

PHOTO SAFETY COMMITTEE PRESENTATION



April, 2015

The Traffic Safety Program Works!

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



April, 2015

The Traffic Safety Program Addresses these Situations



April, 2015

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 Traffic Safety Plan

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



April, 2015

Mesa's Photo Safety Steering Committee 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 support the program
 - Sends out 63,000 notices to parents each Fall



April, 2015

Council Directives

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

- Photo Safety is part of an overall **3 E's** Traffic Safety Plan comprised of:
 - **Engineering** (Road design, pavement markings, warning/regulatory signs, crosswalk countdown timers)
 - **Enforcement** (DUI, seatbelt, school zones, commercial vehicles, photo enforcement)
 - **Education** (Mesa Municipal Court school presentations, child safety seat, crash car, driver's education, Parent Teacher Organization meetings, "reasonable suspicion" training, safety meetings, crossing guard training, bike/walk to school programs, & bicycle helmet distribution)
- Program improvements:
 - Established Photo Safety Steering Committee
 - Updated Mesa Police Department Policies (TRF 2.3 & TRF 2.8)
 - Established a complaint tracking and auditing database
 - Standardized statistical reporting through Transportation
 - Utilizing 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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Council Directives

Directive 2 - Research the expansion of school zone cameras

- Established partnership w/Mesa Schools and Gilbert Schools
- Completed speed/feasibility studies for alternative school zones. Below are the 5 priorities for expansion:
 1. Porter Elementary-installation underway
 2. Red Mountain High School
 3. Mountain View High School
 4. Westwood High School
 5. Highland Junior High School
 - After road re-design, under second review
- NOTE: Dobson High School road design not compatible with speed cameras



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Council Directives

Directive 3 - Eliminate 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 Traffic Safety Plan

Speed Trailers (Education & Validation)



Driver Feedback Boards (Education)



Moving Radar Program (Enforcement)



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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



April, 2015

Citation Summary- City Residency

Over time, photo enforcement violations mailed to Mesa Residents have decreased 7%, when compared to Non-Residents

| YEAR | MESA RESIDENTS | NON-MESA RESIDENTS |
|------|----------------|--------------------|
| 2006 | 44.6% | 55.4% |
| 2008 | 41.5% | 58.5% |
| 2010 | 41.8% | 58.1% |
| 2012 | 36.8% | 63.2% |
| 2014 | 37.4% | 62.6% |



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Results – Drivers are traveling slower through school zones

In school zones, motorists speed (as measured in 85th percentile) was 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 – The **3 E's** work (Engineering, Enforcement, Education) 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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