



Automated Red Light Camera Enforcement

SafeLight
Dallas Stops on Red!



Presented to: Automated Red Light Enforcement Commission

Date: Tuesday, October 9, 2012



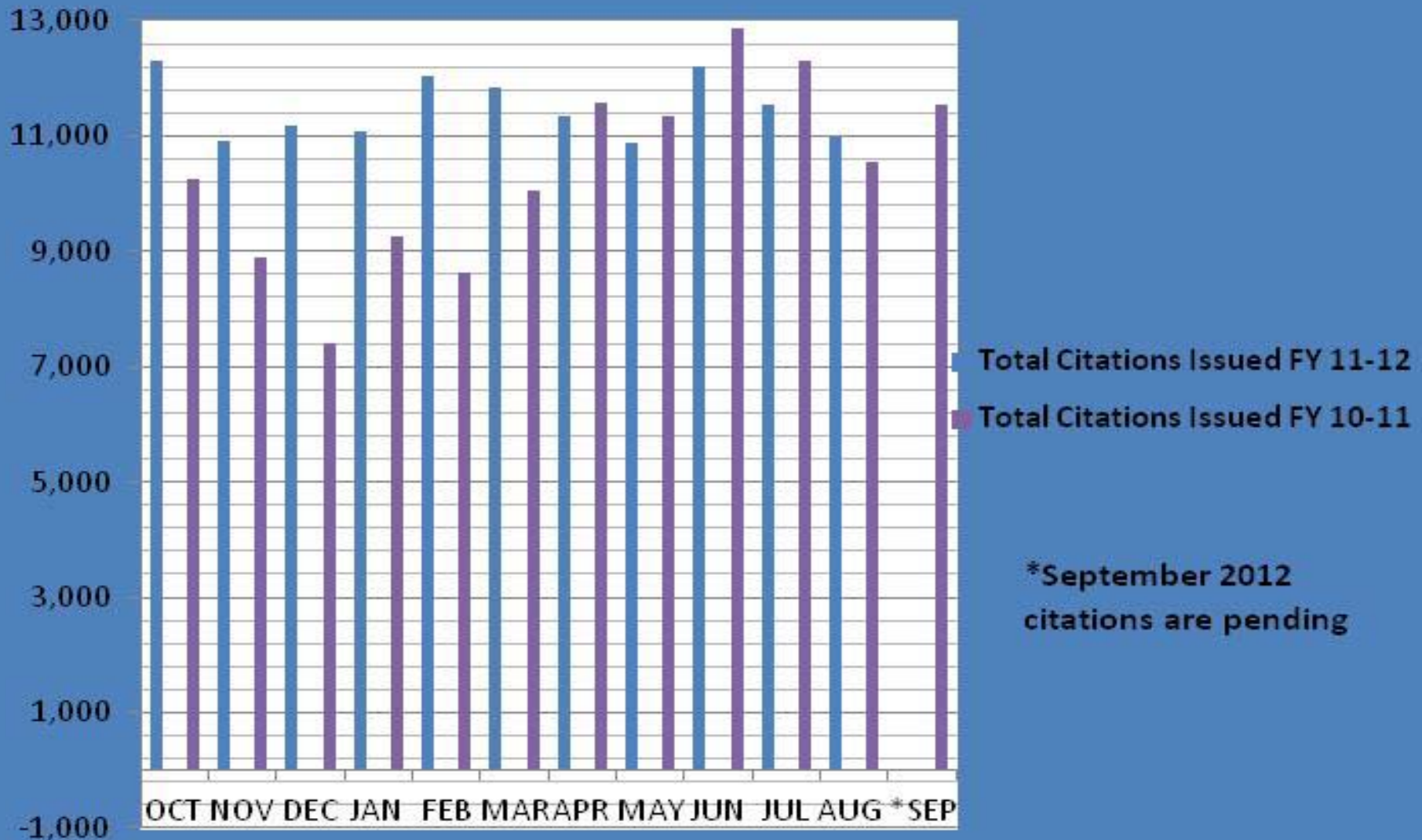
ANNUAL PERFORMANCE & PROGRAM UPDATE



**Mandy Shreve, Third Tier Executive
Dallas Police Department**

FY 10-11 and FY 11-12 PERFORMANCE

Citations Issued FY 10-11 and FY 11-12





Public Awareness Campaign FY 11-12 Accomplishments

Date	Time	Description	Location	Guests Spoken To	Sponsored By
Tuesday, October 4 th	6pm to 8pm	National Night Out	Meadow Stone Park	200	Councilman Atkins
Saturday, March 31 st	10am to 2pm	North Central	Prestonwood Baptist Church	250	North Central
Saturday, April 28 th	10am to 2pm	Kids Safety and Health Fair-	Bryan Adams High School	325	Northeast
Sunday, April 29 th	11am to 6pm	Cinco de Mayo 2012	State Fair Park Grounds	300	Univision
Saturday, June 2 nd	10am to 2pm	Southwest Safety Fair	Grace Temple Baptist Church	200	Southwest



Public Awareness Campaign: FY 11-12 Accomplishments (continued)

Date	Time	Description	Location	Guests Spoken To	Sponsored By
Thursday, August 2 nd	8am to 3pm	Mayor's Back to School Fair	State Fair Park Automobile Bldg	3,500	City Mayor and volunteers
Wednesday, August 8 th	9am to 2pm	National Stop on Red Week	Dallas City Hall, Lobby area	200	Dallas Police



Public Awareness Campaign Update (Continued)

State Fair of Texas Event
September 28, 2012-October 21, 2012

Staff will attend on dates below from 10 am to 10 pm Friday and Saturday and 10 am to 9 pm Sunday thru Thursday. Please come out and support us!

- Friday, September 28th
- Saturday, September 29th
- Wednesday, October 3rd
- Saturday, October 6th
- Wednesday, October 10th-
- Friday, October 12th
- Tuesday, October 16th
- Saturday, October 20th
- Sunday, October 21st

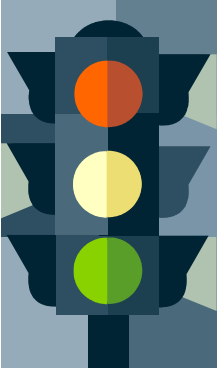


DALLAS FOUNDATION AGREEMENT UPDATE

- SafeLight Donation Link is on The Dallas Foundation Website at:

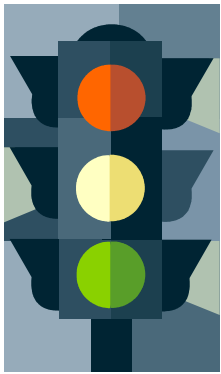
<https://www.dallasfoundation.org/tabid/171/default.aspx?tp=1000&fn=city%20of%20dallas%20safelight%20fund>

- The Dallas Foundation will send the City quarterly reports on donations given to the Safelight Fund
- The Dallas Foundation will accept, maintain, retain, and collect any donated asset or good on behalf of City



DALLAS FOUNDATION AGREEMENT (Role of City Staff)

- Provide inserts on donation fund in our brochures for State Fair and upcoming public awareness events (See Handout)
- Develop, maintain, and report budget from donations with input from Commission
- Manage procurement of services
- Provide guidance to Commission on fundraising activities



DALLAS FOUNDATION AGREEMENT (Role of Commission)

Fundraising initiatives will be the responsibility of the Commission Members

- Develop process to liquidate donated assets or goods to convert to cash
 - i.e. auction of donated items
- Confer with City Staff on use of donated services
 - Advertisement, use of billboards, etc
- Provide City Staff with any specific marketing strategy used to fundraise
 - Prospective donors, method of contact, etc



Revise Goals for FY 12-13

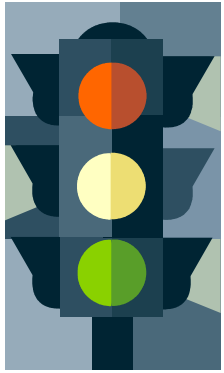
Re- Cap of FY 11-12 Goals

1. Develop and Implement FY 11-12 Public Awareness Budget
2. Marketing and Public Relations
 - Formalize marketing agreement
 - Implement a Public Information Committee
3. Community Engagement
 - High profile events
 - High attendance events



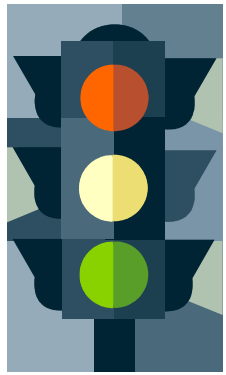
Upcoming Discussions

- 2012 TXDOT Post Activation Report
- Municipal Court Appeals
- 2012 Annual Report



Appendices

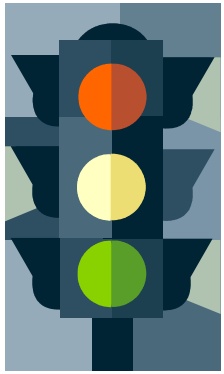
- 2013 Tentative Meeting Dates
- 2012 ARC Goals
- List of ARC Members
- Red Light Camera Map
- Red Light Camera Locations



2013 Tentative Dates

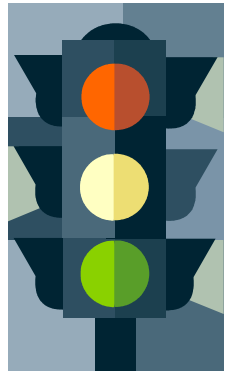
- Tuesday, January 22, 2013
- Tuesday, April 9, 2012
- Tuesday, August 27, 2013
- Tuesday, October 8, 2013

Confirmation will be sent November 2012/December2012



2012 ARC Goals

1. Develop and Implement FY 11-12 Public Awareness Budget
2. Marketing and Public Relations
 - Formalize marketing agreement
 - Implement a Public Information Committee
3. Community Engagement
 - High profile events
 - High attendance events



Confirmed Meeting Dates for 2012

- Tuesday, January 24, 2012- 6ES
- Tuesday, April 10, 2012-6ES
- Tuesday, August 28, 2012 -5ES
- **Tuesday, October 9, 2012-6ES**



Councilmember & Commission Appointee

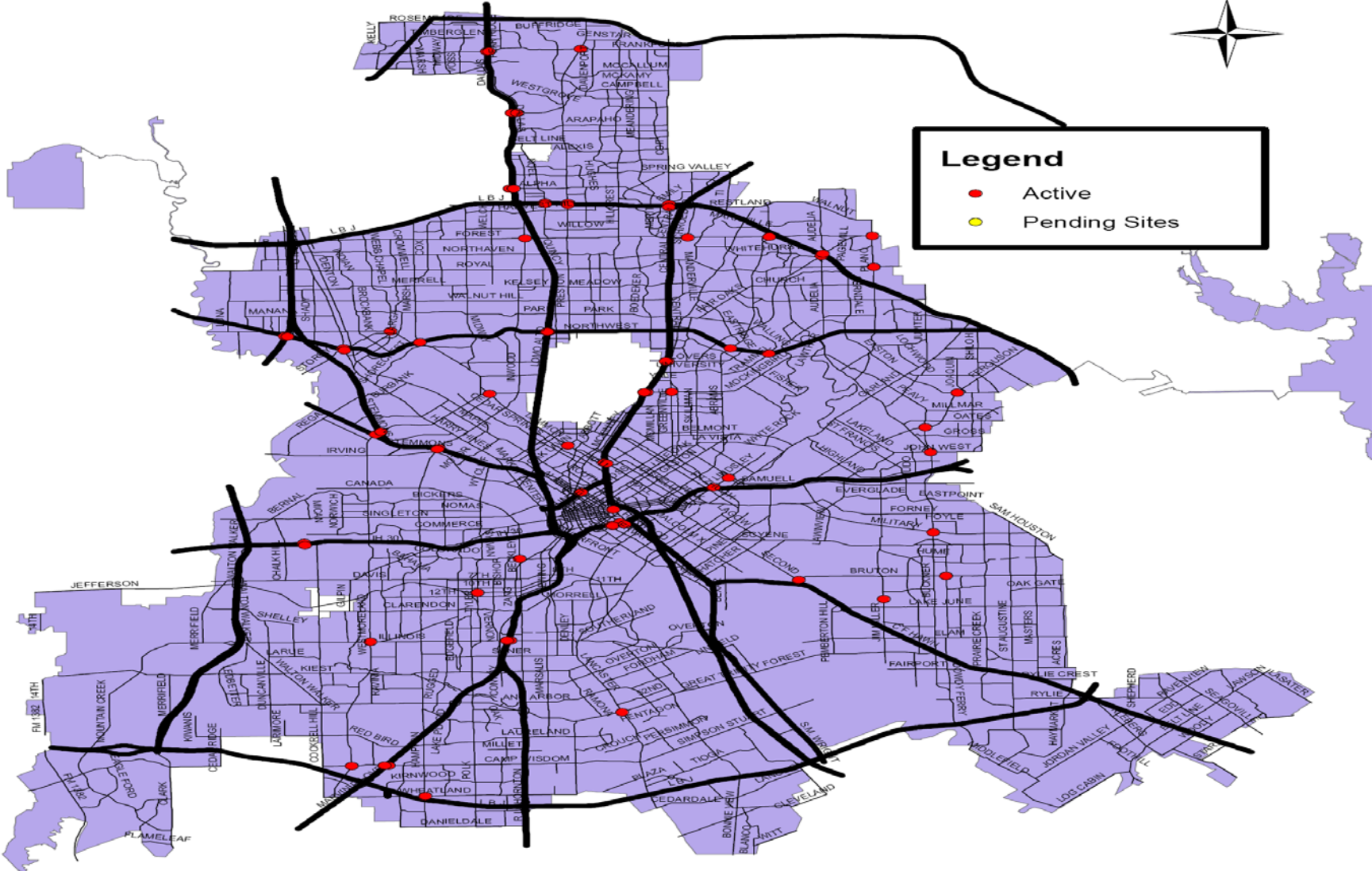
Delia Jasso	VACANT
Mayor Pro Tem, Pauline Medrano	VACANT
Scott Griggs	VACANT
Dwaine R. Caraway	VACANT
Vonciel Jones Hill	Yolanda Williams
Monica Alonzo	VACANT
Carolyn R. Davis	VACANT
Deputy Mayor Pro Tem Tennell Atkins	Shondra Williams
Sheffie Kadane	Ben Davis
Jerry R. Allen	VACANT
Linda Koop	Glynn Newman
Sandy Greyson	Tarek Radjef
Ann Margolin	Edwin Bright
Angela Hunt	VACANT
Mayor Mike Rawlings	Raul Magdaleno (Chair)
City Staff	Curtis Jarecki

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