

Memorandum



CITY OF DALLAS

DATE October 10, 2014

TO Honorable Members of the Public Safety Committee:
Sheffie Kadane (Chair), Adam Medrano (Vice-Chair), Dwaine Caraway, Jennifer S. Gates,
Sandy Greyson, Scott Griggs

SUBJECT **Safelight Program (A Red-Light Photo Enforcement Safety Initiative)**

Attached is briefing material on the “**Safelight Program (A Red-Light Photo Enforcement Safety Initiative)**” to be presented to the Members of the Public Safety Committee on Monday, October 13, 2014.

A handwritten signature in cursive script that reads "Eric D. Campbell".

Eric D. Campbell
Assistant City Manager

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Safelight Program

(A Red-Light Photo Enforcement Safety Initiative)

Public Safety Committee

October 13, 2014



Why have a Safelight Program?

Problem:

- High number of right angle collisions and related injuries/fatalities due to people running red lights

Purpose:

- To improve public safety by increasing enforcement of red light laws in conjunction with public awareness to modify driving behavior

Solution:

- Execute contract for deployment of automated photo and video cameras for citation enforcement

Safelight Program Statistics

Post 7 Year Results

At 33 approaches with cameras:

- 54% average reduction in crashes caused by red light running
- 73% of these approaches showed reductions or no change in red-light related crashes

At 31 intersections (all approaches):

- 40% average reduction in crashes caused by red light running
- 71% of these approaches showed reductions or no change in red-light related crashes

Fewer Fatalities (all approaches)

- 86% reduction in fatalities

Fewer Injuries (all approaches)

- 54% reduction in Red Light Related person-injuries

Contract Update

10 year contract for camera system with Xerox

- Term from October 2006 to December 2016

Xerox and City of Dallas began negotiations because of concerns with:

- Gap in estimated service time due to early contract expiration
 - Early exhaustion of funds (June 2015 estimated exhaustion)
 - » New cameras
 - » Camera relocations
- Program Expenses
 - Monthly camera rental fee
 - Each additional camera added or relocated shortens the length of the contract as “burn” on funds

Steps Taken

1. City sent formal offer to Xerox in March 2013 to include new terms for current contract
2. Xerox provided initial response in July 2013
3. Xerox submitted final proposal in December 2013
4. Review by City Manager and City Attorney
5. Reviewed and approved by City Auditor in July 2014
6. City Council Agenda on October 22, 2014

Contract Supplement Terms

City of Dallas

- Add funds to extend term thru March 2017
- Payment based on minimum of 60 camera approaches
 - At times, the system may have less than 60 active cameras due to construction, street repairs, and utility improvements, etc.

Xerox

- Reduction in monthly rental fee
- Upgrade equipment at 8 existing camera sites
- Add cameras for 5 new sites
- Continue support services for 3 months after expiration of contract

Negotiated Benefits

Reduction in monthly rental fee

- Fee reduced from \$3,799 to 3,600 - per camera per month
- Estimated \$300,000 expense savings

Upgrade equipment at 8 existing camera sites

- Increase enforcement from 4 to 5 lanes
- Estimated \$250,000 value (potential revenue)

Add cameras for 5 new sites

- Estimated \$450,000 value (\$90k each)

Continue support services for 3 months after expiration of contract

- Estimated \$378,000 in vendor support service value
- Estimated \$450,000 in delinquent collections

New Request For Proposal (RFP)

The goal of the contract supplement was to:

Allow City to fulfill the original contract term and maximize negotiated benefits

Allow for additional time to prepare for future of program and release of RFP (see notes below)

Estimate 1 year to procure and deploy a new camera system

- Write updated specifications and release RFP
- Determine process for current system close
- Re-engineer camera locations for new sites
- Deploy new equipment to continue historical sites

QUESTIONS?