

# MARSHALLTOWN

— I O W A —

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**TO:** Mayor Greer and City Council  
**FROM:** Captain Christopher Jones  
**DATE:** 17 October 2022  
**RE:** Automated Traffic Enforcement

**Policy Issue:** City council approval is required for professional services contract.

<input type="checkbox"/> Goal 1: Expand and improve development	<input checked="" type="checkbox"/> Goal 3: Continually improve the City's organization & services
<input type="checkbox"/> Goal 2: Enhance Marshalltown's public image	<input checked="" type="checkbox"/> Goal 4: Partner with others to improve quality of life

**Specific Objective/Action:** Review of the RFP process used in selecting a vendor for Automated Traffic Enforcement Services.

**Recommendation:** Negotiate and execute a contract with an Automated Traffic Enforcement (ATE) vendor.

**Budget Impact:** None

**Description/Background:** Due to limited resources, many local governments have turned to automated traffic enforcement to enforce city ordinance traffic violations without diverting law enforcement resources from other areas. Speeding is a significant problem that negatively impacts the safety of everyone on the road.

Upon request, a RFP was posted seeking a company to assist the Marshalltown Police Department in implementing an ATE program. Four responses to the RFP were collected and each company was evaluated on the following criteria based on the proposal submitted.

Selection Criteria:

- Experience, Qualifications, and Expertise
- Capabilities and Resources
- Project Understanding and Approach
- Pricing
- Quality, Thoroughness and Responsiveness of Proposal
- References
- Geographic Location of your Firm

Based on the above criteria the selection committee would like to recommend Sensys Gatso Group. Their service is expected to be provided at no cost to the city.

**CITY COUNCIL**

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Jeff Schneider, Gary Thompson, Dex Walker

