



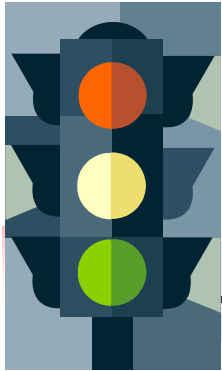
Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: January 12, 2010



Event Update

October 1, 2009 – December 31, 2009

1 st Quarter Summary of Events	
TOTAL EVENTS CAPTURED	281,219
NON VIOLATIONS ¹	229,908
POSSIBLE VIOLATIONS	51,311
CONTROLLABLE EVENTS REJECTED	7,317
NON CONTROLLABLE EVENTS REJECTED	9,003
VIOLATION IN PROCESSING STATUS	8,975
VIOLATIONS MAILED AS CITATIONS	26,006

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



Controllable Events

October 1, 2009 – December 31, 2009

CONTROLLABLE EVENTS BY CONTRACTOR		
Clarity of Plate	2,874	39.28%
Dark Environment	6	.08%
DMV – Clarity of Plate	119	1.63%
Equipment Malfunction	577	7.89%
Lane 1 Remediation	7	.10%
Lane ID Error	3	.04%
Expired – Server Migration	1,392	19.02%
Over Exposed	554	7.57%
Picture Bad	223	3.05%
Temp Hold – do not delete – ACS	3	.04%
Signal Head Not Visible	6	.08%
Unclear Tag	414	5.66%
Video Not Usable	322	4.40%
Video Not Usable by Officers	787	10.76%
Wrong Plate Keyed	30	.41%
TOTAL	7,317	100%

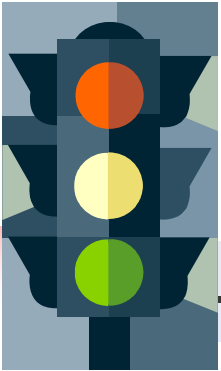


Uncontrollable Events

October 1, 2009 – December 31, 2009

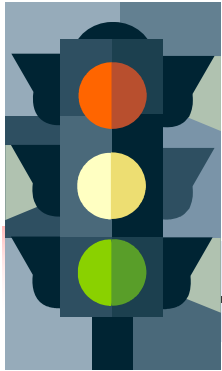
UNCONTROLLABLE EVENTS BY CONTRACTOR

Car Obstructed	562	6.24%
Dealer Tag	141	1.57%
DMV – Dealer Tag	13	.14%
Direct Sun Glare	38	.42%
DMV – Plate Obstructed	10	.11%
DMV – Temporary Tag	1	.01%
DMV – No Hit	780	8.66%
Glare on Plate	1,016	11.29%
Old Issue Date by Officer	3	.03%
Hazardous Road Conditions by Officer	11	.12%
High Profile Vehicle by Officer	13	.14%
Missing TRF Light by Officer	1	.01%
No Plate	364	4.04%
Not Issued – DMV Reject	1,520	16.88%
Obscured Tags by Officer	3	.03%
Officer Present by Officer	3	.03%
Plate Damaged	60	.67%
Plate Obstructed	3,123	34.69%
Rejected by Officers (other)	1	.01%
Temporary Tag	1,258	13.97%
Temporary Tag by Officer	3	.03%
Vehicle Match Failure by Officer	79	.88%
TOTAL	9,003	100%



Dallas Police and Automated Red Light Cameras

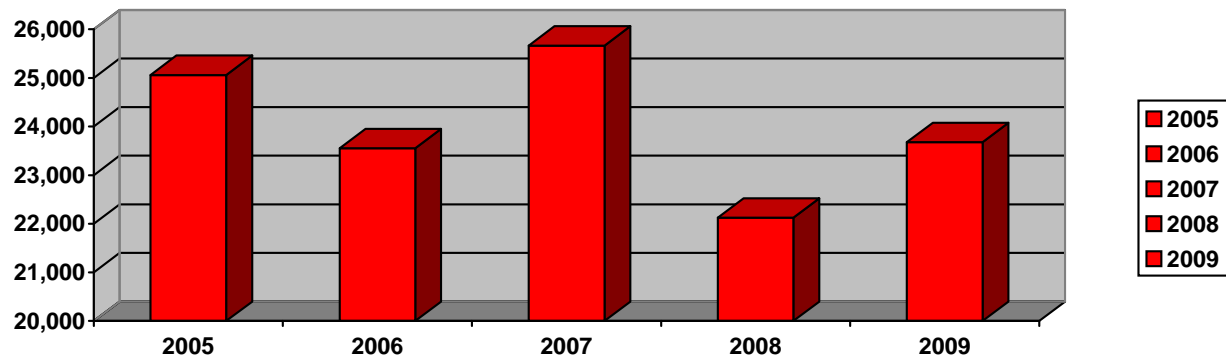
- FY 08-09 Traffic Division issued approximately 110,000 traffic citations (approximately 45 officers)
- 30% of these citations issued are intersection related hazards
 - Red Light Running
 - Speeding
 - No Seat Belt
 - Wrong Lane Change/Turn
 - Stop Sign, etc.
- Traffic Division Officers still enforce at intersections but are able to concentrate their efforts in other safety hazards such as speed enforcement
- Traffic Officers in the field report a increase in red light compliance due to cameras

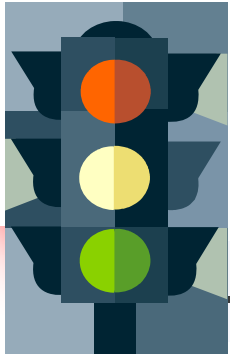


All Accidents at All Intersections City-wide by Calendar Year

CALENDAR YEAR	CITY-WIDE ACCIDENTS
2009	23,759
2008	22,126
2007	25,664 *
2006	23,553
2005	25,059

* The transition of working and processing all highway accidents south of Interstate 30 (I-30) began during the final quarter of 2007. Prior to the changeover, highway accidents south of I-30 were worked and tracked by Dallas Police. After the changeover, accidents occurring within this boundary are now worked by Dallas County and are not tracked by Dallas Police.





Annual Statistic Report Submitted to Texas Department of Transportation (TxDOT)

- **Recap of Two-Year Summary**
- **57 camera approaches at 49 intersections**

Camera Approaches Only

- 63% average reduction in accidents caused by red light running
- 49 of the 60 approaches showed reductions in red-light related accidents

Intersections - All Approaches

- 30% average reduction in accidents caused by red light running
- 49% average reduction in all accidents of all types
- 45 of the 49 intersections showed reductions in red-light related accidents

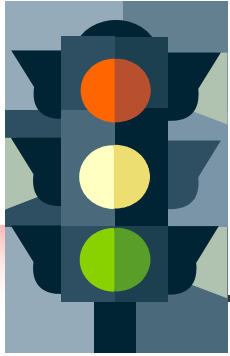
No Rear-end Accident Trend

- 20% reduction in rear-end accidents at intersections with cameras
- 37 of the 49 intersections with camera showed a decrease or no change in rear-end accidents

- **Annual Statistic Report Submitted by Dallas Traffic Engineering to Texas Department of Transportation (TxDOT)**

- Submitted in November 2009
- To view report in its entirety

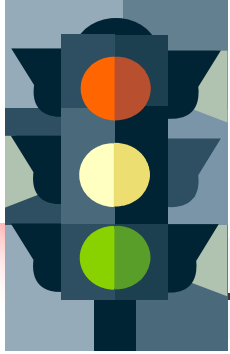
ftp://ftp.dot.state.tx.us/pub/txdot-info/trf/red_light/2009_post/dallas_post.pdf



Marketing of SafeLight

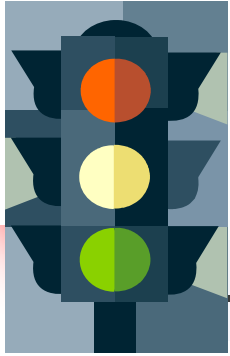
- Initiatives during next year include:
 - Development of printed marketing materials to further educate drivers regarding red-light running
 - Poster
 - Flier
 - Email flier
 - Facebook page
 - Twitter page

Print items can be displayed and distributed at City Hall, Community events, recreation centers, schools and driver education facilities



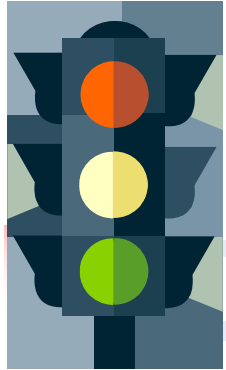
Marketing of SafeLight

- Public Service Announcements- City cable channel, radio, and website
 - Create a radio commercial and short public service Announcement
 - Services do not include coordinating or purchasing commercial airtime
 - Both English & Spanish



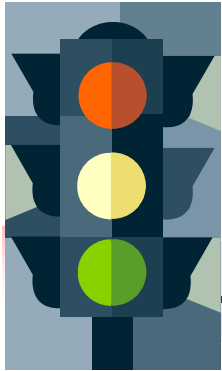
Marketing of SafeLight

- Partner with driver education programs to provide education about the danger of running red lights & the photo enforcement program
 - Creating collaborations with driver education programs
 - Providing marketing 2007 commercial to programs
 - Distributing marketing materials
 - Creating and distributing program promotional products



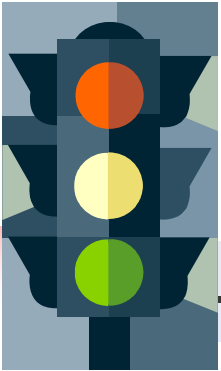
AUTOMATED RED LIGHT ENFORCEMENT FY 09-10 ACCOMPLISHMENTS

- Reviewed over 33,323 events
- Issued over 26,006 citations
- Notices in Spanish began June 2009 – Increased collections by 1.3% (as of December 2009)
- 57 cameras city-wide
- Seven public awareness presentations performed Oct-Dec 2009
- Continuing to work with DISD to raise driver safety awareness. Requesting to provide safety material and novelty items during student lunch hour.



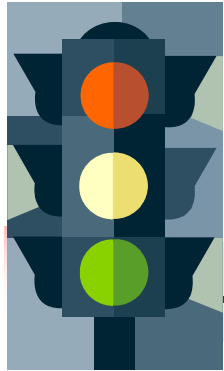
English-Spanish Notice Update

Comparison of Notices				
Notice Type	Mail Date	Notice Count	Payments on Notices	% of Notices
English Only Notices	July	17,561	1,514	8.6%
Spanish/English	Aug	15,460	1,572	10.2%
Spanish/English	Sept	17,766	1,709	9.6%
Collection Average Increase in Spanish/ English Notices vs. English Only Notices				1.3% Average Increase



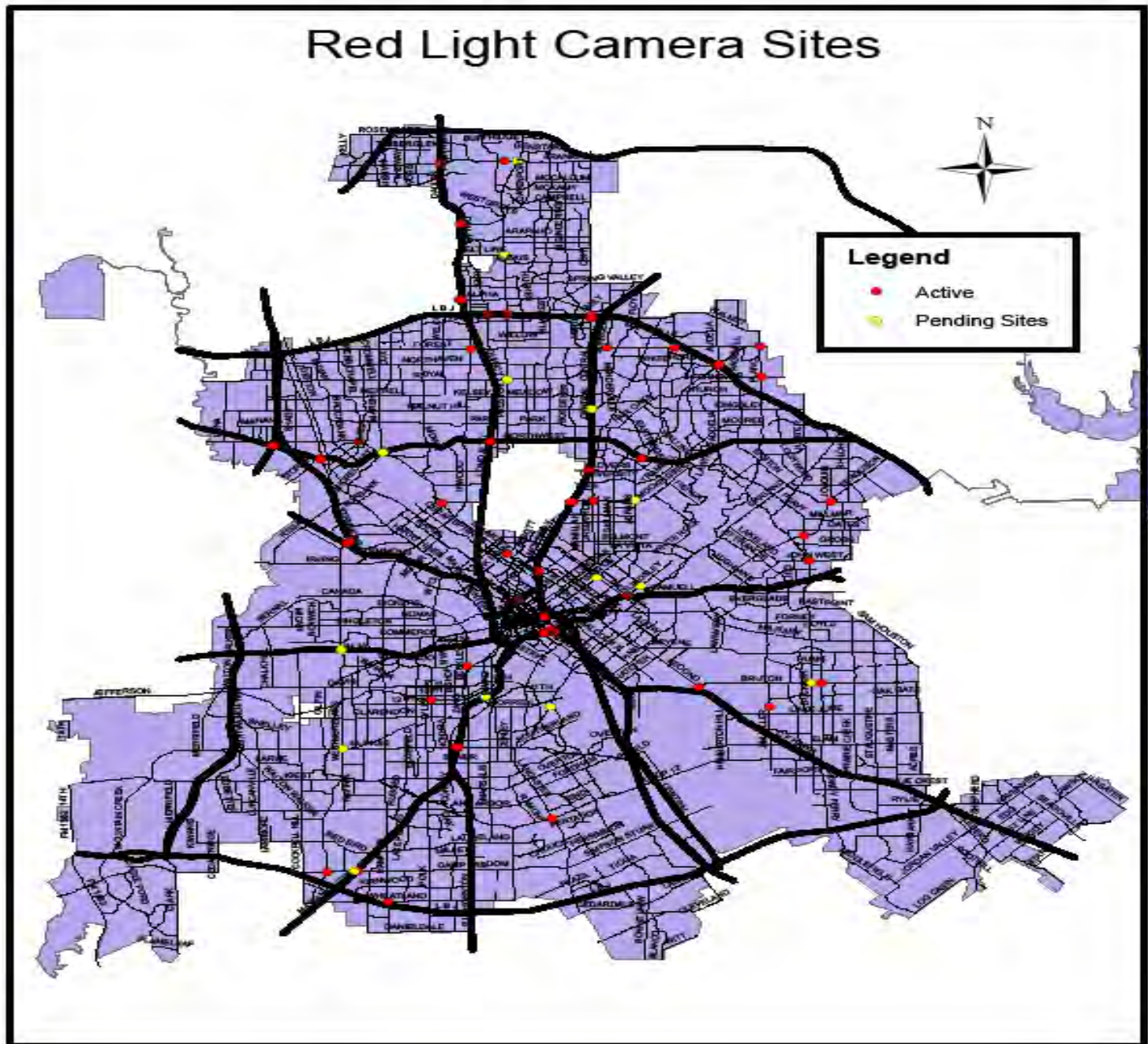
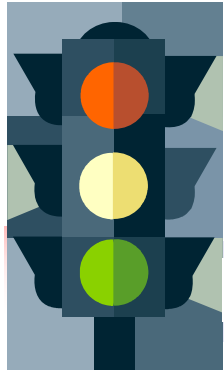
Appendixes

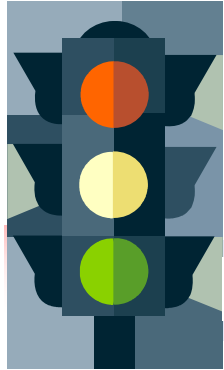
- List of Councilmember's Commission Appointees
- Map of Camera Locations City-wide
- List of Camera Locations City-wide
- Appeal and Refund Process Form



List of Councilmember's Commission Appointees

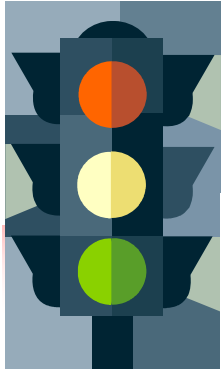
Delia Jasso	VACANT
Deputy Mayor Pro Tem, Pauline Medrano	Charlie Chen
David A. Neumann	VACANT
Mayor Pro Tem, Dwaine R. Caraway	VACANT
Vonciel Jones Hill	Carl Raines
Steve Salazar	Jessica Sepulveda
Carolyn R. Davis	VACANT
Tennell Atkins	Lionel Churchill (new appointee)
Sheffie Kadane	Ben Davis
Jerry R. 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

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



AUTOMATED RED-LIGHT CITATION HEARING AND REFUND PROCESS

YOU MUST BE THE REGISTERED OWNER TO APPEAL A CITATION:

1. You may pay your citation or request an administrative hearing within 30 days from the date of the violation. All hearing requests must be made in person or by mail with the Adjudication Office at the following location:

Dallas City Hall - Adjudication Office
1500 Marilla, Room 2BS
Dallas, TX 75201

Payment can be made while at City Hall or you can mail it to:

City of Dallas
PO BOX 650302
Dallas, TX 75265-0302

2. If you are not satisfied with the results of your Adjudication hearing, the registered owner may appeal to Court and Detention Services. Appeals must be made in person at Court and Detention Services. A Petition for Appeal to the City of Dallas Municipal Court from an Administrative Adjudication Form, a Notarized Statement of Personal Financial Obligation Form, and a \$15 filing fee are required by Court and Detention Services in order to file an appeal. See Required Forms Attached.

Court and Detention Services
2014 Main Street, Room 105
Dallas, TX 75201

A filing fee of \$15 is required when requesting your appeal to be heard by a Municipal Judge. This fee is refundable if your case is dismissed. Filing fee refund must be requested in person at:

Court and Detention Services
2014 Main Street, Room 105
Dallas, TX 75201
214-670-0109

For more information regarding an appeal or a refund on your \$15 filing fee, you may contact Court and Detention Services M-F, 8:00am-5:00pm. Select 0 to speak with an agent.

3. If your case is dismissed and you already paid your citation fine, you may be due a refund. To inquire about a possible refund on your paid citation (not the filing fee); please call 214-671-3793, M-F, 9:00am-5:00pm. Items required for a refund on your paid citation:
 - a. A copy of your court dismissal record
 - b. Proof of citation payment – payment receipt, confirmation receipt, credit card statement (excluding personal data), etc.

Map from Dallas City Hall to Court and Detention Services

