

AGENDA



Thursday, November 8, 2007

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 61**

Subject: Authorize award, negotiation, and execution of a five-year requirements service contract with REDFLEX TRAFFIC SYSTEM, INC., for a red light camera system in an estimated amount not to exceed \$4,482,987.18, with two five-year extension options in estimated amounts not to exceed \$5,221,428.34 for the first extension option and \$6,083,508.93 for the second extension option, for a total estimated contract amount not to exceed \$15,787,924.46.

Amount and Source of Funding: Funding in the amount of \$561,803.20 is available in the Fiscal Year 2007-2008 Traffic Safety Fund of the Municipal Court. Funding for the remaining 52 months of the original contract period and extension options is contingent upon available funding in future budgets.

Fiscal Note: A budget amendment is on the agenda and is related to this item.

For More Information: Mick Osborne, Specialist Sr. Buyer /974-2995

Purchasing Language: Best evaluated proposal of two proposals received.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

On November 2, 2006, the City Council authorized the issuance of a RFP for a red light camera pilot project and subsequent contract. The city received proposals from two vendors interested in participating in the pilot study: American Traffic Solutions (ATS) and Redflex Traffic System, Inc. The purpose of the pilot study was to evaluate each vendor's equipment, the quality of still images and video, software capabilities and ease of use, reliability, vendor responsiveness, and back office support to the Municipal Court.

The pilot study ran from August 13, 2007 to September 24, 2007. The Redflex equipment was installed at the northbound I-35 frontage road approach at E. 11th Street. The ATS equipment was installed at the southbound I-35 frontage road approach at MLK, Jr. Boulevard. A total of 671 red light running violations were recorded at the E. 11th Street intersection and 2,233 were recorded at the MLK, Jr. Boulevard location. The large difference in the number of violations can be attributed to differences in traffic volumes at the two intersections. Additionally the location on MLK had a No Right Turn On Red provision. A large number of the 2,233 violations were for performing illegal right turns.

If approved by City Council, it is envisioned that cameras will be installed at up to 15 intersection approaches during the first year of the contract. Additional cameras may be installed in subsequent years pending the success of the first year program. The goal of a red light camera program is to reduce red light running and to enhance traffic safety.

Recently passed legislation, HB 1119, requires that 50% of the net revenue generated by a red light camera program be sent to the state comptroller for deposit to the credit of the regional trauma account established under Section 782.002, Health and Safety Code. HB 1119 further requires that the local authority deposit the remainder of the revenue in a special account in the local authority's treasury that

may be used only to fund traffic safety programs, including pedestrian safety programs, public safety programs, intersection improvements, and traffic enforcement.

Under the terms of the contract with Redflex, the City will pay a flat monthly fee per intersection approach, with a revenue neutrality guarantee such that if the gross monthly revenue does not exceed the total monthly fees, the City will pay the lesser amount for that particular month. Redflex will provide cameras, installation, software, and maintenance for the system. The Austin Police Department will review the violations on-line and apply approval/disapproval for each violation. Redflex will be responsible for mailing the citation notices to the violator. The violator will then be able to view the violation on-line and the Redflex website will provide a direct link to the Municipal Court payment system. Reflex will also mail a complete evidence package to the Municipal Court for each violation.

An evaluation panel consisting of personnel from the Public Works Department, Municipal Court, Austin Police Department, and Communications and Technology Management evaluated the proposals based on the proposer's understanding of the project scope and proposed solutions, demonstrated applicable experience, total evaluated cost, and an evaluation of the pilot project, which included timeliness of installation and system start-up, timeliness of required notifications to City, customer service/responsiveness to requests by the City, technology and hardware performance and conformance with functional/technical/system specifications, ratio of violations to violation letters, and quality of photos/videos.

MBE/WBE solicited: 0/0

MBE/WBE bid: 0/0

RFP NO. MSO0002
PROPOSAL ANALYSIS

- a. Adequate competition.
- b. Twenty five notices were sent. There are no known MBEs/WBEs for this commodity code. Two proposals were received.
- c. This is the first purchase of its type; therefore, there is no pricing history available.

APPROVAL JUSTIFICATION

- a. Best evaluated proposal received.
- b. The Purchasing Office concurs with the Public Works Department's recommended award.
- c. Advertised in the Austin American Statesman and on the Internet.