

**MOTION**

Moved by Council Member Yousefian, seconded by Council Member Quintero, that the proposal submitted by Redflex Traffic Systems, Inc. in response to a request for proposals issued by the Public Works Department, is hereby approved and accepted for the implementation of a one (1) year pilot project entitled "Red Light Photo Enforcement Pilot Program" to provide for the installation of red light photo enforcement technology including but not limited to camera equipment and sensors at various intersections in the City of Glendale, including the "revenue guarantee" option as more fully described in the report from the Director of Public Works dated March 6, 2007. All other proposals are hereby rejected. The City Manager is authorized to execute an agreement with Redflex Traffic Systems, Inc., subject to approval by the City Attorney.

Vote as follows:

Ayes: Manoukian, Najarian, Quintero, Yousefian, Weaver

Noes: None

Absent: None

Abstain: None

MOTION ADOPTED BY THE GLENDALE CITY COUNCIL AT ITS  
REGULAR MEETING HELD ON Tuesday, March 6, 2007.

**APPROVED AS TO FORM**

Christina...  
Senior Assistant City Attorney

Date: 3-7-07



CITY OF GLENDALE CALIFORNIA
REPORT TO THE CITY COUNCIL

March 6, 2007

AGENDA ITEM

Report on the Implementation of a Red Light Photo Enforcement Pilot Program.

(1) Motion to Award a Contract to Redflex Traffic System, Inc. to Implement a Red Light Photo Enforcement Pilot Program.

COUNCIL ACTION

Public Hearing [ ] Ordinance [ ] Consent Calendar [ ] Action Item [x] Report Only [ ]
Approved for March 6, 2007 calendar

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn, Director of Public Works

Signature
[Handwritten signatures]

Fed. Randy G. Adams, Chief of Police

Prepared

Wayne C. Ko, Senior Traffic Engineer

[Handwritten signature: Wayne C. Ko]

Carl Povilaitis, Glendale Police Department Lieutenant

[Handwritten signature: C.P.]

Approved

James E. Starbird, City Manager

[Handwritten signature: James E. Starbird]

Reviewed

Jano Baghdanian, Traffic & Transportation Administrator

[Handwritten signature: Jano Baghdanian]

Scott H. Howard, City Attorney

[Handwritten signature: Scott H. Howard]

## **RECOMMENDATION**

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Staff respectfully recommends City Council to approve the attached motion awarding a contract to Redflex Traffic System, Inc. for the implementation of a red light photo enforcement pilot program.

## **SUMMARY**

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The running of red lights at signalized intersections is a primary cause of automobile accidents, fatalities, injuries and property damage. However, it is very difficult for a police officer to enforce traffic violations at intersections. City Council members, Transportation & Parking Commission members, the Police Department and the Public Works Department have all expressed an interest in investigating the potential use of red light photo enforcement technology to improve public safety. Staff conducted research and found that red light photo enforcement technology is now considered by law enforcement agencies across the country as a viable solution to the growing intersection traffic problem. Over the past few years, many cities in Southern California have implemented red light photo enforcement programs.

To facilitate implementation of red light photo enforcement pilot program in Glendale, staff issued a Request for Proposals (RFP) in November of 2006 seeking proposals from vendors interested in providing such services for the City. Proposals were received from American Traffic Solutions (ATS), Nestor Traffic Systems, and Redflex Traffic System Inc. All three vendors met the City's criteria established in the RFP and were invited to make a presentation to the selection committee on January 25, 2007. At the conclusion of the presentations, the selection committee unanimously selected Redflex Traffic System, Inc. as the vendor of choice to implement a red light photo enforcement pilot program for the City.

Redflex was selected for its extensive experience, local support, and its price proposal that includes a unique "revenue guarantee" option for the City. Redflex is the largest provider of digital red light photo enforcement, with more than 100+ programs across the United States including more than 50 programs in California. With 12 programs in Los Angeles County, Redflex is very familiar with the Los Angeles County Court's system of processing red light violations. To date, Redflex has a 100% contract renewal rate, which is an indication of customer satisfaction. Redflex also has a local operation center based in Culver City, which will result in quicker response time to system malfunctions.

The contract term of the program is for a one (1) year period. Upon the completion of the one-year pilot program, staff will study the effectiveness of the red light photo enforcement program and report the conclusive findings to the Council. If the program is determined to be effective, staff may recommend an increase in the duration of the program as well as consider adding additional intersections throughout the City.

## **FISCAL IMPACT**

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The monthly lease fee proposed by Redflex is \$5000-\$6200 per month per approach with the "revenue guarantee" option to cover the City's anticipated operation costs. The fee would be determined on an intersection specific basis with the amount based on the number of lanes and type of violation movements that would be enforced. The monthly lease fee includes all services necessary to implement a comprehensive and fully integrated red light photo enforcement program including field equipment, computer hardware & software, maintenance, operation, processing of violations, training, and community outreach. A provision will be included in the contract that requires the red light photo enforcement pilot program to cover the City's anticipated operating costs. This option guarantees that the City will not only cover the monthly lease fee, but also the City's anticipated operating costs.

The day to day administration of the enforcement function of this program will be managed by the Police Department. Exclusive of court time, the Police Department estimates that it will take 10 to 20 hours of police officer time per week to manage this pilot program. Police departments that operate a program consisting of approximately 5 intersection approaches generally have an officer assigned to administer the program on a full time basis. Ultimately, the staffing required for this program is dependent upon the number of potential violations that need to be reviewed, number of citations issued, the number of cases requiring some sort of follow-up investigation, and the number of citations that are contested in court.

During the initial phase of the program, the Police Department will manage the program through the use of existing personnel. However, depending on the workload, additional personnel may be necessary. The fines collected through this program could potentially offset some or all of those costs. Therefore staff recommends that the fines collected in excess of the contract costs be placed in the staff augmentation fund so that they can be used to cover the Police Department's personnel costs.

## **BACKGROUND**

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Traffic signals are designed to reduce vehicular collisions involving potentially conflicting traffic movements at intersections. High compliance with signals is essential for safe and efficient traffic movement, with noncompliance contributing to collisions. Failing to stop at red light is a serious traffic violation that may cause serious injury to both motorists and pedestrians. In the 1970s, foreign countries began to use camera photo technology to enforce red light running. Today the red light enforcement system is being used throughout the United States and Canada. Locally, many agencies in Southern California have implemented such programs.

Data has demonstrated that red light photo enforcement programs reduce intersection violations, collisions and fatalities. An independent study of red light photo enforcement programs reveals that red light violations decreased by as much as 90% at intersections where camera enforcement is in operation. Furthermore, there is a reduction of up to 60%

in the number of collisions. Public perception and support for red light photo enforcement is generally positive. A national public opinion survey on the subject of red light photo enforcement revealed a 61% favorable response.

### **Description of red light photo enforcement system**

The red light photo enforcement system produces photographic evidence of vehicles illegally running red lights. The goals of the program are to reduce the number of fatalities and serious injuries that result from traffic collisions at intersections and to improve the safety of motorists and pedestrians. A brief description of the system is provided below:

A camera system and sensors are connected to the traffic signal system. The camera system continuously monitors the traffic signal and is “triggered” when a vehicle passes over the sensors at a specified elapsed time after the signal has turned red. Photographs and a video recording are taken of the violator in the intersection. Data are then electronically transmitted via a secured line to the vendor’s processing site. The vendor processes the data and transfers the evidence along with Department of Motor Vehicle (DMV) ownership information to the Glendale Police Department. An authorized police officer verifies the violation and permits the vendor to print and mail the citation along with the photographs to the registered owner. The registered owner has the option of viewing the video clip of the violation on the vendor’s secure web site. If the registered owner of the vehicle claims not to be the person driving at the time of the offense, the vehicle’s owner is required to provide the name of the driver in order to be relieved of responsibility for the violation.

### **Vendor Selection Process**

The Public Works Department issued a Request for Proposals (RFP) in November of 2006 for the implementation of a red light photo enforcement pilot program. The program requires the vendor to provide all hardware, software, citation processing and support services to the City to make the program fully operational. Proposals were received from American Traffic Solutions (ATS), Nestor Traffic Systems, and Redflex Traffic System Inc. Staff reviewed the proposals and determined that all three vendors met the City’s requirements and system specifications. The vendors were invited to make a presentation of their system to the selection committee on January 25, 2007.

The selection committee consisted of staff from the Public Works Department, the Glendale Police Department, as well as a staff from the Burbank Police Department. The criteria used to evaluate the vendors are: system technology, prosecutable image capture rate, environmental impacts, pricing, citation processing, firm’s experience, and local support. All three vendors gave excellent presentations about their systems, the capabilities, and technology. At the conclusion of the presentations, the selection committee unanimously selected Redflex as the vendor of choice to implement a red light photo enforcement pilot program for the City.

Redflex received the highest total score from each of five selection committee members. Redflex and the second highest rated vendor, ATS use different camera technology for red

light enforcement and each vendor claims to have superior technology. The two vendors received approximately the same scores in these criteria with Nestor receiving a lower score. Redflex was ranked the highest for having the highest prosecutable image capture rate, firm's experience and local support. Redflex is the largest provider of digital red light photo enforcement, with more than 100 programs across the United States. More than 50 programs are in California with 12 programs in Los Angeles County. Therefore, Redflex is very familiar with the red light citation processing procedures of the Los Angeles County Court system. To date, Redflex has a 100% contract renewal rate, which is an indication of customer satisfaction.

Redflex also has experience in implementing red light photo enforcement in the California Department of Transportation's (Caltrans) jurisdiction. This is important because staff believes that some of the highest red light violations in the City occur at freeway-ramp intersections, which are in Caltrans' jurisdiction. Redflex has a local operation center based in Culver City, which will result in a quicker response time to system malfunctions.

Redflex was also ranked highest in the pricing category for providing the City with a cost proposal that includes a unique "revenue guarantee" option. Nestor agrees to adjust its monthly lease fee should funds collected from red light citations fall below the monthly lease fee. However, Nestor did not guarantee that the City's red light photo enforcement program be, at minimum, revenue neutral. Both Redflex and ATS offer a "cost neutral guarantee" option that guarantees the City would operate a fully violator funded program that at a minimum would be cost neutral (excluding operational costs). Redflex was the only vendor that offers a "revenue guarantee" option for the City's program. This option will not only cover the monthly service fee, but also contractually guarantee to cover the City's operating costs.

Staff is requesting City Council's approval to enter into contract with Redflex Traffic System, Inc. The contract term of the program is for a one (1) year period. Staff will work with Redflex to select two signalized intersections where there are high frequency of red light violations and collisions caused by red light running. There will be no upfront costs to the City to install, service, or maintain the red light photo enforcement program. The program will be funded by red light violation fee and a provision will be made in the contract to guarantee revenue for the City.

Upon the completion of the one-year pilot program, staff will conduct an evaluative study of the effectiveness of the red light photo enforcement program and report the conclusive findings to the Council. If the program is determined to be effective, staff may recommend an increase in the duration of the program as well as consider adding additional intersections of concern throughout the City.

The Red Light Photo Enforcement Pilot Program qualifies for Class 1 categorical exemption, which involves the operation, repair, maintenance and minor alteration of existing public facilities involving negligible or no expansion of use beyond that existing at the time of the City's decision, pursuant to the California Environmental Quality Act Guidelines; California Code of Regulations, Title 14, Section 15301.

**EXHIBITS**

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1. Evaluation Committee rating sheet
2. Redflex Brochure