



FOR IMMEDIATE RELEASE

**THE CITY OF LUBBOCK'S IT'S RED FOR A REASON PUBLIC SAFETY PROGRAM
BEGINS ENFORCEMENT STARTING JUNE 15**

LUBBOCK, TX, June 15, 2007 – Starting Friday, June 15, motorists who run red lights at three intersections in Lubbock will receive violation notices.

During a 14-day warning period (June 1 to June 14) at the three locations, approximately 350 red light runners will receive a warning notice.

Enforcement will begin on June 15 at the following intersections:

- I-27 southbound @ South Avenue Q Drive
- I-27 southbound @ 66th Street
- 19th Street westbound @ Indiana Avenue

Nine additional cameras are scheduled to begin on or about July 1 at the following locations:

- 19th Street westbound @ University Avenue
- 50th Street eastbound @ I-27
- 34th Street westbound @ I-27
- Indiana Avenue northbound @ South Loop 289
- South Loop 289 westbound @ Quaker Avenue
- 50th Street eastbound @ Quaker Avenue
- 19th Street westbound @ Frankford Avenue
- 50th Street eastbound @ Avenue Q
- 50th Street westbound @ I-27

- more -

Enforcement will begin upon activation and there will be no warning period for the new locations.

“The goal of the program is to save lives and reduce collisions,” said Jere Hart, City Traffic Engineer. “Other cities using them report safer roads with fewer intersection collisions, and that’s what we want for Lubbock.”

The cameras are triggered by video sensors installed above the roadway. When a vehicle runs a red light, the cameras take digital photos which document the violation. The program operates 24 hours a day and works in all weather conditions. The system is only activated when a vehicle enters the intersection AFTER the light has turned red. All intersections with red light cameras are clearly marked.

All red light violation images are reviewed and approved by the Lubbock Police Department before a citation is mailed to the registered owner. Violators will also be able to view the 12-second video clip and see the actual images through a Web site (www.violationinfo.com) provided by the vendor, American Traffic Solutions (ATS). Violations issued to the registered owner will cost \$75 each. The violation is considered civil, not criminal.

Photo enforcement cameras are just one component of the It’s Red for a Reason traffic safety program including engineering, education and traditional enforcement by police officers.

More information is available on the City’s Website at www.ci.Lubbock.tx.us, click on the “Red Light Photo Enforcement” on the right side.

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Attachment: Sample Notice of Violation

For additional information, please contact:

Jere Hart, City Traffic Engineer

Office: (806) 775-2130

E-Mail: jhart@mylubbock.us

Pursuant to Ordinance No. 2006-00131 approved by Lubbock's City Council, the owner of a motor vehicle is liable for payment of a minimum civil penalty of \$75.00 if the owner's vehicle proceeds into an intersection equipped with a photographic intersection monitoring system when the traffic control signal for that vehicle's direction of travel is emitting a steady red signal. For a third or subsequent violation of this ordinance committed by the owner of the same motor vehicle during any 12-month period, the amount of the civil penalty shall be \$150.00. There are no points associated with this Notice of Violation. It has been determined that your vehicle has proceeded into an intersection by crossing the prolongation of the curb when the traffic control signal, for the direction in which your vehicle was traveling, was emitting a steady red signal. Failure to pay the civil penalty or contest liability by the Due Date is an admission of liability in the full amount of the civil penalty assessed on this notice of violation and constitutes a waiver of the right to appeal under Section 16-384 of Ordinance No. 2006-00131. If no response is received by the Due Date, a \$25 late penalty fee will be imposed against you. You have the right to contest the imposition of the civil penalty by sending a request for a hearing so that it is received by the Due Date printed on the front of this **Notice of Violation**.

INSTRUCTIONS

ONLINE PAYMENT: The fastest and easiest way to pay your Notice is to pay online. Go to **www.ViolationInfo.com** and logon with your Notice # and Pin # shown in the red box on the front of this notice. Click on the Pay button.

PAYMENT BY PHONE: 9:00 AM to 6:00 PM Central time Toll Free at: **1-866-790-4111**.

PAYMENT BY MAIL: Mail your check or money order (payable to the City of Lubbock) in the enclosed envelope with the coupon printed at the bottom of the reverse side of this notice. **DO NOT MAIL CASH.** Be sure to put the Notice # (see reverse) on the face of your payment. If you have any questions, please call Customer Service Toll Free at **1-866-790-4111**.

PAYMENT IN PERSON: You may pay by check or money order at the City of Lubbock Public Safety - Red for a Reason Customer Service Offices, SW Corner of Broadway Street and Avenue R, Broadway Street entrance, 1803 Broadway St., Lubbock, TX.

VIEW YOUR IMAGES AND VIDEO: The recorded images and video will be submitted as evidence in the Police Department and Adjudication proceeding for disposition of the violation. You may view your images and video online at **www.ViolationInfo.com**. You will need your Notice # and Pin # printed on the front of this notice. If you do not have internet access, you may view your images at the City of Lubbock Public Safety - Red for a Reason Customer Service Offices, SW Corner of Broadway Street and Avenue R, Broadway Street entrance, 1803 Broadway St., Lubbock, TX.

IF YOU FEEL YOU RECEIVED THIS IN ERROR, you may request an administrative adjudicative hearing. The list of affirmative defenses is available on the www.ViolationInfo.com web site; click on the INFORMATION button.

REQUEST AN ADMINISTRATIVE ADJUDICATIVE HEARING: You must request in writing an administrative adjudicative hearing. Sign the coupon below and mail it to the address shown on the front of the coupon. An administrative adjudicative hearing will be scheduled and you will be notified of the location, date and time of your hearing. If you are found liable at the administrative adjudicative hearing or you request a hearing and thereafter fail to appear at the time and place of the hearing, you will also be liable for an administrative cost in the amount of \$ 25.00.

ADMINISTRATIVE ADJUDICATIVE HEARING BY MAIL: You may request an administrative adjudicative hearing by mail if you live outside of Lubbock County or if you are handicapped. Please submit the signed coupon below, your notarized affidavit (if applicable) and a letter stating why you are not liable for this Notice of Violation.

QUESTIONS: If you have any questions or would like to change your address, please contact Customer Service Toll Free at **1-866-790-4111**.

IF YOUR VEHICLE WAS SOLD, STOLEN OR WAS OTHERWISE NOT IN YOUR CARE, CUSTODY OR CONTROL AT THE TIME OF THE VIOLATION, you may submit a sworn statement to that effect to the administrative adjudicative hearing officer to rebut the presumption, that you were driving the vehicle at the time of the violation. An Affidavit of Non-Liability form can be obtained in any of the following ways:

1. Print the form from the website: **www.ViolationInfo.com** You will need your Notice # and Pin # printed on the front of this notice
2. From the Hearing Officer at the administrative adjudicative hearing

IF YOU ARE A RENTAL CAR COMPANY send your letter identifying the driver along with the copy of this Notice at Violation Processing Center, 209 W. Main Street, Mesa, AZ 85201.

Detach here and return bottom portion as a request for an administrative adjudicative hearing

I submit this form as a request for a hearing regarding this Notice of Violation and acknowledge that it must be received by due date of this notice to be a valid request. I understand that I must attend this hearing in-person. I also understand that I will be notified of the date, time and location of the hearing. **Please sign and print name using blue or black ink.**

Signed: _____

Print Name: _____