CITY OF SANTA MONICA



PARKING CITATION SYSTEM

Police Department

RELEASE DATE: January 6, 2026
DEADLINE FOR QUESTIONS: January 13, 2026
RESPONSE DEADLINE: February 2, 2026, 3:00 pm

APPROVED FOR ADVERTISEMENT

City of Santa Monica

Parking Citation System

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1 Introduction

1.1 Summary

The City of Santa Monica, ("the City") is inviting proposals from qualified persons or firms interested in providing a Parking Citation Issuance System for the Santa Monica Police Department.

1.2 Background

Santa Monica is a city in Los Angeles County located along the Santa Monica Bay on California's South Coast. With a resident population of 89,922, the city experiences a significant surge in visitors during the summer and holidays, with the population rising to over 250,000. The City is 8.2 square miles with a dense urban footprint including single-family residences, multi-unit apartment complexes, a business district, hotels, 3 miles of coastline, and a municipal pier. The Santa Monica Police Department comprises 233 sworn police positions and 215 professional staff positions.

The City oversees approximately 59,700 parking spaces in total, including 47,700 on-street spaces—5,800 of which are metered—and 12,000 off-street spaces distributed across 11 parking structures and 30 public lots. Most residential areas fall under the City's Preferential Parking Permit program.

1.3 Contact Information

Any inquiries or requests regarding this procurement should be submitted via OpenGov. Other City officers, agents, employees or representatives do not have authority to respond on behalf of the City. Contact with unauthorized City personnel during the selection process may result in disqualification.

Alejandro Mendoza
Public Services Administrator
333 Olympic Drive
Santa Monica, CA 90401
Email: alejandro.mendoza@santamonica.gov
Phone: (310) 458-8567
Department:
Police Department

Department Head:
Ramon Batista
Chief of Police

1.4 Timeline

Proposal Calendar

The following is a list of key dates:

Release Project Date	January 6, 2026
Question Submission Deadline	January 13, 2026, 3:00pm
Question Response Deadline	January 20, 2026, 3:00pm
Proposal Submission Deadline	February 2, 2026, 3:00pm

2 Term

The City is inviting proposals from qualified persons or firms for a firm-fixed contract for an initial term of Five (5) years.

3 Scope of Work

The vendor shall

3.1 Scope of Work

The Santa Monica Police Department ("the Department") is soliciting proposals from qualified vendors to provide a comprehensive, reliable, and scalable Parking Citation Issuance System. The system must support the Department's parking enforcement operations, which include issuing approximately 200,000 parking citations annually by a team of 30 dedicated Parking Enforcement Officers (PEOs), in addition to other enforcement personnel (e.g., Police Officers, Public Services Officers, etc.).

The solution must be compatible with existing hardware and capable of integrating with other enforcement technologies and City systems in use. This includes integration with:

- Payment machines for verification of payment in parking lots
- Parking permitting system
- California Department of Motor Vehicles
- Automated License Plate Readers

Collection of parking citation payments from violators will continue to be handled through the parking citation processor only (referred to hereafter as "Processor") and is

not a function of the parking citation issuance system the City is seeking. Violators that wish to appeal or contest citations will continue to do so through the existing process overseen by the Processor, and is not a function of the parking citation issuance system the City is seeking. The current Processor for the City of Santa Monica is Modaxo.

1. System Overview

The proposed solution must provide a mobile citation issuance system capable of issuance of printed parking citation, real-time data exchange, enforcement task management, and seamless integration with back-office systems.

The system will serve as the primary tool for PEOs to issue parking citations in the field using iOS-based handheld devices and Zebra mobile printers.

2. Required Features and Capabilities

The system must include, but not be limited to, the following components and capabilities:

a. Mobile Citation Issuance Application

- Compatible with **Apple iOS devices (iPhone and iPads)**.
- User-friendly interface optimized for use in field conditions by parking enforcement staff.
- Ability to issue citations quickly and efficiently, with minimal input.
- Real-time data sync with central database (where connectivity is available).
- Offline functionality with automatic data sync once connectivity is restored.
- Integration with Zebra mobile printers for reliable, in-field citation printing.
- GPS tagging of citation issuance location.

b. Citation Management

- Secure storage and retrieval of citation data.
- Centralized database with robust search, reporting, and analytics capabilities.
- Chain-of-custody records for citations from issuance to resolution.
- Integration with court systems and payment processing platforms (where applicable).
- Ability to void or amend citations with proper authorization.

c. License Plate Recognition (LPR) Integration

- Seamless integration with the Department's future **Automated License Plate Reader (ALPR)** system. Currently the Department is exploring the implementation of ALPR technology to be installed on parking enforcement vehicles.

- The system shall have the ability to ingest Automatic License Plate Recognition (ALPR) data in real time to enable citation issuance for expired vehicle registration, verifying payment status, validating virtual parking permits
- Real-time notification to PEOs of ALPR hits and relevant enforcement actions.
- Real-time dashboard to view citation data

d. User and Role Management

- Admin dashboard to manage PEO users, roles, and access levels.
- Audit trail for all citation activities and system changes.

e. Reporting and Analytics

- Customizable reporting tools to generate performance metrics, issuance trends, and productivity analytics.
- Exportable reports in multiple formats (PDF, CSV, Excel).
- Dashboard views for management-level insights.

f. Maintenance and Support

- 24/7 technical support with guaranteed response times for critical issues.
- Routine system maintenance and updates.
- Onboarding and ongoing training for Department staff.
- Service Level Agreement (SLA) outlining uptime guarantees and performance expectations.

3. Integration Requirements

The solution must integrate or be compatible with the following systems, either directly or via API:

- **Automated License Plate Reader (ALPR)** systems.
- Zebra mobile printers.
- **iOS-based mobile devices** (iPhones).
- Back-office citation management and payment systems.
- Virtual parking permits

4. Data Security and Compliance

- The system must comply with all relevant local, state, and federal data privacy and security regulations, including CJIS compliance if applicable.
- Data must be encrypted in transit and at rest.
- Access to citation and personal information must be controlled and auditable.

5. Deployment and Implementation
The vendor must provide a detailed project plan including:

- Timeline for system deployment and testing.
- User acceptance testing (UAT).
- Training programs for end users and administrative staff.
- Go-live support and transition assistance.

6. Vendor Demonstration
Vendors deemed most qualified based on initial proposal evaluations will be required to participate in a live system demonstration.

The purpose of the demonstration is to:

- Validate the functionality, usability, and responsiveness of the proposed system.
- Observe the speed and accuracy of citation issuance by a PEO in a simulated environment.
- Evaluate overall user experience and system navigation.

3.2 Vendor Requirements

Technical and Functional Requirements:

A. Application Platform: The mobile application must be natively developed for iOS devices. Applications developed as responsive web designs will not be accepted. The Police Department is currently utilizing an iOS device. The application must support iOS 10 and higher.

B. Application Distribution: The Police Department utilizes the AirWatch Mobile Device Management (MDM) system to manage iOS devices. The Police Department recognizes that the iOS version will be available only in the Apple App Store.

C. Citation Format: The format of the existing City of Santa Monica Notice of Parking Violation (citation) is below. The citation format may change from time-to-time, proposers are encouraged to explain how this would be supported. The application must support the ability to generate citations for Zebra printers. For PEOs assigned a four-inch Zebra printer, they will be using an all-white paper stock. Therefore, the printer must generate the entire standard citation format, including the standard information that is preprinted on paper stock used on three-inch Zebra printers. For three-inch Zebra printers the back of the paper stock is already pre-printed.

D. Data Transfer to Processor: The proposed solution must support the ability to automatically generate and transfer a file containing citation data that the Processor will

need to perform their responsibilities. In general, the file format should be a delimited text file with a single citation listed in each row. The data must contain all elements of the citation information issued to the violator The City may change Processors from time-to-time and therefore, the transfer and export process should support the ability to make changes as contractors change or their systems require adjustments to the format. Proposers should provide detailed information on how the transfer process is configured, along with samples of the format(s) supported or available.

E. Multi-space Meter Integration: The proposed system must integrate with the City's existing multi- space meters to allow PEOs to determine which spaces are valid/paid in real-time. The City's currently installed multi-space meters are manufactured by T2. Proposers are required to provide detailed information about integration options with the City's existing multi-space meters and others meter systems that are supported. The City prefers that the integration support transferring of multi-space meter query results to the comments of the citation, to minimize data entry for the PEOs. Proposers are encouraged to provide details on this functionality, if supported, including screen shots or other images to depict the sequence of events when issuing a citation. The type of multi-space meters may change from time-to-time, proposers are encouraged to explain how this would be supported. Back-End System: The back-end management system for the system can be either a cloud- based or on-prem/City-hosted solution. The City prefers a cloud-based solution. However, if only on-prem is supported, proposers must provide specifications for the server(s) and/or equipment necessary to host the system within the City's network. If a cloud-based solution is proposed, the proposer must provide information as to how the City can access the back-end database to generate custom reports using Crystal Reports and access data for export to GIS- based systems independent of any reporting or GIS-functions supported by the back-end system.

F. Citation Management System: The proposed solution must include a Citation Management System that enables authorized users to review citation issuance information, generate statistical and analytical reports and manage the various administrative functions of the system. Proposers should provide a listing of pre-defined reports and/or samples of the reports offered by the Citation Management System. Proposers should provide details on any GIS and/or mapping supported by the Citation Management System. All authentication to the Citation Management System must be integrated with the City's Active Directory environment. If the system is cloud-based, ADFS 2.0 or higher must be supported for federation. The Citation Management System must be a browser-based system that is supported by all major browsers including but not limited to Chrome, Edge, Firefox and Safari, without the need for any plugins such as Java, Silverlight or Flash.

G. Citation Fields: The issuance application must support the ability to capture the following fields for each citation, with validation of data elements when possible – such as no more than 7 digits for a California license plate or 17 characters for any VIN::

1. License Plate Proposers should specify if any type of automatic recognition is supported.

2. VIN. Proposers should specify if the VIN barcode can be scanned using the issuance device. NOTE: The two Panasonic devices used by the Police Department support scanning.
3. License Plate Registration Month and Year tabs.
4. License Plate State.
5. Vehicle Make, Body Style, Color
6. Violation section. The violation fine must pre-populate based on the violation section.
7. Location of violation. Proposers should specify options for geo-data being loaded into the system and application to minimize data entry errors and ensure efficient data entry. For example, block n 0\face data, intersection data, shape files, etc. The location of the violation may include any or all of the following – Alias/Commonplace name, Street, Block, Meter Number, Descriptor.
8. Comments: Proposers should specify if they support comments that could be included on the citation (external comments) and comments that would be for use by the City and Police Department only (internal comments). Proposers should specify if a listing of pre- populated external and/or internal comments is supported.

H. Issuance Process: Proposers should provide a detailed explanation and depiction of the citation issuance process including any screen shots and/or images that clearly depict the step-by-step process for issuance of a parking citation.

I. Quick-Ticket Issuance: The City prefers that the issuance system default - successive citations with the location, violation, and comments, as the previous citation. The City also prefers the issuance system support the option to select a “Quick Ticket” option, which defaults the location and vehicle descriptors as the previous citation. The intent is to minimize the data entry process for the PEOs by transferring the non-vehicle specific information to the next citation.

J. Parking Permit Integration: The City’s Processor can provide a text file that contains basic permit information, including the permit number, the corresponding license plate, the validity of the permit and residential address of the permit holder. The City prefers that the issuance support the ability to automatically upload the file to the back-end system, and distribute it to the issuance application so that PEOs can query permits.

K. Citation Voiding: The system must support the ability for the PEO to void a citation from the application before the citation data is uploaded to the back-end system for transfer to the processor. Upon voiding the citation, the PEO must be prompted to enter a reason for the void and cannot void the citation without entering a reason. Proposers should specify if the system supports the ability for the Police Department to define a list of approved reasons and/or support free-form comments entered by the PEO.

L. Citation Upload: The system must support the ability to allow the PEO to upload completed citations (issued or voided) from the iOS device wirelessly. For purposes of this requirement, the City is responsible for all network connectivity either to the vendor’s cloud- based back-end system or the on-premise system hosted by the City. The PEO must have the ability to upload citation data at any time and must have the ability to do so multiples throughout their shift, if desired.

M. Drive-Away Citations: The system must support the ability for the PEO to flag a citation as a 'Drive-Away' citation – meaning that the violator drove away from the location prior to the PEO placing the ticket on the violator's vehicle.

N. Citation Warnings: The system must support the ability for the PEO to issue a citation warning. The citation warning is exactly like a citation, except that in the fine amount box it will read WARNING and will not have a due date. These warning citations will be uploading to the back-end system. The City prefers that the system alert the officer if the license plate has been issued a previous warning for the same violation.

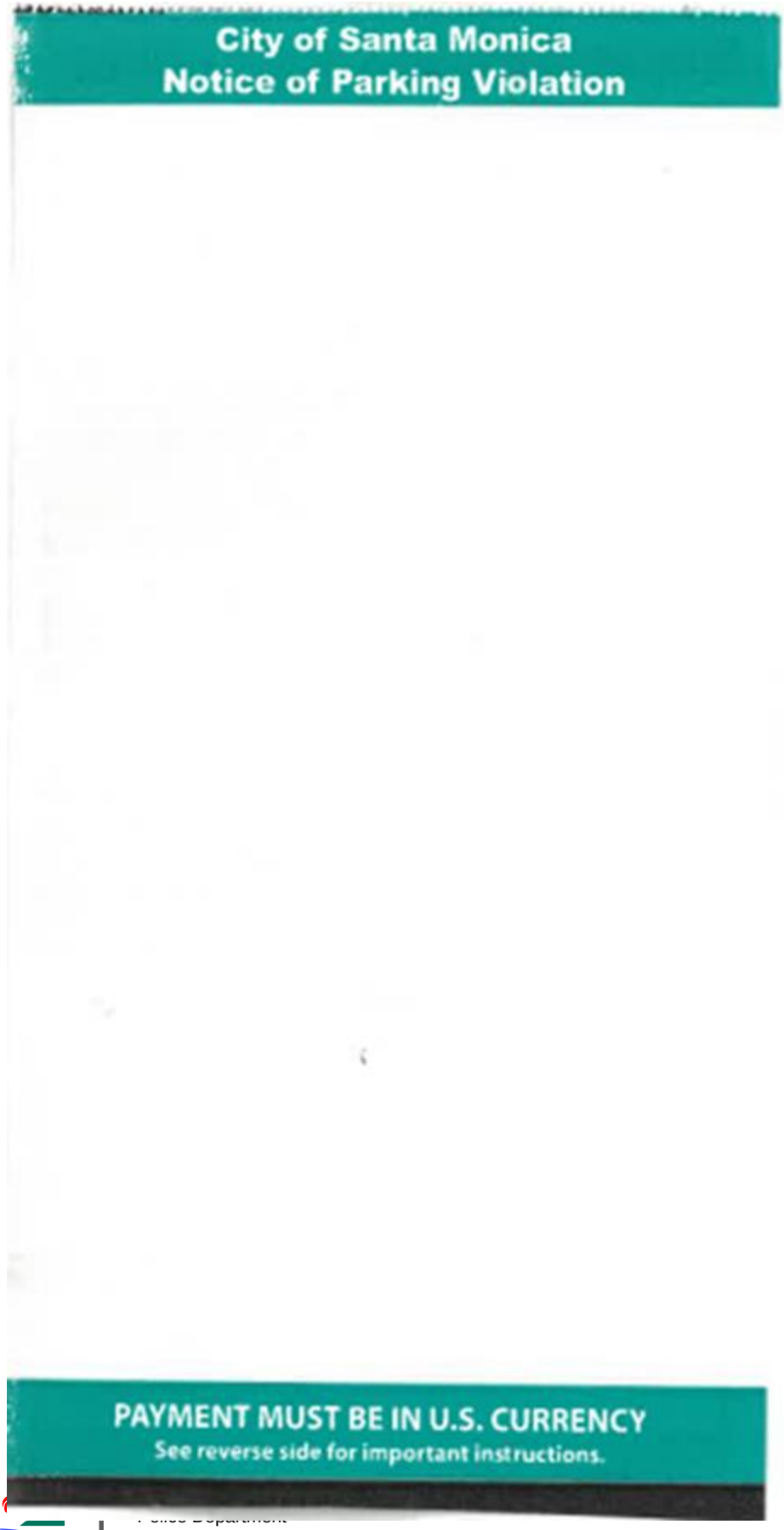
O. Time Limit Zone Enforcement: The City prefers a solution that supports the ability to enforce time limit zones with automated warnings to the parking enforcement officer that the time limit has expired. Where possible, GPS and digital images should be supported and used with the enforcement process. Proposers are encouraged to provide as much detail as possible about how this functionality is supported, including screen shots and/or images that depict the step-by-step process, what information is transferred to the citation automatically, etc.

P. Violation Images: The application must support the ability to capture up to 6 images per violation using the camera built into the iOS device. The images must transfer to the Citation Management System. Proposers should specify if transfer of the images along with the citation information to the Processor is supported and provide details about the file format options available.

Q. Hot Lists: The City prefers a system that supports the ability to warn PEOs when citations are being issued to vehicles on any number of lists such as scofflaw, stolen vehicles, wanted vehicles, etc. The hot lists may come from various sources, including the State of California for stolen and wanted vehicles, or private contractors, such as the Processor, for scofflaw. Proposers should provide information on how the lists can be automatically uploaded to the back-end system and pushed to the issuance device, if supported.

R. Vendor will provide a demonstration of Citation Device

EXAMPLE OF PARKING CITATIONS


City of Santa Monica
Notice of Parking Violation
PAYMENT MUST BE IN U.S. CURRENCY
See reverse side for important instructions.

TO PAY OR CONTEST YOUR PARKING CITATION:

By Phone: 1-800-214-1526 (within the USA)
1-213-689-8423 (outside the USA)

By Web: http://paytickets.smgov.net

By Mail: City of Santa Monica
PO Box 515213
Los Angeles, CA 90051-6513

In Person: 1575 Westwood Blvd., Suite 100-B
Los Angeles, CA 90024

You have 21 calendar days from the citation issuance date to pay or contest this citation (CVC 40215a). If mailing in your payment, do not send cash. Address payment to the City of Santa Monica and write the citation number on the check or money order. Checks returned by the bank without payment will be subject to a returned check fee. **To contest** this citation submit a statement with your reason(s) for requesting the dismissal along with a copy of the citation and supporting documentation.

Payment plans are available for individuals who are low income and meet the requirements. In order to validate eligibility, an application must be submitted with supporting documentation. To obtain an application and/or for further information, visit our website or call the phone number above.

WARNING:
Failure to pay or contest this citation will result in further legal action, the assessment of penalties and notification to the Department of Motor Vehicles to refuse registration of this vehicle until this citation is paid (C.V.C. 4760), reporting to the Franchise Tax Board and/or reporting to credit bureaus. Multiple unpaid delinquent citations may result in the impounding or booting of this vehicle (C.V.C. 22651i/C.V.C. 22651.7).

CORRECTABLE VIOLATIONS:
If you were issued a citation for a violation of Section C.V.C. 5200, 5201, 5204 you must pay the amount indicated on the front of the citation. However, if proof of correction is certified by the Department of Motor Vehicles, the California Highway Patrol, or a participating law enforcement agency the citation amount will be *reduced* to $10. Proof of correction and the $10 payment must be sent within (21) days of the issuance of this citation to the address listed above. A photocopy of your registration is *not* sufficient evidence of correction.

☐ DMV ☐ CHP ☐ Sheriff

☐ Other law enforcement agency

Section Violated	Officer Signature	Badge #	Date
Agency & Agency Phone #			

City of Santa Monica
Notice of Parking Violation

CITATION# 941232434

Date	Time Issued	Time Marked
02/10/2025	10:31 AM	

State	License Number	VIN Number
CA	0000000	1234

Month	Year	Vehicle Make	Color	Type
12	2026	HOND	SI	2D

Stall#/Space	Officer	ID
	SM Test ID	0000

Location
333 OLYMPIC BLVD

Meter#/Misc

Violation Code / Description:
3.12.270
POSTED SIGN

AMOUNT DUE: $68.00

Due Date	After Due Date
03/03/2025	If Paid after due date penalties will be assessed

COMMENTS:
HIII

WARNING: Failure to pay the amount due or contest this citation within 21 days will result in additional penalties, and the right to contest this citation will be waived

PAYMENT MUST BE IN U.S. CURRENCY

See reverse side for important instructions.

Example of current preprinted paper Stock – Front and Back

4 Questions and Answers

Vendor Queries Due
Questions must be submitted online in the “Q&A” tab. The City will only accept or respond to questions submitted through the online vendor portal.

One question per submittal. (This does not mean one question per vendor.) Submittals containing multiple questions will not be answered.

5 Vendor Questionnaire

5.1 Proposal

5.1.1 Letter of Transmittal*

Please upload your letter of Transmittal as a PDF here. Make sure to include the following items.

A. Identify the submitting organization;
B. Identify the name, title, telephone and fax numbers, and e-mail address of the person authorized by the organization to contractually obligate the organization;
C. Identify the name, title, telephone and fax numbers, and e-mail address of the person authorized to negotiate the contract on behalf of the organization;
D. Identify the names, titles, telephone and fax numbers, and e-mail addresses of persons to be contacted for clarification;
E. Be signed by the person authorized to contractually obligate the organization;
F. Acknowledge receipt of any and all amendments to this RFP.

*Response required

5.1.2 Qualifications*

Provide a brief summary of your company’s history, its capabilities, and its recent relevant experience (last five years). Also, describe your demonstrated experience with similar projects and qualification including professional licenses and certifications.

*Response required

5.1.3 Key Personnel*

Describe the project team composition and include resumes of key personnel. Proposed members should be available for the duration of the contract. The City must be promptly notified of any changes in key personnel prior to award.

*Response required

5.1.4 References*

List a minimum of three (3) references for whom comparable services were provided to in the last five (5) years. Include the name of the firm, name of the contact, telephone number of the contact, email address of contact (if available), brief description of the services provided and your firm's role, and the start and completion date.

*Response required

5.1.5 What is the proposed application distribution?*

*Response required

5.1.6 Describe how adaptable the proposed format is as to incorporate changes.*

*Response required

5.1.7 Upload a copy of proposed citation or a citation that can be generated that as close as possible, resembles the format presently used (see section 2.2).*

*Response required

5.1.8 Provide detailed information on how the transfer process is configured, along with samples of the format(s) supported or available.*

*Response required

5.1.9 Provide detailed information about integration options with the City's existing multi-space meters and others meter systems that are supported.*

*Response required

5.1.10 Provide a listing of pre-defined reports and/or samples of the reports offered by the proposed Citation Management System.*

Provide a listing of pre-defined reports and/or samples of the reports offered by the proposed Citation Management System.

*Response required

5.1.11 Provide details on any GIS and/or mapping supported by the proposed Citation Management System.*

*Response required

5.1.12 Proposers should specify options for geo-data being loaded into the system and application to minimize data entry errors and ensure efficient data entry.*

*Response required

5.1.13 Proposers should specify if they support comments that could be included on the citation (external comments) and comments that would be for use by the City and Police Department only (internal comments). *

*Response required

5.1.14 Proposers should specify if a listing of pre-populated external and/or internal comments is supported.*

*Response required

5.1.15 Provide a detailed explanation and depiction of the citation issuance process including any screen shots and/or images that clearly depict the step-by-step process for issuance of a parking citation.*

*Response required

5.1.16 Is a "Quick Ticket" an option with the proposed system?*

☐ Yes

☐ No

*Response required

5.1.17 Does the proposed system offer Parking Permit Integration?*

☐ Yes

☐ No

*Response required

5.1.18 Specify if the proposed system supports the ability for the Police Department to define a list of approved reasons and/or support free-form comments entered by the PEO.*

*Response required

5.1.19 Does the system support the ability to allow the PEO to upload completed citations?*

☐ Yes

☐ No

*Response required

5.1.20 Does the proposed system support the ability for the PEO to flag a citation as a 'Drive-Away' citation?*

☐ Yes
☐ No
*Response required

5.1.21 Does the proposed system support the ability for the PEO to issue a citation warning*

☐ Yes
☐ No
*Response required

5.1.22 Time Limit Zone Enforcement*

Provide as much detail as possible about how this functionality is supported, including screen shots and/or images that depict the step-by-step process, what information is transferred to the citation automatically, etc.

*Response required

5.1.23 Provide information on how the "Hot" lists can be automatically uploaded to the back-end system and pushed to the issuance device, if supported.*

*Response required

5.1.24 Does the proposed system allow for ALPR intefration?*

☐ Yes
☐ No
*Response required

5.1.25 Specify if transfer of the images along with the citation information to the Processor is supported and provide details about the file format options available.*

*Response required

5.1.26 Please provide an overview of your parking citation management system. Include the primary features and functionalities of the system.*

*Response required

5.1.27 Is the citation application compatible with IOS platform?*

☐ Yes
☐ No
*Response required

5.1.28 Please describe if the proposed system supports citation issuance with the use of automated license plate readers (ALPR)? If so, please describe how the system integrates with ALPR. Include agencies or organizations that may currently be utilizing your system for parking enforcement with integrated ALPR. *

*Response required

5.1.29 Cost Proposal*

Provide a proposed total fee outlining the proposal and identify the hourly fee schedule for all personnel to be involved in the project. The hourly rates should include fringe benefits, indirect costs and profit. The Consultant should also indicate what percentage of the scope of work is expected to be completed by each individual or pay classification included in fee proposal. Additionally, if applicable, a schedule of reimbursable expenses should be included.

*Response required

5.2 Other Required Responses

5.2.1 Business License Requirements

WHO NEEDS A BUSINESS LICENSE?

1. Is this vendor physically located in the City of Santa Monica?

Yes (Vendor must have a City of Santa Monica business license - contact the Business License unit for the appropriate forms. Skip question 2 & continue to “ADDITIONAL REQUIREMENTS” section below)

No (Continue to the next question)

2. Does this vendor physically come into the City of Santa Monica to conduct business and/or make deliveries?

Yes(Vendor must have a City of Santa Monica Out-of City Business License. contact the Business License unit for the appropriate forms. Continue to “ADDITIONAL REQUIREMENTS” section below)

No(STOP, no license needed)

ADDITIONAL REQUIREMENTS:

If this vendor is located in or comes into the City of Santa Monica to conduct

business, in addition to having a CITY OF SANTA MONICA BUSINESS LICENSE, they will be required to have insurance (see agreement for descriptions).

The business license documentation is only required from the successful Proposer.

5.2.2 Notice Regarding Disclosure of Contents of Documents*

All responses to this Request for Proposal (RFP) accepted by the City of Santa Monica (City) shall become the exclusive property of the City. All proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act, or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

☐ Please confirm
*Response required

5.2.3 Oaks Initiative*

CITY OF SANTA MONICA OAKS INITIATIVE NOTICE

NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA

Santa Monica's voters adopted a City Charter amendment commonly known as the Oaks Initiative. The Oaks Initiative requires the City to provide this notice and information about the Initiative's requirements. You may obtain a full copy of the Initiative's text from the City Clerk.

This information is required by City Charter Article XXII—Taxpayer Protection. It prohibits a public official from receiving, and a person or entity from conferring, specified personal benefits or campaign advantages from a person or entity after the official votes, or otherwise takes official action, to award a "public benefit" to that person or entity. The prohibition applies within and outside of the geographical boundaries of Santa Monica.

All persons or entities applying or receiving public benefits from the City of Santa Monica shall provide the names of trustees, directors, partners, and officers, and names of persons with more than a 10% equity, participation or revenue interest. An exception exists for persons serving in those capacities as volunteers, without compensation, for organizations exempt from income taxes under Section 501(c)(3), (4), or (6), of the Internal Revenue Code. However, this exception does not apply if the organization is a political committee or controls political committees. Examples of a "public benefit" include public contracts to provide goods or services worth more than $25,000 or a land use approval worth more than $25,000 over a 12-month period.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a "public benefit." If the "public benefit" is sought by

an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity. Therefore, if you are seeking a “public benefit” covered by the Oaks Initiative, you must supply that information on the Oaks Initiative Disclosure Form. This information must be updated and supplied every 12 months.

- OAKS_INITIATIVE_FORM.pdf
- OAKS_INITIATIVE_FORM_-_Exam...

*Response required

5.2.4 Living Wage Ordinance Certification*

CITY OF SANTA MONICA LIVING WAGE ORDINANCE
Certification for Providers of Services to the City of Santa Monica
(Fiscal Year 25/26 – July 1,2025 through June 30, 2026)
TO BE COMPLETED BY ALL CONTRACTORS PROVIDING SERVICES TO THE CITY OF SANTA MONICA IN EXCESS OF $54,200

The City of Santa Monica Municipal Code Chapter 4.65, Living Wage Ordinance (LWO), establishes a Minimum Wage of $22.50 for certain employees of contractors providing services to the City where services exceed $54,200 or more and requires that contractors also provide the same health care and other benefits to employees’ same sex spouses and domestic partners as are provided to other employees’ spouses.

An employee covered by the LWO is any person who does not actually work as a manager, supervisor, or confidential employee, and who is not required to possess an occupational license.

The Living Wage Ordinance applies the services sought pursuant to this bid and bidders are required to prepare and return the Living Wage Certification Form. If the bidder is selected, the bidder must maintain payroll records that include, at minimum, the full name of each employee providing services under the contract, job classification and rate of pay. Bids that fail to include Certification Forms may be considered non-responsive and excluded from further consideration.

Please prepare the following certification if you are a contractor engaging in a contract for services with the City of Santa Monica in excess of $54,200.

Your signature on this certification grants the City permission to review any and all payroll books and records and any company documents pertaining to the benefits offered to employees to assure your compliance with the LWO during the term of the contract.

Please direct any questions to:

City of Santa Monica Finance Department
Attention: Living Wage Compliance Section
1685 Main Street, Mail Stop 09
Santa Monica, CA 90401

You can also contact staff regarding living wage ordinance questions by e-mail at finance.mailbox@smgov.net or by phone 310-458-8281.

- FY25-26_Living_Wage_Certifi...

*Response required

5.2.5 Certificate of Compliance*

Please upload your completed Certificate of Compliance document here.

- Certification_of_Compliance...

*Response required

5.2.6 Non-Discrimination Policy, Debarment Certification & Non-Collusion Declaration*

Please download the below documents, complete, and upload.

- Proposal_Forms_(10).pdf

*Response required

5.2.7 Levine Act Disclosure Form*

Please download the below documents, complete, and upload.

- Levine_Act_Disclosure_Form.pdf
- Disclosure_Form_cover_memo.pdf

*Response required

6 Evaluation Criteria

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	**Work Plans** Up to 15 points may be awarded for quality and thoroughness of the project work plan. Evaluations will be based on how quickly vendors will be able to deliver a citation management system, which includes integration with the City's processor (Modaxo)	Points Based	15 *(15% of Total)*
2.	**Value Add/Breadth of Service** Up to 10 points may be awarded based on proposer's ability to provide insights, industry best practices, and technical training.	Points Based	10 *(10% of Total)*

3.	**Project Team** Up to 10 points may be awarded based on the contractor's relevant experience of key personnel and ability to demonstrate management of similar parking enforcement technology projects effectively.	Points Based	10 *(10% of Total)*
4.	**Experience** Up to 15 points may be awarded upon an evaluation of proposer's level of previous project experience and complexity. This includes level of experience having provided a citation management system to other parking enforcement providers and integrated with other related parking technologies mentioned in the scope of practice.	Points Based	15 *(15% of Total)*
5.	**Cost** Up to 20 points may be awarded based on comprehensive cost structure and cost control performance.	Points Based	20 *(20% of Total)*
6.	**Quality of Work/Technical Capabilities** Up to 15 points may be awarded based upon experience with similar projects, and the quality of responses to questions. Proposers should provide references and examples of previous project quality control.	Points Based	15 *(15% of Total)*
7.	**System Usability** Up to 10 points may be awarded based on the user interface design, ease of use, accessibility, adaptability for different user roles (officers, administrators, finance), and how quickly a PEO can write and issue a citation in real-world field conditions, including mobile device responsiveness and data input automation.	Points Based	10 *(10% of Total)*
8.	**Security and Data Privacy** Up to 5 points may be awarded based upon contractor's robustness of the system's security measures to protect citizen data and ensure compliance with privacy laws.	Points Based	5 *(5% of Total)*

7 Award Process

7.1 Selection

The City of Santa Monica, through either the City Council or the City Manager (or his designee) has the sole authority to select the consulting firm and reserves the right to

reject any and all proposals. The City reserves the right to approve or reject all sub-consultants and engineers proposed to be retained by the prime consultant. Upon signing of the agreement, no change in proposed personnel or sub-consultants can be made without the City's review and written authorization.

By submitting a response to this RFP, prospective consultants waive the right to protest after award or seek any legal remedies whatsoever regarding any aspect of this RFP. The City reserves the right to select any number of finalists. In addition, the City reserves the right to issue written notice to all prospective consultants of any changes in the RFP terms or proposal submission schedule, should the City determine in its sole and absolute discretion that such changes are necessary.

The City reserves the right to request additional information from any proposing consultant and to reject any and all proposals. All original work products, including computer files, shall remain the property of the City.

The City reserves the right to retain an expert to evaluate the proposing consultant's work or qualifications at all stages in the selection process. Additionally, any contract entered into will be subject to termination at any stage if in the judgment of the City, such termination is in the best interest of the City. In the event such decision is made, appropriate written notice would be given before any termination and the consultant would be compensated on a pro-rata basis for work performed.

The responsible proposer whose proposal is the most advantageous to the City, taking to consideration all the evaluation factors will be recommended for the contract award. Notwithstanding the Evaluation Team's selection, the City reserves the right to award this RFP and the resultant Contract in any manner it deems to be in the best interest of the City and make the selection based on its sole discretion. The City is the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP.

7.2 Contract Award and Execution

Selection of a proposer with whom the City enters into contract negotiations with, or a recommendation of an award by the Evaluation Committee or any other party, does not constitute an award of Contract. Once the City formally awards the contract, the successful consultant will be notified to enter into an agreement. If the selected consultant does not enter into the agreement, the City will begin negotiations with the second highest ranking proposing consultant.

Please review all contract forms prior to submitting a proposal. The City of Santa Monica intends to use these forms as the baseline agreements with the successful consultant. The City will not entertain proposals to make material changes to the contract form once the project has been awarded. If you wish to request changes to the contracting forms, you must do so during the proposal process. In addition, the City requires compliance with several other policies and ordinances, proposing consultants will need to complete these Exhibits and submit with their Proposal.

The RFP document and the successful proposal response, as amended by agreement between the City of Santa Monica and the successful consultant, will become part of the contract documents. Additionally, the City of Santa Monica may verify the successful consultant's representations that appear in the proposal. Failure of the successful consultant to perform as represented may result in elimination of the successful consultant from further negotiation or in contract cancellation or termination.

No oral explanation or instruction of any kind or nature whatsoever given before the award of a contract to a consultant shall be binding. The City of Santa Monica shall not be bound, or in any way obligated, until the City has awarded the contract and all documents have been executed. The proposing consultant may not incur any chargeable costs prior to final contract execution.

8 Terms & Conditions

8.1 Best Qualified Person Or Firm

The award, if any, will be made to the best qualified person or firm(s). In evaluating whether a proposer(s) is (are) the best qualified person or firm(s) pursuant to the Santa Monica Municipal Code, City staff may utilize some or all of the following criteria:

A. The training, credentials and experience of the person or firm;

B. The demonstrated competence, ability, capacity and skill of the person or firm to perform the contract or provide the services;

C. The capacity of the person or firm to perform the contract or provide the service promptly, within the time specified, and without delay;

D. The sufficiency of the person's or firm's financial and other resources;

E. The character, integrity, reputation and judgment of the person or firm;

F. The ability of the person or firm to provide such future service as may be needed;

G. The price which the person or firm proposes to charge, including whether the price is fair, reasonable and competitive; and

H. Any other factor which will further the intent set forth in Section 608 of the City Charter.

The City shall have absolute discretion in determining the applicability and weight or relative weight of some or all of the criteria listed above and is not required to select the lowest monetary proposer.

8.2 Receiving Time / Late Proposals

It is the responsibility of proposer to see that their proposal is submitted with sufficient time to be received by the City prior to the proposal closing time. The receiving time in the City Office will be the governing time for acceptability of proposals.

Late proposals are not accepted.

8.3 Acceptance of Conditions Governing this RFP

Submission of a proposal constitutes acceptance of the Evaluation Factors contained in this RFP.

8.4 Incurring Cost

Any cost incurred by the proposer in preparation, transmittal, presentation of any proposal or material submitted in response to this RFP shall be borne solely by the proposer.

8.5 Prime Consultant Responsibility

Any agreement that may result from the RFP shall specify that the prime consultant is solely responsible for fulfillment of the agreement with the City. The City will make agreement payments only to the prime consultant.

8.6 Sub-consultants

Use of sub-consultants must be clearly explained in the proposal, and major sub-consultants must be identified by name. Prime consultants shall be wholly responsible for the entire performance whether or not sub-consultants are used.

8.7 Amended Proposals

A proposer may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. City personnel will not merge, collate, or assemble proposal materials.

8.8 Proposer’s Rights to Withdraw Proposal

Proposers will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The proposer must submit a written withdrawal request signed by the proposer’s duly authorized representative addressed to the City Contact.

8.9 Proposal Offer Firm

Responses to this RFP, including proposal prices, will be considered firm for one hundred eighty (180) days after the due date for receipt of proposals or sixty (60) days after receipt of a best and final offer, if one is requested.

8.10 Best and Final Offer

The City reserves the right to request Best and Final Offers from any or all proposers. This will be the only opportunity to amend or modify proposals based on feedback from the City. Information from competing proposals will not be disclosed to other proposers prior to submission of a Best and Final Offer.

8.11 Living Wage Requirement

Any agreement issued as a result of this Request for Proposal may be subject to the City's Living Wage Ordinance, Santa Monica Municipal Code Chapter 4.65 (LWO), and its implementing regulations.

8.12 Disclosure of Proposal Contents

All proposals are subject to the provisions of the California Public Records Act, California Government Code section 6250 et seq., and any information submitted with a response is a public record subject to disclosure, unless a specific exemption applies.

8.13 Notice Regarding Disclosure of Contents of Documents

All responses to this Request for Proposal (RFP) accepted by the City of Santa Monica (City) shall become the exclusive property of the City. All proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act, or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

8.14 No Obligation

This RFP in no manner obligates the City to the eventual rental, lease, purchase, etc., of any goods or services offered until a valid written agreement is executed by the City and the selected proposer.

8.15 Termination

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the City determines such action to be in the best interest of the City of Santa Monica.

8.16 Sufficient Appropriation

Any agreement awarded for multiple years as a result of this RFP may be terminated if sufficient appropriations or authorizations do not exist. Such termination will be effected by sending written notice to the selected proposer. The City's decision as to whether sufficient appropriations and authorizations are available will be accepted by the selected proposer as final.

8.17 Errors and Restrictive Specifications

If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the proposer should immediately notify the City Contact designated in Section I, B. Without disclosing the source of the request, the City may issue a written addendum to clarify the ambiguity, or to correct the problem, omission, or other error.

If prior to the submission date, a proposer knows of or should have known of an error in the RFP but fails to notify the City Contact of the error, the proposer shall submit their proposal at his, her or its own risk, and, if awarded an agreement, shall not be entitled to additional compensation or time by reason of error or its later correction.

8.18 Legal Review

The City requires that all proposers agree to be bound by the General Requirements contained in this RFP.

8.19 Governing Law

This RFP, and any agreement entered into pursuant to this RFP, are governed by the laws of the State of California.

8.20 Oral Changes and Basis for Proposal

Proposers may not rely upon oral explanations. All changes and addenda will be issued in writing. Only information supplied by the City in writing through the City's Contact, or in this RFP should be used as the basis for the preparation of proposals.

8.21 Agreement Terms and Conditions

The agreement between the City and the selected proposer(s) will follow the format specified by the City and contain the terms and conditions set forth in Attachment B, C, and D, Professional Services Agreement, Software as a Service Agreement, Software Maintenance Agreement, respectively. However, **the City reserves the right to**

negotiate with a successful proposer the final provisions or provisions in addition to those contained in this RFP. The contents of this RFP, as revised and/or supplemented, and the successful proposal will be incorporated into and become part of the agreement.

Should a proposer object to any of the City's terms and conditions, as contained in this Section or in Attachment B, C, and D, that proposer must propose specific alternative language in his, her, or its proposal. Proposer must provide a brief discussion of the purpose and impact, if any, of each proposed changed followed by the specific proposed alternate wording. The City may or may not accept the alternative language. General references to the proposer's terms and conditions or attempts at complete substitutions are not acceptable to the City and may result in disqualification of the proposer.

8.22 Proposer's Terms and Conditions

Proposers must submit with the proposal a complete set of any additional terms and conditions that they expect to have included in an agreement negotiated with the City.

8.23 Proposer Qualifications

The City may make such investigations as necessary to determine the ability of the proposer to adhere to the requirements specified within this RFP.

8.24 Right to Waive Minor Irregularities

The City reserves the right to waive minor irregularities and the right to waive mandatory requirements, provided that all of the otherwise responsive proposals fail to meet the same mandatory requirements and/or doing so does not otherwise materially affect the procurement. This right is at the sole discretion of the City.

8.25 Change in Agreement or Representatives

The City reserves the right to require a change in the selected proposer or representatives if the assigned representatives are not, in the opinion of the City, meeting its needs adequately.

8.26 City Rights

The City reserves the right to award the proposal to separate proposers on any of the services as set forth in the proposer's proposal. It is further understood that if the proposer to whom any recommended award is made fails to enter into an agreement with the City, award may be made to the next best qualified person or firm, who shall be bound to perform as if she, he or it received the award in the first instance.

8.27 Right to Publish

Throughout the duration of this procurement process and agreement term, potential proposers, and proposers, must secure from the City written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement or the subsequent agreement. Failure to adhere to this requirement may result in disqualification of the proposer or termination of the agreement.

8.28 Ownership of Proposals

All documents submitted in response to the RFP shall be become the property of the City of Santa Monica and are subject to the provisions of the California Public Records Act, as described in Section II. A. 11. herein.

8.29 Agreement Award

Proposal will be evaluated by a committee comprised of City staff and may include outside consultants (the “Evaluation Committee”). The Evaluation Committee will make an award recommendation to City staff. City Council may give approval of the agreement and/or direct staff to negotiate the final terms and execute the agreement.

This agreement shall be awarded to the proposer or proposers whose proposal is best qualified, taking into consideration the evaluation factors set forth in the RFP. The most qualified proposal may or may not have received the most points or be the lowest cost proposal. Proposers will be notified when the award is being made or an award recommendation goes to the City Council for approval.

8.30 Protest Deadline

All parties wishing to file a protest shall comply with the procedures set forth in Santa Monica Municipal Code section 2.24.260 found here. Proposer may file a written protest with the Purchasing Agent no more than seven calendar days following the posting of award recommendation on the City’s online vendor portal website.
Protests received after the deadline will not be accepted.

8.31 Records and Audits

The Consultant shall maintain such detailed records as may be necessary to demonstrate its performance of the duties required by this Agreement, including the date, time and nature of services rendered. These records shall be maintained for a period of three years from the date of the final payment under this Agreement and shall be subject to inspection by City. The City shall have the right to audit any billings or examine any records maintained pursuant to this Agreement both before and after payment. Payment under this Agreement shall not foreclose the right of City to recover excessive and/or illegal payments.

8.32 Enforcement of Agreement/Waiver

A party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Agreement shall be effective unless expressed in writing and signed by the party alleged to have granted the waiver. A waiver by a party of any of its rights shall not be effective to waive any other rights.