



**Item No. 6**  
**Town of Atherton**

**CITY COUNCIL STAFF REPORT – ACTION ITEM**

**TO:** **HONORABLE MAYOR AND CITY COUNCIL  
GEORGE RODERICKS, CITY MANAGER**

**FROM:** **STEVE McCULLEY, CHIEF OF POLICE**

**DATE:** **SEPTEMBER 2, 2020**

**SUBJECT:** **DISCUSSION AND DIRECTION ON THE PURCHASE OF  
ADDITIONAL FLOCK AUTOMATED LICENSE PLATE  
READERS (ALPRs).**

**RECOMMENDATION**

Staff recommends that the City Council authorize the purchase of sixteen (16) Flock Automated License Plate Readers (ALPRs)- \$32,000, 16 customized 12" x 18" ALPR warning signs- \$1,400, and nine (9) customized 24" x 30" ALPR warning signs- \$1,100, for a total cost of \$34,500 + MCE installation fees for the ALPR warning signs.

**BACKGROUND**

At the March 6, 2019 Study Session, staff provided the City Council with an overview of ALPR (Automated License Plate Reader) and security camera technology. The presentation was designed to educate the Council about how the use of fixed ALPR and security cameras could assist the Atherton Police Department in deterring/solving crime.

At the October 2, 2019 Study Session, staff engaged the City Council in additional discussion about whether the Town might benefit from having its own fixed ALPR at various locations.

At the November 20, 2019 City Council meeting, Council approved the purchase of two fixed Flock ALPR units, which were installed (in January 2020) at the entrance and exit to Holbrook Palmer Park. These units would serve as a test and staff would report back to the Council on their functionality, usefulness, and possible installation at other locations.

At the May 6, 2020 Study Session, staff provided the City Council with an approximate location description for 16 cameras and 8 ALPR warning signs.

**ANALYSIS**

The Flock ALPR cameras located in Holbrook Palmer Park have proven to be a valuable investigative tool. At HP Park, there are limited vehicular ingress/egress options (one way in and one way out) which allows just two cameras to be effective.

Staff believes that Flock ALPR cameras placed at strategic locations around Town will add a significant investigative option that will help solve/deter crime in Atherton's neighborhoods. Placing ALPR cameras along the Atherton borders will provide law enforcement investigators with a pointer system that can help to identify vehicles associated with suspects, witnesses, or victims, and to develop exculpatory information that assists them with focusing their investigative resources. The data also allows law enforcement to connect serial criminal activities that may have occurred in disconnected law enforcement jurisdictions.

Staff has determined that the following 16 locations would provide the best coverage for vehicles traveling along the Atherton border that venture into the Atherton back streets (please note that each direction noted below indicates the direction the camera will face):

1. Northbound Middlefield Road @ Oak Grove Avenue
2. Westbound Watkins Avenue @ Middlefield Road
3. Westbound Fair Oaks @ Middlefield Road
4. Southbound Middlefield Road @ Jennings Lane
5. Westbound Marsh Road @ Middlefield Road
6. Westbound Ringwood @ Frederick Avenue
7. Northbound Alameda @ Walsh Road
8. Southbound Alameda @ Stockbridge Avenue
9. Eastbound Polhemus Avenue @ Alameda
10. Westbound Atherton Avenue @ Alameda
11. Westbound Valparaiso @ El Camino Real
12. Eastbound Valparaiso @ Camino Por Los Arboles
13. Eastbound Atherton Avenue @ Alameda
14. Westbound Atherton Avenue @ El Camino Real
15. Westbound Selby Lane @ El Camino Real
16. Eastbound Selby Lane @ Selby Lane

In addition to the 16 ALPR cameras located along the Atherton borders, staff believes that the presence of additional ALPR cameras in and around the backstreets will further increase the chances of identifying a vehicle used in the commission of a crime. Thus, staff seeks to form a Public/Private partnership opportunity with any resident interested in purchasing a Flock ALPR camera. In short, a private resident would fund single or multiple Flock ALPR cameras and the Atherton Police Department would assume the administrative responsibilities associated with the camera's operation. Staff has already been approached by residents in multiple neighborhoods (Lindenwood, Lloyden Park, and the Isabella Avenue/Britton Avenue area) who have expressed interest in purchasing Flock ALPR cameras and partnering with the Town.

**Signage:** Part of the ALPR deterrent process is signage. All Flock cameras come equipped with a 12" x 18" red and white sign that is pole mounted at each location. However, since red and white is the only option, staff recommends using a different, customized 12" x 18" sign.

In addition to the signs attached directly to the ALPR pole mount, staff recommends 9 additional 24" x 30" ALPR warning signs placed at the following locations (\* = already has a camera location with smaller 12" x 18 " warning sign):

1. Marsh Road (facing vehicles traveling westbound)\*
2. Middlefield Road @ Jennings Lane (facing vehicles traveling southbound from unincorporated Redwood City)\*
3. Camino Por Los Árboles/Valparaiso (facing vehicles traveling east from West Menlo Park)\*
4. Alameda/Stockbridge (facing vehicles traveling southbound from Redwood City)\*
5. Ringwood/Bay (facing vehicles traveling westbound on Ringwood Avenue from Menlo Park)
6. Middlefield/Ringwood (facing vehicles traveling north from Menlo Park)
7. Valparaiso/ECR (facing vehicles traveling westbound on Valparaiso from Menlo Park- there is a camera at this location, but it is being hung higher due to lighting conditions- no issues for lighting with a stand alone warning sign)
8. ECR/Selby (facing vehicles traveling southbound from Redwood City)
9. Selby/Selby (facing vehicles traveling eastbound on Selby from unincorporated Redwood City)\*

## **RECOMMENDATIONS**

Staff recommends that the City Council authorize the purchase of sixteen (16) Flock Automated License Plate Readers (ALPRs)- \$32,000, 16 customized 12" x 18" ALPR warning signs- \$1,400, and nine (9) customized 24" x 30" ALPR warning signs- \$1,100 for a total cost of \$34,500 = MCE installation fees for the ALPR warning signs.

These costs are already incorporated into the FY 2020/21 Budget.

## **POLICY FOCUS**

The investment in additional Flock ALPR cameras will ensure that the Town is equipped with technology that can help to identify vehicles associated with criminal activity, thus deterring and helping to proactively suppress criminal misconduct in Town.

The addition of a public/private partnership between the Police Department and Atherton residents willing to purchase Flock ALPR cameras would be a cooperative effort intended to decrease the level of criminal activity in Town.

## **FISCAL IMPACT**

The cost for sixteen (16) Flock Cameras is \$32,000 (\$2,000 each). There are no installation fees for the Flock cameras. The cost for 16 customized 12" x 18" ALPR warning signs is \$1,400 (\$87.50 each) and nine (9) customized 24" x 30" ALPR warning signs- \$1,100 (\$122 each) for a total cost of \$34,100 + MCE installation fees for the ALPR warning signs.

The Finance Director has confirmed the vehicle replacement fund (Account Number 610-40-57004-040) will support this initial purchase. There is an annual cost related to each camera that would be incorporated into the Town's annual budget.

### **PUBLIC NOTICE**

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

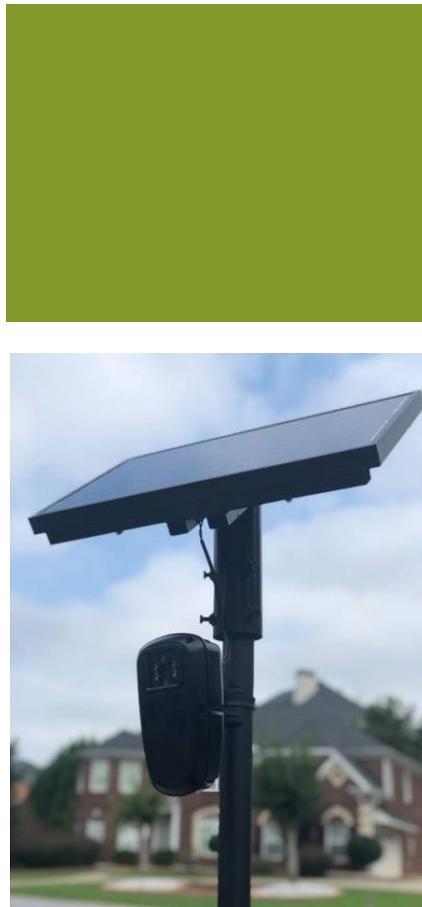
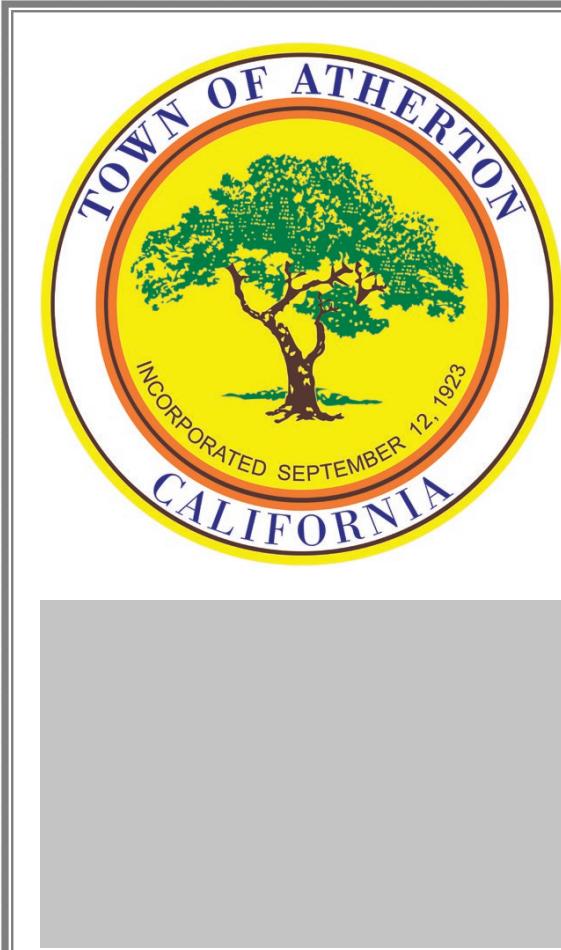
### **COMMISSION/COMMITTEE FEEDBACK/REFERRAL**

This item        has or   X   has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)
- Tree Committee (meets each month)

### **ATTACHMENTS**

Flock PowerPoint presentation.



## FLOCK License Plate Readers



# Camera Locations

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<https://planner.flocksafety.com/public/25a42981-3f10-4984-a658-145e02ed20f4>

# 9 Sign Locations (24''x 30'')

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1. Marsh Road (facing vehicles traveling westbound)\*
2. Middlefield Road @ Jennings Lane (facing vehicles traveling southbound from unincorporated Redwood City)\*
3. Camino Por Los Árboles/Valparaiso (facing vehicles traveling east from West Menlo Park)\*
4. Alameda/Stockbridge (facing vehicles traveling southbound from Redwood City)\*
5. Ringwood/Bay (facing vehicles traveling westbound on Ringwood Avenue from Menlo Park)
6. Middlefield/Ringwood (facing vehicles traveling north from Menlo Park)
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## Westbound Marsh Road

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Middlefield Road@Jennings  
Lane

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Camino Por Los  
Arboles @ Valparaiso  
Ave.

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Alameda De Las  
Pulgas@Stockbridge Ave.

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# Ringwood Avenue@Bay Road

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Northbound Middlefield  
@Ringwood

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Westbound Valparaiso Ave @  
El Camino Real

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ECR@Selby Lane

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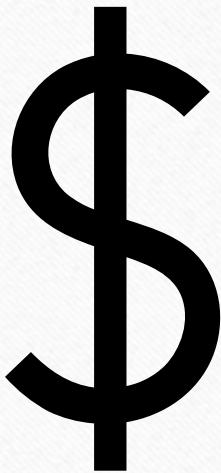
Selby@Selby

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## Costs

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- 16 cameras at \$2,000 each = **\$32,000 annually**
- 16 customized 12"x18" ALPR warning signs = **\$1,400**
- 9 customized 24"x30" = **\$1,100**
- Total- **\$34,500 + MCE installation fees for warning signs**



# Camera Signage

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These are the signs that come with each Flock camera.



# Proposed Signage



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Purchase of sixteen (16) Flock Automated License Plate Readers (ALPRs)- \$32,000,

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Sixteen (16) customized 12" x 18" ALPR warning signs- \$1,400

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Nine (9) customized 24" x 30" ALPR warning signs- \$1,100

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Total cost of **\$34,500 + MCE installation fees** for the ALPR warning signs.

## Recommendation

# Questions?

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