

POLICE DEPARTMENT PHOTO ENFORCEMENT PROGRAM



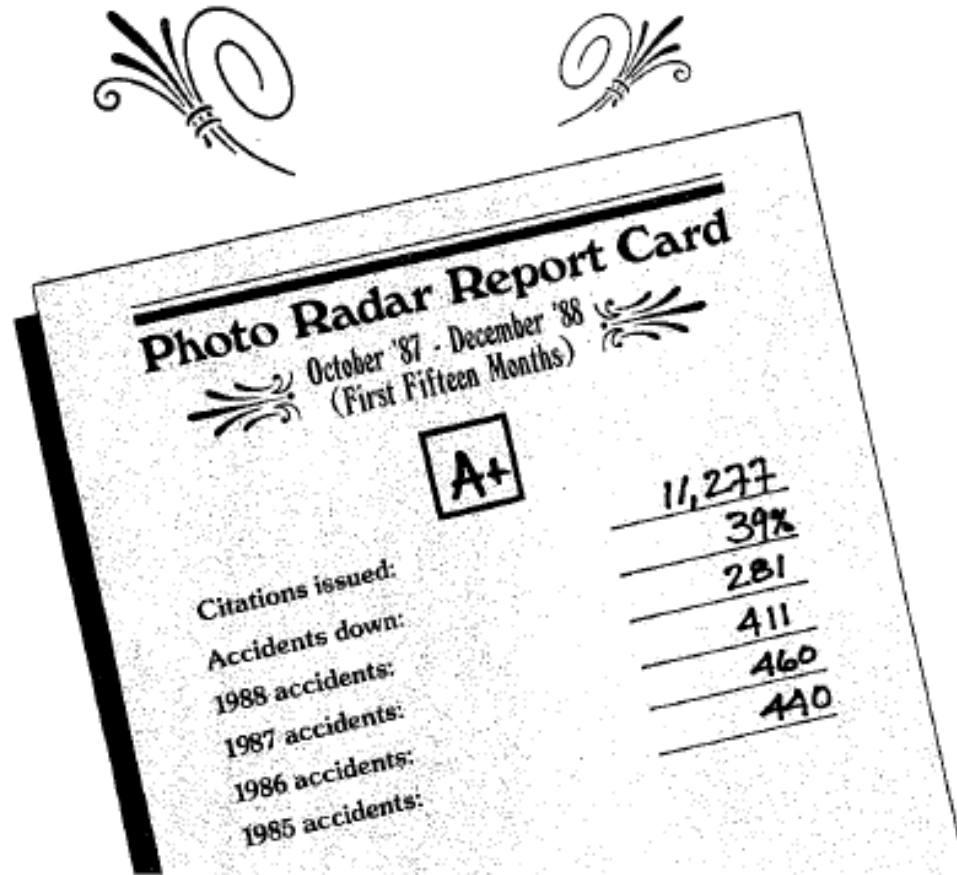
- In 1986, PVPD Officers responded to over 450 collisions.
- Led to Town Council approving the use of photo enforcement in Paradise Valley.
- Photo Enforcement implemented in October 1987.
- Over 42% reduction in collisions in 6 months

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



- 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.).

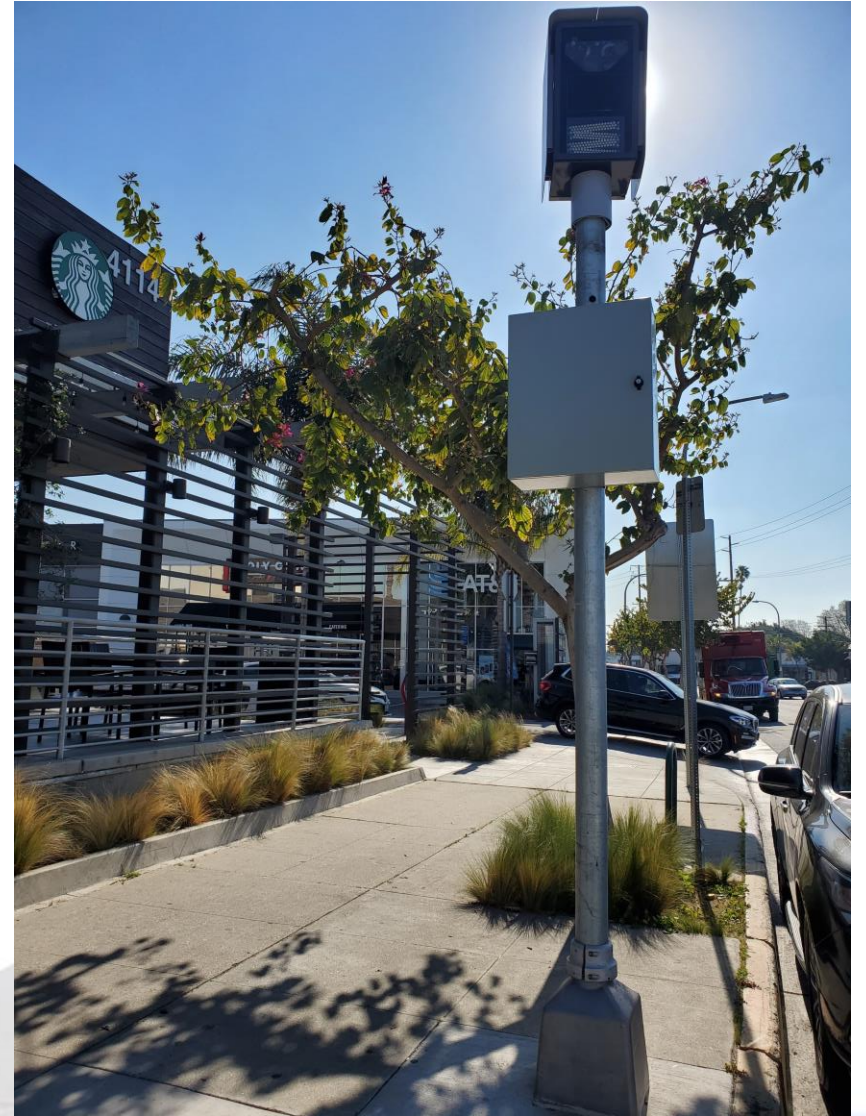
*Graphic-February 1989 Town Reporter

- 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.

- Proposed locations:
 - 6 fixed intersections covering 12 intersection approaches, with historic high-collisions.
 - Photo of new equipment.
 - Will be painted in current color scheme.



- 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 system.
 - Approximate annual costs based on 2017-2019 cite numbers, \$684k.
- Historically, adjudicated citation revenues offset costs.

Police Department

- This contract:
 - Provides the Town two-years of full service, photo enforcement.
 - Allows the parties to mutually extend the contract for three, one-year periods.

Questions?

Previous Questions Answered

1. Is there a clause in the contract if Arizona ceases to allow photo enforcement that holds the Town harmless for the state's action?
 - A. Yes. The Town and vendor have specifically recognized changes in law governing the use of photo enforcement which will cancel the contract. (page 14, #19a of attached contract)

- 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.
 - Portable units will be signed similarly to current mobile unit sign practice.