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To: Public Safety and Regulatory Committee
Referral to: Ways and Means Committee

Cc: Deputy Chief Tim Dolan, Captain Stacy Altonen

From: Lt. Gregory W. Reinhardt

Date: February 16, 2005

Subject: Request to enter Contract

Background: On February 7, 2005 the Automatic Traffic Law Enforcement System (Red-light) Selection Committee met with the six contractors who responded to the City's Request For Proposal (RFP) concerning Automatic Traffic Law Enforcement Systems. Each contractor was given an hour to present their proposal and to respond to questions clarifying their presentation and items within their previously submitted RFP Response. Contractors interviewed include Siemens, Transol, ACS, Redflex, Nestor, and Mulvihill.

The Selection Committee is comprised of five members with Captain Stacy Altonen the project oversight manager. Committee members who attended the above interview are Lt. Gregory W. Reinhardt/Project Manager, Sgt. Terri Hoffman/Traffic Unit, Dallas Hildebrand/Public Works, Mary E. Heng/City Attorney Office, and Doris French/City Finance. Members were instructed to carefully consider the subject and content matter of both written and presented (oral) information. Contractors were evaluated by nine criteria:

1. Quality, thoroughness and clarity of proposal, written and presented.
2. Qualification and experience of staff, years of service, academic achievement, and licensure.
3. Review of references.
4. Financial responsibility and capacity of the company.
5. How well the scope of services offered meets the Departments objectives.
6. Organization and management approach proposed.
7. Cost of services proposed.
8. Ability to provide insurance coverage (as appropriate) for services proposed.
9. Diversity of workforce.

Finding/Recommendation: The Selection Committee reconvened on February 9, 2005. All five committee members were in attendance. Each team member was given an opportunity to voice support, concerns, and/or objections for each of the proposed contractors. The Selection Committee, by a four to one majority vote, recommends Redflex Traffic Systems to provide the City with their Automatic Traffic Law Enforcement System solutions. Committee members Mary E. Heng, Dallas Hildebrand, Doris French and Lt. G. W. Reinhardt voted for Redflex as the first choice for the project. Sgt. Terri Hoffman voted for ACS as her first choice.

The Selection Committee is excited to recommend Redflex Traffic System as the provider for the City's Automatic Traffic Law Enforcement System. Redflex currently has cameras systems installed across the county supporting over 50 communities including, Inglewood CA, Scottsdale AZ, Chicago IL, and Virginia Beach, VA. Committee members felt that Redflex strong "selling" points were, but not limited to:

- Department Customer Service
- Community Outreach
- Innovated Technology
- Reliable Equipment
- Flexible System Staging
- Ease of System Operation
- Reduced Financial Risk

Scope of Services: Redflex Traffic Systems will provide the City with a comprehensive Automatic Traffic Law Enforcement System solution inclusive, but limited to; all hardware, software, detection equipment (cameras, housing, poles, junction boxes, etc...), image retrieval and data storage, installation, maintenance & replacement, citation issuance and processing, registered owner data retrieval, data transfers, compressive records and data retrieval, evidence packages, expert witnesses, training, customer relations, and community out-reach.

Cost of Services: The City's Automatic Traffic Law Enforcement System will be funded in total by paid fees for detected traffic violations. Redflex is providing the City with the above program with no up-front or out-of-pocket costs. Furthermore, Redflex will evaluate the program annually and adjust pricing to ensure price neutrality.

Redflex is offering the City several flexible compensation options. The Selection Committee recommends proceeding with a monthly fixed fee per camera system. Total annual costs for operating 16 camera systems will not exceed \$965,000.

Request for Action: Redflex Traffic Systems will be a strong partner in the City's effort to keep the streets and roadways of Minneapolis safe and secure. The Selection Committee considered the health and welfare of the City's citizens. Will they be safer, will there be fewer accidents, and less people injured or die as the result of traffic accidents? Automatic Traffic Law Enforcement Systems will greatly influence drivers' behavior to proceed safely on our roadways. Redflex Traffic System has the experience and the technology to assist the city in this public safety objective.

The Selection Committee respectfully requests you consider their findings and recommendations and grant permission to enter into a contract with Redflex Traffic Systems. The terms of the contract shall not exceed \$965,000 annually. Thank you for your consideration to this matter.

Lt. Gregory W. Reinhardt
Minneapolis Police Department
Automatic Traffic Law Enforcement System
Project Manager