



Dear Resident,

Each year, too many families are destroyed by intersection crashes. Sadly, the victims are often occupants of other vehicles and even pedestrians who happen to be in the intersection.

Protecting our community is my number one objective. That's why I'm so pleased to report that here in Muscatine, we're installing a new system of photo enforcement cameras. This state-of-the-art system is designed to help us encourage safer driving habits and improve traffic flow. Best of all, it can help us save lives.

Our police officers can't enforce traffic laws everywhere, all the time. But the new cameras will help us extend our efforts, keeping intersections safer 24 hours a day, 7 days a week. And the entire system will be funded by violators.

I encourage you to respect the rules of the road – and help keep yourself and your neighbors safe and sound. Join me in supporting Muscatine's new photo enforcement system.

Sincerely,

Phil Sargent  
Assistant Chief of Police  
Muscatine Police Department

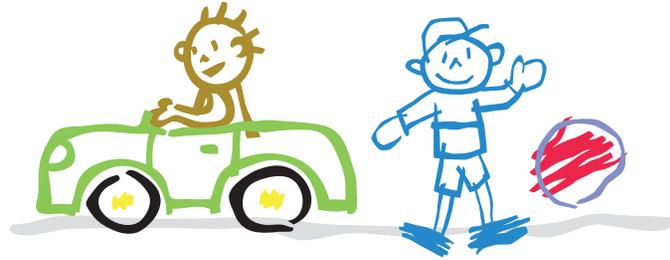
### Traffic camera locations:

- Park Avenue (IA 38) & Cleveland
- Park Avenue (IA 38) & Washington
- Cedar Street & Houser Street
- Highway 61 & Mulberry Avenue
- Highway 61 & University Drive



For more information, contact:  
Phil Sargent  
Assistant Chief of Police  
Muscatine Police Department  
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## Traffic Photo Enforcement



# No Kidding. Stop!



Muscatine's new state-of-the-art photo enforcement system will help keep our kids – and our community – safer.



## It's elementary. Photo enforcement cameras work.

They modify driver behavior. And, this reduces the number of accidents. Together, we can make the new program a success in Muscatine.



**Q:** Are speeding and “red light running” really that big a problem?

**A:** Yes. Speeding is a factor in about one-third of all fatal crashes, killing more than 1,000 Americans every month. Red light runners cause hundreds of deaths and tens of thousands of injuries each year. In 2009, 676 people were killed and an estimated 113,000 were injured in crashes that involved red light running. About half of the deaths in red light running crashes are pedestrians, bicyclists, and occupants in other vehicles who are hit by the red light runners. (Source: Insurance Institute for Highway Safety)

**Q:** How can photo enforcement cameras help?

**A:** The cameras will help us enforce traffic laws by automatically photographing vehicles whose drivers run red lights or speed. The system continuously monitors the intersection, and the camera is triggered by any vehicle traveling at a predetermined high speed or after the signal has turned red. Cameras record the date, time of day, vehicle speed and/or time elapsed since the beginning of the red signal, and license plate.

**Q:** Why can't the police monitor intersections instead?

**A:** We're committed to keeping you and your neighbors safe, but no community can afford to police every intersection every hour of every day. The new cameras will help keep our roads safer, allowing officers to spend their time protecting Muscatine in other ways.

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

**A:** Across the country, cameras have been shown to substantially reduce violations, decrease the number of intersection accidents, and improve driver behavior.

**Q:** What about my privacy? Will I be photographed every time I go through an intersection?

**A:** No. Cameras are set so that only vehicles that are speeding or enter an intersection after the light has turned red are photographed. If you obey traffic signals, you won't be photographed.

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

**A:** Yes. Trained police officers review every picture to verify vehicle information and ensure the vehicle is in violation. Tickets are mailed to vehicle owners only in cases where it is clear the vehicle is in violation.

**Q:** Can we afford this? How much will it cost?

**A:** There is no cost to our community for installing, operating, or maintaining the system. In fact, the entire program will be funded by the violators. And, if our results are like those in many communities, there will also be surplus revenue for Muscatine.

**Q:** Is this just a way for Muscatine to make money?

**A:** Not really. Our main objective is to deter violators, not to catch them. Signs will be posted at every intersection warning drivers that photo enforcement is in use. But if drivers continue to speed and run red lights, they will be fined and we'll generate revenue – just as we generate revenue from violators today.

**Q:** Do photo enforcement cameras have a positive track record?

**A:** Yes, cameras are already used for law enforcement in many major U.S. cities as well as towns, counties and communities of all sizes.

**Q:** How do other communities feel about photo enforcement traffic cameras?

**A:** Most people support the cameras. Like anything new, there's bound to be an adjustment period. But soon, drivers here will get used to obeying the traffic rules, and see that everyone else is too. Over time, most of the community will agree that the benefits of increased safety make it worthwhile.

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