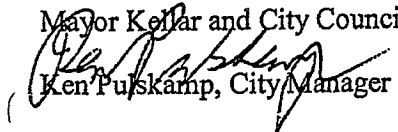


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Kellar and City Councilmembers
FROM: 
Ken Puskamp, City Manager
DATE: July 11, 2008
SUBJECT: PHOTO RED LIGHT ENFORCEMENT PROGRAM – 2007 EVALUATION REPORT

The Photo Red Light Enforcement Program includes eight intersections and has been in operation since July 2004. This memo summarizes collision data, revenue/expenditures, and the program's impact on driver behavior. Overall, the program has been very successful in reducing red-light violations, reducing broadside accidents, and enhancing traffic safety at the subject intersections.

Phase I

Phase I of the Photo Red Light Enforcement Program was established in July 2004 and includes the following five intersections:

1. Whites Canyon Road/Soledad Canyon Road
2. Bouquet Canyon Road/Seco Canyon Road
3. Lyons Avenue/Orchard Village Road
4. McBean Parkway/Magic Mountain Parkway
5. McBean Parkway/Newhall Ranch Road

The following statistics are based on a 3-year comparison of accident data collected prior to the implementation of the program (July 2001 to June 2004) to accident data collected after the implementation of Phase I of the program (January 2005 to December 2007):

- Collisions involving red-light violations have decreased by 60 percent.
- Broadside collisions have decreased 52 percent.
- Injury collisions have decreased 9 percent.
- Rear-end collisions increased slightly when the program started, but have since decreased to pre-program levels.

Phase II

Phase II of the program began in August 2006, when the following three intersections were added:

1. McBean Parkway/Valencia Boulevard
2. Bouquet Canyon Road/Newhall Ranch Road
3. Soledad Canyon/Sierra Highway

PHOTO RED LIGHT ENFORCEMENT PROGRAM - 2007 EVALUATION REPORT

July 11, 2008

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The following statistics are based on a comparison of accident data collected 17 months before Phase II was started (March 2005 to July 2006) to accident data collected after the implementation of Phase II of the program (August 2006 to December 2007):

- Collisions involving red-light violations have decreased by 54 percent.
- Broadside collisions have decreased 26 percent.
- No significant change in injury collisions.
- No change in rear-end collisions compared to before the program started.

As the Phase II intersections become more established (this data only encompasses the first 17 months), staff believes the number of injury collisions will decrease as it did for Phase I intersections.

Citations

In 2007, a total of 5,920 red-light violations were issued through the Photo Red Light Enforcement Program. This averages to 493 per month or 2 citations per intersection, per day.

Since the program started in July 2004, the average citation rate per intersection has steadily declined. The decline was expected and indicates the program is effective in changing driver behavior. However, by 2007, the average citation rate per intersection increased slightly to 2.0, up from 1.9 in 2006. This increase is due to the expansion of the red light program from five to eight intersections and improved technology such as camera system upgrades. As the new intersections become more established, staff expects the citation rate to decrease as it did following the implementation of the program of the first five intersections.

Revenue/Expenses

In 2007, the Photo Red Light Enforcement Program generated an estimated \$788,000 in new citation revenue, while expenditures totaled about \$639,000. Revenue exceeded expenses by approximately \$149,000.

Next Steps

The City enters its fifth year of a five-year contract with Redflex in 2008. Traffic staff is currently evaluating whether to renew its existing contract with Redflex or begin the Request for Proposal (RFP) process. Due to a change in California law since the original contract, red-light camera vendors may no longer collect revenue on a per citation basis. Redflex currently receives \$89 per citation. Amended or new contracts must be for services rendered on a monthly basis.

Should you need additional information, please feel free to contact me at 255-4905.

KP:MH:dp

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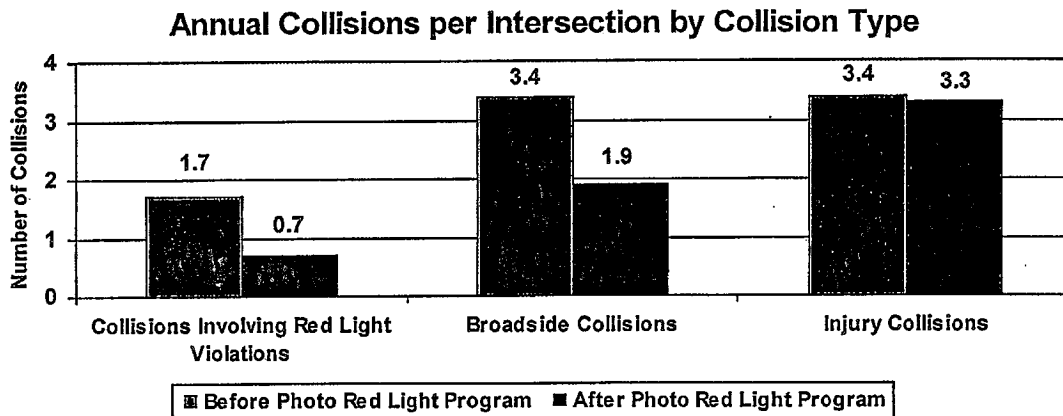
Attachment

cc: Robert G. Newman, Director of Public Works
Andrew Yi, City Traffic Engineer
Gus Pivetti, Senior Traffic Engineer

Exhibit "A"
Collisions, Citations, Revenue, and Expenditures Statistics

Collisions

The graph below details average annual collisions per intersection (for all eight intersections). Average annual collisions are based on three years of data before and after the program started. Overall, the City experienced a decline of 59 percent in collisions involving red-light violations, a 44 percent decline in broadside collisions, and a 3 percent drop in injury collisions.



Citations

Since the program started in July 2004, the average citation rate per intersection has steadily declined. The decline was expected and it indicates that the program has been effective in changing driver behavior. In 2007, the average citation rate per intersection increased. This increase is due to the expansion of the red-light program from five to eight intersections. As the new intersections become more established, staff expects the citation rate to decrease as it did at the first five intersections after the implementation of Phase I.

Month	2005 Citations	2006 Citations	2007 Citations
January	434	238	557
February	358	174	590
March	472	303	547
April	433	225	440
May	510	293	384
June	318	300	321
July	338	183	429
August	281	254	614
September	285	310	498
October	418	518*	501
November	283	588	398
December	307	613	641
Total Citations Issued	4,437	3,999	5,920
Average per Month	370	333	493
Average Citations per day per Intersection	2.4	1.9	2.0

* First month that reflects 3 additional intersections, bringing the total to 8 intersections.

2007 Expenses

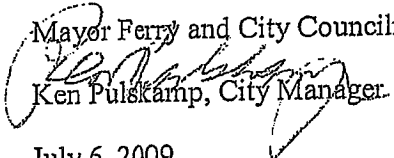
Expenses	Cost
Citations Processing (amount paid to Redflex) 5,920 citations x \$89 per citation	\$ 526,880
Communications Cost	\$ 10,622
Accurint (records search service)	\$ 200
Detection Loops and Signal Equipment	\$ 15,000
Attorney Fees	\$ 350
City Staff Time (Project Management)	\$ 10,850
Sheriff's Staff Time (Sheriff Processing)	\$ 75,185
TOTAL EXPENSES	\$ 639,087

2007 Revenue

Revenue lags behind program expenses. The City is billed at the end of each month for that month's citation processing. Collections for the citations are processed through the Los Angeles County Court and may be affected by late payments, citation hearings, and judgments. Data indicates it can take up to seven months before some citations are fully adjudicated.

2007 Revenue	Cost
January	\$ 57,866
February	\$ 59,521
March	\$ 88,065
April	\$ 70,648
May	\$ 67,928
June	\$ 77,921
July	\$ 56,490
August	\$ 53,032
September	\$ 70,288
October	\$ 57,296
November	\$ 54,822
December	\$ 74,526
Total Revenue	\$ 788,404
Less Expenditures	\$ 639,087
Revenue Generated	\$ 149,317

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ferry and City Councilmembers
FROM: 
Ken Pulskamp, City Manager
DATE: July 6, 2009
SUBJECT: PHOTO RED LIGHT ENFORCEMENT PROGRAM – 2008 EVALUATION
REPORT

The Photo Red Light Enforcement Program includes eight intersections and has been in operation since July 2004. This memo summarizes collision data, impact on driver behavior, and revenue/expenditures (Exhibit "A" attached as reference). Overall, the program has been very successful in reducing red-light violations, reducing broadside accidents, and enhancing traffic safety at the subject intersections.

Collision Data

Phase I of the Photo Red Light Enforcement Program was established in July 2004 and includes the following five intersections:

1. Whites Canyon Road/Soledad Canyon Road
2. Bouquet Canyon Road/Seco Canyon Road
3. Lyons Avenue/Orchard Village Road
4. McBean Parkway/Magic Mountain Parkway
5. McBean Parkway/Newhall Ranch Road

Phase II of the program began in August 2006, when the following three intersections were added:

1. McBean Parkway/Valencia Boulevard
2. Bouquet Canyon Road/Newhall Ranch Road
3. Soledad Canyon/Sierra Highway

The following statistics are based on three years of accident data collected prior to the implementation of the program to accident data collected after the implementation of the program:

- Collisions involving red-light violations have decreased 61 percent.
- Broadside collisions have decreased 51 percent.
- Injury collisions have decreased 6 percent.
- Rear-end collisions increased slightly when the program started, but have since decreased to preprogram levels.

PHOTO RED LIGHT ENFORCEMENT PROGRAM - 2008 EVALUATION REPORT

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Citations/ Driver Behavior

In 2008, a total of 5,424 red-light violations were issued through the Photo Red Light Enforcement Program. This represents an eight percent decrease over the previous year. This averages to 452 per month or 1.9 citations per intersection, per day.

Since the program started in July 2004, the number of citations issued has shown a steady decline. The decline is expected and indicates the program is effective in changing driver behavior. The lone exception was in 2007, when citations increased due to the expansion of the red light program from five to eight intersections.

Revenue/Expenses

In 2008, the Photo Red Light Enforcement Program generated \$722,953 in new citation revenue, while expenditures totaled \$595,172. Revenue exceeded expenses by \$127,781. Revenues and expenditures decreased eight and seven percent respectively.

New Contract

In December 2008, the Council approved to renew Redflex's contract for an additional five years. The new contract was executed in April 2009. There are two major changes to this contract compared to the previous one.

- Due to a change in California law after the original contract was executed, red-light camera vendors may no longer collect revenue on a per citation basis. In the previous contract, Redflex received \$89 per citation. The new contract establishes a fixed-fee of \$4,000 per month per approach (plus annual consumer price index increase) regardless of how many tickets are issued. At this time, staff expects the program to continue to be fully funded by revenue generated through violator citations.
- The new contract also eliminates photo enforcement at Soledad Canyon Road and Sierra Highway. This intersection was chosen as photo enforcement at this location was highly effective in dropping the number of red-light violations and broadside accidents to less than one per year. As such, this location no longer warrants the need for continuous monitoring.

Should you need additional information, please feel free to contact me at 255-4905.

KP:MH:ar

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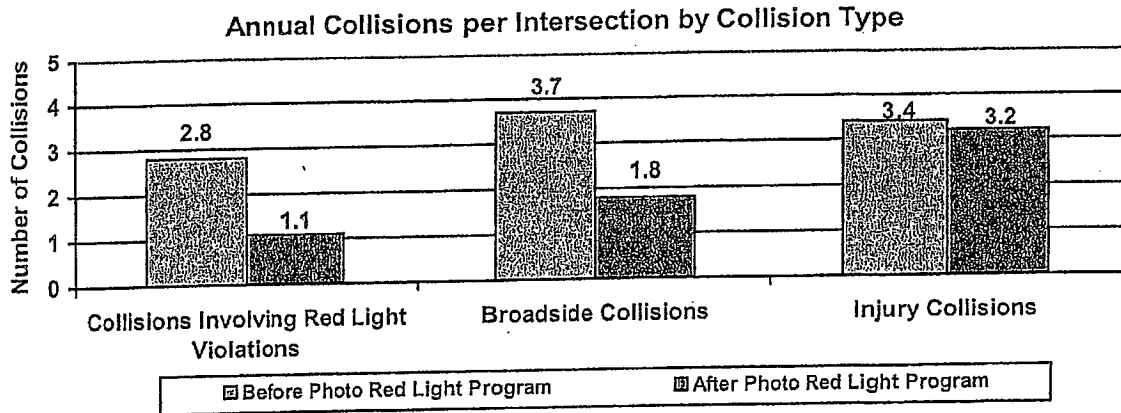
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cc: Robert G. Newman, Director of Public Works
Andrew Yi, City Traffic Engineer
Gus Pivetti, Senior Traffic Engineer

Exhibit "A"
Collisions, Citations, Revenue, and Expenditures Statistics

Collisions

The graph below details average annual collisions per intersection (for all eight intersections). Average annual collisions are based on three years of data before and after the program started. Overall, the City experienced a decline of 61 percent in collisions involving red-light violations, a 51 percent decline in broadside collisions, and a 6 percent drop in injury collisions.



Citations

Since the program started in July 2004, the average citation rate per intersection has steadily declined. The decline was expected and it indicates that the program has been effective in changing driver behavior. In 2007, the average citation rate per intersection increased. This increase is due to the expansion of the red-light program from five to eight intersections. As the new intersections have become more established, staff has seen the rate once again decrease as expected.

Month	2005 Citations	2006 Citations	2007 Citations*	2008 Citations
Total Citations Issued	4,437	3,999	5,920	5,424
Average per Month	370	333	493	452
Average Citations per day per Intersection	2.4	1.9	2.0	1.9

* Three additional intersections were added in August 2007, bringing the total to 8 intersections.

2008 Revenue and Expenses

Revenue lags behind program expenses. The City is billed at the end of each month for that month's citation processing. Collections for the citations are processed through the Los Angeles County Court and may be affected by late payments, citation hearings, and judgments. Data indicates it can take up to seven months before some citations are fully adjudicated.

Revenues	\$ 722,953
Expenses	
Citation Processing (amount paid to Redflex) 5,424 citations x \$89 per citation	\$ 482,736
Communications Cost	\$ 10,851
Accurint (records search service)	\$ 550
Detection Loops and Signal Equipment	\$ 15,000
City Staff Time (Project Management)	\$ 10,850
Sheriff's Staff Time (Sheriff Processing)	\$ 75,185
Less Expenses	\$ 595,172
Revenue Generated	\$ 127,781