

Memorandum



DATE April 3, 2017

TO Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston

SUBJECT **Automated Red-Light Photo Enforcement (RFCSP)**

On Monday, April 10, 2017, you will be briefed on the Dallas Police Department's Automated Red-Light Photo Enforcement Request for Competitively Sealed Proposals (RFCSP) by Assistant Director Donzell Gipson. The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Theresa O'Donnell, Interim Chief of Economic Development &
Neighborhood Services

Majed A. Al-Ghafry, Assistant City Manager
Mark McDaniel, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Alan E. Sims, Interim Chief of Community Services
Directors and Assistant Directors

Automated Red-Light Photo Enforcement (RFCSP)

Public Safety Committee
April 10, 2017

Donzell Gipson, Assistant Director
Dallas Police Department
City of Dallas



Presentation Overview

- Background/History
- Purpose
- Proposed Action
- Staff Recommendation
- Next Steps
- Appendix



Background/History

- Briefed Public Safety Committee on upcoming RFCSP in April 2016 (see Appendix A)
- Hired a consultant, Kimley-Horn, to draft specifications in May 2016 (turnkey approach)
- Released Request for Information (RFI) to obtain industry feedback on draft specifications in July 2016

Background/History (Continued)

- Provided briefing to Automated Red Light Enforcement Commission in August 2016
 - Complete specifications and formally release the RFCSP
 - Start the wind down of the existing camera system
 - Re-engineer site selection process for new contract
- Hired a consultant, Lee Engineering, to develop site selection process for new RFSCP in September 2016

Background/History (Continued)

- Released formal RFCSP in October 2016
- Provided vendor presentations and demonstrations in December 2016
 - 5 vendors submitted proposals
- Processed Best and Final Offer in late January and early February 2017
- Negotiated new contract in March 2017

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Purpose

- Provide overview of this procurement's evaluation process
- Discuss “Safelight” program changes between current and proposed contract

Overview of the Evaluation Process

Selected two evaluation committees:

- Operational Committee – Functional Match *
- Technical Committee – Capability and Experience **
- Technical Committee – Approach **

CRITERIA	SCORE
Cost and Revenue	30%
Functional Match *	30%
Capability and Experience **	15%
Approach **	10%
Business Inclusion and Development Plan	15%
Total	100%

Program Changes Between Contracts

Provision	Old Contract	New Contract
Term	10 years	10 years
Collection Enforcement Tool	Credit Marking	Vehicle Registration Hold*
Collections Warranty	65%	62-67% (annual escalation)
Delinquent Collections	30% fee	Included in camera approach fees
Base Camera System Total	60 cameras	40 cameras
Camera Fees by Approach	\$3,799 monthly	\$3,295 monthly
Savings between Contracts	N/A	13.3% decrease in pricing

*DPD pays fees directly to Dallas County for vehicle registration hold along with Court and Detention Services

Proposed Action

- Public Safety Committee recommend moving the agenda item to full Council for consideration of awarding contract to American Traffic Solutions, Inc.

Staff Recommendation

City Council award the contract on April 12th, 2017

- Allow adequate time for vendor transition
- Existing contract expires on May 15, 2017
- Allow for uninterrupted and continued receipt of payments and delinquent collections
- Allow vendor time to build-out plans to install new camera equipment

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Next Steps

Upon City Council Award

- Staff trained on using new systems
- Vendors transition the wind down and removal of the current camera system
- Approval of proposed construction schedule of new camera equipment
- City approves notices and collections process

Automated Red-Light Photo Enforcement (RFCSP)

Public Safety Committee
April 10, 2017

Donzell Gipson, Assistant Director
Dallas Police Department
City of Dallas



Appendix

- Appendix A
 - Briefing to Public Safety Committee presented on April 25, 2016

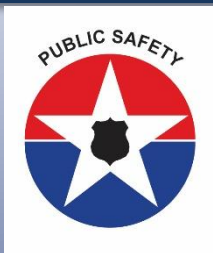


Safelight Program Update

(A Red-Light Photo Enforcement Safety Initiative)

Public Safety Committee

April 25, 2016



Program Description and Safety Statistics

- Why have the Safelight Program?
- Enforcement Actions
- Definitions
- Safelight Program Statistics

Why have the Safelight Program?

Problem:

High number of right angle collisions and related injuries/fatalities due to drivers running red lights

Purpose:

Improve public safety by increasing enforcement of red light laws in conjunction with public awareness to modify driving behavior

Solution:

Deployment of red-light photo enforcement system and citation issuance

Enforcement Actions

Prior to the Safelight Program

Police Officers targeted traffic enforcement at specific intersections to address significant numbers of accidents, fatalities and injuries

Today

The red-light photo enforcement system is a force multiplier allowing police officers to focus on call answering and investigative duties

Definitions

- **Intersection**

Where two or more roads meet.

- **Approach**

A section of a road that leads to an intersection. *For example an intersection where two roads crossover each other would have four approaches: a north, south, east, and west.*

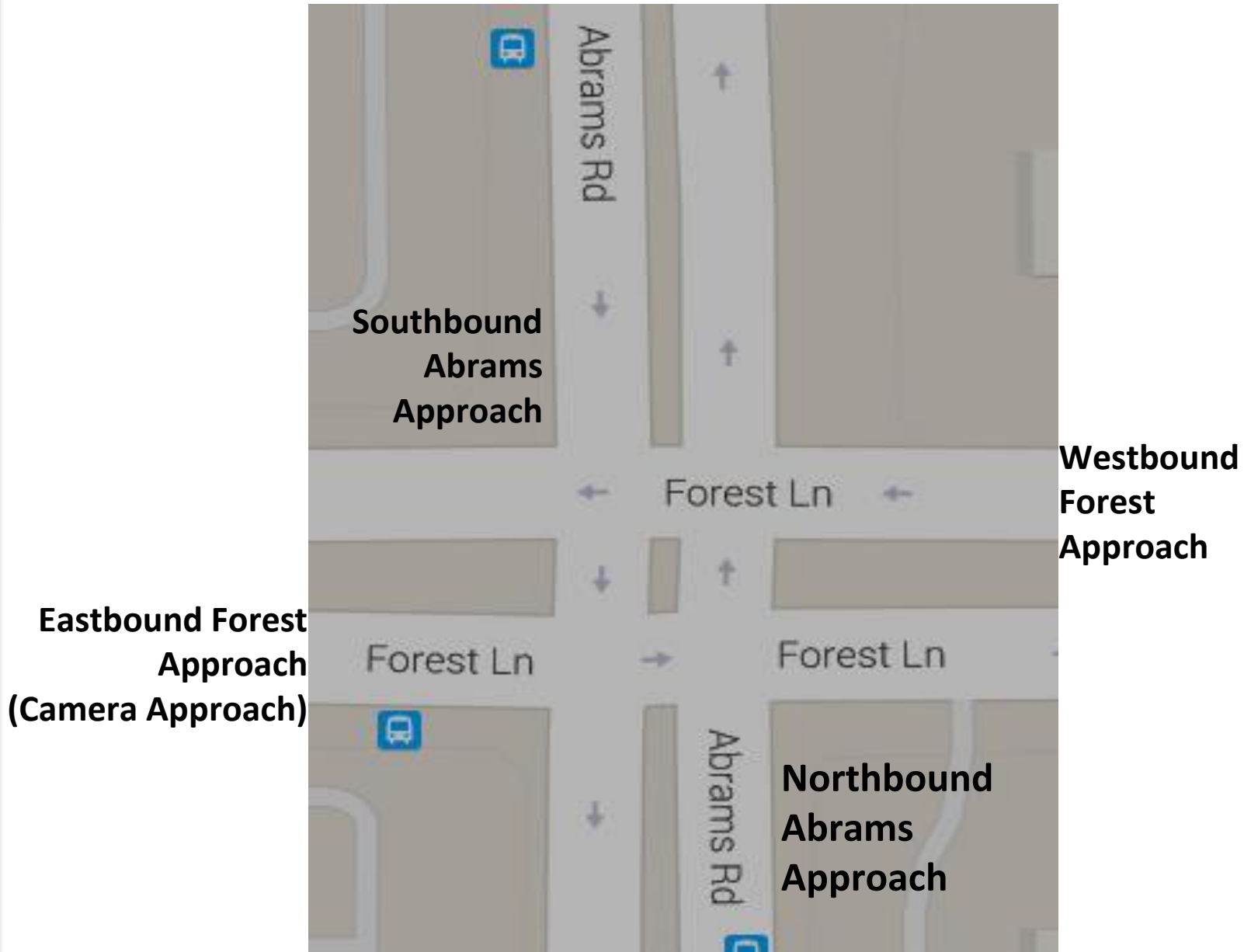
- **Camera approach**

The side of the intersection where an automated red light camera is located on the approach. Each approach requires an individual camera.

- **Camera locations**

Camera sites are assigned by approach versus by intersection. An intersection normally has a single camera on one approach. A few intersections have more than one camera with each camera on a different approach.

Definitions (continued)



Safelight Program Statistics

9 Year Post Safety Report

Crashes – Camera Approaches of intersections with camera locations

Post 9 year results at 32 camera approaches:

- 63% average reduction in crashes caused by red light running
- 72% of these approaches showed reductions or no change in red-light related crashes

Crashes – All Approaches of intersections with camera locations

Post 9 year results at 30 intersections:

- 48% average reduction in crashes caused by red light running
- 93% of these approaches showed reductions or no change in red-light related crashes

Safelight Program Statistics (continued)

7 Year Post Safety Report

Crashes – Camera Approaches of intersections with camera locations

Post 7 year results at 11 camera approaches:

- 53% average reduction in crashes caused by red light running
- 91% of these approaches showed reductions or no change in red-light related crashes

Crashes – All Approaches of intersections with camera locations

Post 7 year results at 10 intersections:

- 21% average reduction in crashes caused by red light running
- 60% of these approaches showed reductions or no change in red-light related crashes

Contract Highlights

- Contract Changes
- Collection Enforcement Tools
- Negotiated Benefits

Contract Changes

Provision	Current	Change
Term	Expires – March 2017	Expires – June 2017
Collection Enforcement Tool	Credit Marking	Vehicle Registration Hold
Camera End Date	Expires – December 2016	Expires – March 2017
Collections End Date	Expires – March 2017	Expires – June 2017
Camera Phase Down	Maintain 60 sites	Phase down to 50 sites
Collections Warranty	65%	65% (no change or greater)
Camera Uptime Penalties	\$100/\$500/\$1,000	\$100/\$250/\$750
Delinquent Collections	30% fee	30% fee (no change)

Collection Enforcement Tools

Credit Marking – (effective from program inception until June 1, 2016)

Reporting to credit bureaus on delinquent payment status of citations

- Credit bureaus have provided notice that they will no longer honor credit marking requests and will remove the existing markings

Vehicle Registration Hold – (effective as of June 2, 2016)

Withhold annual registration of vehicles due to delinquent payment status of citations

- Currently used by Municipal Courts

Negotiated Benefits

As part of the agreed upon plan to prepare for the end of contract, the following changes will occur:

- **Camera Phase down**
 - Allows for extended camera activity for (3) months within the existing contract award amount
 - Estimated savings (approximately \$600k)
- **Extended Term**
 - Allows for additional time to plan, engineer and procure the new red-light photo enforcement system

Next Steps

- Decision Points
- Request For Competitive Sealed Proposal (RFCSP)
- Questions

Decision Points

Staff Recommendation:

- Conduct a review of best practices, procedures, and technology changes to improve the Safelight Program
- Issue new RFCSP to continue the Safelight Program

Request For Competitive Sealed Proposal (RFCSP)

Steps Underway

- Write updated specifications and release RFP
- Determine process for current system close
- Re-engineer site selection process for new contract

Result

Recommendation to City Council for contract award to most advantageous proposer(s)

QUESTIONS?