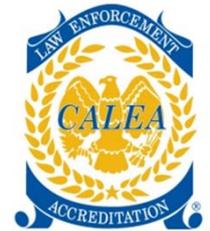


ASSESSMENT OF HAYWARD'S RED LIGHT CAMERA PROGRAM



- **RLC program adopted by Council, July 2007.**
- **Contract executed with Redflex Traffic Systems, November 2007.**
 - ❑ **Eight high accident intersections identified via crash data**
 - ✓ **2 of 8 known for high accidents from different approaches**
 - *Winton / Hesperian & A Street / Interstate 880*

CAMERA INSTALLATION	INSTALLED
1. Industrial & Huntwood (Eastbound)	6/30/2008
2. B & Second (Westbound)	7/30/2008
3. W Winton & Hesperian (Westbound)	7/30/2008
4. W Winton & Hesperian (Eastbound)	9/30/2008
5. A & Hesperian (Northbound)	6/25/2009
6. Industrial Pkwy SW & Whipple (Northbound)	1/31/2010
7. Mission & Industrial (Northbound)	1/31/2010
8. I-880 & A Street (Eastbound)	2/28/2010
9. I-880 & A Street (Westbound)	2/28/2010
10. Santa Clara & Jackson (Northbound)	2/28/2010

- **First of 10 installations was functional by June 2008.**

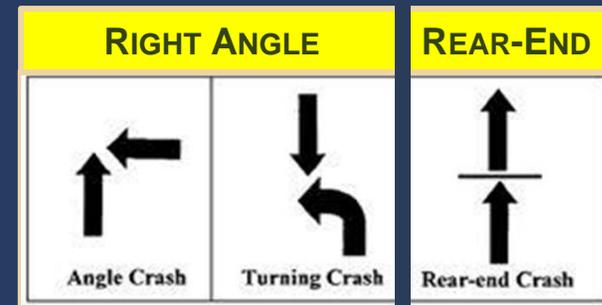


➤ Primary goal for RLC was to reduce dangerous collisions at the ten RLC installations.

➤ Recent implementation of new CAD/RMS has enabled us to measure data more accurately.

➤ Hayward data consistent with national studies

- ❑ Two most common accidents are *right angle* and *rear-end*.



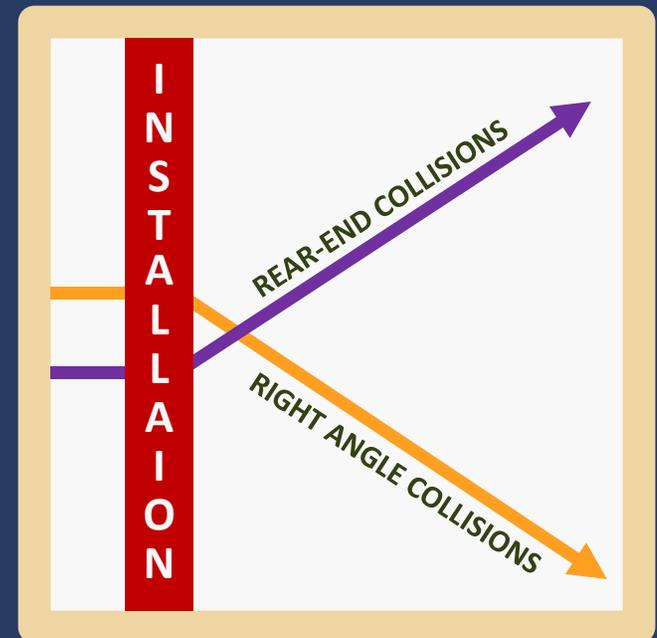
➤ Reliable data raises concern about effectiveness of RLC to original goal.



➤ National studies show a common phenomenon between RLCs and accident types.

➤ Generally:

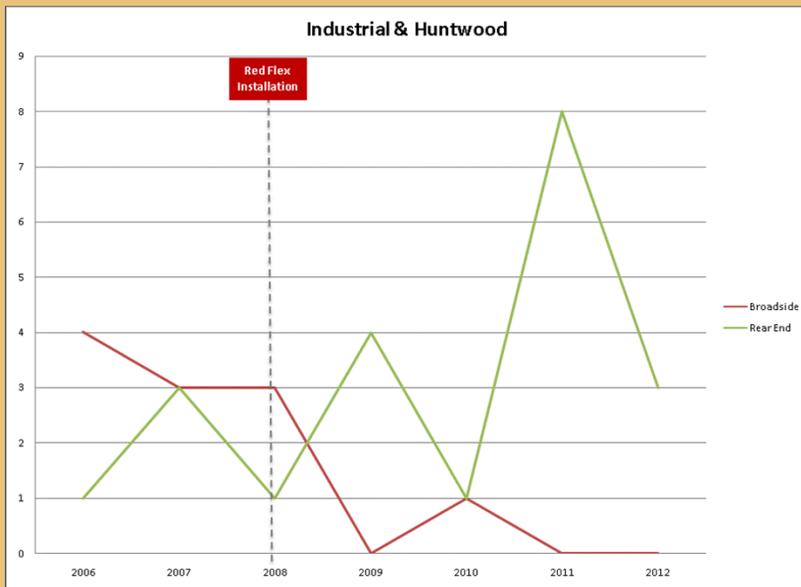
- ❑ Right angle crashes tend to drop moderately to significantly following RLC implementation.
- ❑ Rear-end crashes increase significantly following RLC implementation.
- ❑ Overall violations decrease at first, but the decrease diminishes over time.
- ❑ Extending yellow signal intervals may reduce violations, independent of RLCs.



➤ Pre and Post installation data in Hayward mimics national trend

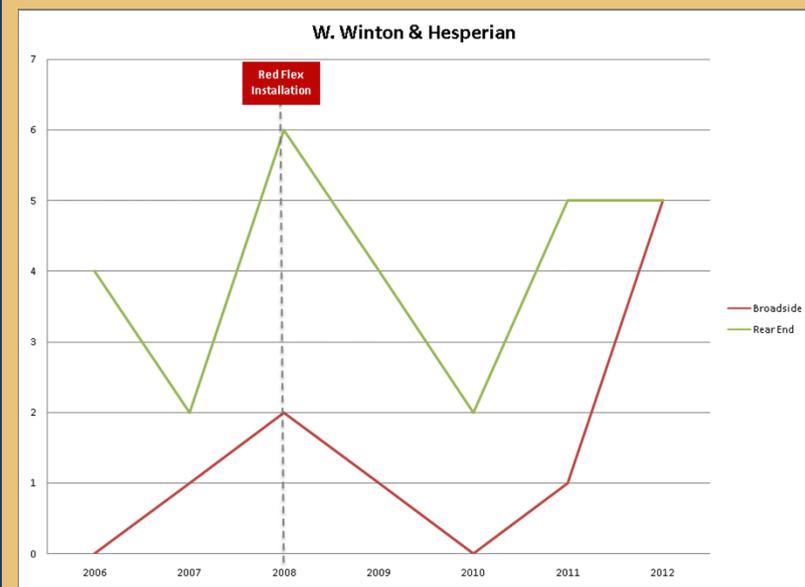
INDUSTRIAL & HUNTWOOD

- ✓ Sharp decrease in right-angle crashes following RLC installation
- ✓ Sharp increase in rear-end collisions following RLC installation
- ✓ Both trends subside the following year, then rear-end collisions skyrocket.



WINTON & HESPERIAN

- ✓ Sharp decrease in BOTH right-angle and rear-end crashes following RLC installation
- ✓ Sharp increase in BOTH right angle and rear-end crashes within 24 months after installation



➤ Several factors inhibit program effectiveness:

❑ No proven correlation between RLC systems and consistently decreased crashes

- ✓ *Inconsistent results regarding right angle crash rates*
- ✓ *Clear increases in rear-end crash rates*

❑ Declining conviction rate

- ✓ *Hayward traffic commissioner averages 57% dismissal rate*

❑ Legal challenges to admissibility

- ✓ *California Supreme Court currently reviewing*
- ✓ *Ruling on RLC admissibility expected June 2013*



❑ Program costs exceeding intended program benefits

- ✓ *Inaccurate distribution of fines*
- ✓ *Declining revenues as a result of declining convictions*
- ✓ *Monthly contract fees do not include cost neutrality (over \$700k annually)*



➤ Effective alternatives for traffic safety:

□ HPD's Data-driven Collision Reduction Strategy

- ✓ *Uses live officers rather than relying on traffic cameras*
- ✓ *Focuses on high accident locations using reliable RMS data*
- ✓ *Immediate 35% drop in crashes, then average 25% – 40% drop*
- ✓ *Allows for more interactive approach*
- ✓ *Seeks to correct driver behavior before the intersection to prevent accidents*
- ✓ *Police officer visibility and human contact enhances customer service*

□ Traffic Engineering Solutions

- ✓ *Yellow light timing (minimum standard according to speed limit)*
- ✓ *Public Works Department works hand-in-hand with HPD*
 - *Signage, speed limit, & line-of-sight adjustments at approaches*
 - *Recently increased yellow times at 3 intersections, based on complaints & assessment*



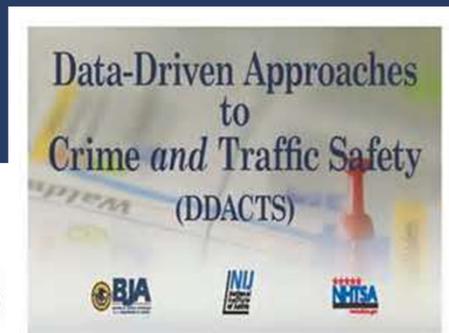
INCREASED YELLOW LIGHT TIMES		
Winton & Hesperian	Increased from 3.8 Secs	to 4.0 secs
B & Second	Increased from 3.2 Secs	to 3.5 secs



➤ Effective alternatives for traffic safety:

□ DDACTS (Data Driven Approach to Crime and Traffic Safety)

- ✓ *National model for crime and accident reduction*
- ✓ *Created by the National Highway Traffic Safety Administration and the USDOJ*
- ✓ *Designed to reduce crashes and crime*
- ✓ *Uses location-based real time crime and crash data for deploying resources*



➤ **Thirty-three California cities have discontinued their RLC program:**

Berkeley

Burlingame

Compton

Costa Mesa

Cupertino

El Monte

Emeryville

Fairfield

Fresno

Fullerton

Gardena

Glendale

Grand Terrace

Indian Wells

Irvine

Loma Linda

Los Angeles

Maywood

Montclair

Moreno Valley

Paramount

Pasadena

Rancho Cucamonga

Redlands

Rocklin

Roseville

San Carlos

Santa Fe Springs

Santa Maria

Union City

Whittier

Yuba City

Yucaipa



OPTIONS MOVING FORWARD

1. PHASE OUT OF RLC (RECOMMENDED)

- ❑ 20-month phase out as contracts expire (July 2013 thru February 2015)
 - ✓ *Half the approaches expire during FY '14– the other half by 3rd quarter of FY'15*
 - ✓ *Allows the HPD time to fill its staffing vacancies (caused by attrition)*
 - ✓ *Allows time to re-grow the traffic*
- ❑ Coincides with pending implementation of DDACTS



OPTIONS MOVING FORWARD

2. IMMEDIATE SYSTEM-WIDE TERMINATION

- Cancels entire system at once

 - ✓ City incurs a penalty (\$108k) – based on unexpired terms

- No incremental system reduction to coincide with an incremental increase in staffing of traffic officers.

3. CONTRACT EXTENSION THRU 2015

- Keeps all installations live until the last installation expires.

- All contract fees remain in effect unless renegotiated.



NEXT STEPS

- **Staff will begin arrangements to phase-out, cancel, or extend RLC contracts according to Council's direction**
- **PD will plan to redeploy or eliminate project staff accordingly**
- **Traffic officers will continue existing data-driven collision reduction at high accident locations**
- **Regardless of RLC, the HPD will deploy DDACTS strategy beginning FY '14**
- **New or expanded strategies will be communicated to the public**



