



# City of Des Moines

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## **MEDIA RELEASE**

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## **THE CITY OF DES MOINES EXPANDS TRAFFIC SAFETY PHOTO ENFORCEMENT PROGRAM**

*Sites Selected for Red Light Safety Cameras*

In December 2011, the City of Des Moines began its pilot Traffic Safety Photo Enforcement Program by installing speed enforcement cameras within the Woodmont Elementary School Zone. The year-long pilot program showed an 82% reduction of school zone violations since implementing the program. Based upon this information, this program was expanded to include the Midway Elementary and Pacific Middle School sites. Since the inception of the program we have had over a 90% reduction of speeding motorists within these school zones, making the school zones safer. After program expenses, the City uses the additional revenue to fund pedestrian safety improvements and/or sidewalk improvements near school zones.

Based upon the effectiveness of the school zone speed cameras, the City of Des Moines announces an expansion of the traffic safety photo enforcement program to include automated red light running enforcement. The city will install red light photo enforcement cameras and begin issuing violations at the following intersections:

- Pacific Hwy S / S 216 Street (Eastbound & Southbound) on November 1, 2016
- Marine View Drive / S 216 Street (Northbound & Southbound) on December 1, 2016
- Pacific Hwy S / Kent Des Moines Road (Southbound & Westbound) on December 15, 2016

Prior to issuing violations the city will implement a 30-day introductory period by placing variable message signs at the intersections to alert drivers of the pending photo enforcement. This introductory period will begin 30 days before the activation dates stated above and will provide an opportunity to change driving habits before citations begin.

The City of Des Moines chose these locations after conducting comprehensive site surveys on several intersection approaches within the city. These results were then compared with collision data to assist in identifying the intersections. The red light photo enforcement cameras will operate 24 hours a day, 7 days a week to prevent dangerous red light running. This expanded traffic safety photo enforcement program aims to protect drivers, passengers, and pedestrians from injuries due to vehicles failing to stop for red lights.

A recent analysis released by traffic safety camera company American Traffic Solutions overwhelmingly concludes that the use of red light safety cameras has resulted in fewer collisions thus a decrease in property damage, injuries and fatalities.

The City of Des Moines is continuing to utilize advanced photo enforcement technology to improve the driving behavior therefore making a safer environment for pedestrians and motorists. Drivers are urged to obey all traffic control signs, slow down, and always expect the unexpected. This traffic safety photo enforcement camera program enhances enforcement abilities while freeing up other police resources to focus on the mission of promoting traffic safety.

Revenue generated from the automated red light running photo enforcement program first pays for the equipment/payments to the contractor and covers the city's cost of running the program (i.e. officer's time to review the tapes and court time to process). The remaining revenue will be used solely for public safety purposes.

The City of Des Moines has contracted with American Traffic Solutions Inc. (ATS), which provides road safety programs for nearly 300 communities across North America. More information about ATS is available at [www.atsol.com](http://www.atsol.com).