



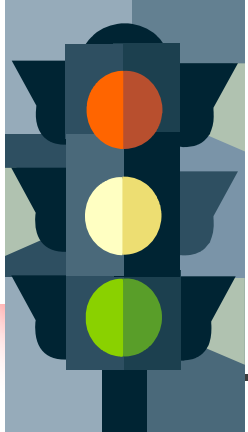
Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: October 12, 2010



FY 09-10 Performance

	OCT	NOV	DEC	1st Qtr Total
Citations Issued	11,516	11,437	10,953	33,906

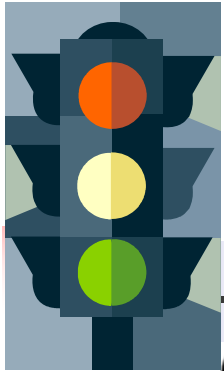
	JAN	FEB	MAR	2nd Qtr Total
Citations Issued	8,854	9,670	10,018	28,542

	APR	MAY	JUN	3rd Qtr Total
Citations Issued	10,494	11,068	10,032	31,594

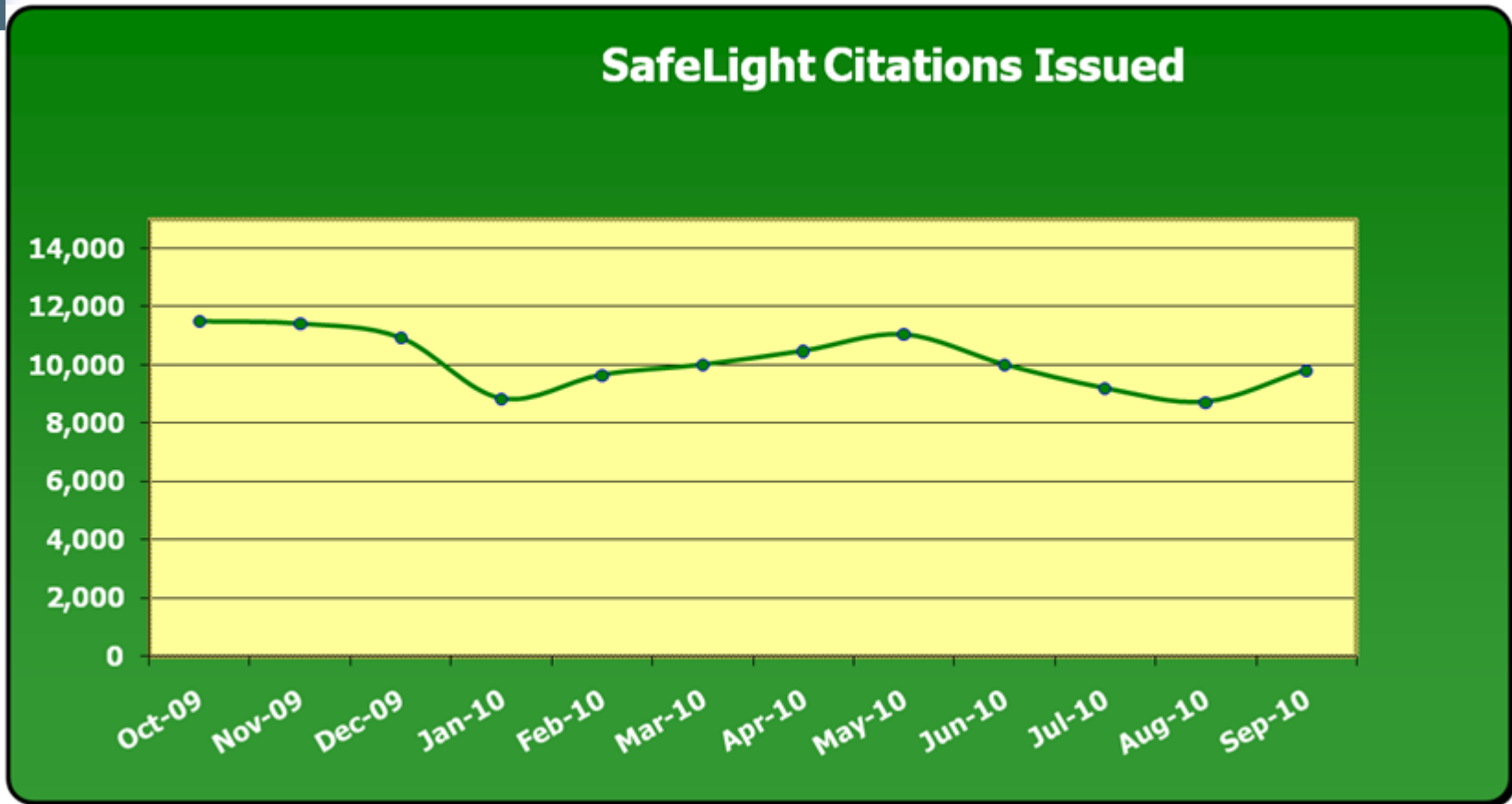
	JUL	AUG	SEP	4th Qtr Total
Citations Issued	9,210	8,740	9,836	27,786

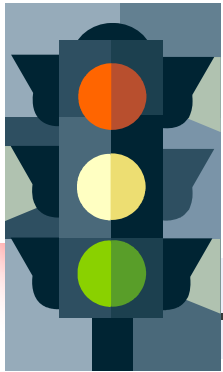
Annual Issued Citations

121,828



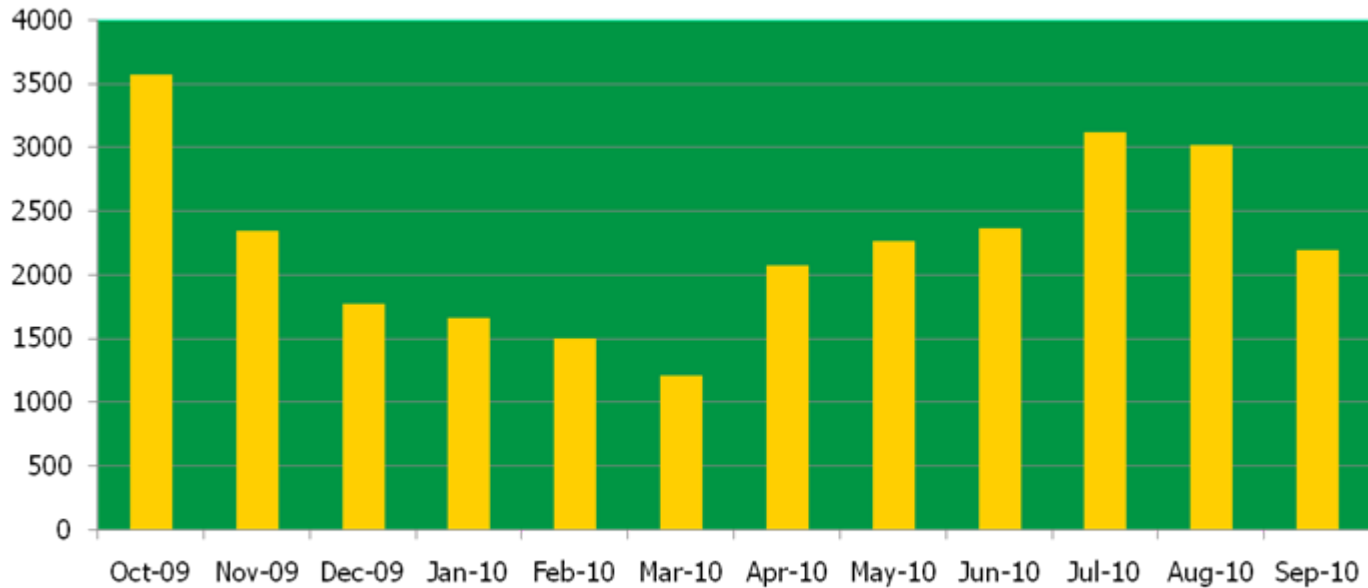
FY 09-10 Performance Trend



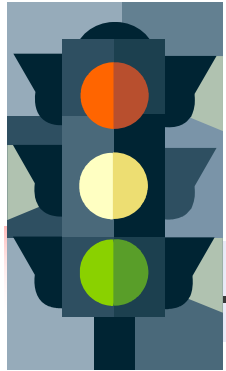


FY 09-10 Controllable Events

Controllable Trend by Month



**Clarity of Plates , Videos not Usable
Equipment Malfunction & Bad Picture /Overexposed /Dark Environment are main issues**



DPD Criminal tickets

Citations issued by Police Officers

Criminal Citations - Traffic Signals and Stop Signs

	FY 07-08	FY 08-09	FY 09-10*
Stop Sign & Traffic Signal	23,106	26,322	29,132
Paid amount	\$ 777,920.18	\$ 897,852.00	\$ 880,075.00

*FY 09-10 report ran 09/10/10

Citations increased due to having more officers



Program Performance Trend

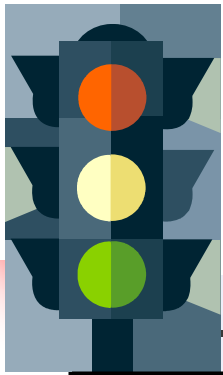
Citation Performance Trend

	FY 06-07	FY 07-08	FY 08-09	FY 09-10	AVERAGE
Citations Issued	162,796	107,259	131,287	121,828	130,793
Revenue Collected	\$7,224,224	\$6,079,848	\$7,134,944	\$6,651,066	\$6,772,521
*Expenses	\$2,317,232	\$5,828,225	\$5,412,629	\$4,939,546	\$4,624,408
**# of cameras-EOFY	60	46	59	62	57
Collections Percentage	70.82%	74.65%	70.92%	71.63%	72.01%
Paid in full citations	39,777	91,800	84,401	86,430	75,602
Partially paid citations	526	1,058	974	949	877

EOFY=End of Fiscal Year

* FY 09-10 Expenses Estimated

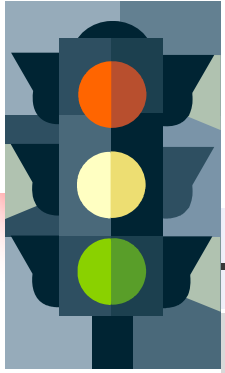
**FY 07-08 State Law/Remediation project - crosswalk to stop bar as a violation point



Spanish Notice Update

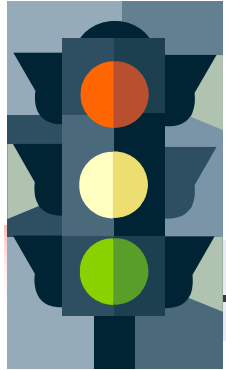
Comparison of Notices*				
Notice Type	Mail Date range	Notice Count	Payments on Notices	% of Notices
English Only	Oct-08	21,992	2,343	10.65%
English Only	Nov-08	18,568	1,881	10.13%
English Only	Dec-08	18,700	2,054	10.98%
English Only	Jan-09	20,588	2,605	12.65%
English Only	Feb-09	15,788	2,092	13.25%
English Only	Mar-09	17,326	1,969	11.36%
English Only	Apr-09	19,491	1,925	9.88%
English Only	May-09	17,677	1,717	9.71%
English Only	Jun-09	18,106	1,699	9.38%
English Only	Jul-09	17,561	1,575	8.97%
Spanish/English	Aug-09	15,460	1,634	10.57%
Spanish/English	Sep-09	17,766	1,802	10.14%
Spanish/English	Oct-09	17,141	1,548	9.03%
Spanish/English	Nov-09	14,010	1,305	9.31%
Spanish/English	Dec-09	21,982	1,871	8.51%
Spanish/English	Jan-10	17,559	1,863	10.61%
Spanish/English	Feb-10	16,003	1,693	10.58%
Spanish/English	Mar-10	17,799	1,698	9.54%
Spanish/English	Apr-10	16,686	1,391	8.34%
Spanish/English	May-10	17,418	1,429	8.20%
Spanish/English	Jun-10	19,133	1,744	9.12%

*As time passed the more payments will be associated with the Spanish/English Notices



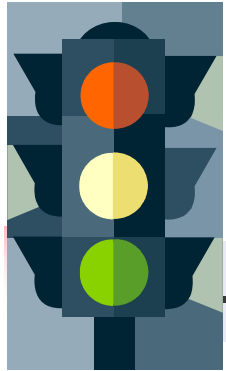
FY 10-11 Budget

- Budgeted Expenses - \$6,002,754
- Budgeted Revenue - \$8,344,017



FY 09-10 ACCOMPLISHMENTS OCTOBER 2009 – SEPTEMBER 2010

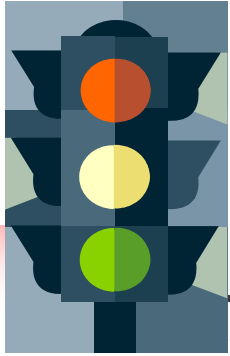
- Total of 62 cameras city-wide
 - 3 camera sites added in July 2010
 - Preston SB at Frankford
 - Preston NB at Frankford
 - Camp Wisdom at Marvin D. Love
- Red-light officers issued approximately 121,828 citations
- Notices in Spanish began June 2009 – Collections related to Spanish notices continue to have a positive impact and a positive increase in collections
- Presentations were made at 12 local high schools during the 09-10 school term. In the Fall staff will resume school outreach.
- Participated in 7th Annual Walk Like MADD Safety Fair



FY 09-10 ACCOMPLISHMENTS OCTOBER 2009 – SEPTEMBER 2010

(continued)

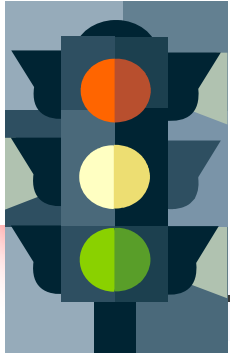
- Additional safety presentations made to:
 - Oncor driving staff
 - Councilman Atkins Community Event
- Implemented safety message on Dallas residents' July 2010 water bill invoice
- Staff developed an informative Public Service Announcement which is currently being aired on the City's cable network
- Staff attended the Mayor's Back to School Fair in August – staff provided information brochures and pencils with marketing logo
- Staff attended the National Stop on Red Week event at Dallas City Hall and Dallas celebrated National Stop on Red Week on Wednesday, August 4th with a proclamation from Mayor Leppert.



Marketing of SafeLight

Active Initiatives

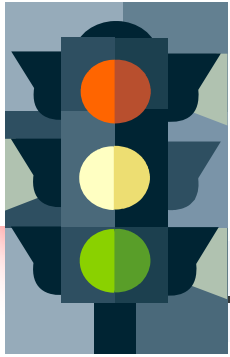
- Advertised message on Dallas residents' water bill invoice in July 2010
 - Message stated: Congratulations for helping save lives! Since 2008, good driving habits have reduced accidents at intersections with red light cameras by 63%. Thanks for STOPPING ON RED!
 - See appendix for sample water bill
- SafeLight, Dallas Stops on Red website posted on police department's Facebook page:
<http://www.facebook.com/pages/Dallas-TX/Dallas-Police-Department/126927037411>
- Developed a partnership with Veda "Loca" Emory - radio personality for FM 97.9. Ms. Emory is a spokesperson for anti-texting while driving and has a passion for reaching our youth
- Staff is working with the City's Public Information Office to provide a story to the local media during the week of "National Stop on Red Week" - first week of August
- Sidewalk Kiosks – staff is working on and developing an image that can be posted at multiple Kiosks city-wide that will advertise the red light program and raise safety awareness



Marketing of SafeLight

- Sidewalk Kiosks update – staff developed an image that can be posted at multiple Kiosks city-wide that will promote the red light program and raise safety awareness. *See appendix #3*
 - No cost to program
 - Can use from October – December 2010
 - PIO will design posters

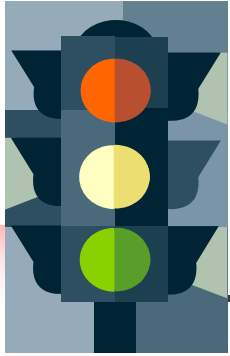
- High-end advertisement is appealing but can be very expensive:
 - Television and Radio Advertisement
 - Billboard Advertisement
 - Dart Bus Advertisement



Marketing of SafeLight

SafeLight Marketing Chair Yolanda Williams would like to recommend and suggest the following:

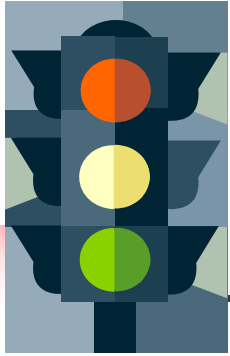
- Board members commit to volunteering at community events to help bring awareness regarding Stopping on Red and the effects. We need to agree to a certain amount of hours per month or quarter.
- Board members get involved and find out about the homeowners association meetings in their district. We can utilize this information to help speak to the residents and bring awareness. A 5-10 minute presentation would be helpful.
- Board members partnership and work on sponsorships with local businesses to assist with giveaway items.
- Partnership with State Farm, Farmer's Insurance, etc. to help spread the word about Stopping on Red and Texting and Driving.



Marketing of SafeLight

Recommendations continued.

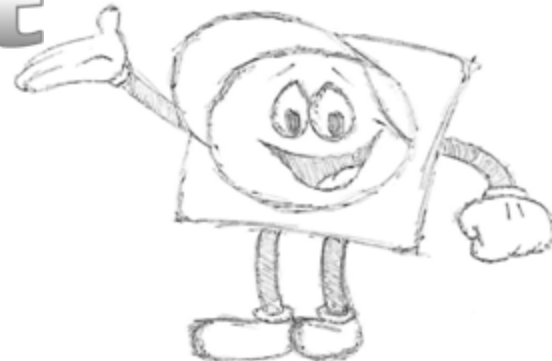
- Check with the Dallas Mavericks, Dallas Cowboys, Texas Rangers and the Stars for partnership or sponsorship.
- Contact local radio and sports station for PSAs. KRLD, 94.5, the Fan etc.
- Ms. Williams has volunteered for the 2011 Super bowl and has suggested we participate at their events to bring awareness. They have events going on every month leading up to the Super Bowl.
- Contact DISD for advertising on their billboards during football games to help spread the message.
- Scheduling Veda's high school appearances with DISD to speak two or three times a month to help bring awareness.

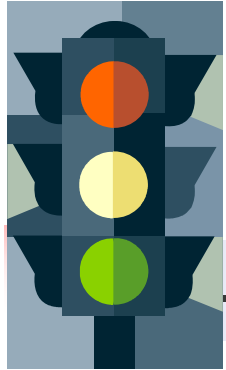


Marketing of SafeLight

- As part of the contract with ACS, the contractor provides 4 hours per month toward marketing initiatives
- This time will be used to continue to maintain an ongoing and fresh marketing perspective

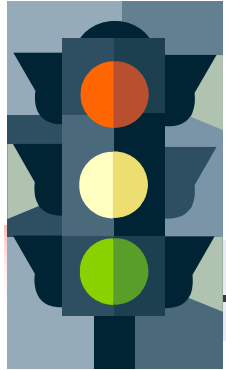
SafeLight





Upcoming Presentations and Community Events

- Councilman Atkins National Night out, October 5, 2010 at Meadow Stone Park.
- Scheduled presentation for the North Dallas Kiwanis Club, November 10, 2010 @ the Walnut Hill Recreation Center.
- Developed a partnership with Veda "Loca" Emory - radio personality for FM 97.9. Ms. Loca will start her school tour, however, the dates and schools are being finalized at this time.



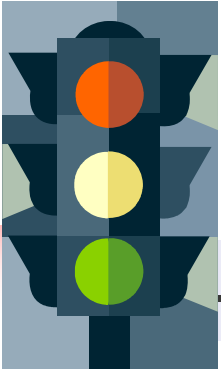
Proposed 2011 meeting dates for your approval
6ES, Dallas City Hall

Tuesday, January 11, 2011

Tuesday, April 12, 2011

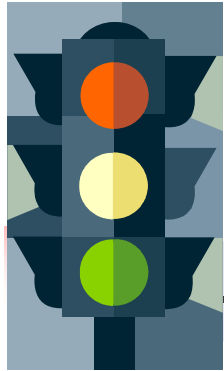
Tuesday, July 26, 2011

Tuesday, October 11, 2011



Appendixes

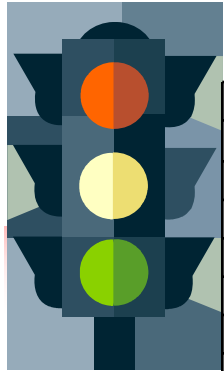
- Current Commission Appointees and vacancies - #1
- Camera locations - #2
- Draft Kiosk designs to use same design on teen safety related items - #3
- Marketing websites - #4



List of Councilmember's Commission Appointees - Appendix #1

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
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 (Vice Chair)
Ron Natinsky	Thomas Goyne
Ann Margolin	Edwin Bright
Angela Hunt	VACANT– Rosato, resigned effective 09/09/10
Mayor Tom Leppert	Raul Magdaleno (Chair)
City Staff	Beth Ramirez

Camera Locations - Appendix #2



#	LOCATION	#	LOCATION
1	S 2nd Ave SB @ Bruton Rd	32	Lemmon Ave NB @ Oak Lawn Ave
2	Alpha Rd WB @ Dallas Pkwy	33	Lemmon Ave SB @ W Mockingbird Ln
3	N Beckley Ave SB @ W Colorado Blvd	34	E Ledbetter Dr EB @ S Lancaster Rd
4	N Buckner Blvd NB @ John West Rd	35	E Ledbetter Dr WB @ Lancaster Rd
5	S Buckner Blvd NB @ Bruton Rd	36	E Lovers Ln WB @ N Central Expy
6	W Camp Wisdom Rd WB @ S Westmoreland Rd	37	Marvin D Love Fwy NB @ W Camp Wisdom Rd
7	N Central Expy NB @ E Lovers Ln	38	Miller Rd WB @ Plano Rd
8	N Central Expy NB @ Lemmon Ave	39	Montfort Dr SB @ LBJ Serv N
9	N Central Serv W NB @ E Mockingbird Ln	40	E Mockingbird Ln WB @ N Central Serv E
10	Coit Rd NB @ Banner Dr	41	W Mockingbird Ln EB @ John Carpenter Fwy
11	Commerce St EB @ S Central Expy	42	W Mockingbird Ln WB @ N Stemmons Serv E
12	Dallas Pkwy NB @ Keller Springs Rd	43	S Munger Blvd NB @ Lindsley Ave
13	Ferguson Rd EB @ Peavy Rd	44	E NW Hwy WB @ Avenue E / Abrams Rd
14	Ferguson Rd SB @ Gus Thomasson Rd	45	N NW Hwy WB @ Dallas North Toll Way
15	Forest Ln EB @ Abrams Rd	46	W NW Hwy EB @ Dallas North Tollway
16	Forest Ln EB @ Plano Rd	47	W NW Hwy EB @ Marsh Ln / Lemmon Ave
17	Forest Ln WB @ Inwood Rd	48	W NW Hwy EB @ N Walton Walker Blvd
18	Forest Ln WB @ Schroeder Rd	49	W NW Hwy WB @ Marsh Ln / Lemmon Ave
19	Frankford Rd EB @ Preston Rd	50	Preston Rd SB @ LBJ Fwy
20	Frankford Rd WB @ Dallas Pkwy	51	E R L Thornton Serv N WB @ S Harwood St
21	Graham Ave EB @ Lindsley Ave	52	E R L Thornton Serv S EB @ S Harwood St
22	Greenville Ave NB @ E Mockingbird Ln	53	Skillman St NB @ LBJ Fwy
23	Griffin St W WB @ S St Paul St	54	Skillman St SB @ LBJ Fwy
24	S Hampton Rd SB @ W Wheatland Rd	55	S Tyler St NB @ W Jefferson Blvd
25	Harry Hines Blvd SB @ N NW Hwy	56	N Walton Walker Blvd SB @ W NW Hwy
26	W Illinois Ave EB @ RL Thornton Fwy	57	Webb Chapel Rd SB @ Lombardy Ln
27	W Jefferson Blvd EB @ S Tyler St	58	S. Westmoreland Rd SB @ Illinois Rd
28	Keller Springs Rd WB @ Knoll Trail Dr	59	Woodall Rodgers Serv S WB @ Olive St
29	LBJ Fwy EB @ Montfort Dr	60	Preston SB at Frankford (new camera site)
30	LBJ Fwy WB @ Coit Rd	61	Preston NB at Frankford (new camera site)
31	LBJ Fwy WB @ Preston Rd	62	Camp Wisdom at Marvin D. Love (new camera site)

Appendix
#3



City of Dallas

DON'T TEXT AND DRIVE!

3 YEAR Post Safety Report

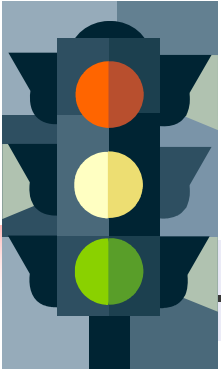
61% average reduction in accidents
caused by red light running

48 of the 60 approaches (80%) showed
reductions in red-light related accidents

63% reduction in person-injuries

www.dallaspolice.net

SafeLight
Dallas Stops on Red!



Marketing Websites - Appendix #4

Websites for Marketing recommendations

- volunteers@northtexassuperbowl.com
- nixle.com - website provided by DPD will send alerts and information pertaining to homeowners' association meeting times and locations within the district.