



Elk Grove Police Department **Press Release**

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FOR IMMEDIATE RELEASE

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RED LIGHT CAMERA ENFORCEMENT PROGRAM STARTS WITH GRACE PERIOD Thirty Day Grace Period Begins for Elk Grove Motorists

Elk Grove, CA – In an effort to reduce collisions and make City streets safer, Elk Grove will begin its new red light camera enforcement program on December 21, 2007 at 11:59 p.m. Cameras and violation sensors will monitor two of the city's highest-risk intersection approaches – starting with the intersections of Laguna Blvd. and Bruceville Road and Laguna Blvd. and Franklin Blvd.

The program is seen by City officials as an important step to improve the safety and flow of local traffic. However, the City is giving drivers who live, work, or travel through Elk Grove a 30-day grace period before actual citations are issued.

"Photo enforcement has a greater deterrent effect if drivers are aware it's out there," said Lieutenant Craig Potter, Program Manager for the new safety initiative. "It is important to us that all Elk Grove drivers know we're using photo enforcement and that they have time to learn about this new safety program."

"We will start using the red light cameras on December 21, 2007, but for the first thirty days, we will issue only Warning Notices. The Notices will explain that beginning January 21, 2008; actual citations will be sent to violators, who will then be responsible for paying the \$371.00 fine listed on the citation."

"While we are committed to improving the safety of our streets, we want to be as fair as possible with this new program," said Mayor Jim Cooper. "This is a 30 day grace period, and motorists should take note that after 30 days the citations and the fines will be real."

“Our goal is to make Elk Grove’s intersections the safest in the nation. We want red light running to become as socially unacceptable as driving under the influence of alcohol,” said Mayor Cooper.

“We hope that local drivers will respond by driving within the law to protect themselves and others,” said Police Chief Robert Simmons. “The red light camera enforcement system is designed to modify behavior and gain compliance, not to generate income for the city.”

Elk Grove’s red light camera enforcement program will be administered by Redflex Traffic Systems, Inc., an Arizona-based provider of traffic safety photo enforcement. Redflex is contracted to provide similar successful programs in Arizona, California, Colorado, North Carolina, Ohio and Oregon. For more information about the red light camera enforcement system, please visit www.elkgrovepd.org or call (916) 478-8116.

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