



## Village Manager's Office Memorandum

**DATE:** May 9, 2014

**TO:** Paul Grimes, Village Manager

**FROM:** Ilir Ademaj, Management Analyst

**SUBJECT:** Approval of Automated Red Light Enforcement Vendor Negotiation

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This memo provides background information on the vendor selection process, outlining a timeline and a rationale for recommending a vendor for the automated red light enforcement program. Staff recommends seeking the Board's approval to enter into exclusive negotiations with the recommended provider for the Village's automated red light enforcement program.

### **Background**

The Village of Orland Park intends to contract with the most qualified vendor for a comprehensive and fully integrated, automated red light traffic enforcement program. The successful contractor is expected to deploy traffic safety camera equipment at warranted Village designated, intersections. The contracted services shall include all hardware, software, installation, maintenance, operation, and all back office processing of violations.

### **Vendor Selection Process Timeline**

On January 10, 2014 – RFP Publication. The Village published an RFP on the Village website and the SouthtownStar newspaper. Some of the requirements in the RFP scope of services for "complete turnkey services" are outlined below:

- Assistance with intersection selection, including establishment of baseline counts of red light violations and selection of initial set of intersections.
- Site design, installation, maintenance and operation of the automated camera system at all selected intersections.
- Processing of data prior to providing access to chargeable violations
- Initial mailings of violations and all follow-up mailings,
- Ability to accept payments on-line, by telephone and through a lock box.
- Administrative adjudication software and hardware to support administrative hearing and contests by mail.
- Provision of regular statistical reports of program operations.
- Training of Village staff involved in the implementation of the program.
- Contractor must be able to move cameras to new locations at NO COST to the Village if the camera in question has reached its desired safety goals or has become economically infeasible.

- Contractor shall be responsible to work with the Village, the Illinois Department of Transportation, the Cook County Highway Department and other governmental entities, to obtain ALL necessary permits and pay associated costs therefrom
- The servicing and maintenance of the red light camera enforcement equipment
- A detailed cost estimate and a fee schedule to complete the work with a not-to-exceed figure. This cost information/structure was included as part of the proposal evaluation process. The Village asked for quotes for two independent fee structures:
  - Fee Structure #1 - A Contractor fee, stated as a monthly fee that is based on the value of the Contractor equipment, installation and services offered and not based on the number of citations issued or the revenue generated by such devices.
  - Fee Structure #2 - Contractor fee stated as a fee per citation issued or as a percentage of revenue generated per citation.

January 24, 2014 – RFP Closing Date. Six firms responded to the Village’s RFP: Federal Signal Corporation, Redflex Traffic Systems, Red Speed Illinois, GATSO USA, American Traffic Solutions Inc. and SafeSpeed LLC.

February 7, 2014 - Evaluation Committee meeting was held to coordinate review of responses to the RFP and begin evaluation process. The Evaluation Committee members included the following members: Timothy McCarthy, Police Chief, Lt. Timothy McCormick, Traffic Compliance Administrator, Ellen Baer, Assistant Village Manager, and Annmarie Mampe, Director of Finance.

As part of the proposal evaluation methodology, the committee selected a quantitative scoring tool and a reference check questionnaire for all six vendors. The committee used a scoring process to formally evaluate the vendor responses. Committee members read responses and scored them independently according to the scoring tool they developed in advance.

February 17, 2014 - RFP Evaluation Scores Submitted. The committee met as a group and reviewed proposals, and discussed their individual assessments and scores. After all committee members finalized their scores, average results and vendor rankings were tabulated.

March 4, 2014 - Reference Checks Conducted. The references listed on each respective RFP document were contacted by Annmarie Mampe and Lt. Timothy McCormick.

March 12, 2014 – Reference Check Discussion and Interview Coordination. The evaluation committee discussed the findings of the reference checks and members were given the opportunity to adjust scores in response to the staff analysis and discussion. The three top vendors identified were: GATSO USA, Red Speed Illinois and American Traffic Solutions, Inc.

March 17, 2014 – Current Vendor Contract Extension. Redflex Traffic Systems Inc., the Village’s current vendor accepted an extension to the Photo Red Light Enforcement Agreement between Redflex and the Village executed on March 31, 2008 and extension of the Violation Processing Service Agreement executed on March 31, 2008 (the "Agreements"). The terms of the Agreements will remain in full effect and the terms of the Agreements will be extended on a month-to-month basis after the expiration of the current terms in May 2014.

March 28 - March 3, 2014 - Vendor Interviews. The vendors were asked to bring the project managers responsible for working with Village representatives. The committee members met with the three vendors between March 28<sup>th</sup> and April 3, 2013 in three separate sessions. A series of questions were asked about consultant qualifications and demonstration of willingness and ability to work effectively

with the Village and other entities as the program requires. The three interview sessions involved a presentation followed by a series of questions about the proposed turnkey operations and front and back office system capabilities.

April 23, 2014 - Evaluation committee meeting was held to recommend top vendor. After the interviews, the committee met to discuss about the vendor qualifications based on the interviews and proposal evaluations. GATSO USA received the highest average score and was most recommended by three committee members and was selected as second choice for one member. Red Speed Illinois was selected as second for three members and first for one member. RFP evaluation documents are attached that summarize the staff analysis and scores of the vendor evaluations.

### **Selection Rationale for Recommendation**

The recommended vendor has sophisticated products, flexible fee structures and is an established international brand in the traffic enforcement industry. The following strengths were identified:

- *GATSO's Industry Experience*
  - o GATSO USA provides photo enforcement for 60+ countries and 20+ U.S. communities since 1958.
  - o GATSO is contractor for a number of E.U. governments including France and the Netherlands.
  - o GATSO USA appears to have the technical ability to provide full turnkey services to Village.
- *GATSO's System Advantages*
  - o GATSO has better detection, camera and review technology leading to more citations issued as a percentage of actual violations.
  - o Amber alert and tracking capabilities throughout their systems for a particular license plate.
  - o Innovative radar, camera, and video-archiving capabilities
  - o GATSO USA does not limit the number of warning tickets. The software system has a drop-down menu that is always available to the reviewing officer to select "issue ticket" or "issue warning", thus allowing discretion to the officer.
- *GATSO's Best Value Bid*
  - o GATSO's response was the lowest cost bid that met the required scope of work.
  - o GATSO provides same rate structure options/amounts to all customers.
  - o The per violation fee structure as opposed to the per camera fee structure keeps program honest - both the vendor and the Village capture more revenue as citation issuance increases.
  - o The payment rate will increase as a better image and video is provided to the violator - less likely to contest/not make payment.
  - o At any intersection with 5 or more lanes, they typically add the second camera to cover that 5th lane (or 5th and 6th lanes.) This additional camera is at no additional cost to the Village as part of the per-approach costs.

### **Recommendation**

Based on the above information, staff suggests the Village of Orland Park enter into exclusive negotiations with GATSO USA of Beverly, Massachusetts.