

## Did You Know?

The Town of Paradise Valley is a residential/resort community with virtually no commercial businesses.

Lincoln Drive and Tatum Boulevard are our two main thoroughfares and both are lined with residences, schools, and houses of worship.

Photo Enforcement Stations track the number of vehicles that pass every year. Of this number, **less than 1/10th of 1%** are cited for speeding or running a red light.

- Paradise Valley's citation rate **is lower** than other Arizona municipalities
- Town photo enforcement captures an average of **22 criminal speeding violations daily** (20 mph or more above the posted limit)
- Photo enforcement is **not triggered until the vehicle is traveling 11 mph over the speed limit**
- The Town has fixed site cameras at **five intersections and 2 mobile units**

**LESS THAN 1/10TH OF 1% CITED**

# CONTACT INFORMATION

The Photo Enforcement program was adopted by the Paradise Valley Town Council, and is administered by the Paradise Valley Police Department and adjudicated by the Paradise Valley Municipal Court.

## Paradise Valley Police Department

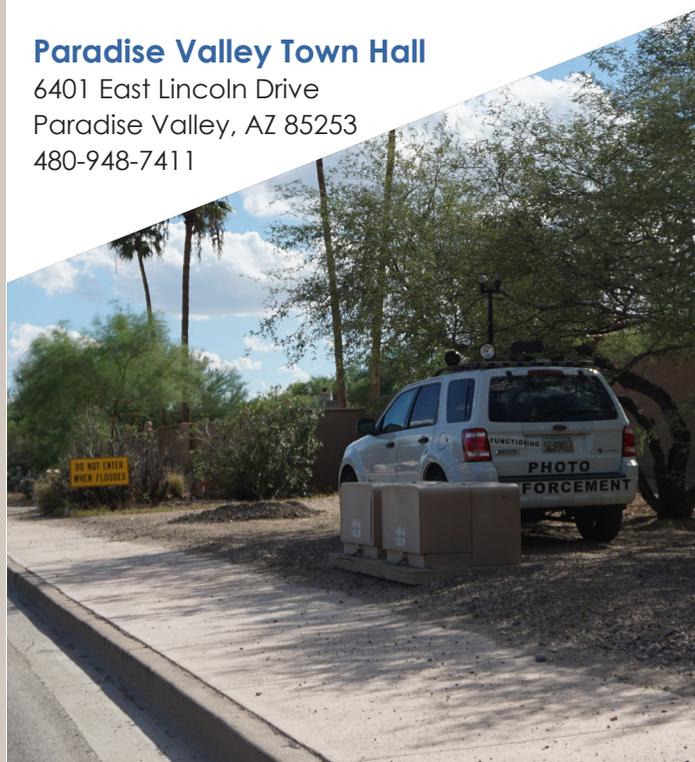
6433 East Lincoln Drive  
Paradise Valley, AZ 85253  
480-948-7418 (Main Line)  
480-348-3575 (Photo Enforcement Line)

## Paradise Valley Municipal Court

6517 East Lincoln Drive  
Paradise Valley, AZ 85253  
480-404-7000

## Paradise Valley Town Hall

6401 East Lincoln Drive  
Paradise Valley, AZ 85253  
480-948-7411



# PHOTO ENFORCEMENT IN PARADISE VALLEY

*Keeping YOU Safe!*

It's easy to think Photo Enforcement is motivated by the desire to fill the Town's coffers with easy money. ***It is not!***

Speed control and red light enforcement are serious public safety concerns and, if left unaddressed, may result in property damage, injury, or even death. Photo Enforcement, coupled with our highly professional Police Department, is an important and ***proven effective*** tool in preventing collisions and saving lives.

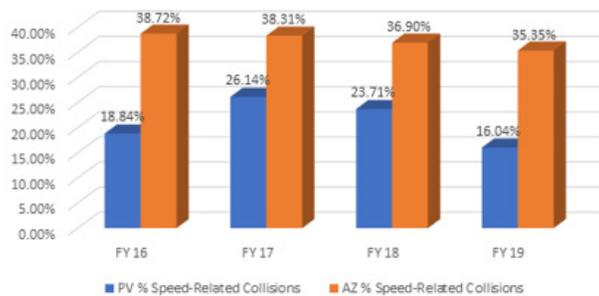
In fact, the Town may not get as much revenue from photo radar citations as you may think.

The Town of Paradise Valley began its photo enforcement program in 1987 and in that time has seen 50% fewer collisions despite experiencing a 32% increase in traffic count.

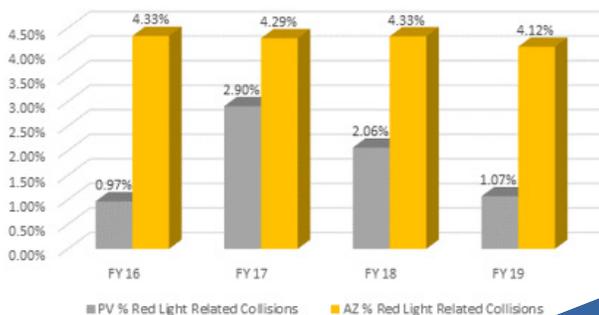
Read on to learn more about our data-driven decision to continue our Photo Enforcement program.



Paradise Valley v. Arizona  
% Speed-Related Collisions



Paradise Valley v. Arizona  
% Red Light Related Collisions

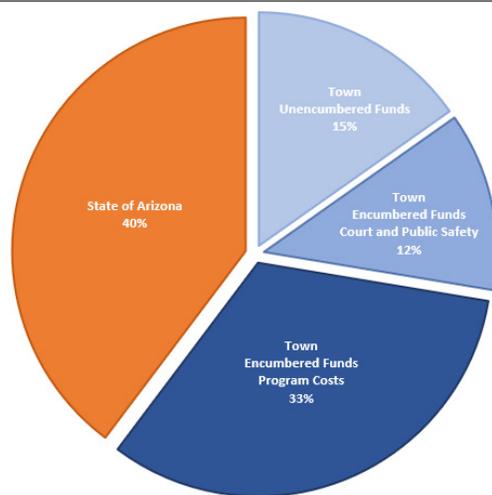


## Paradise Valley's Photo Enforcement Program is about Motorist Safety

- Photo enforcement deters speeding and red light running
- Speed display boards near camera-enforced intersections immediately let motorists know how fast they are driving



## The Financial Anatomy of a \$242 Standard Speeding Citation



When a standard speeding citation is paid, the State of Arizona takes 40% of the total fine for various funds (such as the Criminal Justice Enhancement Fund and the Clean Elections Fund, amongst others) and fees.

33% of what remains is designated to cover the Town's costs for the program and 12% directly supports Court and Police operations. The remaining 15% or \$36.85 is unencumbered.

## Photo Enforcement REDUCES COLLISIONS

When compared to State of Arizona collision statistics, Paradise Valley, which has had a photo enforcement program since 1987, experiences a significantly lower percent of speed and red light related collisions.

**Since 2017, the number of collisions in Paradise Valley has trended downward.**

## A Common Myth Busted

*Photo enforcement cameras do not autogenerate citations.*

The enforcement camera snaps the images, but the Town's photo enforcement technicians review the captured images for accuracy before issuing any citations.

## Traffic Flow

Paradise Valley roads are 2 or 4 lanes, may have a median, and have minimal frontage for pulling over. Under these circumstances, patrol officer traffic stops impede traffic flow and create a potential traffic hazard.