



Press Release
Wednesday, February 13th

Baton Rouge to Begin Photo Enforcement of Red Lights to Improve Safety on the Streets

Beginning next week, motorists who travel some of Baton Rouge's busiest intersections should be careful not to run red lights or they could receive a violation notice as part of the city's efforts to use technology to make the streets safer.

As part of Baton Rouge's "Red Light Safety Program", cameras have been installed on the eastbound approach of Coursey Boulevard at its intersection with Sherwood Forest Boulevard with five more problem intersections to be installed in the next few weeks.

"Cities across the country have been using this technology to reduce accidents by changing the way drivers respond to traffic signals," said Mayor-President Melvin L. "Kip" Holden. "We are implementing this technology initially at some of our problem intersections with the goal of reducing accidents, preventing intersections from being blocked and keeping the traffic flowing."

In addition, four more intersections are scheduled to have cameras installed in the coming weeks:

Essen Lane @ I-10 Eastbound Off-ramp: eastbound I-10 off-ramp left, right, and through movements; northbound Essen through movements on the southern side of the intersection; and southbound Essen left and through movements on the northern side of the intersection.

College Drive @ I-10 Eastbound Off-ramp: northbound College through movements and eastbound I-10 off-ramp left turns. This is only for the northern part of this intersection.

Airline Highway @ Old Hammond Highway: northbound Airline left and through movements.

LA 19 @ Blount Rd: northbound LA 19 right and through movements.

Mayor Holden said drivers will have ample warning of the photo enforcement of red lights through signs installed at the intersections and all locations posted on the city-parish website.

Holden was joined by Ingolf Partenheimer, Chief Traffic Engineer, Department of Public Works, Arthur J. Boudreaux III, Baton Rouge City Prosecutor and Lt. Gary Traylor, Baton Rouge City

Police in explaining how the program will be managed.

Beginning Monday, February 18th, the registered owner of the vehicle that runs a red light will receive a notice of violation that costs \$117. The fine for subsequent violations within a 12-month period will cost \$167 each. The fine is a civil penalty and will not be reported to the driver's insurance company.

The cameras will operate 24 hours a day and capture still photographs and video of every vehicle that runs a red light at the intersection. Cameras photograph only the vehicle and the license plate of vehicles running the red lights. No images of the driver or passengers are captured. Each set of images of a red light violation are reviewed and approved by the Baton Rouge City Police Department before a Notice of Violation is mailed to the registered owner of the vehicle.

The registered owner who receives the notice has four options to resolve the violation: (1) pay the fine either by mail, phone using a credit card, or in person at City Court, (2) pay online at www.ViolationInfo.com, (3) contest the violation through an Adjudication Hearing Officer, or (4) submit a "Declaration of Non-Liability" through the Court for its review stating that the vehicle's registered owner was not driving the car at the time the violation was recorded. Violators may view a 12-second video clip provided by the vendor, American Traffic Solutions, Inc. at www.ViolationInfo.com.

The City of Baton Rouge contracts with American Traffic Solutions to provide the red light camera enforcement program. ATS is installing and maintaining all equipment related to this program and process. For more information on ATS, visit www.atsol.com.