



Agenda Item Summary Report

Date: May 12, 2025

Submitted by:

Chief Collington, Police Chief

Michelle Bailey Hedgepeth, Town Administrator

Item Title: CONTRACT APPROVAL: Approval of Contract with NovoaGlobal for Stop Sign Camera Program

CONTRACT APPROVAL: Approval of a Contract with NovoaGlobal for Stop Sign Camera Program in the Town of Bladensburg

Work Session Item [X]
Council Meeting Item [X]

Documentation Attached:

Proposals

Stop Sign Camera Contract with NovoaGlobal

Recommended Action:

Staff recommends the approval of this contract and requests that the Town Administrator and Police Chief be authorized to implement the Stop Sign Camera program. Staff is seeking Council approval to implement the program in the Town of Bladensburg in accordance with ORDINANCE 11-2025.

Item Summary: In February 2025, the Town of Bladensburg sought bids for a Stop Sign Camera program. After reviewing the three bids received, the Town engaged in negotiations with NovoaGlobal in April 2025. The Town is now ready to begin implementing the program, which was included in the FY 2026 Budget. We estimate the Stop Sign Camera Program will be fully implemented by Fall 2025, since this program requires County Approval.

The Town received three proposals:

- NovaGlobal
- SKF – Safety for Kids
- Obvio

While NovoaGlobal's bid was the highest, the Police Department and the Clerk recommend awarding the contract to NovoaGlobal for the following reasons:

1. **Most responsive**, with a detailed and comprehensive implementation plan.
2. **Previous experience** with Maryland and mid-size local projects.
3. **Cost-neutral implementation**, which ensures no additional burden to the Town's budget.
4. **Clear and effective responses** to damaged equipment and replacement policies.

Additionally, the Staff checked the references for the lowest bidder (SKF) and found the following issues:

1. Previous Implementations: The previous implementations were on a much smaller scale, which may not fully meet the Town's needs, and they were not in the state of Maryland or the DMV.
2. Lack of responses from references: Two out of four references were unresponsive, and one did not have data on the number of citations or contract performance.

Furthermore, staff found that OBVIO, the second-lowest bidder, was unresponsive due to its stance on damaged signs and lack of responsibility for inoperable equipment. Although their bid was lower, it was deemed unfeasible due to these issues and potential added costs related to a contract requirement that made the Town liable for damages to cameras, which was not mandated by competitors. The Council will also adopt a Stop Sign Ordinance.

If you have any questions or need additional information on this matter, Chief Collington or the Town Administrator will be available to answer questions at the meeting.

Budgeted Item: Yes ☒ No ☐ NA

Budgeted Amount:

One-Time Cost: NA

Ongoing Cost: Monthly – Rental Fees

Continued Date:

Council Priority: Yes ☐ No ☐

Approved Date: