



RANCHO CORDOVA POLICE DEPARTMENT

Memorandum

Date: January 28, 2014

To: MICHAEL GOOLD
Chief of Police, Rancho Cordova Police Department

From: MARC FONTES
Rancho Cordova Police Department
Red Light Photo Enforcement Program

Subject: RED LIGHT PHOTO ENFORCEMENT PROGRAM UPDATE

In June 2008, the Rancho Cordova Police Department began to research traffic safety options in response to citizen survey results that identified traffic safety as a major concern for residents in the City of Rancho Cordova. After meeting with the Sacramento County Sheriff's Department and reviewing the RFP response by Redflex Traffic Systems, the police department made an official request to the City to contract with Redflex Traffic Systems to provide red light photo enforcement at specific intersections.

The goal of a red light photo enforcement program was to improve community safety for vehicles, bicycles, and pedestrian traffic by reducing red light violations. Initially eleven approaches were identified for survey by Redflex Traffic Systems and four were initially selected for photo enforcement cameras based on survey results.

Contract approval was made in February 2011 and with city approval construction began in September 2012. Due to roadway conditions and variables that prohibited using the standard induction loop triggers, new radar technology was designed and used in the construction of enforced approaches.

Construction was completed in December 2012 and the system was activated. After a short time to ensure the system was working as designed, the police department began issuing warning citations for a minimum of 30 days as required by law. The police department began to issue citations on January 23, 2013 from the Zinfandel Drive and Olson Dr. location and on January 30, 2013 from the Zinfandel Drive and White Rock Road location. Warning notices stopped at midnight the night before and citations were issued starting at 12:01 AM.

The entire citation process from initial review to adjudication is somewhat lengthy and can extend over the period of many months (and longer with court approved continuations). The following is a summary of the citation issuing process, court procedures, and how long it can take to adjudicate a citation:

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When a citation is issued via the red light photo enforcement program, the citation must be mailed within eleven days of the violation to ensure that the registered owner receives the citation by the 15th day from date of violation (as required by law).

- The defendant is given 90 days to respond to the citation. If the defendant chooses to plead not guilty, then a trial date is set within 45 days.
- At the trial, a defendant can change their plea to no contest or guilty, or continue with a trial. Payment plans and community service options are available to for those convicted at a trial or prior to trial with a change of plea and with the judge's ruling.
- From date of citation to adjudication is usually between 4-5 months.

The following chart illustrates the number of collisions at ten intersections in the City. These intersections are ranked in total collisions between January 1, 2009 and September 30, 2013 with rank 1 identified as Sunrise Blvd at Coloma Rd:

Rank	Intersection	Total Collisions
1	Sunrise Blvd at Coloma Rd	64
2	Folsom Blvd at Sunrise Blvd	59
3	Zinfandel Dr at Folsom Blvd	55
4	Sunrise Blvd at Zinfandel Dr	47
5	Mather Field Rd at Folsom Blvd	44
6	White Rock Rd at Zinfandel Dr	41
7	Zinfandel Dr at Us 50 Eb Zinfandel Dr Off	40
8	Zinfandel Dr at Olson Dr	37
9	Mather Field Rd at Rockingham Dr	34
10	Folsom Blvd at Coloma Rd	32

The police department began issuing citations using the red light photo enforcement equipment on January 23, 2013 at the Olson Drive and Zinfandel Drive location, and on January 30, 2013 at the White Rock Rd and Zinfandel Drive location. The following chart illustrates the number of violations processed and the number of citations issued for each enforced approach:

Location	Zinfandel Dr. / Olson Dr.
Dates	January 23, 2013 thru December 31, 2013
Total processed incidents	1590*
Subtotal violations	1117* (after processing by Redflex)
Approved violations	982 or 88%* (after reviewed by PD)

* Please refer to attached Customer Management Report (Rancho Cordova, CA) All Detection Types 23-Jan-2013 to 31-Dec-2013, Zinfandel Dr. and Olson Dr. for details.

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Location	Zinfandel Dr. /White Rock Rd.
Dates	January 30, 2013 thru December 31, 2013
Total processed incidents	7329**
Subtotal violations	4081** (after processing by Redflex)
Approved violations	3389 or 83%** (after reviewed by PD)

** Please refer to attached Customer Management Report (Rancho Cordova, CA) All Detection Types 30-Jan-2013 to 31-Dec-2013, Zinfandel Dr. and White Rock Road for details.

The following chart illustrates the reduction of collisions at each intersection for three specific years:

Zinfandel Dr. and Olson Dr.	
Year	Total number of Collision
2009	25
2010	14
2013	18

Zinfandel Dr. and White Rock Rd.	
Year	Total number of Collision
2009	18
2010	9
2013	7

The red light photo enforcement camera program has only been active for one year. There has not been a significant reduction in violations at either location during 2013. However, vehicle accident incidents have declined. Based on the success of the two photo enforced intersections at reducing accidents and contributing to public awareness of red light photo enforcement, driving habits should continue to improve.

Adding additional photo enforced locations should be considered as additional locations will assist in providing a safe motoring community to the residents of Rancho Cordova. Sunrise Blvd. at Folsom Blvd. and Sunrise Blvd. at Coloma Rd are the next two intersections that should be considered for red light photo enforcement. In addition, Redflex Traffic Systems can provide high definition camera equipment at these locations which will assist in violation review and general traffic review if required for investigation of an accident or other incident.

Memorandum

To: Donna Silva
From: Liisa Behrends
Date: 3/14/2014
Re: Red Light Camera Analysis

Prior to installing the red light cameras, the City received red light citation revenue from tickets written by CHP and City Police. Historically, the revenues have been:

2011 Total	2012 Total	2013 Total
51,820	48,322	45,706

In addition to the citation revenue above, the 2012 revenues and expenses attributable to the cameras were:

2013 Red Light Citation Revenue	189,571
Ongoing Expenses:	
Redflex Payments	134,710
M. Fontes	42,827
Motor Officers (additional support)	7,960
Travel - Redflex Training (Phoenix)	2,336
One Time or Periodic Expenses:	
McGuire-Pacific Constructors	2,500
Laptop & printer	<u>1,872</u>
Total Expenses	192,205

As described on page 2 of the RCPD Red Light Photo Enforcement Program Update, the first year of revenues are not a full representation of the citation revenue due to the numerous delays in the collection of the fine.

Based on the 4,371 approved citations issued in 2012 the maximum revenue to the City would be \$642,537 or approximately \$147 per ticket. According to County Court staff, approximately 50% of all citations remain unpaid and of the remainder 50% are paid over approximately 10 months via a payment plan. While they do believe the pay rate of the red light citations is higher than 50% their system does not have the capability to isolate down to a specific citation. Using the pay logic provided by the County Court staff to our 2012 data, our projected distribution would have been \$166,801 or \$22,770 less than actual. This supports the belief that more than 50% of the citations are paid.

With the cameras now one year old, County Court staff expect the number of citations to decline slightly and then hold relatively steady, based on experience with cameras in neighboring jurisdictions. Allowing for some reduction in citations to 4,000 and a 60% pay rate, we would project revenues of \$352,800 for 2014. If we use December's revenue of just over \$35,000 our projection would be \$420,000.