



CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **CITY COUNCIL AGENDA**

**OCTOBER 11, 2011**

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**MAYOR MICHAEL SWEENEY  
MAYOR PRO TEMPORE BARBARA HALLIDAY  
COUNCIL MEMBER OLDEN HENSON  
COUNCIL MEMBER MARVIN PEIXOTO  
COUNCIL MEMBER BILL QUIRK  
COUNCIL MEMBER MARK SALINAS  
COUNCIL MEMBER FRANCISCO ZERMEÑO**

**DATE:** October 11, 2011  
**TO:** Mayor & City Council  
**FROM:** Chief of Police  
**SUBJECT:** Red Light Camera Update

### **RECOMMENDATION**

That the City Council receives and comments on this update on the implementation of the RedFlex red light camera project.

### **BACKGROUND**

In November of 2007, the City of Hayward entered into a contract with RedFlex to implement ten red light cameras at a total of eight intersections. Installation began in September 2008 and finished in 2010. All ten cameras have been fully operational since April 2010. The contract obligates the City to each camera for a five year period once the camera becomes operational.

Currently, there are two full-time personnel assigned to RedFlex, consisting of one sworn Traffic Enforcement Officer and one Community Service Officer. These two positions are averaging approximately 1,500 violations processed monthly. Each month, approximately 500 are Notice to Appear, 730 are Notice of Violations (requiring additional identification of the driver by the Registered Owner), and over 300 are “rejected” because of discretion from staff (cannot see face of driver, spirit of the law versus letter of the law on a right turn violation, etc.). Of the 730 Notice of Violations that need follow up, staff gets a return of about 480 notices from Registered Owners, leaving 250 violations per month unresolved.

### **DISCUSSION**

There are studies that show that red light cameras do in fact reduce the number of collisions; however, the Hayward Police Department has not been able to gather sufficient data to support this conclusion. The police department is implementing a new Records Management System and Computer Aided Dispatch system in November of this year. This new system contains an analysis tool component that will allow more comprehensive collection of data. This will enable staff to compare statistical information and better evaluate collision data.

The Department will be hiring an additional Community Service Officer (CSO) on a six-month trial basis to follow up on the 250 unresolved violations identified above. This position will not increase

the total level of staffing in the Department; instead it will reallocate positions. In addition, a “per diem” officer trained in RedFlex will be utilized to assist with this follow up and lend professional and sworn police officer expertise to the two CSOs. A cost analysis to ensure revenue from violations covers the additional staff costs will be completed to determine if utilizing the CSO and per diem officer is the most cost effective mechanism for staffing the red light camera program.

This staffing shift will enable the Police Department to redeploy a full time Traffic Enforcement Officer back to the streets. Therefore, three actions currently underway in the Department will have a positive impact on collision reduction:

1. Additional personnel to follow up on the remaining red light camera citations making that program more effective.
2. Redeployment of the sworn personnel from red light camera duty to active Traffic Enforcement, increasing the number of active enforcement personnel out on the streets.
3. The Traffic Unit is moving to a new deployment model, which will focus their efforts on the “Top Ten” crash sites in the City.

One of the most significant advantages of live enforcement personnel over a passive camera program is that the officers can utilize their judgment to determine what specific action (e.g., warning, citation, or arrest) will warrant the most positive and direct result in any situation. This targeted enforcement, improved administration of the red light camera program, and more efficient use of resources should result in an overall reduction of collisions citywide.

The ten red light cameras have only been operating since April of 2010, and the Department is monitoring the number of violations and subsequent revenue as there is often an expected falling off of the number of violations once the public becomes aware of the cameras and less inclined to violate the intersections. Staff will reevaluate the revised red light camera staffing model at the end of the six month trial period to ensure that the program is still covering related costs.

## **FISCAL IMPACT**

### **Analysis of Current NET Monthly Revenue**

<b>GROSS REVENUE</b>	<b><u>\$95,000</u></b>
<b>EXPENSES</b>	<b>\$84,820</b>
Contract payment to Redflex	59,000
Staffing (1 sworn and 1 CSO)	25,710
PG&E	<u>120</u>
<b>NET MONTHLY REVENUE</b>	<b>\$10,170</b>

This results in an average of \$10,180 in revenue for the City monthly. The police department has proposed the addition of one CSO and a “per diem” officer, which will result in the additional billing of approximately 250 citations. If that is accomplished and the money from those 250 citations is collected effectively, it will result in an additional \$14,700 of revenue per month.

**Analysis of Proposed NET Monthly Revenue and Expenses**

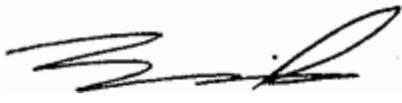
<b>GROSS REVENUE</b> (including add'l 250 citations totaling \$14,700)	<b>\$109,700</b>
<b>EXPENSES</b>	<b>\$98,502</b>
Contract payment to Redflex	\$59,000
Staffing (inc Traffic Officer)	\$25,710
PG&E	120
Subtotal	\$84,830
Additional CSO	\$9,144
Per diem sworn to assist w/red light	<u>\$4,528</u>
Traffic Enforcement off returned to streets	<\$16,566>
<b>NET PROPOSED MONTHLY REVENUE</b>	<b>\$27,764</b>

**NEXT STEPS**

The Police Department will continue to monitor the costs associated with the hiring of an additional CSO, and compare revenue collected from additional citations/violations being investigated. This strategy, coupled with the redeployment of the Traffic Unit to the intersections and arterial areas most impacted by collisions, should reduce crashes citywide. Data from the Crime Analysis component will be utilized to ensure red light cameras are in fact reducing the number of accidents.

*Prepared and Recommended by:* Diane Urban, Chief of Police

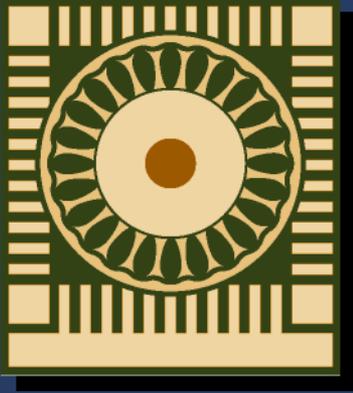
Approved by:



Fran David, City Manager

Attachments:

Attachment I: Power Point presentation on RedFlex camera implementation



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# PHOTO RED LIGHT PROGRAM UPDATE

Diane Urban, Chief of Police  
Hayward Police Department



# Overview of Program

- Contract signed with Redflex in November 2007
- Contract obligation: 5 years from the date each camera became operational
- First red-light camera operational - August 2008
- 10 cameras installed at 8 intersections - September 2008 to April 2010



# Processing Violations

## Stage 1

- 1,560 average number violations processed per month since inception of program in August 2008
  - 499 Notice to Appear
  - 730 Notice of Violations
  - 331 Rejected (human interface, obstructions, mechanical)
- 114 staff hours per month to accomplish Stage 1



# Processing Violations

## Stage 2

- Average number processed per month
  - \*480 (avg. number of NOV's that are returned)
    - 452 Notice to Appear
    - 24 Notice of Violations
    - 4 Rejected
- 64 staff hours to accomplish stage 2
- 178 staff hours to complete stage 1 & 2



# Processing Violations

## Stage 3

- Follow up to Non-Responses
  - \* Estimated 62 hours of staff time needed to follow up and process remaining 250 non-responses.
  - \* Due to limited staffing, non-responses not being processed.
  - \* Potential additional monthly revenue of \$14,700  
(250 cites x 42% paid=105 x \$140 per cite =\$14,700)



# Accidents At Monitored Intersections

- One year prior to installation of Photo Red light cameras
  - 12 of 56 collisions related to red light violations
- One year period after installation of Photo Red light cameras
  - 12 of 38 collisions related to red light violations
  - ❖ New RMS system tentative “go live” 11/15/11 to gather data
  - ❖ Traffic Enforcement deployment model change



# Monthly Cost Analysis

## Current Structure

- +\$95,000 Revenue
- -\$ 59,000 Redflex contract payment
- -\$ 120 PG&E
- -\$25,710 Staffing (1 sworn and 1 CSO)

Estimated Net Revenue  
\$10,170

## Proposed Structure

- +95,000 Revenue
- +14,700 Est. Enhanced Revenue
- -\$59,000 Redflex Payment
- -\$ 120 PG&E
- -\$25,710 Staffing (incl. Officer)
- -\$ 9,144 Additional CSO
- -\$ 4,528 Per Diem Officer
- +16,566 Traffic Officer redeployed to street duties

Estimated Net Revenue (proposed)  
\$27,764



# Questions/Comments?



**DATE:** October 11, 2011

**TO:** Mayor and City Council

**FROM:** City Manager

**SUBJECT:** Amended and Restated Joint Powers Authority Agreement for the Alameda County Associated Community Action Program (ACAP)

### **RECOMMENDATION**

That the City Council approves the attached amended and restated Joint Powers Authority Agreement (JPA Agreement) for the Associated Community Action Agency (ACAP).

### **BACKGROUND**

The Associated Community Action Program (ACAP) is a joint powers authority (JPA) with a governing board comprised of elected officials from its member agencies, which include Alameda County and twelve cities within its jurisdiction, including the City of Hayward. The other members are the cities of: Alameda, Albany, Dublin, Emeryville, Fremont, Livermore, Newark, Piedmont, Pleasanton, San Leandro, and Union City. ACAP's purpose has been to administer programs and services for the low-income population through a variety of public and private funding sources. These programs included housing assistance, jobs training and education, and youth development services.

In February 2011, staff of ACAP presented a number of concerns about management of the agency to the ACAP Governing Board. Significant financial and performance issues have given rise to a close out process for the entire ACAP agency. This process was initiated by the Alameda County City Manager's Association (ACCMA) and confirmed by action of the ACAP Board of Directors. The close out plan resulted in the hiring of Management Partners, Inc, a management consulting firm specializing in assisting public entities, and the termination and layoff of most of the ACAP staff, as well as the cessation of all ACAP client services and the termination of property leases and other on-going obligations.

An Ad Hoc Committee comprised of two city managers and three city attorneys have been guiding this work and the close-out process. The City of Dublin has been providing financial assistance and reporting, and the City of Hayward has been providing equipment disposal services through our Finance-Purchasing Division and the Maintenance Services Department.