



GATSOUSA

SPEED ENFORCEMENT

Case study - Cedar Rapids, Iowa





I-380 — A ROAD WITH A TOLL THAT WAS TOO HIGH TO PAY

Cedar Rapids, Iowa had a very serious problem. In 2008 alone, 9 people lost their lives in road traffic collisions. And, 7 of these 9 deaths were caused by speeding on the I-380.

Cedar Rapids Chief of Police, Greg Graham, knew that something had to be done. But he faced a difficult challenge.

The I-380 is a hazardous stretch of highway running straight into the center of Cedar Rapids. The volume of traffic and the bends in the road make manned enforcement impossible without endangering officers' lives and bringing traffic to a standstill.

The Cedar Rapids Police Department needed a reliable alternative to patrol cars that would allow them to identify cases of speeding and red-light running.

The answer was GATSO.

“Choosing GATSO was a no-brainer. They had exactly what we needed in terms of experience, technical solutions and know-how.”

Chief Graham

“If you ask me does this system work...It has made a huge difference. The roads are safer. We used to have fatalities in the monitored section every year- since the cameras have been installed we've had none. GATSO is delivering everything we wanted.”

Chief Graham

A SAFE, RELIABLE SOLUTION — DESIGNED TO SAVE LIVES

GATSO USA provided the Cedar Rapids Police Department with a solution that covered the entire traffic enforcement process — from equipment installation to fine collection. The Cedar Rapids case is an example of our GATSO ONE – Enforcement as a Service solution.

KEY FEATURES

- advice on location
- speed-on-green
- open road speed enforcement (mobile and fixed)
- interstate speed enforcement
- integrated AMBER Alert
- installation
- citation issuance
- fine collection

The team from GATSO worked closely with the Cedar Rapids Police Department to ensure smooth implementation and seamless operation. Police officers were trained on the GATSO system and these officers review and approve each violation before it's mailed out by GATSO as a citation.

A COMMUNITY COMMITTED TO IMPROVING ROAD SAFETY

Cedar Rapids, Iowa, is a vibrant urban area and the second largest city in the state, with 256,324 people living in the greater metropolitan area. This represents more than 8% growth since 2000. Cedar Rapids is home to almost 300 different manufacturing plants and two dozen Fortune 500 companies.

Today, through initiatives such as the GATSO ONE program, Cedar Rapids is committed to improving public safety for its growing community.

OVERCOMING THE CHALLENGES

The biggest challenge with traffic enforcement — in any community — is winning public trust and support. This system ties the violation data to the image at the time of the incident, and then digitally stamps the record to ensure an unbreakable chain of evidence. At GATSO, we set the strictest critical standards for our readings, so our equipment registers the highest

proportion of vehicles and the readings taken are the most reliable. We apply strict control algorithms and our systems constantly monitor themselves for internal errors. So, you can be sure the results are faultless.

GATSO also helped Cedar Rapids develop effective communication materials. These played an important role in addressing public concerns and increasing awareness of traffic safety within the local community.

TECHNOLOGY AND SERVICE: A WINNING COMBINATION

GATSO was awarded the project after a competitive review that focused on innovative technology, as well as after-sales support. Through GATSO ONE, Cedar Rapids is able to effectively improve road safety without adding manpower or budget dollars.

“To me it’s wonderful because I haven’t had to go do those death notifications this year. I haven’t had to destroy somebody’s family.”

Sgt. Cristy Hamblin



THE RESULTS

The results in Cedar Rapids speak for themselves.

WINTER CRASH STATISTICS:

Every winter, Cedar Rapids is hit by severe storms. This causes spikes in the number of crashes and puts the Police Department under great pressure.

The most crashes attended by police in a 24-hour period during the winter storms:

2007 -2008: 67 crashes

2008 -2009: 37 crashes

2009- 2010: 34 crashes

2010 - 2011: 8 crashes

During the winter of 2010 – 2011, the first winter after implementation of the GATSO systems, Cedar Rapids experienced one of the worst storms on record. However, police were called to 'only' 8 crashes, a significant reduction compared to storms in previous years.

Most significantly, since the program's installation, Cedar Rapids has had no fatalities on the I-380.



PROJECT PROFILE

Project: Cedar Rapids (IA), USA

Client: Cedar Rapids Police Department

Solution Provider: GATSO USA, Inc.

Solution: GATSO ONE*

* Enforcement as a service — your outsourced enforcement solution

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