



Contact: Robert Bage, Major
North Miami, FL
305-891-0294
rbage@northmiamipolice.com

NORTH MIAMI POLICE DEPARTMENT DETAILS EFFECTIVENESS OF INTERSECTION SAFETY CAMERA PROGRAM

SIGNIFICANT DROP IN CRASHES ILLUSTRATES SAFER ROADS FOR COMMUNITY

NORTH MIAMI, Fla. (Feb. 15, 2011) – The North Miami Police Department is pleased to announce that traffic safety cameras have had an enormous impact on reducing the number of crashes at dangerous intersections. Local trends show a 60 percent decrease across the intersections utilizing the lifesaving technology.

“This road safety program is an effective approach to creating a safer community in North Miami. Motorists are modifying their driving habits and realize they can no longer run red lights,” said Police Chief Stephen Johnson.

North Miami began utilizing intersection safety cameras in the summer of 2009 and expanded its program to 16 locations. A violation occurs when a motorist enters an intersection after the traffic signal has turned red. Drivers should be sure to obey all traffic control signs, slow down and always stop on red, especially before proceeding to make a right-hand turn.

New research, released by the Insurance Institute for Highway Safety (IIHS), provides further confirmation that intersection safety cameras save lives. The report titled “The Effects of Red-Light Camera Enforcement on Fatal Crashes in Large U.S. Cities” is a powerful reminder of the benefits of this lifesaving technology. A total of 676 people were killed and 113,000 were injured in red-light running crashes in 2009. The IIHS study found that during the period from 2004-2008 cameras saved 159 lives in 14 U.S. cities with large populations and could have prevented 815 deaths had all large cities in the country used the cameras.

Intersection safety cameras are used to make a safe environment for motorists, pedestrians and bicyclists. While the road safety program promotes traffic safety, it frees up police resources to be available for neighborhood patrol, crime investigation and other assignments.

Cameras operate 24 hours a day and capture images of every vehicle entering an intersection after the traffic signal is already red. The program vendor, American Traffic Solutions Inc. (ATS), then sends the images and video of each potential violation to the North Miami Police Department for officers to review the potential violations and decide if a citation should be mailed to the vehicle’s owner.

For more information on the city’s program, visit www.northmiamipolice.com.

To view video from North Miami that serves as a chilling reminder of the dangers that red-light runners present to our family and children, click here: <http://www.youtube.com/user/ATSRoadSafety?feature=mhum>

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The City of North Miami 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.