

CITY OF GLENDALE CALIFORNIA
REPORT TO CITY COUNCIL



November 10, 2009

AGENDA ITEM

Report on red light camera photo enforcement and motion authorizing staff to execute an amended and restated agreement with Redflex Traffic Systems, Inc. for red light camera photo enforcement.

1. Motion authorizing the City Manager to execute an amended and restated agreement with Redflex Traffic Systems, Inc.
2. Resolution of appropriation funding the amended and restated agreement

COUNCIL ACTION

Public Hearing []	Ordinance []	Consent Calendar []	Action Item [X]	Report Only []
Approved for <u>10-10-2009</u> calendar				

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn, Director of Public Works.....

Signature

Ronald L. De Pompa, Chief of Police

Prepared

Carl Povilaitis, Police Lieutenant

Wayne Ko, Principal Traffic Engineer

Approved

James E. Starbird, City Manager

Reviewed

Scott Howard, City Attorney

Reviewed

Bob Elliot, Director of Finance

RECOMMENDATION

It is respectfully recommended that the City Council authorize the City Manager to execute an amended and restated agreement with Redflex Traffic Systems for the continued provision of red light camera enforcement at the existing intersections and implement up to ten (10) additional intersection approaches for photo red light enforcement. The base term of this amended and restated contract is five (5) years and seven (7) months and there is an option for the City to extend the contract for an additional five (5) years with Council approval.

SUMMARY

In 2007 the City Council authorized the Police and Public Works Departments to conduct a one-year pilot project for the use of red light photo enforcement. The actual project began with the installation of the first approach in April of 2008 and was subsequently expanded to cover five (5) approaches at four (4) intersections. The original contract expired in March of 2009, but was extended to permit staff to complete its evaluation of the program and negotiate a longer term agreement with the vendor.

Over the past several years, the Police Department implemented a comprehensive traffic enforcement strategy designed to reduce the number of traffic collisions and improve traffic safety. The red light photo enforcement program is an important element of this program as technology can be used for red light enforcement at specific intersections thereby permitting the Department to focus existing resources on other traffic related issues. Currently, one FTE is required to administer the program, but the portion of the fine transferred to the City continues to offset the cost of the program. During the evaluation period, staff identified other intersections in the city where red light photo enforcement would be useful and is requesting the flexibility to expand the program during the term of the proposed contract.

As a result of negotiations, staff is recommending approval of an amended and restated contract between Redflex Traffic Systems and the City with a base term of five (5) years and seven (7) months with an option to extend the contract for an additional five (5) years with Council approval. Based upon the evaluation of the pilot project, the cost neutrality/revenue guarantee portion of the contract has been removed and the amount paid by the City for each existing intersection approach has been reduced from \$6420 to \$5500 per month. The cost for new approaches under the proposed amended and restated agreement will cost \$6300 per month. The City will also conduct semi-annual performance reviews with the contractor, and the City retains the right to cancel the contract by providing sixty (60) days notice to the contractor.

FISCAL IMPACT

Although safety is the first priority of the program, the fiscal impact to the City of Glendale has been minimal, and the portion of the fines received by the City has offset the costs of the program to date. The initial program began in April of 2008 with three (3) approaches and was expanded to 5 approaches by June of 2008. According to the reports provided to Redflex by the Los Angeles County Superior Court, the City received \$944,320.12 in fines as a result of citations issued through the photo red light enforcement program. Pursuant to the existing contract, Reflex was paid \$505,468.00 during the same time frame. Staffing costs for the program to date are estimated at \$200,000.00 which leaves the City with a surplus of \$238,852.12. The fines and direct costs of the program are summarized in the table below.

Contract Costs vs. Revenues

Month	No. App	Fine Revenue	Contract Cost	Mo. Net Fine Revenue
Apr 08	3	\$1,488.48	\$17,120.00	(\$15,671.52)
May 08	4	\$23,310.86	\$19,260.00	\$4,050.26
Jun 08	5	\$55,766.24	\$19,688.00	\$36,068.24
Jul 08	5	\$82,040.18	\$32,100.00	\$49,940.18
Aug 08	5	\$81,144.45	\$32,100.00	\$49,044.45
Sept 08	5	\$79,905.89	\$32,100.00	\$47,805.89
Oct 08	5	\$106,811.98	\$32,100.00	\$74,711.98
Nov 08	5	\$64,143.69	\$32,100.00	\$32,043.00
Dec 08	5	\$66,092.96	\$32,100.00	\$33,992.96
Jan 09	5	\$55,104.61	\$32,100.00	\$23,004.61
Feb 09	5	\$43,956.62	\$32,100.00	\$11,856.62
Mar 09	5	\$46,474.35	\$32,100.00	\$14,374.35
Apr 09	5	\$56,923.59	\$32,100.00	\$24,823.59
May 09	5	\$48,201.86	\$32,100.00	\$16,101.86
Jun 09	5	\$48,510.03	\$32,100.00	\$16,410.03
July 09	5	\$42,913.48	\$32,100.00	\$10,813.48
Aug 09	5	\$41,530.85	\$32,100.00	\$9,430.85
Total		\$944,320.12	\$505,468.00	\$438,852.12

Under the proposed amended and restated contract, the cost for the existing approaches would be reduced from \$6420 per month to \$5500 per month. This equates to a savings of \$4600 per month or \$55,200 per year. New approaches (a maximum of 10) would cost \$6300 each per month. The maximum cost under the contract is \$90,500 per month or \$1,086,000 per year. The vendor may request an increase in its fee annually which is subject to the approval of the City Manager, but the requested increase cannot exceed the CPI. Although the fine revenue at the existing intersections has declined, staff believes that it will continue to offset the costs of the program, thus allowing the City to make traffic safety improvements with a minimal impact to the budget.

BACKGROUND

The City of Glendale and the Glendale Police Department have a longstanding tradition of proactive efforts to improve traffic safety. Over the years the City focused its efforts on education, enforcement, and engineering changes all designed to reduce the number of people injured and the total number of traffic collisions. Over the past four years, in addition to its involvement in the education and engineering efforts, the Police Department has shifted to a data/intelligence driven model for its traffic enforcement efforts and has sought ways to increase the effectiveness of its existing resources.

In 2007, the City Council authorized a pilot project for the use of photo red light enforcement, and Redflex was selected as the vendor after an RFP evaluation process. The project became operational in April of 2008 and ultimately expanded to cover five (5) intersection approaches. The enforcement systems are located at Glendale/Broadway, Pacific/Colorado, Mountain/Verdugo, and Los Feliz/San Fernando (2 approaches). The intersections were selected based upon accident history, traffic volumes, field observations, and the difficulty of providing traditional enforcement at the particular intersections. Between July of 2008 (the first

month when all five approaches were operational) and August of 2009, 10,327 citations have been issued as a result of this program. The number of citations issued at each intersection is listed in the table below:

Citations Issued at Various Intersections						
Month	Pacific/ Colorado	Glendale/ Broadway	Los Feliz/SF-1	Los Feliz/SF-2	Mountain/ Verdugo	Total
Jul-08	102	99	374	204	559	1338
Aug-08	118	100	518	197	305	1238
Sep-08	116	106	503	165	631	1521
Oct-08	61	101	192	77	300	731
Nov-08	69	75	0*	0*	261	405
Dec-08	102	72	234	44	281	733
Jan-09	69	44	181	38	226	558
Feb-09	66	39	178	46	223	552
Mar-09	91	58	224	47	250	670
Apr-09	96	31	173	48	202	550
May-09	85	44	156	36	175	496
Jun-09	87	45	185	48	187	552
Jul-09	99	53	129	48	188	517
Aug-09	99	78	74	37	178	466
Total	1260	945	3121	1035	3966	10327

*System was out of service due to street maintenance

Generally, there has been a downward trend over time in the number of citations being issued at each of these intersections. This indicates that more drivers are complying with the traffic signals which reduces the probability that red light collisions will occur. Based on the number of citations still being issued, there is still a risk of collisions at these intersections. We did notice an initial increase in the accident rate at two (2) of the four (4) intersections where the red light camera equipment was installed. However the trend in 2009 has been downward, and the collisions do not appear to be the result of the installation of the photo red light enforcement equipment.

As the pilot project progressed, the program became an integral part of the Police Department's directed and analytic approach in addressing traffic safety. The ability to use technology for enforcement at certain intersections permitted the Traffic Bureau and the Police Department to focus police resources on other problems such as pedestrian related violations and speed enforcement. This methodology has resulted in an increase in enforcement activity as measured by the number of citations written (non-photo enforcement citations) and a downward trend in the number of traffic collisions which is illustrated in the following tables.

Citations Issued by Glendale Police Department

Year	Total Cites	Speed Violations	Pedestrian Violation by Driver	Pedestrian Violation by Pedestrian	Total Pedestrian Violations
2005	20132	3058	358	528	886
2006	21970	4129	467	417	884
2007	20049	4095	711	867	1578
2008	23440	7828	874	802	1676

Citations Issued by Traffic Bureau

Year	Total Cites	Speed Violations	Pedestrian Violation by Driver	Pedestrian Violation by Pedestrian	Total Pedestrian Violations
2005	8313	1633	123	313	436
2006	8438	2588	182	217	399
2007	8791	2621	417	476	893
2008	13885	6202	625	554	1179

Traffic Collisions	2005	2006	2007	2008
Total	3078	2917	2575	2550
Injury	617	658	554	501
Pedestrian	121	124	129	84
Total Fatal	3	5	5	4
Pedestrian Fatal	1	2	4	4
DUI	110	91	85	61
Hit & Run	834	848	738	705

At the end of August 2009, the overall traffic collision rate had declined an additional 6 percent, and the total number citations issued by the Police Department had increased 23 percent compared to the same period in 2008. Although there are variations within the individual categories, the Police Department continues to analyze the information and adjust its enforcement strategies.

As the Police and Public Works Departments move forward, staff believes the red light photo enforcement program is a valuable tool that, when properly applied, can be used to improve traffic safety. Staff recommends leaving the existing red light photo enforcement systems in place and permitting an expansion of the program. There are other intersections in the City that experience a relatively high number of collisions involving red lights, and the proposed contract would permit staff to implement these systems at up to ten (10) additional approaches. Some of the approaches/intersections under consideration are near the freeways, and Cal Trans' approval for the installation of the equipment is required. This process can be time consuming, but the proposed contract gives both Staff and the contractor the latitude to install this equipment at the intersections where it would be most beneficial in improving traffic safety.

From an administrative standpoint, there are some key differences between the existing contract and the proposed amended and restated contract. First and foremost, the proposed amended and restated contract permits the City to install additional red light photo enforcement equipment. The approaches would be selected by the Public Works and Police Departments using criteria such as traffic volume, collision data, and field observations. Secondly, the cost neutrality/revenue guarantee language has been removed. The pricing for the existing intersections has been reduced to \$5500 per month and newly installed approaches will cost \$6300 per month. Annually, the vendor may request an annual increase in its fee which must be approved by the City Manager, but the requested increase cannot exceed the CPI. Furthermore, the proposed amended and restated contract calls for semi-annual performance reviews. This provides an opportunity to review the fiscal and administrative aspects of the program internally and with the vendor on a regular basis. If at any time the City finds that the red light photo systems no longer meets its needs, the City retains the right to cancel the contract by providing the contractor with sixty (60) day notice. The amended and restated contract also includes maintenance performance criteria. Should the citation issuance rate fall below 50 percent due to contractor controlled, equipment related issues, the monthly fee paid to the contractor will be reduced on a pro-rata basis for the period during which the equipment did not operate properly. Finally, the proposed amended and restated contract provides the City with the *option* (but not an obligation) of utilizing the vendor for photo radar speed enforcement should California law change to permit the use of that technology.

Overall, staff has been satisfied with the services provided by Redflex Traffic Systems, Inc. during the pilot project period, and the use of the system has allowed the Police Department to maximize the use of its existing resources in improving traffic safety. As the program moves forward, the Police Department will continue to look for ways to enhance traffic enforcement and the red light photo enforcement program. One possible enhancement that the staff is evaluating is the use of part-time personnel to administer part of the program. The cost would be offset by the fines received by the City. However, an existing full-time officer would be returned to the field for traffic enforcement purposes without impacting the existing budget. Based upon its experience with the program and the potential to use it at additional locations to improve traffic safety, staff is recommending the approval of an amended and restated, longer term contract with Redflex for the provision of photo red light enforcement services in the City of Glendale.

EXHIBITS

None

EXHIBITS

None

MOTION

Moved by Council Member _____,
seconded by Council Member _____, that the
City Manager is authorized to execute an amended and restated
agreement for professional services with Redflex Traffic Systems,
Inc. to provide a Red Light Photo Enforcement Program and related
technology to the City of Glendale as more fully described in the
report from the Director of Public Works and the Chief of Police
dated November 10, 2009. The agreement shall be in a form
approved by the City Attorney.


Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM

General Counsel - Police
Date: 10/29/09

RESOLUTION NO. _____

**RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE
MAKING AN APPROPRIATION**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE:

SECTION 1: That the sum of \$633,500 is hereby appropriated and/or transferred from the following accounts to the following accounts:

ACCOUNTS	DESCRIPTION	FROM	TO
37801-263-000	Police Staff Augmentation Fund, Red-light Traffic Safety Fines	\$633,500	
43110-263-302-6504-0000	Police Staff Augmentation Fund, Contractual Services, Redflex		\$633,500

To provide funding for Redflex Contract Amendment

SECTION 2: The Director of Finance is authorized to make such other revisions, individual appropriation line-items, changes in summaries, fund totals, grand totals, and other portions of the budget document as necessary to reflect and implement the changes specified in this resolution, and in full accordance to the direction provided by the Council up until the adoption of this resolution.

SECTION 3: The City Clerk shall certify to the adoption of this Resolution.

Adopted this _____ day of _____, 2009.

ATTEST:

City Clerk



Mayor

CITY OF GLENDALE
DATE 11-2-2009
APPROVED AS TO FINANCIAL
PROVISION FOR \$ 633,500.-

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS
CITY OF GLENDALE)

Robert Elliot
Director of Finance

I, Ardashes Kassakhian, City Clerk of the City of Glendale, do hereby certify that the foregoing Resolution No. _____ was adopted by the Council of the City of Glendale, California, at a regular meeting held on the _____ day of _____, 2009, and that the same was adopted by the following vote:

Ayes:
Noes:
Absent:

APPROVED AS TO FORM
[Signature]
CITY ATTORNEY
DATE 11-5-09

City Clerk