



**City of Coral Gables
CITY COMMISSION MEETING
July 1, 2025**

ITEM TITLE:

A resolution accepting the recommendation of the Chief Procurement Officer to award RFP 2025-004 School Zone Speed Detection System to Jenoptik Smart Mobility Solutions, LLC, the highest ranked responsive and responsible proposer, pursuant to Section 2-763 of the Procurement Code entitled "Contract Award" and Request for Proposal (RFP) 2025-004.

DEPARTMENT HEAD RECOMMENDATION:

Approval.

BRIEF HISTORY:

The purpose of this RFP is to establish a contract with a qualified and experienced professional firm ("Proposer") for a School Zone Speed Detection System (SDS) program in accordance with Sec. 316.008(9), Florida Statutes. The Proposer must implement school zone SDS in accordance with Florida State Statute 316.1896, 316.0776, 316.008(9), and all other applicable laws, ordinances, and administrative orders.

On March 19, 2025, the Procurement Division of Finance formally advertised, issued, and distributed School Zone Speed Detection System, Request for Proposals (RFP) 2025-004. Fifty-one (51) prospective proposers were notified of the RFP package from INFOR, the City's web-based e-procurement system.

On April 23, 2025, four (4) firms responded to the RFP: American Traffic Solutions, Inc. dba Verra Mobility, Jenoptik Smart Mobility Solutions, LLC, OptoTraffic, LLC and RedSpeed Florida, LLC.

The responses were reviewed by the Procurement Division in order to determine responsiveness to the requirements of the RFP. American Traffic Solutions, Inc. dba Verra Mobility, Jenoptik Smart Mobility Solutions, LLC, OptoTraffic, LLC and RedSpeed Florida, LLC were all deemed to be responsive to the requirements of the RFP and responsible.

On June 3, 2025, the Evaluation Committee convened to evaluate the four (4) responsive and responsible proposals and ranked the firms in the following order of preference: Jenoptik Smart Mobility Solutions, LLC (first ranked), RedSpeed Florida, LLC (second ranked), American Traffic Solutions, Inc. dba Verra Mobility (third ranked), and OptoTraffic, LLC (fourth ranked). The Evaluation Committee determined that Jenoptik Smart Mobility Solutions, LLC, was the highest ranked responsive-responsible proposer to provide the requested services.

The Evaluation Committee further recommended that should negotiations fail with Jenoptik Smart Mobility Solutions, LLC, negotiations could be conducted with the next two (2) ranked firms, RedSpeed Florida, LLC and American Traffic Solutions, Inc. dba Verra Mobility.

The Chief Procurement Officer recommends accepting the Evaluation Committee's recommendation to award and negotiate an agreement with Jenoptik Smart Mobile Solutions, LLC, for RFP 2025-004 School Zone Speed Detection System for an initial period of three (3) years with the option to renew for two (2) additional one (1) year period exercisable at the option of the City Manager in an amount not to exceed the available budget.

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.			
Total:			

Fiscal Impact:

Automated camera system for enforcement at school speed zones. Revenue generating, positive revenue flow: \$100 fine (breakdown \$20 State of Florida General Fund, \$12 Local School District, \$3 FDLE, \$5 School Crossing Guard, \$60 to be distributed between the City and the Vendor, post agreement). This is a zero cost to the City, never an invoice for payment, fees, installation, etc.

ATTACHMENT(S):

1. Resolution