



MAKING A **SAFER** WORLD.

July 8, 2014

SENT VIA EMAIL

Mayor Rusty Bailey
Councilmember Mike Gardner
Councilmember Andy Melendrez
Councilmember Mike Soubirous
Councilmember Paul Davis
Councilmember Chris Mac Arthur
Councilmember Jim Perry
Councilmember Steve Adams
City of Riverside
3900 Main Street
Riverside, California 92522

Dear Mayor and members of the Riverside City Council:

For more than 25 years, Redflex Traffic Systems, Inc. has partnered with municipalities across the country to make roadways safer for drivers, pedestrians, cyclists and other road users. We have been a proud public safety partner for the City of Riverside since 2006. Before the Council evaluates our contractual relationship at tonight's meeting, I wanted to present you with a complete picture of our partnership and share additional considerations for evaluating the effectiveness of your program.

First, it's most important to note that Riverside's photo enforcement program is working. Traffic data indicates drivers are modifying their behavior and roadways are safer since implementation. The trend line for the number of issued citations is declining, which indicates fewer drivers are running red lights. Additionally, data released from the city's Public Works Department reflects a 43% reduction citywide in collisions since the program launched.

Terminating your safety camera program means officers will not be able to easily and effectively monitor violations at these intersections on a 24/7 basis, nor will drivers encounter a permanent deterrent to breaking the law. It is not uncommon to see an increase in crashes and reckless driving once the cameras go dark. For instance, during a six-month suspension in Poway, California, data showed a 115% increase in red light detections at previously monitored intersections. Additionally, according to data gathered from the California Highway Patrol, there was a 25% increase in collisions during the program suspension.

Rather than terminating the program in its entirety, we suggest you conduct a traffic study and disable four cameras per quarter over a one-year time period. This study would allow Redflex to leave the sensors and cameras in place, and then evaluate incidents at each disabled location. This evaluation will give the Council a greater understanding of what happens when cameras go dark and drivers become aware that the intersections are no longer monitored. Additionally, this evaluation period will provide



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the Council with time to monitor program reform efforts. **Redflex will cover the cost of this evaluation period.**

Redflex wants to continue our road safety partnership. We understand and are aware of your community's concerns regarding the fine amount for a photo enforcement citation. In this next legislative session, our goal is to work with you, the community, and legislative and industry partners to reduce the fine amounts and adjust the penalty from criminal to civil. We ask for your support in this effort. We are open to discussing your program needs in more depth and evaluating options together.

It's also important to remember these programs are violator funded and completely voluntary. Drivers who do not want to participate in the program simply need to slow down and stop on red. Further, funds generated from this program are used to support your community. According to the staff report prepared for tomorrow's meeting, the revenue generated from this program during the past two years has covered the program's operation costs and contributed approximately \$450,000 in additional funding per year to the General Fund.

Redflex Account Manager Edward Tiedje will attend tonight's meeting, and he is prepared to answer questions you might have about the traffic study and details of this letter. I hope you will consider our recommendation for the traffic study, and I look forward to working together in the future.

Sincerely,

Jack Weaver

Jack Weaver
Vice-President, Client Services
Redflex Traffic Systems, Inc.