

CITY OF NAPA CITY COUNCIL
AGENDA REPORT

ADMIN CALENDAR
AGENDA ITEM 15.A.
Date: January 17, 2017

To: Honorable Mayor and Members of City Council
From: Steve Potter, Police Chief
Prepared by: Brian Campagna, Police Lieutenant
Subject: Red Light Photo Enforcement Agreement

ISSUE STATEMENT:

Adopt a resolution authorizing the Police Chief to execute an agreement with Redflex Traffic Systems, Inc. for Red Light Photo Enforcement Services.

DISCUSSION:

According to the Insurance Institute for Highway Safety, nationally 709 people were killed and an estimated 126,000 people were injured in police-reported red light running crashes in 2014. The City of Napa experienced a significant problem with red light running in the early to mid-2000's which was evident by crash data and complaints fielded from citizens. Traditional police enforcement of red light running along with dedicated traffic enforcement on overtime was not effective in mitigating the problem.

Automated Red Light Enforcement Systems (ARLES) are a countermeasure that increases the public's perception that there is a high likelihood of being apprehended for running a red light. Other benefits to ARLES are that cameras are more cost effective than utilizing police officers at intersections and cameras are a safer enforcement option. A camera can be placed at an intersection and is capable of running 24 hours a day, seven days a week and can capture every red light violation. Enforcement by officers at intersections is very dangerous, as the officer must maneuver through traffic at higher speeds to make an enforcement stop on a violator. This maneuvering through traffic is hazardous and is eliminated with the use of cameras, resulting in safer enforcement efforts that eliminate hazardous exposure to the officers and the public.

The goal of an ARLES program is to improve the safety of the community for vehicular, bicycle and pedestrian traffic by reducing the incidence of vehicles failing to stop for red traffic signals. Photo enforcement programs have a proven record for reducing right angle collisions at monitored intersections in jurisdictions where similar programs have been initiated. Automated red light photo enforcement is authorized and governed by the California Vehicle Code (Sections 21455.5 through 21455.7).

Due to the increasing problems (e.g. traffic collisions, pedestrian safety, extra public safety resources) associated with red lighting running, the City Council granted approval

of an ARLES program at its regular meeting on July 18, 2006, and directed the Police Department and the Public Works Department to move forward and select a vendor to implement the program.

In November of 2006 the City issued a Request for Proposal (RFP) to ARLES vendors. The City received three proposals from potential vendors. An evaluation of the proposals was conducted by a committee comprised of representatives of the Police Department, Traffic Engineering, Public Works, Information Technology and Napa Superior Court. At the conclusion of the evaluation the committee unanimously selected Redflex Traffic Systems, Inc. as the recommended vendor.

Based upon the number of red light violations that resulted in injuries and/or fatalities the intersections of Jefferson St. / First St., SR29 / SR121, Trancas St. / Big Ranch Rd. and Soscol Ave / Imola Ave. were chosen as the first intersections to be monitored by cameras for red light violation enforcement. The first cameras were installed at Jefferson St. at First St. and Trancas St. at Big Ranch Rd. on April 29, 2009. The next sets of cameras were installed at Soscol Ave. at Imola Ave. on January 10, 2010 and at SR29 at SR121 on February 27, 2010.

Redflex Traffic Systems uses digital media that produces still images and full motion digital video. Each monitored intersection approach requires the installation of two camera systems and high-speed synchronized flash units to capture the required photographic evidence used to prosecute red light violations. The digital evidence is transported over secure high-speed data links to the vendor where vehicle registration information is collected and assembled with the photographic evidence.

The combined information and evidence are returned electronically to the Police Department where an employee reviews the evidence and makes the determination of whether or not the violation should be forwarded for prosecution. If a prosecution decision has been made, the vendor generates and mails a citation to the violator and forwards all pertinent information to the Napa Superior Court.

When the violator receives the citation in the mail, they are provided the still images of the violation and the photograph of the driver. They are also provided with a web site address and a unique personal identification number (PIN) number to access both the still photographs and the video clip of the violation for their review. In the event the violator does not have internet access they will be able to review the evidence at the Police Department prior to any court appearance.

The evaluation of this program to date included gathering data from the Police Department's ILEADS (Records Management System), the Statewide Integrated Traffic Records System (SWITRS) maintained by the California Highway Patrol (CHP), and the California Office of Traffic Safety (CA OTS) Collision Rankings. ILEADS data was current as of 10/15/16. Unfortunately, the SWITRS and OTS data were only available through 2013. Additional data from Redflex Traffic Systems was used to provide a statistical account of traffic trends and our enforcement activities.

Collisions caused by drivers running a red light have decreased 59% from 2006 to 2015. We have observed a 13% reduction in collisions Citywide, since the implementation of ARLES in 2009. (See Attachment 2, TABLE 1).

Collisions at the four ARLES intersections have been reduced by 40%, since the program was implemented. These reductions occurred despite an increase of traffic volume of more than 13% at the four ARLES controlled intersections, over the last 3 years. (See Attachment 2, TABLES 2 & 3).

In comparing the top 12 injury producing red light controlled intersections in the City, the total number of collisions at those intersections decreased by an average of 24% since implementing ARLES. The number of injury collisions at those intersections decreased by approximately 15% during that same time period. (See Attachment 2, TABLE 4).

ARLES programs have proven to be effective in improving public safety, curbing dangerous driving behaviors and preventing deadly collisions. In Napa, data shows automated enforcement is working and motorists are safer.

It's also important to note ARLES programs yield significant cost savings to motorists and the community. They can lead to fewer property damage claims, lower insurance premiums, reduced medical expenses, reduction in loss of time off work due to injury, overall public safety improvement, prevention of the loss of loved ones. Plus, they help prevent accidents requiring police, fire and EMS resources.

Currently, the City of Napa contracts with Redflex Traffic Systems for ARLES services at four intersections at a cost of \$17,700 per month not including departmental employee cost. During FY2015-16, the average monthly revenue generated was \$25,102.

Revenue that has exceeded expenses over the years is being used for a multitude of programs and equipment related to traffic safety. To date, approximately \$150,000 in ARLES revenue has been used for Traffic Safety projects including the following:

- 1). (16) Lighted Pedestrian Crossing Assist signals ~\$60,000
- 2). (12) Radar Speed Feedback Signs and Poles were purchased for ~\$59,000 and installed around schools.
- 3). (14) Handheld Stalker Radar and Lidar units and accessories were purchased for ~\$26,000.
- 4). (939) youth bicycle helmets were purchased for ~\$7,500 to be distributed to children at bicycle rodeos and other bicycle safety events.
- 5). A portable Radar Trailer was purchased for ~\$1,600 and is positioned throughout the City for traffic awareness and safety.

In 2015 the City Council directed the Napa Police Department to send out a new RFP to ARLES vendors after it was determined that developing and maintaining an internal

ARLES program was not feasible. In December of 2015 the RFP was posted. Three ARLES vendors responded to the RFP. In January 2016 a committee reviewed submissions from the three vendors and unanimously recommended the City enter into a new agreement with Redflex Traffic Solutions for ARLES services. The reasons were based upon the following:

- Lowest cost proposal
- Only vendor established in California
- Redflex is already accepted by Napa Superior Courts
- Existing infrastructure was already installed and uses contemporary technology
- No additional staff training – system familiarity
- No need to suspend current red light enforcement to implement a new vendor's system

As a result of the committee's recommendation, we have been in negotiations with Redflex Traffic Systems to establish a new agreement in the event the City would like to continue with this program. Redflex Traffic Systems CEO, Mr. Michael Finn has provided the following terms for the new agreement:

- 3-year agreement with a City option of up to three, 1-year extensions (no more than 6 years total)
- \$3,500 per approach, per month
- City discount of 1% per month when invoices are paid within 15 days

Effective February 6, 2017 the City of Napa's current agreement with Redflex Traffic Solutions for Red Light Photo Enforcement Services will expire.

FINANCIAL IMPACTS:

Currently, the City of Napa contracts with Redflex Traffic Systems for the Automated Red Light Enforcement services at four intersections at a cost of \$17,700 per month not including departmental employee cost. During FY2015-16, the average monthly revenue generated was \$25,102.

Any revenues realized through the Red Light Photo Enforcement Program are designated in a special Police Department Traffic Safety Fund to offset costs for traffic safety programs and traffic enforcement equipment.

With the proposed agreement, the City will not incur any up-front costs associated with the installation, operation, processing and maintenance of the photo enforcement equipment. The City would pay Redflex Traffic Systems a fixed fee of Three Thousand Five Hundred Dollars (\$3,500) per intersection per month, with a 1% discount given if the invoice is paid in full within 15 days, for a total monthly cost of \$13,860 if the invoice is paid by the City within 15 days of the end of each monthly term. The monthly fees to Redflex Traffic Systems will be paid using red light violation fines paid to the City.

Under the terms of the proposed Agreement, Redflex Traffic Systems will provide red light camera services to the City for an initial period of three years. The City will have

the right, but not an obligation, to extend the term of services for up to three additional years beyond the initial three year term.

CEQA:

The Police Chief has determined that the Recommended Action described in this Agenda Report is not subject to CEQA, pursuant to CEQA guidelines Section 15060(C).

DOCUMENTS ATTACHED:

1. Attachment 1: Resolution authorizing the Police Chief to execute an Agreement with Redflex Traffic Systems, Inc. for Red Light Photo Enforcement Services.
2. Attachment 2: Data Tables
3. Attachment 3: Proposed agreement between the City of Napa and Redflex Traffic Systems, Inc.

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:

Adopt a resolution authorizing the Police Chief to execute an agreement with Redflex Traffic Systems, Inc., for Red Light Photo Enforcement Services.