



City Revises Enforcement Solution After Tragic Pedestrian Deaths



About the Client

Situated just minutes from the nation's capital, the **City of College Park** is home to the University of Maryland and is comprised of over 30,000 residents that reside in diverse settings from quaint neighborhoods to modern student housing complexes making it one of the more populous cities in the Washington Metropolitan Area.

Program Overview

9

automated speed violation detection systems

24/7

operation and support maintenance

14%

reduction in average mean speed
(Aug 2014- Oct 2015)

350,000

total citations issued over 5 years (2010-2015)

Program includes complete Optotraffic back-office support services such as: *citation processing, preventative and corrective maintenance, payment processing, officer training, and expert witness support*

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The Challenge

Since the City of College Park does not have a police department nor its own ORI number, the City required an agency agreement with an existing police department to authorize automated speed camera infractions. They also needed a full-service solution to establish an automated speed enforcement program and a vendor that would be willing to help navigate the entire process.

Things changed mid-program when in 2014, due to the tragic deaths of two (2) University students while crossing Route 1. The City of College Park, University of Maryland, and State Highway Association (SHA) officials were looking to quickly add more traffic calming measures including automated speed enforcement at that particular intersection in response to the public safety emergency.

“Optotraffic staff have been essential in the implementation and operation of our automated speed enforcement program, 24/7 enforcement in our institution of higher education zone, and safe pedestrian zone enforcement.”

- **Robert W. Ryan**
Director of Public Services, City of College Park

The Solution

The City relied on Optotraffic to help navigate from the planning stages of the program through implementation and operation by obtaining SHA permits and providing back-office services to process and mail violations. Optotraffic helped the City contract off-duty police officers from the Prince George's County Police Department to authorize the infractions.

After the tragic deaths in 2014, under the Maryland Automated Speed Enforcement Law, the University was authorized to expand their automated enforcement hours to 24/7 monitoring. We were able to deploy additional portable speed enforcement systems, just days after authorization, specifically in the areas of concern. Our fully autonomous portable trailer systems need no ties to existing or new infrastructure. Throughout the life of the program we successfully deployed, moved, maintained and serviced up to nine (9) speed enforcement systems both in the University of Maryland enforcement zone and in two adjacent school zones.

Results

Once additional cameras were deployed on Route 1 in the area of concern, both the 85th percentile and mean speeds were reduced by over 4 mph representing a 12% and 14% decrease, respectively, in just a 14-month period.

According to the NHTSA, reducing speeds just a few MPH in an area can make the difference between life or death. Reducing average speeds in the area by 5 mph, pedestrians were given a 35% increase of survival if struck by a motorist, making the intersection significantly safer for the community.