

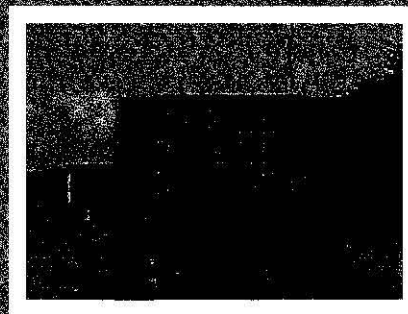
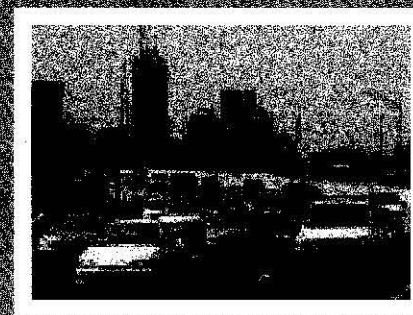


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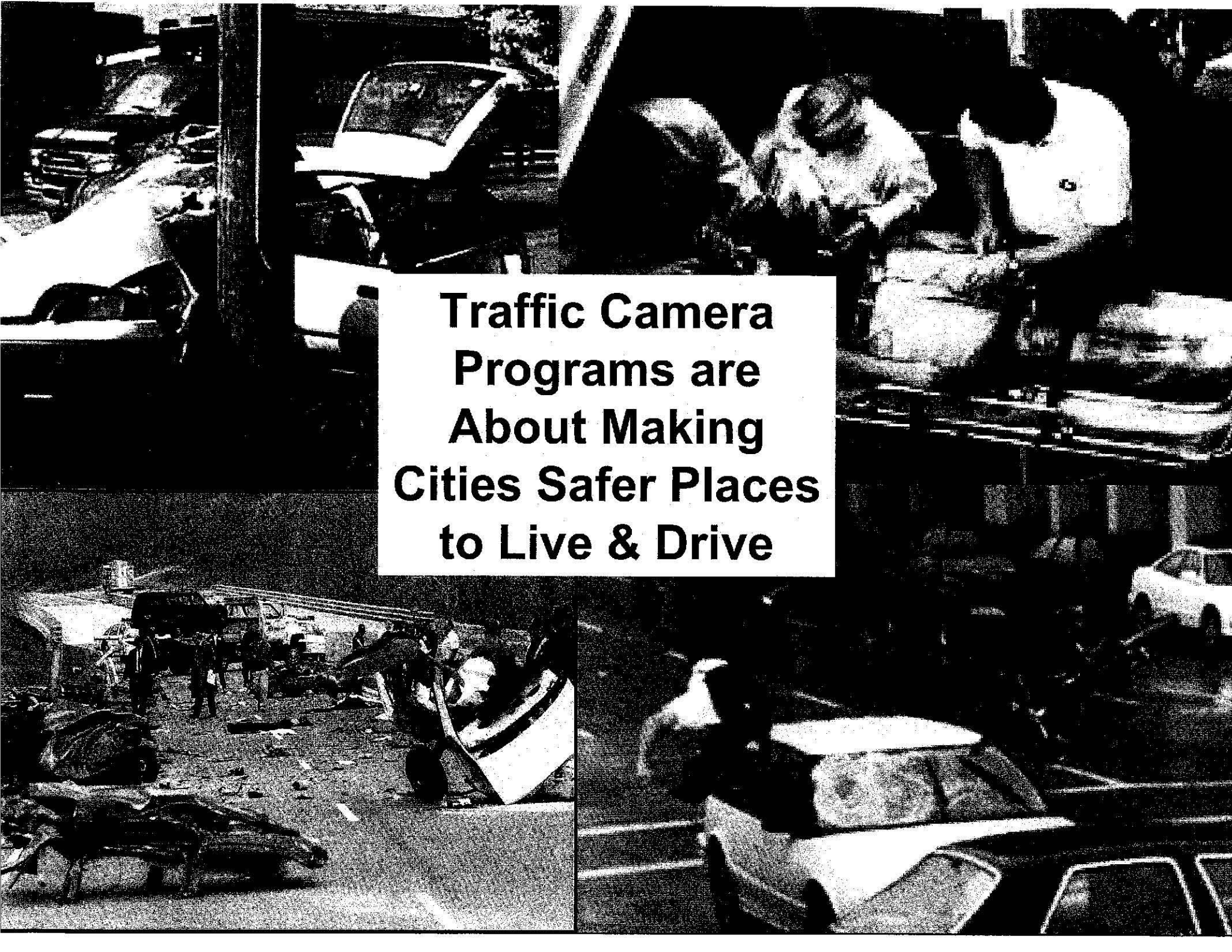


# Pennsylvania House of Representatives Transportation Committee Automated Road Safety Enforcement Overview

March 2, 2010



**Traffic Camera  
Programs are  
About Making  
Cities Safer Places  
to Live & Drive**



- Speeding is a factor in 31% of all fatal crashes.
- These crashes kill more than 1,000 Americans every month.
- The economic cost of speed-related crashes is estimated to be more than \$40 billion each year.



## Community Outreach Coordination

- **Public Awareness**

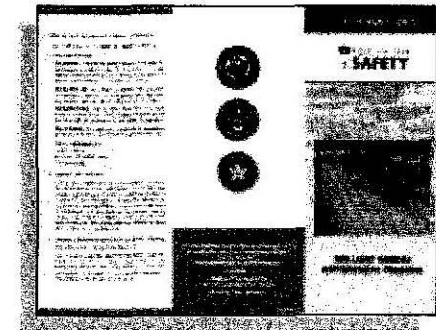
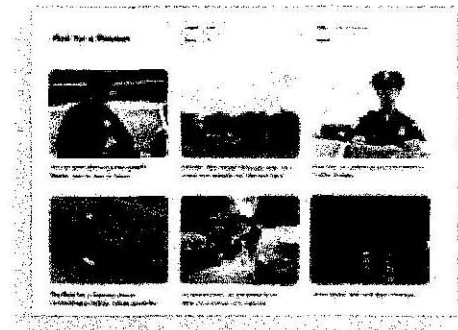
- Radio Public Service Announcements - Traffic Sponsorships
- Traffic Research Results
- Press Coverage
- Public Opinion Polling & Monitoring

- **Education**

- Why Cameras are Needed and Used
- Costs of Roadway Crashes and Fatalities
- Benefits Received

- **Enforcement**

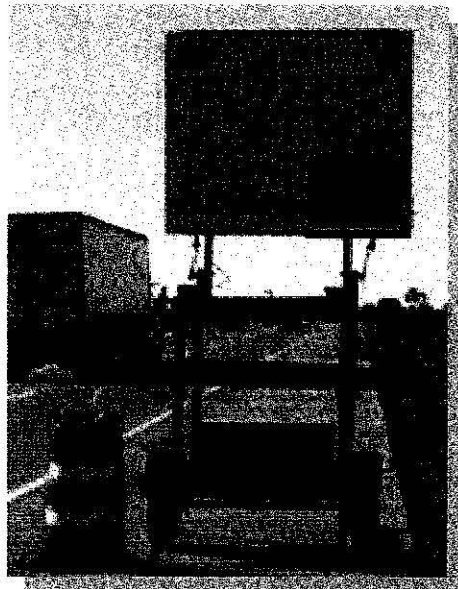
- Effective Camera and Processing Systems
- Equal Enforcement and Application of the law



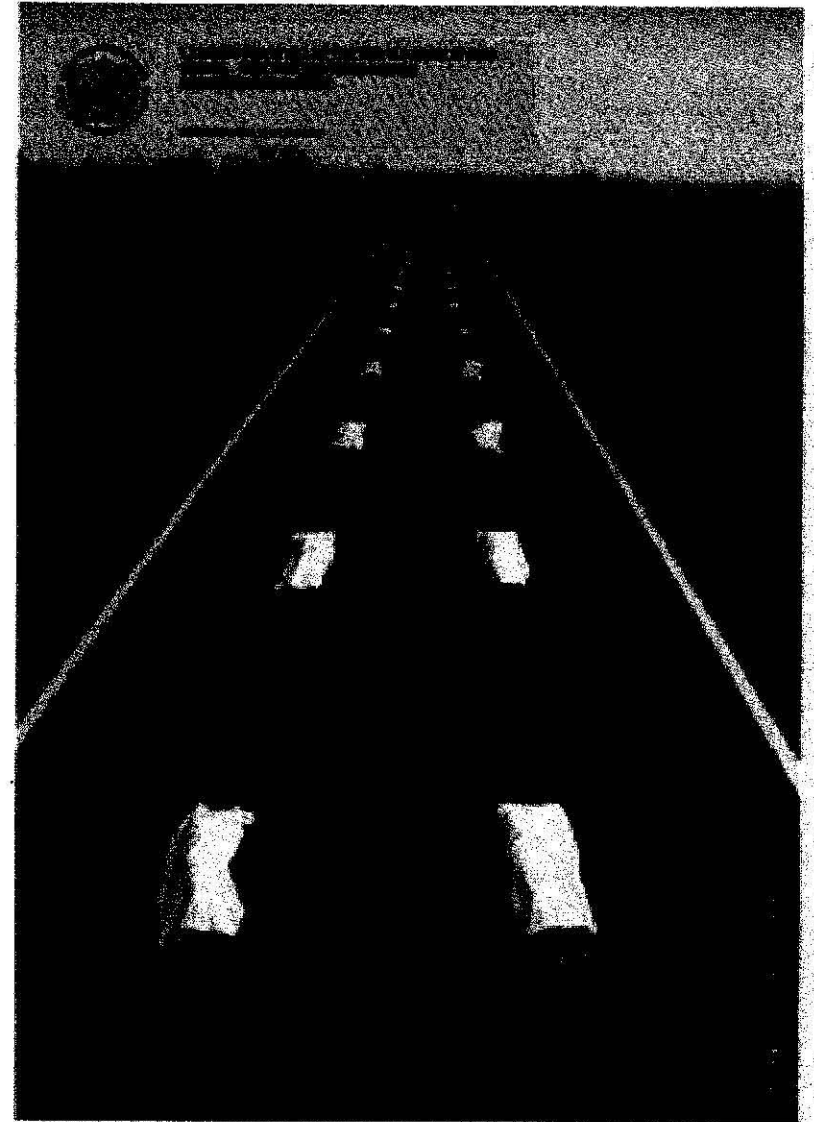
- Strong communications campaign to explain philosophy and strategy of program
  - Tool to enhance traffic law enforcement capability
  - Focus on safety not revenue or “big brother”
  - Goal: Increase awareness and acceptance
- Include a variety of stakeholders in the planning and design of the enforcement program, including: AAA; Chamber of Commerce; Truck & Fleet Owners; Taxi Operators; Insurers; MADD



Advertisement on rear of city buses in Washington DC



Illinois pre-implementation public relations signage



Sample Poster from World Health Organization

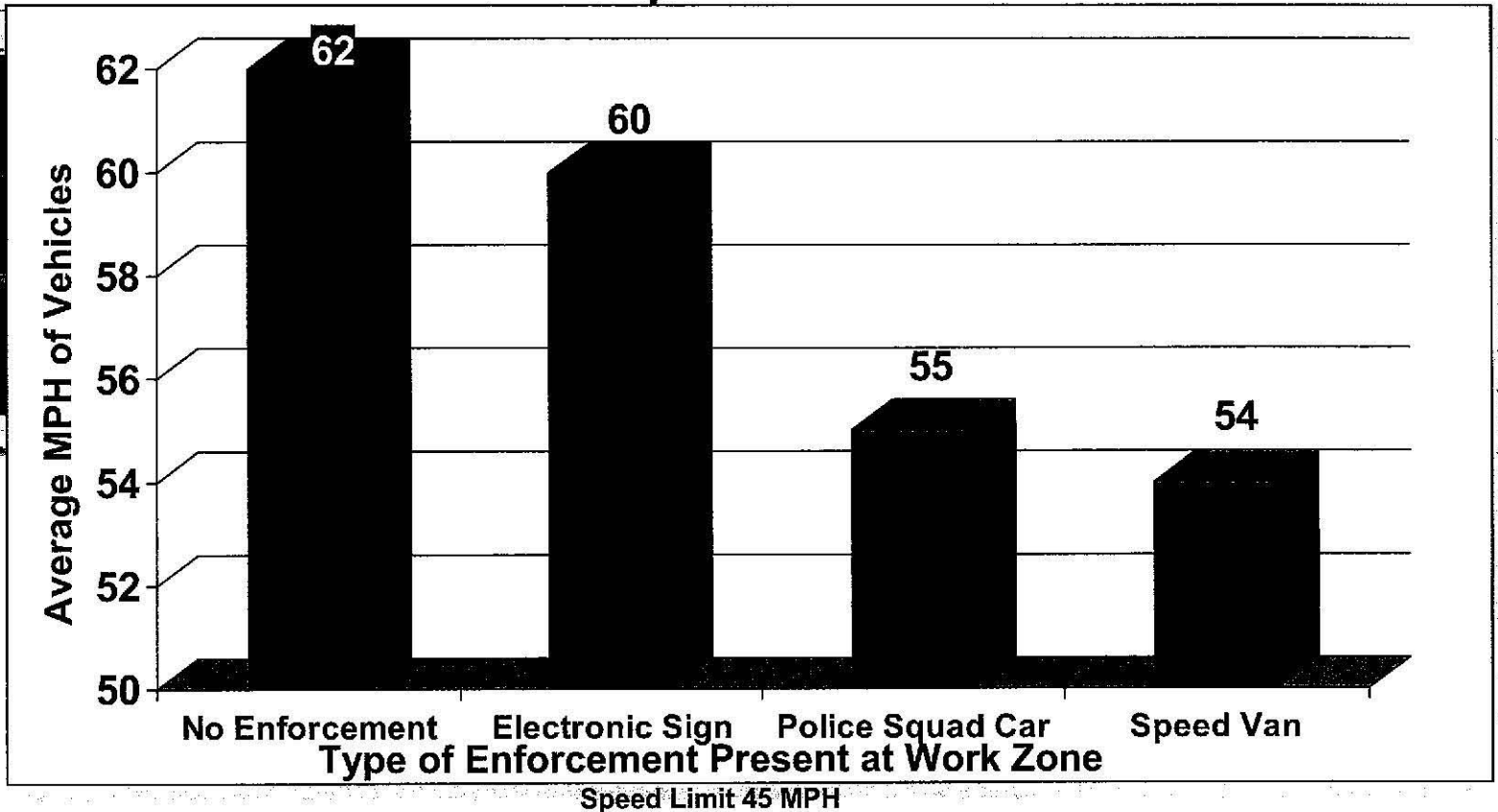
Chicago Tribune

## Photo enforcement vans more effective than signs, police cars, U. of I. study says

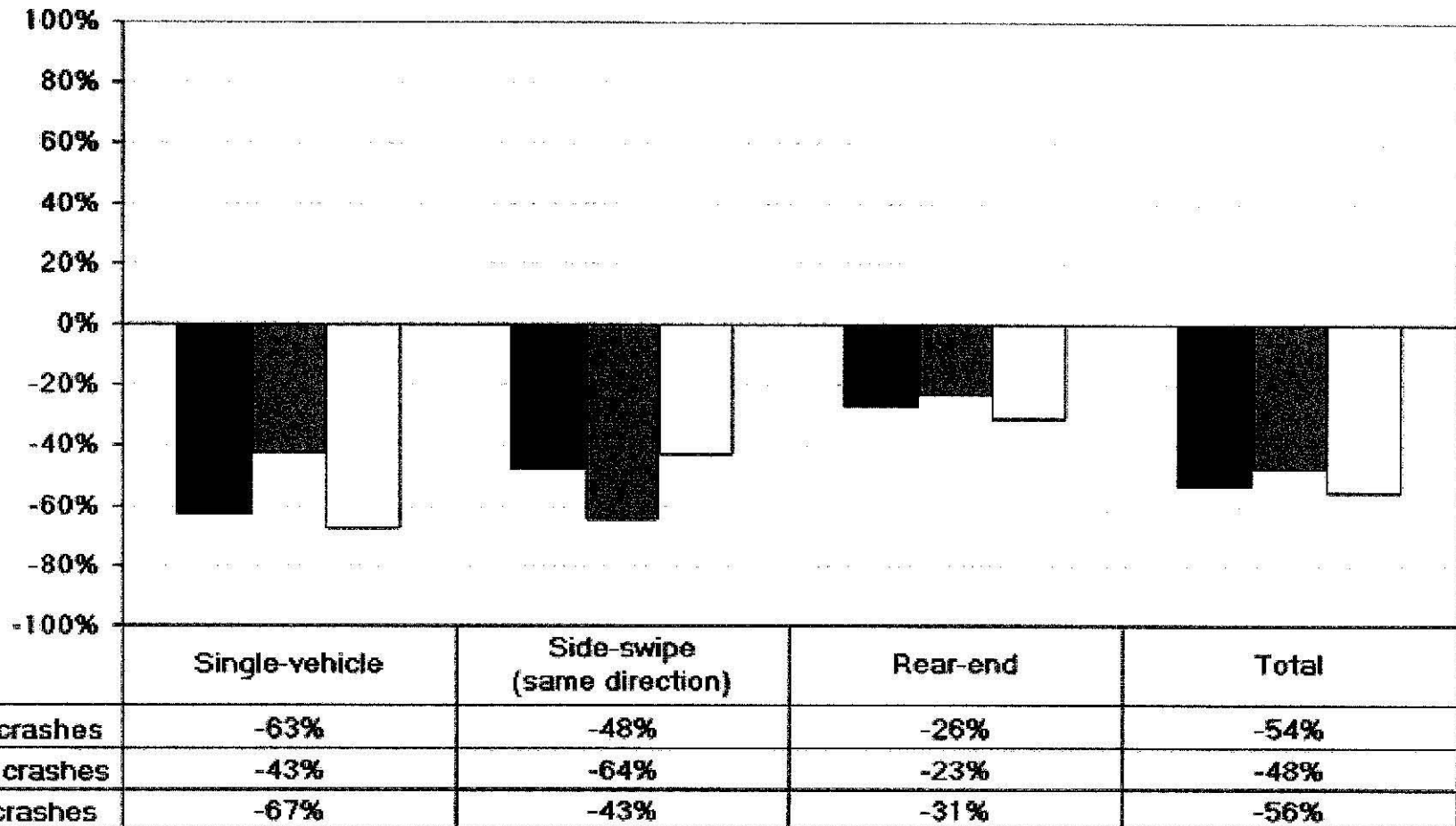
More effective deterrent than others, study says

Jon Hilkevitch | Getting Around  
September 8, 2008

Video Player



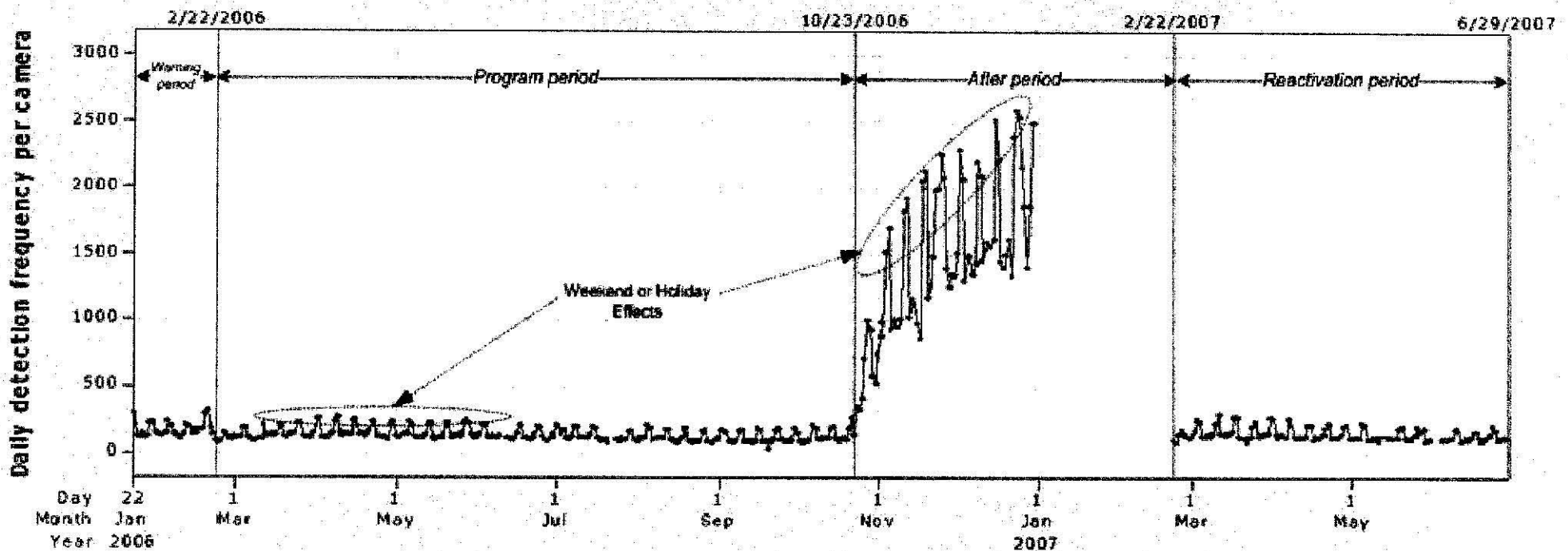
- Total Crashes Decreased by 54%, & Total Injury & PDO Crashes Reduced by 56%.
- All Types of Crashes were Reduced, but the Decrease in rear-end Injury Crashes was Not Statistically Significant.



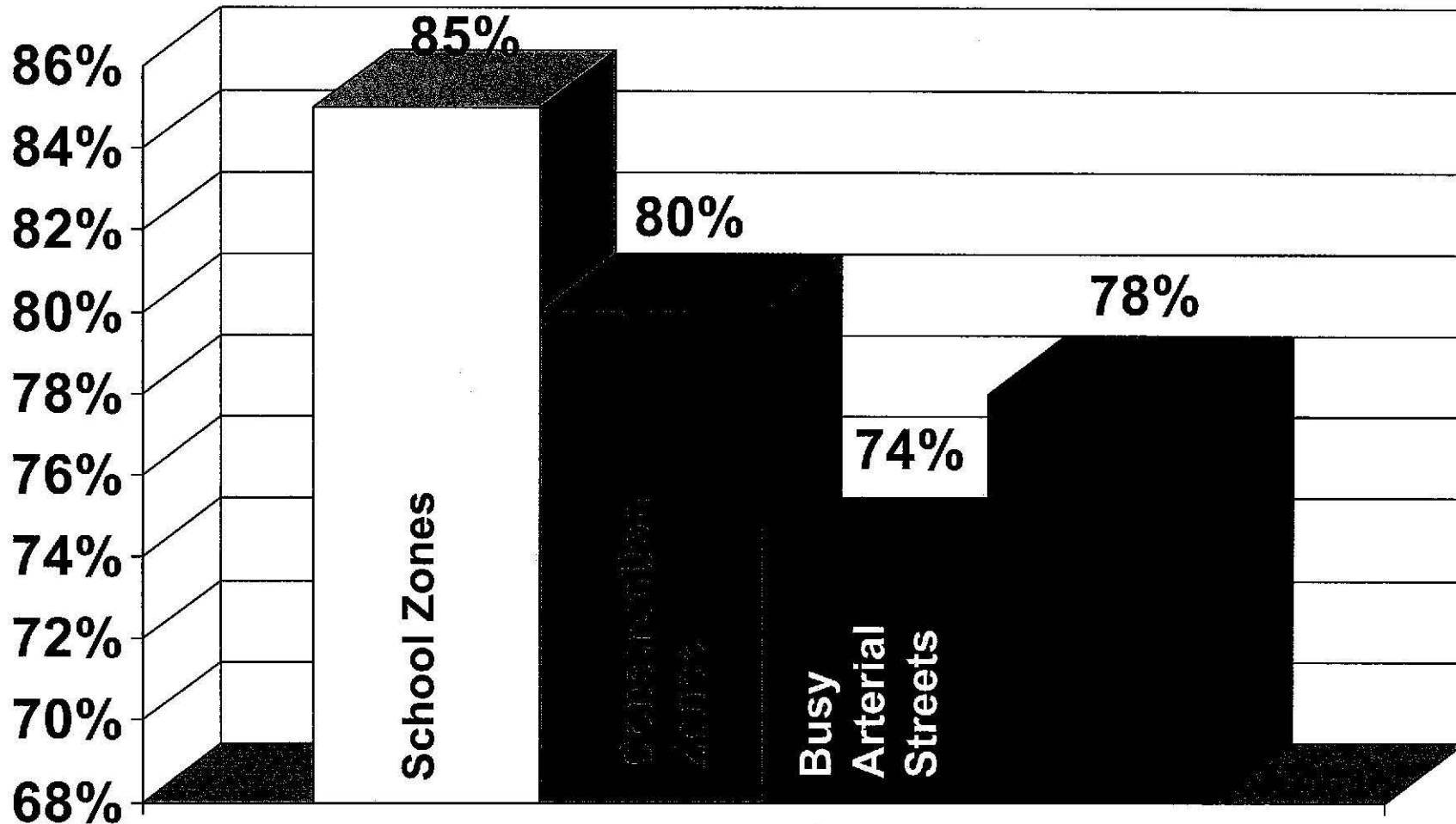


# Scottsdale 101 Photo Enforcement Study Safety Results

- After the SEP ended, the detection frequency (speeds  $\geq 76$  mph) increased by 1047% from the *program* to *after* period.
- The detection frequency for the *reactivation* period is not statistically different than that for the *program* period

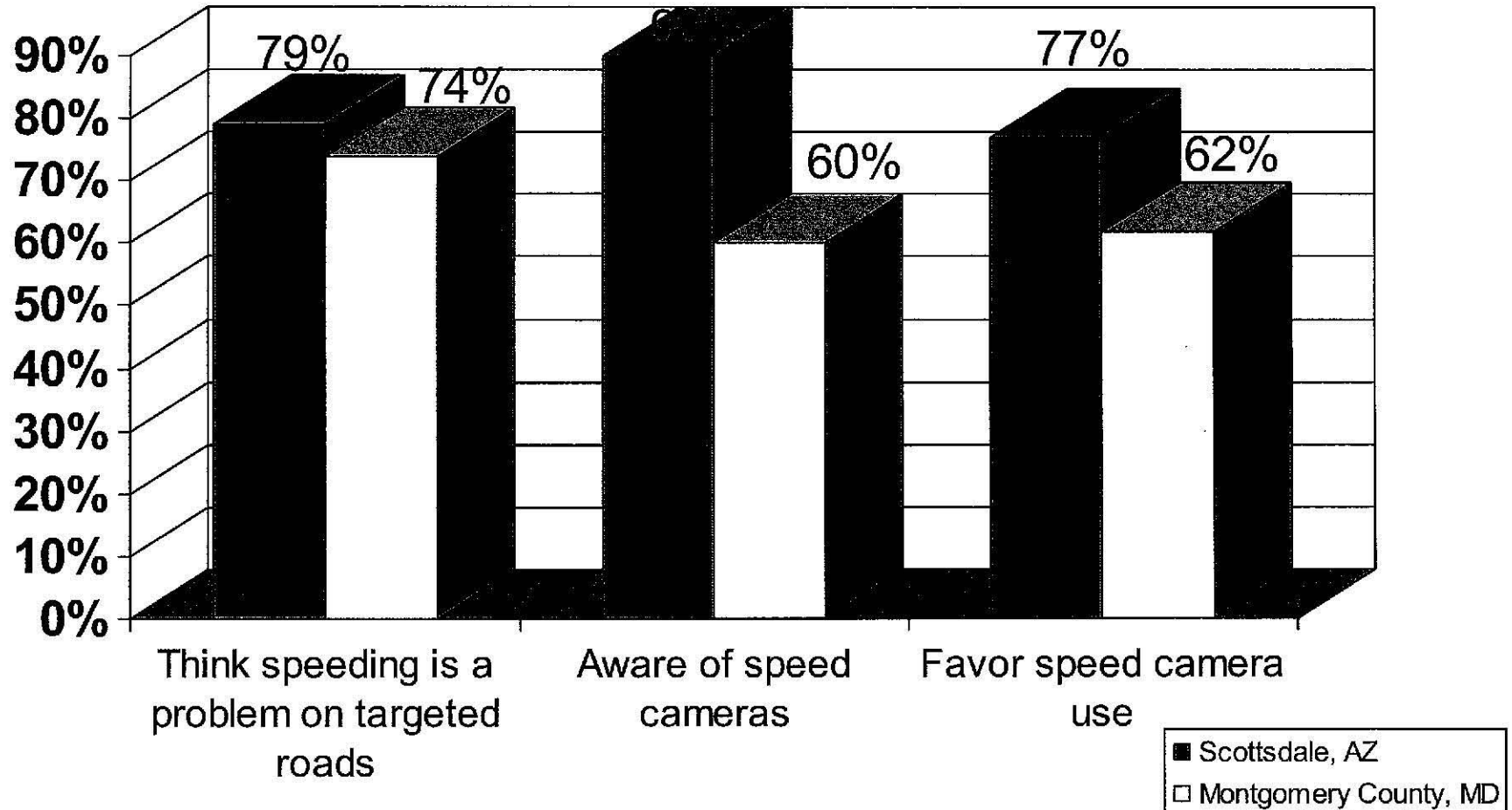


As you may know many cities in Washington and other states use photo enforcement technology sometimes known as photo radar or speed cameras to issue citations to vehicles caught speeding on their streets. On a scale of 1 to 10, where 1 is “strongly oppose” and 10 is “strongly support”, what number would you give for using speed photo enforcement technology for the following uses in Seattle?



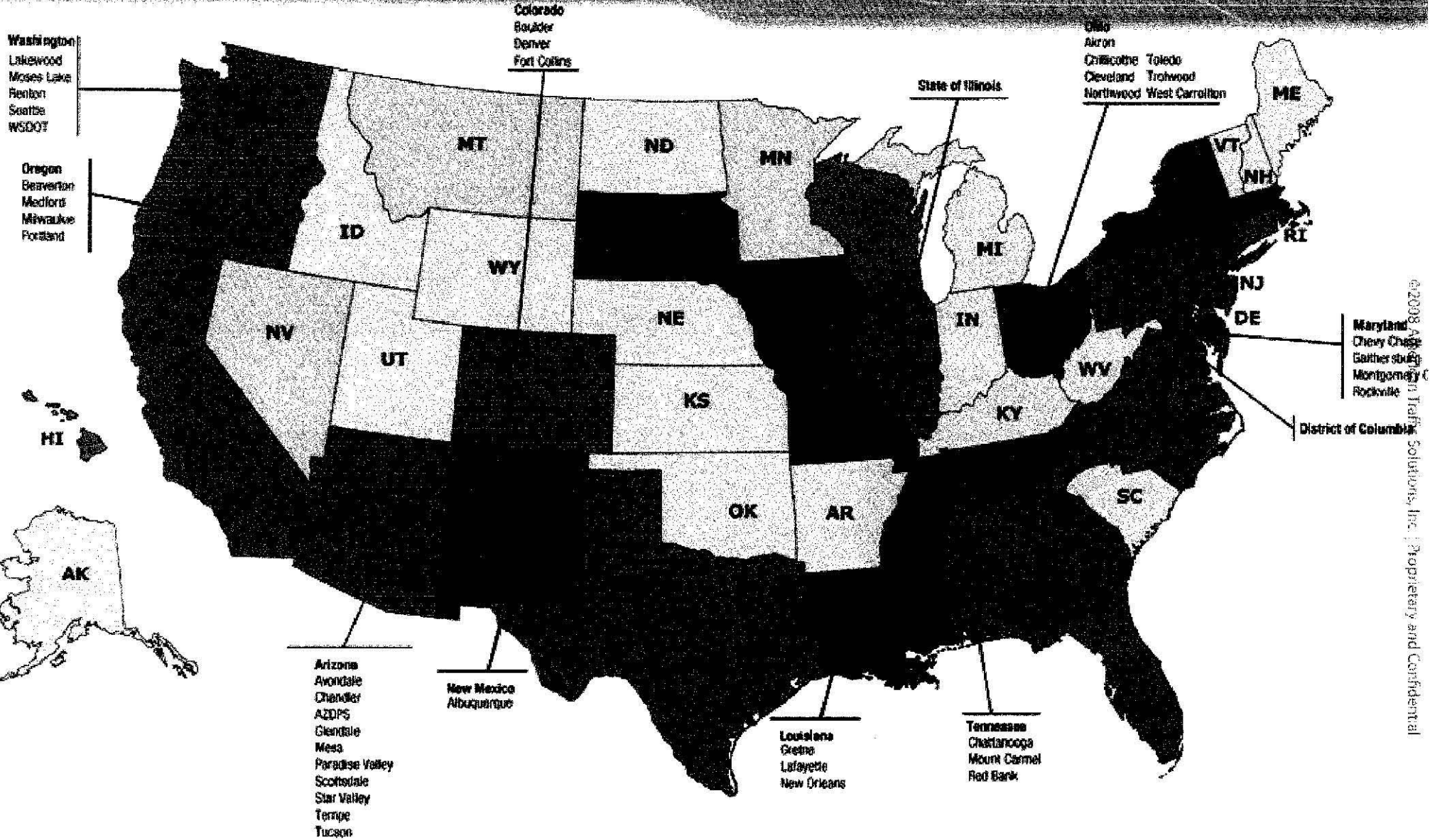
**Support (Rating 5 or higher)**

## Opinions of residents during speed camera enforcement programs in Montgomery County, Maryland and Scottsdale, Arizona





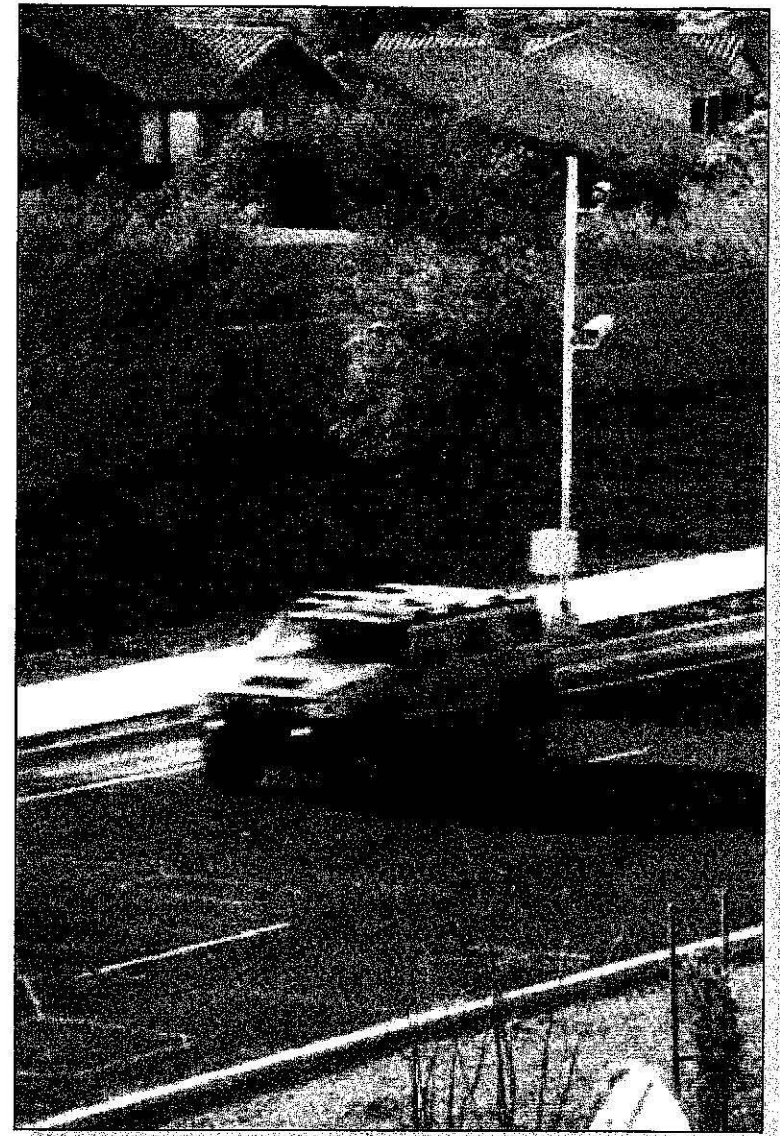
# Communities Using Photo Speed Enforcement



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### Fixed-Site Camera Uses:

- Combination speed and red light violation enforcement at intersections
- Mid-block speed enforcement
- Highway or freeway speed enforcement
- School Zones: computer control for multiple timing flexibility



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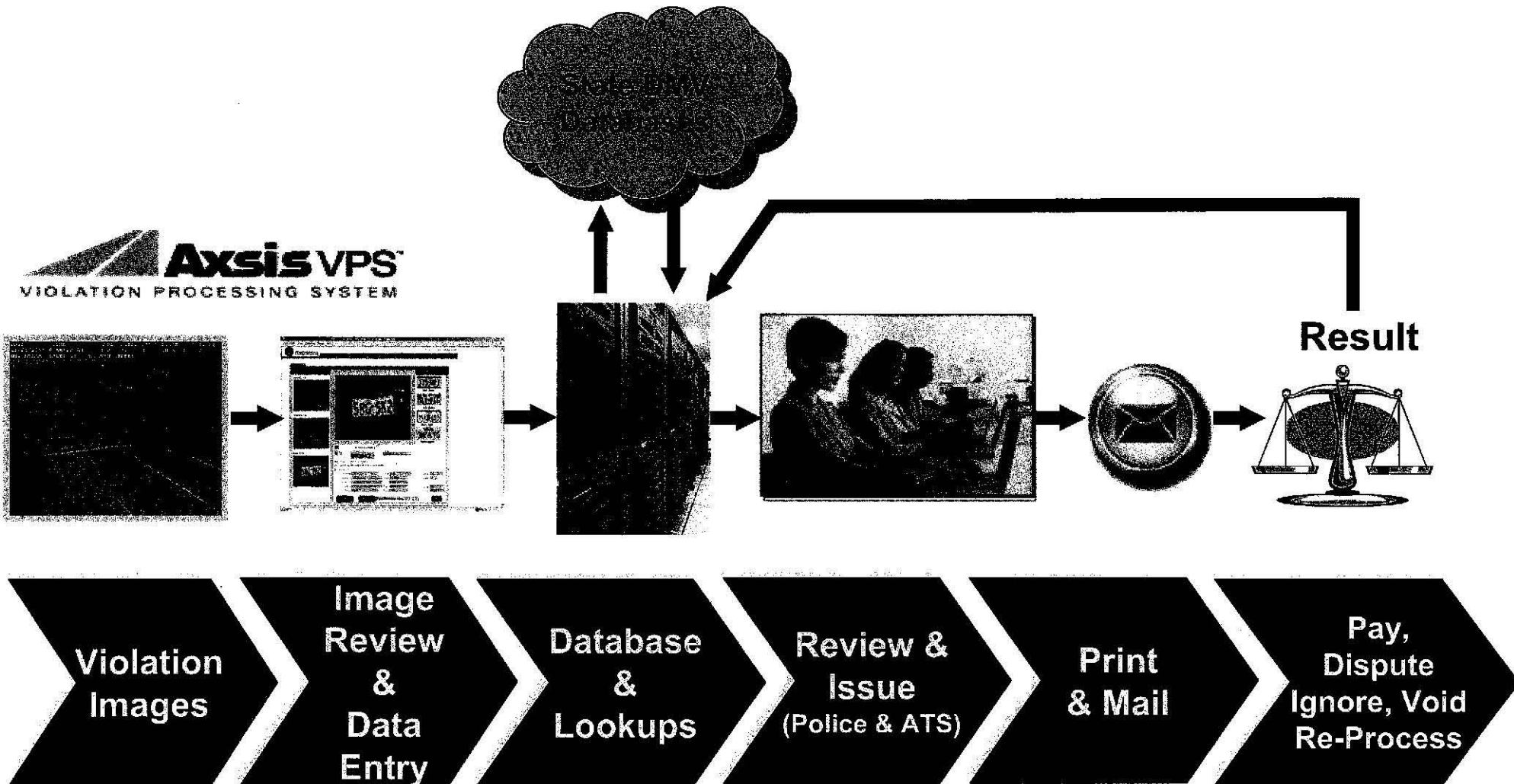
- **Simultaneous multi-lane enforcement**
- **Full-color digital imaging for better imaging accurate review and results**
- **Wider dynamic image ranges as good as traditional film quality**

- **Fixed speed camera ideal for school zones, construction zones or other problem areas**
- **Accurate speed detection and capture to less than  $\pm 1$  mph**

| Date       | Time     | Officer          | Van | Limit | Speed | Dir | Frame |
|------------|----------|------------------|-----|-------|-------|-----|-------|
| 2008/04/16 | 17:24:55 | 00266            | RBV | 35    | 47    | -   | 0016  |
| RBV008     | -        | 3300 DAYTON BLVD | N/B |       |       |     |       |









## Violation Process – Police Review & Violation Approval

