



MEDIA RELEASE / COMMUNITY ALERT
CITY of MILLBRAE
In collaboration with the San Mateo Police Department
and American Traffic Systems

This media release is issued on behalf of the City of Millbrae in regards to the automated photo enforcement system and recent inquiries regarding the increase in violations for the intersection of southbound Highway 101 to westbound Millbrae Avenue.

The recent increase in violations at the Millbrae Avenue exit and the off ramp from southbound 101 is the result of improvements to the detection system. In April, the camera at that location was damaged as a result of a hit and run collision. When crews replaced the camera they also optimized the camera's field of view and its virtual tracking loop placement. In simple terms, this essentially allowed the camera to have a wider view of the off ramp.

By enhancing the virtual tracking loops, the detection system was made more precise, allowing it to potentially identify more violations. As is often the case, the optimization of this particular system has in fact resulted in an increase in citations issued. There have been no changes to the location of the camera or the detection technology; only a fine tuning of the field of view.

The San Mateo Police Department would like to add, as the agency charged with the management of the City of Millbrae's automated photo enforcement program, we are confident that the accuracy and the integrity of the system has remained intact throughout these enhancements. After the initial increase in citations in May and June, our administrative staff worked with American Traffic Solutions to analyze the change and immediately put in place some constraints while we scrutinized the nature of the citation increase. In doing so, citations dipped back down again to the previous levels as seen prior to the optimization of the system. It was during that process that we determined the increase in issued citations was in fact accurate and it reflected the enhanced field of view and its ability to capture more violations. While the numbers of citations issued were reduced in July as we completed our due diligence into the increase, it is anticipated that these numbers will return to the levels of May and June 2014.

It is important to note that the City of San Mateo, working with Millbrae and ATS, have protocols in place to ensure that each and every issued citation is accurate and valid. Once the automated system identifies an alleged violator, the high definition video is reviewed at the San

Mateo Police Department by highly trained personnel in the field of automated photo enforcement systems. If the officer identifies a clear violation of the law, then and only then is a citation issued. Furthermore, upon receipt of a citation, the offending violator is provided a link allowing them to view the video online. They may also arrange to view it at the San Mateo Police Department with a member of the automated photo enforcement staff and then decide if they would like to exercise their right to appeal it either online or contest it in a court of law. It is important to note that these intersections and all related traffic signals and systems are tested on a regular basis and the City of Millbrae furnishes the results of those tests to the courts.

Public safety is our first priority and promoting traffic safety represents a large part of our commitment to the communities we serve. A recent study by the Insurance Institute of Highway Safety demonstrated a 24% reduction in fatal crashes caused by red light violators at photo enforced intersections. The same study demonstrated a 32% drop in front-to-side collisions, the most common and dangerous collision caused when someone runs a red light. Clearly red light violators can be a primary cause of serious injury collisions and these systems have proven to greatly reduce those occurrences.

The optimization of the system will in effect create a higher level of traffic safety for other drivers and passengers in the City of Millbrae. The red-light safety camera system was installed to help change driver behavior. By all measurements, it has met the goal of increasing traffic safety. 95 percent of all drivers who have received a violation have not received a second citation, showing that this enforcement strategy has resulted in increased compliance and public safety. The City of Millbrae wants to remind the community that the goal of these cameras is increased traffic safety using smart technology as we have had to reduce our traffic officer enforcement over time. Clearly the fact that once ticketed drivers clearly change their behavior at that intersection with less than 10% recurring violations, the goal of changing behavior at red light intersections has increased.

Additional press inquiries regarding the program can be made to the City of Millbrae through City Clerk Angela Louis at (650) 259-2333 or by email at alouis@ci.millbrae.ca.us . Inquiries related to the technical or administrative aspects of the automated photo enforcement system can be made through SMPD Sergeant Rick Decker at (650) 522-7626 or by email at rdecker@cityofsanmateo.org .