

**Automated Speed Enforcement:  
Responsible Mgmt. of Technology  
That Produces Positive Results**

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Director, Traffic Division

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**Montgomery County Program** 

- Safe Speed Program began in 2007
- Strong legislation
- Managed by the Police Department
- Developed utilizing proven traffic principles
- Fully funded initiative
- Void of political influence
- Two Independent evaluation

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Transportation

**Study says Montgomery speed camera program is model for the nation**

A  139  Save for Later  Reading List



**Most Read**

- 1 The Clintons: Refusing to give in to the haters after years of threats and abuse
- 2 CIA left explosive material on Loudoun school bus after training exercise
- 3 Next week's wild weather will test Washingtonians' patience and grit

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### IIHS Public Awareness Findings



- Cameras succeed in changing behavior only if drivers know about them. In Montgomery County, 95 percent of drivers surveyed were aware of them. More than three-quarters said they had reduced their speed because of the program, and 59 percent had received a speed-camera ticket personally.
- Automated enforcement can be controversial, and some communities have rolled back programs because of a backlash. However, 62 percent of drivers surveyed in Montgomery County said they favored speed cameras on residential streets. That means there are supporters even among those who have been ticketed.

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### No ASE Program is Perfect



- This is because humans are always involved
- Still must strive for perfection – like Vision Zero
  - Attention to details
  - Document mistakes
  - Provide oversight
- Acknowledge & Address shortcomings

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### What Photo Speed Will Do



- Supplements current speed enforcement initiatives
- Increases likelihood of detection therefore increases compliance
- Reduces median speed and crash rates in areas where it is deployed
- Holds drivers accountable without a burden on the court system
- Saves tax dollars by using technology instead of police officers.

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### Successful Programs



- Begin with strong laws and vendor contracts
- Void of political influence but supported by management
- Managed only by experienced traffic professionals
- Built on principles of integrity and perceived fairness
- Site selection process that has objective criteria and that is defensible
- Aggressive management of vendor & contract
- Reasonable fines
- Proactive public awareness campaign

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### Marketing of ASE



- Emphasize deterrence rather than punishment
- Emphasize safety rather than revenue generation
- Maintain program integrity by ensuring that all program employees operate according to program rules and regulations
- Maintain program transparency by educating the public about program and be able to defend decisions made

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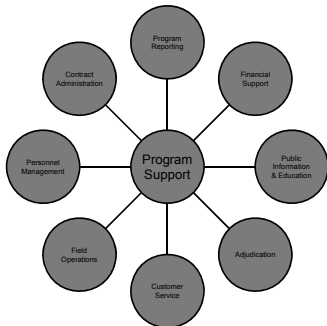
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### Program Support




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**Best Practices**



- ASE only a tool in our traffic strategic plan
- Data-Driven-Site-Selection-Criteria
  - Prioritized locations
  - Saturated & Sustained approach
  - Greasy wheel resistant
- Corridor Approach
- Phantom Cameras
- Double-Blind Validation



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**Best Practices**



- Multi-level review process
- Citizens Advisory Board on Traffic Issues (CABTI)
- Weekly maintenance and performance meetings with vendor
- Partners meetings – with DOT and other law enforcement agencies – quarterly
- Internal officer-issued citation accountability program

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**Site Selection Criteria**



- A. **Crash endangerment** :( number of crashes in the designated area)
- B. **Speed endangerment** :( metro counts)
- C. **Environmental factors**: (Areas where the equipment can be safely set up and operated).
- D. **Traffic volumetric**: (Total number of vehicles passing through a selected survey location between rush hour and non rush hour periods).

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### Site Selection Criteria



- E. **Pedestrian proximity:** Conduct site surveys to identify pedestrian-related factors that will help prioritize the roads. What is the pedestrian proximity on a potential speed enforcement road/ deployment location?
- For Example:
  - 1. Schools
  - 2. Bus stops
  - 3. Playgrounds
  - 4. Pools
  - 5. Sidewalks
  - 6. Retirement facilities
  - 7. Crosswalk
  - 8. Religious Facilities
  - 9. Community Centers
  - 10. Library

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### Site Selection Criteria



- F. **Roadway design & RTW:** Feasibility of being able to implement the cameras
- G. **Roadway validation:** (This process affords the police the opportunity to identify any unforeseen future problems. (E.g. roadway construction and design, confirmation of residential district designation).
- H. **Traditional Enforcement concerns:** (areas that are not safe for traditional traffic enforcement).

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### Personnel



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## Reference Material



- Model Community Speed Control Program
- <http://ntl.bts.gov/lib/6000/6800/6872/models.pdf>
- Speed Camera Operational Guidelines
- [http://safety.fhwa.dot.gov/speedmtg/ref\\_mats/fhwasa09028/5.htm](http://safety.fhwa.dot.gov/speedmtg/ref_mats/fhwasa09028/5.htm)
- NHTSA Counter Measures that Work
- <http://www.nhtsa.gov/staticfiles/nti/pdf/812202-CountermeasuresThatWork8th.pdf>
- IIHS Study Summary
- <http://www.iihs.org/iihs/news/desktopnews/speed-cameras-yield-long-term-safety-benefits-iihs-study-shows>
- IIHS Actual Study
- <http://www.iihs.org/frontend/iihs/documents/masterfiledocs.aspx?id=2097>
- MC OLO Report
- [https://www.montgomerycountymd.gov/olo/resources/files/2010-3\\_speed.pdf](https://www.montgomerycountymd.gov/olo/resources/files/2010-3_speed.pdf)
- ATEU Website
- <http://www.montgomerycountymd.gov/POL/Chief/bureaus/field/traffic/ateu/index.html>
- [http://www.montgomerycountymd.gov/POL/Chief/bureaus/field/traffic/ateu/selection\\_process\\_safespeed.html](http://www.montgomerycountymd.gov/POL/Chief/bureaus/field/traffic/ateu/selection_process_safespeed.html)

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## Questions



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