

POLICE DEPARTMENT PHOTO ENFORCEMENT PROGRAM



Police Department

Photo Enforcement History

- In 1986, PVPD Officers responded to over 450 collisions.
- Led to Town Council approving the use of photo enforcement in Paradise Valley.
- Photo Enforcement implemented in October 1987.
- Over 42% reduction in collisions in 6 months

Results! Speed Down. Accidents Down.

Starting in October, 1987, the following are the statistics for the first six months of operation.

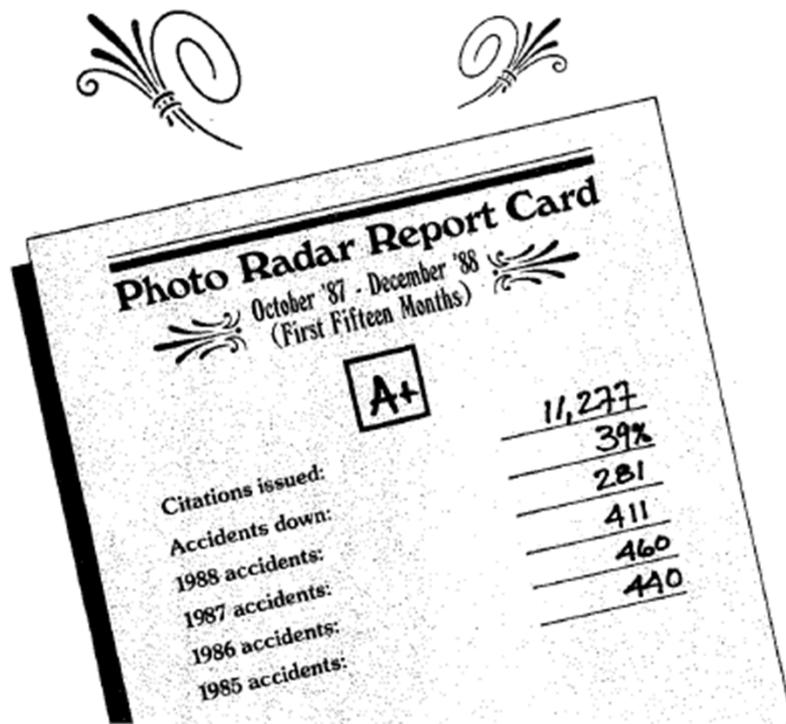
| Accidents Before Photo Radar | Accidents After Photo Radar | % Diff. | | |
|------------------------------|-----------------------------|--------------|----|------|
| October '86 | 40 | October '87 | 25 | -37% |
| November '86 | 38 | November '87 | 22 | -42% |
| December '86 | 44 | December '87 | 26 | -41% |
| January '87 | 45 | January '88 | 20 | -56% |
| February '87 | 44 | February '88 | 25 | -43% |
| March '87 | 49 | March '88 | 31 | -35% |

Average reduction due to photo radar surveillance: 42.3%

*Graphic-May 1988 Town Reporter

Police Department

Photo Enforcement History



*Graphic-February 1989 Town Reporter

- Reduction of collision continued over the next few years.
- Over the next 25 years, collision numbers were consistently between 225 and 290 per year.
- In 2014, Paradise Valley increased the number of intersections monitored from three to five.
- Collision numbers decreased to 170 and 230 annually (2019-2023).
- Reduced number of collisions despite annual increase in vehicles of between 1.5% and 2.5% exponentially (Michael Baker est.).

- Town sought proposals to:
 - Take advantage of technology advances.
 - Through tech advance, create a safer environment for residents, visitors, motorists.
- Seeking vendors providing:
 - Demonstrated experience.
 - Complete automated photo enforcement services.

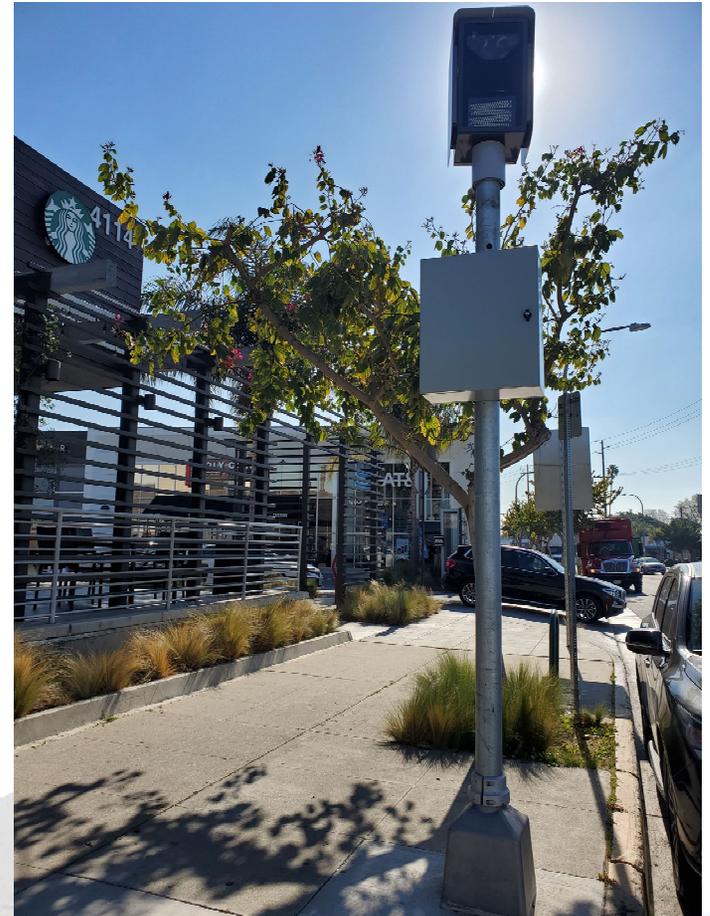
- Two vendors submitted proposals
 - American Traffic Solutions Inc.
 - Conduent State & Local Solutions Inc.
- Evaluation Committee comprised of Police, Court, Finance and Public Works employees

- Submissions were scored on:
 - Project Methodology (40%)
 - Pricing/Cost of services (30%)
 - Firm Qualifications (20%)
 - References, Warranty, and Exceptions (10%)
- After initial evaluations, interviews, and best/final evaluations, committee chose American Traffic Solutions Inc. as the highest scoring, most qualified, cost-efficient respondent.

Police Department

Equipment included in RFP

- Proposed locations:
 - 6 fixed intersections covering 12 intersection approaches, with historic high-collisions.
 - Photo of new equipment.



Police Department

Equipment included in RFP

- Other equipment:
 - 2 mobile units, vehicles with equipment inside.
 - Top 5 deployment locations (2018-2021).
 - 1. 5100 N. Invergordon NB (8600 hours).
 - 2. 7600 N Tatum (7100 hours).
 - 3. 8300 N Tatum (5700 hours).
 - 4. 5400 E McDonald WB (5500 hours).
 - 5. 5800 E Lincoln EB (5200 hours).
 - 2 portable units (photo).



- Current costs comprised of:
 - Communications, process service, and adjudicated citation costs.
 - \$810k annually budgeted.
- Proposed costs comprised of:
 - Communications, process service, reduced per adjudicated cite.
 - New equipment cost \$1800 per approach.
 - Approximate annual costs based on 2017-2019 cite numbers, \$684k.
- Historically, adjudicated citation revenues offset costs.

Police Department

Questions?

- A.R.S. 28-1204 governs signing of photo enforced locations.
 - 2 signs before location, 1 approx. 300', 2nd >300' (B1).
 - Speed limit sign between 2 signs (B2).
 - Signs must be covered when P/E is not operational (B3).
 - Must contain yellow warning notice (C).
 - Penalty for non-compliance is citation dismissal (D).
- Mobile location requirements (E).
 - P/E Vehicle must be marked as functioning (E).
 - Not necessary to post signs (Section B) if speed limit is < 40mph.
- Paradise Valley practice on Signing.
 - 2 signs, with speed limit sign between.
 - High volume violation locations have speed display board on speed limit sign.
 - Signs on ALL mobile units, regardless of street speed limit.