

A Scandalous Video: Redflex Again Caught Red-Handed

First the Chicago Scandal - Now New Jersey

Video Spin: Redflex Press Release

“Making Roadways Safer: New Jersey's Traffic Safety Camera Program”

- PHOENIX – (July, 2014) – Redflex Traffic Systems, Inc., a North American leader in road safety technology, released a video today about photo enforcement in New Jersey
- "Photo enforcement works, it saves lives by modifying driver behavior and makes a life-saving difference on roadways across New Jersey," said Jim Saunders, president and chief executive officer of Redflex.



Source: <http://www.redflex.com/index.php/en/media-center-rtsi/press-releases>

First Sensationalize the Issue

THE REFLEX SPIN

- “New Jersey roads are dangerous.”

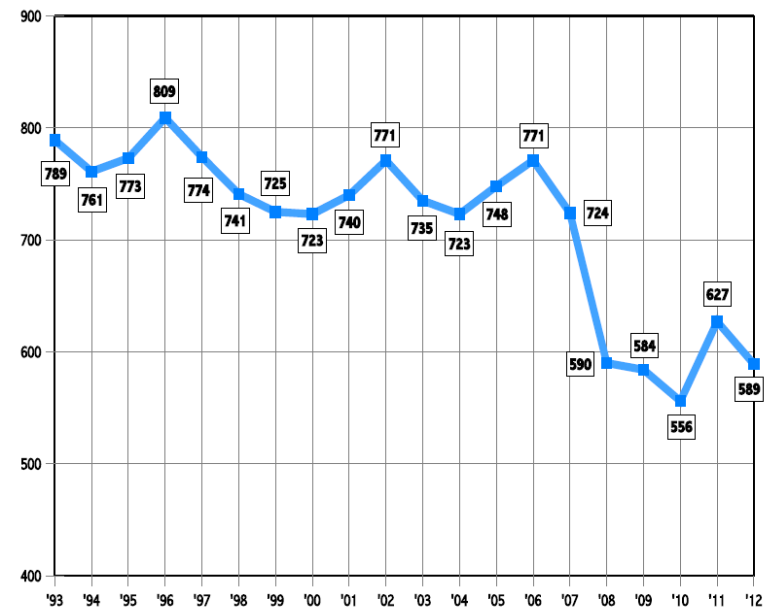


Source: [Reflex video](#) at 0:39

FACT: FATALITIES ARE DOWN

TREND IN FATALITIES

20 Year Trend



Source: NJ State Police [2012 Fatal Motor Vehicle Crash Comparative Data Report](#) Pg. 2

Right Angle Crashes

THE REDFLEX SPIN

- "We have a robust program that has seen significant improvements in right-angle crashes"

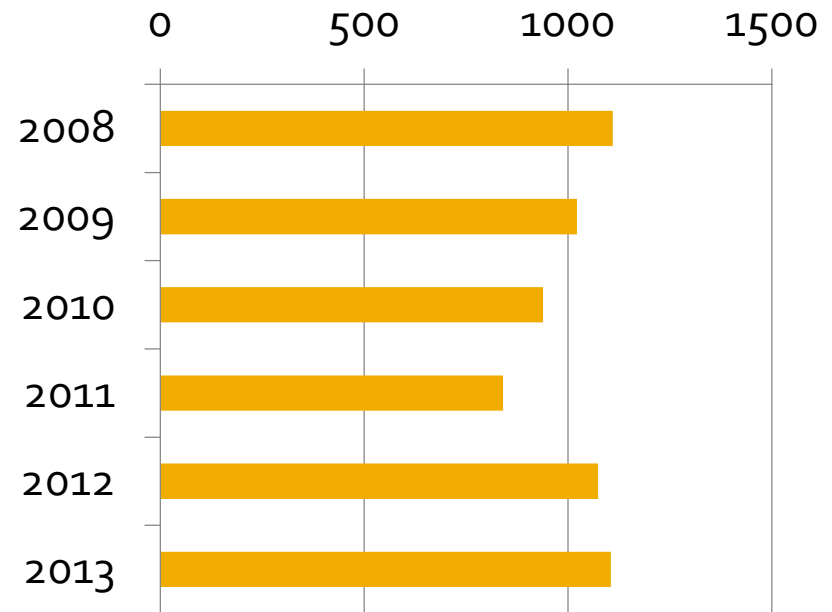


Jack Nata, Manager, Division of Traffic & Signals of City of Newark

Source: [Reflex video](#) at 0:14

THE FACTS

Newark Right-Angle Intersection Crashes

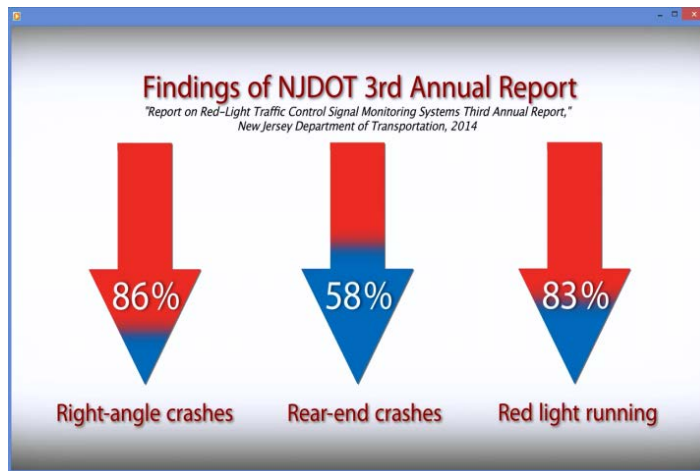


Source: [NJ DOT crash records raw data](#)

Redflex: "Right Angle Crashes Down"

THE REDFLEX SPIN

NJDOT Findings: Right-angle Crashes down 86%



Source: [Reflex video](#) at 4:13

THE FACTS

- Chart is based on just two intersections in Newark
- Actual for intersection with highest⁽²⁾ crash numbers:
 - 2009 - Pre-camera, 2 crashes
 - 2010 - With camera, 2 crashes
 - 2011 - With camera, 0 crashes
 - 2012 - With camera, 1 crash

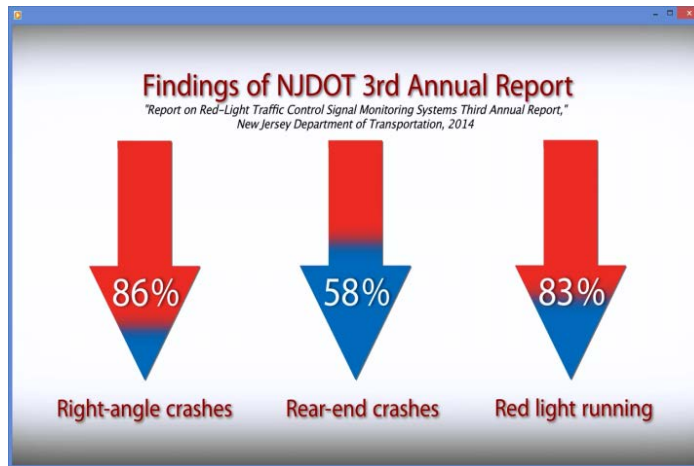
Sources:

1. [NJ DOT, REPORT ON RED-LIGHT TRAFFIC CONTROL SIGNAL MONITORING SYSTEMS, Third Annual Report, Pg. 1, para. 5](#)
2. Source: [NJ DOT crash records raw data](#) - Right-angle crashes for Broad St. and Raymond Blvd.

Redflex: "Rear-End Crashes Down"

THE REDFLEX SPIN

NJDOT Findings: Rear-end Crashes down 58%



Source: [Reflex video](#) at 4:16

THE FACTS

- Chart is based on just two intersections in Newark
- Actual for worst⁽²⁾ of the two:
 - 2009 - Pre-camera, 4 crashes
 - 2010 - w/camera, 4 crashes
 - 2011 - w/camera, 4 crashes
 - 2012 - w/camera, 4 crashes

Sources:

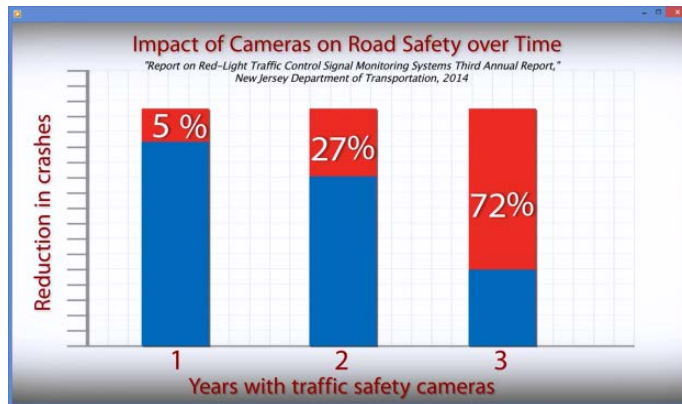
1. [NJ DOT, REPORT ON RED-LIGHT TRAFFIC CONTROL SIGNAL MONITORING SYSTEMS, Third Annual Report, Pg. 1, para. 5](#)
2. Source: [NJ DOT crash records raw data](#) – Same direction crashes for Broad St. and Raymond Blvd.

Redflex: "72% Reduction in Crashes"

THE REDFLEX SPIN

"The 83 intersections with safety cameras have seen drastic reductions in red light running crashes"...

"Larger reduction every year cameras are in place"



Source: [Reflex video](#) at 4:05 and 4:24

THE FACTS

- Chart is based on just two intersections in Newark
- Total crashes for worst⁽²⁾ of these two:
 - 2009 - Pre-camera, 9 crashes
 - 2010 - w/camera, 6 crashes
 - 2011 - w/camera, 5 crashes
 - 2012 - w/camera, 7 crashes

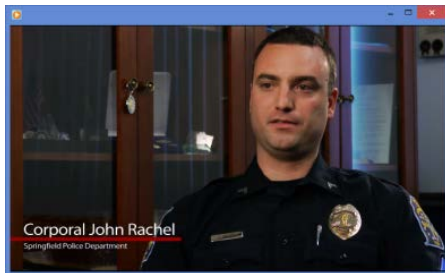
Sources:

1. [NJ DOT, REPORT ON RED-LIGHT TRAFFIC CONTROL SIGNAL MONITORING SYSTEMS, Third Annual Report, Pg. 1, para. 5](#)
2. Source: [NJ DOT crash records raw data](#) - for Broad St. and Raymond Blvd.

Second Highest Ticketed Traffic Signal

THE REDFLEX SPIN

- “In Springfield, ... it’s clear violations are down ... for the last two years ... from 2000 to ... about 600.”



Corporal Police Officer John Rachel
in Springfield, NJ

Source: [Reflex video](#) at 4:44

THE FACTS

[Mike Frassinelli/The Star-Ledger](#):

**“The 10 meanest traffic lights
in New Jersey”**

#2 SPRINGFIELD:

Maple Avenue North and
Morris Avenue (Rt 82)

— 7,713 citations.

(Jan 1, 2013 to Oct 31)

Source: http://www.nj.com/news/index.ssf/2013/12/the_10_meanest_traffic_lights_in_new_jersey.html#incart_river_default

"It's Public Safety"

THE REDFLEX SPIN

- "It's public safety. ... It's my job to make sure everyone ... make them as safe as possible"



Chief John Cook in Springfield, NJ

Source: [Reflex video](#) at 5:06

THE FACTS

- Springfield Township Budget, Miscellaneous Revenues, Municipal Court Fines, Realized in cash:
 - 2010 – \$290,751
 - 2011 - \$297,568
 - 2012 - \$344,706
 - **2013 - \$805,942**

**10 Months — 7,713 citations
x \$85 = \$655,605 in fines**

Maple Avenue North and Morris Avenue (Rt 82)
(Jan 1 to Oct 31, 2013)

Source: <http://springfield-nj.us/departments/departments-of-finance/>