

FOR IMMEDIATE RELEASE

In an effort to increase driver compliance with the posted School Zone speed limit surrounding Fruitland Intermediate School and Fruitland Primary School, the City is launching a Mobile Speed Enforcement Program. Similar programs are being utilized in Chevy Chase Village, Gaithersburg and New Carrollton, and are viewed as an effective means of positively changing driver behavior and improving safety for both pedestrians and motorists.

According to Fruitland Police Chief Michael Phillips, "Our main objective is to protect the children and residents of Fruitland from drivers who are choosing to disobey the posted speed limit and break the law".

The speed enforcement vehicle will be equipped with a radar camera programmed to capture a series of photographs of vehicles exceeding the posted 25mph limit by more than 12 mph. These digital images will be used to identify the vehicle's registered owner and will appear on the citation which carries a \$40 fine. The vehicle's recorded speed will also be noted on the violation, which is being treated as a civil rather than criminal penalty. As a result, no license "points" will be assigned and insurance providers are not notified of the citation.

To allow drivers who live, work or travel through the area time to become more familiar with the program, Warning notices will be issued to violators for the first 30 days from February 22nd thru March 23rd. Once the grace period concludes, violators will receive a \$40 citation which may be contested in Maryland District Court. Detailed instructions on how to pay the citation or request a court date are included on the violation notice.

In addition to the Warning period, information regarding the program will be posted on the City's website www.cityoffruitland.com and additional signage will be installed advising drivers that camera enforcement is being used.

Chief Phillips, "The overriding goal of this program is not to trap drivers or catch speeders, the goal is to make people aware and get them to slow down...lives depend on it".