**WORKSHOP CITY COUNCIL MEETING**
**March 6, 2008, 8:30 a.m.**

**CITY COUNCIL OF THE CITY OF ABILENE, TEXAS**
**COUNCIL CHAMBERS, CITY HALL**

The City Council of the City of Abilene, Texas, met in the Council Chambers of City Hall at 555 Walnut Street for a Workshop on March 6, 2008 at 8:30 a.m. Mayor Archibald was present and presiding with Councilmen Sam Chase, Stormy Higgins, Joe Spano, Anthony Williams, Councilwomen Laura Moore and Celia Davis. Also present were City Manager Larry Gilley, City Attorney Dan Santee, City Secretary Danette Dunlap, and various members of the City staff.

Mayor Archibald gave the invocation.

Mayor Archibald led the Pledge of Allegiance to the Flags of the United States of America and the State of Texas.

Mayor Archibald turned the meeting over to City Manager Larry Gilley who introduced Richard King with the Buxton Company

Mr. King briefed the City Council regarding retail development assistance from the Buxton Company.

Benefits of a Strong Retail Sector
- Enhances residents' lifestyles with more shopping and dining choices
- Increases sales and property taxes
- Decreases retail leakage
- New, permanent jobs
- Expands economic opportunities by attracting more people and businesses



- A Proven Retail Economic Development Strategy
- Uncovers Retail and Restaurant Opportunities
- Matches Specific Retailers to Your Community
- Proprietary Database of Over 5,000 Retailers
- Executable Program

# About Buxton

- The industry leader in customer analytics and site selection to the retail industry
- Ernst & Young Entrepreneur of the Year® 2007 Southwest Area winner
- Named "The Site Selection Whiz" in 2006 by Retail Traffic Magazine
- 500 cumulative years of retail experience

- 1,700 clients
- 350 community clients
- Our communities have recruited more than 15 million sq. feet of retail

**A few of their Clients**

Key Steps in Strategy Development
Step 1. Delineate Your Trade Area
Step 2. Identify and Profile Your Customers
Step 3. Match Customers to Retailers
Step 4. Provide Customized Marketing Packages

Step 1. Delineate Your Trade Area

Types of Trade Areas Compared Example

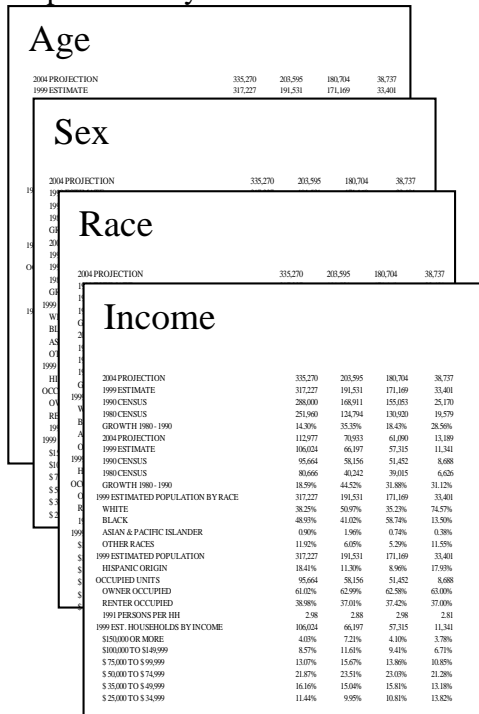|  | City Limits | 8 Mile Ring | 15 Minute Drive Time |
|---|---|---|---|
| **Population** | 9,947 | 15,715 | 25,583 |
| **Retail Potential** | $450 million | $750 million | $1 billion |
| **Restaurant Sales** | $41 million | $64 million | $100 million |
| **Automobile Sales** | 3,243 vehicles | 4,522 vehicles | 6,968 vehicles |

Retail Leakage/Surplus Analysis
- How many dollars are leaving
- What stores attract outside dollars
- How strong is your retail sector
- What are our retail opportunities
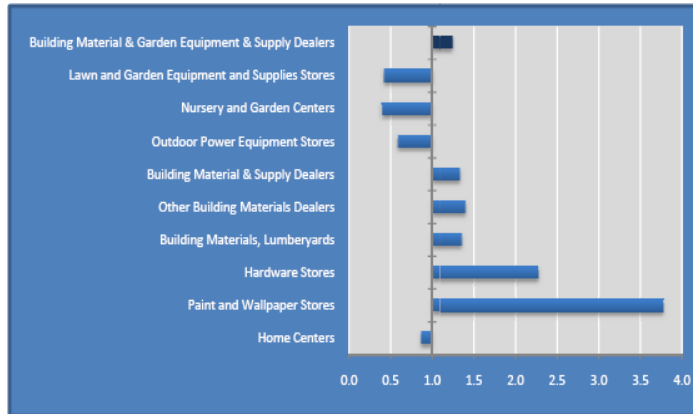
Example of Major Store Type. Buxton analysis includes details within Major Store Types and analysis by Product Type

Step 2. Identify & Profile Your Customers



### Age

| | | | | |
|---|---|---|---|---|
| 2004 PROJECTION | 335,270 | 203,595 | 180,704 | 38,737 |
| 1999 ESTIMATE | 317,227 | 191,531 | 171,169 | 33,401 |

### Sex

| | | | | |
|---|---|---|---|---|
| 2004 PROJECTION | 335,270 | 203,595 | 180,704 | 38,737 |

### Race

| | | | | |
|---|---|---|---|---|
| 2004 PROJECTION | 335,270 | 203,595 | 180,704 | 38,737 |

### Income

| | | | | |
|---|---|---|---|---|
| 2004 PROJECTION | 335,270 | 203,595 | 180,704 | 38,737 |
| 1999 ESTIMATE | 317,227 | 191,531 | 171,169 | 33,401 |
| 1990 CENSUS | 288,000 | 168,911 | 155,053 | 25,170 |
| 1980 CENSUS | 251,960 | 124,794 | 130,920 | 19,579 |
| GROWTH 1980 - 1990 | 14.30% | 35.35% | 18.43% | 28.56% |
| 2004 PROJECTION | 112,977 | 70,933 | 61,090 | 13,189 |
| 1999 ESTIMATE | 106,024 | 66,197 | 57,315 | 11,341 |
| 1990 CENSUS | 95,664 | 58,156 | 51,452 | 8,688 |
| 1980 CENSUS | 80,666 | 40,242 | 39,015 | 6,626 |
| GROWTH 1980 - 1990 | 18.59% | 44.52% | 31.88% | 31.12% |
| 1999 ESTIMATED POPULATION BY RACE | 317,227 | 191,531 | 171,169 | 33,401 |
| WHITE | 38.25% | 50.97% | 35.23% | 74.57% |
| BLACK | 48.93% | 41.02% | 58.74% | 13.50% |
| ASIAN & PACIFIC ISLANDER | 0.90% | 1.96% | 0.74% | 0.38% |
| OTHER RACES | 11.92% | 6.05% | 5.29% | 11.55% |
| 1999 ESTIMATED POPULATION | 317,227 | 191,531 | 171,169 | 33,401 |
| HISPANIC ORIGIN | 18.41% | 11.30% | 8.96% | 17.93% |
| OCCUPIED UNITS | 95,664 | 58,156 | 51,452 | 8,688 |
| OWNER OCCUPIED | 61.02% | 62.99% | 62.58% | 63.00% |
| RENTER OCCUPIED | 38.98% | 37.01% | 37.42% | 37.00% |
| 1991 PERSONS PER HH | 2.98 | 2.88 | 2.98 | 2.81 |
| 1999 EST. HOUSEHOLDS BY INCOME | 106,024 | 66,197 | 57,315 | 11,341 |
| $150,000 OR MORE | 4.03% | 7.21% | 4.10% | 3.78% |
| $100,000 TO $149,999 | 8.57% | 11.61% | 9.41% | 6.71% |
| $ 75,000 TO $ 99,999 | 13.07% | 15.67% | 13.86% | 10.85% |
| $ 50,000 TO $ 74,999 | 21.87% | 23.51% | 23.03% | 21.28% |
| $ 35,000 TO $ 49,999 | 16.16% | 15.04% | 15.81% | 13.18% |
| $ 25,000 TO $ 34,999 | 11.44% | 9.95% | 10.81% | 13.82% |

For retailers: It's Customers, Not People
Now, customers can be identified based on:
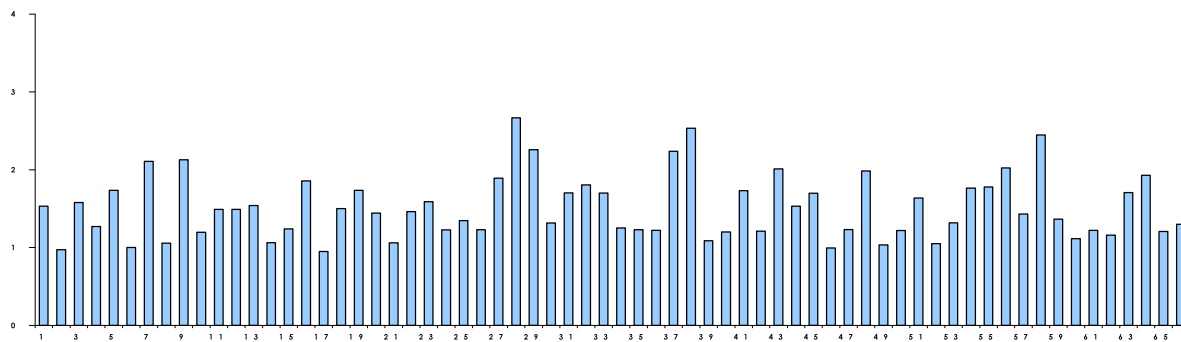
- Lifestyles
- Purchase Behavior
- Media Habits

Buxton's Customer Data
- Over 250 databases
    - 120 million households
    - up to 7 individuals in each household
- 35 Terabytes of online data managed in our state-of-the art technology center

Information Gathering
- Segmentation
- Credit Card
- Surveys
- Reward Cards
- Subscriptions
- Mail Order
- Warranty Cards
- Motor Vehicle Information
- Telechecks

All U.S. households fall into 1 of 66 psychographic segments



Psychographics details:
- Purchasing Behavior
- Media Habits
- Lifestyle Characteristics

Census Profile

| Customer One | Customer Two |
|---|---|
| Age: 40 Year Old Male | 44 Year Old Male |
| Income: $62,000 | $66,000 |
| Ethnicity: Caucasian | Caucasian |
| Marital Status: Married | Married |
| Kids: 2 Children | 3 Children |
| Education: Post-graduate degree | College Graduate |

Psychographic Profile

| Customer One | Customer Two |
|---|---|
| Owns: iPod | Power Boat |
| Eats:  Boston Market | Chili's Grill & Bar |
| Reads: Barron's | Field & Stream |
| Watches: PGA Tour | Country Music TV |
| Drives: BMW 5 Series | Dodge Ram |
| Drinks: White Wine | Bud Light |

Step 3. Match Customers to Retailers
A retailer profile is then compared to your community profile.

Trade Area Matches Retailer Example

| Trade Area Comparison | Applebee's Average Trade Area | This Site's Trade Area |
|---|---|---|
| Total Population | 58,975 | 71,483 |
| Total Households | 20,219 | 25,583 |
| Applebee's Core Customer Count | 9,205 | 15,350 |

## Deliverables

- Profile up to three sites within the community
- Establish drive-time trade area and household profile
- Leakage/Surplus analysis
- Cumulative listing of all retail matches
- Provide Marketing package for up to 20 retailers
- Contact information for retailer provided
- Introductory letter sent on your behalf

### Step 4. Customized Marketing Packages

Community*ID* SCOUT 2.0 Website
Market your community using SCOUT's dynamic online tools

In 60-Business Days You Can
- Aggressively Market to Retailers You Select
- Begin to Reduce Retail Leakage
- Increase Sales Tax Revenues
- Build a Stronger Retail Sector and Economy

With Community*ID* You Have:
- Immediate Competitive Advantage
- A Retail Economic Development Strategy
- A Partnership with the Most Recognized Industry Experts
- Specific Retailers Matched to your Community – a Ready to Execute Program

Council and staff discussion included: 1) Interstate traffic; 2) city hires the company; 3) cost of a flat fee of $70,000; 4) focus on what is doable in retail; 5) city has the most to gain from retailers locating here; 6) outlet stores are a part of their clientele; 7) the cost would only increase if different projects are added. A deposit of half is up front then the other payments are paid out over the next couple of months; 8) when looking at sites there are 25 variables that they use to research and identify the best retail company for the site based upon the variables; 9) Incentives for businesses can be how the council wants to leverage the city, what are the retailers asking for. Shovel ready where the infrastructure is already there, this is the type that most businesses like; 10) military as part of the mix; and 11) the administration of the project will be a City staff function and will be a part of the general fund monies.

No council action required on this item.

**Item 6 was moved up on the agenda as requested by the Mayor.**

**Item #6** – Oral Resolution approving appointments and re-appointments to the following Board: Mayor's Council on Physical Fitness.

Mayor Archibald presented his list of prospective citizens for the Mayor's Council on Physical Fitness Board.

Councilwoman Moore made the motion to approve the Mayor appointment to the Mayor's Council on Physical Fitness Board. Councilman Williams seconded the motion and the motion carried.

AYES: Councilmen Chase, Higgins, Spano, Williams, Councilwomen Moore and Davis, and Mayor Archibald.
NAYS: None

| Mayor's Council on Physical Fitness Board | |
| --- | --- |
| Joy Hedges | City of Abilene |
| Liz Rotenberry | Abilene Christian University |
| Marka Riddle | Hendrick Medical Center |
| Karen Stover | Abilene Independent School District |
| Deonna Shake | Abilene Christian University |
| Dr. Ralph McClesky MD | |
| Dennis O'Connell | Hardin Simmons University |
| Dr. Dan Munton | Sports Medicine |
| Lisa Duncan | Student at Hardin Simmons University |
| Tommy Morris | |
| Mary Herron | Abilene Independent School District |
| Bill Horn | Abilene Runners Club |
| | |
| Ex-officio member | Chris Kyker |

**Item #5** – Presentation and discussion regarding implementation of a red light camera enforcement program.

Assistant City Manager David Vela made the presentation of a red light camera enforcement program.

## Project Mission

Our mission is to reduce incidents of collisions at appropriate signalized intersections in order to save lives and property, prevent injuries and respond to an important community concern.

## Goals and Objectives

- Reduce number of "red light" violations.
- Automate this task to allow police to focus on other objectives.
- Gain the support of the public for this initiative.
- Ensure the successful execution of a red light camera program in the City of Abilene.

## Strategies

- Determine legal requirements.
- Identify and recommend camera placement by thoroughly reviewing pertinent data.
- Identify and implement violations processing procedures.
- Identify disposal of collected revenue.
- Choose the right technology and vendor for our needs.
- Promote public awareness.

## Red Light Running Trends

- There are more than 100,000 red light running crashes per year in the United States.
- Texas is ranked very high nationally in number of red light running fatalities with a rate of 3.5 deaths per 100,000 people.
- The cost of red light running injuries/fatalities in Texas is estimated between $1.4 billion to $3.0 billion per year.
- Bottom Line: Red light running is a serious problem.

*Source: Texas Transportation Institute, Center for Transportation Safety

## Accident Statistics in Abilene

- Accident data from 2002 to 2007 was analyzed
- Approximately 24,841 total accidents
- 11,345 accidents at signalized intersections
- 2,606 red light accidents
- Approximately 10.5% of accidents were due to red light running

*Source: Abilene Police Department

## Tops Five Problem Intersections
## 2002-2007

- Buffalo Gap at S. Danville Dr. (57)
- S. 1st at Sayles Blvd. (39)
- S. 27th at S. Treadaway Blvd. (35)
- N 10th at Grape St. (32)
- S. 7th at S. Willis St. (32)

## Strategies to Reduce Red Light Violations

- Engineering Countermeasures
- Police Enforcement
- Increase Fines
- Red Light Cameras

## Strategies to Reduce Red Light Violations

- Engineering Countermeasures
  - Signal operation changes
    - Signal Timing
    - Improve signal head visibility
    - Longer yellow phases
    - Incorporate all red phases at intersections
  - Provide better motorist information
    - Signal Ahead Signage
    - Flashing Beacons
    - Curve warning signs
  - Physical Improvements
- Police Enforcement
  - Officer Enforcement
    - Single Officer Enforcement  - Can place the driver and the officer in an exposed, unsafe location
    - Two officer enforcement - resource constraints
  - Confirmation Lights
    - A small light on downstream side of intersection
    - Goes on when red indication comes on
    - Allows officer to wait downstream and catch violator
- Increase Fines
  - Currently violators face $160 citation
    - $63 fine
    - $97 court costs
  - Maximum fine is $297
    - Maximum fine of $200
    - Maximum court costs of $97
- Red Light Cameras
  - Uses a digital camera or video camera tied to the traffic signal

- The camera is active only when the red indication is on
- Camera takes two pictures
    - As vehicle enters intersection
    - Vehicle in intersection as light is red
- Cameras record date, time of day, time elapsed since beginning of red signal, vehicle speed and vehicle tag

## Red Light Cameras

- Vendor sends evidence to police to review and approve violations
- Citations are mailed with the photographs or driver may view and pay fine via Internet
- $75 civil penalty per infraction/$25 max late penalty
    - After costs of cameras paid to vendor, ½ of net goes to State of Texas and remainder stays with the City for traffic safety programs, public safety programs, intersection improvements and traffic enforcement
- Opportunity for hearing and appeals process (approx. 2% - 3% of citations are appealed)
- Violation backed by City ordinance

## Comparator Cities using Automated Enforcement

|  | Red Light City | Exploring Possibility | No Interest |
|---|---|---|---|
| **Carrollton** | ☑ | | |
| **Denton** | ☑ | | |
| **Grand Prairie** | ☑ | | |
| **Killeen** | ☑ | | |
| **Midland** | | ☑ | |
| **Odessa** | | | ☑ |
| **San Angelo** | | ☑ | |
| **Waco** | | ☑ | |
| **Wichita Falls** | | ☑ | |
| **Lubbock** | ☑ | | ☑ |

## The Lubbock Situation

- Went live with program June 1, 2007
- 12 cameras at intersections throughout the city

- January 2008 report showed spike in rear end collisions at intersections with and without cameras
- 4% decrease in total crashes at photo-enforced intersections while non-enforced increased by 78% to 127%
- 71% decrease in injury collisions at red-light camera intersections
- January 22 – citizens committee voted to recommend to the Council that program be terminated
- February 14 – Council voted 4-3 to terminate the contract and suspend the program

## Senate Bill 1119 (Carona)

- Effective September 1, 2007
- Establishes statutory authority for photographic traffic signal enforcement
- Legislation written so program is used for SAFETY and not to generate revenue
- Citation capped at $75 per violation
    - City authorized to pay cost of camera and equipment
    - 50% of net sent to state to fund Regional Trauma Centers
    - Remaining 50% used locally to fund "certain programs, intersection improvements and traffic enforcement" (Sec. 707.008)
- Compensation for vendor not based on the number of citations issued
- Requires traffic engineering study prior to placement of camera
- Requires City Council to establish citizen advisory committee
    - One person appointed by each member of the Council
    - Advises City on the installation and operation of a red light camera system

## Public Objections

- "It is all about the city making money"
    - Citation capped at $75
    - Purpose of program is to REDUCE red light violations
    - If program works our revenues decrease
- "This is too much like Big Brother"
    - Photos taken of rear of vehicle, not of the driver

## Costs

- There is no cost to the city
    - Vendor pays for all installation, service, maintenance, signage, training, processing and citation mailing
- City responsible for approximately one hour of officer time per week to review violations and attend court to address challenges
- Engineering study will be conducted by City staff
- SB1119 Fiscal Note states "Costs associated with requirements for ordinances and enforcement would be insignificant" (5/26/07)

## Next Steps

- Form committee to study the matter
- Subcommittee to review vendors

- Public Information Campaign
- Vendor presentations and selection
- Conduct engineering study
- Form citizens committee
- Contract approval and ordinance from Council
- Vendor installs cameras
- Have a warning period (2-4 weeks typical)
- Brace for negative publicity and continue public education efforts
- Conduct review after one year
- Share results with the public

## Parting Thoughts

- Red light program is a proven and effective tool to reduce crashes, injuries and fatalities
- Allows police to focus on other critical law enforcement requirements
- Provides monitoring of problem intersections 24/7
- Changes in driver behavior citywide
- Violators pay for the system, not taxpayers
- IT SAVES LIVES!!!

Council and staff discussion included: 1) no cost to the city; 2) Engineering study can be done in-house; 3) each city councilmember will have the opportunity to name a person for the advisory committee; 4) this is a safety issue; 5) need to change behaviors in drivers to stop at red lights; 6) could be operational in June or July; 7) Abilene Police Department in favor of the cameras. Chief Martin has spoken at several civic groups and when this is mentioned people agree that something needs to be done; 8) need a strong community support through Education, Education; and 9) concern about the increase in rear end collisions reported by the City of Lubbock, before removing their cameras.

No council action required on this item.

There being no further business the meeting was adjourned at 10:30 a.m.


_____                          _____
Danette Dunlap                                   Norm Archibald
City Secretary                                   Mayor