



## STAFF REPORT – AMENDED

### City Council

Meeting Date: 4/9/2019  
 Staff Report Number: 19-064-CC

**Regular Business:** Review overall effectiveness of existing red light photo enforcement program and authorize the city manager to execute a five-year agreement not-to-exceed \$234,000 annually with Redflex Traffic Systems, Inc. to continue the red light photo enforcement program

### Recommendation

Staff recommends the City Council

1. Review the overall effectiveness of the City's existing red light photo enforcement program,
2. Accept the results of the request for proposals for a red light photo enforcement program, and
3. Authorize the city manager to execute a five (5) year agreement not to exceed \$234,000 annually between the City of Menlo Park and Redflex Traffic Systems, Inc. for a red light photo enforcement program.

### Policy Issues

The proposed action is consistent with the City's focus on public safety.

### Background

Redflex Traffic Systems, Inc. has been the sole provider of red light photo enforcement services within the City of Menlo Park since the program's inception in December 2006.

On August 20, 2013, the City Council approved an agreement with Redflex Traffic Systems, Inc., for a photo red light enforcement program at five (5) different approaches throughout the City. The five (5) year agreement began in 2013 and included the installation of one additional camera at the intersection of Bayfront Expressway and Chilco Street. The contract expired August 30, 2018. Since then the program has been operating under two short-term extensions. The current extension will expire April 30.

On October 23, 2018, the City Council requested a review of the existing red light photo enforcement program and a request for proposal (RFP) process to identify additional vendors willing to provide red light photo enforcement within the City of Menlo Park.

### Analysis

The purpose of the red light enforcement cameras (RLCs) is to increase traffic safety by reducing the number and severity of traffic collisions and to increase driver awareness of the hazards associated with unsafe driving in and around signal-controlled intersections.

Locations are selected based on a variety of concerns including, but not limited to, collision data, complaints from the public and the ability of officers to safely conduct enforcement activities.

#### City of Menlo Park Red Light Camera Locations

1. Westbound Bayfront Expressway and Willow Road (left turn)
2. Northbound El Camino Real (ECR) and Ravenswood Avenue (through lanes and left turn)
3. Southbound ECR and Ravenswood Avenue (through lanes, right and left turns)
4. Northbound ECR and Glenwood Avenue (through lanes, right and left turns)
5. Westbound Bayfront Expressway and Chilco Street (through lanes and left turn)

#### Red light camera violation process

A potential red light camera violation incident is triggered when a camera at an enforced approach detects a possible red light violation. The camera captures 3 - 4 images. These images include a picture of the driver and pictures of the suspect vehicle. A 12-second video is included in each incident packet as well. The video captures the vehicle six (6) seconds before the incident and six (6) seconds following the incident. The incident packet (pictures and video) are sent electronically to the red light camera-processing center.

The vendor examines the incident in a three (3) stage process. During the first stage, the vendor determines if the incident is indeed a red light violation. If the incident is determined to be a violation, the vendor matches the vehicle and driver to California Department of Motor Vehicle (DMV) records during the second stage of screening. During the third stage a different employee reviews and confirms that a red light violation was captured and that the DMV information is accurate and matched correctly. The violation is then forwarded to the Menlo Park Police Department for internal review and independent verification.

The red light camera program specialist, a police department staff member, reviews the incident and determines the validity of the citation. When the police department employee authorizes a violation, the vendor mails a notice of violation to the driver. The violator can either pay the fine or contest the citation via a written declaration or a court hearing. The violator also has the option to identify another individual as the driver at the time of the violation. In this case, and only upon match confirmation, a citation is issued to the identified driver.

The red light camera program specialist's duties include reviewing violations, preparing documentation for court, court appearances, answering written and telephone questions, violation nominations, requests for appointments to view violation videos, and follow up to letters of inquiry and correspondence from the court. Staff also responds to requests for informal discoveries from attorneys or violators. Compiling evidentiary packets for "trials by written declaration" requires significant staff time. The red light photo program specialist is a budgeted full time civilian position (1 FTE) who reports to the traffic sergeant. Court appearances typically require eight (8) hours of staff time each week not including travel time to and from South San Francisco for court appearances four days a week.

#### Traditional traffic enforcement in Menlo Park

Patrol personnel conduct traffic enforcement when possible and as part of their normal daily patrol duties. These enforcement efforts include issuing citations for observed violations, high visibility patrol in school zones or other known areas with of increased vehicular traffic and pedestrian volume, and responding to complaint areas reported by members of the community. While patrol officers are on duty within the City 24 hours a day, targeted traffic enforcement is done strategical throughout a patrol shift to provide the most favorable impact on community safety.

As staffing has allowed, the police department has had as many as five full-time traffic enforcement officers on motorcycles. Traffic officers are provided specific training on impactful traffic enforcement, traffic collision

investigations and commercial vehicle enforcement. The main function of traffic officers is vehicle code education and enforcement. Traffic officers traditionally work during the morning and evening commute hours addressing a number of specific issues including complaint areas, locations with recent increases in collisions, or areas where statistical data has shown enforcement would be most impactful to overall traffic safety. Currently, the police department has a sergeant and one officer assigned full time to the traffic enforcement team. Three additional traffic enforcement officer positions are expected to be filled within this year. This is the first time in almost five years that staffing has allowed us the opportunity to dedicate any personnel to full time traffic enforcement in the City.

While intersections equipped with red light photo enforcement do provide static enforcement of red light violations 24 hours a day, a dedicated traffic officer can provide enforcement for a variety of traffic related issues throughout the entire city every day.

2013-2018 Traffic collision statistics – intersection with RLC

Year	ECR / Ravenswood	Chilco / Bayfront	Willow / Bayfront	Glenwood / ECR	Total*
2013	5	4	11	3	23 (391)
2014	5	6	14	3	28 (356)
2015	8	6	10	0	24 (354)
2016	6	4	20	5	35 (427)
2017	10	13**	20	3	46 (391)
2018	5	8	16	0	29 (355)
<b>Total</b>	<b>39</b>	<b>41</b>	<b>91</b>	<b>14</b>	<b>185 (2,274)</b>

\* The numeric value in parenthesis represents the total number of reported collisions within the City of Menlo Park for that calendar year.

\*\* Red light photo enforcement installation operational January 13, 2017.

RLC issued citations and violator characteristics

Approximately 95 percent of violators cited for RLC violations in Menlo Park are one-time offenders. Only 5 percent of violators were cited two (2) or more times.

Citations received	No. of violators	Percentage of violators
4+	32	0.16%
3	106	0.53%
2	1,001	5.03%
<b>Total</b>	<b>1,139</b>	<b>5.72%</b>

On average, 13 percent of vehicles cited by red light cameras at City enforced intersections are issued to vehicles registered to an address with a 94025 or 94026 ZIP code. Eighty-seven percent are from vehicles outside of Menlo Park. Data provided by Redflex for the RCL intersections.

Table 3: Data provided by Redflex for the RCL intersections			
Year	Total RLC citations	Traffic volume in RLC intersections	Citation percentage
2014	3,360	16,639,653	0.02%
2015	4,072	16,621,363	0.02%
2016	4,032	20,341,900	0.02%
2017	3,795	23,688,827	0.02%
2018*	3,201	13,556,671*	0.02%

\*Through July 31, 2018

On March 1, the City released a request for proposals seeking responses from qualified firms for the red light photo enforcement program. The City received one response before the proposal submission deadline of March 29. The sole proposal received was from Redflex Traffic Systems, Inc.

Request for proposals (RFP)

The RFP was published on the City’s website and electronic notifications sent March 1. Additionally, specific email notifications were sent to five vendors known to provide red light photo enforcement services.

Two potential vendors indicated that a two-week proposal window was not sufficient time to complete a comprehensive proposal and / or presented a challenge to non-incumbents from participating in the process. At their request the closing date was extended from March 15 to March 29. Despite this accommodation, we received only one proposal from Redflex Traffic Systems, Inc. in response.

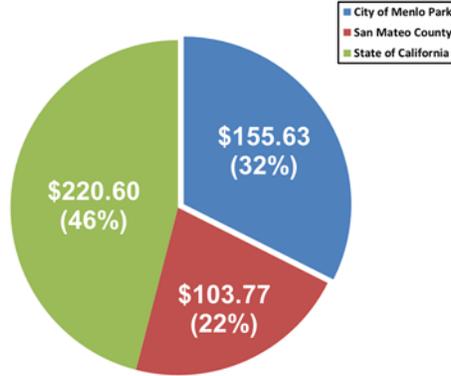
Redflex traffic systems proposal

Redflex Traffic Systems, Inc. proposes to maintain our current internal service commitment level, provide for some installation equipment and technology upgrades with a monthly combined five-installation price of \$19,500, or \$234,000 annually. This is a 25 percent reduction of our current fee of \$26,000 for the five existing installations. The full proposal is provided as Attachment A.

**Impact on City Resources**

A fully paid citation equals \$480 and this fine is set by the State of California. The City of Menlo Park receives only \$155.63 from each fully paid citation and an equal percentage (32.4 percent) for fines adjusted by the courts. For example, an adjusted citation commonly means a reduced fine or even a conversion to community service.

### Distribution of fully paid \$480 red light violation citation



Since the red light cameras became operational, revenue generated from the red light camera program has exceeded expenditures in each year of operation. The City has not subsidized the program.

	Fiscal year 2013-14	Fiscal year 2014-15	Fiscal year 2015-16	Fiscal year 2016-17	Fiscal year 2017-18
Revenue	460,478	507,342	544,485	457,270	\$461,306
Expenditures	333,633	381,051	358,974	397,485	\$437,285
Net revenue	126,845	126,291	185,511	59,785	\$24,021

Equipment service and maintenance along with Police Department staffing make up the bulk of program expenditures. Current staffing costs are approximately \$125,000 annually.

The red light camera program supplements and enhances public safety efforts by providing twenty-four (24) hour red light enforcement at monitored approaches.

#### Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it is a minor change that will not result in any direct or indirect physical change in the environment.

#### Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

#### Attachments

None.

Report prepared by:  
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