

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 03/26/2007		Item Number: <u>PH-1</u>	
AGENDA ITEM: Public Hearing on Approval of Agreement with Redflex Traffic Systems, Inc. for Continued Services Associated with the Police Department's Automated Enforcement Program.			
Contact Person/Dept.: Lt. Ed Baughan		Phone Number: (310) 253-6320	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☒		Action Item: ☐ Attachments: ☒	
Public Notification: Master Notification List. (03/21/07); Published in the Culver City News (03/15/07).			
Department Approval: Don Pedersen (03/14/07)		City Attorney Approval: Carol Schwab (by H. Iker) (03/14/07)	
City Controller Approval: Marlee Chang (03/20/07)		City Manager Approval: Jerry B. Fulwood (03/20/07)	

RECOMMENDATION:

Staff recommends the City Council approve an agreement with Redflex Traffic Systems, Inc. (Redflex) to continue providing services associated with the Police Department's Automated Enforcement (Red Light Camera) Program, including, but not limited to, automated enforcement technology and equipment at the intersection approaches and data retrieval and storage.

PROCEDURE:

1. Motion to receive and file the affidavit of publication and posting of notice of Public Hearing.
2. Call for a staff report and/or pose questions to staff.
3. Mayor opens Public Hearing, invites public comments.
4. Motion to close the Public Hearing.
5. Mayor calls for staff responses to questions from the public.
6. Discuss the matter and make your decisions.

BACKGROUND:

On February 28, 1999, the City entered into an agreement with Tellis Traffic, Inc. for support services associated with the Police Department's automated photographic enforcement of red light violations. On August 23, 1999, the City Council, upon recommendation from the City Attorney and the Police Department, terminated the contract with Tellis Traffic.

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On August 24, 1999, the City Council authorized a new contract with Sensys Traffic AB, doing business as Traffic Safety Systems, which was subsequently amended by an interim agreement dated August 1, 2001. On March 28, 2002, the City of Culver City and Traffic Safety Systems, Inc., a wholly owned subsidiary of Redflex, entered into an amended and restated agreement, which expires on March 28, 2007. Redflex has a high level of knowledge, skill and experience related to automated enforcement systems. Over the last five years, Redflex has provided the City with excellent and high quality service associated with the City's administration of its Automated Enforcement Program. Staff recommends that the City renew its agreement with Redflex for an additional seven-year term.

DISCUSSION:

The proposed agreement (attached) modifies various terms of the existing agreement, including, but not limited to:

- Seven-year term, with an option for three additional one-year periods;
- Elimination of six of existing photo enforced intersection approaches;
- Upgrade to equipment; and
- Modified fee structure.

The Police and Public Works Departments, as well as the City Attorney's Office, have all reviewed the proposed agreement and have determined it to be acceptable as to content and form.

Reduction of Intersection Approaches:

The Police Department currently operates photo enforcement equipment at 26 intersection approaches and, through the approval of the continued agreement with Redflex, will be eliminating six of those for a total of 20 remaining intersection approaches. At the six approaches the Police Department is requesting to eliminate, the number of captured incidents of drivers running red lights and the accident history of those corresponding intersections no longer warrant the use of photo enforcement equipment.

The Police Department 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 the running of red lights. The City receives a benefit from the program not only consisting of fine revenue but, more importantly, a reduction of injury related accidents and the substantial costs associated with those accidents.

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Collision reduction estimates are made based on pre and post red light camera data analysis. Since inception in 1999, there has been an average forty-five percent (45%) decrease in collisions at the equipped intersections. The Department intends to monitor the intersections where the equipment is removed and in the event that accidents or incidents of red light running escalate, the Department will consider recommending to the City Council the re-installation of the equipment at each approach on an individual basis.

The Police Department requests the following six approaches be eliminated from the existing program: Sepulveda Boulevard & Machado north and southbound, Jefferson Boulevard & Cota eastbound, La Cienega Boulevard & Washington Boulevard southbound, Centinela & Sepulveda Boulevards westbound, and Jefferson Boulevard & Overland Avenue left-turn from westbound to southbound.

Upgrade to Equipment:

In addition to the elimination of approaches and corresponding reduction in expenditures, Redflex agrees to upgrade six approaches from traditional wet film to digital technology, and upgrade five of the digital approaches with higher megapixel cameras. The Police Department anticipates that these changes will reduce the number of suspected violators who challenge their citations in court based upon the quality of their photo.

Modified Fee Structure:

The fee structure under the existing agreement provides that the City pay Redflex a fixed monthly payment per intersection approach, as well as an additional fee for each citation paid.

In 2003, California Vehicle Code § 21455.5 was amended to prohibit, in any contract with an automated enforcement equipment vendor entered into, renewed, extended or modified on or after January 1, 2004, the inclusion of a provision for a "per citation" fee to be paid to such vendor. As a result, the proposed agreement has eliminated the "per citation" fee and only provides for a fixed monthly payment to Redflex.

FISCAL ANALYSIS:

The existing agreement requires a monthly payment of \$2,347.10 per intersection approach to Redflex or \$732,295.20 annually with an additional non-fixed expense of \$40.00 per paid citation, which has cost \$750,000 annually, for an estimated total annual expenditure of \$1,482,295. As discussed above, the "per citation" fee is

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required to be eliminated from the agreement per California Vehicle Code § 21455.5(g)(1).

In compliance with § 21455.5(g)(1), the proposed agreement with Redflex eliminates the “per citation” fee and requires a fixed fee of \$4,150 per month per approach, totaling \$996,000 annually. There is a two percent (2%) increase for years two, four, and six. The proposed agreement is for a total of seven years with three one-year options to renew, following the conclusion of the seventh year. This is a reduction in budgeted expenses from the current calendar year of approximately \$485,000. The Police Department anticipates that there may be a slight decrease in citation revenue due to the proposed number of the intersections being reduced from 26 to 20.

The City will continue to realize substantial cost savings by a continued reduction of accidents and a decrease in resulting calls for paramedic, fire, and police services. More importantly, the streets of Culver City will continue to be safer for motorists and pedestrians because of the enforcement program.

ATTACHMENTS:

Proposed Agreement.

MOTION:

That the City Council:

1. Approve the Agreement with Redflex to continue providing services associated with the Police Department’s Automated Enforcement (Red Light Camera) program, including, but not limited to, automated enforcement technology and equipment at the intersection approaches and data retrieval and storage;
2. Authorize the City Attorney to review and/or approve the Agreement as to form and authorize the City Manager to execute the Agreement on behalf of the City; and
3. Authorize the decrease in the number of photo enforced intersection approaches by six for 20 remaining approaches.