

## **Newsletter Content:**

### **City of Kirkland Installing School Zone Cameras**

Pedestrian and bicycle safety is one of the City of Kirkland's highest priority especially in school zones. Enhanced enforcement is one way to slow down traffic and create greater awareness. The City of Kirkland wants to make you aware of a new photo enforcement program what will be implemented in September 2019 at Rose Hill Elementary School and Kamiakin Middle School/John Muir Elementary School.

The safety cameras will only issue warnings for the first 30 days that the cameras are in operation. Beginning in early October, the safety cameras will issue a citation to vehicles exceeding the school zone speed limit of 20 mph. The fine for speeds over 25 mph will be \$136 per incident. A graduated fine of \$250 per incident will be issued for speeds over 30 mph. Any speeding offense incurred as a result of the school zone safety cameras will not impact the violator's driving record.

Photo enforcement cameras will operate 30 minutes before and after the start of school and 30 minutes before and after the end of school. The timing will be based on individual school start and stop times. Cameras near John Muir Elementary and Kamiakin Middle School will overlap to allow enforcement consistent with each school's start and stop times. Cameras will not operate when school is not in session, and at each school zone will indicate when the 20 mph school zone speed limit is in effect.

All fines will be used by the City to cover the cost of the enforcement program. Any revenue in excess of the cost of program will go to be used to fund traffic safety programs, personnel and projects in the Transportation Capital Improvement Plan, Neighborhood Safety Program, and Safer Routes to School Action Plans that improve school safety and pedestrian and bicycle safety.

The two pilot locations were selected based on traffic studies that measured traffic volumes and speeds as well as feedback from traffic enforcement officers. These two locations had the highest traffic volumes and incidence of excessive speed. Reducing excessive speeding significantly decreases the likelihood that a traffic collision will result in a serious injury or fatality.

For more information please see the FAQ on the City website, <http://bit.ly/SchoolZoneCameraFAQ>, or contact Kellie Stickney, Communications Program Manager, at [kstickney@kirklandwa.gov](mailto:kstickney@kirklandwa.gov).

## **Social Media Posts:**

### **Facebook**

School zone safety cameras will be coming to Rose Hill Elementary School and Kamiakin Middle School/John Muir Elementary School in September at the beginning of the 2019-20 school year. The cameras will issue warnings for the first 30 days that the cameras are in operation and will issue citations after the warning period. Photo enforcement cameras will operate when schools are in session for 30 minutes before and after the start of school and 30 minutes before and after the end of school. For more information please see the FAQ on the City website, <http://bit.ly/SchoolZoneCameraFAQ>, or contact Kellie Stickney at [kstickney@kirklandwa.gov](mailto:kstickney@kirklandwa.gov).

**Twitter:**

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**Talking points for admins:**

1. The program will not begin until the first day of the 2019-2020 school year. The City will work with the School District to send out a reminder at the beginning of the school year.
2. Signs have already been installed that clearly indicate where the school zone begins and ends when the cameras will be active.
3. Photo enforcement cameras will operate 30 minutes before and after the start of school and 30 minutes before and after the end of school (based on individual school start and stop times).
4. Warnings will be issued for the first 30 days of the program. Citations will be issued after the thirty-day warning period.
5. The cameras will not capture images of children
6. The two pilot locations were chosen based on traffic volumes, speed data and feedback from traffic enforcement officers.
7. For more information please see the FAQ on the City website, <http://bit.ly/SchoolZoneCameraFAQ>, or contact Kellie Stickney at [kstickney@kirklandwa.gov](mailto:kstickney@kirklandwa.gov).