



## **Staff Report**

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### **AUTOMATED RED LIGHT PHOTO ENFORCEMENT PROJECT - UPDATE AND VENDOR PRESENTATION**

Honorable Mayor and Council Members:

#### **Summary**

This report is the fifth staff report and the fourth update on the Automated Red Light Photo Enforcement Project, which was initially brought before Council at the February 14, 2006 City Council Meeting. It specifically provides an update on action taken in response to Council direction given in response to the prior update at the December 12, 2006 City Council Meeting.

#### **Background**

At the February 14th, 2006 City Council Meeting, Staff presented an informational report on Automated Red Light Photo Enforcement. That report outlined how such systems work, their benefits to the City and potential locations where such a program could be implemented. Direction was given by Council at that meeting to continue to pursue the matter and to bring back additional information for potential implementation.

Based on the direction received at the February 14, 2006 Council meeting, three vendors were contacted to give initial presentations to staff. Those presentations were as follows:

- April 5, 2006 – Redflex Traffic Systems
- April 25, 2006 – American Traffic Solutions (ATS)
- May 4, 2006 – Nestor Traffic Systems

Staff reported back to Council at the June 27, 2006 Council meeting and at the conclusion of that report, Staff recommended that the Council approve continued discussions with Nestor Traffic Systems as a potential vendor for Automated Red Light Photo Enforcement system(s). Direction was given by Council at that meeting to continue to pursue the matter and to bring back additional information for potential implementation, including a presentation to Council by Nestor Traffic Systems.

Staff provided an update to Council at the July 25, 2006 Council meeting, which included a

presentation from representatives of Nestor Traffic Systems. At the conclusion of that presentation, Staff recommended that the Council approve continued discussions with Nestor Traffic Systems as a potential vendor for Automated Red Light Photo Enforcement system(s). Council directed staff to proceed with Nestor Traffic Systems regarding data collection for the potential implementation of an automated red light citation program.

At the December 12, 2006 City Council Meeting, Staff reported that as a result of research, the Finance Director concluded that because of on-going financial challenges faced by Nestor Traffic Systems, a continued business relationship with the company is not in the best interest of the City. Staff reported a potential for an undetermined negative fiscal impact relating to the selection of Nestor Traffic Systems as the vendor for this project. Initial discussions with the alternative vendor, Redflex Traffic Systems, show no such potential. Council approved discontinuation of discussions with Nestor Traffic Systems as a potential vendor for Automated Red Light Photo Enforcement system(s) and directed Staff to continue discussions and data collection with Redflex Traffic Systems.

### **Discussion**

Since the December 12, 2006 meeting, Staff has worked with Redflex Traffic Systems regarding data collection at two intersections, Ralston Avenue and El Camino Real and Ralston Avenue and Old County Road. On February 1, 2007 Redflex Traffic Systems conducted video intersection analysis at the following intersections/approaches for a 12 hour period (6:00AM to 6:00 PM). A summary of the results are as follows:

S/B Old County Rd at Ralston Ave

- 89 Right turn violations

W/B Old County Rd at Ralston Ave

- 11 Straight Through Violations
- 67 Right Turn Violations

E/B Ralston Ave at El Camino Real (SR -82)

- 2 Left Turn Violations
- 10 Straight Through Violations
- 16 Right Turn Violations

W/B Ralston Ave at El Camino Real (SR-82)

- 13 Straight Through Violations
- 26 Right Turn Violations

In the initial Staff Report on this project, citation data for the intersection of Ralston and El Camino was presented. Using that same intersection, the following is a comparison of

citations/violations for 2005, 2006 and the analysis period:

- 2005: 94 citations written for red light violations
- 2006: 93 citations written for red light violations
- February 1, 2007 (6:00AM-6:00PM): 67 violations

The violations captured in the 12 hr test period amounted to 72% of red light citations issued in that intersection, for the entire calendar year of 2006 and 71% of red light citations issued in that intersection, for the entire calendar year of 2005. It should also be noted that N/B and S/B El Camino were not part of the February analysis.

On March 20, 2007, Staff met with representatives of Redflex Traffic Systems to discuss the study report and their proposal for Automated Red Light Photo Enforcement in the City of Belmont. In addition Redflex provided the following revenue projection based on two systems.

Number of Violations per Day	10	6	4
Issuance Rate %	75%*	75%*	75%*
Number of Citations Issued per day	7.5	4.5	3
Collection Rate %	60%*	60%*	60%*
Number of Citations Paid per Day	4.5	2.7	1.8
Number of Citations Paid per Month	135	81	54
Fine Amount going to the City per Citation	\$140	\$140	\$140
Gross Monthly Revenue per System	\$18,900	\$11,340	\$7,560
Monthly Fee	\$6,000	\$6,000	\$6,000
Net Monthly Revenue per System	\$12,900	\$5,340	\$1,560
Net Annual revenue per System	\$154,800	\$64,080	\$18,720
Number of Systems	2	2	2
<b>Net Annual Program Revenue</b>	<b>\$309,600</b>	<b>\$128,160</b>	<b>\$37,440</b>

(\* percentages are typical for California Redflex systems)

A more detailed presentation and explanation of the study report and the Redflex proposal, will be provided by representatives of Redflex Traffic Systems during the meeting.

### **General Plan/Vision Statement**

Establishment of an Automated Red Light Photo Enforcement Program furthers the Belmont Vision Statement, adopted October 2003 as outlined below:

#### **Key Value - Easy Mobility**

- We put a priority on getting out of, into and through town efficiently.
- Bicyclists, walkers, and other nondrivers get where they're going easily and safely.
- We require safe residential streets and smooth-flowing thoroughfares.

### **Fiscal Impact**

Redflex Traffic Systems uses a standard “cost neutral” contract which complies with section 21455.5(g) (1) CVC - A contract between a governmental agency and a manufacturer or supplier of automated enforcement equipment may not include provision for the payment or compensation to the manufacturer or supplier based on the number of citations generated, or as a percentage of the revenue generated, as a result of the use of the equipment authorized under this section. This means that a flat fee is charged for the system by the vendor (Redflex). As noted in previous staff reports, there are indirect personnel costs relating to the review of violations, response to citizen inquires and appearance in court on contested citations. These costs are difficult to predict, however after discussions with California agencies already using the Redflex system, Staff estimates approximately five (5) hours per week in personnel time will be needed to review citations responding to citizen inquiries. This estimate may change depending on volume of citations & citizen inquired and method chosen by the City for review by citizens of their violation video (in-house, on-line or combination).

A more detailed financial impact analysis will be provided if Council directs Staff to continued discussions with Redflex Traffic Systems as vendor for Automated Red Light Photo Enforcement system(s).

### **Public Contact**

Posting of City Council agenda. This project was presented at the February 14, 2006, June 27, 2006, July 25, 2006 and December 12, 2006 City Council Meetings, where it was posted on the City Council agendas. Those meetings were also televised on Ch 27. Since January, 2006, references to Belmont’s efforts in this area have been noted in numerous articles on the subject in area newspapers.

### **Recommendation**

Staff recommends that the Council approve continued discussions with Redflex Traffic Systems as vendor for Automated Red Light Photo Enforcement system(s).

### **Alternatives**

1. Take No Action.
2. Provide Additional Direction

### **Attachments**

- A. Copy of Redflex Video Intersection Analysis conducted on February 1, 2007.

Respectfully submitted,

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Patrick Halleran  
Sergeant

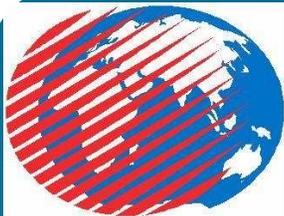
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Donald Mattei  
Chief of Police

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Jack Crist  
City Manager

Staff Contact:  
Patrick Halleran, Sergeant  
(650) 595-7430  
path@belmont.gov



**REDFLEX**  
TRAFFIC SYSTEMS

15020 North 74th Street  
Scottsdale, Arizona 85260

# ***Intersection Analysis Video Survey Report***

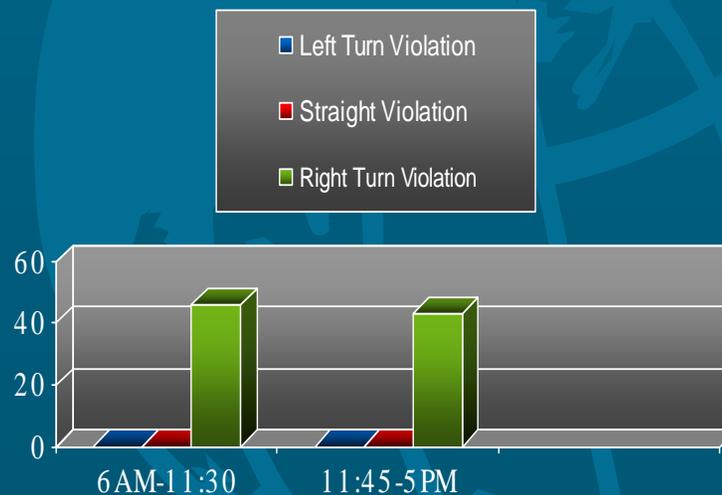
Belmont, CA.  
February 22<sup>nd</sup>, 2007

# Old County & Ralston – South Bound

Location:	Old County & Ralston
Approach:	South Bound
Date of Survey:	February 1 <sup>st</sup> , 2007
Run Time:	12 Hours
Installed By:	Paul
Reviewed By:	Culver City, CA.
Total Violations:	<b>89</b>
Notes:	<b>North, East &amp; West not requested</b>



Time of Day	Left Turn Violations	Straight Thru Violations	Right Turn Violations	Total
6 AM	0	0	46	46
11:30 AM	0	0	43	43
11:45 AM	0	0	43	43
5 PM	0	0	43	43
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>89</b>	<b>89</b>

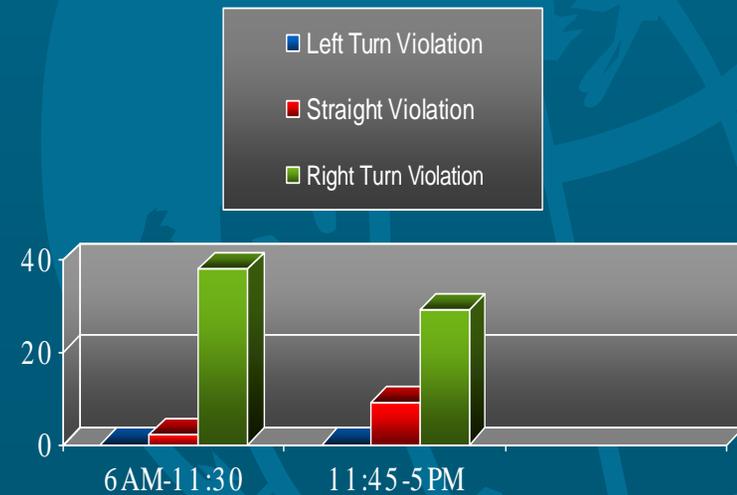


# Ralston & Old County – West Bound

Location:	Ralston & Old County
Approach:	West Bound
Date of Survey:	February 1 <sup>st</sup> , 2007
Run Time:	12 Hours
Installed By:	Paul
Reviewed By:	Culver City, CA.
Total Violations:	<b>78</b>
Notes:	<b>North, East &amp; West not requested</b>



Time of Day	Left Turn Violations	Straight Thru Violations	Right Turn Violations	Total
6 AM	0	2	38	40
11:30 AM				
11:45 AM	0	9	29	38
5 PM				
<b>TOTAL</b>	<b>0</b>	<b>11</b>	<b>67</b>	<b>78</b>



# Ralston & El Camino Real – East Bound

<b>Location:</b>	Ralston & El Camino Real
<b>Approach:</b>	East Bound
<b>Date of Survey:</b>	February 1 <sup>st</sup> , 2007
<b>Run Time:</b>	12 Hours
<b>Installed By:</b>	Paul
<b>Reviewed By:</b>	Culver City, CA.
<b>Total Violations:</b>	<b>28</b>
<b>Notes:</b>	<b>North &amp; South not requested.</b>



Time of Day	Left Turn Violations	Straight Thru Violations	Right Turn Violations	Total
6 AM 11:30AM	0	5	9	14
11:45AM 5 PM	2	5	7	14
<b>TOTAL</b>	<b>2</b>	<b>10</b>	<b>16</b>	<b>28</b>



# Ralston & El Camino Real – West Bound

<b>Location:</b>	Ralston & El Camino Real
<b>Approach:</b>	West Bound
<b>Date of Survey:</b>	February 1 <sup>st</sup> , 2007
<b>Run Time:</b>	12 Hours
<b>Installed By:</b>	Paul
<b>Reviewed By:</b>	Culver City, CA.
<b>Total Violations:</b>	<b>39</b>
<b>Notes:</b>	<b>North &amp; South not requested.</b>



Time of Day	Left Turn Violations	Straight Thru Violations	Right Turn Violations	Total
6 AM 11:30AM	0	3	13	16
11:45AM 5 PM	0	10	13	23
<b>39TOTAL</b>	<b>0</b>	<b>13</b>	<b>26</b>	<b>39</b>

