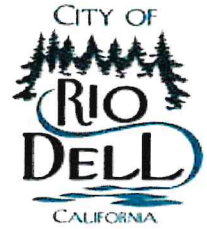

*675 Wildwood Avenue
Rio Dell, CA 95562*



TO: Mayor and Members of the City Council

FROM: Josh Phinney, Chief of Police

THROUGH: Kyle Knopp, City Manager

DATE: September 16, 2025

SUBJECT: Staff Report Summary: Budget Adjustment for 4 additional speed signs.

RECOMMENDATION

It is recommended that the City Council adopt a resolution approving the purchase and implementation of four (4) Shield 12 Speed Display signs from All Traffic Solutions, Inc. in the amount of \$20,393.26, and amending the FY 2025-26 Police Department Operating and Capital Budget to increase appropriations accordingly.

BACKGROUND

The City of Rio Dell has prioritized traffic safety as a core public safety issue. Speeding continues to be a concern along multiple corridors in the City, creating risk for both motorists and pedestrians.

In September 2025, the Police Department deployed a speed display sign on the 600 Block of Wildwood Avenue. A **Speed Effectiveness Report** conducted between September 3–11, 2025, demonstrated that the sign successfully reduced vehicle speeds across all categories, with more than 50% of vehicles slowed during nearly every hour of monitoring speed effectiveness. This measurable reduction highlights the effectiveness of speed display technology in encouraging voluntary compliance with posted limits.

Given this proven effectiveness, staff recommends expanding the program by purchasing four (4) additional speed display signs to be strategically placed throughout the City in areas with high traffic volumes and frequent complaints of speeding.

DISCUSSION

The Police Department obtained a formal quote from All Traffic Solutions, Inc., under Sourcewell Contract #090122-ATS, for four (4) Shield 12 Speed Display signs with solar kits, software, and communications capability. The total cost of the package is **\$20,393.26**.

The purchase includes:

- **Four (4) Shield 12 Speed Display base units** with mounting brackets
- **Solar pole mount battery kits** with integrated charger and controller
- **50W solar panels with pole brackets**
- **Traffic Suite software subscription (12 months) for reporting, image management, mapping, and alerts**
- **Three-year warranty coverage**
- **Shipping and handling**

The expanded program will allow the Police Department to place these devices in multiple high-priority areas and rotate them as needed. In addition to calming traffic, the devices provide data reports that can be used to evaluate speed trends and support targeted enforcement.

FISCAL IMPACT

The total cost for the purchase is **\$20,393.26**. City staff recommends amending the FY 2024-25 Operating and Capital Budget to increase appropriations by this amount. The specific funding source will be identified and presented by staff at the meeting.

ALTERNATIVES

1. Approve the resolution and authorize the purchase.
2. Deny the request and provide direction to staff.
3. Defer consideration pending further review or funding identification.

STAFF RECOMMENDATION

Approve the resolution authorizing the purchase and implementation of four (4) Shield 12 Speed Display signs and amend the FY 2025-26 Police Department Operating and Capital Budget to increase appropriations by **\$20,393.26**.

ATTACHMENTS

1. Resolution 1649-2025 – Approval of Purchase and Implementation of Four (4) Speed Display Signs
2. Quote – All Traffic Solutions, Inc. (September 10, 2025)
3. Speed Effectiveness Report, Enforcement Priority Report, and Compliance Report – 600 Block Wildwood Ave (September 3–11, 2025)



**RESOLUTION NO. 1649-2025
A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF RIO DELL
AMENDING THE ADOPTED BUDGET
FOR FISCAL YEAR 2025-26**

WHEREAS, the City of Rio Dell, California (“City”), seeks to enhance traffic safety and reduce speeding within its jurisdiction; and

WHEREAS, the City adopted Resolution 1649-2025 establishing the City’s Operating and Capital Budget for Fiscal Year (FY) 2025-26, and any adjustment that increases appropriations in a fund must be approved by the City Council; and

WHEREAS, the Rio Dell Police Department has identified the need for additional speed display signs to calm traffic, improve pedestrian safety, and provide data-driven enforcement capabilities; and

WHEREAS, the City recently deployed a speed display sign on the 600 Block of Wildwood Avenue, and a Speed Effectiveness Report generated between September 3–11, 2025, demonstrates that the device successfully reduced vehicle speeds across all categories, with more than 50% of vehicles slowed during nearly every hour of operation speed effectiveness; and

WHEREAS, based on the demonstrated effectiveness, City staff recommends expanding the program by acquiring four (4) additional speed display signs to be strategically placed throughout the City; and

WHEREAS, a proposal and quote from All Traffic Solutions, Inc. outlines the purchase of four (4) Shield 12 Speed Display signs with mounting hardware, solar kits, communications, and software, for a total cost of **\$20,393.26**; and

WHEREAS, City staff recommends approval of the purchase and a budget amendment to fund the acquisition;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Rio Dell, California, as follows:

- 1. **Approval of Purchase:**
The City Council hereby approves the purchase of four (4) Shield 12 Speed Display signs, along with related equipment and services, from All Traffic Solutions, Inc., in the amount of **\$20,393.26**.
- 2. **Funding:**
The FY 2025-26 Police Department Operating and Capital Budget is hereby amended to increase appropriations in the amount of **\$20,393.26** to cover the purchase of the speed display signs.
- 3. **Implementation:**
The Rio Dell Police Department shall oversee the placement, and ongoing management of the speed display signs, including data collection and reporting functions to support traffic safety enforcement and community outreach.
- 4. **Public Safety Enhancement:**
The implementation of these devices is intended to promote community safety, encourage compliance with traffic laws, and reduce the risk of collisions within the City of Rio Dell.

BE IT FURTHER RESOLVED,

that the City of Rio Dell FY 2025-26 Police Department Operating and Capital Budget is hereby amended to increase appropriations as follows:

<u>\$20,393.26</u>	6000-14-000-0000-xxxx_____
\$20,393.26	TOTAL INCREASED APPROPRIATIONS

PASSED AND ADOPTED by the City Council of the Rio Dell on this 16th day of September, 2025 by the following vote:

Ayes:
Noes:
Abstain:
Absent:

Debra Garnes, Mayor

ATTEST:

Karen Dunham, City Clerk

**Mail Purchase
Orders to:**

3100 Research Dr.
State College, PA
16801

All Traffic Solutions Inc.
PO Box 221410
Chantilly, VA 20153
Phone: 814-237-9005
Fax: 814-237-9006
DUNS #: 001225114
Tax ID: 25-1887906
CAGE Code: 34FQ5

Contract:
Sourcewell 090122-ATS
Sourcewell Account #:
39322

QUOTE Q-101527**DATE:** 09/10/2025**PAGE
NO:** 1

Questions contact:
MANUFACTURER:
All Traffic Solutions

Rosalyn Edwards
x
redwards@alltrafficsolutions.com

Independent Sales Rep:**BILL TO:**

Rio Dell Police Department
675 Wildwood Avenue
Rio Dell, CA 95562

SHIP TO:

Rio Dell Police Department
675 Wildwood Avenue
Rio Dell, CA 95562
Attn: Josh Phinney

Billing Contact:

**PAYMENT
TERMS:**
Net 30

CUSTOMER: Rio Dell
Police Department

CONTACT:(707) 764-5642

ITEM NO:	DESCRIPTION:	QTY:	EACH:	EXT. PRICE:
4000561	Shield 12 Speed Display; base unit w/ mounting bracket	4	\$2,849.00	\$11,396.00
4001299	3 Year Warranty	4	\$0.00	\$0.00
4000874	All Options Activation: Bluetooth, Traffic Data, Violator Alert, Camera/Pictures, (\$3000 Value, requires Traffic or Message Suite)	4	\$0.00	\$0.00
4000647	App, Traffic Suite (12mo); Equip Mgmt, Reporting, Image Mgmt, Alerts, Mapping and PremierCare	4	\$1,500.00	\$6,000.00
4001626	VZW communications prep	4	\$0.00	\$0.00
4001816	Integrated Solar pole mount battery kit (Sh12) 11.5Ah batt, LFP charger & solar controller	4	\$596.70	\$2,386.80
4000659	Solar panel, 50W; includes bracket for pole and harness	4	\$496.74	\$1,986.96
4001889	Shipping and Handling	1	\$1,016.00	\$1,016.00
4001190	Discount - New Purchase	1	(\$2,392.50)	(\$2,392.50)

Special Notes:

**SALES
AMOUNT:**

\$20,393.26

**TOTAL
USD:**

\$20,393.26

Duration: This quote is good for 60 days from date of issue.

Shipping Notes: All shipments shall be FOB shipper. Shipping charges shall be additional unless listed on quote.

Taxes: Taxes are not included in quote. Please provide a tax-exempt certificate or sales tax will be applied.

Warranty: Unless otherwise indicated, all products have a one year warranty from date of sale. Warranty extensions are a component of some applications that are available at time of purchase. A Finance Charge of 1.5% per month will be applied to overdue balances. GSA GS-07F-6092R

I am authorized to commit my organization to this order. If your organization will be creating a purchase order for this order, please submit purchase order to either of the following: Email: sales@alltrafficsolutions.com or Physical Address: Listed at top of quote.

Signature: _____ Date: _____

Print Name: _____ Title: _____



Start: 2025-09-03
 End: 2025-09-11
 Times: 0:00:00-23:59:59

Compliance & Risk Report

600 Block Wildwood Ave, SB

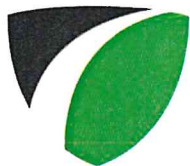
Medium Risk Threshold: Speed Limit + 10

High Risk Threshold: Speed Limit + 20

Speed Range: 1 to 150

Time View: By Hour (Total Volumes)

Time	Speed Limit	Mode	Compliant	Low Risk	Medium Risk	High Risk	Total Num Vehicles
0:00	25	Speed Display	82	35	0	0	117
1:00	25	Speed Display	41	24	0	0	65
2:00	25	Speed Display	41	23	3	0	67
3:00	25	Speed Display	55	20	2	0	77
4:00	25	Speed Display	94	73	6	0	173
5:00	25	Speed Display	117	74	12	0	203
6:00	25	Speed Display	172	143	6	0	321
7:00	25	Speed Display	377	255	9	1	642
8:00	25	Speed Display	622	433	7	0	1062
9:00	25	Speed Display	491	367	10	1	869
10:00	25	Speed Display	639	437	19	1	1096
11:00	25	Speed Display	746	575	12	2	1335
12:00	25	Speed Display	639	543	11	0	1193
13:00	25	Speed Display	631	519	9	0	1159
14:00	25	Speed Display	752	555	18	1	1326
15:00	25	Speed Display	801	704	17	1	1523
16:00	25	Speed Display	865	767	20	0	1652
17:00	25	Speed Display	818	823	15	0	1656
18:00	25	Speed Display	714	628	24	0	1366
19:00	25	Speed Display	649	396	12	0	1057
20:00	25	Speed Display	564	288	4	0	856
21:00	25	Speed Display	396	164	5	0	565
22:00	25	Speed Display	220	108	4	0	332
23:00	25	Speed Display	110	55	3	0	168
Total			10636	8009	228	7	18880



Start: 2025-09-03
End: 2025-09-11
Times: 0:00:00-23:59:59

Compliance & Risk Report

600 Block Wildwood Ave, SB

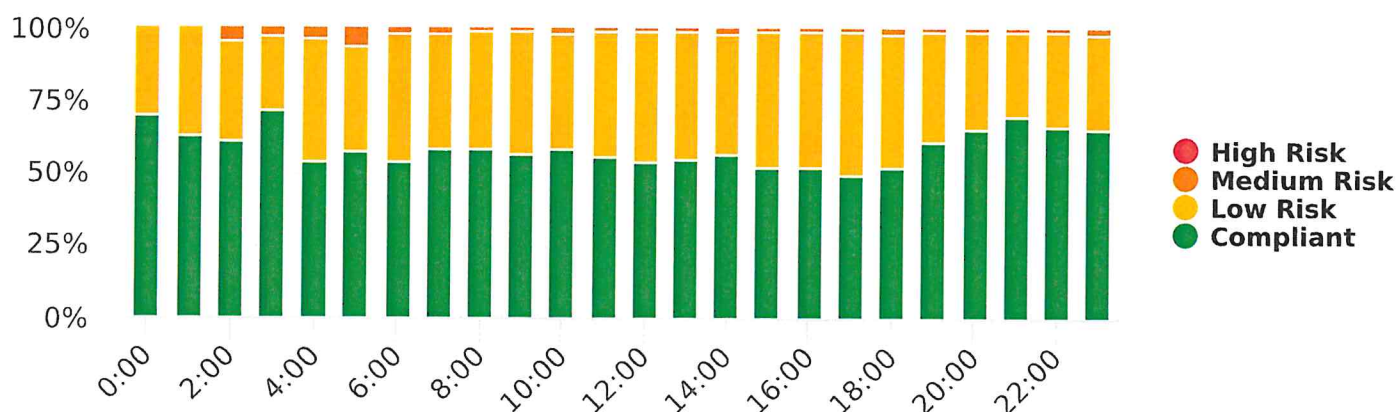
Medium Risk Threshold: Speed Limit + 10

High Risk Threshold: Speed Limit + 20

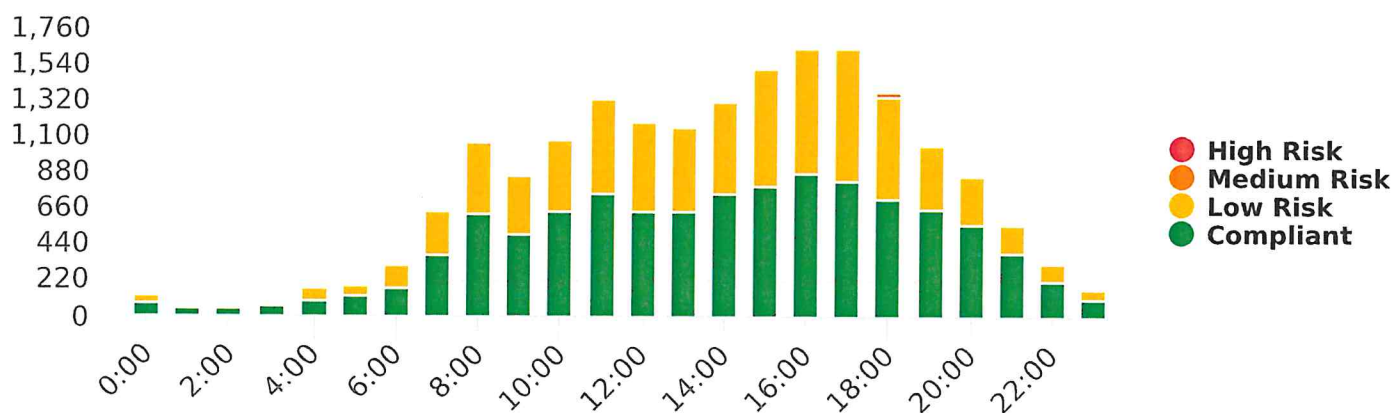
Speed Range: 1 to 150

Time View: By Hour (Total Volumes)

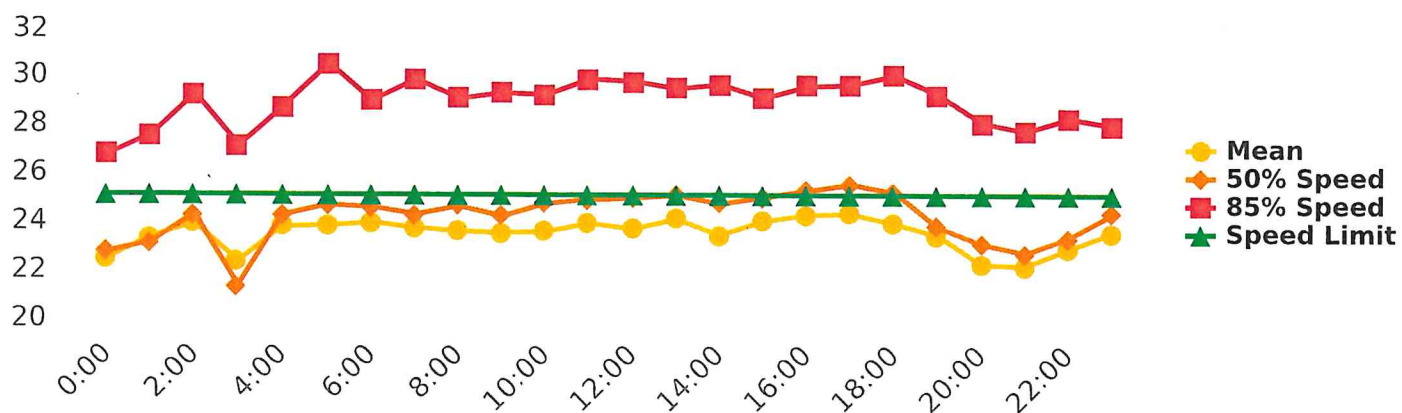
Compliance % by Hour (Totals)



Compliance by Hour (Totals)



Speeds





Start: 2025-09-03

End: 2025-09-11

Times: 0:00:00-23:59:59

Speed Effectiveness Report

600 Block Wildwood Ave, SB

Medium Risk Threshold: Speed Limit + 10

High Risk Threshold: Speed Limit + 20

Speed Range: 1 to 150

Time View: By Hour (Avg Volumes)

Time	Speed Limit	Sign Mode	Compliant Avg Final Speed	Compliant Change in Speed	Low Risk Avg Final Speed	Low Risk Change in Speed	Medium Risk Avg Final Speed	Medium Risk Change in Speed	High Risk Avg Final Speed	High Risk Change in Speed	% of Vehicles Slowed
0:00	25	Speed Display	19.7	-2.1	28.6	-2.0	n/a	n/a	n/a	n/a	61.4%
1:00	25	Speed Display	20.1	-2.4	28.3	-2.7	n/a	n/a	n/a	n/a	69.2%
2:00	25	Speed Display	20.0	-1.6	29.3	-3.5	38.7	-2.7	n/a	n/a	62.7%
3:00	25	Speed Display	19.0	-0.6	29.1	-3.1	41.5	-1.0	n/a	n/a	50.8%
4:00	25	Speed Display	19.5	-1.8	28.1	-2.5	37.3	-2.7	n/a	n/a	59.0%
5:00	25	Speed Display	18.9	-1.1	29.3	-2.6	37.8	-1.2	n/a	n/a	52.8%
6:00	25	Speed Display	19.7	-1.3	28.5	-2.4	37.2	-2.7	n/a	n/a	58.9%
7:00	25	Speed Display	19.5	-1.1	29.2	-1.4	38.1	-1.8	49.0	0.0	52.0%
8:00	25	Speed Display	19.6	-0.5	28.9	-1.1	38.0	-2.3	n/a	n/a	48.7%
9:00	25	Speed Display	18.8	-0.7	28.8	-1.5	37.8	-1.4	49.0	1.0	51.3%
10:00	25	Speed Display	19.4	-0.8	28.6	-1.4	38.6	-1.1	47.0	0.0	52.5%
11:00	25	Speed Display	19.4	-0.6	29.0	-1.2	36.8	-0.5	54.0	-1.0	51.1%
12:00	25	Speed Display	19.0	-0.8	29.1	-1.3	36.9	-0.9	n/a	n/a	52.3%
13:00	25	Speed Display	19.7	-0.9	28.9	-1.2	37.3	-1.2	n/a	n/a	53.1%
14:00	25	Speed Display	19.0	-0.4	29.0	-0.9	38.3	-1.2	52.0	3.0	46.8%
15:00	25	Speed Display	19.3	-0.6	28.6	-1.1	37.2	-0.6	47.0	0.0	51.9%
16:00	25	Speed Display	19.4	-1.0	28.8	-1.3	38.0	-1.4	n/a	n/a	53.7%
17:00	25	Speed Display	19.3	-0.9	28.7	-1.2	37.4	-0.7	n/a	n/a	53.4%
18:00	25	Speed Display	19.0	-1.0	28.9	-1.5	37.8	-1.3	n/a	n/a	55.3%
19:00	25	Speed Display	19.4	-1.2	29.0	-1.8	37.8	-0.2	n/a	n/a	56.8%
20:00	25	Speed Display	19.1	-1.7	28.3	-1.8	37.5	-1.2	n/a	n/a	59.5%
21:00	25	Speed Display	19.4	-1.6	28.6	-1.8	38.2	-1.8	n/a	n/a	57.8%
22:00	25	Speed Display	19.4	-1.6	28.6	-1.9	38.3	-2.0	n/a	n/a	56.4%
23:00	25	Speed Display	20.6	-2.1	28.7	-2.3	37.0	-2.0	n/a	n/a	67.8%



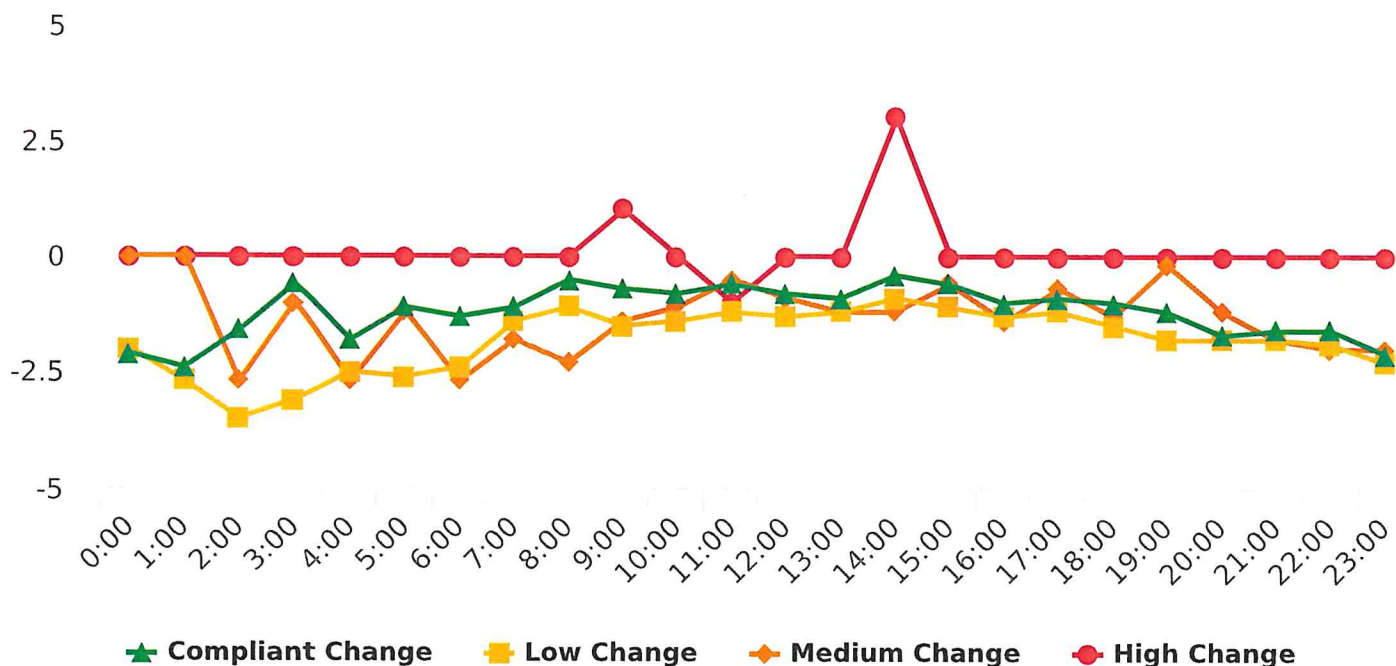
Start: 2025-09-03
End: 2025-09-11
Times: 0:00:00-23:59:59

Speed Effectiveness Report

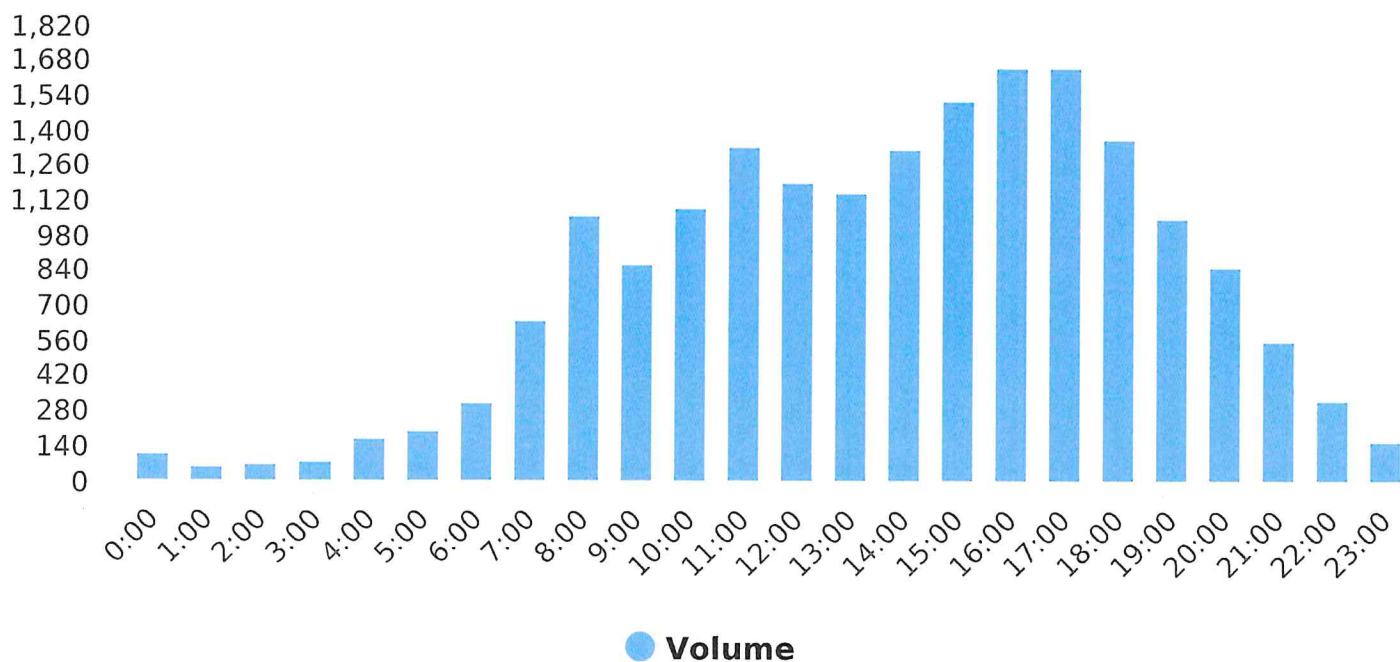
600 Block Wildwood Ave, SB

Medium Risk Threshold: Speed Limit + 10
High Risk Threshold: Speed Limit + 20
Speed Range: 1 to 150
Time View: By Hour (Avg Volumes)

Changes in Speed by Risk Threshold



Volume by Time (Average)





Enforcement Priorities Report

600 Block Wildwood Ave, SB

Start: 2025-09-03

End: 2025-09-11

Times: 0:00:00-23:59:59

Violation Threshold: Speed Limit +10

Speed Range: 1 to 150

Rank Results By: 85% Speed

#	Site	Day of Week	Time	Speed Limit	Average Speed	Average Violator Speed	85% Speed	Average # Vehicles	Average # Violators
1	600 Block Wildwood Ave, SB	Sun	7:00 - 8:00	25	26.0	41.0	33.0	42	3
2	600 Block Wildwood Ave, SB	Sun	11:00 - 12:00	25	25.0	37.5	32.0	198	4
3	600 Block Wildwood Ave, SB	Fri	5:00 - 6:00	25	24.0	38.0	32.0	41	3
4	600 Block Wildwood Ave, SB	Fri	18:00 - 19:00	25	26.0	37.8	31.3	246	5
5	600 Block Wildwood Ave, SB	Sun	14:00 - 15:00	25	24.0	37.4	31.0	217	5
6	600 Block Wildwood Ave, SB	Sun	17:00 - 18:00	25	23.0	38.0	31.0	210	5
7	600 Block Wildwood Ave, SB	Mon	23:00 - 24:00	25	25.0	n/a	31.0	26	0
8	600 Block Wildwood Ave, SB	Wed	5:00 - 6:00	25	23.0	36.0	31.0	47	2
9	600 Block Wildwood Ave, SB	Wed	7:00 - 8:00	25	25.0	37.0	31.0	141	3
10	600 Block Wildwood Ave, SB	Thu	18:00 - 19:00	25	24.0	38.0	31.0	227	3
11	600 Block Wildwood Ave, SB	Tue	6:00 - 7:00	25	25.0	39.5	30.9	54	2
12	600 Block Wildwood Ave, SB	Sun	9:00 - 10:00	25	25.0	37.0	30.6	136	2
13	600 Block Wildwood Ave, SB	Tue	17:00 - 18:00	25	24.8	36.0	30.2	290	2
14	600 Block Wildwood Ave, SB	Mon	0:00 - 1:00	25	25.0	n/a	30.2	20	0
15	600 Block Wildwood Ave, SB	Sun	12:00 - 13:00	25	23.1	36.0	30.1	240	2
16	600 Block Wildwood Ave, SB	Sun	16:00 - 17:00	25	24.0	37.0	30.0	277	2
17	600 Block Wildwood Ave, SB	Sun	8:00 - 9:00	25	24.0	n/a	30.0	97	0
18	600 Block Wildwood Ave, SB	Sun	5:00 - 6:00	25	23.0	38.0	30.0	21	1
19	600 Block Wildwood Ave, SB	Mon	5:00 - 6:00	25	23.0	39.0	30.0	30	3
20	600 Block Wildwood Ave, SB	Mon	12:00 - 13:00	25	24.0	37.0	30.0	222	6
21	600 Block Wildwood Ave, SB	Mon	13:00 - 14:00	25	24.0	36.0	30.0	251	1
22	600 Block Wildwood Ave, SB	Mon	14:00 - 15:00	25	24.0	38.0	30.0	218	3
23	600 Block Wildwood Ave, SB	Tue	10:00 - 11:00	25	25.0	40.1	30.0	161	9
24	600 Block Wildwood Ave, SB	Tue	11:00 - 12:00	25	24.0	n/a	30.0	231	0
25	600 Block Wildwood Ave, SB	Tue	13:00 - 14:00	25	24.0	37.0	30.0	225	3