



**News from
Office of the City Administrator**

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City of Oakland to Implement New Parking Citation Data System
System Designed to Enhance Customer Service and Speed Response Time

Oakland, CA — The City of Oakland today announced that it is working with ACS State and Local Solutions to implement a new parking citation data management system.

The new system would replace the City's current phone system that handles citation requests, and would also provide online payment options. The current system is old and overtaxed, on-hold waiting times to speak to a customer service representative are unacceptably long, and the data entry backlog results in a delay between when citations are issued and when they can be paid online.

The new citation management system is expected to address these problems and provide higher quality customer service by:

- reducing phone waiting times
- providing self-service payment options to speed payment and enhance convenience
- offering the ability to view real-time citation information and
- providing the option to appeal tickets online

Implementation of the new system will happen in three phases:

Phase 1: Install new pay-by-phone and pay-by-web systems

Pay-by-phone and pay-by-web systems will provide the following benefits:

- Ability to access citation information (by license plate and/or citation number) and make payments via the phone and Internet
- Easy-to-follow user prompts within the pay-by-phone system
- Reduced phone system wait times
- Automatic, system-generated acknowledgment sent to motorists informing them of the receipt of their citation appeal

Phase 1 planned completion: July 2010

Phase 2: Implement electronic hand-held citation issuance

Computer-generated parking tickets will eliminate the need for handwritten citations. A photo of the violation will be printed on the citation, and additional photos will be available for viewing on the website by the motorist

Phase 2 planned completion: August 2010

Phase 3: Complete Automated System

- Provide on-line renewal of residential parking permits
- Install Citation Payment Kiosks at four locations citywide

Phase 3 planned completion: September 2010

A three-year contract with ACS State and Local Solutions (with two, one-year possible extensions) was approved by the Oakland City Council following a competitive RFP process and a review by an independent panel and staff. The new contract establishes a solid foundation to increase the City's collection rate on citations from the current 68 percent to as high as 80 percent. The increased collection rate is possible due to an increased ease with which residents can pay their citations, as well as more timely notification of and follow-up with the cited drivers to collect the amounts due.

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