



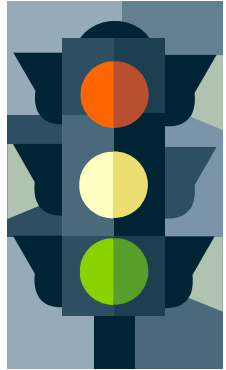
Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: Tuesday, July 26, 2011



Legislative Wrap Up

Speaker:

Anna Holmes

Legislative Manager

Intergovernmental Relations Office

City of Dallas



Legislative Wrap Up

82nd Legislative Session Wrap Up

- Session overview
- No safety camera bills passed

Action steps for the Interim

- Continue to monitor trends and keep data
- Public education

Future Legislative Sessions

- Expect more safety camera opposition

FY 10-11 PERFORMANCE

October 2010 – JUNE 2011

3RD QUARTER

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

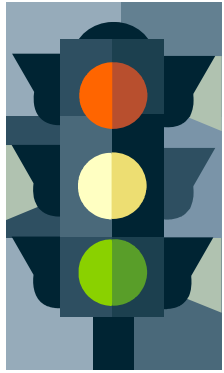
	JAN	FEB	MAR	2nd Qtr Total
Citations Issued	9,273	8,634	10,047	27,954

4 cameras added March 28th

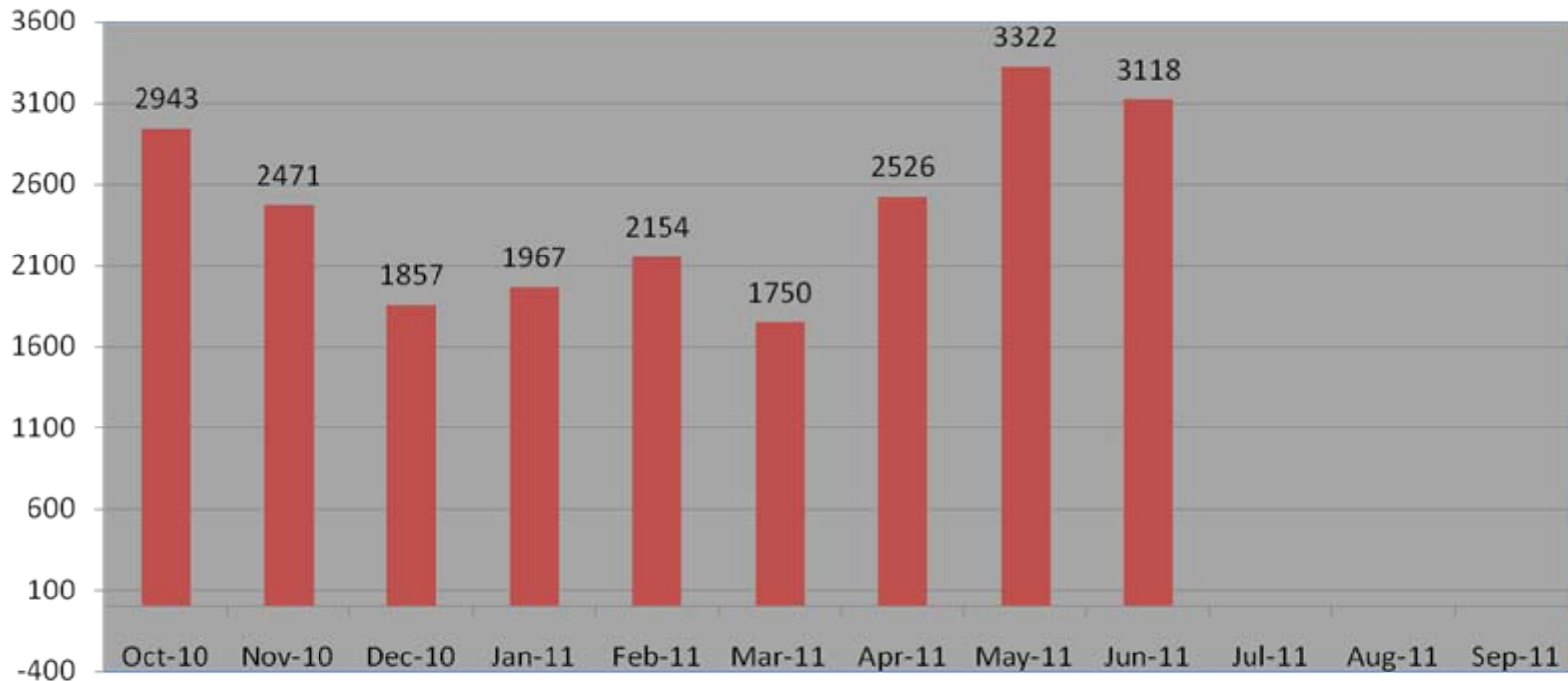
	APR	MAY	JUN	3rd Qtr Total
Citations Issued	11,570	11,357	12,868	35,795

6 cameras added this quarter

FY 10-11 citations issued 90,263



FY 10-11 Controllable Events



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

FY 09-10 Clarity of Plate Data

Controllable Issue	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10
Clarity of Plate-ACS	1,117	1,101	1,068	988	969	965	964	972	1,105	1,100	1,119	1,062
Clarity of Plate - New plates-ACS	3
Equipment Malfunction-ACS	165	280	141	333	69	87	291	344	189	392	151	214
Overexposed - ACS	170	253	139	61	59	159	338	80	71	138	240	165

FY 09-10 Clarity of Plate Rejects

FY 09-10 CONTROLLABLES - PLATE ISSUES

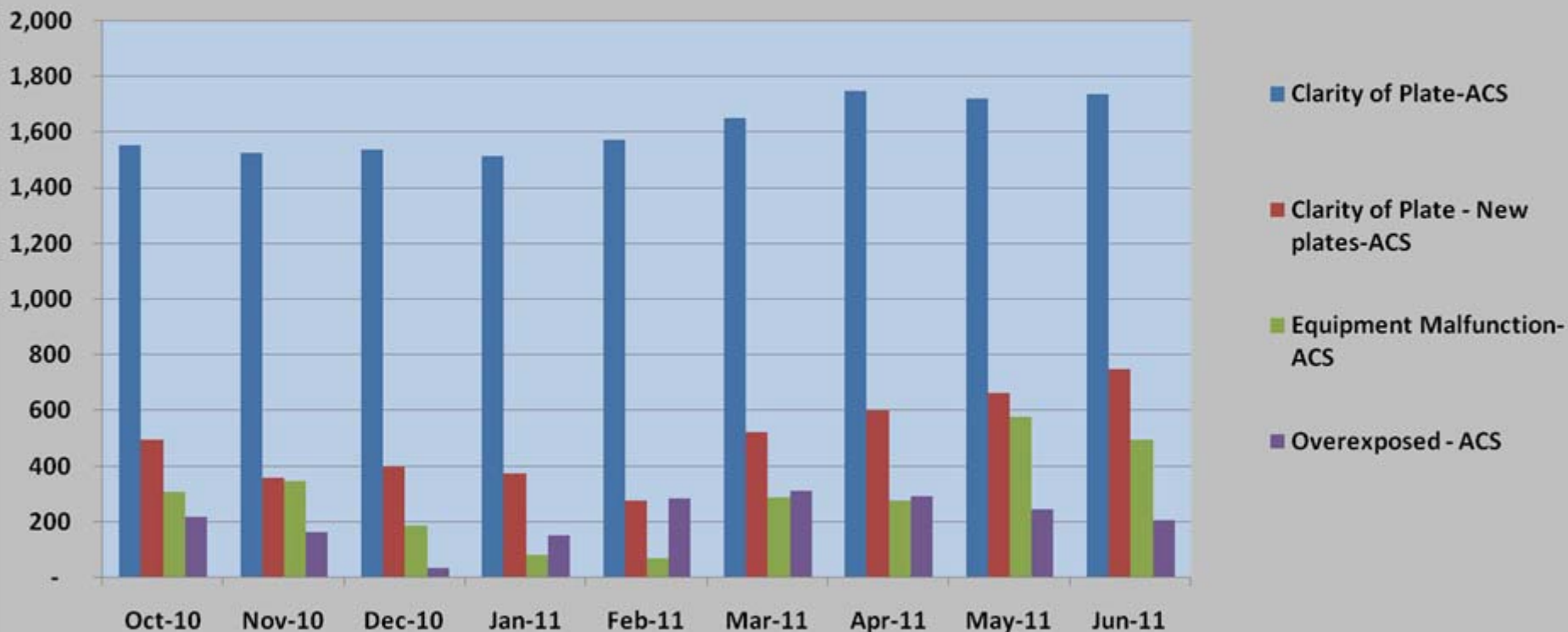


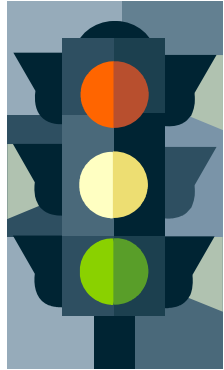
FY 10-11 Clarity of Plate Data

Controllable Issue	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
Clarity of Plate-ACS	1,552	1,524	1,538	1,514	1,570	1,651	1,746	1,719	1,733
Clarity of Plate - New plates-ACS	494	357	396	375	276	522	600	661	748
Equipment Malfunction-ACS	307	346	187	80	72	287	276	578	496
Overexposed - ACS	218	164	34	153	286	312	292	247	206

FY 10-11 Clarity of Plate Rejects

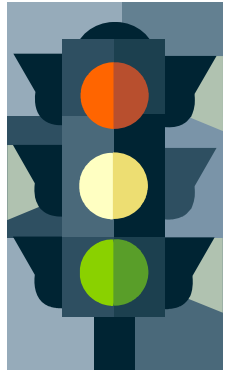
OCTOBER 2010 - JUNE 2011





PROGRAM UPDATE FY 10-11 ACCOMPLISHMENTS

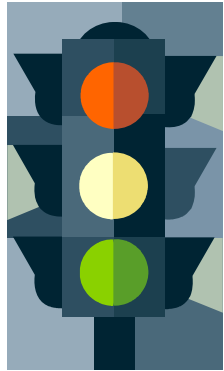
- Completed kiosks project: Over 125 SafeLight Posters throughout the City of Dallas spreading statistical information about the program's progress and performance along with a "Do not text and drive" message.
- North Dallas Kiwanis Club, November 10, 2010
- Staff joined nixle.com, a community involvement news organization.
- Omega Driving School – Monday, March 28th
- DPD North Central Neighborhood Safety Fair- May 14th
- DPD Northeast Division Kids Safety Fair- May 21st
- Added 10 new cameras from March 28th – June 22nd
(see pgs. 19-20, listed in red)



May 14th North Central Safety Fair

North Central Division - Police Fair

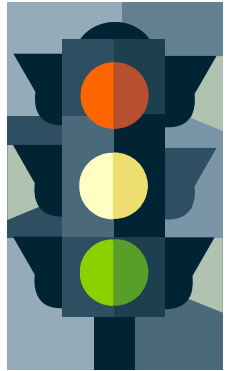




May 14th North Central Safety Fair

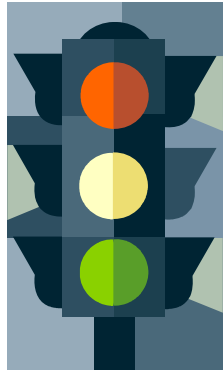
North Central Division - POLICE FAIR





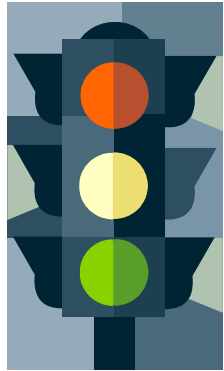
May 14th North Central Safety Fair





Marketing Update

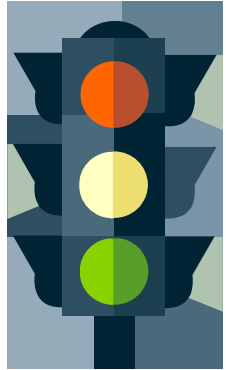
- Evaluating opportunities for private resources to fund marketing strategies
- Texas State Fair Exhibitor – Coliseum Foyer, dates are:
 - Saturday, October 1st**
 - Tuesday, October 4th**
 - Saturday, October 8th**
 - Wednesday, October 12th**
 - Saturday, October 15th**
 - Wednesday, October 19th**
 - Friday, October 21st**
 - Sunday, October 23rd**
 - Wednesday, October 26th**



Scheduled Public Awareness Events

- Mayor's Back to School Fair – Wednesday, August 4th
- National Stop on Red Week
 - Event Date: Wednesday, August 10th
 - Staff DPS area at Dallas City Hall-
- Texas National Night Out – October 2011

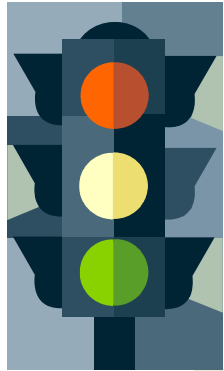




Appendices

- List of ARC members
- Red Light Camera Map
- Red Light Camera Locations
- 2011 Approved Goals
- Next meeting date

Councilmember & Commission Appointee



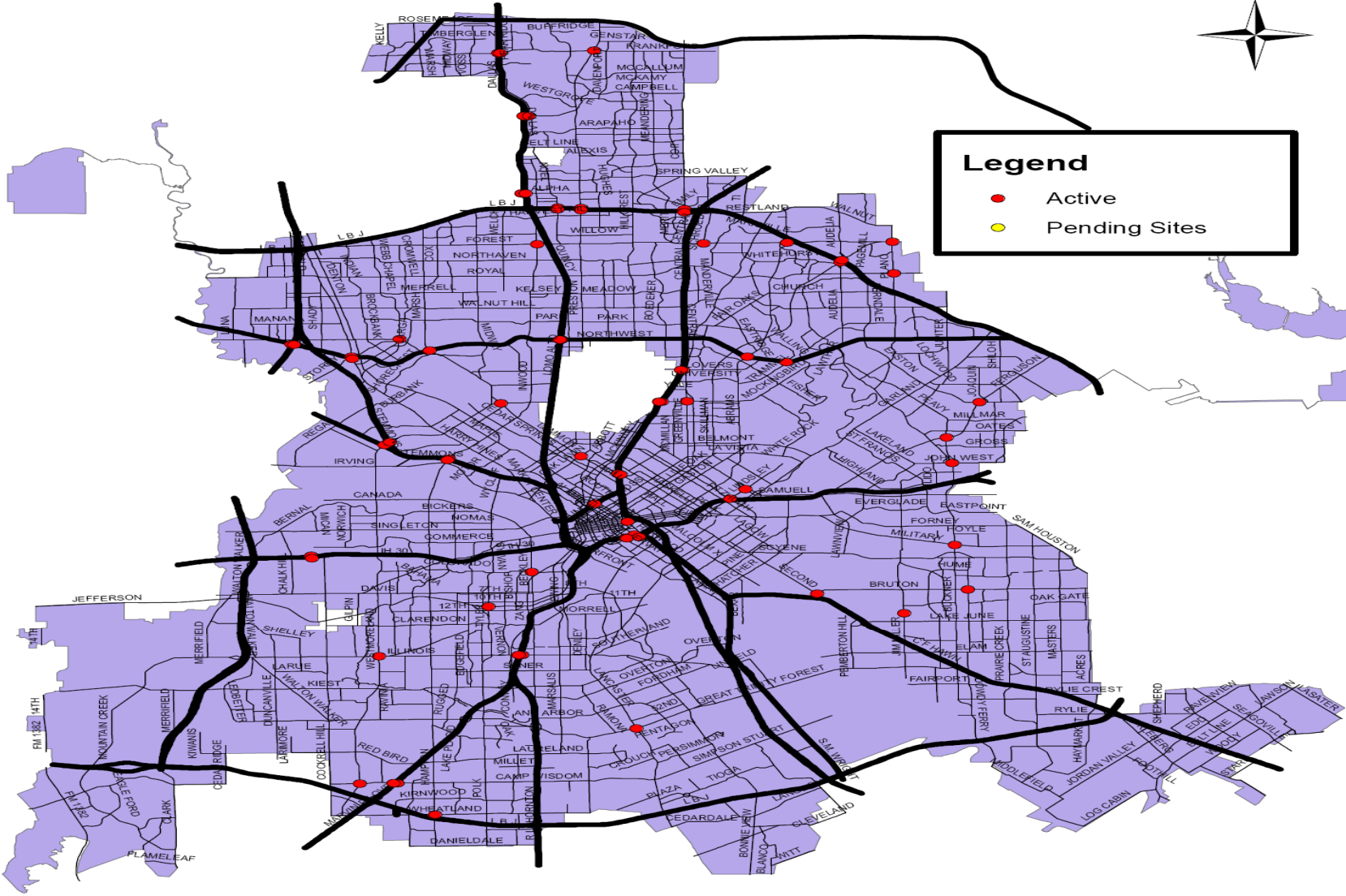
Delia Jasso	VACANT
Mayor Pro Tem, Pauline Medrano	Charlie Chen
Scott Griggs	Ernesto Lopez
Dwaine R. Caraway	VACANT
Vonciel Jones Hill	Yolanda Williams
Monica Alonzo	Jessica Sepulveda
Carolyn R. Davis	VACANT
Deputy Mayor Pro Tem Tennell Atkins	Lionel Churchill
Sheffie Kadane	Ben Davis
Jerry R. Allen	Chick Cowan
Linda Koop	Brett Ferguson (Vice Chair)
Sandy Greyson	Thomas Goyne
Ann Margolin	Edwin Bright
Angela Hunt	VACANT– Rosato, resigned effective 09/09/10
Mayor Mike Rawlings	Raul Magdaleno (Chair)
City Staff	Beth Ramirez

Red Light Camera Sites



Legend

- Active
- Pending Sites



Camera Locations 1 of 2

1	S 2nd Ave SB @ Bruton Rd	21	Graham Ave EB @ Lindsley Ave
2	Alpha Rd WB @ Dallas Pkwy	22	Greenville Ave NB @ E Mockingbird Ln
3	N Beckley Ave SB @ W Colorado Blvd	23	Griffin St W WB @ S St Paul St
4	N Buckner Blvd NB @ John West Rd	24	S Hampton Rd SB @ W Wheatland Rd
5	Inwood SB @ Stemmons Fwy	25	Harry Hines Blvd SB @ N NW Hwy
6	W Camp Wisdom Rd WB @ S Westmoreland Rd	26	W Illinois Ave EB @ RL Thornton Fwy
7	N Central Expy NB @ E Lovers Ln	27	W Jefferson Blvd EB @ S Tyler St
8	N Central Expy NB @ Lemmon Ave	28	Keller Springs Rd WB @ Knoll Trail Dr
9	N Central Serv W NB @ E Mockingbird Ln	29	I30 Frontage Rd WB @ S. Cockrell Hill Rd.
10	Coit Rd NB @ Banner Dr	30	Buckner NB @ Military Parkway
11	Commerce St EB @ S Central Expy	31	LBJ Fwy WB @ Preston Rd
12	Dallas Pkwy NB @ Keller Springs Rd	32	Lemmon Ave NB @ Oak Lawn Ave
13	Ferguson Rd EB @ Peavy Rd	33	I30 Frontage Rd EB @ S. Cockrell Hill Rd.
14	Ferguson Rd SB @ Gus Thomasson Rd	34	E Ledbetter Dr EB @ S Lancaster Rd
15	Forest Ln EB @ Abrams Rd	35	E Ledbetter Dr WB @ Lancaster Rd
16	Forest Ln EB @ Plano Rd	36	E Lovers Ln WB @ N Central Expy
17	Forest Ln WB @ Inwood Rd	37	Marvin D Love Fwy NB @ W Camp Wisdom Rd
18	Forest Ln WB @ Schroeder Rd	38	E. Northwest Hwy EB @ Trammel Dr
19	Frankford Rd EB @ Preston Rd	39	Montfort Dr SB @ LBJ Serv N
20	Frankford Rd WB @ Dallas Pkwy	40	E Mockingbird Ln WB @ N Central Serv E

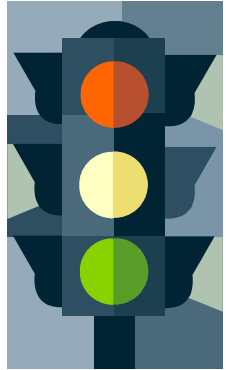
Camera Locations 2 of 2

41	W Mockingbird Ln EB @ John Carpenter Fwy	54	Skillman St SB @ LBJ Fwy
42	W Mockingbird Ln WB @ N Stemmons Serv E	55	Inwood Rd NB @ Stemmons Fwy
43	S Munger Blvd NB @ Lindsley Ave	56	N Walton Walker Blvd SB @ W NW Hwy
44	E NW Hwy WB @ Avenue E / Abrams Rd	57	Webb Chapel Rd SB @ Lombardy Ln
45	N NW Hwy WB @ Dallas North Toll Way	58	S. Westmoreland Rd SB @ Illinois Rd
46	W NW Hwy EB @ Dallas North Tollway	59	Woodall Rodgers Serv S WB @ Olive St
47	W NW Hwy EB @ Marsh Ln / Lemmon Ave	60	Preston SB at Frankford
48	W NW Hwy EB @ N Walton Walker Blvd	61	Preston NB at Frankford
49	W NW Hwy WB @ Marsh Ln / Lemmon Ave	62	Camp Wisdom at Marvin D. Love
50	Preston Rd SB @ LBJ Fwy	63	S Buckner Blvd SB @ Bruton Rd.
51	E R L Thornton Serv N WB @ S Harwood St	64	N Buckner Blvd NB @ Garland Rd
52	E R L Thornton Serv S EB @ S Harwood St	65	Garland Rd EB @ N Buckner Blvd
53	Skillman St NB @ LBJ Fwy	66	Garland Rd WB @ N Buckner Blvd



2011 ARC Goals-

1. Increase public awareness meetings
2. Increase media involvement
3. Increase Government Relations and Program Imaging
4. Increase Diversity Outreach



Next Meeting

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