

PHOTO SAFETY COMMITTEE PRESENTATION TO MESA CITY COUNCIL



March 2, 2015

**Lieutenant Aaron Spicer
Mesa Police Department
Metro Programs and Special Events**

The Traffic Safety Program Works!

- Mesa Residents are learning better driving habits
- Crashes have been reduced substantially compared to neighboring cities



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The Traffic Safety Program Addresses these Situations



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Council Directives

Directive 1 - Implement a system to ensure improvements in the program

Directive 2 - Research the expansion of school zone cameras

Directive 3 - Eliminate the photo enforcement vans

Directive 4 - Reinvest funds back into the Photo Safety Plan

Directive 5 - Present a formal City Council program review in one year (around March, 2015)



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Council Directives

Directive 1 - Implement a system to ensure improvements in the program.

- Established Photo Safety Steering Committee – Functioning, four meetings in last year
- Update MPD Policy (TRF 2.3 & TRF 2.8) – Complete
- Complaint tracking and auditing – Established, zero complaints since vans eliminated
- Standardized statistical reporting through Transportation – Complete
- Photo Safety Part of an overall 3 E's Traffic Safety Plan
 - Engineering
 - Enforcement
 - Education
- Utilize Social Media



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Council Directives

Directive 1 - Implement a system to ensure improvements in the program

Social media:

Mesa PD Facebook/Twitter *DON'T DRIVE
DRUNK! DON'T RUN RED LIGHTS!!*
14,936 Views since November



Red Light PSA – Mesa Channel 11/
YOUTUBE



Mesa PD Facebook/Twitter *DON'T RUN RED
LIGHTS!!* 64,064 Views since October



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Mesa's Traffic/Photo Safety Program is a Cooperative Effort

Participating Departments and Agencies:

- Engineering
- Transportation
- Police
- American Traffic Solutions (ATS)
- Courts
- City Manager's Office
- PIO
- Purchasing/Procurement
- Mesa Residents
- Mesa and Gilbert Public Schools
 - Fully supports the program
 - Sends out 63,000 notices to parents each Fall



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Council Directives

Directive 2 - Research the expansion of school zone cameras

- Established partnership w/Mesa Schools and Gilbert Schools - Complete
- Alternative school zones - speed studies complete
 - Porter Elementary (1300 S. Lindsay) installation underway
 - Red Mountain HS - next location
 - Mountain View HS - second location
 - Westwood HS - possible third location
 - Highland JHS (road re-design, under 2nd review)
 - Dobson HS (road design not compatible)



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Council Directives

Directive 3 - Eliminated the photo enforcement vans

- Completed as of 03/01/2014
- Vans re-purposed into Fleet



Photo: eastvalleytribune.com



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Council Directives

Directive 4 - Reinvest funds back into the Photo Safety Plan

Speed Trailers (Education & Validation)



Moving Radar Program (Enforcement)



Transportation (Education)



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Council Directives

Directive 5 - Present a formal City Council program review in one year

- Addressed directives in this presentation
- Current photo safety program overview
 - Part of the Enforcement portion of the Traffic Safety Program
 - 20 photo safety intersections and 5 school zones
 - Cooperative effort
 - Results



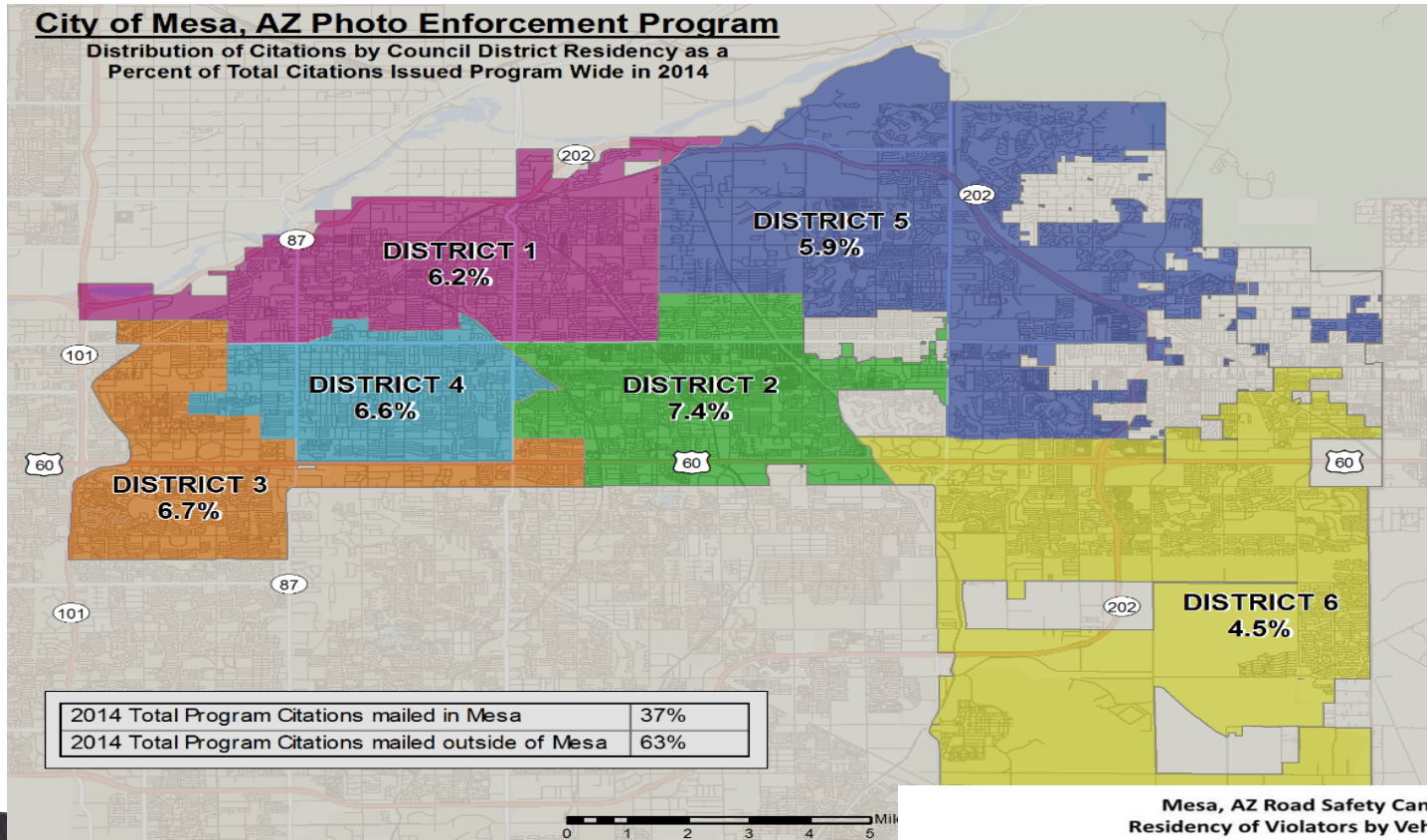
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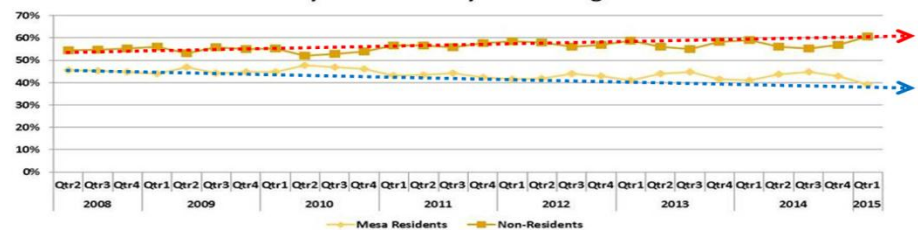
Citation Summary- City Residency

City of Mesa, AZ Photo Enforcement Program

Distribution of Citations by Council District Residency as a Percent of Total Citations Issued Program Wide in 2014



Mesa, AZ Road Safety Camera Program Residency of Violators by Vehicle Registration



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Results – Drivers are traveling slower through school zones

85th percentile school zone speeds for motorists were reduced an average of 8.1 mph during school hours & 4.2 mph after school hours

SCHOOL ZONE	(85%) SPEED BEFORE INSTALL		(85%) SPEED AFTER PHOTO CAMERAS AND DRIVER FEEDBACK FLASHERS INSTALLED (2014 Data)		REDUCTION IN (85%) SPEEDS	
	SCHOOL HOURS (35 mph)	AFTER SCHOOL HOURS (45 mph)	SCHOOL HOURS (35 mph)	AFTER SCHOOL HOURS (45 mph)	SCHOOL HOURS (35 mph)	AFTER SCHOOL HOURS (45 mph)
Franklin @ Brimhall	43.5	50.5	34.9	46.7	-8.6 mph	-3.8 mph
Freemont JHS	44.6	50.0	36.8	44.8	-7.8 mph	-5.2 mph
Mesa HS	42.0	45.4	34.5	42.0	-7.5 mph	-3.4 mph
Rhodes JHS	46.6	48.2	36.8	45.3	-9.8 mph	-2.9 mph
Skyline HS	44.0	51.9	37.1	46.3	-6.9 mph	-5.6 mph
AVERAGE					-8.1 mph	-4.2 mph

Source: Speed Study Data City of Mesa Transportation Department



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Results – Mesa Residents are Applying the Learning Citywide

Citywide Comparison of Change of Average Annual Crashes Before* and After** ATS Photo Safety was Installed in Mesa

Intersection	% Change
Active Photo Enforcement	-30.8
Inactive Photo Enforcement	-35.7
Comparison locations ***	-27.9
Citywide	-37.5

* 2001 to 2005

** 2007 to 2013

*** Comparison locations are selected signalized intersections where photo enforcement has not been installed characteristics are similar to photo enforcement locations



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Results – Mesa's Traffic Safety Program is a Success!

Regional Comparison of Change of Average Annual Crashes Before* and After** ATS
Photo Safety was Installed in Mesa

AGENCY	% CHANGE
Mesa	-37.5
Phoenix	-20.2
Arizona	-16.6
Scottsdale	-14.5
Maricopa County	-14.4
Tempe	-14.3
Chandler	-8.8
Glendale	-2.9
Gilbert	+25.3

*2001 to 2005
**2007 to 2013



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Thank You



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