

# IT'S SIMPLE

## Photo Enforcement Works

Enforcement cameras modify driver behavior, and -in turn- reduce the number of accidents. Together, we can make this new program a success in Waterloo.

### **Is "red light running" really that big of a problem?**

Yes. Red light runners cause hundreds of deaths and tens of thousands of injuries each year. According to the Insurance Institute for Highway Safety, annually over 700 people are killed and an estimated 118,000 are injured in crashes that involved red light running. What's worse, more than half of the deaths in red light running crashes are not the red light runners, but rather are pedestrians, bicyclists, and occupants in the "other vehicles" who are hit by the red light runners.

### **Why can't the police monitor the intersections instead?**

The locations chosen for Automated Enforcement in Waterloo were selected not only because of the number of violations, accidents, and injuries but also because of the configuration of the roads. The adjacent properties make it virtually impossible to do traditional, non-automated enforcement effectively and safely. The new cameras will accurately and safely enforce the traffic at these dangerous



roadways 24 hours a day, 7 days a week, at no upfront cost to the taxpayers.

### **Can the traffic cameras really help?**

Across the country, cameras have been shown to substantially reduce violations, decrease the number of crashes and injuries, and improve driver behavior. Interestingly, because the cameras raised the consciousness of the drivers in the communities with photo enforcement programs, these positive outcomes were achieved even at locations other than the intersections where the cameras were present!

### **What else can we expect from the photo enforcement camera system?**

In addition to making drivers more vigilant and making our most dangerous roadways safer, the cameras allow the police to focus their time on other activities, including crime prevention and responding to traffic complaints in the residential neighborhoods.

### **Does someone double-check the photographs before drivers are ticketed?**

Yes. Trained police officers review every picture to verify vehicle information and ensure the vehicle is in violation. Violations are mailed to vehicle owners only in cases where it is clear the vehicle ran a red light or was speeding. For example; a red light violation occurs when the vehicle is clearly behind the stop line, the traffic light is red and the vehicle continues through the intersection while the traffic light is red. Still images as well as video footage is captured as prima facie evidence.

### **How much will it cost? Can we afford this?**

There is no upfront cost to our community for installing, operating, or maintaining the system. All equipment and personnel costs directly related to the program will be funded by violators.

### **Why are we implementing this program?**

There are 3 primary reasons for this program. SAFETY, SAFETY, AND SAFETY! Objective research indicates that the red light cameras will make these three intersections safer for Waterloo residents, their families, and for all who drive through Waterloo.

Waterloo's new state-of-the-art photo enforcement system will help make our community safer.

### **How were the intersections chosen?**

Based on the number of violations, the number of accidents (especially accidents with injuries) and the difficulty (virtual impossibility!) to effectively and SAFELY conduct "traditional enforcement" at these intersections.

### **So the goal is to "catch" a lot of violators?**

Our main objective is to reduce accidents, and especially accidents with injuries, by deterring violators and reducing the number of red light violations, not just catching the violators after the fact.

### **Won't the number of violators go down over time?**

Absolutely! And that's the goal, of course! In other communities where cameras were implemented, the number of violations was significantly reduced within the first year.

### **Won't that reduce the amount of revenues produced by the program?**

Sure, but since Waterloo is implementing the program for the purpose of reducing the number violations, accidents and injuries, we will consider the reduced revenues a sign of the program's success. Imagine that! A government program that gets results AND costs LESS over time to run.

### **Will people know when those intersections are coming up?**

Yes, signs will be posted at every intersection warning drivers that photo enforcement is in use, ahead.

### **Do automated enforcement cameras have a positive track record?**

Yes. Cameras are already used for law enforcement in many major U.S. cities as well as other towns, counties and communities of all sizes. Over 500 communities use the cameras for enforcement.

### **Aren't red light traffic cameras controversial?**

Citizens can be assured that Waterloo will administer its program properly and for the right reason – the safety of our citizens. There is certainly no controversy about making the most dangerous locations in our community safer, especially when it is being done at no cost to Waterloo taxpayers!

Questions? Just ask.  
319-291-2515  
[address@domain.com]



Automated  
Photo Safety Program