

SUBJECT: AUTHORIZATION TO ISSUE A REQUEST FOR PROPOSAL FOR
THE RED LIGHT PHOTO ENFORCEMENT PROGRAM

INITIATED BY: DEPARTMENT OF PUBLIC WORKS
(Sharon Perlstein, City Engineer) *SP*
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STATEMENT OF THE SUBJECT:

The City Council will consider authorizing issuance of a Request for Proposal for Red Light Photo Enforcement Program services.

RECOMMENDATION:

1. Authorize issuance of a Request for Proposals for Red Light Photo Enforcement Program Services.

BACKGROUND ANALYSIS:

In May 1999, the City Council approved implementation of the Red Light Photo Enforcement Program. The project is coordinated with the West Hollywood Sheriff's Department as the law enforcement agency authorized to issue citations and represent the City in court. The City contracts with a vendor to furnish and manage the cameras and appurtenant equipment at each intersection; to individually review the red light photographs collected by the cameras for accuracy based on a set of written business rules; to transmit the photos to a sworn West Hollywood Sheriff's Deputy for review and issuance of the traffic citation; to mail the traffic citations to the registered owners of vehicles; and to provide on-line and telephone assistance to persons with questions regarding citation procedures. The current contract with Xerox State and Local Solutions has been extended on several occasions and will end on June 30, 2015. By soliciting a Request for Proposals (RFP) for Red Light Photo Enforcement Program, the City can verify that the most qualified vendor will provide the services at the best price.

The City has been successful in reducing accidents and violations throughout the term of the project. The camera housings are positioned to photograph red light violators as they travel straight through an intersection, perpendicular to opposing traffic. Broadside collisions, which have the highest incidence of bodily injury, are associated with red light violations of through movements. The City's program does not issue Red Light Photo Enforcement citations to motorists making left of right turns, as turning motorists typically move at slow speeds and do not pose the same type of safety hazard.

Operating Red Light Photo Enforcement cameras at 8 intersections, the City issued an

average of 750 citations per month during 2014. The average speed of a violating vehicle was between 30 mph to 35 mph. Each of the red light citations involved a motorist with the potential for causing a broadside collision. With limited resources for law enforcement, it is not possible to continuously place Sheriff Deputies at the intersections. Therefore, City staff and the Sheriff's Department continue to see justification for the Red Light Photo Enforcement Program.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with *the Primary Strategic Goal* of **INSTITUTIONAL INTEGRITY, Maintain and enhance government integrity in all City operations and the efficient delivery of services.**

This item is consistent with the following goals of the West Hollywood General Plan:

IRC-1: Provide functional, safe and well-maintained circulation and public infrastructure throughout the City.

EVALUATION:

A program evaluation will be included as a component of the RFP and will be fully developed in the 6 months following the award of the Agreement to the successful proposer.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

Red light running is estimated to cause more than 200,000 injuries and 1,000 deaths annually in the U.S., with fatality rates higher in the Western states. West Hollywood's program records over 25,000 red light violations annually, and it would be impossible given the magnitude of the problem to attempt to alter dangerous driver behavior using traditional law enforcement techniques, i.e. Sheriff's on motorcycles.

OFFICE OF PRIMARY RESPONSIBILITY:

Department of Public Works (Engineering Division).

FISCAL IMPACT:

Funding for the vendor contract will be budgeted in FY 2015-16 account number 100-3-08-84-538017.