

# Automated Red Light Camera Enforcement Program

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## Procurement Process

- Research
- Evaluate Technology
- Determine your program wants and needs
- Draft the RFP
- Establish minimum bid requirements
- Develop and use Grading Matrix
- Narrow your focus
- Conduct On-Site Visits
- Request "Best & Final"
- Select Vendor
- Make Recommendation to Elected Officials

## Research

- Educate yourself on the technical aspects of how such a system works
  - Use of Internet
  - <http://electronics.howstuffworks.com/red-light-camera1.htm>
  - [http://safety.fhwa.dot.gov/intersections/redl\\_cameras.htm](http://safety.fhwa.dot.gov/intersections/redl_cameras.htm)

## Evaluate the Technology

- Try to determine what you want
  - Digital v. Wet Film
  - Use of ground loops
  - Access to control box

## Decide on the program you want

- Full Turn-Key System
  - Vendor captures violation, process all citations.
- Hardware and Images Only
  - Vendor captures violation and your city issues and processes all citations, and collects all fines

## Drafting the RFP

- Don't re-invent the wheel
- Ensure all stake holders are involved and approve of the RFP
  - Transportation Engineering
  - Public Works
  - Police
  - Legal
  - Purchasing
  - Municipal Court
  - Accounting
  - Finance

## Establish Minimum Requirements

- List of requirements each bid must meet for full consideration
  - How long have they been in business
  - Partnerships & length of this relationship
  - What technology do they use
- Allows you to eliminate unqualified bids early in the process – save you time and effort

## Vendor Presentations

- Allows each vendor equal opportunity to explain their product
- Allows all city stake holders opportunity to learn about vendor, and ask questions
- Helps build a basis of “Business Practices”

## Use of a Grading Matrix

- Used on all bids that meet minimum requirements
- Weight matrix based on what is most important to your city
  - Cost
  - Back-office ability

## Plano/Richardson/Frisco Matrix

- |                                 |       |
|---------------------------------|-------|
| ■ Back Office                   | ■ 35% |
| ■ Technology & Hardware         | ■ 25% |
| ■ Experience and Qualifications | ■ 10% |
| ■ Overall Costs                 | ■ 10% |
| ■ Project Approach              | ■ 10% |
| ■ Termination Plan              | ■ 10% |

## Select top 2-3 bids

- Use of grading matrix
- Conduct on-sight visits
  - Back Office for Turn-key solution
  - Operations center for hardware & technology

## Make Final Selection

- Request a “Best & Final” offer
- Use Grading Matrix to select vendor
- Provide your recommendation to City Government

## Questions?

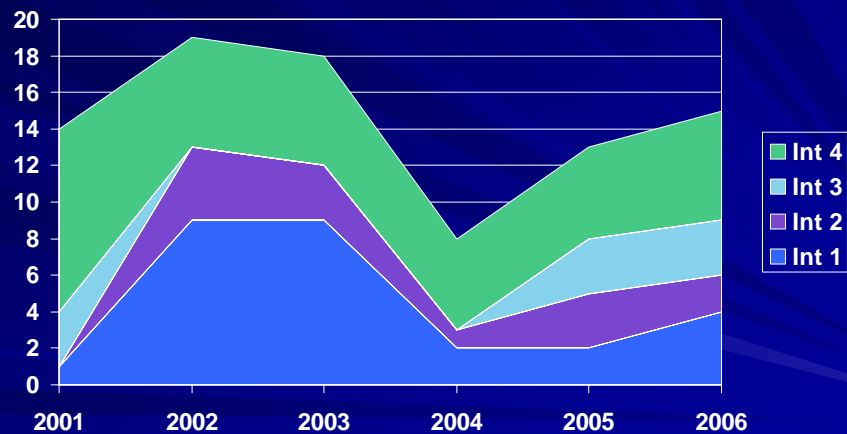
## Early Results

- Began issuing Notices of Violation on March 1, 2006
- Four Intersection Approaches

## Crash Data

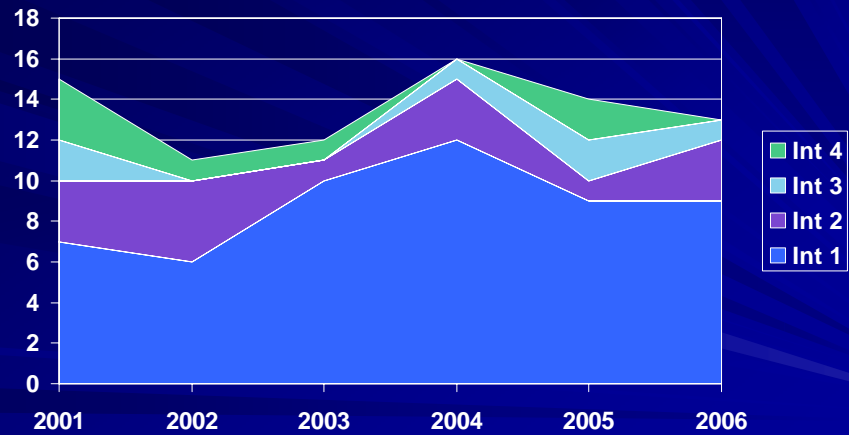
- Evaluated March 1<sup>st</sup> through May 31<sup>st</sup> for each of 5 year period
- Evaluated:
  - Intersection Crashes
  - Red Light Crashes
  - Rear-end Crashes

## Results Intersection Crashes

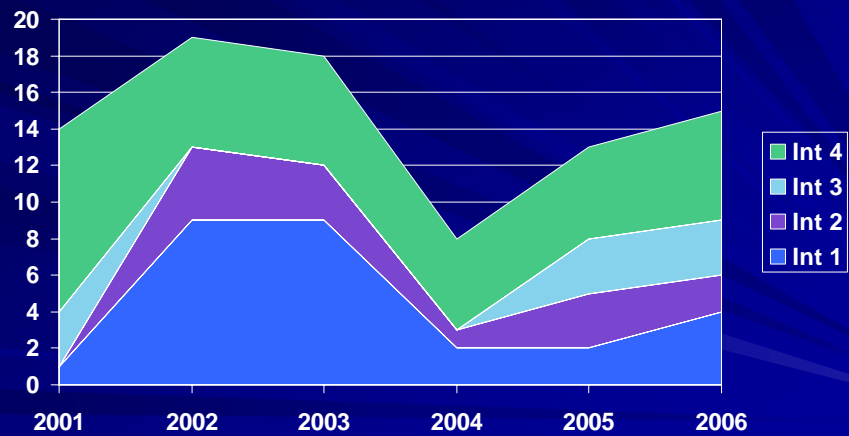




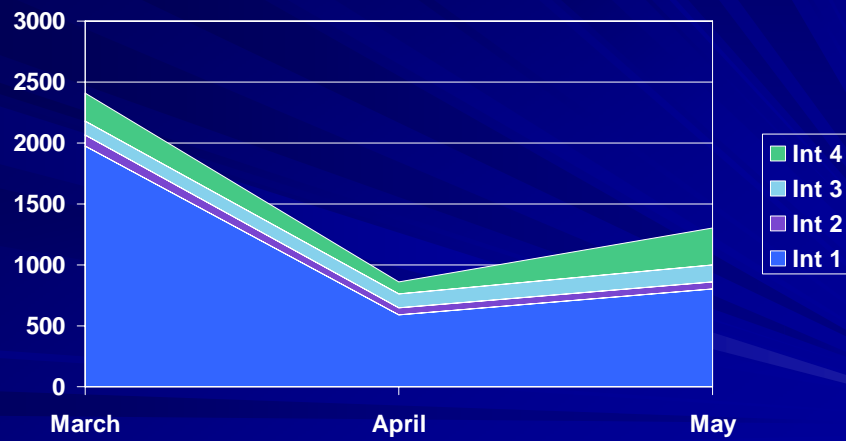
## Results Red Light Crashes



## Results Rear-end Crashes



## Results Red Light Citations Issued



## Questions?

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