



City of Takoma Park, MD

Stop Sign Program FAQ

Our Mission

1. Make communities safer by curbing unsafe driving and reducing the 40,000+ lives lost annually due to traffic violence.
 - a. How we do it
 - i. Drive proactive behavior change by raising awareness to drivers of their unsafe driving habits (similar to MADD).
 - ii. Increase driver deterrence by giving tools to law enforcement to help streamline and offset staffing shortages.

Why do we need this?

1. To reduce traffic fatalities for pedestrians, bicyclists and motorists.
 - a. The DMV has seen an increase in crashes and pedestrian fatalities, while nationally things are getting better.
 - b. 70-90% of drivers no longer stop at stop signs!
2. Takoma Park has **11,544 DAILY** violations across just 19 intersections
 - a. <https://www.letsdrivesafer.com/takoma-park>
 - i. Egregious examples (pilot location and video clip):
 1. Lincoln Ave & Jackson Ave NW 07:41,
 2. Ethan Allen Ave and Jackson Ave 08:27 (really bad)
 3. Glenside Dr at Jackson SE First 5 videos are bad
3. Force Multiplier - Law Enforcement can't be everywhere all the time.
4. Citation Revenue can be used to:
 - a. Provide for additional public safety needs.
 - b. Provide for crosswalk art
 - c. Pay for additional crossing guards

Does it work? - RESULTS

Community	Decrease %	Starting Violation #'s (Weekly)	Current Violation #'s (Weekly)
Berwyn Heights	71%	9100	2800
Capitol Heights	56%	13000	6000
Morningside	46%	4800	2600
Colmar Manor	40%	5800	3800

How much does this cost?

1. Cost Neutral
 - a. Cameras don't impose out of pocket costs on the town
 - i. The entire program is funded by citation revenue.
 - ii. The City of Takoma Park will never receive an invoice from Obvio. **PERIOD!**

What about alternatives to cameras?

1. Speed Bumps
 - a. Engineering time - Average 4-12 months
 - b. Contractor and paving costs - Average \$2,500 - \$7,000 each
 - c. Inability to measure results
 - d. No enforcement mechanism
 - e. Going over speed bumps is not good for EMS, Fire and Police.
2. Flashing Stop Signs
 - a. Procurement time and implementation costs.
 - b. Inability to measure results
 - c. No enforcement mechanism

Isn't this just another money grab? - NO (most citations are non-resident)

Resident vs. Non-Resident Violation %

Community	Resident Ticket %	Non-Resident Ticket %
Berwyn Heights	14.82%	85.18%
Capitol Heights	27.49	72.51%
Morningside	7.82%	92.18%
Colmar Manor	3.67%	96.33%
Brentwood	6.42%	93.58%

What about Privacy?

1. Data is securely stored locally at the pole.
2. Only the 10 second violation clip is sent securely to our secure AWS cloud.
3. Cameras angled downward to protect privacy of neighboring homes.

