



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: May 21, 2025

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. 2025-210-DF, FOR SPEED DETECTION CAMERA SYSTEM FOR SCHOOL ZONES. (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.

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.

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. RFP responses were due and received on June 27, 2024. The City received a total of nine (9) proposals. 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 Evaluation Committee ranked Modaxo Traffic Management USA Inc. ("Modaxo") as the top-ranked proposer. The Evaluation Committee also deemed Sensys Gatso USA, Inc., 2nd ranked proposer, and Jenoptik North America, Inc., 3rd ranked proposer, to be well qualified and should be considered if the negotiations with Modaxo were not successful.

On November 20, 2024, the City Manager, presented his recommendation to authorize 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, the item sought to authorize the City Manager and City Clerk to execute an agreement upon the conclusion of successful negotiations by the Administration.

During this meeting, Commissioner Alex Fernandez and David Suarez separated item C2 A from the Consent Agenda. Commissioner Alex Fernandez made a motion to refer the item to the Finance and Economic Resiliency Committee (FERC) for further discussion. At the December 20, 2024, FERC meeting, Commissioner Fernandez motioned to have this item heard at Commission with a favorable recommendation of directing the Administration to re-procure the services. The motion passed 3-1.

During the City Commission meeting on February 3, 2025, the Finance and Economic Resiliency Committee's recommendation was accepted, resulting in the rejection of RFP 2024-274-DF and authorizing the issuance of a new RFP.

ANALYSIS

As directed by the Mayor and City Commission, on February 5, 2025, the Procurement Department issued a new RFP 2025-210-DF for Speed Detection Camera System for School Zones. A voluntary pre-proposal conference was held on February 14, 2025, to provide information to proposers submitting a response. One (1) addendum was issued, and 51 prospective bidders accessed the advertised solicitation. RFP responses were due and received on March 21, 2025. The City received a total of five (5) proposals from the following firms:

- Jenoptik North America, Inc.
- Modaxo Traffic Management USA Inc.
- NovoaGlobal, Inc.
- RedSpeed Florida LLC
- Sensys Gatso USA, Inc

On March 28, 2025, the City Manager appointed the Evaluation Committee via LTC # 140-2025 ("The Committee"). The Committee comprised Ozzie Macias, Chief Technology Officer, Information Technology Department; Alejandro Mouro, Officer, Police Department; Joaquin Rodriguez, Lieutenant, Police Department; and Kyle Teijeiro, Senior Budget Analyst, Office of Management and Budget. The Evaluation Committee convened on April 10, 2025, 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 - Jenoptik North America, Inc.
- 2nd - RedSpeed Florida LLC
- 3rd - Modaxo Traffic Management USA Inc.
- 4th - Sensys Gatso USA, Inc.

The Evaluation Committee resulted in Jenoptik North America, Inc. ("Jenoptik") the top-ranked proposer and the most qualified firm for the project.

The Committee highlighted several key advantages of the Jenoptik solution. One notable feature is the inclusion of bi-directional cameras, which enhance monitoring capabilities by capturing data from both directions of travel. Additionally, the system offers intuitive search functionality, making it easier for users to retrieve and analyze data efficiently. The Committee also underscored Jenoptik's extensive industry experience, noting that the company was the original developer of license plate reader (LPR) technology. The Committee also commented that Jenoptik's solution met the requirements of the RFP, including all applicable IT security requirements and would be a suitable contractor for speed detection camera system for school zones.

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. Jenoptik has a South Florida location in Jupiter, FL to service its local customers. Jenoptik has provided services across the camera enforcement industry, including red-light camera enforcement for the City of Hazleton, IA, City of Edmonton, CA (Canada), and City of Homestead, FL, and school zone speed enforcement for City of Quincy, FL, Prince George's County, MD, and the Town of Newmarket, CA (Canada). All submitted references provided positive feedback.

The Evaluation Committee also deemed RedSpeed Florida LLC. and Modaxo Traffic Management USA Inc. well qualified and should be considered if the negotiations with Jenoptik are not successful.

RedSpeed Florida LLC ("RedSpeed") offers American-made Lidar speed detection, integrated with any third party Automated License Plate Reader (ALPR) system (including Rekor, Vigilant, Flock, Insight, etc.) and a dedicated team to deliver a best-in-class, violator-funded safety program that changes driving habits and saves lives. RedSpeed was established in 2006, currently serves five (5) states and 150 municipal clients. RedSpeed is contracted with 29 Florida municipalities, including Aventura, Bradenton, Cape Coral, Miami Gardens, Pinecrest, and South Miami. All submitted references provided positive feedback.

Modaxo has actively managed photo enforcement programs for over 29 years further solidifying them as a leader in the industry. Modaxo has significant school zone speed enforcement experience in numerous states and is the vendor of choice for some of the largest school zone photo enforcement programs in North America such as Montgomery County, MD, Howard County, MD, City of Providence, RI, City of Richmond, VA, and Fairfax County, VA. All submitted references provided positive feedback.

SUPPORTING SURVEY DATA

Based on the 2024 City of Miami Beach Community Satisfaction Survey, 76% of residents are concerned with pedestrian safety when crossing the street. Further, residents show 44% 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

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

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-notices/>

FINANCIAL INFORMATION

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 number of infractions. 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.

Jenoptik North America, Inc., in its proposal response to the RFP, proposed that it will retain 20% of the \$60.00. Based on this revenue-sharing structure of the RFP, Jenoptik would receive \$12 per ticket and the City will receive \$48 revenue per ticket. 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 to be retained by Jenoptik is 13% lower than that of Miami-Dade County, amounting to an additional \$8.20 per ticket based on the related tier (33%) within the County's model.

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 Jenoptik North America, Inc. as the top-ranked proposer. If the Administration is not successful in negotiating an agreement with Jenoptik North America, Inc., authorizing the Administration to enter into negotiations with RedSpeed Florida LLC., as the second-ranked proposer. If the Administration is not successful in negotiating an agreement with RedSpeed Florida LLC., authorizing the Administration to enter into negotiations with Modaxo Traffic Management USA 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.

Applicable Area

Citywide

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

No

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)

Co-sponsor(s)

Condensed Title

Accept Rec/RFP 2024-274-DF, Speed Detection Camera System for School Zones. PD/PR

Previous Action (For City Clerk Use Only)