

**POULSBO POLICE  
DEPARTMENT**



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Ron Harding, Chief of Police

**FOR IMMEDIATE RELEASE**

## **The City of Poulsbo Introduces Automated Traffic Safety Programs to Curb Dangerous Driving Behaviors and Improve Safety**

*School zones, park zones and red-light safety cameras will soon issue citations*

Poulsbo, WA – August 12, 2024 – The City of Poulsbo announces the launch of a new program to increase safety for students, staff, and all road users by curbing speeding and reckless driving in the community’s most vulnerable locations. The Automated Traffic Safety Program will utilize three safety products: school zone speed, park zone speed, and red-light safety cameras.

The program's goal is to reduce excessive speeding and change driver behavior to help keep the community and its residents safe. Each program will be located at a different location: Poulsbo Elementary School, Poulsbo Fish Park, and the intersection of State Route 305 and Bond Road.

The program will deploy state-of-the-art safety cameras that will be strategically positioned to enforce and uphold the laws pertaining to speeding in and around these safety zones, ensuring the highest level of safety for all road users.

Each program will launch a 30-day warning period which will aim to educate residents on the program, the dangers of speeding and running red-lights, and the consequences of illegal behavior within the enforcement areas. After the warning period, registered vehicle owners will be issued violations for any vehicle photographed speeding through the enforcement area.

The monetary penalty amount for a red-light infraction or park zone speed infraction is \$145. The school zone speed infraction will be implemented at three levels: a vehicle exceeding the posted speed limit by 6MPH – 10MPH is subject to a fine of \$150; a vehicle exceeding the posted speed limit by 11MPH – 15MPH is subject to a fine of \$200; a vehicle exceeding the posted speed limit by 16+ MPH is subject to a fine of \$250.

“With the implementation of this collaborative and proven safety program, we are taking a proactive approach towards reducing speeding violations and promoting safe driving habits around our community,” said Poulsbo Police Chief Ron Harding. “The safety of our community members is our top priority, and this initiative helps us expand our ability to change driver’s behavior and enhance public safety.”

The City of Poulsbo partnered with Verra Mobility, a leader in automated traffic safety technology, to administer and help implement each safety program. While the technology will be administered through the company, the City of Poulsbo Police Department will oversee, review, and approve every violation event prior to issuing a citation.

More information about the City of Poulsbo Automated Traffic Safety Program can be found at <https://cityofpoulsbo.com/automated-traffic-safety-program/>

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### **About Verra Mobility**

Verra Mobility (NASDAQ: VRRM) is a leading provider of smart mobility technology solutions that make transportation safer, smarter, and more connected. The company sits at the center of the mobility ecosystem, bringing together vehicles, hardware, software, data, and people to enable safe, efficient solutions for customers globally. Verra Mobility's transportation safety systems and parking management solutions protect lives, improve urban and motorway mobility, and support healthier communities. The company also solves complex payment, utilization, and compliance challenges for fleet owners and rental car companies. Headquartered in Arizona, Verra Mobility operates in North America, Europe, Asia, and Australia. For more information, please visit [www.verramobility.com](http://www.verramobility.com).

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