



# PRESS RELEASE

#05022008  
TOMBALL POLICE DEPARTMENT

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## For Immediate Release

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### Code Red “Goes Live” Automated Red Light Photo Enforcement

The City of Tomball in conjunction with RedFlex Traffic Solutions today announced the introduction of its “Code Red”, automated red light photo enforcement initiative, a major traffic safety program designed to save lives and significantly reduce injury accidents and the devastating cost associated with “Red Light” running.

The Tomball Police Department with the assistance of RedFlex Traffic Solutions has identified key intersections located throughout the City of Tomball, as potentially hazardous intersections due to the high frequency of red-light running and intersection accidents. Red Flex Traffic Solutions will install photo enforcement cameras at FM-2920 at SH-249 and SH-249 at Zion Road during the initial phase of the “Code Red” initiative. Additional intersection locations include SH-249 at Alice Road and SH-249 at Brown Road pending final construction of Tomball Expressway

Throughout the initial research stages of the automated photo enforcement process a competitive review was completed affording multiple automated photo enforcement companies the opportunity to demo their technology. A conscious effort to obtain community input through multiple public forums including the (Chamber of Commerce First Friday Luncheon, Mobility and Transportation Committee and the Pachyderm Luncheon), was conducted in which presentations were given by departmental personnel defining the concept of automated red light photo enforcement. Each presentation received overwhelming positive support from the members in attendance.

As the City of Tomball enters the 30 day grace period for the “Code Red” automated photo enforcement program which begins May 5<sup>th</sup> until June 5<sup>th</sup>, only “**warning notices**” will be mailed to the registered owner’s of vehicles photographed entering intersections after the traffic light has turned red. The warning summons will also remind registered vehicle owners that “Red means stop”, while at the same time advising them that they their vehicle was photographed running a red light in the City Limits of Tomball; a violation of **City Ordinance 2007-08**. After the warning period is complete, registered owners of vehicles committing red light violations will be mailed a civil summons by RedFlex Traffic Solutions, notifying them of the violation. The fine associated with the summons is \$75.00.

Photo-enforcement has become a vital law enforcement tool for contemporary policing agencies to increase road safety. Independent statistical analysis by [The Insurance Institute of Highway Safety](#) from 2005 found that red light-related crashes resulted in more 165,000 deaths and injuries annually. In an earlier study, the Institute found that red light cameras offer a significant deterrent effect while reducing

the number of actual violations by 40 to 50 percent at red light intersections The “Code Red” program is designed to “change driving behavior” thus reducing the amount of side impact or right-angle collisions that occur at high rates of speed when drivers choose to run red lights at intersections. RedFlex video review and national statistics clearly indicate that “Red-Light” running is a deliberate decision made by the driver of the vehicle not an accident.

The City of Tomball asks for your assistance in reducing the number of devastating injuries and accidents associated with “Red Light” running.