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

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.

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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 stakeholders 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 1st through May 31st 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

March April May

Questions?

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