

To the Honorable Cathedral City Officials:

I believe the correct choice is Option C to cancel the red light camera contract for several reasons.

1) The program is on a trend toward losing money overall, with a total 2017 revenue of only \$4,071 and larger monthly losses in the last half of the year.

2) Red light cameras primarily target non-residents, about 70% in your city's case, many of whom are not familiar with the program over time so their behavior is unlikely to be permanently changed. Some of these drivers will be sufficiently angered that they may not return to your city to ever patronize your businesses again.

3) The Federal Reserve Calculates the "Velocity of Money" at about six times per year, meaning \$100 spent on January 1st will circulate about six times during the year to produce total sales of goods and services of about \$600 by December 31st. Please add up the total number of dollars sent to ATS in Arizona and to Sacramento for the many surcharges, multiply that number by six, and that is a rough total of the economic turnover that cannot happen in Cathedral City because the money is gone from your community. At about 2,500 citations per year, that means about \$1.2 million in fines and surcharges, almost 90% of which leave the city forever. Multiply that by six to get some idea of the total damage the program does to your businesses, their employees, and ultimately your tax base.

4) Retaining the red light camera program puts Cathedral City on the rapidly reducing side of the issue in California. These 79 California cities were reported to have dropped red light cameras, or prohibited them before any were installed. Anaheim, Baldwin Park, Bell Gardens, Belmont, Berkeley, Burlingame, Cerritos, City of Orange, Compton, Corona, Costa Mesa, Cupertino, Davis, El Cajon, El Monte, Emeryville, Escondido, Fairfield, Fresno, Fullerton, Gardena, Glendale, Grand Terrace, Hayward, Highland, Indian Wells, Inglewood, Irvine, Laguna Niguel, Laguna Woods, Lancaster, Loma Linda, Long Beach, City of Los Angeles, Los Angeles County, Lynwood, Manteca, Marysville, Maywood, Modesto, Montclair, Moreno Valley, Murrieta, Napa, Newport Beach, Oakland, Oceanside, Orange County, Paramount, Pasadena, Poway, Rancho Cucamonga, Redlands, Redwood City, Riverside, Rocklin, Roseville, San Bernardino, San Carlos, San Diego, San Juan Capistrano, San Rafael, Santa Ana, Santa Clarita, Santa Fe Springs, Santa Maria, Santa Rosa, South Gate, South San Francisco, Stockton, Union City, Upland, Victorville, Vista, Walnut, Westminster, Whittier, Yuba City, Yucaipa.

Plus Oxnard cameras are suspended as of January 2017.

There are now only about 30 active red light camera communities in a state that once had over 100 programs. You could make it 29.

5) Red light cameras are a hated form of traffic enforcement that the majority of the public consider are far more about revenue than safety. The fact the city doesn't make much net revenue will not be relevant to most of those hit with the almost-\$500 fines. To them it is about revenue, and the fact most of the revenue goes to the state and not to Cathedral City does not justify the program.

6) At the level of the fines in California, the program is ruinously regressive on lower income residents that cannot afford the fines.

7) The 84 hours per month of traffic officers time spent on the program could almost certainly be put to more productive uses to advance traffic safety overall in your city.

I believe Cathedral City would be far ahead to take Option C and end the red light program entirely.

Respectfully submitted,

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BIO: Age 73, licensed for 57 years, over 1.1 million miles of driving experience in 27 major countries, a volunteer student of these issues for 50+ years. I work closely with the safety department of the Michigan State Police and testify frequently before state legislative committees on proposed legislation that affects traffic safety and other motorists issues.

Red light and speed cameras are illegal to use in Michigan. When bills were introduced in 2013 to allow them, the combined opposition and testimony in hearings from the Police Officers Association of Michigan, the ACLU, the Campaign for Liberty, Abate, the Mackinac Center think tank, the judges association, the National Motorists Association, skeptical editorials in both major Detroit newspapers, and others caused the bills to be withdrawn. Ticket cameras remain illegal to use in Michigan, and should be illegal in every location. Ticket cameras are about profits, not safety. Safety comes from proper roadway engineering, not enforcement.