



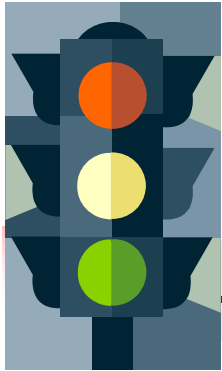
Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: April 13, 2010

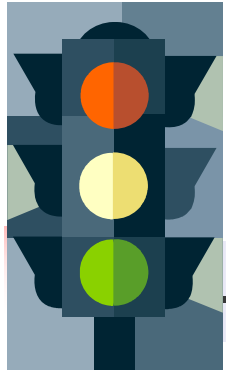


Event Update

January 1, 2010 – March 31, 2010

SECOND QUARTER SUMMARY EVENTS	
TOTAL EVENTS CAPTURED	247,051
NON VIOLATIONS ¹	205,927
POSSIBLE VIOLATIONS	41,124
CONTROLLABLE EVENTS REJECTED	3,957
NON CONTROLLABLE EVENTS REJECTED	9,334
VIOLATION IN PROCESSING STATUS	3,016
VIOLATIONS MAILED AS CITATIONS	24,817

¹ Events are each photo taken by the camera equipment. Each event must be reviewed and is not necessarily a violation.

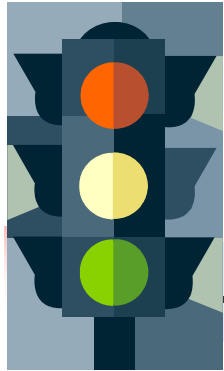


Controllable Events

January 1, 2010 – March 31, 2010

CONTROLLABLE EVENTS BY CONTRACTOR		
Clarity of Plate	2,211	55.88%
Dark Environment	72	1.82%
DMV – Clarity of Plate	83	2.10%
Equipment Malfunction	451	11.40%
Lane 1 Remediation	5	.13%
Lane ID Error	2	.05%
Field Technician Error	5	.13%
Over Exposed	168	4.25%
Picture Bad	244	6.17%
Signal Head Not Visible	56	1.42%
Unclear Tag	108	2.73%
Video Not Usable	179	4.52%
Video Not Usable by Officers	372	9.40%
Wrong Plate Keyed	1	.03%
TOTAL	3,957	100%

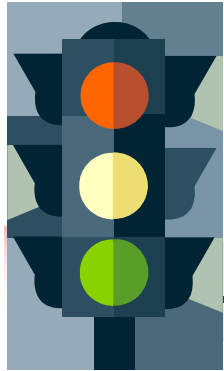
Controllable Events reduced from October 2009 to January 2010
From 38% to 18%



Uncontrollable Events

January 1, 2010 – March 31, 2010

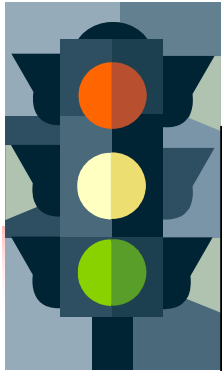
UNCONTROLLABLE EVENTS BY CONTRACTOR		
Car Obstructed	792	8.49%
Dealer Tag	130	1.39%
DMV – Dealer Tag	5	.05%
Direct Sun Glare	461	4.94%
DMV – Plate Obstructed	6	.06%
DMV – Temporary Tag	1	.01%
DMV – No Hit	729	7.81%
Glare on Plate	683	7.32%
Old Issue Date	3	.03%
Hazardous Road Conditions by Officer	31	.33%
High Profile Vehicle by Officer	7	.07%
Missing TRF Light by Officer	2	.02%
No Plate	363	3.89%
Not Issued – DMV Reject	1,227	13.15%
Obscured Tags by Officer	5	.05%
Officer Present by Officer	11	.12%
Plate Damaged	54	.58%
Plate Obstructed	3,382	36.23%
Rejected by Officers (other)	5	.05%
Temporary Tag	1,396	14.96%
Temporary Tag by Officer	1	.01%
Vehicle Match Failure by Officer	41	.44%
TOTAL	9,334	100%



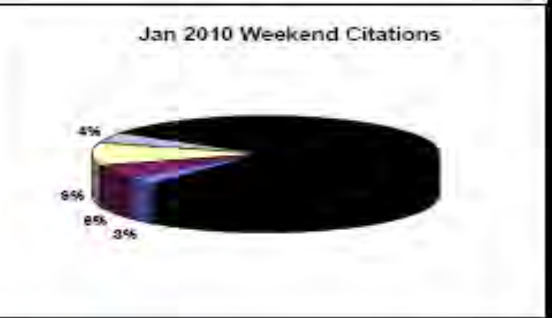
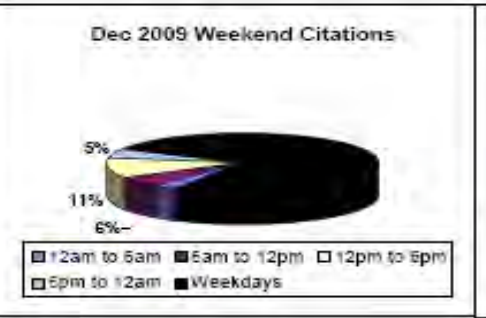
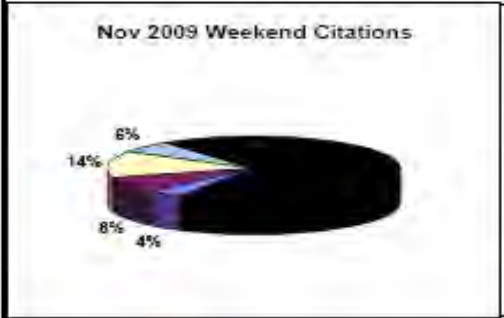
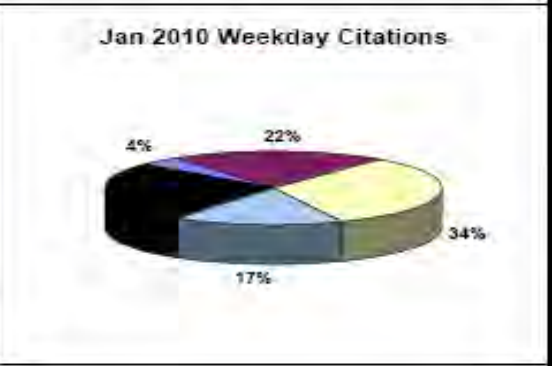
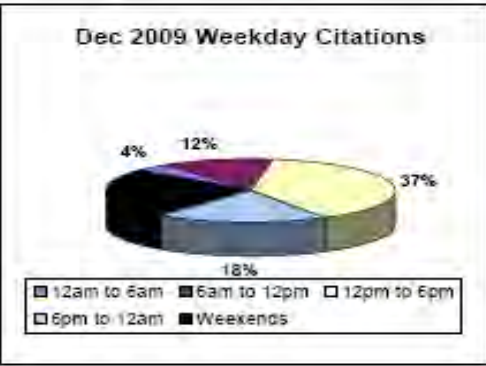
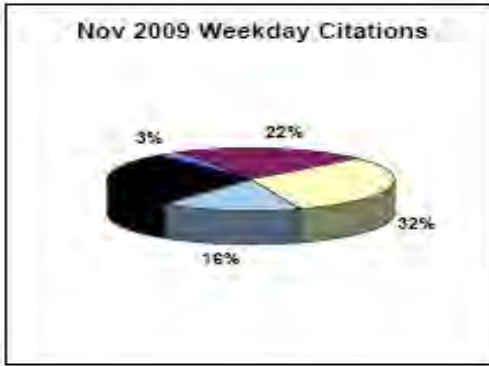
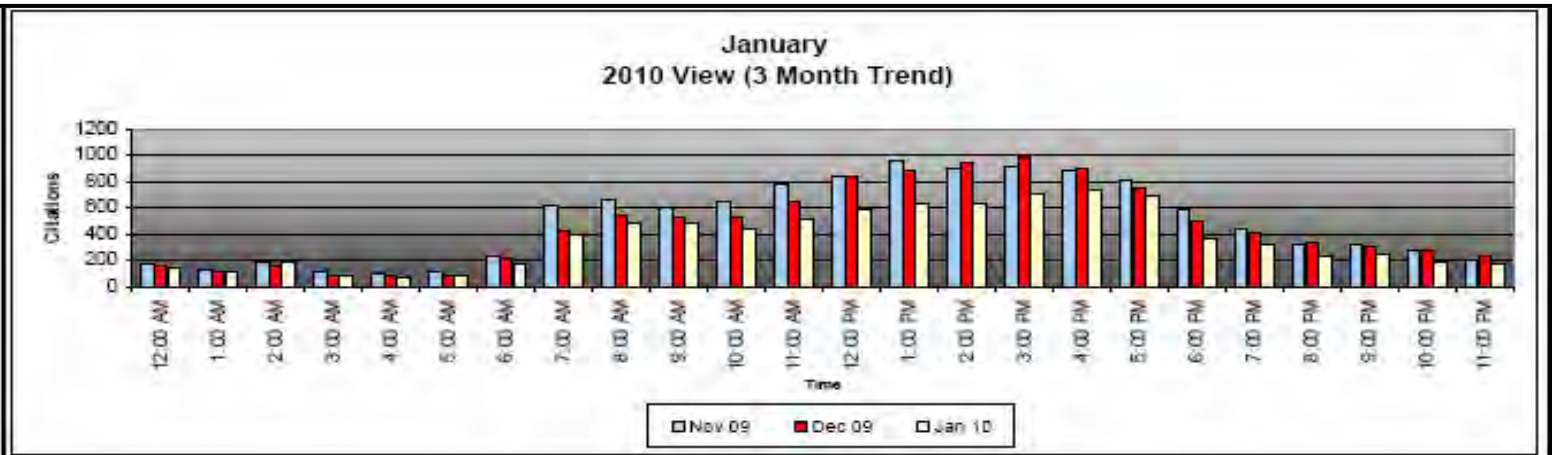
FY 09-10 ACCOMPLISHMENTS OCTOBER 2009 – March 2010

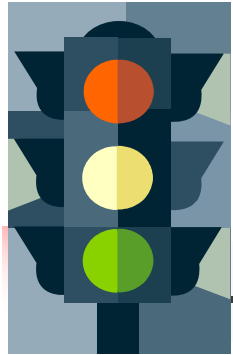
- **Total of 59 cameras city-wide**
 - 2 camera sites added in March 2010
 - Graham Ave EB @ Lindsley Ave
 - S. Westmoreland Rd SB @ Illinois Rd
- Red-light officers reviewed over 71,961 events and issued over 64,728 citations
- Notices in Spanish began June 2009 – Collections related to Spanish notices continue to have a positive impact (2nd quarter results are not final at this time)
- Revised refund process – Decreased waiting period from 4-6 weeks to an average of 18 days
- Contacted twelve schools to schedule additional presentations
- Attended two local high schools to raise young drivers safety awareness. Presented reading material and novelty items during student lunch hour
 - Moisés E. Molina High School
 - A. Maceo Smith High School
- Participating in the 7th Annual Walk Like MADD Safety Fair
 - Reaching a large population – expecting over 3,500 participants
 - Visit our SafeLight booth on Saturday, April 24, 2010
 - 8:00 a.m. – 12:00 noon
 - 1800 Pearl Street, near the Meyerson Symphony Center
 - For more information: www.walklikemadd.org





Citation Issuance Trend- Time of Day and Week



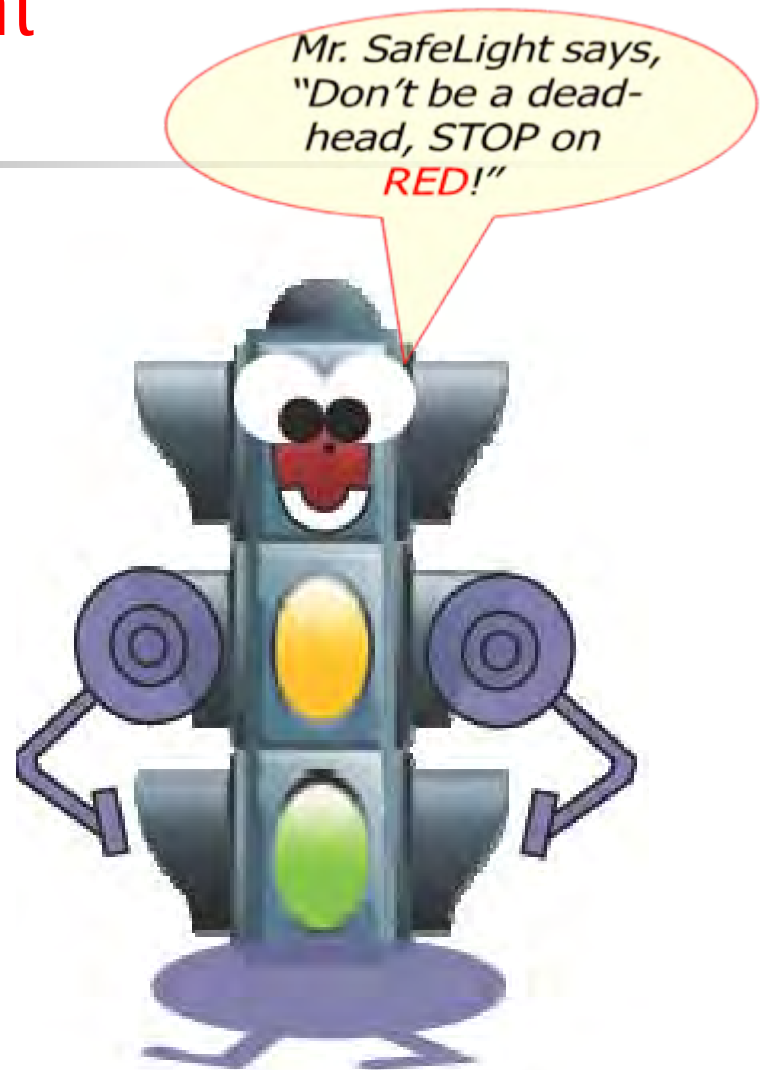


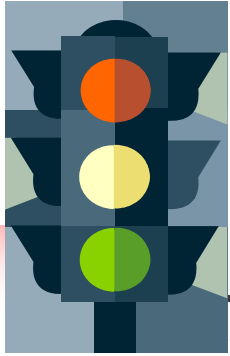
Marketing of SafeLight

"Mr. SafeLight"

Reaching adults of all ages through their children, grandchildren, students, etc.

- Create a fun character that children can enjoy and parents/grandparents can appreciate. What better way to promote an issue as important as roadway safety than through the heart and mind of a child!
- A non-colored copy of Mr. SafeLight can be created as a coloring page for younger kids to enjoy
- Everyone is reminded of safe driving when they see Mr. SafeLight personally colored by a love one on their refrigerator door.
- Mr. SafeLight is currently under development for a more professional and graphical appearance.





Marketing of SafeLight

Promote a Contest

Reaching Young Novice Drivers

■ Consider running a contest

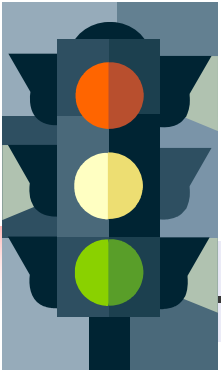
■ One idea for a contest that will get high school students involved would be a **drawing contest**

■ High school students can create the next official SafeLight Poster

■ Winning poster can be made into a poster-size copy and posted city-wide and distributed

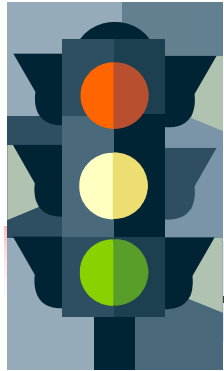
- Funding permitting - post on billboards, hats, t-shirts, etc.

■ Based on timing, winning poster would be publicly revealed or kicked-off at the next "National Stop on Red Week" Event (with media coverage)



Appendixes

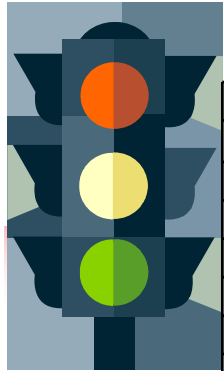
- Updates
 - New Appointee along with current Commission Appointees
 - Map of camera locations city-wide depicting two additional sites
 - List of camera locations city-wide with two additional sites
 - Enhanced refund process



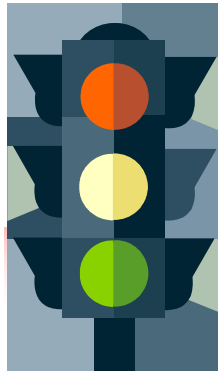
List of Councilmember's Commission Appointees

Delia Jasso	VACANT
Deputy Mayor Pro Tem, Pauline Medrano	Charlie Chen
David A. Neumann	VACANT
Mayor Pro Tem, Dwaine R. Caraway	VACANT
Vonciel Jones Hill	Yolanda Williams (new appointee)
Steve Salazar	Jessica Sepulveda
Carolyn R. Davis	VACANT
Tennell Atkins	Lionel Churchill
Sheffie Kadane	Ben Davis
Jerry R. Allen	Chick Cowan
Linda Koop	Brett Ferguson
Ron Natinsky	VACANT
Ann Margolin	Edwin Bright
Angela Hunt	Steve Rosato
Mayor Tom Leppert	Raul Magdaleno (Chair)
City Staff	Beth Ramirez

Camera Locations (2 additional camera sites)



#	LOCATION	#	LOCATION
1	S 2nd Ave SB @ Bruton Rd	31	LBJ Fwy WB @ Preston Rd
2	Alpha Rd WB @ Dallas Pkwy	32	Lemmon Ave NB @ Oak Lawn Ave
3	N Beckley Ave SB @ W Colorado Blvd	33	Lemmon Ave SB @ W Mockingbird Ln
4	N Buckner Blvd NB @ John West Rd	34	E Ledbetter Dr EB @ S Lancaster Rd
5	S Buckner Blvd NB @ Bruton Rd	35	E Ledbetter Dr WB @ Lancaster Rd
6	W Camp Wisdom Rd WB @ S Westmoreland Rd	36	E Lovers Ln WB @ N Central Expy
7	N Central Expy NB @ E Lovers Ln	37	Marvin D Love Fwy NB @ W Camp Wisdom Rd
8	N Central Expy NB @ Lemmon Ave	38	Miller Rd WB @ Plano Rd
9	N Central Serv W NB @ E Mockingbird Ln	39	Montfort Dr SB @ LBJ Serv N
10	Coit Rd NB @ Banner Dr	40	E Mockingbird Ln WB @ N Central Serv E
11	Commerce St EB @ S Central Expy	41	W Mockingbird Ln EB @ John Carpenter Fwy
12	Dallas Pkwy NB @ Keller Springs Rd	42	W Mockingbird Ln WB @ N Stemmons Serv E
13	Ferguson Rd EB @ Peavy Rd	43	S Munger Blvd NB @ Lindsley Ave
14	Ferguson Rd SB @ Gus Thomasson Rd	44	E NW Hwy WB @ Avenue E / Abrams Rd
15	Forest Ln EB @ Abrams Rd	45	N NW Hwy WB @ Dallas North Toll Way
16	Forest Ln EB @ Plano Rd	46	W NW Hwy EB @ Dallas North Tollway
17	Forest Ln WB @ Inwood Rd	47	W NW Hwy EB @ Marsh Ln / Lemmon Ave
18	Forest Ln WB @ Schroeder Rd	48	W NW Hwy EB @ N Walton Walker Blvd
19	Frankford Rd EB @ Preston Rd	49	W NW Hwy WB @ Marsh Ln / Lemmon Ave
20	Frankford Rd WB @ Dallas Pkwy	50	Preston Rd SB @ LBJ Fwy
21	Graham Ave EB @ Lindsley Ave (new camera site)	51	E R L Thornton Serv N WB @ S Harwood St
22	Greenville Ave NB @ E Mockingbird Ln	52	E R L Thornton Serv S EB @ S Harwood St
23	Griffin St W WB @ S St Paul St	53	Skillman St NB @ LBJ Fwy
24	S Hampton Rd SB @ W Wheatland Rd	54	Skillman St SB @ LBJ Fwy
25	Harry Hines Blvd SB @ N NW Hwy	55	S Tyler St NB @ W Jefferson Blvd
26	W Illinois Ave EB @ RL Thornton Fwy	56	N Walton Walker Blvd SB @ W NW Hwy
27	W Jefferson Blvd EB @ S Tyler St	57	Webb Chapel Rd SB @ Lombardy Ln
28	Keller Springs Rd WB @ Knoll Trail Dr	58	S. Westmoreland Rd SB @ Illinois Rd (new camera site)
29	LBJ Fwy EB @ Montfort Dr	59	Woodall Rodgers Serv S WB @ Olive St
30	LBJ Fwy WB @ Coit Rd		

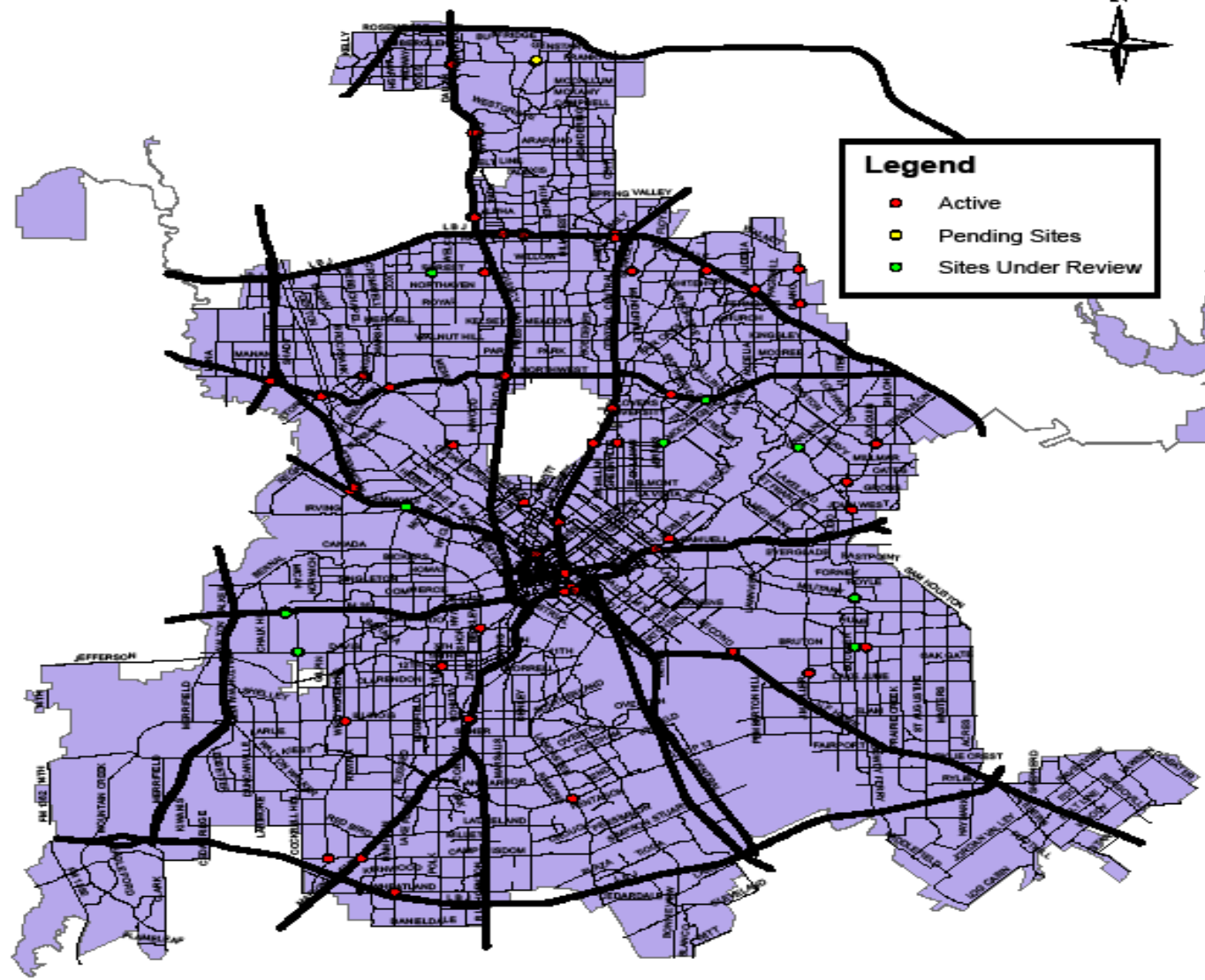


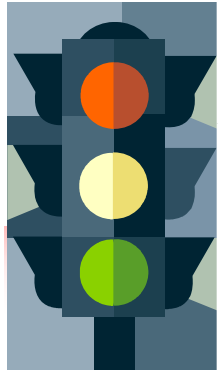
Red Light Camera Sites



Legend

- Active
- Pending Sites
- Sites Under Review





ENHANCED REFUND PROCESS – REDUCTION IN WAITING PERIOD REDUCED FROM 4-6 WEEKS TO 18 DAYS

<p>1. Citizen pays citation Citizen decides to contest to Adjudication or appeal to Municipal.</p>	
<p>2. Ticket is contested to Adjudication Office Adjudication case is reviewed and dismissed.</p>	Day 1
<p>3. Adjudication staff enters refund code for Adjudicated dismissed case into the ticket computer system (eTIM's). Adjudication staff receives notification from Municipal regarding appealed and dismissed case. Adjudication staff enters refund code for Municipal dismissed case into the ticket computer system (eTIM's).</p>	Day 1 Day 1
<p>4. Citizen overpays citation and contacts customer service center to request a refund. Customer Service Rep enters refund code into the ticket computer system (eTIM's) Due to safeguards - refunds are not initiated until the citizen makes a request and provides supporting documentation.</p>	Day 1
<p>5. Parking and Safelight staff runs Daily Refund Report (this is run every day). Researches cases to confirm a refund is warranted. Gathers all required documents such as citizens proof of payment. Management reviews and signs refund documents. Refund documents are hand carried to Controller. Parking and SafeLight staff's process averages 1-3 days. Isolated cases may take longer if citizen contact information is limited and documents cannot be easily obtained.</p>	Day 2 Day 3 Day 4
<p>6. Controller Office reviews and processes refund request and supporting documents. Refund check is issued. This process may take 1-14 days.</p>	Day 5-18
<p>7. Controller contacts Parking and SafeLight when check is ready for pick up.</p>	Day 18
<p>8. Parking and SafeLight staff pick up check and either mail to citizen or call citizen to arrange for pick up (decision is based on citizen's preference. If mailed, add additional time to refund process for postal delivery).</p>	Day 18
<p>IN NORMAL SITUATIONS REFUNDS CAN BE PERFORMED IN 18 DAYS OR LESS FROM THE TIME IT IS ENTERED INTO THE COMPUTER SYSTEM UNTIL THE CHECK IS ISSUED.</p> <p><u>Uncontrollables:</u> Municipal Court forwarding dismissal dispositions to Adjudication in a timely manner Adjudication entering the refund code for dismissed cases into the computer system in a timely manner</p>	AVERAGE 18 DAYS