



# City of Gardena

## City Council Meeting

Agenda Item No. 9. D. ( 4 )  
Department: CITY MANAGER  
Meeting Date: 02/09/2010

### AGENDA REPORT SUMMARY

TO: THE HONORABLE MAYOR AND CITY COUNCIL

AGENDA TITLE: **EXCLUSIVE AGREEMENT BETWEEN THE CITY OF GARDENA AND REDFLEX TRAFFIC SYSTEMS, INC. FOR A PHOTO RED LIGHT ENFORCEMENT PROGRAM**

<b>COUNCIL ACTION REQUIRED:</b>  Approve Agreement and authorize the City Manager to sign	<u>Action Taken</u>
<b>RECOMMENDATION AND STAFF SUMMARY:</b>  Staff respectfully recommends that the City Council approve and authorize the City Manager to sign an exclusive agreement between the City of Gardena and RedFlex Traffic Systems, Inc. ("RedFlex") for a Photo Red Light Enforcement Program.  On September 28, 2004, the City Council approved an exclusive agreement with RedFlex at ten (10) intersections within the City of Gardena. The agreement became effective on February 7, 2005, when the first intersection installation was completed.  This proposed renewal reduces, in the contract, a \$6,070 per month per system fee to \$3,500 per month fee, the reduced amount that the City has been paying since 2007, following a safety review and cost analysis by Staff, and agreed to by RedFlex at that time.  Further details are included in the attached Staff Report, as well as in the Memorandum from the Chief of Police, regarding <i>RedFlex Public Opinion</i> .  While there appears to be no statistical evidence of a traffic safety impact, under the renegotiated terms and the proposed terms of the agreement, the City is covering the maintenance costs, as well as City Staff costs for the current ten (10) approaches.  Therefore, it is recommended that the City Council approve the renewal and authorize the City Manager to execute the agreement.	
<b>FINANCIAL IMPACT/COST:</b>  Amount of Expense: \$ 420,000 Funding Source: Traffic Safety Fund Anticipated Revenue: \$ 420,000	
<b>ATTACHMENTS:</b>  <ul style="list-style-type: none"> <li>▪ Staff Report w/Attachment – Memorandum from Chief Medrano</li> <li>▪ Exclusive Agreement</li> </ul>	
Submitted by <u>Mitchell G. Lansdell</u> , Mitchell G. Lansdell, City Manager      Dated: 02/04/2010	

# CITY COUNCIL MEETING AGENDA STAFF REPORT

Agenda Item No.	9. D. ( 4 )
Department:	CITY MANAGER
Meeting Date:	02/09/2010

## AGENDA TITLE:

**EXCLUSIVE AGREEMENT BETWEEN THE CITY OF GARDENA AND REDFLEX TRAFFIC SYSTEMS, INC. FOR A PHOTO RED LIGHT ENFORCEMENT PROGRAM**

## RECOMMENDATION:

**Staff respectfully recommends that City Council approve and authorize the City Manager to sign an exclusive agreement between the City of Gardena and RedFlex Traffic Systems, Inc. for a Photo Red Light Enforcement Program**

## BACKGROUND:

On September 28, 2004, the City Council approved an exclusive agreement with RedFlex Traffic Systems, Inc. for a Photo Red Light Enforcement Program at ten (10) intersections within the City of Gardena. The agreement became effective February 7, 2005, when the first intersection installation was completed. The agreement provided for a five (5) year term with two (2) two-year extensions. The City was to be billed \$6,070 per intersection approach for a total of \$728,400 annually. The system was sold as an enhancement to traffic safety within our community that would reduce traffic collisions. The red light cameras would be installed to prevent motorists from running red lights and, thus, reduce red light intersection-related collisions.

The revenue from the traffic violations was intended to cover the cost of the monthly maintenance fee. Following a safety review and revenue analysis by Staff in early 2007, Staff met with representatives from RedFlex relative to enhancements to the system, as well as regarding revenue tracking. During those meetings, RedFlex agreed to reduce the per-intersection maintenance fee from \$6,070 per intersection per month to \$3,500 per month; a monthly savings of \$25,700, or \$308,400 annually. At that time Staff's financial analysis determined that the reduced monthly maintenance fee and the City Staff costs would then be covered by the fees collected for the traffic violations.

The proposed renewal reduces, in the contract, a \$6,070 per system to the \$3,500 per month per system fee that the City has been paying since early 2007. The new agreement also provides, as the original did, for a five (5) year term with two (2) two-year renewals. Two (2) other terms of the current agreement have been modified; one dealing with eliminating the City's costs for termination of the system, as well as the cost neutrality provision which has become problematic in several other cities. The City has the right to terminate the agreement with a sixty (60) days notice.

At a recent Finance Committee Meeting, Staff was asked for a report from the Police Department regarding the perception of safety created by the camera system. The attached memorandum from Chief Medrano is in response to that request. As explained in his memo, the general consensus within the community is that red light cameras were installed to prevent "motorists from running red lights and thus, reduce red light intersection related collision." He believes that this perception is somewhat valid. He also explains that media reports regarding red light traffic cameras have been contradictory; some reporting that the cameras have a positive impact and other reports indicate they do not improve safety and/or cause additional rear-end collisions. Still others allege that cities installed them only for revenue purposes and they have little-to-no impact on traffic safety.

The Police Department receives consistent feedback from residents who are suspicious of the City's rationale (safety vs. revenue) for installing the systems. The Police Department's research has revealed that there is no significant traffic safety impact as a result of the use of the systems. At almost every intersection, where there are cameras, collisions have remained the same, decreased very slightly, or have increased, depending upon the intersection. When combining the statistics, the overall consensus is that there is not a noticeable safety enhancement to the public.

Chief Medrano concludes that, after many presentations regarding the City's Public Safety Initiative, the community believes that the red light cameras were installed for a noble purpose. However, they are not totally convinced of the program's effectiveness and are not supportive of any expansion. There is some cynicism regarding whether the City installed them to improve safety or really to enhance revenue.

While there appears to be no statistical evidence of a traffic safety impact, under the renegotiated terms and the proposed terms of the renewal, the City is covering the maintenance costs, as well as City Staff costs for the ten (10) approaches, and would, therefore, recommend that the City Council approve the renewal and authorize the City Manager to execute the agreement.

The following approaches are currently operating:

1. Normandie Avenue / Artesia Boulevard – N/B
2. Normandie Avenue / Artesia Boulevard – S/B
3. Redondo Beach Boulevard / Normandie Avenue – W/B
4. Redondo Beach Boulevard / Normandie Avenue – E/B
5. Rosecrans Avenue / Budlong Avenue – W/B
6. Rosecrans Avenue / Budlong Avenue – E/B
7. Western Avenue / 158<sup>th</sup> Street – S/B
8. Redondo Beach Boulevard / Gramercy Place – E/B
9. Western Avenue / 135<sup>th</sup> Street – S/B
10. Western Avenue / 135<sup>th</sup> Street – N/B

Submitted by:

  
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Mitchell G. Lansdell, City Manager

Date: 02/04/2010

MGL:nw

Attachment –

*RedFlex Public Opinion Memorandum from Chief Ed Medrano*

# **GARDENA POLICE DEPARTMENT**

## **INTER-DEPARTMENT MEMORANDUM**

**TO:** Mitchell Lansdell  
City Manager

**DATE:** February 3, 2010

**FROM:** Edward Medrano  
Chief of Police

**REF:** 10-022

**SUBJ:** Redflex Public Opinion

**CC:**

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You have asked me to comment on the public perception of the Redflex traffic system in our community. The system was sold as an enhancement to the traffic safety within our community that reduces traffic collisions and also generates revenue from traffic violations. The general consensus within the community is that these red light cameras were installed to prevent motorists from running red lights and thus, reduce red light intersection related collisions. I believe that this perception is still somewhat valid.

The media reports regarding red light traffic cameras have been contradictory. Some reports indicate the cameras have a positive impact on traffic safety. Other reports indicate these systems do not improve safety and/or cause additional rear-end collision increases. Yet still other reports have alleged Cities have installed them only for revenue purposes, and have little to no impact on traffic safety. These reports confuse the general public and cause skepticism about the true rationale for installation. Based on our observations, our citizens are not convinced that traffic safety is significantly impacted by the use of red light cameras. In addition, we have received consistent feedback from our citizens suspicious of our rationale (safety vs. revenue) for installing them.

Our research in Gardena has revealed there is no significant traffic safety impact as a result of the use of the red light cameras. At almost every intersection where we have cameras, collisions have remained the same, decreased very slightly, or increased depending on the intersection you examine. When combining the statistics of all the intersections, the overall consensus is that there is not a noticeable safety enhancement to the public.

In general, the consensus among our community regarding red light cameras is not favorable. During many of the presentations about our public safety camera system, I answered many questions about the red light camera system, almost all of which were negative towards expanding that system. I spent a great deal of time explaining the differences between the two systems and informing the community that we are not expanding our red light system.

In short, our community believes the red light cameras were installed for a noble purpose. They are not totally convinced of its effectiveness and not supportive of any expansion. In addition, there is a cynicism regarding whether the City installed them to improve safety, or really to enhance revenue.

Please feel free to contact me if you have any questions.

EM/eh