

ATTACHMENT A

HISTORY OF THE CITY OF WEST HOLLYWOOD'S RED LIGHT PHOTO ENFORCEMENT PROGRAM

In May 1999, the City Council approved implementation of the Red Light Photo Enforcement Program. The program was started to reduce red light running at some of the major intersections in the City. The project is coordinated with the Los Angeles County Sheriff's Department as the law enforcement agency authorized to issue citations and represent the City in court. With limited resources for law enforcement, it is not possible to continuously place Sheriff's Deputies at intersections to cite red light violators. The City's goal for the program has been to improve traffic and public safety by increasing compliance with traffic regulations to reduce traffic accidents including fatalities. The City and Sheriff have been successful in reducing accidents and violations throughout the 18 year term of the project.

The City contracts with a vendor to furnish and manage the cameras and appurtenant equipment at each intersection; to individually review the red light photography collected by the cameras for accuracy based on a set of written business rules; to transmit the documentation to a sworn West Hollywood Sheriff's Deputy for review and issuance of traffic citations; to mail the traffic citations to the registered owners of vehicles; and to provide on-line and telephone assistance to persons with questions regarding citation procedures.

When the program was initiated, City staff conducted a traffic engineering study to determine locations which would benefit from the program. The study reviewed the accident history, violation rates, and traffic volumes at intersections. There were initially 6 intersections selected for this program. At the time of the study, Santa Monica Blvd (SR-2) was under the jurisdiction of Caltrans. After Caltrans relinquished the boulevard to West Hollywood, two additional intersections along Santa Monica Blvd were added to the program. Historically, the Red Light Photo Enforcement Program included operation of cameras at 24 approaches to the following 8 intersections:

- Fountain Ave/Crescent Heights Blvd
- Fountain Ave/Fairfax Ave
- Fountain Ave/La Brea Ave
- Beverly Blvd/Robertson Blvd
- Santa Monica Blvd/Fairfax Ave
- Santa Monica Blvd/La Brea Ave
- Melrose Ave/La Cienega Blvd
- Sunset Blvd/ La Cienega Blvd

In 2013, the Sheriff's Department issued an average of 750 citations per month, through operation of Red Light Photo Enforcement cameras at 24 approaches to 8 intersections. The average speed of a violating vehicle was between 30 mph to 35 mph. Each of the red light citations involved a motorist with the potential for causing a broadside collision. During the initial 16 years of program operation, the City was successful in reducing accidents and violations throughout. This was accomplished through a combination of the cameras, upgrades to signal timing, and enhancements to roadway markings. In addition to the red light cameras, these improvements included

- a) In 2013 and 2014 implemented updated traffic signal timing citywide to better coordinate traffic flow;
- b) In 2012 installed “count down” pedestrian indicators on the traffic signals;
- c) In 2013 increased the duration the traffic signals are in yellow phase before changing to red;
- d) In 2013 increased the duration of the red clearance (where the traffic signal is red in all directions each time the light changes from red to green); as well as
- e) Installed advance stop bars and high visibility “zebra” style crosswalk markings as part of recent and future street paving projects.

With the above infrastructure improvements working in concert with the red light cameras, motorists have been better able to anticipate when a light will switch to red and to stop in advance of an intersection, thereby reducing the number of red light citations. During 2014 and 2015, motorist behavior continued to improve. This was evidenced by a continuing decrease in number of citations issued from the cameras each month.

Considering the steadily declining volume of citations, in 2015 Engineering Division staff conducted a traffic engineering analysis to determine which intersection approaches would benefit the most from continuation of the Red Light Photo Enforcement Program. Parameters studied included the monthly volume of citations issued per intersection, 5-year accident history (both broadside and rear-end collisions), traffic volumes, and vehicle speeds. The traffic engineering analysis determined 16 intersection approaches no longer exhibited high instances of red light running. However, the following 8 intersection approaches continued to have high instances of red light running each month and would benefit from continued operation of the Red Light Photo Enforcement Program:

1. La Brea at Fountain (northbound)
2. La Brea at Fountain (southbound)
3. Beverly at Robertson (eastbound)
4. Beverly at Robertson (westbound)
5. La Brea at Santa Monica (eastbound)
6. La Brea at Santa Monica (northbound)
7. La Cienega at Melrose (northbound)
8. La Cienega at Melrose (southbound)

By 2015, the City’s existing photo enforcement camera equipment had become antiquated. The cameras installed in 1999 used 35mm film which had to be wet-processed the old-fashioned way, with chemicals in a darkroom. The equipment for detecting violating vehicles relied on magnetic loops embedded in the pavement, which had deteriorated and were difficult to maintain. Additionally, the camera system only took still photographs of the front of the violating vehicle, leaving the Sheriff unable to issue citations to any vehicles without a front license plate. In order to continue operation of the Red Light Photo Enforcement Program, the cameras and detection system needed to be updated. The City Council authorized staff to solicit a Request for Proposals (RFP) for selection of the most qualified vendor to upgrade the system to a more modern Red Light Photo Enforcement Program, using digital video technology, radar detection, as well as photographing both the front and rear license plates. These

enhanced systems provide additional documentation to justify citations and enable citation issuance to violating vehicles which don't have a front license plate.

In the fall of 2015, the City Council approved an Agreement for Services with GATSO USA, Inc. as the new vendor to furnish and provide program management services for the Red Light Photo Enforcement Program. This selection was made after staff from the City and Sheriff's Department evaluated written proposals and conducted in-person interviews with three qualified firms. The proposals and interviews evaluated each firm's camera and detection equipment; violation processing system and scope of services to be provided; ability to interface with the Court; project understanding, methodology, and project management team's experience; references; and financial considerations. Based on the review, GATSO USA, Inc. was recommended as the firm best qualified and prepared to serve the City on this project. GATSO USA, Inc. is an innovator and leader in the development of red light cameras, beginning in 1966 with the invention of the first red light camera and 1998 with the first digital red light camera in the US. Their T-Series Red Light Enforcement system is an all-in-one fully integrated, fully wireless camera and detection system which can monitor up to 6 lanes of traffic. The members of their Project Team bring 7 to 35 years of experience for installation and operation of the City's program. GATSO USA, Inc. provides similar turnkey Photo Enforcement programs with full back-office support for 24 cities in the USA, as well as international clients in 60 countries.

During 2016, the City's former vendor dismantled the old camera and detection equipment, and GATSO USA, Inc. commenced procurement and installation of the new system. There were unforeseen delays to activating the new system, due to lead times for Southern California Edison to install necessary electrical services at some intersection approaches. By late 2016/early 2017, GATSO USA, Inc. had the new camera and detection equipment in place, and commenced coordination with Engineering and Sheriff's Department staff to test deployment of the program.

In accordance with State Law, the City conducted a 30-day warning period for the Red Light Enforcement Program prior to the Sheriff issuing citations. The warning period began on March 13, 2017 and ended on April 11, 2017. At the start of the 30-day warning period, the City's Public Information Office issued a News Brief to the media. Also, a notice was published in both the West Hollywood Independent and the Los Angeles Times. During the 30-day warning period, warning notices were mailed to registered owners of vehicles who were photographed committing red-light violations. Persons receiving warning notices, and now persons receiving citations are able to view photos and video of the violation on a password-protected website.

Historically, the City's Red Light Enforcement Program only photographed red light violators as motorists travel straight through an intersection, perpendicular to opposing traffic. Broadside collisions, which have the highest incidence of bodily injury, are associated with red light violations of through movements. The City's program has not included issuance of Red Light Photo Enforcement citations to motorists making left of right turns, as turning motorists were assumed to be moving at low speeds which typically would not pose the same type of safety hazard. With the implementation of cameras with video capabilities, the Sheriff's Department has identified safety concerns for vehicles making right turns on red. The Sheriff's Department is concerned about

vehicles making right turns on red, without stopping, at speeds of 15 miles per hour and greater. At these speeds, a motorist has minimal control to check for oncoming cross traffic. Additionally, the Sheriff's Department is concerned about vehicles making right turns on red, without stopping, at speeds between 10 and 15 miles per hour where other safety issues are observed in the video. Examples of these situations include the motorist not stopping for pedestrians crossing the street or the motorist unsafely crossing over several lanes of traffic prior to making the non-stopping right turn on red.

During the 30-day warning period, the Sheriff's Department identified safety concerns with 250 incidents where the cameras documented motorists making right turns on red. Of these incidents, approximately 100 involved non-stopping right turns on red at speeds at or over 15 miles per hour. Approximately 150 involved public safety issues related to non-stopping right turns on red with vehicle speeds in the range between 10 and 15 miles per hour. Both the cities of Beverly Hills and Culver City operate Red Light Photo Enforcement Programs which include enforcement of these types of non-stopping right turn on red violations.