that allows City to standardize PARCS solution under the solicitation.





RFP Process

- Pre-RFP Efforts Stakeholder Engagement
 - San José Downtown Association
 - Downtown Parking Board
 - Team San José
 - Hotel management from Hilton San José, Saint Claire, & San José Marriott
 - City Departments: Airport, Information Technology (ITD), Public Works
 - Council District 3 Office
- Mandatory Pre-Proposal Conference
 - 14 Companies participated
 - DOT, Finance, and ITD presented an overview of the project and answered questions





RFP & Contract Award

- DOT, Public Works, and Team San José evaluated 5 proposals
- Evaluation Criteria
 - Phase 1 Experience and Qualifications
 - Phase 2 Technical Capability
 - Phase 3 Full Product Demonstration
 - Phase 4 Cost
 - On-Site Customer Reference Visits
 - Best and Final Offer (BAFO)
- Staff recommends contract award to Sentry Control Systems for their "best-value" solution meeting or exceeding RFP requirements
 - Seeking approval to "execute an agreement" for DOT and "negotiate and execute an agreement" for the Airport



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Benefits of new PARCS

- The new turnkey PARCS will provide the City with a fully integrated, web-based, and modern access and revenue control system that will:
 - Enhance customer experience
 - Improve revenue controls and fraud prevention
 - Achieve PCI/DSS compliance to safeguard sensitive data per industry standards
 - Introduce Business Intelligence & integrated and predictive data analytics
 - Optimize hardware reliability
 - Enhance aesthetics







Enhanced Customer Experience

- Additional payment options
 - Electronic mobile wallets (Google Pay, Apple Pay, Samsung Pay)
 - On-line
- Frictionless and expedited entry/exit
 - Automated License Plate Recognition (ALPR)
- Downtown wayfinding
 - Real-time dynamic parking guidance signs
- 24/7 customer service
 - Live video and audio feeds to parking command center
- Special event parking
 - Reservations
 - 3rd party and web services integration (Ticket Master, StubHub, etc.)
- On-line account and validation management

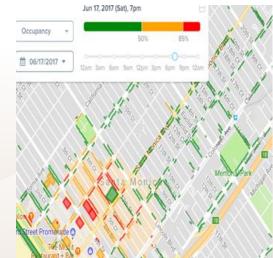
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Enhanced Parking Operations

- Revenue control
 - Payment Card Industry (PCI) Compliant
 - Automated License Plate Recognition (ALPR)
- Optimize parking inventory
 - Real-time data
 - Business Intelligence and predictive analytics
 - Dynamic pricing
 - Reservations
- Resource allocation and efficiency
 - 24/7 customer service command center
 - Web based system management









Technology aligned with SMART City Vision

- Broaden use of data analytics & enhance data driven decision making
 - Real time data and predictive analytics
- Support Open Data Policy and develop the Internet of Things (IoT)
 - Real time parking facility occupancy
- Digitize, automate, and integrate City services to be "User Friendly"
 - Online reservations, payments, & validations
 - Mobile wallet (Apple Pay, Android Pay, & Google Pay)





ALPR Parking Operations Policy

- ALPR system uses cameras and optical character recognition to read vehicle license plates
- Parking operations use of ALPR system will be limited to:
 - Parking access control credential
 - Parking revenue protection and fraud prevention
 - Auditing and accountability of parking transactions
 - Enforcement of parking rules, regulations and restrictions
- California Senate Bill 34 requires agencies utilizing ALPR technology to develop an ALPR use policy
- The City's ALPR Policy identifies
 - Specific authorized and restricted uses
 - Authorized users
 - Security and data retention requirements



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Questions?

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