VERRA MOBILITY™



CASE STUDY:

HOW MOUNTAIN HOUSE IS CHANGING DRIVER BEHAVIOR WITH AUTOMATED RED-LIGHT ENFORCEMENT

USING DATA AND EDUCATION TO ENCOURAGE SAFER DRIVING

Mountain House was the first city in California to implement a red-light safety program under SB 720 – a modernized approach to automated enforcement.

As Mountain House, California, continues to grow, the community is taking proactive steps to address roadway safety and encourage safer driving behavior.

The city identified several intersections where red-light running and other safety concerns warranted additional attention.

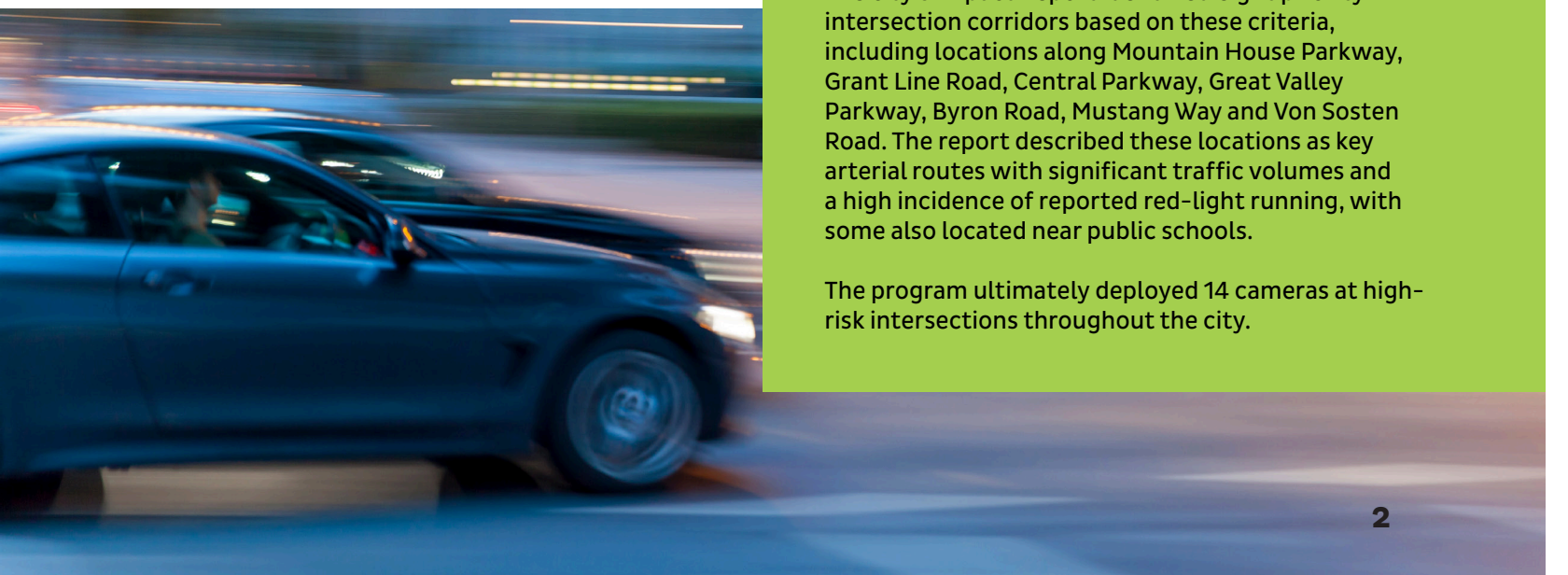
At these intersections, the city implemented automated red-light enforcement, designed to educate drivers, discourage dangerous behavior and improve safety at high-risk intersections. "It was important that we build this program thoughtfully from the beginning, using data to identify where we had a demonstrated safety need and following the framework California established under SB 720," said Mountain House Director of Public Works Koosun Kim. "For us, this was about creating a program that was transparent, focused on safety and designed specifically around the needs of the Mountain House community."

A data-driven approach to identifying high-risk intersections

Before implementing an automated red-light enforcement program, the City of Mountain House reviewed three years of collision data from 2023 through 2025 to identify intersections with elevated safety concerns. The analysis considers factors including angle and T-bone collisions, injury and fatal crashes, documented red-light running, traffic conditions and proximity to schools and areas with pedestrian and bicycle activity.

The city's Impact Report identified eight priority intersection corridors based on these criteria, including locations along Mountain House Parkway, Grant Line Road, Central Parkway, Great Valley Parkway, Byron Road, Mustang Way and Von Sosten Road. The report described these locations as key arterial routes with significant traffic volumes and a high incidence of reported red-light running, with some also located near public schools.

The program ultimately deployed 14 cameras at high-risk intersections throughout the city.



EDUCATION BEFORE ENFORCEMENT



Mountain House's program was informed by an analysis of local roadway safety conditions.

The city reviewed three years of collision data to identify locations where automated enforcement could address specific safety concerns. The analysis prioritized intersections with a history of angle and T-bone collisions, injury and fatal crashes, documented red-light running and other factors associated with roadway risk.

This data-driven approach helped the city focus the program on locations where red-light enforcement could have the greatest potential safety impact.

EARLY RESULTS SHOW A CHANGE IN DRIVER BEHAVIOR.

During the program's 60-day warning period, 15,818 warnings were issued to drivers who committed red-light violations. As drivers became more aware of the program and adjusted their behavior, violations declined substantially.

At the height of the warning period, the program recorded 3,146 violations in a single week. Seven weeks later, weekly violations had fallen to 859, representing a 73% reduction in weekly violations.

Most notably, 92% of drivers who received a red-light violation notice did not receive another.

Mountain House's approach reflects how automated enforcement can be used to encourage safer driving behaviors, not maximize citations. The city established a warning period before citation enforcement began, giving drivers an opportunity to become familiar with the program and adjust on-road behavior.

WEEKLY RED-LIGHT VIOLATIONS



DATA SHOWS A CHANGE AT INDIVIDUAL INTERSECTIONS

The reduction in red-light violations was also reflected at individual intersections, even as traffic volumes remained substantial.

RED-LIGHT VIOLATIONS DECREASED SIGNIFICANTLY IN THE FIRST MONTHS OF THE PROGRAM

46% ↓
EB BRYON RD

54% ↓
WB BRYON RD

75% ↓
WB W. GRANT LINE RD

67% ↓
EB W. GRANT LINE RD

Together, the results show a consistent trend across multiple intersections: fewer drivers were violating red lights as the program progressed.

EDUCATION BEFORE ENFORCEMENT



A key component of the program was giving drivers an opportunity to understand the new enforcement system before citations were issued. This warning period allowed drivers to receive notice of violations before citation enforcement began, giving drivers an opportunity to understand the program and change their behavior.

Warnings were issued across the participating intersections. The subsequent decline in violations points to a shift toward voluntary compliance.

"We knew that introducing a new safety program required more than installing cameras. It required communication, transparency and giving our community time to understand how the program worked and why we were implementing it," said Kim. "The extensive public education and warning period gave residents an opportunity to become familiar with the program before enforcement began, and we believe that was an important part of building community understanding and encouraging drivers to change their behavior."

THE RESULT: FEWER RED-LIGHT VIOLATIONS

Mountain House's early experience demonstrates how automated enforcement can complement traditional traffic-safety strategies by focusing on one of the most difficult parts of roadway safety: changing driver behavior.

92% **OF PEOPLE WHO RECEIVED A RED-LIGHT VIOLATION NOTICE DID NOT RECEIVE ANOTHER.**

That figure points to voluntary compliance as an important outcome of the program. When most drivers change their behavior after receiving a notice, the result is fewer violations, and ultimately, safer intersections.

BUILDING A SAFER MOUNTAIN HOUSE

Mountain House's program success demonstrates the potential for automated red-light enforcement to encourage safer driving when paired with data-driven deployment and a warning-first approach.

The city first identified locations with roadway safety concerns through an analysis of local collision and traffic data. It then gave drivers an opportunity to learn about the program and change their behavior before citation enforcement began.

The result has been a significant decline in violations across the program's participating intersections.

> ***"The results we're seeing are exactly what we hoped this program would accomplish:*** *drivers are changing their behavior,"* said Kim. *"When 92% of drivers who receive a notice do not receive another, that tells us the message is getting through. Success isn't about issuing more citations. It's about seeing fewer violations and creating safer intersections for everyone who lives, works and travels through Mountain House."*

For Mountain House, the measure of success isn't how many citations are issued. It's whether fewer drivers run red lights. The early data suggests they are.



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