



City of Del Mar Staff Report



TO: Honorable Mayor and City Council Members

FROM: Kristen M. Crane, Assistant City Manager
Jon Edelbrock, Director of Community Services
Via Scott W. Huth, City Manager

DATE: September 9, 2019

SUBJECT: Authorization to Extend Automated Photo Enforcement Services with Redflex Traffic Systems, Inc.

REQUESTED ACTION:

It is recommended that the City Council authorize the City Manager to extend services with Reflex Traffic Systems, Inc. for automated traffic signal photo enforcement and enter into a new three-year agreement.

DISCUSSION/ANALYSIS:

On December 8, 2003, the City Council authorized the City Manager to execute an agreement with Redflex Traffic Systems, Inc., to install and manage photo enforcement systems in the City for the purpose of increasing public safety. Following approval, three cameras were installed in February 2004, at the following locations:

Location Description	Direction
Camino Del Mar (CDM) & Del Mar Heights (DMH)	Northbound
Camino Del Mar & Via de la Valle (VDV)	Southbound
Camino Del Mar & Via de la Valle	Northbound

The initial agreement was amended and extended in 2009, and again in 2016, for a period of one-year. Since June 21, 2017, the City's agreement with Redflex has been on a month-to-month basis, with the City providing annual notifications to continue with these terms. Most recently, the City exercised an extension with month-to-month terms by letter on June 13, 2019, which expires on June 21, 2020, unless the City and Redflex enter into a new agreement.

At this time, staff recommends that the City Council authorize the City Manager to enter into a new three-year agreement with Redflex to extend services. The agreement includes the equipment lease for three cameras and review by Redflex of each potential citation.

City Council Action:

Redflex processes violations from each intersection and performs an initial review of each violation, which then makes citation data available to authorized staff to determine whether the incident meets statutory requirements to issue a citation for running the red light or is chosen for dismissal.

The City’s contract with the San Diego Sheriff’s Department includes review and the issuance of citations from the red-light camera system. Currently, and since inception, a 960-hour retired Sheriff Deputy based out of the North Coastal station is responsible for reviewing each incident. The cities of Solana Beach and Encinitas also utilize Redflex enforcement systems and contract with the Sheriff’s Department for administration of their programs, which helps with continuity of system administration and costs.

The intent of the red-light camera enforcement program since inception has been to increase public safety. For many, the known presence of the cameras at intersections serves as a deterrent for unsafe driving decisions and, subsequently, drivers are more cautious at those locations, resulting in safer streets. The cameras augment the City’s traffic enforcement presence. It is not practical or cost-effective to have a traffic motor deputy constantly present at the signalized intersections supported by the cameras, which makes the program an integral roadway safety tool. If the program were discontinued, the City would incur additional law enforcement costs to provide similar results. Extension of the agreement with Redflex will enable continuation of the digital traffic enforcement cameras equipment for monitoring and enforcement of traffic laws at two of Del Mar’s light-controlled intersections.

The table below details the number of enforceable violations from Fiscal Year 2016-2017 through 2018-2019. Of the citations made available for review by the Sheriff Department via the Redflex system, 94-98% resulted in prosecutable violations during the identified timeframe below. (Examples of violations that are deemed as non-prosecutable offenses include lack of license plates or lack of ability to identify a vehicle’s driver.)

Location	FY 17	FY 18	FY 19
CDM & DMH Northbound	770	851	524 ¹
CDM & VDV Southbound	1127	1214	1398
CDM & VDV Northbound	5	44	49
Total Citations	1902	2109	1971

¹ Due to construction of the Camino del Mar Segment 5 Streetscape project, the Redflex system was not in operation at the Camino del Mar/Del Mar Heights intersection for three months of Fiscal Year 2019. The estimated quantity of citations for that approach for the entire year had the it been functioning all 12 months is 699, which would have made the annual total of citations Citywide 2,146 for FY 2019.

The three-camera enforcement system pricing is fixed for the duration of the agreement. In the past, Redflex has not executed its option to increase prices and has extended the current pricing as part of this proposed agreement. Per camera pricing is roughly \$1,577 per month, bringing the three-camera annual total to approximately \$56,700.

Location	Location Description	Monthly Cost
CDM & DMH Northbound	Camino Del Mar & Del Mar Heights	\$1,577
CDM & VDV Southbound	Camino Del Mar & Via de la Valle	\$1,577
CDM & VDV Northbound	Camino Del Mar & Via de la Valle	\$1,577

While either party may terminate the agreement with cause, the City or Redflex may also choose to terminate “for convenience.” Should the City’s philosophy toward the enforcement program shift or the City wish to terminate for any other reason, the City has the right to do so with thirty days’ written notice.

Staff recommends that the City continue contracting with Redflex. The City’s Purchasing Policy (Municipal Code 7.04.090) allows the City exemption from a public bid process when goods and/or services can only be reasonably obtained from a single source. Staff contacted other potential vendors, however Redflex was the only vendor that responded as interested. In addition, the City already has the Redflex equipment installed and switching vendors (if there was an interested vendor) would have required significant up-front costs. Solana Beach and Encinitas both also use Redflex, which means there is synergy for program support and administration since all three cities contract with the Sheriff’s Department for services provided by the North Coastal Station. The same staff has knowledge of the program’s inner-workings, including citation processing, technology, and coordination with Redflex. Lastly, the photo enforcement program is considered a valuable service for improving traffic safety.

FISCAL IMPACT

The Redflex enforcement agreement and Sheriff’s Department contract costs are included in the adopted budget for Fiscal Years 2019-2020 and 2020-2021. The cost of the Redflex agreement is roughly \$56,700 annually. Another component of the program is use of Sheriff’s Department staff who review each of the citations and report to the traffic court as part of the process. The cost for this portion of the program is roughly \$39,000 annually, though in recent years it has been handled as part of the base Sheriff Department contract. There are in-direct costs for City staff time and City Attorney services associated with this program, which are estimated to be approximately about \$3,000 per year and are accounted for in the City’s approved operating budget.

Program costs are off-set by revenues from citations related to the photo enforcement program, which are projected to be \$120,000 for Fiscal Year 2019-2020. Though there

is a net positive cash flow just over \$20,000 per year for the program, the program's purpose is to augment the City's traffic enforcement efforts and to promote public safety rather than to be a revenue source. Positive cash flow for this program helps off-set the City's other costs for law enforcement services.

ENVIRONMENTAL IMPACT:

There is no environmental impact related to this action.

PRIOR CITY COUNCIL REVIEW:

The City Council last discussed an amendment to the agreement between the City and Redflex on May 16, 2016. At that time, the Council authorized a one-year extension.

NEXUS TO CITY COUNCIL PRIORITY PROJECTS:

This is an operational item and is not related to the City Council Goals and Priorities.

ATTACHMENTS:

Attachment A – Agreement with Redflex Traffic Systems, Inc.