

CITY OF NAPA CITY COUNCIL
AGENDA REPORT

ADMIN CALENDAR
AGENDA ITEM 5.A.
Date: August 19, 2014

To: Honorable Mayor and Members of City Council
From: Richard Melton, Police Chief
Prepared by: Police Captain Jeff Troendly
Subject: Authorize the Chief of Police to execute a contract with Redflex Traffic Systems for red light camera services.

ISSUE STATEMENT:

Authorize the Chief of Police to execute a contract with Redflex Traffic Systems for red light camera services based on the City Council's preferred option for length of contract.

DISCUSSION:

Discussion:

Traffic collisions, regardless of severity impact the lives of those involved. The personal impact can range from being late for work due to a simple fender bender to hospitalization due to a high speed impact. As a result of these impacts, the reduction of traffic collisions continues to be one of the Police Department's top goals. To achieve that goal, the Department has utilized multiple strategies through enforcement, education and engineering. These efforts have resulted in a significant reduction in collisions over the past 10 years. The following injury collision information for the City of Napa was provided by the State of California Highway Patrol:

2004 – 412 injury collisions
2005 – 446 injury collisions
2006 – 413 injury collisions
2007 – 364 injury collisions
2008 – 337 injury collisions
2009 – 279 injury collisions (Implementation of Red Light Camera Program)
2010 – 229 injury collisions (First year all cameras were deployed)
2011 – 230 injury collisions
2012 – 264 injury collisions
2013 – 231 injury collisions

Current Strategies

Current educational and enforcement strategies consist of: Red Light Camera Program, DUI checkpoints, saturation patrols in high collision areas, Click-it or Ticket Program, Child Car Seat Program, Bicycle Rodeos, Bicycle Helmet Program, Every 15 Minutes Program, Radar Trailer, CRUSH Program and Speed Feedback Signs to name a few. These programs and enforcement activities have had impacts. Unfortunately most of these programs and/or strategies are heavily dependent upon police personnel which means sustainability without ongoing funding can put these enforcement actions and programs in jeopardy. Therefore, the Department is continually evaluating and implementing the most cost effective strategies.

In 2006, Police Department staff identified the Red Light Camera Program as a viable program that could be added to the Department's efforts of changing driving behaviors within the City, as well as being self-sustainable with funds generated through fines. In 2008 the City Council authorized the Police Department to contract with Redflex Traffic Systems to help implement and provide camera services to the Department's Red light Camera Program.

The intent of the Red Light Traffic Program is to change driving behavior at red light controlled intersections. The byproduct of this change in driving behavior is a reduction in overall collisions at those red light controlled intersections with cameras and those intersections without cameras. Like every year, some intersections saw an increase in collisions, while others saw a decrease. Overall, these intersections continued to benefit from a reduction in collisions for 2013, compared to a five (5) year average.

| | | |
|-----------------------------|------------------------|----------------------------|
| Big Ranch Rd. @ Trancas St. | 25% reduction (injury) | 20% reduction (non-injury) |
| Jefferson St. @ First St. | 40% reduction (injury) | 43% increase (non-injury) |
| SR29 @ SR121 | 47% reduction (injury) | 33% reduction (non-injury) |
| Soscol Ave. @ Imola Ave. | 57% reduction (injury) | 60% reduction (non-injury) |

For non-camera intersections, the total number of collisions and the number of injury collisions has decreased by 10% and 19% respectively, compared to the five (5) year average.

Recommendation

It is the recommendation of the Police Department to continue the use of red light cameras at intersections within the city limits of Napa. These cameras have had a positive impact upon changing driving behavior and prove to be more cost effective and efficient than the utilization of police officers for intersection enforcement. The cameras are serving the intended purpose of changing driving behavior, while being financially sustainable. Additionally, the cameras do have the potential of generating additional revenue that will support other traffic related enforcement and educational programs. It appears all of the Police Department's traffic related programs and enforcement efforts are having a positive outcome, therefore altering current strategies or programs would not be advised.

Request Council to give direction as to which of the following terms of the contract should be executed with Redflex Traffic Systems:

Option 1 – Enter into a new contract for (1) year with all current terms and receive an 8% reduction in costs. (Total monthly cost \$17,700)

Option 2 - An 11% reduction in costs for a three (3) year term in addition to all of the provisions of the current contract. (Total monthly cost \$17,100)

Option 3 - A 14% reduction in costs for a five (5) year term in addition to all of the provisions of the current contract. (Total monthly cost \$16,500)

It should be noted whichever contract is chosen, it will include the City's ability to terminate the contract without cause at any time by giving a ten day written notice to terminate, regardless of the term of the contract.

Revenue Generated

Revenue generated from imposed fines has been adequate to sustain all costs associated with the red light camera program. From February 2013 through February 2014 the average monthly revenue generated was \$48,164. The current contract cost is \$19,170 per month. The difference of \$28,994 (revenue minus expenditures) pays for support staff, utilities and provides funding for traffic safety programs. The proposed 2014/2015 fiscal year budget includes \$33,291 for miscellaneous traffic safety needs. Revenue that has exceeded expenses over the years has been used for a multitude of programs and equipment related to traffic safety. During this current fiscal year (2013-2014), the following traffic safety equipment has been purchased:

12 Radar Speed Feedback Signs and Poles were purchased for \$54,348 and installed around schools.

10 stationary Stalker Radar units and accessories were purchased for \$15,050.

4 stationary Stalker LIDAR units and accessories were purchased for \$11,087.

939 youth bicycle helmets were purchased to be distributed to children at bicycle rodeos and other bicycle safety events.

FINANCIAL IMPACTS:

The financial impact will be based on one of the following options chosen by the City Council

Option 1 – Enter into a new contract for (1) year with all current terms and receive an 8% reduction in costs. (Total monthly cost \$17,700)

Option 2 - An 11% reduction in costs for a three (3) year term in addition to all of the provisions of the current contract. (Total monthly cost \$17,100)

Option 3 - A 14% reduction in costs for a five (5) year term in addition to all of the provisions of the current contract. (Total monthly cost \$16,500)

CEQA:

The Chief of Police has determined the Recommended Action in the Agenda Report is not subject to CEQA, pursuant to CEQA Guidelines Section 15060©.

DOCUMENTS ATTACHED:

Attachment 1: Red light Camera Statistical Information

NOTIFICATION:

None

RECOMMENDED ACTION:

Staff recommends that the City Council move, second and approve each of the actions set forth below, in the form of the following motion. Move to:

Approve an Amendment to the City's existing contract with Redflex Traffic Systems, Inc. for automated traffic enforcement cameras to memorialize and extension of (1, 3 or 5 years, depending on the term option identified by Council) in an amount not to exceed the monthly dollar amounts identified in the Financial Impacts section of the staff report, and authorize the Chief of Police to execute a contract with Redflex Traffic Systems for red light camera services based on the City Council's preferred option for length of contract.

Red Light Camera Statistical Information

Collision Comparison for Camera Intersections

| | Trancas St. @ Big Ranch Rd | | Jefferson St @ First St. | | SR29 @ SR121 | | Soscol Ave @ Imola Ave. | |
|---|-------------------------------|-----------|-----------------------------|-----------|--------------------------|-----------|----------------------------|-----------|
| | # of non-Inj Coll. | # of Inj. | # of non- Inj Coll. | # of Inj. | # of non-Inj Coll. | # of Inj. | # of non-Inj Coll. | # of Inj. |
| 2007 | 14 | 8 | 4 | 3 | 65 | 28 | 34 | 20 |
| 2008 | 10 | 5 | 15 | 10 | 51 | 12 | 20 | 10 |
| 2009 | 16 | 5 | 11 | 4 | 50 | 11 | 22 | 4 |
| 2010 | 13 | 6 | 3 | 1 | 62 | 17 | 23 | 6 |
| 2011 | 5 | 2 | 7 | 2 | 51 | 15 | 26 | 9 |
| 2012 | 5 | 4 | 1 | 6 | 45 | 18 | 10 | 8 |
| 2013 | 8 | 3 | 10 | 3 | 35 | 8 | 8 | 3 |
| 5yr Avg. | 10 | 4 | 7 | 5 | 52 | 15 | 20 | 7 |
| % of Reduction 5yr Avg. vs. 2013 | 20% | 25% | (43%) | 40% | 33% | 47% | 60% | 57% |
| % of Reduction 2012 vs. 2013 | (60%) | 25% | (1000%) | 50% | 22% | 56% | 20% | 62% |

Collision Comparison for Non-Camera Intersections

In comparing the top 12 injury producing red light controlled intersections without cameras in the City, I found the total number of collisions in 2013 increased by 21% compared to 2012, while the number of injury collisions for 2013 decreased by 24% compared to 2012. The total number of collisions and the number of injury collisions has decreased by 10% and 19% respectively, compared to the five (5) year average.

| | Total Collisions | Total Injury Collisions |
|------|------------------|-------------------------|
| 2007 | 181 | 86 |
| 2008 | 140 | 55 |
| 2009 | 139 | 52 |
| 2010 | 121 | 42 |

| | | |
|----------|-----|----|
| 2011 | 102 | 35 |
| 2012 | 80 | 45 |
| 2013 | 97 | 34 |
| 5yr Avg. | 108 | 42 |

Violation and Citation Evaluation

Again, the goal of the red light camera program is to change driving behavior using technology rather than manpower. The program is not intended to generate revenue. Citations are not issued for every violation for many different reasons. Some of these are lack of driver identification, blurred pictures of the driver or license plate and officer discretion. Whether a citation is or is not issued, the activation of the camera (flashing white lights) at the intersection serves as a good reminder to those drivers, directly and indirectly involved, to drive safely when approaching an intersection. See the table below for violations vs. actual citations issued.

| | Number of Violations | | | Violations Available for Prosecution | | | Approved Violations/ % of Citations Issued | | |
|-----------------------------|----------------------|-------|-------|--------------------------------------|-------|-------|--|---------------|---------------|
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| SR29 @ SR12/121 | 4,073* | 734 | 681 | 1,406 | 527 | 527 | 1,001/ 25% | 505/ 69% | 484/ 71% |
| Jefferson St @ First St. | 1,356 | 1,370 | 1,410 | 1,112 | 1,165 | 1,180 | 825/ 61% | 1,137/ 83% | 1,156/ 82% |
| Trancas St. @ Big Ranch Rd. | 585 | 525 | 644 | 372 | 390 | 447 | 281/ 48% | 380/ 72% | 429/ 67% |
| Soscol Ave. @ Imola Ave. | 2,885 | 3,565 | 3,262 | 2,137 | 2,708 | 2,513 | 1,745/ 60% | 2,635/ 74% | 2,397/ 73% |
| Total | 8,899* | 6,194 | 5,997 | 5,027 | 4,790 | 4,667 | 3,852/ 43% | 4,657/ 75% | 4,466/ 74% |

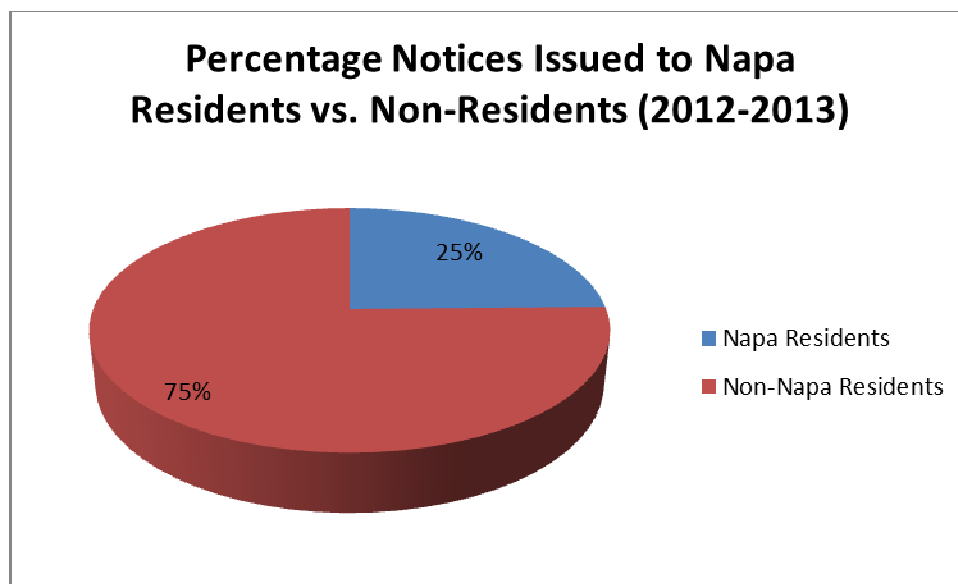
*The right hand turn on red at SR29@SR12/121 was deactivated in May of 2011.

| | 2012 | | 2013 | |
|--|-------|-----|-------|-----|
| Total Number of Notices Issued to Napa Residents | 1,152 | 25% | 1,100 | 25% |
| Total Number of Notices Issued to Non-Napa Residents | 3,505 | 75% | 3,366 | 75% |

*Statistics for 2012-2013 broken up

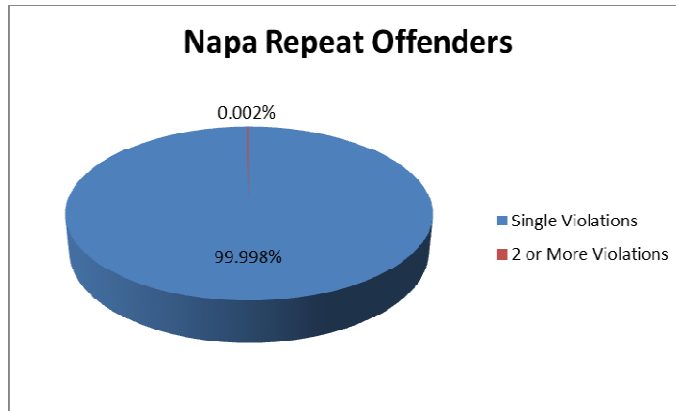
| | | |
|--|--------------|------------|
| Total Number of Notices Issued to Napa Residents | 2,252 | 25% |
| Total Number of Notices Issued to Non-Napa Residents | 6,871 | 75% |

*Statistics for 2012-2013 combined



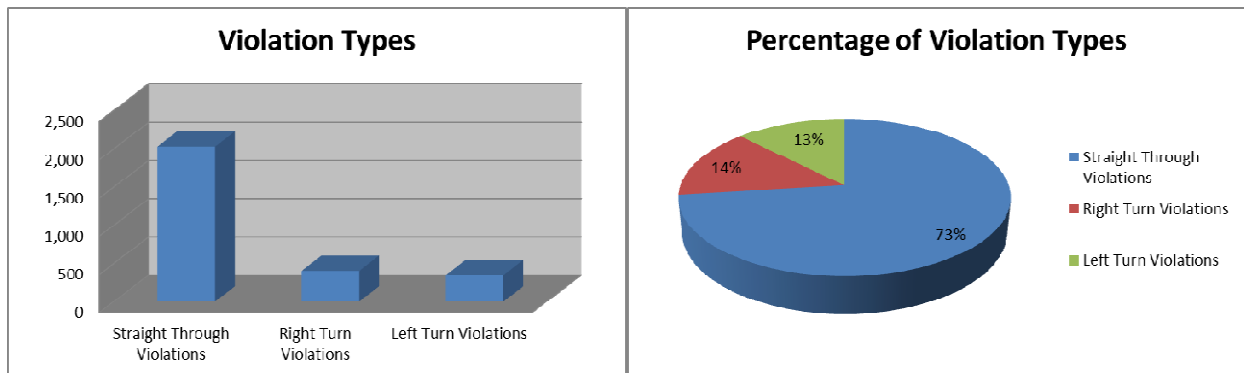
Source: Redflex Traffic Systems, Photo Enforcement Data Repository

| Repeat Offenders | |
|----------------------|----|
| 2 Violations | 47 |
| 3 Violations | 4 |
| 4 or More Violations | 0 |



Source: Redflex Traffic Systems, Photo Enforcement Data Repository

| Violation Types | |
|---|-------|
| Straight Through Violations | 2,024 |
| Left Turn Violations | 345 |
| Right Turn Violations | 400 |
| Statistics reflect incidents captured since 7/2013 when LTOR first accounted for separately | |



Source: Redflex Traffic Systems, Photo Enforcement Data Repository