

**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 07/17/07  
AGENDA ITEM 7  
WORK SESSION ITEM \_\_\_\_\_

**TO:** Mayor and City Council  
**FROM:** Chief of Police  
**SUBJECT:** Approval of Red Light Photo Enforcement Program, Adoption of a Resolution authorizing the Acting City Manager to negotiate and execute an agreement with Redflex Traffic Systems

**RECOMMENDATION:**

That Council authorize staff to administer a red light photo enforcement program in the City, and authorize the Acting City Manager to negotiate and execute and agreement with Redflex Traffic Systems to install, support, and maintain a red light photo enforcement system at intersections designated by the City.

**DISCUSSION:**

In response to inquires from the City Council, staff has investigated the feasibility of implementing a photo enforcement program for red light traffic violations. Based on a decision that photo enforcement was feasible and desirable in Hayward, staff issued requests for proposals (RFP) in February, 2007. In March, 2007, the City received responses to the RFP from two companies: Redflex Traffic Systems and American Traffic Solutions, Inc.

The goal of a Red Light Photo Enforcement 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 collisions at monitored intersections in jurisdictions where similar programs have been initiated.

During the course of evaluating the program for Hayward, staff met with three potential service providers and made site visits to San Leandro, Capitola, and Millbrae where the major two service providers have operational photo enforcement systems. Staff evaluated the installations, the quality of photographic and video evidence collected by the systems, and the "user friendliness" of the computer for law enforcement personnel, court personnel, and members of the public. During the site visits, staff had the opportunity to view random samples from the violations captured by the systems and submitted to the police for review, and found significant differences in the quality of photographic evidence between the major vendors.

Staff anticipates that the system will cover over ten intersection approaches when it is fully implemented<sup>1</sup>. (See Endnote A for a list of intersections under review.) Consideration will be given to those locations throughout the City where photo enforcement will have the greatest positive impact. In addition to the use of accident statistics for the City's intersections gathered by the Police Department, each potential installation will be sampled to obtain actual violation counts. Sampling is accomplished by actual photographic monitoring of a selected intersection approach through the temporary installation of a vendor supplied camera system. The photographic data is analyzed for activity including total vehicle counts and the number and frequency of red light violations for traffic traveling straight through the intersection, as well as traffic making controlled left-hand and right-hand turns. The sampling is used to further assess the feasibility for the use of Red Light Photo Enforcement at the sampled location in reducing collisions and improving community safety.

Hayward is somewhat unique in the application of a photo enforcement system due to the large number of CalTrans controlled signals in the City. These CalTrans intersections all require permits from CalTrans. This permit process is coordinated by the vendor and our Public Works Department staff working, in part, to assure CalTrans that the City is not using CalTrans' electricity to power the system, not making any connections directly to their signal controller, or not interfering with the induction loops or video controls used for signal activation and control. It is not difficult, but does add significant time to the process.

Therefore, it was important to also look for a vendor with substantial experience working with the local CalTrans district officials. Additionally, the vendor will be required to work with the Alameda County Superior Court where traffic violation citations are handled.

Description of the System – The subject camera system 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 is positive, the vendor generates and mails a citation to the violator and forwards all pertinent information to the courts.

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 provided with a web site address and unique PIN to access both the still photographs and the video clip for their review. If the violator does not have Internet access, they will be able to come to the Hayward Police Department and review the evidence against them prior to having to appear in court.

Recommended Vendor – Two vendors submitted responses to the City's Request for Proposal and those have been evaluated by staff at the Police Department and the Finance Department.

Based on the evaluation of the RFP responses and the data gathered through the above site visits to other cities with operational Red Light Photo Enforcement programs, staff recommends that the City Council authorize the Acting City Manager to negotiate and execute a contract for the implementation of the Hayward program with Redflex Traffic Systems.

Fiscal Impact – Although there is an identified cost to the City, the overall impact is cost neutral. Installation costs are absorbed by the vendor. Depending on the selected vendor and contract negotiations, the vendor's fee per monitored approach is \$5,000 to \$6,000 per month based on the complexity of the intersection design<sup>1</sup>, and is inclusive of all services, equipment, and training. Under the current revenue distribution formula for moving violations in Alameda County<sup>2</sup>, an intersection approach that generates an average of two prosecutable citations per day more than pays the monthly vendor fee.

Based on the successful installation of at least 10 intersection approaches generating at least 15 violations per day with a combined average issuance rate of 80% and collection rate of 70%, first year net revenues after deducting the maximum vendor fees would be approximately \$3,513,600. Assuming the second year's operation of the system at a vendor estimated 60% reduction in the number of violations detected, net revenues would approximate \$973,440. The annual citation volume and resulting revenue in the third and subsequent years, is projected to be about the same as the second year.

Staff believes there will be less than a 60% reduction in subsequent year's violation counts for monitored intersections on the major arterials in the City, particularly those intersections with close proximity to Interstate Highway 880, due to the nature of the traffic using those routes compared to those using local surface streets. Consequently, it is possible that revenue from the systems installed on these routes will continue at a significantly higher rate than might ordinarily be projected in other jurisdictions. However, staff has used the lower rate to avoid overestimating second year revenue.

Implementation of the system will require the assignment of two full-time staff to review the violations submitted by the vendor, to assist the public in viewing the photographic evidence for violations, and to provide courtroom testimony for contested violations. Assuming that both positions are uniformed officers the cost to the City would be \$300,000 a year. This cost will lower the above estimated net revenue levels by \$300,000 each to \$3.2 M and \$673,000, respectively.

It should be noted that revenue from this system may not be reflected in the City's income stream until late into FY 2007-2008. HPD staff estimates that it will take 6-8 months from the time Council approves the selected vendor to the time actual citations are being written and

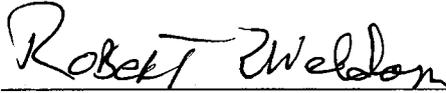
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<sup>1</sup> The cost quoted here is per "monitored approach", with two cameras required for each monitored approach, and many installations monitoring multiple approaches. For example, if the intent was to monitor traffic from both the North and South directions of a given intersection, the installation would consist of four cameras (two in each direction), and the cost would double (i.e., range from \$10,000 to \$12,000) for that intersection.

<sup>2</sup> The current fine for a red light violation in Alameda County is \$371. Under the revenue distribution formula in Alameda County, 40% of the revenue from a red light citation (\$140) goes to the City, with the balance going to the state and county. Therefore, the monthly gross revenue for the City assuming an average of two citations per day would be \$8,400.

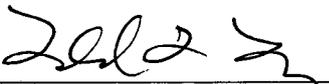
processed for full enforcement. This includes a mandatory 30-day warning period for motorists before citations are actually issued.

Prepared by:



Robert Weldon, Community Policing Lieutenant

Recommended by:



Lloyd Lowe, Chief of Police

Approved by:



Fran David, Acting City Manager

Exhibits: Draft Resolution

Intersections under Review for Photo Enforcement

A. Short-term

1. Mission – Tennyson
2. Santa Clara – West Jackson
3. Foothill – City Center
4. West A – Hwy 880
5. Mission – A
6. Mission – Fletcher
7. Grand – D
8. West Winton – Southland
9. West Tennyson – Patrick
10. West Tennyson – Calaroga
11. Hesperian – West A
12. Industrial Parkway West – Huntwood

13. West Tennyson – Huntwood

B. Long-term (depending on the outcome of the mini-loop proposal)

14. Mission – Foothill – Jackson

15. Foothill – D

16. Foothill – C

17. Foothill – B

RESOLUTION NO. 07-

Introduced by Council Member \_\_\_\_\_

RESOLUTION AUTHORIZING USE OF AN AUTOMATED TRAFFIC ENFORCEMENT SYSTEM IN THE CITY OF HAYWARD, AND FURTHER AUTHORIZING THE ACTING CITY MANAGER TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH REDFLEX TRAFFIC SYSTEMS TO INSTALL, SUPPORT AND MAINTAIN A RED LIGHT PHOTO ENFORCEMENT SYSTEM AT VARIOUS INTERSECTIONS THROUGHOUT THE CITY

WHEREAS, in response to inquiries by the City Council concerning implementation of a photo enforcement program for red light traffic violations, staff issued requests for proposals in February 2007; and

WHEREAS, in March 2007, the Police Department and the Finance Department received and evaluated two responses from Redflex Traffic Systems and American Traffic Solutions, Inc.; based on the evaluation of the responses and the data gathered through site visits to other cities with operational Red Light Photo Enforcement programs, staff is recommending the contract be awarded to Redflex Traffic Systems for the implementation of the Hayward program.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hayward hereby authorizes the use of an automated traffic enforcement system in the City of Hayward.

BE IT FURTHER RESOLVED that the Acting City Manager is hereby authorized and directed to negotiate and execute an agreement with Redflex Traffic Systems to install, support and maintain a Red Light Photo Enforcement System at various intersections throughout the City, in an amount not to exceed \$6,000 per month, per intersection, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2007

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:  
MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

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City Attorney of the City of Hayward