

841 Folger Ave
Berkeley, CA 94710

Phone number: 510-981-5983

BOOT SHIPMENTS FROM BERKELEY, CA

In the event that Berkeley has a damaged device, a member of the Berkeley PD will pack the devices and ship them to PayLock for repair.

The current contact for shipping devices:

Berkeley Police Department
Traffic Substation
Attention: Lt. Diane Delaney, Supervisor
841 Folger Ave
Berkeley, CA 94710

Phone number: 510-981-5983

VEHICLE IMMOBILIZATION PROGRAM FEES

In addition to the outstanding parking tickets owed by the registered owner of the vehicle, the motorist must also resolve the

Credit card processing fees (paid through PayLock only):

Amount Paid (range)		PayLock Processing Fee
Low	High	
\$0.01	\$250.00	\$7.00
\$250.01	\$500.00	\$13.00
\$500.01	\$750.00	\$19.00
\$750.01	\$1,000.00	\$25.00
\$1,000.01	\$1,500.00	\$36.00
\$1,500.01	\$2,000.00	\$46.00
\$2,000.01	\$2,500.00	\$60.00
\$2,500.01	\$3,000.00	\$70.00
\$3,000.01	\$5,000.00	\$116.00
\$5,000.01	\$7,500.00	\$175.00

Boot Fee: \$140

Damaged Boot Fee: \$200-500

Lost Boot Fee: \$500

Late Boot Fee(s): \$25 every 24 hours (excluding weekends and holidays)

BOOT HEARINGS AND APPEAL PROCESS

BOOT APPEALS

The vehicle owner will pay all fines and fees through PayLock. The vehicle owner may no longer contest the tickets but may appeal the booting instance. However, the vehicle owner must be capable of providing proof that there are not five (5) outstanding parking tickets on the vehicle each aged more than 30 days, e.g., a receipt for a paid ticket, a notice stating that a hearing has been scheduled, etc. If the owner lacks this proof, the booting instance may not be contested, and the owner must pay all fines and fees.

If the owner has the required proof, he or she will need to call the Berkeley PD to request a boot appeal hearing. After being granted a hearing date and time, the owner will be able to present his or her case and receive a decision. If payment for the boot record has already been made, the vehicle owner may be due a refund of monies received. Payments made through PayLock's Boot Release Line should be refunded by PayLock, upon authorization from the BPD. Payments made through Customer Service require a claim filed through the City Attorney's office in order to be refunded appropriately.

The address and hours for boot appeal hearings are as follows.

Address:

841 Folger Ave

Berkeley, CA 94704

Phone number: 510-981-5984

Hours: M-F, 8 AM – 5 PM; Saturdays or holidays by appointment only

REPORTS

Real-time boot-related data and financial reports will be available through the web-based BootView Software system. (<https://bootview.paylock.com>)

Requests for user/login may be directed to PayLock Account Management (accountmanagement@paylock.com).

RELEVANT ORDINANCES

CALIFORNIA VEHICLE CODE SECTION 22651.7:

(a) In addition to, or as an alternative to, removal, a peace officer, as defined in Chapter 4.5 (commencing with Section 830) of Title 3 of Part 2 of the Penal Code, or a regularly employed and salaried employee who is engaged in directing traffic or enforcing parking laws and regulations, of a jurisdiction in which a vehicle is located may immobilize the vehicle with a device designed and manufactured for the immobilization of vehicles, on a highway or any public lands located within the territorial limits in which the officer or employee may act if the vehicle is found upon a highway or public lands and it is known to have been issued five or more notices of parking violations that are delinquent because the owner or person in control of the vehicle has not responded to the agency responsible for processing notices of parking violation within 21 calendar days of notice of citation issuance or citation issuance or 14 calendar days of the mailing of a notice of delinquent parking violation, or the registered owner of the vehicle is known to have been issued five or more notices for failure to pay or failure to appear in court for traffic violations for which no certificate has been issued by the magistrate or clerk of the court hearing the case showing that the case has been adjudicated or concerning which the registered owner's record has not been cleared pursuant to Chapter 6 (commencing with Section 41500) of Division 17. The vehicle may be immobilized until that person furnishes to the immobilizing law enforcement agency all of the following:

- (1) Evidence of his or her identity.
- (2) An address within this state at which he or she can be located.

(3) Satisfactory evidence that the full amount of parking penalties has been deposited for all notices of parking violation issued for the vehicle and any other vehicle registered to the registered owner of the immobilized vehicle and that bail has been deposited for all traffic violations of the registered owner that have not been cleared. The requirements in this paragraph shall be fully enforced by the immobilizing law enforcement agency on and after the time that the Department of Motor Vehicles is able to provide access to the necessary records. A notice of parking violation issued to the vehicle shall be accompanied by a warning that repeated violations may result in the impounding or immobilization of the vehicle. In lieu of furnishing satisfactory evidence that the full amount of parking penalties or bail, or both, have been deposited that person may demand to be taken without unnecessary delay before a magistrate, for traffic offenses, or a hearing examiner, for parking offenses, within the county in which the offenses charged are alleged to have been committed and who has jurisdiction of the offenses and is nearest or most accessible with reference to the place where the vehicle is immobilized. Evidence of current registration shall be produced after a vehicle has been immobilized or, at the discretion of the immobilizing law enforcement agency, a notice to appear for violation of subdivision (a) of Section 4000 shall be issued to that person. (b) A person, other than a person authorized under subdivision (a), shall not immobilize a vehicle.

Web address: http://dmv.ca.gov/pubs/vctop/d11/vc22651_7.htm

FINANCIAL PROCEDURES

RECONCILIATION/INVOICING

RECONCILIATION BETWEEN BERKELEY AND PAYLOCK

- PayLock will setup a bank account that will be designated exclusively for the City of Berkeley.
- City of Berkeley representatives will have read-only access to the bank account.
- Funds collected for the program will be reconciled twice monthly - once after the 15th and again after the end of the month.
- PayLock will provide reports that document all activity for the given time period.
- Once all parties validate and approve the activity for the given time period, funds will be transferred from the bank account to the proper destination.
- PayLock will retain the fees for its services as defined in the contract with the City and remit all monies due to the city via ACH.
- The City will likely have collected monies due to PayLock from Walk-In payments. Rather than write a check to PayLock twice per month, those monies will be deducted from the ACH.

PAYMENT PLANS

Payment plans will not be offered to owners of booted vehicles or vehicles towed through this program.

CHARGEBACKS/FRAUDULENT CREDIT CARD

In the event a motorist decides to process a chargeback, PayLock will contact Sheri Jackson so that the payment on the tickets will be reversed in AutoPROCESS, and the vehicle may become boot-eligible again. At the end of the month PayLock will provide a revised invoice that displays any adjustments due to a chargeback.

The process would be as follows:

1. Caller pays with PayLock.
2. Caller disputes payment with credit card company, which gets forwarded to PayLock.
3. PayLock Help Center disputes the chargeback and loses.

4. The payment is reversed in BootView, the record is noted, and the plate is flagged for immediate tow next time it is found all by the PayLock Help Center. The phone number is also flagged to prevent credit card payments by that caller on any other vehicle records.
5. PayLock Help Center reaches out to Sheri Jackson to mark the payments as unsuccessful or reversed in AutoPROCESS.
6. The next time the vehicle is found, it will be towed, and the motorist will be required to make payment in person at Customer Service, and there is no risk of further credit card dispute.

PayLock will also work proactively with Duncan to implement an automated process by which AutoPROCESS will automatically recognize and process payment reversals coming from BootView correctly.

FRAUDULENT CREDIT CARD

If the owner of the motor vehicle has made fraudulent use of a credit card or issued a bad check for payment of any parking citation issued by the city, the amount paid shall be marked unsuccessful, and the vehicle will be placed back onto the boot list. When the vehicle is immobilized again, the motorist may only make a payment in person and receive an assisted release. (The credit card used to ensure the boot will be returned cannot be trusted.) Furthermore, the vehicle will be eligible for immediate tow by contract.

CONTACT LIST

Diane Delaney	Berkeley PD	DDelaney@ci.berkeley.ca.us	510-981-5983
Sheri Jackson	Berkeley Finance	shenderson@ci.berkeley.ca.us	510-981-7246
David Kotolup	Avenue Towing	dkotolup@hotmail.com	510-524-2400
Lynne Ohlson	Berkeley PD	LOhlson@ci.berkeley.ca.us	510-981-5976
Robert Rittenhouse	Berkeley PD	rrittenhouse@ci.berkeley.ca.us	510-981-5982
Sonja Wieder	Duncan Solutions	swieder@duncansolutions.com	925-824-2850

FAQ

PayLock will provide a dynamic document containing the understanding of current correct answers to frequently asked questions. This document will be collaboratively updated by PayLock and Berkeley. The initial draft of this document is attached at the end this document; titled:

Berkeley, California Questions & Answers – General Information

Adherence to this document will provide a template for all direct and indirect customer service channels to provide consistently correct information to booted motorists and the public at large.

Edits or changes of any kind to this SOP, and/or to the FAQ will result in the forwarding of the updated information to the SOP/FAQ update contact list via efficient means, including, but not limited to email.

All provisions in this SOP and in the FAQ are subject to the requirements of the Berkeley Municipal Code, Revised Code of California, and the California Constitution, and shall be construed to be consistent therewith.

Requests for recirculation or update of the SOP/FAQ should be directed to PayLock Account Management (accountmanagement@paylock.com).

BERKELEY, CALIFORNIA QUESTIONS & ANSWERS – GENERAL INFORMATION

How do late fees accrue?

Tickets are due within 21 days of issue. Then, there are 3 late fees which can be imposed upon the ticket:

1. A late fee of \$30 will be applied to the ticket after 30 days.
2. A late fee of \$50 will be applied to the ticket after 49 days.
3. Once the ticket has been forwarded to Collections, a fee of 30% of the present value of the ticket is added. Tickets only get forwarded to Collections after 120 days if the second notice has been mailed or after 100 days if the first notice is returned due to RTS.

How are people notified of outstanding tickets?

Notices are sent according to the following schedule:

1. A late notice is mailed to the registered owner's address (according to DMV records) after 8 days.
2. A second notice is mailed after 70 days.

A DMV Hold is place upon the vehicle registration 30 days after the ticket is forwarded to Collections and a letter sent. Furthermore, a motorist's failure to receive a notice due to failure to update the address with the California DMV will not affect Berkeley's ability to collect on the ticket, and it only advances the time in which the ticket gets sent to a collection agency.

What is the city's website?

<http://www.ci.berkeley.ca.us/>

What is a scofflaw?

A scofflaw is someone who has five or more overdue, unpaid parking tickets on one vehicle.

How has the City dealt with scofflaws?

Currently, vehicles with five or more overdue, unpaid parking tickets that are parked illegally in the public right-of-way may be towed and impounded. If the owner does not pay the tow and administrative fees, their vehicle is auctioned off by the City's tow contractor.

How will the new program deal with scofflaws?

With the new law, scofflaws found parked **legally or illegally** in the public right-of-way will have a boot, a wheel-locking device, applied to their vehicle. If they do not pay their past-due parking tickets within 48 hours, excluding weekends, then their vehicle may be towed. If they still do not pay their unpaid parking tickets and related fees after 14 days, then their vehicle may be auctioned.

Can the City boot a scofflaw vehicle if it is parked on private property or in a privately owned parking lot?

No.

What if people can't pay their outstanding parking tickets?

The Boot Release Line help center will accept payments from friends and/or family members of the vehicle owner by credit card. They can call friends or family and join the lines for a conference call, or the person helping can call the Boot Release Line with the vehicle owner's unique booting violation number.

Will there be a fee for being booted?

Yes. The \$140 fee is paid to the City's boot vendor, PayLock.

How will someone get a boot released from their vehicle?

Berkeley is using "SmartBoots," which can be released by the driver by entering a code into a keypad on the boot device. The code is provided to the driver upon payment and agreement to return it. Payments by credit card or bank transfer can be handled by telephone call to a call center that operates 24 hours a day, 7 days a week, resulting in a release within minutes. After removing the boot, motorists can drop off the boot at a designated drop-off site within 24 hours of release. If motorists do not return the boot within 24 hours of release, a fine of \$25 per day will be levied. If motorists intentionally damage or fail to return a boot, a replacement fee of \$500 can be levied.

Where do I drop off the boot once it has been released?

Avenue/Berkeley Towing
1429 San Pablo Ave
Berkeley, CA 94702

What if the driver can't pay by credit card?

The vehicle owner may pay cash in person at Berkeley Customer Service, Monday through Thursday, 8:30 AM to 4 PM.

What if the driver can't safely remove or lift the boot device?

The boot device weighs about 16 pounds. Berkeley Police Department personnel – typically PEOs – will be dispatched to assist with the removal of the device for those unable or unwilling to release the boot themselves.

When will the program start?

Scofflaw vehicles will be subject to booting starting September 28, 2011.

Why doesn't the City just tow scofflaws instead of booting them?

Removing a boot is cheaper and easier for those affected. Towing a vehicle is a time-consuming, burdensome process for vehicle owners as they have to find a ride to the impound lot and it doesn't allow for the vehicle owners to readily access their personal belongings, such as baby car seats, prescription drugs, or important paperwork left in a vehicle.

How will the City find scofflaws?

Scofflaws are identified by vehicles equipped with "license plate recognition" (LPR) technology, operated by the Berkeley Police Department. LPR systems are able to "read" up to 10,000 plates per day on vehicles parked on city streets and can identify, within a fraction of a second, if the license plate is in scofflaw status. As an added bonus, they can also identify stolen vehicles by cross referencing a preloaded database of stolen license plates. So, not only are they looking for scofflaw vehicles, they are also looking for stolen vehicles.

Does the city of Berkeley garnish wages or tax refunds in order to collect for tickets?

Yes, the city of Berkeley will garnish tax refunds from motorists after they file their yearly taxes. A letter is sent in October warning the motorist of this, and another letter is sent in December, as well. Payments can take up to 30 days to reflect in AutoProcess after taxes have been garnished.

What is the name of the city's collection agency?

LES – Law Enforcement Services

I just bought this vehicle. Do I still have to pay to get the boot released? What can I do?

A release of liability must be signed by both the seller and the buyer within 21 days of sale (dealerships generally take care of this themselves). If this release is not signed, then the motorist driving the vehicle is responsible for all the tickets. If the motorist brings the bill of sale to Berkeley Customer Service (1947 Center St), it is possible that he/she will be held responsible only for tickets issued after the sale date. The vehicle may be released without payment if the new has not earned five boot-eligible tickets.

Can a vehicle be legally booted if it is parked in a private driveway?

If any part of the vehicle crosses the sidewalk, the vehicle is considered to be on public property and can be legally booted, ticketed, or towed.

Could my vehicle receive a ticket while it is booted?

No, it should not receive any tickets while it is booted, but it is possible that a ticket may be issued before the vehicle is immobilized or after the boot is released. If a ticket is issued to your vehicle while it is immobilized, you have the right to contest it on that basis with Customer Service, but it should be done within 21 days.

Ohlson, Lynne

From: Bart Blair (PayLock) [bblair@paylock.com]
Sent: Wednesday, September 28, 2011 1:15 PM
To: Ohlson, Lynne; Delaney, Diane; Ahearn, Dennis
Subject: Training and Launch Schedule

We have been discussing the training and launch schedule. It turns out that one of the intended training days, October 10th, is a holiday so we are going to have to shift our training, and probably the launch. Here is what I propose for a new schedule:

10/3 - Media Day Meeting

10/4 - Media Day

10/13 @ 5:00 - Training for Cashiers

10/12 - 10/14 - Training for Enforcement, Reporting, Boot Return, Towing, etc

10/17 - Regroup in the morning, Launch in the afternoon.

If it makes sense, and we still want to have a 'soft launch' we can do that on the 17th and then go live on the 18th.

Looking forward to your feedback on this so that we can start booking the resources we need and the travel.

Thanks!

Bart Blair
Director of Account Management
PayLock
908 595-6900 ext 102
bblair@paylock.com

Ohlson, Lynne

From: Gil Almogi (PayLock) [galmogi@paylock.com]
Sent: Friday, September 30, 2011 11:42 AM
To: Delaney, Diane
Cc: Ohlson, Lynne
Subject: Berkeley PD BootView Users

Diane,

As a heads up, I have created BootView users for the following people:

Christina Pinkney
Diane Delaney
Kirk Rivera
Lyesha Robinson
Lynne Ohlson
Marla Clark
Marty Heist
Oliver Brown
Rob Rittenhouse

Please let me know if you require any further users in PD, perhaps the Watch Commanders. I have not yet confirmed the new training dates, though presumably they would be the 12th and 13th. However, I don't know if Bart spoke with Lynne to confirm how the program will be scheduled. He's out of the office today. I will let you know more on Monday, I hope.

Have a good weekend.

Gil Almogi
PayLock/IPT LLC
Junior Account Manager
Ph: 908-595-6900x117



Office of the City Manager

September 30, 2011

To: Honorable Mayor and
Members of the City Council

From: Phil Kamlarz, City Manager

Subject: Booting Program for Scofflaw Enforcement

Earlier this year, Council approved a contract with Paylock Inc. to institute a "booting" program for scofflaw vehicles-- those with five or more unpaid parking citations. This program is a substitute to the current practice of impounding those vehicles.

The Police, Finance and Information Technology departments have been working for the last several years to prepare this program for implementation, and that work is now complete. On Tuesday, October 4th, the Police Department and representatives from Paylock will do a demonstration of the boot for media and the public. The actual practice of booting cars will begin about two weeks after the demonstration.

We are hoping that by bringing attention to the program in advance, residents will take immediate action to clear their outstanding citations and avoid the inconvenience of being booted.

Scofflaws currently account for almost \$1.6 million in unpaid parking citations. This program will improve our ability to enforce and collect on those citations.

More detailed information about the booting program will be posted to www.CityofBerkeley.info/police next week, to coincide with the public launch of the program.

Please contact me if you have any additional questions.

Ohlson, Lynne

From: Riche, Rosario
Sent: Tuesday, September 20, 2011 1:58 PM
To: Ohlson, Lynne; 'galmogi@paylock.com'; Thygesen, Sharon; 'bblair@paylock.com'; Ahearn, Dennis; 'blauducci@paylock.com'
Cc: Oyekanmi, Henry
Subject: Re: Berkeley SOP Latest Copy

We have a confirmed approval from Finance Director, Bob Hicks that there will be no payment plans for booted motorists.

From: Ohlson, Lynne
To: Gil Almogi (PayLock) <galmogi@paylock.com>; Thygesen, Sharon; Bart Blair (PayLock) <bblair@paylock.com>; Ahearn, Dennis; Brian Lauducci (PayLock) <blauducci@paylock.com>
Cc: Riche, Rosario; Oyekanmi, Henry
Sent: Tue Sep 20 13:54:42 2011
Subject: RE: Berkeley SOP Latest Copy

From: Gil Almogi (PayLock) [<mailto:galmogi@paylock.com>]
Sent: Tuesday, September 20, 2011 1:41 PM
To: Thygesen, Sharon; Ohlson, Lynne; Bart Blair (PayLock); Ahearn, Dennis; Brian Lauducci (PayLock)
Cc: Riche, Rosario; Oyekanmi, Henry
Subject: RE: Berkeley SOP Latest Copy

Sharon is correct. That was an internal question that needed answering, and it will be filled in on the next revision. I didn't mean to burden you with that item.

Moving on, I have reviewed the comments and changes. I noticed that the highlight on p13 for Administrative Release Policy regarding who will remove the boot fees from AutoPROCESS ([Finance – Counter] as a placeholder) was removed. Have you come up with a contact name and/or number for that part? Given that Rosario and Ben were removed from the payment location contact list, is it fair to assume that we should contact Sheri? yes

Also, regarding the chargeback section, did you all figure out a contact for who can reverse payments on tickets and fees in AutoPROCESS? Finance Counter staff handles transactions with payment received, 311 staff – Marilyn Brooks - had previously made journal entries for reversals.

Finally, has it been confirmed that the city will not be offering payments plans to owners of booted vehicles? I thought that once they were booted, they were dealing with PayLock for payment and we were no longer involved in Payment Plans. Let me confirm with those who are in a position to decide. Lynne

Thank you for reviewing the document, Everyone.

Gil Almogi

From: Thygesen, Sharon [<mailto:SThygesen@ci.berkeley.ca.us>]
Sent: Tuesday, September 20, 2011 4:27 PM
To: Ohlson, Lynne; Bart Blair (PayLock); Ahearn, Dennis; Gil Almogi (PayLock); Brian Lauducci (PayLock)
Cc: Riche, Rosario; Oyekanmi, Henry
Subject: RE: Berkeley SOP Latest Copy

Hi All,

My understanding is that the item on Page 15 is going to be handled between Duncan and Paylock directly. So, there is no need for IT to be involved in that conversation.

Pls. let me know if there's any other information or assistance needed from IT.

Thanks

Sharon

From: Ohlson, Lynne

Sent: Tuesday, September 20, 2011 1:18 PM

To: Bart Blair (PayLock); Ahearn, Dennis; 'Gil Almogi (PayLock)'; Brian Lauducci (PayLock); Thygesen, Sharon

Cc: Riche, Rosario; Oyekanmi, Henry

Subject: FW: Berkeley SOP Latest Copy

Bart et al,

Henry and I just went through the document and accepted all changes affecting payment and administrative release payment collection indicated except on page 15, under we struck Rosario and Ben's names and left Sheri solely.

On Page 15 (top of Page 16), we were not clear on the section: Import/Export. I believe that this is the language that reflects the data flow between AutoProcess and Boot View but I am not clear. Brian and Sharon can respond on that section. Given the Press conference scheduled for 9/28, we are really aware of the need to get the final language in place. The last piece that I can see is the Import/Export so I am in hopes one of you has that drafted and can just stick it in.

I am going to be out for 15 minutes and then back at my desk until shortly before 3 to talk to anyone who has the language answers. Lynne

From: Gil Almogi (PayLock) [<mailto:galmogi@paylock.com>]

Sent: Friday, September 16, 2011 6:10 PM

To: Thygesen, Sharon; Riche, Rosario; Ohlson, Lynne; Jackson, Sheri; Delaney, Diane; Chew, Jenny; Ahearn, Dennis; Brooks, Marilyn

Cc: Bart Blair (PayLock); Christin Dorner (PayLock); Brian Lauducci (PayLock)

Subject: RE: Berkeley SOP Latest Copy

Good afternoon,

Here is a copy of the latest SOP. Please focus on highlighted sections and sections with comments to see what presently still needs to be addressed.

Gil Almogi

PayLock/IPT LLC

Junior Account Manager

Ph: 908-595-6900x117

Ohlson, Lynne

From: Riche, Rosario
Sent: Tuesday, September 27, 2011 5:21 PM
To: Gil Almogi (PayLock); Jackson, Sheri
Cc: Ohlson, Lynne; Hicks, Robert
Subject: RE: Berkeley Customer Service Training

Gil,

October 13th will work for Customer Service at 5:00 pm. Please confirm that this is alright with you.

Thanks,

RR

From: Gil Almogi (PayLock) [<mailto:galmogi@paylock.com>]
Sent: Tuesday, September 27, 2011 12:29 PM
To: Riche, Rosario; Jackson, Sheri
Cc: Ohlson, Lynne
Subject: Berkeley Customer Service Training

Rosario,

Due to the reschedule of launch of the program, we need to reschedule training for your cashiers. We were looking at doing October 14th.

Also, I need a list of exactly who needs to be trained for BootView in Customer Service other than Sheri. I need to create their usernames in BootView.

Thanks, Rosario. I'll probably try calling you again, too.

Gil Almogi

PayLock/IPT LLC
Junior Account Manager
Ph: 908-595-6900x117

Ohlson, Lynne

From: Reeve, Kimberly A.
Sent: Monday, November 07, 2011 11:29 AM
To: Bledsoe, Afsana; Boatman, Cleveon G.; Edwards, Valentin A.; Figueroa, Apasjamia; Fisher, Dottie; Frost, Monique; Houston, Kevin; Huckeby, Karen M.; Johnson, Rayna T.; Krocil, Lucie; Kwong, Jennie M.; Larks, Rena; Lauborough, Alan; Lyons, Celyce J.; McClain, Tyrone J.; Moore, Tamara Y.; Murray, Sarah; Netz, Erin; Parker, Steven R.; Querubin, Gloria M.; Reeve, Kimberly A.; Robinson, Carmen; Saechao, Kathy; Shaul, Tracy S.; Sherman, Lavertta; Smith, Shannon; Tan, Eduardo J.; Vass, David A.; Woods, Kirstin
Cc: Velasquez, Brenda; Ohlson, Lynne; Delaney, Diane
Subject: BOOT ASSISTS **Important information**
Importance: High

IMPORTANT – IF YOU RECEIVE A CALL FROM PAYLOCK FOR AN ASSISTED BOOT RELEASE, CREATE A CALL FOR SERVICE AND DISPATCH AN OFFICER.

Someone mistakenly refused one of these call because they thought that we only sent an officer if there was a medical issue.

WE DISPATCH OFFICERS ANYTIME PAYLOCK CALLS US TO DO SO AND THESE CALLS MUST BE DISPATCHED WITHIN 4 HOURS.

The following is the proper procedure:

1. Take ANY call from Paylock regarding an assisted boot release and obtain the release code from the Paylock employee you are speaking with. If the call is from a private party, refer them to Paylock to go through the proper procedure.
2. Create a priority 3 call for assignment.
3. Enter the release code into the call.
4. Dispatch an officer as available but within 4 hours.
5. The assigned officer should confirm that the boot has been removed on channel 2.
6. Dispatch should then call Paylock at (877)314-3767 (not for public use) and confirm the boot removal to them.

This information originally came out in an e-mail on October 19th. Please follow these instructions.

Kimberly Reeve
Supervising Public Safety Dispatcher
Berkeley Police Department
kreeve@ci.berkeley.ca.us
510-981-5762 desk
510-981-5900 24 hr.

Data Integration Specifications for the Paylock SmartBoot program in Berkeley, CA

Overview

Paylock has entered into an agreement with the city of Berkeley, CA to provide self-release booting services to the city. One of the key components of this program is reliable and efficient exchange of data between the City, Paylock, and Duncan Solutions – the city's ticket processing partner. Paylock, Duncan Solutions and representatives from city will develop this document together to ensure the details of our data integration are properly documented and available to all interested parties.

Paylock and Duncan Solutions have already partnered together in 3 other cities dating back to 2009. Existing integrations include Montgomery County, MD and Norwalk, CT. Paylock and Duncan used to work together in Oakland, CA before the city chose to use a different ticket processing partner. The integration was designed to be easily turned on and off for new cities so that future clients could easily leverage all the work done for prior installations. While there may some new work required for the City of Berkeley, most of the difficult facets of data exchange have been developed and tested already.

Data Interfaces

Scofflaw Vehicle Export (Export from Duncan to Paylock)

<i>Purpose:</i> Ensure that enforcement crews have a complete list of scofflaw vehicles to search for.
<i>Method:</i> Ftp file transmission from Duncan to PayLock ftp server
<i>Criteria:</i> Any vehicle with 5 or more delinquent, boot eligible citations.
<i>Data Fields:</i>
<u>Field</u>
Vehicle License State
Vehicle License Plate
Vehicle Make/Model
Vehicle Color
Registered Owner Name
Registered Owner Address
Registered Owner City
Registered Owner State
Registered Owner Zip
<i>Comments:</i>
Registered Owner information may not be available for all vehicles. If the data is present, please include it in the transmission

Paylock Boot Transaction

<i>Purpose:</i> To notify Duncan of the installation of a boot	
<i>Method:</i> Batch file generated every 5 minutes by PayLock and sent to Duncan.	
<i>Data Fields:</i>	
<u>Field</u>	<u>Description</u>
Vehicle License State	
Vehicle License Plate	
Vehicle Make/Model	
Vehicle Color	
Seizure notice number	Unique 6 digit number printed on the seizure notice
Boot Serial Number	Device number of boot installed
Officer Id	ID of the Officer installing the boot
Officer Name	Name of officer installing the boot
Parking Zone	Parking Zone of immobilized vehicle
Boot Installation Date	Date and time of the boot installation
Fee Amounts	Fee amounts added at time of booting.

Duncan Ticket Inquiry

<i>Purpose:</i> Provide PayLock with information about tickets and payments stored with Duncan	
<i>Method:</i> Query a view located in Duncan's Oracle DB server	
<i>Input Data:</i> PayLock will inquire with a License State and License Plate and expect to receive ticket information back from Duncan with all ticket and fee details related to the Vehicle. The view is name view_paylock_ticket.	
<i>Output Data:</i>	
<u>Field</u>	<u>Description</u>
Vehicle License State	Repeated from the inquiry
Vehicle License Plate	Repeated from the inquiry
TicketNumber	A unique way to identify the ticket/fee
TicketType	Used to distinguish a ticket from a fee
IssueDate	Date the ticket was issued
ViolationCode	City violation code the citation
Violation Description	Plain English description of the violation
Location	Location of vehicle when citation was issued
FineAmount	Base amount of the citation
PenaltyAmount	Total of any penalties for the citation
Reductions	Any reductions in the ticket amount due
IsSuspended	Y/N – is the ticket still eligible for collection
AmountPaid	Total collected for the citation from all payment sources
PaidViaDuncan	Total collected by Duncan for the citation
LastPaymentDate	Date of most recent Duncan payment
Violator Name	
Violator Address	
Violator City	
Violator State	
Violator Zip	
<i>Comments:</i>	

Paylock Payment Export

<i>Purpose:</i> Provide Duncan with Paylock payment information	
<i>Method:</i> Batch file generated once per day by Paylock and sent to Duncan.	
<i>Input Data:</i>	
<u>Field</u>	<u>Description</u>
Seizure notice number	Unique 6 digit number printed on the seizure notice
Vehicle License State	
Vehicle License Plate	
TicketNumber	A unique way to identify the ticket/fee
Payment Amount	Can be negative in the rare instance of a refund
Payment Date	Payment receipt date
Payment Method	What form of payment was used
<i>Comments:</i> There are 2 of these exports – one for tickets and the other for boot fees.	

Paylock Payment Notification

Purpose: To notify Paylock that something has happened to one or more of the tickets associated with the Vehicle. This will trigger a call to the Duncan Ticket Inquiry process defined above. The most common application of this service is when a cash payment is performed in the city. Paylock can be notified that something changed and that a ticket inquiry should be performed again.

Method: Web service written by Paylock and exposed to Duncan

Input Data:

<u>Field</u>	<u>Description</u>
Partner	Constant Duncan
CustomerId	Constant BERKE
UserId	Credentials - to be provided later
Password	Credentials - to be provided later
License State	
License Plate	
License Plate Type	not required in California - blank

Output Data:

<u>Field</u>	<u>Description</u>
License State	
License Plate	
Plate Type	Plate Type is not used in Washington - blank
StickerId	Seizure notice Id
Error Message	Blank if successful
Info Message	Blank if successful

**October 02, 2011 -
October 08, 2011**

October 2011

November 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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30	31					

S	M	T	W	T	F	S
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20	21	22	23	24	25	26
27	28	29	30			

	2 Sunday	3 Monday	4 Tuesday	5 Wednesday	6 Thursday	7 Friday	8 Saturday
					Cap and Gown; Shattuck Hotel		
6 am							
7 ⁰⁰							
8 ⁰⁰							
9 ⁰⁰			Cynthia Weekly Lynne's Office Ohlson, Lynne ↻		Janet, Joe and ↻		
				Average versus A			
10 ⁰⁰			Tuesday Staff Meeting Conference Room		Weekly Captain's DD Conference R Gustafson, Eric ↻		
11 ⁰⁰				Lunch w Sabina/Lynne	Fleet DD Conference Room ↻		
12 pm			Hold for meetings running long ↻	TBD Imrie, Sabina	Hold for long meetings and pre-meeting ↻		
1 ⁰⁰			Feegan		Grant Review ↻		
2 ⁰⁰			Hold for PayLock News Conference		Chief's Staff Meeting		
3 ⁰⁰			School District lawn and steps Ohlson, Lynne	Meeting request Room: Police Use Delaluna, Patricia			
4 ⁰⁰							
5 ⁰⁰							
6 ⁰⁰							

**THE CITY OF BERKELEY, CA
SMART BOOT PROGRAM**



Introduction

PayLock is excited to bring SmartBoot technology to Berkeley, CA beginning in October of 2011. This award-winning system will make it easier and faster for motorists who are booted to regain use of their vehicles. This convenient solution helps the City resolve the most difficult-to-collect parking violations in the most user-friendly method possible.

These customer service benefits have been realized by many cities across the country as the SmartBoot has been used over 170,000 times. Cities like Syracuse, NY; New Orleans, LA; Baltimore, MD; Oakland, CA; Richmond, VA; and Providence, RI have operated SmartBoot systems successfully over many years.

PayLock's system provides a number of distinct advantages over traditional towing and impounding including:

- A 24/7 staffed Help Center enabling motorists to settle outstanding citations easily and conveniently at any time, day or night
 - Help Center staff assist people in one phone call thereby averting the need to make a trip to a distant payment center
- SmartBoot technology allows motorists to self-release boots themselves without having to WAIT for a City employee
- License Plate Reading technology helps city staff easily find vehicles owned by scofflaws
- Web based software provides transparent and thorough administration and tracking of all program activity

The SmartBoot system is a Win-Win solution for both the City and its community members.

Community members benefit from the efficient and proper management of the City's limited parking resources. Booted motorists can have their vehicles released in less than 6 minutes instead of several hours or even days. The new program replaces a system in which scofflaw vehicles (whose owners received five or more parking tickets) were immediately towed. Towing was more expensive to the motorist than booting and was significantly more difficult to resolve. Previously, motorists had to arrange for transport to the tow yard to recover their vehicle instead of simply paying over the phone by credit or debit card. Instead of returning to find their vehicle gone, scofflaw motorists will now have access to their immobilized vehicle while they arrange settle their debt by phone.

Attached you'll find more information about the details of the program.

PayLock appreciates the efforts made by the City's implementation team under the direction of Captain Dennis Ahearn, Lt. Diane Delaney, and Lynne Ohlson.

Program Facts:

- From 9/28/10 - 9/28/11 the outstanding debt for 1,340 scofflaws is over \$1.5 million dollars. The average owed by a scofflaw for this time period is \$1,176.
- The SmartBoot program replaces a policy of immediately towing scofflaw vehicles.
- Booting is much friendlier on motorists and less expensive than immediate towing.
- Motorists with booted vehicles have 24/7/365 access to people who can help them resolve their outstanding debt as quickly as possible.
- The City will have one full time scofflaw enforcement crew and one mobile unit.
- The cost to motorists with booted vehicles is \$160 less than what it costs to reclaim a vehicle that was towed and impounded.
- A vehicle becomes boot eligible when it has accrued five or more unpaid tickets which are 30 days old or older.

General Talking Points:

- This program focuses on scofflaws only. This is a very small segment of those who own and operate cars in Berkeley. Most people never receive parking citations and those that do, usually pay them on time. Scofflaws have ignored at least five parking citations as well as the many mailed notices sent to them urging them to pay.
- The City is dedicated to finding new and innovative ways to make life easier for its community members and employees. This program helps people who are booted to pay quickly and get back on the road with little delay.
- This new program helps the City manage its parking spaces more efficiently. Compliance with city parking ordinances will provide community members with a better chance of finding parking closer to their destination.
- Customer Service is a key component of the new program. Motorists with booted vehicles now have access to people and procedures that are motorist-friendly. Most motorists can reconcile their outstanding debt in less than 6 minutes with a cell phone and a major credit card.

FAQ:

When did the program start? This program is scheduled to start October 2011.

How do I get the boot off of my car? You can call the Boot Release Line to make a payment over the phone. The phone number is 877-205-5566. Once you make payment, you will be able to remove the device yourself.

What do I do with the boot?

SmartBoots may be returned to:

Avenue Towing

1429 San Pablo Ave

Berkeley, CA 94702

M-F (8am - 5pm) Call 510-524-2400 for drop off outside of office hours

*No payments will be accepted at this location

I want to pay in person. Where can I pay?

Berkeley Finance Department

1947 Center Street

Berkeley, CA 94704

M-Th (8:30am - 4pm)

Closed Fri, Sat, Sun and Holidays

How long do I have until my vehicle is towed?

If the vehicle is parked legally, a 48 hour grace period will be given from the time the vehicle is booted until the vehicle is towed.

What makes my vehicle boot eligible?

A vehicle becomes boot eligible when it has 5 or more unpaid (outstanding) parking citations 30 days or older.

What is the ordinance that allows booting in Berkeley?

The California vehicle code section is 22651.7.

If a motorist calls 311, who can they be referred to?

Operators will direct all booted motorists to the 877-205-5566 number for the Boot Release Line

There is a strange vehicle in my neighborhood with cameras on it, why?

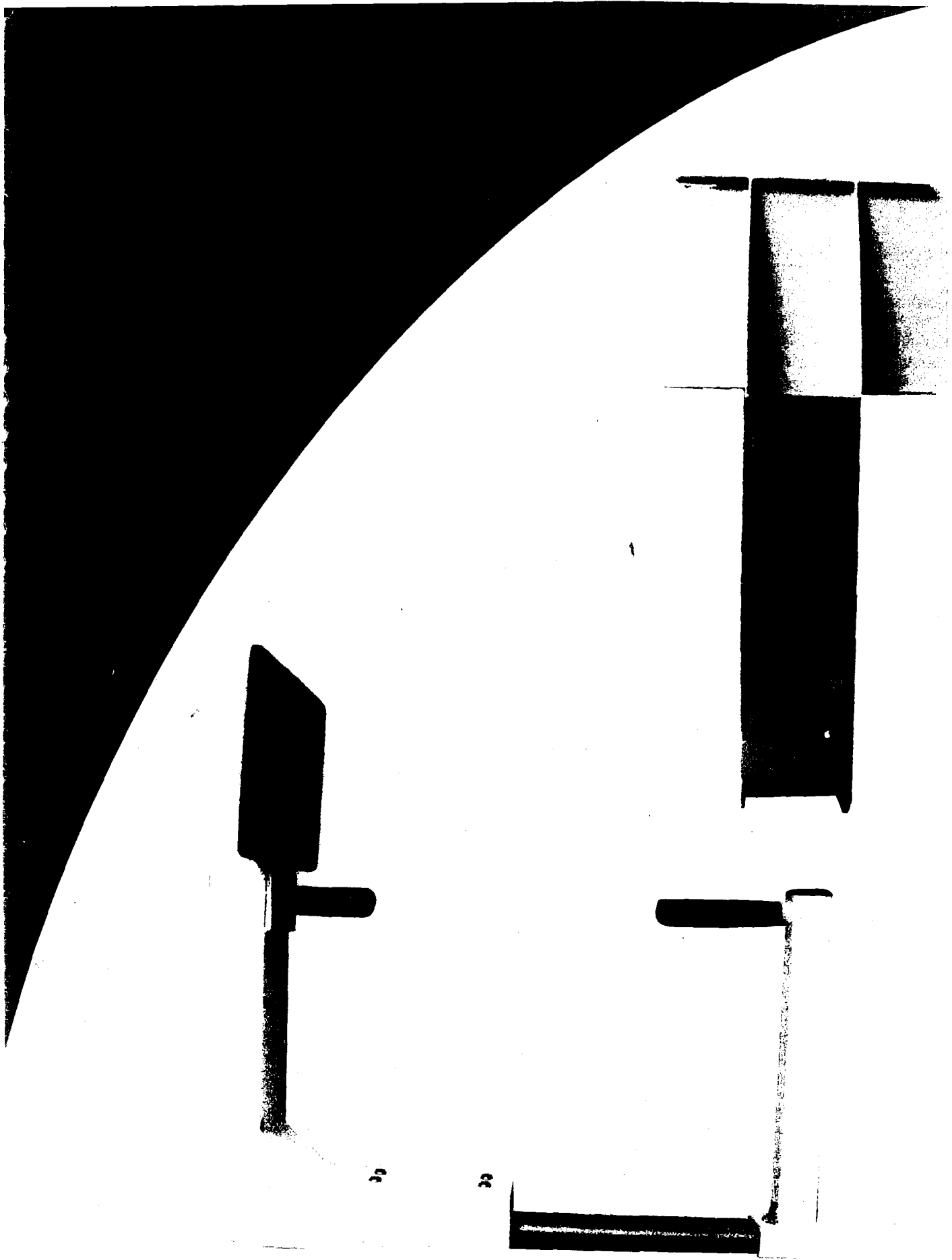
The vehicle you see is the Berkeley, CA booting vehicle. The cameras scan license plates looking for vehicles with outstanding parking citations.

I do not want to be booted, how should I pay for my tickets?

Go to: www.ci.berkeley.ca.us

Click on "Online Payment Services" on the navigation on the left hand side of the website. Under "Online Payment Ticket Information" click on "City of Berkeley Online Parking Ticket Information".

Follow the instructions from there.



22937

PAYLOCK>
INTEGRATED PUBLIC TECHNOLOGIES

Immobilization Notice

1) DATE	2) TIME	3) LICENSE PLATE NUMBER	STATE	4) COLOR/MAKE/MODEL
5) LOCATION		6) STREET #	7) OFFICER	COMMUNITY

SEIZURE BY CITY OF BERKELEY, CALIFORNIA

FOR BOOT REMOVAL AND FINE PAYMENT
CALL TOLL-FREE 24 HOURS A DAY

WHEN YOU CALL, YOU WILL NEED THIS NUMBER →

This vehicle may be subject to an IMMEDIATE TOW

BOOT VIOLATION#

BOOT DROP-OFF LOCATION

Alameda County
1400 San Pablo Ave
Berkeley, CA 94710
Mon-Fri 8 AM - 5 PM call phone number for
drop-off outside of office hours
Tel 510-520-3500

Call 1-877-385-3566 to use Credit Card for immediate release!

Or to pay with cash in person, go to:
Berkeley Finance Department
1947 Center St
Berkeley, CA 94704
M-Th 8:30 AM - 4 PM. Closed Fri, Sat, Sun, and Holidays.

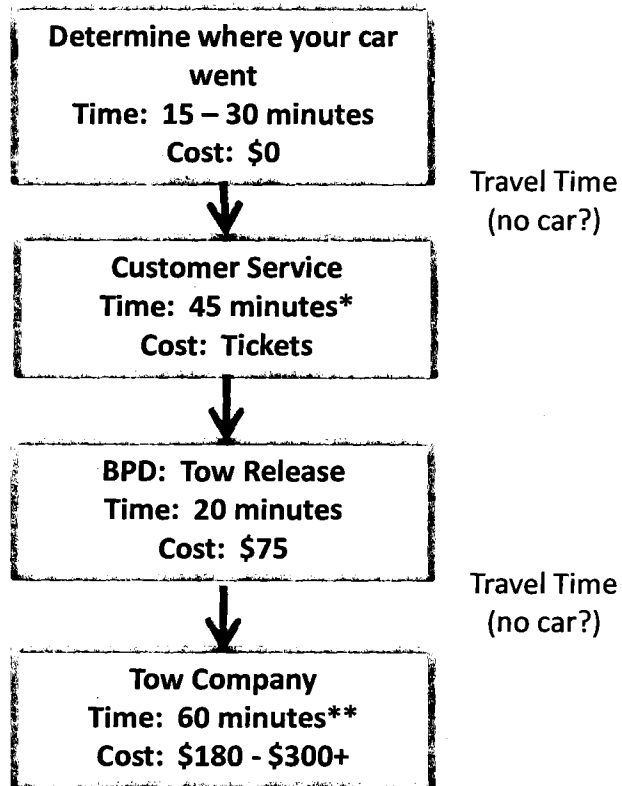
If your vehicle was towed:

1. Call 1-877-385-3566 for important information.
2. If the vehicle was towed, additional fees will be assessed.

VIN/REMARKS



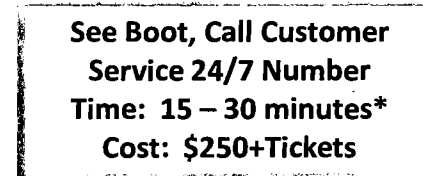
Traditional i-Tow



*Assumes they are open - could be three days

**Assume they are open – could be a longer wait (after 6:00 p.m. you can get them to let you in for an additional gate fee of \$50+ dollars)

PayLock



*Drop-off boot at your convenience within 48 hours to the Traffic Substation.

Ohlson, Lynne

From: Thygesen, Sharon
Sent: Monday, October 17, 2011 8:50 AM
To: Ohlson, Lynne
Subject: 5 year Statute of Limitation on Parking Citations

Hi Lynne,

I talked to Sonja and she said that the info that comes over from AutoProcess is already filtered for the 5 year statute which comes from the CVC. She's travel today so she didn't know the section right off hand, but I figured you guys could find it if you know it's in the CVC.

So we should be all good.

Will you let me know when we get our 1st boot.

Ohlson, Lynne

From: Upson, Erik M.
Sent: Thursday, May 20, 2010 2:46 PM
To: Ohlson, Lynne
Subject: FW: PayLock Pricing Options
Attachments: Berkeley Pricing Options 5.20.10 1333.pdf

From: Chad Collins (PayLock) [<mailto:ccollins@paylock.com>]
Sent: Thursday, May 20, 2010 2:35 PM
To: Upson, Erik M.
Subject: RE: PayLock Pricing Options

Thanks Erik. Here is the revised document. Let me know where we go from here. If necessary we can make another trip out for follow up meetings. Just let me know.

Chad

From: Upson, Erik M. [<mailto:EUpson@ci.berkeley.ca.us>]
Sent: Thursday, May 20, 2010 5:22 PM
To: Chad Collins (PayLock)
Subject: RE: PayLock Pricing Options

Chad,

Looks like one typo on the last page...you have it listed as the City of Oakland in the header.

Erik

From: Chad Collins (PayLock) [<mailto:ccollins@paylock.com>]
Sent: Thursday, May 20, 2010 7:32 AM
To: Upson, Erik M.
Cc: Matt Silverman (PayLock)
Subject: PayLock Pricing Options

Lt. Upson,

As requested, I have attached pricing options for your review. Please let me know if you have any questions or comments about this document, or if you would like to see any changes to the document before it is submitted to the Deputy City Manager Christine Daniel.

Thank you,

Chad Collins
908.930.6769 cell
ccollins@paylock.com

PAYLOCK IPT LLC



**Pricing Options for
Self-Release Booting Services
for
Collecting Delinquent Parking Tickets
for the
City of Berkeley, CA**

May 20th, 2010

PayLock IPT LLC
205 West Main Street
Somerville, NJ 08876
Phone: 1.908.595.6900
info@paylock.com
www.paylock.com



Savings to the Motorist

As presented, implementing the PayLock service offering provides a huge financial and logistical benefit to each affected motorist. Today, each scofflaw vehicle identified is automatically towed. This requires the motorist to visit several locations in different sections of the City to pay each the respective agencies the amount owed, all without access to their vehicle.

Financial Savings – Each of the options proposed by PayLock offer a 29% or more direct savings to the motorist in a steady state enforcement environment. In large part, this is due to the fact that motorists will not be charged tow and storage fees since they will be able to reconcile over the phone before their vehicle is towed. Additionally, since the collection agency holding the assignment to these tickets was unable to prompt the motorist for payment, these tickets paid as a result of being booted and/or towed could be immediately de-assigned and either re-assigned to PayLock at the time of immobilization or the collections fees could be dissolved completely.

PayLock Self-Release SmartBoot System

A key ingredient of our approach is our readiness to absorb the financial risk needed to implement the self-release boot program in the City of Berkeley, CA. During implementation, collaborating City IT, Customer Service, and the Berkeley Police Department to create a sustainable scofflaw enforcement program is worth the time, effort, and money. This will ensure we achieve lasting success. PayLock IPT LLC is prepared to provide this proven solution which will include the following components:

- One Scofflaw Enforcement Vehicle; Dodge Grand Caravan (or approved equivalent) for dedicated use by PD scofflaws enforcement officers
- One Mobile License Plate Recognition (MLPR) systems including installation, maintenance, and support services
- Wireless Broadband services for the MLPR system
- Custom built boot rack to be used in the scofflaw enforcement vehicles
- Self-Release SmartBoots (full boot cycle supply)
- 24/7/365 Live Operator Help Center Services for assisting motorists
- Digitally record and store all inbound calls
- Supply, design and print 3-part seizure notices for placement on booted vehicles
- Dispatch coordination for all boot, assisted release, and towing activity (if required)
- Access to PayLock's web-based BootView application
- Integrate with the City's parking ticket processing and collections vendor(s)
- Provide SmartBoot maintenance and support including the repair and replacement of broken or vandalized SmartBoots
- Make available performance and financial reports in Excel, Word and PDF formats
- Credit Card Payment Guarantee against charge backs
- PCI Compliant Payment Processing

Chad Collins
ccollins@paylock.com
Ph: 908.930.6769
www.paylock.com



Pricing Options

For the City of Berkeley, PayLock is presenting three pricing options. The pricing options described below assume a sole-source procurement process with a direct contracting relationship between PayLock IPT LLC and the City of Berkeley, CA. Other assumptions include a 3-year initial contracting term with two 1-year options to extend. PayLock has also assumed the average delinquency of a booted vehicle to plateau at \$500.00 in a steady-state scofflaw enforcement program.

Fixed Fee

This service-based pricing option is based on a per boot paid basis. Since a percentage of tickets collected are not factored in to this price, all credit card and merchant service fees will be either invoiced as a reimbursable expense or they can be passed to the motorist in the form of a Processing Fee.

- Transaction Fee: \$140.00 for each vehicle immobilized that where the associated parking ticket debt is paid in whole or in part, before or after tow
- Collections Fee: NONE
- Credit Card and Merchant Service Fee: Either reimbursed by the City or passed to the motorist in the form of a Processing Fee as described in the table below:

Amount Paid (range)		PayLock Processing Fee
Low	High	
\$0.01	\$250.00	\$7.00
\$250.01	\$500.00	\$13.00
\$500.01	\$750.00	\$19.00
\$750.01	\$1,000.00	\$25.00
\$1,000.01	\$1,500.00	\$36.00
\$1,500.01	\$2,000.00	\$46.00
\$2,000.01	\$2,500.00	\$60.00
\$2,500.01	\$3,000.00	\$70.00
\$3,000.01	\$5,000.00	\$116.00
\$5,000.01	\$7,500.00	\$175.00

Fixed Fee + Contingency

This two-pronged fee structure is directly tied to the success of the program. PayLock is only compensated after the motorist has paid their outstanding parking fines and fees.

- Transaction Fee: \$75.00 for each vehicle immobilized that where the associated parking ticket debt is paid in whole or in part, before or after tow



- Collections Fee: 15% added to the parking violations amount owed at the time the vehicle is immobilized
- Credit Card and Merchant Service Fee: WAIVED

Contingency

This contingency fee only structure is also directly tied to the success of the program. PayLock is only compensated after the motorist has paid their outstanding parking fines and fees through a collections fee added to the amount owed at the time the vehicle is immobilized. Additionally, this option may not require any legislative changes like creating a new "immobilization fee" that the other pricing options would need.

- Transaction Fee: WAIVED
- Collections Fee: 30% added to the parking violations amount owed at the time the vehicle is immobilized
- Credit Card and Merchant Service Fee: WAIVED

Pricing Options Breakdown

This table shows how implementing the PayLock SmartBoot System could be implemented with no cost to the City and would cost motorist up to 30% less money than what it costs today if the vehicle is towed. The fields highlighted in orange reflect the pricing described above.

	Current	PayLock Fixed Fee	PayLock Fixed + Cont	PayLock Contingency
Outstanding Parking Violations	\$650.00	\$500.00	\$575.00	\$650.00
Ticket Value	\$500.00	\$500.00	\$500.00	\$500.00
Collections Fee (Inglewood)	30% \$150.00	0% \$0.00	0% \$0.00	0% \$0.00
Paylock Collections Fee	0% \$0.00	0% \$0.00	15% \$75.00	30% \$150.00
Immobilization Fee(s)	\$75.00	\$215.00	\$150.00	\$75.00
PD Release Fee (City)	\$75.00	\$75.00	\$75.00	\$75.00
PayLock Transaction Fee	\$0.00	\$140.00	\$75.00	\$0.00
Tow & Storage	\$230.00	\$0.00	\$0.00	\$0.00
Tow Fee	\$180.00	\$0.00	\$0.00	\$0.00
1st day storage / Gate Fee	\$50.00	\$0.00	\$0.00	\$0.00
Daily Storage Rate	\$65.00	\$0.00	\$0.00	\$0.00
Total Cost to Motorist	\$1,020.00	\$715.00	\$725.00	\$725.00
Savings to Motorist	n/a	30% \$305.00	29% \$295.00	29% \$295.00



Financial Benefit to the City of Berkeley, CA

Today's existing i-Tow program generates 10-20 scofflaw enforcement actions per month. The table below shows what the increase in activity using the PayLock SmartBoot System could generate for the City in increments of 15, 20, and 25 immobilizations per day.

	Current Tow Only	With PayLock SmartBoot System		With PayLock SmartBoot System		With PayLock SmartBoot System	
Scoff Enforcement Acts Per Day	1	15		20		25	
Parking Violations Due	\$500.00	\$500.00		\$500.00		\$500.00	
Enforcement Days (week)	5	5		5		5	
Enforcement Days (Annually)	260	260		260		260	
Revenue Generated (annually)	\$130,000.00		\$1,950,000.00		\$2,600,000.00		\$3,250,000.00
Revenue Improvement	n/a	1400%	\$1,820,000	1900%	\$2,470,000	2400%	\$3,120,000

Ohlson, Lynne

From: Upson, Erik M.
Sent: Tuesday, June 01, 2010 2:46 PM
To: Ohlson, Lynne; Morizono, Matt
Subject: Paylock
Attachments: Berkeley Pricing Options 5.20.10 1333.pdf; Berkeley Parking Enf Study Results 1.18.10.pdf

Attached find the proposal from Paylock

In summary, this proposal would provide the following benefits:

- A convenience for our customers. This device allows a customer to release the boot immediately at the scene, with a single phone call. The customer can then return the boot within a fixed period of time, at their convenience. Currently customers who are towed must:
 - Determine why there car is gone
 - Go to Customer Service (or call Customer Service) and pay citations. Customer Service is only open during regular business hours (this could mean that a customer would have to wait over the weekend, incurring three days storage fees).
 - Go to the Police Department for a release
 - Go to the Tow Company to retrieve car (if it is after business hours the wait could be extensive).This process could take hours or even days and can cause a great deal of frustration
- A cost savings for customers. The cost savings associated with booting versus being towed, as can be seen from Paylock's attached information, is approximately 29%. The \$140 fee charged by Paylock per boot installed is less than the \$160 cost of a tow alone, not including any other fees (such as gate fees, storage fees, etc).
- Increased efficiency for our staff. Currently many of our attempts to enforce scofflaw tows are 'drive-aways'. That is, many times our staff devotes time and energy to taking enforcement action, only to have the vehicle leave the scene. The process of towing an i-tow takes approximately 20-30 minutes. A Paylock boot can be put on a car in under a minute. Additionally, the plate scanning technology will allow us to scan thousands of plates per shift (Paylock scanned over 8,000 in eight hours). Currently we only are alerted to a scofflaw tow when a PEO is writing a vehicle a citation and their handheld alarms because the vehicle is on the scofflaw list.
- Less confrontation with angry customers both for our staff and for the Customer Service staff.
- All infrastructure is provided by the company including a van, boots, and license plate reader. Lost/damaged boots are covered by Paylock.
- Payments are guaranteed by Paylock.
- The system is operational in Oakland and I have spoken to the Sergeant running the program. He is happy with the system. There is potential for working in partnership with Oakland that could further enhance scofflaw enforcement.
- Paylock will assist with the rollout and publicity, if requested.
- This requires no new staffing. We currently have one PEO assigned to scofflaw tows. This will just make them incredibly more efficient.
- There are additional crime prevention benefits inherent to the license plate reading system.

There is potential here for a real win/win for the customers and the City.

Lt. Erik Upson

Traffic Bureau Commander

Berkeley Police Department

(510) 981-5983

eupson@ci.berkeley.ca.us



Ohlson, Lynne

From: Upson, Erik M.
Sent: Monday, July 19, 2010 2:46 PM
To: Ohlson, Lynne; Lasala, Donna
Subject: FW: PayLock Pricing Options
Attachments: Berkeley Pricing Options 5.20.10 1333.pdf

Sorry, disregard the last version of this I sent you...

From: Chad Collins (PayLock) [<mailto:ccollins@paylock.com>]
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Subject: RE: PayLock Pricing Options

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ccollins@paylock.com

PAYLOCK IPT LLC



Pricing Options for
Self-Release Booting Services
for
Collecting Delinquent Parking Tickets
for the
City of Berkeley, CA

May 20th, 2010

PayLock IPT LLC
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\$500.01	\$750.00	\$19.00
\$750.01	\$1,000.00	\$25.00
\$1,000.01	\$1,500.00	\$36.00
\$1,500.01	\$2,000.00	\$46.00
\$2,000.01	\$2,500.00	\$60.00
\$2,500.01	\$3,000.00	\$70.00
\$3,000.01	\$5,000.00	\$116.00
\$5,000.01	\$7,500.00	\$175.00

Fixed Fee + Contingency

This two-pronged fee structure is directly tied to the success of the program. PayLock is only compensated after the motorist has paid their outstanding parking fines and fees.

- Transaction Fee: \$75.00 for each vehicle immobilized that where the associated parking ticket debt is paid in whole or in part, before or after tow



- Collections Fee: 15% added to the parking violations amount owed at the time the vehicle is immobilized
- Credit Card and Merchant Service Fee: WAIVED

Contingency

This contingency fee only structure is also directly tied to the success of the program. PayLock is only compensated after the motorist has paid their outstanding parking fines and fees through a collections fee added to the amount owed at the time the vehicle is immobilized. Additionally, this option may not require any legislative changes like creating a new "immobilization fee" that the other pricing options would need.

- Transaction Fee: WAIVED
- Collections Fee: 30% added to the parking violations amount owed at the time the vehicle is immobilized
- Credit Card and Merchant Service Fee: WAIVED

Pricing Options Breakdown

This table shows how implementing the PayLock SmartBoot System could be implemented with no cost to the City and would cost motorist up to 30% less money than what it costs today if the vehicle is towed. The fields highlighted in orange reflect the pricing described above.

	Current	PayLock Fixed Fee	PayLock Fixed + Cont	PayLock Contingency
Outstanding Parking Violations	\$650.00	\$500.00	\$575.00	\$650.00
Ticket Value	\$500.00	\$500.00	\$500.00	\$500.00
Collections Fee (Inglewood)	30% \$150.00	0% \$0.00	0% \$0.00	0% \$0.00
Paylock Collections Fee	0% \$0.00	0% \$0.00	15% \$75.00	30% \$150.00
Immobilization Fee(s)	\$75.00	\$215.00	\$150.00	\$75.00
PD Release Fee (City)	\$75.00	\$75.00	\$75.00	\$75.00
PayLock Transaction Fee	\$0.00	\$140.00	\$75.00	\$0.00
Tow & Storage	\$230.00	\$0.00	\$0.00	\$0.00
Tow Fee	\$180.00	\$0.00	\$0.00	\$0.00
1st day storage / Gate Fee	\$50.00	\$0.00	\$0.00	\$0.00
Daily Storage Rate	\$65.00	\$0.00	\$0.00	\$0.00
Total Cost to Motorist	\$1,020.00	\$715.00	\$725.00	\$725.00
Savings to Motorist	n/a	30% \$305.00	29% \$295.00	29% \$295.00



Financial Benefit to the City of Berkeley, CA

Today's existing i-Tow program generates 10-20 scofflaw enforcement actions per month. The table below shows what the increase in activity using the PayLock SmartBoot System could generate for the City in increments of 15, 20, and 25 immobilizations per day.

	Current Tow Only	With PayLock SmartBoot System		With PayLock SmartBoot System		With PayLock SmartBoot System	
Scoff Enforcement Acts Per Day	1	15		20		25	
Parking Violations Due	\$500.00	\$500.00		\$500.00		\$500.00	
Enforcement Days (week)	5	5		5		5	
Enforcement Days (Annually)	260	260		260		260	
Revenue Generated (annually)	\$130,000.00		\$1,950,000.00		\$2,600,000.00		\$3,250,000.00
Revenue Improvement	n/a	1400%	\$1,820,000	1900%	\$2,470,000	2400%	\$3,120,000

Ohlson, Lynne

From: Upson, Erik M.
Sent: Tuesday, April 20, 2010 5:11 PM
To: Morizono, Matt; Ohlson, Lynne; Lasala, Donna; Meehan, Michael; Daniel, Christine
Subject: FW: PayLock Information
Attachments: Berkeley Parking Enf Study Results 1.18.10.pdf

From: Chad Collins (PayLock) [<mailto:ccollins@paylock.com>]
Sent: Tuesday, April 20, 2010 4:54 PM
To: Upson, Erik M.
Cc: Gary Smith; Sonja Wieder
Subject: PayLock Information

Lt. Upson,

As requested, I have attached the scofflaw enforcement study results from the January field test. Additionally, here is a brief synopsis of how the PayLock self-release program works today in Oakland and other cities nationwide:

PayLock IPT LLC provides a unique service dedicated to providing a customer service oriented approach to locating, immobilizing, and releasing boot eligible vehicles. The cornerstone of our approach is the use of our patented Self-Release SmartBoots. These vehicle immobilization devices allow motorists to unlock the SmartBoot without the need of a release crew to respond - a process that can take hours and sometimes days. The SmartBoot has an electronic locking mechanism that can be opened when the unique unlock code is entered. By calling our 24/7 Live Operator Help Center, motorists can pay and unlock their vehicles in just five minutes. Along with being available 24/7, our Help Center Operators are specifically trained to provide the highest level of customer service to booted motorists. For example, if the motorist does not have access to their credit card, we will conference call friends or family - anywhere in the world - to make payment on their behalf.

While some municipalities only accept cash or other forms of guaranteed payments after a vehicle is immobilized, PayLock could guarantee all credit card transactions and ensure the City receives full payment, even if the motorist disputes the charge.

This unique business process, coupled with full integration of the collections database, is currently utilized in 13 locations across the United States and is responsible for servicing more than 115,000 booting transactions. From Baltimore to Oakland, Syracuse to New Orleans, more cities and universities are choosing PayLock for their vehicle identification and immobilization solution.

PayLock provides License Plate Recognition (LPR) hardware, SmartBoots, BootView web based software application, integration, consulting, and 24/7 help center services, and PCI compliant payment processing at no upfront cost.

As you can see from the results of the study attached, there is a high likelihood to see results similar to those we are already seeing in Oakland, which is already up 250% directly related to scofflaw enforcement.

Looking forward to meeting with you tomorrow and going over this program in more detail.

Thank you,

Chad Collins
Vice President | PayLock IPT LLC

205 West Main St. 4th Floor | Somerville, NJ 08876
Office: 908.595.6900 x115 | Mobile: 908.930.6769
ccollins@paylock.com | www.paylock.com

PAYLOCK IPT LLC

Parking Scofflaw Enforcement Study for the City of Berkeley, CA

Performed January 11th & 12th, 2010

PayLock IPT LLC
205 West Main Street
Somerville, NJ 08876
Phone: 1.908.595.6900
info@paylock.com
www.paylock.com

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Scofflaw Enforcement Study for the City of Berkeley, CA

On January 11th and 12th, 2010 at the request of the Berkeley Police Department and Inglewood Parking Consortium/Duncan Solutions, a scofflaw enforcement study was conducted by PayLock IPT LLC throughout the City of Berkeley, CA.

This scofflaw enforcement study was conducted using Mobile License Plate Recognition (MLPR) technology. This technology uses a sophisticated camera system to read and compare license plates with the City's scofflaw list. When the MLPR system reads a plate that is also on the scofflaw list, an audible alert informs the operator that a boot-eligible vehicle has been identified.

PayLock provided staff, a vehicle, and the MLPR system to conduct the study.

The results, documented below, show a very high potential for identifying and immobilizing scofflaw vehicles in Berkeley. Over the eight hours of LPR patrol 8,715 license plates were scanned and 54 confirmed scofflaw vehicles were identified. This higher than average hit rate suggests that implementing a full time MLPR patrol is sustainable in the City of Berkeley. With a potential for high daily booting productivity, the efficiencies and customer orientation of PayLock's self release booting become even more important.

Date	Start	Stop	Scanned	Scoff Hits	Scoff Due
1/11/2010	2:30PM	6:00PM	2670	11	\$10,442 ¹
1/12/2010	9:30AM	2:00PM	6045	43	\$42,969 ²

Category	Totals
Scans	8,715
Hits	54
Due	\$53,111
Avg. Due	\$983.54

The scofflaw list provided to PayLock on January 5th, 2010 contained 8,722 vehicles owing 5 or more delinquent parking citations due to the City of Berkeley as described in the California Vehicle Code Section 22651.7³.

¹ For detailed amount due per plate see Attachment 1

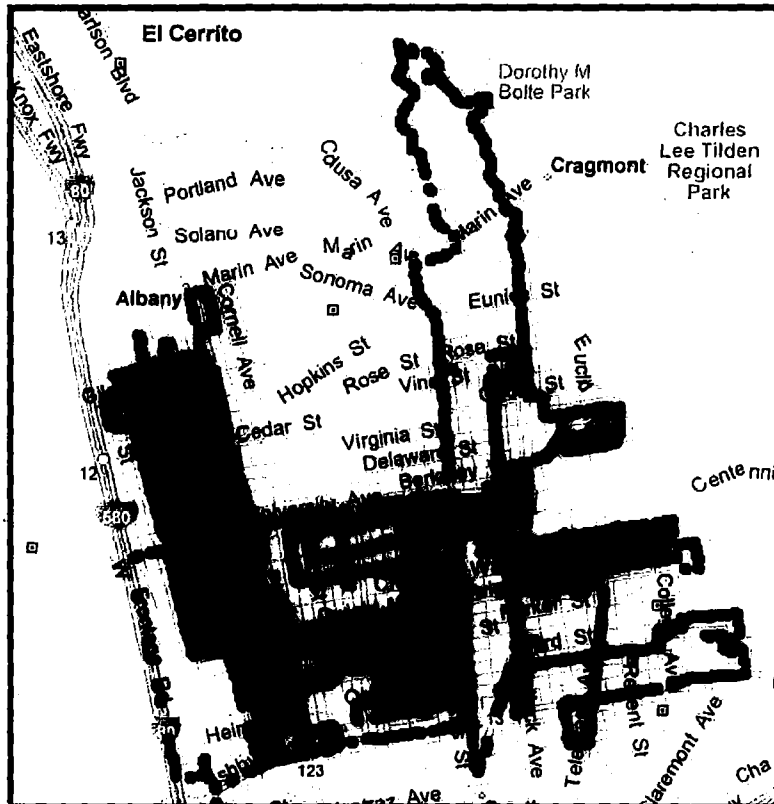
² For detailed amount due per plate see Attachment 1

³ For a full copy CVC 22651.7 see Attachment 2



These maps depict a visual representation of each vehicle scanned and/or identified as boot-eligible in the City of Berkeley.

City of Berkeley CA - Overview



Legend:

- Blue dots = Plate Reads
- Red dots = Scofflaw Vehicles



Attachment 1

Scofflaw Vehicles Identified on June 2nd, 2009

Date Identified	Plate	State	Due	Date Identified	Plate	State	Due
January 11, 2010	5NHX398	CA	\$1,239.00	January 12, 2010	5L31049	CA	\$739.00
January 11, 2010	4JWF310	CA	\$1,066.00	January 12, 2010	6DEK970	CA	\$687.00
January 11, 2010	4XAY365	CA	\$681.00	January 12, 2010	5XOK677	CA	\$1,691.00
January 11, 2010	3WCG233	CA	\$721.00	January 12, 2010	5F46963	CA	\$1,067.00
January 11, 2010	3LBA000	CA	\$849.00	January 12, 2010	4VYV227	CA	\$978.00
January 11, 2010	4MNE169	CA	\$1,473.00	January 12, 2010	6COT247	CA	\$846.00
January 11, 2010	3MFP997	CA	\$1,041.00	January 12, 2010	8H11369	CA	\$1,541.00
January 11, 2010	5VYE901	CA	\$480.00	January 12, 2010	3LVV942	CA	\$728.00
January 11, 2010	4HQD055	CA	\$590.00	January 12, 2010	5PUA236	CA	\$1,121.00
January 11, 2010	4NDD739	CA	\$456.00	January 12, 2010	5FAM478	CA	\$821.00
January 11, 2010	5HFF074	CA	\$1,546.00	January 12, 2010	5JCH311	CA	\$955.00
January 12, 2010	4LKP966	CA	\$726.00	January 12, 2010	5TTV245	CA	\$848.00
January 12, 2010	5FRS723	CA	\$654.00	January 12, 2010	5ZNB167	CA	\$798.00
January 12, 2010	5GPU889	CA	\$1,006.00	January 12, 2010	5DYT178	CA	\$1,043.00
January 12, 2010	4TOL640	CA	\$997.00	January 12, 2010	6B30272	CA	\$976.00
January 12, 2010	5TQK451	CA	\$990.00	January 12, 2010	4PPG877	CA	\$630.00
January 12, 2010	6AFA124	CA	\$1,327.00	January 12, 2010	5AHA233	CA	\$920.00
January 12, 2010	7C38040	CA	\$1,402.00	January 12, 2010	4KEP712	CA	\$3,243.00
January 12, 2010	4WDD213	CA	\$730.00	January 12, 2010	5RMG751	CA	\$749.00
January 12, 2010	2ZKP934	CA	\$1,187.00	January 12, 2010	SUPWRS	CA	\$985.00
January 12, 2010	4BQM204	CA	\$1,078.00	January 12, 2010	5HBG459	CA	\$1,236.00
January 12, 2010	3TME697	CA	\$852.00	January 12, 2010	6EUR624	CA	\$691.00
January 12, 2010	3XXU422	CA	\$715.00	January 12, 2010	5GSJ346	CA	\$747.00
January 12, 2010	5UDA899	CA	\$760.00	January 12, 2010	4CIJ372	CA	\$462.00
January 12, 2010	6FZL436	CA	\$612.00	January 12, 2010	5PPP173	CA	\$1,453.00
January 12, 2010	5FCE736	CA	\$733.00	January 12, 2010	4WGL527	CA	\$832.00
January 12, 2010	5LGY567	CA	\$1,583.00	January 12, 2010	4ZVD239	CA	\$830.00



California Vehicle Code Section 22651.7

(a) In addition to, or as an alternative to, removal, a peace officer, as defined in Chapter 4.5 (commencing with Section 830) of Title 3 of Part 2 of the Penal Code, or a regularly employed and salaried employee who is engaged in directing traffic or enforcing parking laws and regulations, of a jurisdiction in which a vehicle is located may immobilize the vehicle with a device designed and manufactured for the immobilization of vehicles, on a highway or any public lands located within the territorial limits in which the officer or employee may act if the vehicle is found upon a highway or public lands and it is known to have been issued five or more notices of parking violations that are delinquent because the owner or person in control of the vehicle has not responded to the agency responsible for processing notices of parking violation within 21 calendar days of notice of citation issuance or citation issuance or 14 calendar days of the mailing of a notice of delinquent parking violation, or the registered owner of the vehicle is known to have been issued five or more notices for failure to pay or failure to appear in court for traffic violations for which no certificate has been issued by the magistrate or clerk of the court hearing the case showing that the case has been adjudicated or concerning which the registered owner's record has not been cleared pursuant to Chapter 6 (commencing with Section 41500) of Division 17. The vehicle may be immobilized until that person furnishes to the immobilizing law enforcement agency all of the following:

(1) Evidence of his or her identity.

(2) An address within this state at which he or she can be located.

(3) Satisfactory evidence that the full amount of parking penalties has been deposited for all notices of parking violation issued for the vehicle and any other vehicle registered to the registered owner of the immobilized vehicle and that bail has been deposited for all traffic violations of the registered owner that have not been cleared. The requirements in this paragraph shall be fully enforced by the immobilizing law enforcement agency on and after the time that the Department of Motor Vehicles is able to provide access to the necessary records. A notice of parking violation issued to the vehicle shall be accompanied by a warning that repeated violations may result in the impounding or immobilization of the vehicle. In lieu of furnishing satisfactory evidence that the full amount of parking penalties or bail, or both, have been deposited that person may demand to be taken without unnecessary delay before a magistrate, for traffic offenses, or a hearing examiner, for parking offenses, within the county in which the offenses charged are alleged to have been committed and who has jurisdiction of the offenses and is nearest or most accessible with reference to the place where the vehicle is immobilized. Evidence of current registration shall be produced after a vehicle has been immobilized or, at the discretion of the immobilizing law enforcement agency, a notice to appear for violation of subdivision (a) of Section 4000 shall be issued to that person.

(b) A person, other than a person authorized under subdivision (a), shall not immobilize a vehicle.

Ohlson, Lynne

From: Rittenhouse, Robert B.
Sent: Friday, December 03, 2010 12:43 PM
To: Ahearn, Dennis
Cc: Ohlson, Lynne
Subject: LPR

Captain,

I spoke with mark Gilbert today about the LPR system. The long and short of it is that IT needs to discuss if there is currently any server space already available on our system and the best way to connect with the mobile computer. That conversation is going to take place next Tuesday. Mark's best guess is that the LPR system could be up and running late January to mid February. I'll let you know when I get more.

