

O'Connell Electric Company

In construction, highlighting key projects which demonstrate a company's expertise and the market segments in which they specialize is critical to establishing credibility and promoting business. For O'Connell Electric Company, a U.S. Top 50 specialty contractor, I developed 53 in-depth project write-ups for their corporate website, each through a series of interviews and research. This is one of the project write-ups.

Project: Redflex Red Light Enforcement Systems Installation

Project Overview:

“Run a Red Light? Expect a Photo Finish.” That was the title of a campaign launched by the City of Rochester in advance of installing red light enforcement cameras across 50 intersections. The initiative was implemented to help decrease the number of red light running accidents as well as generate additional revenue for the City. The program required State Senate legislative approval along with the Governor's signature to be adopted. Rochester was the first municipality in Upstate New York to implement such a program. The City partnered with Redflex Traffic Systems, Inc., an industry leader with 20 years experience building, operating, and managing digital red light and speed enforcement systems. Redflex holds contracts with over 250 cities across the U.S. as well as numerous statewide programs.

O'Connell's Role:

O'Connell was hired to implement the red light enforcement system throughout the City of Rochester, contracting directly with Redflex for the work at each of the 50 intersections. Our in-depth familiarity with the city municipality and understanding of New York State DOT protocols helped us secure the project, along with our competitive price. Contributing factors also included our extensive roadway, traffic signal, and street lighting experience, knowledge of Intelligent Transportation Systems, and our Closed-circuit Television, audiovisual, and data expertise. Each installation involved mounting of the Redflex detection devices to existing structures or installing proprietary pole systems to carry them. Positioning of the equipment needed to be exact to ensure optimum functionality of each install. In addition to the cameras and strobes, pavement cuts were made for installing in-pavement vehicle sensors at each intersection as well as excavation and trenching to bring in power, lay conduit, and pour foundations for the dedicated support structures.

Initial data confirms that traffic related accidents across all intersections are down.