

**City of Culver City, California
Agenda Item Report**

Meeting Date: May 12, 2014		Item Number: <u>PH-1</u>	
CITY COUNCIL AGENDA ITEM: PUBLIC HEARING - Approval of a Three Year Contract with Redflex Traffic Systems, Inc., with Two Optional One-Year Extensions Based on Material Performance, for Use of an Automated Enforcement System and Services Associated with Culver City's Automated Enforcement Program for Traffic Signal Red Light Violations.			
Contact Person/Dept.: Sgt. William Browne, CCPD		Phone Number: 310-253-6260	
Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Public Hearing: <input checked="" type="checkbox"/>		Action Item: <input type="checkbox"/>	Attachments: <input checked="" type="checkbox"/>
Commission Action Required: Yes <input type="checkbox"/> No <input type="checkbox"/>		Date: _____	
Public Notification: Meetings and Agendas – City Council (05/06/14); Culver City Observer (05/01/14)			
Department Approval: Scott Bixby (05/05/14)		City Attorney Approval: Carol Schwab (by L. Vidra 5/05/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/06/14)		City Manager Approval: John M. Nachbar (05/06/14)	
<p><u>RECOMMENDATION:</u></p> <p>Staff recommends that the City Council approve a three year contract with Redflex Traffic Systems, Inc., with two optional one-year extensions, based on material performance, for use of an automated enforcement system and for services associated with Culver City's Automated Enforcement (Traffic Signal Red Light Camera) Program.</p> <p><u>PROCEDURE:</u></p> <ol style="list-style-type: none"> 1. The Mayor seeks a motion from the City Council to receive and file the affidavits of publication and posting of notices and correspondence received in response to the public hearing notices; and, 2. The Mayor calls for a staff report and City Council Members may pose questions to staff as desired; and, 3. The Mayor seeks a motion to open the public hearing; and, 4. The Mayor seeks a motion to close the public hearing after all public testimony has been presented; and, 5. The City Council discusses the item and arrives at its decision. 			

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BACKGROUND

California Vehicle Code Section 21455.5 authorizes governmental agencies to utilize automated enforcement at intersections and other locations within a municipality, if certain conditions are met. Pursuant to this authority, the City's automated enforcement program (Program) for certain intersections was initiated in 1998 at the intersection of Washington Boulevard and La Cienega Boulevard. The program uses "red light cameras" (the term used in popular discourse) to capture violators as their vehicles proceed through the intersection after the signal turns red. The City's automated enforcement program is operated and managed by the Traffic Division of the Police Department (CCPD).

The City originally contracted for equipment and support services associated with the Program with Tellis Traffic, Inc. After a short period, the City transitioned the contract with Tellis Traffic to Sensys Traffic AB, which had purchased Tellis Traffic. Sensys Traffic AB, doing business as Traffic Safety Systems, subsequently became a wholly owned subsidiary of Redflex Traffic Systems, Inc. (Redflex), and in 2002 Redflex entered into an amended and restated agreement with the City, which expired on March 28, 2007.

On March 3, 2007, the City Council held a Public Hearing, and, upon recommendation from CCPD, the City Council authorized a contract with Redflex to continue to provide automated enforcement equipment and related support services. This contract expired on March 28, 2014 and is currently on a two-month extension.

On October 17, 2013, a Request for Proposals (RFP) was published to solicit responses from qualified red light camera enforcement solution providers. The City received four (4) proposals submitted in response to the RFP by the November 14, 2013 response closing date. Based on the initial review, three finalists were selected. After meeting with the three finalists, staff determined that it was necessary to narrow the scope of the original RFP. The three finalists were issued a revised scope of service on January 2, 2014 and given until January 9, 2014 to submit an amendment to their original proposal that clearly identified any and all changes based on the revised scope of service.

Under Vehicle Code Section 21455.6, Culver City is required to hold a public hearing before entering into a contract with a red light camera vendor.

DISCUSSION:

Improving traffic safety has been a fundamental element of the City's automated enforcement program since its inception. At present, the automated enforcement system is in place at eleven (11) intersections comprising eighteen (18) total approaches. For the years 2012 and 2013, there were zero (0) rear end collisions

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at automated enforcement system approaches attributable to red light violations. The below sample comparison chart provides a high level view of program performance.

Year	Approaches	Citations	Collisions	%Reduction 2000 vs. 2013
2000	11	13,697	13	
2013	18	20,479	1	-92%

Since the inception of the automated enforcement program, Culver City, like other westside cities, has experienced rapid and significant increases in the number of vehicles that travel City streets. This includes those intersection approaches monitored by the Program. The resulting traffic volume induced congestion has highlighted the ongoing need to maintain efforts to help avert collisions resulting from red light violators.

Traffic volumes in areas associated with automated enforcement intersections average approximately 416,000 vehicles per day. In 2013, 36,048 red light violation incidents were processed. Of those, 20,479 (or approximately 57%) resulted in the issuance of a Notice to Appear (citation).

CCPD staff believes the program is successful at reducing the number of drivers running red lights and is a major factor in reducing accidents associated with such violations. The benefit received by the community is rooted most importantly in the prevention and reduction of accidents, especially those that result in injury or fatality.

The RFP responses include:

Vendor	Location	Cost (1st Year)	Cost (3rd Year)
American Traffic Solutions, Inc.	Tempe, AZ	\$734,400.00 per year (3,400.00 per approach x 18 plus ~2% CPI adjusted increases annually)	\$764,069.76
			3-Year Total \$2,247,557.76
Redflex Traffic Systems, Inc.	Phoenix, AZ	\$693,599 per year	\$693,599.76

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		(or 3,211.00 per approach x 18 No additional CPI charge)	3-Year Total \$2,080,799.28
Xerox State & Local Solutions, Inc.	Germantown, MD	\$777,816.00 per year (\$3,601.00 per approach x 18 plus 2% increases annually)	\$809,239.76
			3-Year Total \$2,380,428.08

The proposals were analyzed to identify the most appropriate solution provider in terms of provider experience, qualifications, adequacy, depth and clarity of the response to the RFP, references, as well as operational and statutory compliance and cost efficiencies. After extensive review by CCPD staff, Redflex Traffic Systems, Inc. was found to offer the City the solution that best meets the City's needs for the following reasons:

1. Qualifications & Experience: Redflex has extensive experience with supporting automated enforcement programs at local, regional and international levels and has successfully supported CCPD in executing the operational goals of the City's Program for well over a decade.

2. Scope of service:
 - a. Technology: Redflex will progressively upgrade existing approaches to use next generation technology, including, but not limited to, 24MP cameras and HD video. Redflex will provide applications that provide the flexibility to use tablet computers to access certain data.

 - b. Service: Redflex maintains an office in Culver City, employing three technicians and one field supervisor allowing rapid response to damaged or malfunctioning systems. Further, they will use the local Culver City Post Office to mail citations requiring a USPS Certificate of Mailing form.

 - c. Public Relations: Redflex will work with the City to reassess the current public relations plan to build a proactive, simple to execute, annual communications plan to advance the City's traffic safety message.

3. Fees: Redflex was found to offer the most cost effective solution. Redflex offered the lowest proposal for the first year through third year total contract cost with an optional extension for two (2) additional one (1) year terms should material performance warrant.

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2010 - RedFlex in the News

In late 2010, news reports emerged relating to allegations of unethical business practices between Redflex personnel and the City of Chicago, Illinois. The inquiry into these allegations culminated in the termination of specific Redflex personnel as well as at least one City of Chicago employee. CCPD staff met with Redflex executive management and received subsequent written assurances from Redflex as to corrective measures, training, and material changes implemented by Redflex to ensure that such occurrences are prevented in the future.

The allegations were found to have had no correlation to the functional performance of automated enforcement services and equipment as provided to Culver City by Redflex. Additionally, no Redflex personnel associated with the City's program were involved in the Chicago matter. CCPD staff and the City Attorney's office maintain vigilance to assure the continued integrity of the City's automated enforcement program.

FISCAL ANALYSIS:

The total cost for services is \$3,211.11 per month per approach, or \$693,599.76 annually. This is a flat monthly fee that applies to all eighteen (18) approaches.

This represents a savings of more than \$250,000 annually as the existing agreement requires a monthly payment of \$4,401.01 per month per approach, or \$950,618.16 annually. Total cost of the Redflex proposal is \$2,080,797 over three (3) years. These costs are offset by fine revenue.

As of January 01, 2013, the fine for a red light camera violation, as established by the State of California, is \$490.00. The 'base' fine is \$100.00. The State and County add Penalty Assessments and other fees to the base fine to arrive at the total. Of the \$490.00 total fine, Culver City realizes approximately \$156; the State portion is approximately \$211, and \$123 goes to the County of Los Angeles.

ATTACHMENTS:

1. Copy of Public Notice
2. Proof of Publication

MOTION:

That the City Council:

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1. Approve a three year contract with Redflex Traffic Systems, Inc., with two optional one- year extensions, based on material performance, for use of an automated enforcement system and for services associated with Culver City's Automated Enforcement (Red Light Camera) Program.; and,
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.