



CITY COUNCIL MEETING

**CITY OF EVANSTON, ILLINOIS
LORRAINE H. MORTON CIVIC CENTER
2100 RIDGE AVENUE, EVANSTON 60201
COUNCIL CHAMBERS
Monday, October 17, 2011
7:00 p.m.**

Roll Call: Alderman Braithwaite Alderman Grover
 Alderman Wynne Alderman Rainey
 Alderman Wilson Alderman Burrus
 Alderman Holmes Alderman Fiske
 Alderman Tendam

Presiding: Mayor Elizabeth B. Tisdahl

Mayor Tisdahl called the Regular Meeting of the City Council to order at 7:05 pm after the Roll Call was completed.

Mayor Public Announcements

The Mayor announced that October 24th, 2011 as the End Polio: Rotary World Polio Day via a proclamation she read and presented to the Rotary Organization.

City Manager Presentations and Announcements

Police Chief Eddington announced the donation of \$15,000.00 to the Evanston Police Department for the purchase of a T-3 Vehicle by David Cherry and the Cherry Foundation. He then invited Mr. Cherry to come forward to be recognized and to thank him for the donation. Mr. Cherry stated the use of the vehicle was very beneficial to the Officers who were using it, because it allows better contact with the community.

Tree Donation Program was introduced by Davon Woodard, Development Officer He stated people can make a living gift to commemorate a special event, a love one, or holiday. There are three options: 1) \$600.00 for the planting of a new tree in any park, parkway or street; 2) \$300.00-\$600.00 for an existing memorial tree in Ladd Arboretum, and 3) \$25.00 and up to restore trees that were damaged during storms. The City website will provide the links to arrive at the forms needed for your particular donation amount.

Day in the Life of Evanston: A Photo Story, October 22, 2011 was introduced by Erica Storlie, Interim Citizen Engagement Manager. This was a suggestion from Alderman Tendam to have citizens take pictures this Saturday of anything you think expresses the life style of Evanston. These pictures that are submitted via the website of the City will be judged and narrowed down to thirty pictures to be placed in a photo album to go on display.

Citizen Comment

Michael Drennan, 820 Oakton stated his support for the possible bag Ordinance and how so many plastic bags pollute our waters, snagging tree branches and power lines. He urged the Council to do something as he also thanked the Environment Board.

Mike Vasilko, 2728 Reese Ave. stated his concern of the debt the City finds itself in and the 8% tax increase that will be levied against the citizens of Evanston. He also stated Evanston is one of the highest taxed communities on the North Shore.

Junad Rizki, 2204 Ridge Ave., expressed his opinion of an unethical budget process. He stated the City has grossly misinformed the public for the real property tax increase. He questioned whether or not Council members have read through the documents thoroughly before taking action to proceed forward.

Andrew Hobaugh, 721 University Place, a senior at Northwestern U and co-president of the Roosevelt Institute. He stated his support for the bag Ordinance and that the students have been working on research of a bag Ordinance and a way to eliminate plastic bags and disposable on campus.

Elizabeth Miller, 602 Lake Street, she also is a senior at Northwestern U. and a member of the Roosevelt Institute. She stated she was voicing her support of the proposed bag Ordinance from the Environment Board, as well as having a six month education period to teach people why this is necessary.

Padma Rao, 2246 Sherman Ave., stated her attorney approved her statements and she asked if the Council had looked up any of the references her attorney suggested at the last meeting. She asked many questions of why the Council did not address certain issues, but instead continually attacked her and tried to attempt to prevent her from making comments.

BK Rao, 2246 Sherman, gave her comments and concern on the Kendall subdivision and the 1st Amendment rights of the US citizens. She spoke of the trees and the alley the City will allow the developer to cut down and introduce a danger to the children in the area. She also spoke of the mistreatment of herself and her daughter before the Council and stated she would be back to express her opinion.

SPECIAL ORDER OF BUSSINESS

(SP1) 2nd Quarter 311 Report Presentation

Staff recommends that City Council review the 2nd Quarter 311 Report.

For Discussion

Joe McRae, Interim Assistant City Manager came forward to introduce the 2nd quarter report for the 311 initiative. He pointed out the five top service requests which were:

- Trash-missed recycling pick-up
- Trash-missed pick-up
- Trash-special pick-ups
- Graffiti (Public and Private Property)
- Trees (Storm Clean-up)

He then had each Department Head to come and talk about the five areas of concern.

After the Department Heads completed their explanations Ms. Erika Storlie presented the 2nd quarter overview of the service requests. A motion was moved and seconded with a Roll Call vote that netted a 9-0 yea for approval. Please refer to the attached power-point presentation for further detailed information.

(SP2) License Plate Recognition Proposal Presentation

Staff recommends City Council review the License Plate Recognition proposal.

For Discussion

Rickey Voss, Parking Manager gave a presentation of a proposed license plate recognition program. Please see attached report.

(SP3) Robert Crown Request For Proposal

Staff recommends Council approval to release a Request for Proposal for the subject project to three developer teams, prequalified earlier this year. Funding will be provided by Capital Improvement Plan Account No. 415555 with a budget of \$143,000

For Action

Doug Gaynor, Director of Parks/Recreation/Community Services gave his presentation to bring the Council up to date.

This item was discussed extensively by the Aldermen and then had a Roll Call vote of 9-0 to approve the request, so the motion passed.

(SP4) Public Works Projects

(SP4.1) 2012 Water Main Replacement & Street Resurfacing Program

Staff recommends City Council approval of the proposed list of projects to be included in the 2012 Water Main Replacement and Street Resurfacing Program, subject to final approval of the FY2012 Capital Improvements Plan (CIP). In addition, staff recommends the development of a new 5-Year Street Improvement Plan (FY2013-FY2017) to be completed in 2012.

For Action

This item was moved to the A&PW committee for October 24, 2011 for deliberation.

(SP4.2) Potential Bus Shelter Locations – Citywide Creative Outdoor Advertising of America (COA), Inc.

Staff will present potential locations for Creative Outdoor Advertising of America (COA) Inc., to proceed to install bus shelters where feasible for City Council review and approval. A 10 year contract with COA was approved by the City Council on September 27, 2010. The potential bus shelter locations were presented and discussed during the Administrative & Public Works Committee meeting on March 14, 2011.

For Discussion

Suzette Robinson, Public Works Director gave her presentation of the progress of the dealings with COA, and the Council granted approval to move forward with the negotiations.

(SP4.3) TIGER III Grant Application: Church Street from Lawler St. (Skokie) to Chicago Ave. (Evanston) and Dodge Avenue from Dempster St. to Lyons St.

Staff recommends authorization for the City Manager to apply for a TIGER III Discretionary Grant to fund the construction of the West Evanston Plan on Church Street (NS Channel to Chicago) and Dodge Avenue (Dempster to Lyons). The total cost of funding this project is estimated to be \$16,300,000 of which \$11,720,000 would be funded with TIGER III Grant funds. **The remaining \$4,580,000 would be funded by the City of Evanston.**

For Discussion

This item was moved to the October 24th meeting as a special order of business.

(SP5) Disposable Bag Presentation

Environment Board will present an update on options regarding disposable bags for City Council to review.

For Discussion

This item was postponed until the next Council Meeting on the 24th of October.

Submitted by,
Rodney Greene, City Clerk

Evanston 311 2nd Quarter Report

Joe McRae, Interim Assistant City Manager
Erika Storlie, Interim Citizen Engagement Division Manager



2nd Quarter Overview

Call Volume & Service
Requests



Breakdown by Quarter

Category	1 st Quarter	2 nd Quarter	Variance (%)	YTD
Calls Received	31,483	41,116	31%	72,599
Handled	28,880	37,346	29%	66,226
Abandoned	2,603	3,770	45%	6,373
Service Requests	4,537	7,408	63%	11,945

2nd Quarter Overview

Top 5 Service Requests

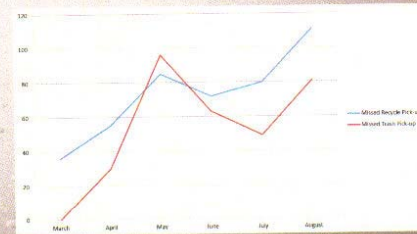


Service Requests –Web QA

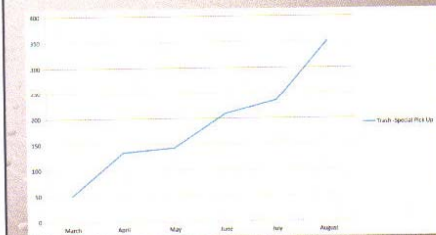
1. Trash – Missed Recycling Pick-up
2. Trash – Missed Pick-up
3. Trash – Special Pick Ups
4. Graffiti (Public & Private Property)
5. Trees (Storm Clean-up)



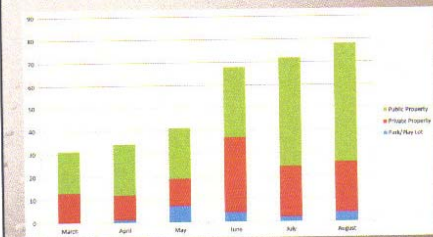
Recycling vs. Trash Missed Pick-ups

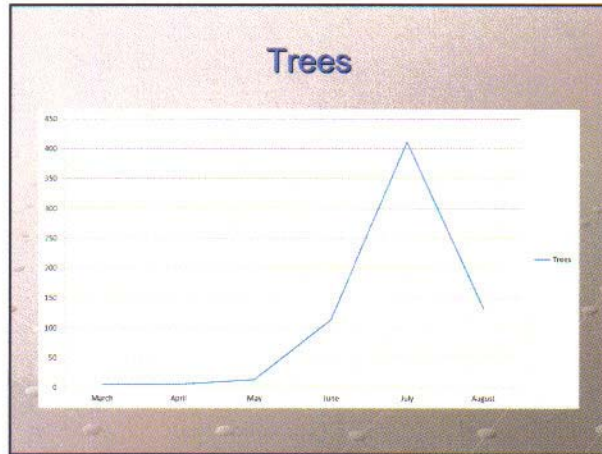


Trash – Special Pick-up




Graffiti






2nd Quarter Overview

Process Changes & New Initiatives



Process Changes

- Callers who request a specific person by name will be directly transferred
- Initial welcome message is shorter





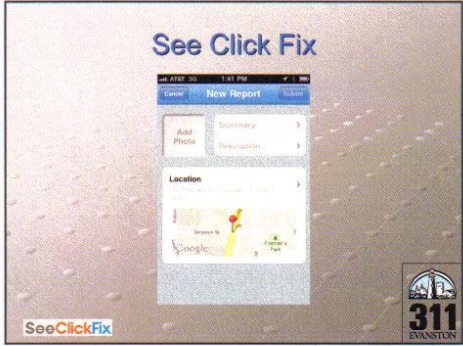
New Initiatives

- Mobile App will be supported October 1

Available for:

- iPhone
- Android
- Blackberry
- Website (seeclickfix.com) mobile-friendly for all other mobile phones

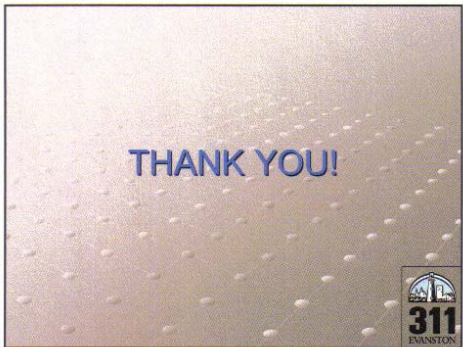






Evanston 311

- Open 7am – 7pm, 7 days a week 311
- Voicemail available overnight or option to talk to Police Service Desk.
- 24/7 access: www.cityofevanston.org/311

Evanston 311: Your Key to the City



Agenda

LPR Overview

Hardware Configuration

LPR for Parking Enforcement

LPR ROI

Reporting Capabilities

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License Plate Recognition Background

LPR technology has been around for over 15 years

- Predominantly in Europe initially – England specifically
- Initially Law Enforcement/Security focused

Maturing over last 8 years

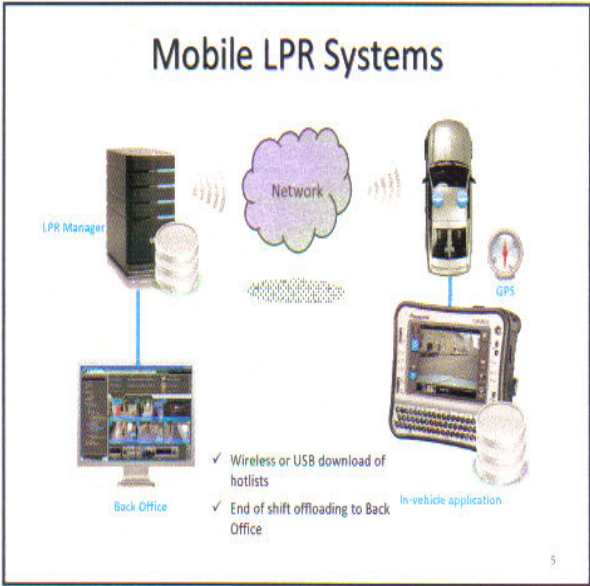
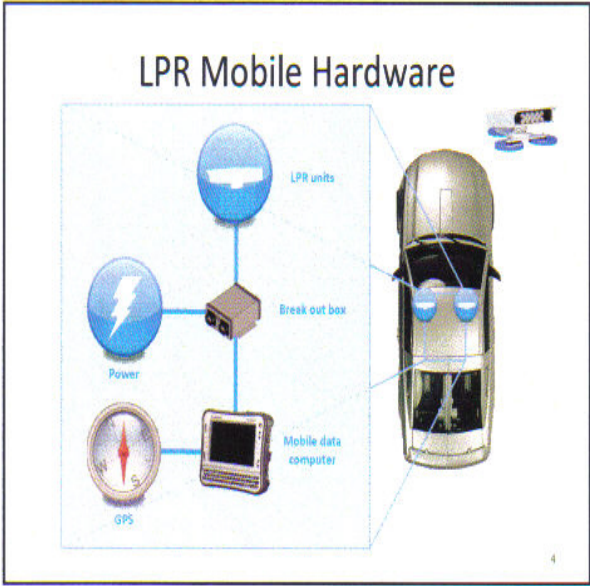
- Read rate accuracy increased
- Parking Enforcement applications introduced and adopted
- Offshoots include Street Sweepers, Snow Plows, Fixed, License Plate Inventory, Intelligent Toll Services etc.

LPR applications in all 50 U.S. states

- Throughout IL and specifically Chicago
 - Chicago has LPR units installed for law enforcement, parking enforcement, Street Sweepers, Airport, Toll Roads, Fixed, covert and more
 - Many more small-medium sized municipalities adopting LPR for both parking and law enforcement

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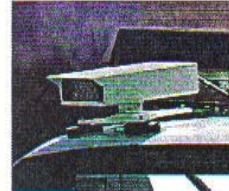
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LPR Solutions

Parking Enforcement (mobile)

- Cities, universities and hospitals
- Street sweepers
- Airports (MLPI)
- Snow Plows



Security and Surveillance (fixed)

- Access control
- Revenue control
- Intelligent traffic surveillance



Law Enforcement (mobile, portable, fixed)

- Wanted vehicle identification
- Investigative research by data mining



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In-vehicle System Features

Touch screen interface

Moving map display
(optional for hot list system)

Automatic system boot
and shutdown (with
Navigator option)

Recording privacy
protection options



Parking Enforcement – City



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Time Limit Enforcement

Supported parking rules

- Same Position
- Block face – 2 sides
- District
- Long Term

Real-time display of overtime hit

Wheel imaging option



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Permit Enforcement

Manual selection of permit zone

- On-street
- Off-street

Enforcement

- Permit only
- Permit + time limit

Real-time display of permit hit



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Wanted Vehicle Identification

Read and automatic match of LP to hotlist

Multiple hot lists supported

- Color
- Sound
- Priority

Hits

- Real-time color display and sound alarm of hit when a match is detected
- Hits are queued in order of priority



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AutoVu Patroller – Law Enforcement

Hotlist Matching

- Stolen Vehicles
- Wanted Felons
- Amber Alerts
- Sex Offenders
- Terrorist Watch List
- Expired/Revoked Drivers' licenses
- Uninsured Motorists



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LPR Enforcement - Benefits

- More effective enforcement
- Improved coverage and efficiency
- Better infraction evidence
- Reduced operational costs
- Increased revenue collection of unpaid vehicle infractions
- Data gathering for evidence and review

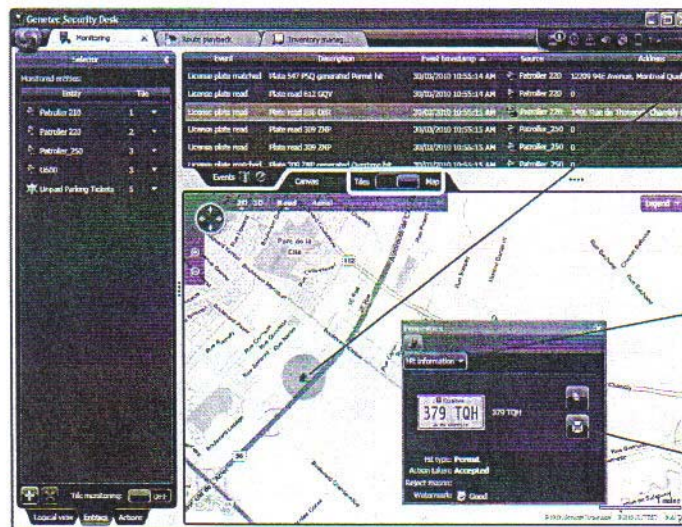
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LPR ROI EXAMPLES

Law

- City of Chicago – 50% increase in booting revenues
- Winnipeg Parking – 250% increase in Overtime ticketing revenue
- University Maryland – save over \$70k annually by going sticker free for permits. Permit ticketing increase over 60%.
- Monterey, CA – 73% increase in ticket revenue
- Washington D.C. – 500% increase in ticket revenue for Street Sweepers
- Fort Collins, CO – 300% increase in booting program
- Chicago, IL – Over 750% increase in tickets for Street Sweeper pilot
- Payback on systems range between 2 days – 6 months

Map View of LPR reads/hits



Hover mouse over read/hit to see details
– Hits color-coded by type

View related images

Print Read/Hit

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Map View of LPR reads/hits

The screenshot displays a software interface for LPR reads/hits. It features a table of data, a map, and a detailed view of a specific hit.

Read/Hit	Read/Hit	Read/Hit	Read/Hit	Read/Hit
License plate read	Plate read 143 02V	2012/01/10 08:55:14 AM	Plate 233	3200 19th Avenue, Montreal, Canada
License plate read	Plate read 036 045	2012/01/10 08:55:14 AM	Plate 233	3200 19th Avenue, Montreal, Canada
License plate read	Plate read 239 29P	2012/01/10 08:55:14 AM	Plate 233	3200 19th Avenue, Montreal, Canada
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Hover mouse over read/hit to see details – Hits color-coded by type

View related images

Print Read/Hit

Data Search and Evidence Review

Basic search

- reads or hits
- complete or partial license plate number
- by geographical area or camera

Advanced search options

- hotlist, permit and/or overtime hit
- hotlist metadata (hotlist hits only)
- action taken
- reject reason (rejected hits only)
- user
- unit



Reporting

Hit and Read Reports (based on user selected criteria)

Mobile LPR reports

- Route Playback Report (mobile LPR)
- LP reads/Hits per day
- Daily Usage Statistics Report
- Logons per Patroller per day
- Occupancy Rates



2012 Budget Impact

- Installation by March 1, 2012
- 2012 Proposed budget is \$120,000
- Proposed General Fund Revenue Increase is \$100,000 in additional Parking Fines

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SUMMARY

LPR Technology will:

- Improve staff efficiency and safety
- Increase Revenue through:
 - More efficient collection
 - Better evidence/support in contested cases
- Provide data to better manage the entire parking system
 - Utilization patterns
 - Integrate with current Parking management software
- Have a return on investment of less than one year

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