

Agenda Report

June 20, 2011

TO: Honorable Mayor and City Council
FROM: Department of Transportation
SUBJECT: CONTRACT EXTENSION WITH AMERICAN TRAFFIC SOLUTIONS, INC.
TO PROVIDE AUTOMATED RED-LIGHT CAMERA SYSTEM SERVICES

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the extension of contract number 17,712-2 with American Traffic Solutions, Inc. (ATSI) is exempt from the California Environmental Quality Act ("CEQA") pursuant to STATE CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to extend contract number 17,712-2 with ATSI on a month-to-month basis for a maximum of 12 months.

BACKGROUND:

On July 12, 2010, the City Council approved the amendment of contract with ATSI to reduce the monthly fees to cover automated red light camera (RLC) services and to set a specific contract termination date of June 30, 2011. The three locations with RLC system include 1) Lake Avenue and Union Street, 2) Marengo Avenue and Union Street, and 3) Foothill Boulevard and San Gabriel Boulevard.

The RLC program was originally designed as a violator-funded safety program. Since its first installation in 2003 through 2005, the RLC system has steadily improved traffic safety records at these three RLC intersections.

The following changes in collision patterns occurred at the three intersections with photo red light cameras over the five years since installation:

- Broadside collisions decreased an average of 52%
- Other collisions decreased an average of 13%
- Total collisions decreased an average of 40%

Concurrent with the above change, analysis of the same five years of collision data at 11 similar and adjacent intersections without the RLC system showed the following:

- Broadside collisions decreased by an average of 5%
- Other types of collisions increased an average of 3%
- Total collisions decreased an average of 9%

The collision data shows that the RLC program is effective in reducing the number of broadside collisions and has been able to accomplish that change without creating an increase in related rear-end crashes. The level of success is attributed to the system's ability to change driving behaviors at the RLC locations.

Because of the change in driver behavior caused by the RLC system, concurrent with the reduction in collisions, there has been a reduction in the number of traffic citations issued at these locations from an average of 75 per approach per month in 2006 to an average of 35 per approach per month in 2010.

The declining rate of citation issuance has made the self-sustaining nature of the program difficult to maintain. The first amendment to the contract with ATS, Inc. (formerly Nestor Traffic System) allowed for a fee reduction to reflect the lowered rate of citation issuance.

Staff is currently in the process of evaluating the effectiveness of the RLC program so as to present a robust set of program statistics to the Public Safety Committee for consideration of whether the RLC program should be continued for another five-year period and whether modifications to the program are appropriate should it be continued.

The changing climate within the courts for overall disposition of RLC citations has increased the time demands on the Pasadena Police Officers that are required to provide testimony in these cases. Recent Appellate Court rulings, actions in other communities with RLC programs, and pending legislation in Sacramento have added complications to the process of developing the information necessary for the Public Safety Committee to make an informed decision.

The requested one-year contract term extension is to allow staff adequate time to fully address the effectiveness of the program in light of the changes noted above. Staff anticipates having the material for presentation to the Public Safety Committee by September 2011. Should the City Council ultimately decide to continue the RLC program, it would be necessary to undertake a Request for Proposals process, which would require a minimum of four months.

In the absence of any action to extend the current contract, the RLC system, along with the City of Pasadena's ability to issue an automated red light violation, will cease operation on June 30, 2011.

COUNCIL POLICY CONSIDERATION:

The proposed action is consistent with the following goals of the Strategic Plan:

- Ensure Public Safety – the proposed changes would maintain the operation of the Automated Red Light Camera Enforcement Program.

ENVIRONMENTAL ANALYSIS:

The proposed amendment of the contract with ATSI is categorically exempt from the California Environmental Quality Act (CEQA) under section 15061 (b) (3), the General Rule that CEQA only applies to projects which have the potential for causing a significant effect on the environment.

FISCAL IMPACT:

The cost of this action will be \$21,000 per month or \$252,000 annually. Funding for this action will be addressed by the utilization of existing budgeted appropriations in Department of Transportation's Traffic Engineering account 8114-101-773101 Photo Red Light Program included in the FY 2012 budget. It is anticipated that all of the cost will be spent during the FY 2012 fiscal year. Indirect and support costs for the Pasadena Police Department are anticipated to be \$84,000 for the fiscal year and will be addressed by the utilization of existing budgeted appropriations in Police Department's Traffic Division account 8007-101-402200. The RLC program is anticipated to generate \$300,000 in fines in FY 2012 which will offset the majority of this cost.

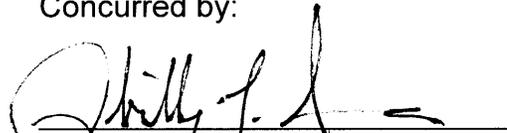
Respectfully submitted,


for FREDERICK C. DOCK
Director
Department of Transportation

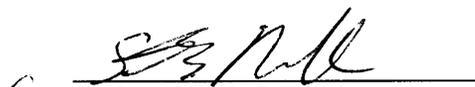
Prepared by:


Norman Baculinao, PE
Traffic Engineering Manager

Concurred by:


Phillip L. Sanchez
Police Chief
Police Department

Approved by:


for MICHAEL J. BECK
City Manager

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:
American Traffic Solutions, Inc.

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

<u>Jim Tuton</u>
<u>Adam Tuton</u>
<u>Adam Drazin</u>
<u>Don Pebozza</u>
<u>Robert Alpert</u>

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

<u>Goldman Sachs</u>
<u>Jim Tuton</u>
<u>Adam Tuton</u>
<u>Adam Drazin</u>

Prepared by: Amy L. Rosor
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Date: 6/22/10