



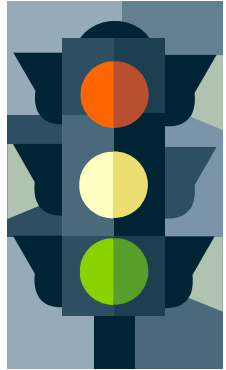
Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: Tuesday, April 12, 2011

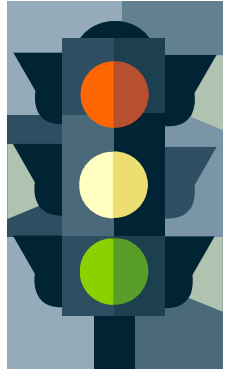


Legislative Update

Speaker:

Anna Holmes
Legislative Manager
Intergovernmental Relations Office
City of Dallas





Disposition Alternatives

Speaker:

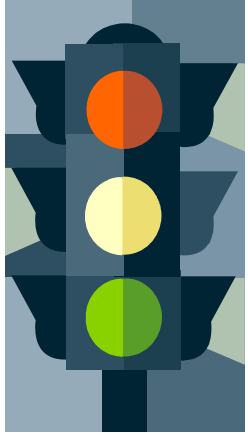
Fred Williams

Assistant City Attorney and Chief Prosecutor

Municipal Court

City of Dallas





FY 10-11 Performance

October 2010 – March 2011
2nd QTR

	OCT	NOV	DEC	1st Qtr Total
Citations Issued	10,239	8,877	7,398	26,514

	JAN	FEB	MAR	2nd Qtr Total
Citations Issued	9,273	8,634	6,587	24,494

2011

Dallas Red Light Statistics

From cameras installed in January 2007 through July 2007

Three year before and after results of 1st 60 cameras at 49 intersections

Accidents are down

- 61% average reduction in red-light related accidents on intersection approaches with red light cameras
- 25% average reduction in intersection accidents of all types
- 86% of the intersections showed reductions in red-light running accidents

Fewer Injuries and Fatalities

- Intersections with red light cameras showed an 80% reduction in fatalities
- 51% reduction in injuries at crashes associated with red light running
- 81% of these intersections showed reductions injuries associated with red light running

We do not see a trend with the Red-Light Cameras and Rear-End Accidents

Dallas Red Light Statistics

The following list shows examples of the significant change in driver behavior when comparing violations at the start of the camera operations to today:

- **Preston SB at IH635**

Dropped from 87 to 11 violations per day
87% reduction

- **Montfort SB @ LBJ (IH 635) WBSR**

Dropped from 106 to 30 violations per day
72% reduction

- **Northwest Hwy EB @ Dallas N Tollway**

Dropped from 74 to 7 violations per day
91% reduction

- **Buckner Blvd NB @ Bruton Rd**

Dropped from 83 to 20 violations per day
76% reduction

On average violations have reduced by 60% and violations dropped more than 70% at more than half the camera location sites

- **Greenville NB @ Mockingbird**

Dropped from 171 to 18 violations per day
90% reduction

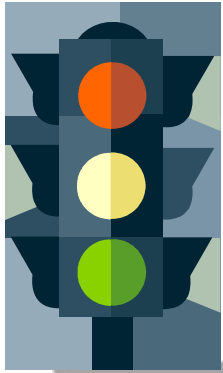
- **Walton Walker SB @ Northwest Hwy**

Dropped from 68 to 22 violations per day
68% reduction

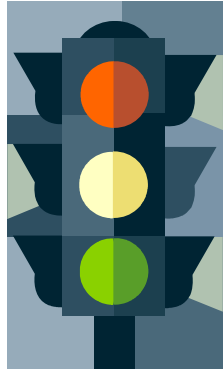
- **Ledbetter EB @ S. Lancaster Rd**

Dropped from 53 to 8 violations per day
86% reduction

FY 10-11 Controllable Events

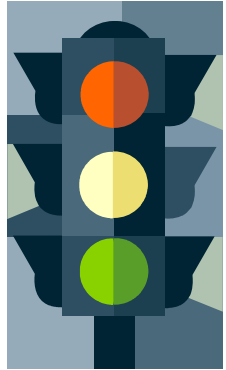


Clarity of Plates , Videos not Usable
Equipment Malfunction & Bad Picture/Overexposed/Dark Environment are main issues



FY 10-11 ACCOMPLISHMENTS OCTOBER 2010 – MARCH 2011

- Completed kiosks project: Over 125 SafeLight Posters throughout the City of Dallas spreading statistical information about the program's progress and performance along with a "Do not text and drive" message.
- Public Awareness Presentation for the North Dallas Kiwanis Club, November 10, 2010 @ the Walnut Hill Recreation Center.
- Staff joined nixle.com, a community involvement news organization.
- Omega Driving School – Monday, March 28th



Scheduled Public Awareness Events for 2011

- Continue with SafeLight Brand/Logo-work with contractor - ACS
- DPD Kids Safety Fair- Saturday, May 21st
- National Stop on Red Week – August 7-13, 2011
- Mayor's Back to School Fair – August
- National Night Out – October

Dallas Police Department
Northeast Division presents

2011



Saturday, May 21st
10:30 AM to 1:30 PM
9915 E. Northwest Hwy
Dallas Police Northeast Division

**Free
Admission, Parking
and Food!**

Hot Dogs
Chips
Drinks!!

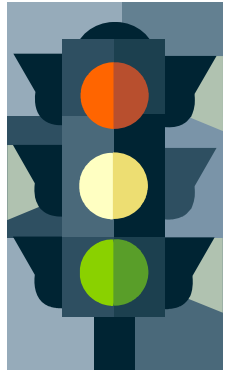


Face Painting

Bounce
House!



Contact: Officer Bervin Smith (214) 670-7747 bervin.smith@dps.ci.dallas.tx.us

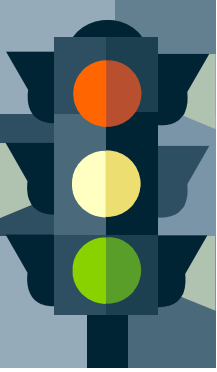


Marketing Update

Speakers

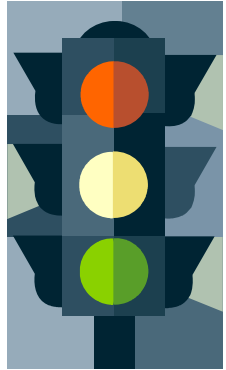
Mr. Gary W. Garcia
Director of External Relations
The Dallas Foundation

Leah Torres, V.P. of Sports Marketing
American Marketing Association Chapter
@ University of Texas at Dallas



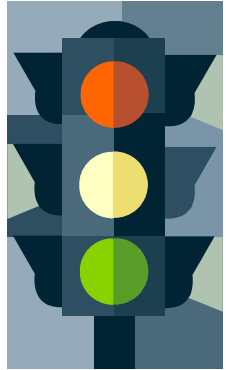
2011 ARC Goals

- Continue discussion on program objectives & associated 2011 goals
 - 1 Increase public awareness meetings: To piggy back on other Dallas Police or City of Dallas events, such as the VIP, crime watch or PTA meetings.
 - 2 Increase media involvement: Place actual accident(s) on Facebook. Note: Actual accidents are already on the program's website.
 - 3 Increase Government Relations and Program Imaging: The Chair would like the Commission to be more proactive with our government officials and perhaps profile different red light cases for the human awareness side.
 - 4 Increase diversity Outreach – Develop partnership with Univision since Dallas population is 44% Spanish. Provide Spanish printed information and website. Note: Program pamphlets and student postcards are already printed in Spanish.
- Safety insert letter



2011 Remaining Meeting Dates

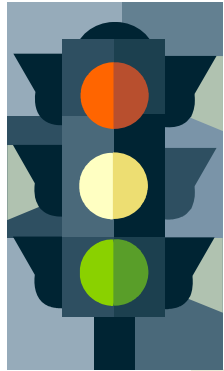
- Tuesday, July 26, @ 9:30-11:30-6ES
- Tuesday, October 11, @ 9:30-11:30-6ES



Appendixes

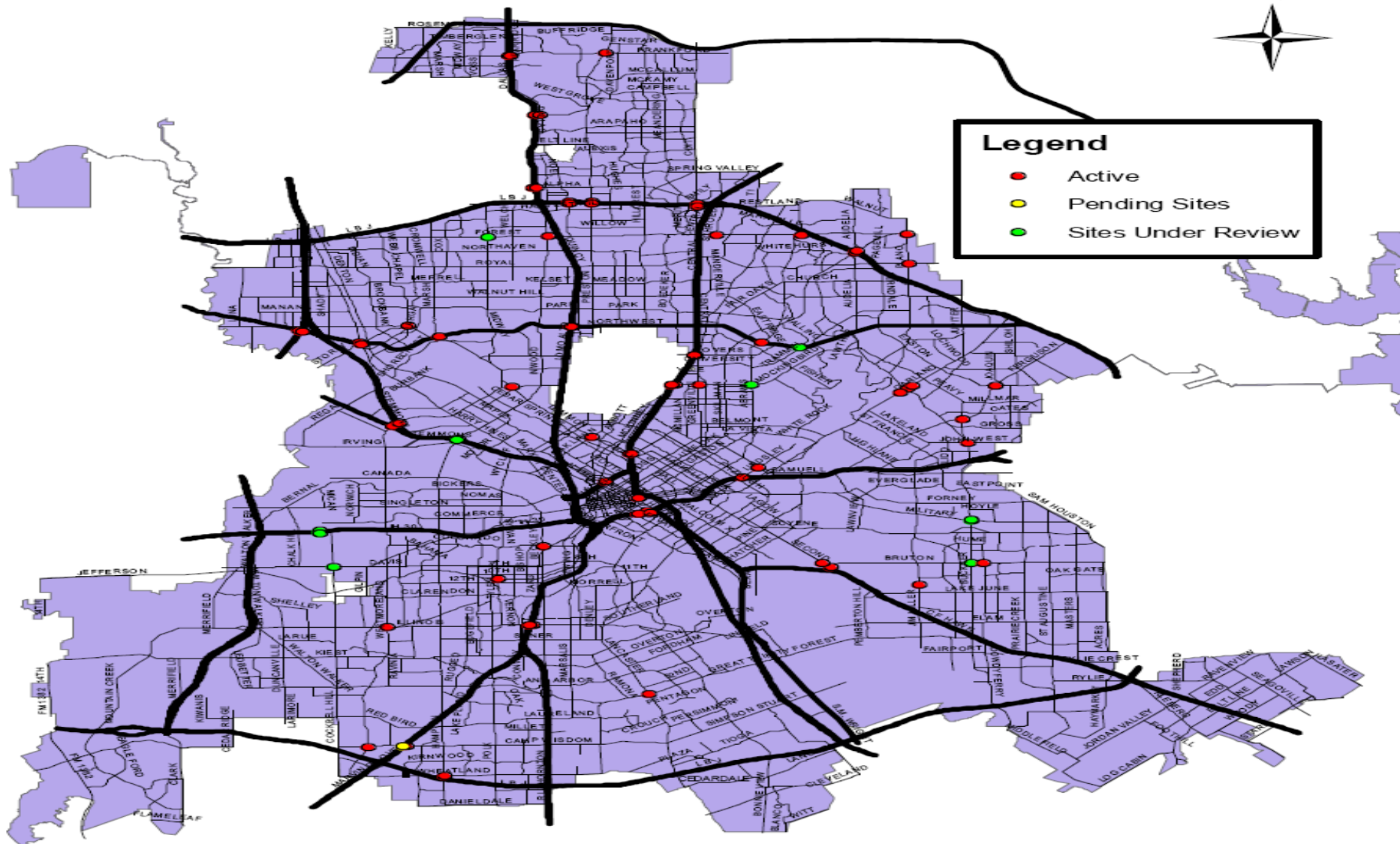
- List of ARC members
- Red Light Camera Map
- Red Light Camera Locations

Councilmember & Commission Appointee



Delia Jasso	VACANT
Deputy Mayor Pro Tem, Pauline Medrano	Charlie Chen
David A. Neumann	Ernesto Lopez
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 Goynes
Ann Margolin	Edwin Bright
Angela Hunt	VACANT– Rosato, resigned effective 09/09/10
Mayor Tom Leppert	Raul Magdaleno (Chair)
City Staff	Beth Ramirez

Red Light Camera Sites



Legend

- Active
- Pending Sites
- Sites Under Review

Camera Locations

1	S 2nd Ave SB @ Bruton Rd	35	E Ledbetter Dr WB @ Lancaster Rd
2	Alpha Rd WB @ Dallas Pkwy	36	E Lovers Ln WB @ N Central Expy
3	N Beckley Ave SB @ W Colorado Blvd	37	Marvin D Love Fwy NB @ W Camp Wisdom Rd
4	N Buckner Blvd NB @ John West Rd	38	Miller Rd WB @ Plano Rd
5	S Buckner Blvd NB @ Bruton Rd	39	Montfort Dr SB @ LBJ Serv N
6	W Camp Wisdom Rd WB @ S Westmoreland Rd	40	E Mockingbird Ln WB @ N Central Serv E
7	N Central Expy NB @ E Lovers Ln	41	W Mockingbird Ln EB @ John Carpenter Fwy
8	N Central Expy NB @ Lemmon Ave	42	W Mockingbird Ln WB @ N Stemmons Serv E
9	N Central Serv W NB @ E Mockingbird Ln	43	S Munger Blvd NB @ Lindsley Ave
10	Coit Rd NB @ Banner Dr	44	E NW Hwy WB @ Avenue E / Abrams Rd
11	Commerce St EB @ S Central Expy	45	N NW Hwy WB @ Dallas North Toll Way
12	Dallas Pkwy NB @ Keller Springs Rd	46	W NW Hwy EB @ Dallas North Tollway
13	Ferguson Rd EB @ Peavy Rd	47	W NW Hwy EB @ Marsh Ln / Lemmon Ave
14	Ferguson Rd SB @ Gus Thomasson Rd	48	W NW Hwy EB @ N Walton Walker Blvd
15	Forest Ln EB @ Abrams Rd	49	W NW Hwy WB @ Marsh Ln / Lemmon Ave
16	Forest Ln EB @ Plano Rd	50	Preston Rd SB @ LBJ Fwy
17	Forest Ln WB @ Inwood Rd	51	E R L Thornton Serv N WB @ S Harwood St
18	Forest Ln WB @ Schroeder Rd	52	E R L Thornton Serv S EB @ S Harwood St
19	Frankford Rd EB @ Preston Rd	53	Skillman St NB @ LBJ Fwy
20	Frankford Rd WB @ Dallas Pkwy	54	Skillman St SB @ LBJ Fwy
21	Graham Ave EB @ Lindsley Ave	55	S Tyler St NB @ W Jefferson Blvd
22	Greenville Ave NB @ E Mockingbird Ln	56	N Walton Walker Blvd SB @ W NW Hwy
23	Griffin St W WB @ S St Paul St	57	Webb Chapel Rd SB @ Lombardy Ln
24	S Hampton Rd SB @ W Wheatland Rd	58	S. Westmoreland Rd SB @ Illinois Rd
25	Harry Hines Blvd SB @ N NW Hwy	59	Woodall Rodgers Serv S WB @ Olive St
26	W Illinois Ave EB @ RL Thornton Fwy	60	Preston SB at Frankford
27	W Jefferson Blvd EB @ S Tyler St	61	Preston NB at Frankford
28	Keller Springs Rd WB @ Knoll Trail Dr	62	Camp Wisdom at Marvin D. Love
29	LBJ Fwy EB @ Montfort Dr	63	S 2nd Ave SB @ Bruton Rd
30	LBJ Fwy WB @ Coit Rd	64	N Buckner Blvd NB @ Garland Rd
31	LBJ Fwy WB @ Preston Rd	65	Garland Rd EB @ N Buckner Blvd
32	Lemmon Ave NB @ Oak Lawn Ave	66	Garland Rd WB @ N Buckner Blvd
33	Lemmon Ave SB @ W Mockingbird Ln		