



MAKING A SAFER WORLD.

March 1, 2013

City of Poway Photo Enforcement Program Overview

The City of Poway launched its Photo Enforcement Program on March 17, 2005 with one monitored approach. Four more were added March 29, 2005 for a total of five approaches.

The primary goal of the program is to improve traffic safety through the reduction of red light violations and associated collisions, and to reduce incidents of related inattentive driving.

While the primary goal of photo enforcement is to improve public safety and decrease serious intersection related collisions, the revenue derived from the program can be used for equipment or other traffic related expenses such as education and additional enforcement. A side benefit is that the cameras allow police officers to make better use of their patrol time because they are not required to monitor intersections as frequently or for extended periods. The following charts show key components of your Red Light Camera program, including the number of citations issued to non-residents vs. Poway residents.

Intersections/Approaches:

POW-POPO-01	Poway Rd & Pomerado Rd	EB	3/29/2005	Enabled
POW-POPO-03	Poway Rd & Pomerado Rd	WB	3/29/2005	Enabled
POW-POTE-01	Ted Williams Pkwy & Pomerado Rd	SB	3/29/2005	Enabled
POW-SCCO-01	Scripps Poway Pkwy & Community Rd	EB	3/17/2005	Enabled
POW-TEPO-01	Ted Williams Pkwy & Pomerado Rd	EB	3/29/2005	Enabled

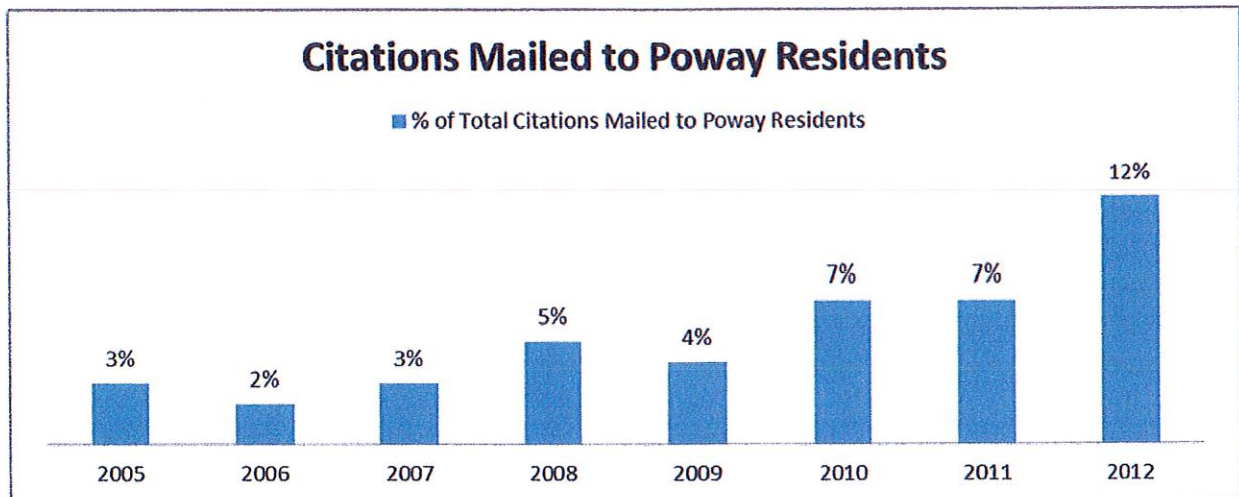


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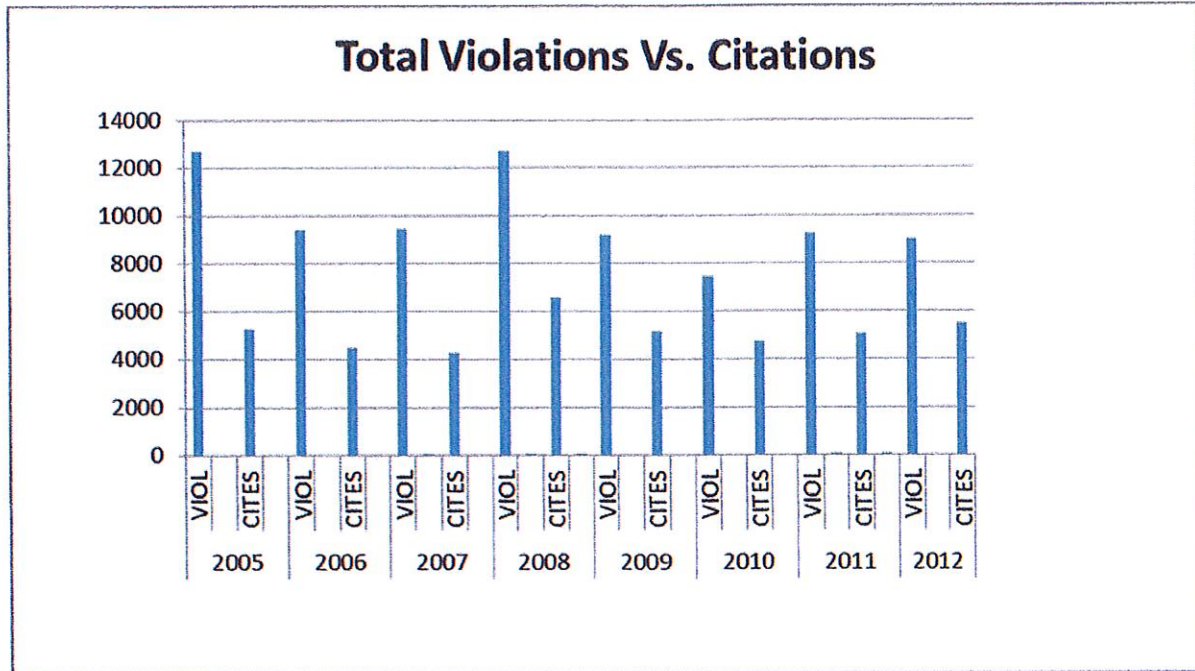
Total Number of Incidents vs. Citations Issued to Residents vs. Non-Residents

Of the total 50,938 citations issued since inception of the program, only 2,784 went to Poway residents. Less than 6% of residents received citations, while more than 94% went to non-Poway households.

Year	Total Citations Issued Non-Residents	Total Citations Issued to Residents	% of Total Citations Mailed to Non-Poway Residents	% of Total Citations Mailed to Poway Residents
2005	5141	131	97%	3%
2006	5777	129	98%	2%
2007	5660	160	97%	3%
2008	8137	370	95%	5%
2009	6458	280	96%	4%
2010	6040	397	93%	7%
2011	6261	454	93%	7%
2012	7464	863	88%	12%



Yearly Statistics



	2005		2006		2007		2008		2009		2010		2011		2012	
	VIOL	CITES	VIOL	CITES	VIOL	CITES	VIOL	CITES	VIOL	CITES	VIOL	CITES	VIOL	CITES	VIOL	CITES
POW-POPO-01	943	471	1198	583	857	376	842	420	712	414	580	370	817	495	710	462
POW-POPO-03	2869	1337	2307	1021	2094	996	3782	2115	2931	1741	2177	1528	1684	1123	1630	1135
POW-POTE-01	3213	1767	1735	989	2427	1258	1231	821	1036	774	696	565	1220	935	1135	914
POW-SCCO-01	2452	805	2308	905	2826	853	2911	921	1512	537	1173	585	1698	660	1670	772
POW-TEPO-01	3238	843	1827	952	1253	807	3963	2284	3017	1691	2794	1684	3813	1812	3815	2162


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Collision Data

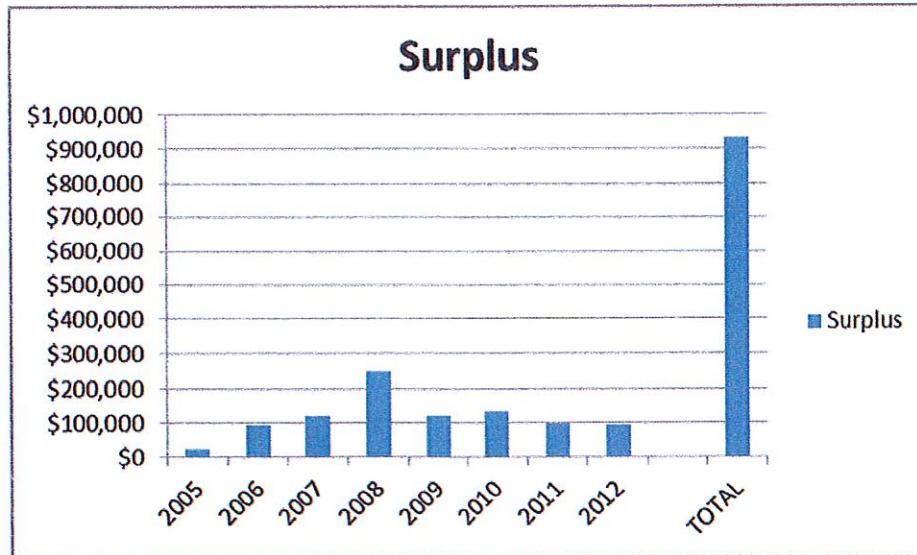
	Poway Rd. & Pomerado Rd.	Ted Williams Pkwy. & Pomerado Rd.	Scripps Poway Pkwy. & Community Rd.	TOTALS	% CHANGE
2005	38	13	8	59	
2006	35	6	8	49	-17%
2007	22	14	2	38	-22%
2008	24	11	4	39	3%
2009	18	8	8	34	-13%
2010	13	11	6	30	-12%
2011	12	0	7	19	-37%
			OVERALL CHANGE (from 2005 to 2011)	-68%	

YTD Revenue Stream

<u>Year</u>	<u>Surplus</u>
2005	\$23,765
2006	\$93,765
2007	\$118,319
2008	\$249,061
2009	\$120,170
2010	\$133,900
2011	\$98,948
2012	\$96,163
TOTAL	\$934,049



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Conclusion

The Red Light Enforcement program has proved beneficial for Poway. Both collisions and citations have been reduced as a result of the successful management of the program. One must conclude that the program has been working effectively, reducing collisions and their associated costs as well as reducing injuries, deaths and property damage.

Redflex Traffic Systems Inc. is proud to partner with the City of Poway on this successful public safety program. We value our business relationship and are looking forward to further opportunities to enhance public safety in your community.

We are available at any time to provide additional information or respond to your questions or comments.

Mike Negrette
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REDFLEX Making A Safer World!

CITY OF POWAY

MEMORANDUM



DATE: March 5, 2013
TO: Members of the City Council
FROM: Mayor Don Higginson *hll*
SUBJECT: Red Light Photo Enforcement Program

Background:

Recently, the City of San Diego ended their Red Light Photo Enforcement Program. Other cities in the State have ended their programs as well and still others are considering it. Now is a good time for the City Council to evaluate the Red Light Photo Enforcement Program in Poway.

Poway's Red Light Photo Enforcement Program has been in operation since 2005. The goal of the program is to improve safety at key intersections within the City. The program is administered by a private company, Redflex Traffic Systems, Inc. (Redflex). The most recent agreement was approved on March 17, 2010, for a five year period with an option to extend for two, two-year periods. A copy of the agreement is provided as Attachment 1. Redflex provides the equipment, maintains the equipment, monitors operations, and provides training and support to City staff and the Sheriff's Department.

Poway has cameras installed at three intersections that cover a total of five approaches as follows:

- Scripps Poway Parkway & Community Road – one approach eastbound *EB*
- Ted Williams Parkway & Pomerado Road – two approaches southbound and eastbound *EB, SB*
- Poway Road & Pomerado Road – two approaches eastbound and westbound *EB, WB*

Safety:

Generally, safety is improving at the intersections with red light photo enforcement. In the seven years prior to the implementation of the program, the total number of broadside accidents for all three intersections was 62 (or 8.9 per year). In the seven years after implementation there were 29 broadside accidents (or 4.1 per year). That is a 53% reduction in this most severe type of accident. However, the less severe rear end accidents at these intersections have actually increased by 8%. This is common at intersections with red light photo enforcement as drivers become more aware of the cameras and tend to brake suddenly. In the seven years prior to the program implementation there were 48 rear end accidents at the three intersections (or 6.9 per year). In the seven years after the program implementation there were 52 (or

7.4 per year). When considering all accidents at all three intersections, Poway has experienced an overall 12% reduction in total accidents.

Cost of Program:

The cost of the red light photo enforcement program includes a fixed annual fee to Redflex and other costs such as a contract for a Community Services Officer in the Sheriff's Department, annual audits, and City staff time associated with numerous public records requests and program administration. With the 2010 contract, the fee to Redflex went down from \$322,220 per year to \$221,760 per year. Total annual program expenditures over the last five years (FY07/08 through FY11/12) have ranged from \$286,541 to \$392,770.

Program revenues come from citations issued (cost established by State) and a traffic safety fund administered by the Superior Court of California. Revenues have consistently exceeded program expenditures. Annual revenues have ranged from \$382,275 to \$611,582 for FY07/08 through FY11/12. Revenues are projected at \$381,065 for the current fiscal year. Considering all expenditures associated with the red light photo enforcement program, the revenues have fully paid for the program providing additional funds to the City for traffic safety improvements.

Since the revenues generated by the red light photo enforcement program exceed the cost of the program, the City has been able to pay for some projects that result in improved safety for drivers and/or pedestrians. Some of the projects funded or partially funded with this revenue are:

- Traffic calming at Painted Rock Elementary School
- Metate guard rail improvement
- Valle Verde traffic calming
- Pedestrian safety improvements at Twin Peaks and Espola Road intersection

Contract Termination:

The agreement with Redflex has a termination section that allows the City to terminate the contract for any reason at any time. There is no penalty fee to terminate the agreement because no new approaches were added since 2010. The City could end the program with a 30-day termination letter to Redflex. The cameras would cease operation at the specified date and Poway would only be responsible for payment of accrued services up to that point. To ensure motorist safety, the City would resume periodic monitoring at former photo-enforced intersections with traffic deputies.

Recommendation:

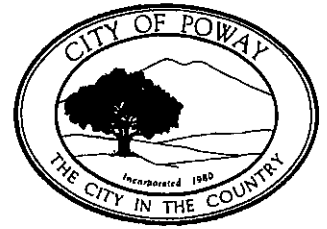
It is recommended that the City Council provide direction to staff.

Attachments:

1. Redflex Agreement for Red Light Photo Enforcement Program

CITY OF POWAY

MEMORANDUM



ADDITIONAL MATERIAL

DATE: March 5, 2013
TO: Honorable Mayor and Members of the City Council
FROM: Penny Riley, City Manager *[Signature]*
INITIATED BY: Robert J. Manis, Director of Development Services *[Signature]*
SUBJECT: Red Light Photo Enforcement Program

The March 5, 2013 memorandum on this subject discusses accident statistics at the three intersections where red light photo enforcement cameras are currently installed. The attachment to this Additional Materials Report is a table summary of the accident statistics for the three intersections for the seven years prior to and after the installation of the cameras.

Several years prior to the 2005 commencement of the current red light photo enforcement program, Poway had a similar program through a contract with U.S. Public Technologies, Inc. That program operated from 1996 through 1999 and provided camera units at five intersections:

- Poway Road and Community Road
- Poway Road and Pomerado Road
- Pomerado Road and Scripps Poway Parkway
- Twin Peaks Road and Pomerado Road
- Pomerado Road and Ted Williams Parkway

The contract with U.S. Public Technologies, Inc. expired on December 31, 1999 and was not extended.

Attachment:

A Red Light Traffic Safety Program Accident Summary

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CITY OF POWAY
RED LIGHT TRAFFIC SAFETY PROGRAM
(Before and After - 7-Year Period)

Intersection	Before (May 1, 1998 to Apr 30, 2005)			After (May 1, 2005 to April 30, 2012)			Acc. Change (%)		
	R. End	B. Side	Total	R. End	B. Side	Total	R. End	B. Side	Total
1 Poway & Pomerado	16	19	49	22	9	49	38%	-53%	0%
2 Ted Williams & Pomerado	19	28	58	20	9	41	5%	-68%	-29%
3 Scripps Poway & Community	13	15	32	10	11	33	-23%	-27%	3%
TOTAL	48	62	139	52	29	123	8%	-53%	-12%