



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: October 30, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR PROPOSALS (RFP) NO. 2024-274-DF, FOR SPEED DETECTION CAMERA SYSTEM FOR SCHOOL ZONES; AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH MODAXO TRAFFIC MANAGEMENT USA INC., AS THE TOP-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH MODAXO TRAFFIC MANAGEMENT USA INC., AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH SENSYS GATSO USA, INC., AS THE SECOND RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH SENSYS GATSO USA, INC., AUTHORIZING THE ADMINISTRATION TO ENTER INTO NEGOTIATIONS WITH JENOPTIK NORTH AMERICA, INC., AS THE THIRD RANKED PROPOSER; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION. (POLICE)

**RECOMMENDATION**

The City Administration ("Administration") recommends that the Mayor and City Commission ("City Commission") approve the Resolution.

This solicitation is under the Cone of Silence.

**BACKGROUND/HISTORY**

In 2023, the State of Florida Legislature enacted Section 316.008(9), Florida Statutes, effective on July 1, 2023, pertaining to the use of speed detection systems ("SDS") to enforce speed limits in school zones.

The statute authorizes counties and municipalities to place or install, or contract with a vendor to place or install, SDS to enforce school zone speed limits for violations in excess of 10 miles per hour over the applicable speed limit and to enforce the posted speed limit at other times during the entirety of the school session.

Sec. 316.008(9), Florida Statutes, authorizes municipalities to enact an ordinance regarding the placement or installation of SDS upon determining that the location of such system(s) warrants additional enforcement action based on traffic data and/or other evidence supporting the need for SDS in such location(s). In accordance with the statute, on April 3, 2024, the City Commission enacted an ordinance governing the deployment of SDS within the City.

The purpose of the school zone SDS is to enhance the safety of school children and pedestrians by effectively enforcing speed limits in designated school zones. By employing advanced technology such as radar or cameras, the system aims to detect and deter speeding motorists,

thereby reducing the risk of accidents and promoting a safer environment for students, parents, and school staff.

Through this RFP, the City sought proposals to provide and install all equipment and monitor the SDS for violations. The equipment and monitoring will be provided at no cost to the City with revenue sharing of any collections. The Bidder must implement school zone speed detection systems in accordance with Florida State Statute 316.0776, 316.008(9)(a), and all applicable other laws, ordinances, and administrative orders.

## **ANALYSIS**

On April 3, 2024, the Mayor and City Commission authorized the issuance of RFP 2024-274-DF for speed detection camera system for school zones. On April 5, 2024, the RFP was issued. Voluntary pre-proposal conferences were held on April 18, 2024, and April 30, 2024, to provide information to proposers submitting a response. Seven (7) addenda were issued, and 88 prospective bidders accessed the advertised solicitation. RFP responses were due and received on June 27, 2024. The City received a total of nine (9) proposals. Listed below are the firms:

- Altumint, Inc.
- American Traffic Solutions, Inc d/b/a Verra Mobility
- Blue Line Solutions LLC
- Jenoptik North America, Inc.
- Modaxo Traffic Management USA Inc.
- NovoaGlobal, Inc.
- Quipux US LLC
- RedSpeed Florida LLC
- Sensys Gatso USA, Inc

On July 3, 2024, the City Manager appointed the Evaluation Committee via LTC # 277-2024 ("The Committee"). The Committee comprised Ghassan Choueiry, Senior Transportation Engineer, Transportation & Mobility Department; Ozzie Macias, Chief Technology Officer, Information Technology Department; Alejandro Mouro, Detective, Police Department; and Kyle Teijeiro, Senior Budget Analyst, Office of Management and Budget. The Committee convened on September 19, 2024, to consider the proposals received.

The Committee was provided an overview of the project, information relative to the City's Cone of Silence Ordinance, and the Government Sunshine Law. The Committee was also provided general information on the scope of services and a copy of each proposal. The Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFP. The evaluation process resulted in the ranking of proposers as indicated below and in Attachment A.

- 1st - Modaxo Traffic Management USA Inc.
- 2nd - Sensys Gatso USA, Inc.
- 3rd - Jenoptik North America, Inc.
- 4th - Altumint, Inc.
- 5th - American Traffic Solutions, Inc d/b/a Verra Mobility
- 6th - Blue Line Solutions LLC
- 7th - RedSpeed Florida LLC
- 8th - NovoaGlobal, Inc.
- 8th - Quipux US LLC

The Evaluation Committee ranked Modaxo Traffic Management USA Inc. ("Modaxo") as the top-ranked proposer. The Committee highlighted during the deliberations that the software's user interface is intuitive and its database, CiteWeb, very customizable. The Committee also

appreciated the single pole hardware proposed by Modaxo, which would help minimize construction time and alleviate current City constraints in certain areas designated for this program due to limitations in right-of-way space and ADA requirements. The Committee also commented on Modaxo's experience with camera enforcement programs and with the Florida Department of Transportation (FDOT) as the proposed system Drive Safe has received FDOT approval for structural installations for red light enforcement.

Modaxo has actively managed photo enforcement programs for over 29 years. Its speed and red light camera system experience began in 1995 with the City of Portland, OR and the City of Camrose (Alberta, Canada) and both remain its clients. It is currently contracted with the City of Fairfax, VA, Montgomery County, MD, City of Richmond, VA, Howard County, MD, and City of Providence, RI specifically for school zone photo enforcement programs. Modaxo (previously Conduent State & Local Solutions, Inc.) is currently providing the City of Miami Beach with red light violation camera enhancement system and related support services pursuant to RFP 2019-093-JC and the City has been satisfied with the services. As such, Modaxo is familiar with the requirements for speed enforcement within Florida and is well-suited to provide a quick and seamless implementation to the City. Further, all submitted references provided positive feedback.

The Evaluation Committee also deemed Sensys Gatso USA, Inc., 2<sup>nd</sup> ranked proposer, and Jenoptik North America, Inc., 3<sup>rd</sup> ranked proposer, to be well qualified and should be considered if the negotiations with Modaxo were not successful. The following are summaries of both proposers as articulated in their responses:

Sensys Gatso USA, Inc. (Sensys Gatso) was founded in 1958 as Gatso and introduced the world's first speed-measurement device in the same year. It merged with Sensys, the supplier to the Swedish transport administration in 2015. Sensys Gatso is the world's most established automated traffic safety enforcement company with over 60,000 photo enforcement installations in 60 countries and over 60 years of experience. Sensys Gatso has several contracts in the east coast including East Providence and Pawtucket, RI; Abington and Warrington Township, PA; Pelham Manor and Albany, NY; St. Mary's, GA; and Maitland, FL. All submitted references provided positive feedback.

Jenoptik North America, Inc. (Jenoptik) is a worldwide pioneer in the creation and installation of Traffic and Safety Enforcement Systems. Its product suite includes Speed, Red Light, Automated License Plate Reader, School Zone and Bus Stop Arm Enforcement, Sound detection, Vessel detection and identification, and more. Jenoptik has over 4,000 systems installed across North America and more than 30,000 systems operating globally. It is continuously expanding by improving the effectiveness of road safety strategies. All submitted references provided positive feedback.

### **SUPPORTING SURVEY DATA**

Based on the 2022 City of Miami Beach Community Satisfaction Survey, 81% of residents are concerned with pedestrian safety when crossing the street. Further, residents show 48% satisfaction with the level of safety in local public schools. This RFP looks to directly address both points by augmenting pedestrian safety near school zones.

### **FISCAL IMPACT STATEMENT**

The speed detection camera system for school zones program, initiated in response to new State legislation therefore presents no historical context for the City regarding the potential. As HB 657 dictates the City will retain \$60 to administer speed detection systems in school zones and other public safety initiatives and will remit \$40 to entities as follows: \$20 to the Department of Revenue for deposit into the General Revenue Fund; \$12 to the School District for school security initiatives, student transportation, or safety of student walking conditions; \$5 to the County or municipality

for the School Guard Recruitment and Retention Program; and \$3 to the Law Enforcement Criminal Justice Standards and Training Trust Fund. Modaxo Traffic Management USA Inc., in its proposal response to the RFP, proposed that it will retain 32.91% of the \$60.00. Based on this revenue-sharing structure of the RFP and on the \$100,000 estimated total annual revenue received by the school zone program, Modaxo would receive an estimated \$32,910 and the City will receive an estimated \$67,090 revenue every year. In addition, a key advantage of the City's program is that the City will not incur any installation, maintenance, calibration, administration, or regulatory compliance costs, with all financial terms remaining open for negotiation, offering flexibility as the program grows.

For comparison, Miami-Dade County's school zone camera enforcement program, piggybacking from a City of Alpharetta, GA contract, follows a tiered payment system where the vendor would be entitled to 33% for the first 100 systems installed, 32% for the 101 to 200 systems installed, 31% for the 201 to 300 installed, and 30% for 301 or more systems installed. The City's program will initially launch with just six (6) sites, allowing for expansion as needed. The percentage revenue proposed by Modaxo to the City is 0.09% higher than that of Miami-Dade County, amounting to an additional \$100 based on an estimated \$100,000 in total annual revenue.

Alternatively, the Administration has found that the City of Eustis, FL and the City of Leesburg, FL utilize fee-for-service contracts where a fee (on average \$3,500 per equipment) is paid on a monthly basis by the agency for the contracted speed detection systems. In those programs, the Administration has also found instances where the vendor or agency operates the speed detection systems. Whereas there exist different business models for the administration of a school zone speed enforcement camera program within the public sector, the City is confident in its assertion to move forward with a revenue generating contract.

**Does this Ordinance require a Business Impact Estimate?**  
(FOR ORDINANCES ONLY)

**If applicable, the Business Impact Estimate (BIE) was published on:**  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

**FINANCIAL INFORMATION**

N/A. The resulting Contract is expected to be revenue generating.

**CONCLUSION**

Based on the foregoing, it is recommended that the Mayor and City Commission approve the Resolution authorizing the Administration to enter into negotiations with Modaxo Traffic Management USA Inc., as the top-ranked proposer. If the Administration is not successful in negotiating an agreement with Modaxo Traffic Management USA Inc., authorizing the Administration to enter into negotiations with Sensys Gatso USA, Inc., as the second-ranked proposer. If the Administration is not successful in negotiating an agreement with Sensys Gatso USA, Inc., authorizing the Administration to enter into negotiations with Jenoptik North America, Inc. as the third-ranked proposer. Further, authorizing the City Manager and City Clerk to execute an agreement upon the conclusion of successful negotiations by the Administration.

**LOBBYIST DISCLOSURE**

In accordance with Resolution No. 2023-32857, adopted by the City Commission on December 13, 2023, the following information has been provided by the Administration:

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? **No.**

2. If so, specify name of lobbyist(s) and principal(s): **Not applicable.**

**Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Procurement

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

**Condensed Title**

Accept Recomm/RFP 2024-274-DF, Speed Detection Camera System for School Zones.  
(Fernandez) PD/PR