

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Peter Wingert, Chief of Police

DATE: December 2, 2021

DEPARTMENT: Police Department
Peter Wingert, 480 948-7410

AGENDA TITLE:
Discussion and Action on Photo Enforcement Contract

RECOMMENDATION:

Staff recommends the Council authorize the Town Manager to enter into a contract with American Traffic Solutions Inc. to provide photo enforcement services.

SUMMARY STATEMENT:

Paradise Valley has a long history of using photo enforcement to slow and maintain safe roadways in Town. Since 1987, photo enforcement has been used to augment limited staffing to reduce speed and red-light violations. In 1986, the Town's police officers responded to over 400 traffic collisions town wide. In 2019, despite higher traffic counts, officers were called to only 203 traffic collisions. While some of this reduction can be attributed to advances in technology, photo enforcement has proven beneficial as part of the Town's overall traffic safety program.

The Town's current vendor of photo enforcement services, Redflex, has provided this service to the Town for many years. The current contract has been in effect since 2013. During this contract, technology improvements and state law changes have taken place. Therefore, the Town requested proposals from interested vendors in July 2021. Two vendors submitted proposals and a committee of seven staff members from the Police Department, the Municipal Court, and the Public Works Department reviewed those proposals and interviewed vendors in August 2021. After interviewing vendors, "Best and Final" submission were requested and received from the two vendors.

This presentation will review the new technology, present costs associated with the program, and recap Council questions regarding the program. Staff recommends the Council authorize the Town Manager to sign a two-year contract with American Traffic Solutions, Inc. to provide photo enforcement services. This contract also provides the opportunity to extend annually for three, one-year mutual extensions.

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BUDGETARY IMPACT:

The annual costs are based on the number of citations issued and a per site fee for equipment. The approximate annual program costs based on 2017-2019 citation numbers are anticipated to be \$684,000. Historically, adjudicated citation revenues offset costs.

ATTACHMENT(S):

- A. Staff Report
- B. Power Point presentation
- C. Contract
- D. Procurement summary