

City of Elk Grove **Press Release**

FOR IMMEDIATE RELEASE

October 1, 2004

City To Receive New Tools To Fight Speeding

ELK GROVE, CA – In a stepped-up effort to improve traffic safety, the City of Elk Grove is putting an \$84,100 state grant to work that is designed to reduce the incidents of unsafe vehicle speed. The grant will pay for two Radar Display Trailers and associated training, two in-pavement lighted crosswalks, and GIS software that will allow City officials to track vehicle collisions.

"Radar trailers have proven to be very popular to inform citizens of the speed that vehicles are traveling in various areas," said Elk Grove City Manager John Danielson. "They are exceptional speed deterrents at school zones, construction zones and neighborhoods. In addition, collision software will enable staff to quickly assess the locations with the highest number of collisions. This will help in designing solutions that will save lives."

City officials had identified three critical barriers to maintaining and improving traffic safety: the lack of systematic means of identifying high collision locations; hazardous pedestrian crossing in areas with high vehicle and pedestrian traffic; and excessive speed in areas with high pedestrian traffic such as school zones and parks.

"These are effective tools that are proven to reduce injuries and save lives," said Sunne Wright McPeak, Secretary of the Business, Transportation & Housing Agency, which awarded the grant through the California Office of Traffic Safety. "We're fully in support of what the City of Elk Grove is doing."

Upon receipt of the trailer, TCPW will deploy it in strategic locations throughout Elk Grove. The collected data will then be used to assist the Department in crafting viable enforcement strategies.

Speeding is one of the main reasons that fatal and injury crashes have increased in California for four consecutive years, dovetailing a national trend. According to the National Highway Traffic Safety Administration, more than 35,000 Americans were killed and 950,000 injured in vehicle crashes in 2002.