



MEMORANDUM

To: Mayor and City Council

From: Mac Tristan, Chief of Police

Date: August 05, 2013

Reference: **Consideration of approval of a Contract between Redflex Traffic Systems, Inc. and the City of Coppel to provide photo red light enforcement services.**

2030: Coppel 2030, Healthy Neighborhoods

Introduction:

On December 01, 2006, the City of Coppel entered into a contract with Redflex Traffic Systems, Inc. to provide photo red light enforcement services. The original terms of the contract were for three years with three one-year extensions. The existing contract has reached the end of its maximum term. It is now the Council's decision to enter into a new contract or allow the photo enforcement program (SafeLight Coppel) to end.

Analysis:

Since its inception in 2007, the SafeLight Coppel program has recorded a marked decline in the number of violation notices issued. This would tend to suggest that driver behavior has been modified to be cognizant of the presence of photo enforcement and the need to comply with the requirement to stop at red lights. During the first full year of the program (2008), a total of 13,478 violation notices were issued. This number has gradually reduced to 3,887 during the last full year of reporting (2012). More importantly, accidents have also decreased at the three photo-enforced intersections as well.

Fiscal Impact:

The terms of the proposed agreement include a price reduction of the monthly fee that Redflex charges for its services. The new monthly cost per camera location is \$4,870, down from \$5,100 per approach per month. Additionally, Redflex has agreed to install new image capturing equipment at each of the three existing enforcement locations; this equipment operates on a better technology platform than the existing Redflex equipment at those locations. This is expected to streamline the review process which will reduce the amount of time spent by Traffic Officers during the review process. There will be no cost to the City for the installation of this new equipment. Furthermore, this contract is based on cost neutrality to the City. If the amount of money collected through issuance of violation notices is insufficient to cover the amount of money owed to Redflex, the outstanding balance will rollover to the next month. If at the end of the contract the City still has an outstanding balance owed to Redflex, Redflex will write off the amount and terminate the contract.

Legal Review:

Agenda item was reviewed by Robert Hager.

Recommendation:

The Police Department has found this action to be supportive of the Coppel 2030 Master Plan in Maintaining Healthy and Safe Neighborhoods. As such, staff recommends City Council approval for Coppel to enter into another three year contract with Redflex Traffic Systems, Inc and authorizing the City Manager to sign.