

Issue Summary

Subject: Authorize a contract with American Traffic Solutions, Inc. dba Verra Mobility for an automated traffic enforcement system

Staff Member, Department: Mike Krantz, Police

Meeting Date: 9/17/2025

Action(s) Required:

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| <input type="checkbox"/> Consent Agenda | <input type="checkbox"/> Ordinance First Reading | <input type="checkbox"/> Public Hearing |
| <input type="checkbox"/> Information/Direction | <input type="checkbox"/> Ordinance Second Reading | <input type="checkbox"/> Resolution |
| <input checked="" type="checkbox"/> Motion | | |

Recommended Motion

I move to authorize a three-year agreement with American Traffic Solutions, Inc. dba Verra Mobility, in substantially the form presented to Council, for an automated traffic enforcement system in an amount not-to-exceed \$2,340,000, and to authorize the City Manager to renew the agreement in accordance with the terms of the agreement for up to two additional years in an amount not to exceed \$780,000 per year.

Issue/Council Decision & Discussion Points

- On January 17, 2024, the Bend City Council directed staff to move forward with planning for an Automated Traffic Enforcement Program as part of the City's 2023-25 Council Goals.
- This agreement will engage Verra Mobility to install, operate, and maintain automated traffic enforcement systems for the City of Bend.
- Program costs: The program is expected to generate enough revenue to offset costs. The City's obligation to pay begins only once the camera systems are installed, activated, and producing enforceable citations.
- Staffing impact: Council approved a Traffic Sergeant in 2024 and two Automated Traffic Enforcement Agents in the 2025-27 budget. The Municipal Court is anticipated to need one additional FTE, as well as added judge and bailiff time to accommodate an increase in court dates. Funding is tied to projected citation revenue, and hiring will be timed strategically to align with revenue generation.



Background

On January 17, 2024, the Bend City Council directed staff to move forward with planning for an Automated Traffic Enforcement Program as part of the City's 2023–25 Council Goals. That direction recognized the community's strong concerns about speeding, red-light running, and traffic safety as Bend continues to grow. Traffic volumes have increased significantly, contributing to higher crash risks at key intersections and corridors.

Following Council's direction, staff conducted a formal Request for Proposals (RFP) to evaluate and select a qualified vendor. Through this competitive process, Verra Mobility was identified as the preferred provider based on its experience, technical capacity, and comprehensive service package. Verra Mobility will provide the cameras, installation, operation, and maintenance of the systems, along with the back-office software and processing needed to manage citations, reporting, and compliance with Oregon law.

The Automated Traffic Enforcement program is structured so that operating costs will be covered by citation revenue. The City's payments to the vendor begin only once the systems are operational and issuing enforceable citations. The program will launch with an initial set of cameras, with additional locations phased in during the first year as traffic studies are completed. Council has also authorized police staffing to support the program, with hiring planned strategically to align with availability of program revenue. Additional staffing needs related to the court processing citations have not yet been determined and will be presented to council at a later date.

The rollout of the Automated Traffic Enforcement program will follow a phased timeline, beginning with contract execution in fall 2025, followed by permitting, installation, and system testing through the end of the year. Once equipment is in place and operational, the program will enter a 30-to-90 day warning period to give the public time to adjust before citations are issued. Full enforcement is expected to begin in the spring of 2026.

Automated enforcement is a proven tool used in cities across Oregon and the nation to reduce dangerous driving behaviors. Research shows that cameras deter red-light running and speeding, improve compliance with traffic laws, and ultimately contribute to safer communities for drivers, pedestrians, and cyclists. The program will also include a public education campaign, bilingual customer service, and statistical reporting, ensuring transparency and accountability to the public and Council.

Budget and Financial Impacts

The contract with Verra Mobility is structured as a three-year agreement with a not-to-exceed amount of \$2,340,000, which represents up to \$780,000 per year for program costs. Program revenues from citations are expected to eventually cover all operating costs, including the added FTE.

- Annual Operating Costs: Running all 10 cameras for one year is estimated at approximately \$648,000 if only fixed systems are deployed; costs increase if mobile camera systems are included, as mobile units carry a higher monthly rate.
- The City’s obligation to pay begins after the camera systems are installed, activated, and producing enforceable citations.
- The program is expected to generate enough revenue to offset costs.
- Staffing Impact: Council approved a Traffic Sergeant in 2024 and two Automated Traffic Enforcement Agents in the 2025-27 budget. Funding is tied to projected citation revenue, and hiring will be timed strategically to align with revenue generation. Additional costs related to court staffing needs will be determined once the program is initiated.

Community Outreach Process and Potential Impacts

Verra Mobility will support the City’s outreach and education efforts by providing public information content and campaign strategies through its marketing department. This includes delivering public education during rollout—such as in-person or virtual workshops—to improve traffic safety awareness and advise motorists of the consequences of violations. Outreach will continue periodically to reinforce key safety messages and updates. In addition, Verra Mobility will provide bilingual customer service to provide greater accessibility to program information, education, and supports. These combined efforts are intended to build community awareness, transparency, and acceptance of the Automated Traffic Enforcement Program.

Department Director Review: Paul Kansky

Financial Review: Samantha Nelson

Legal Review: Michael Selkirk

Attachments

- Contract
- Notice of Intent to Award



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