



STAFF REPORT

Meeting Type: City Council
Meeting Date: February 2, 2026
From: Patrick Huskey, Police Chief
Tyler Wallace, Finance Director
Tyler Deems, City Manager
Subject: Traffic Safety Technology Work Session

DECISION TO BE MADE:

Does the City Council support any of the following additions:

- Flashing beacons at key crosswalks in downtown Sandy
- Driver feedback signs at the east and west entry points of downtown Sandy
- Camera technology at key intersections for speed and red-light running violations

APPLICABLE COUNCIL GOAL:

- **Goal 1.3:** Continue to implement a traffic safety and speed enforcement program, including deployment of technology that will assist with enforcement and gather accurate speed data in areas of concern within the city.

BACKGROUND / CONTEXT:

In early 2025 the City Council adopted Goal 1.3, which expressed their intention to implement a traffic safety and speed enforcement program, including the use of technology, to assist with enforcement and increase safety within the city. There are several potential components to this goal, each of which provides safety enhancements to different user groups. Three options that have been studied thus far include the addition of flashing beacons at key crosswalks within the downtown area, installing driver feedback signs at the east and west entry points of downtown, and the implementation of camera technology for further enforcement of speeding and red-light running along the Highway 26 corridor throughout city limits.

The goal of this work session is to get feedback from the Council regarding these three approaches, including whether there is a strong desire to move forward with any or all the approaches. Flashing beacons and driver feedback signs are relatively low cost and easy to implement. Traffic cameras require ongoing staff support; however, this is the only practical option to leverage technology for enforcement in the areas of concern within the city.

ODOT traffic studies have historically shown a high volume of traffic traveling through Sandy on Highway 26. Highway 26 is the most direct route from the Portland metro area to Mt. Hood and Central

Oregon, which are major recreational destination sites. No matter the season/time of year, traffic numbers do not fluctuate; they stay relatively consistent throughout the year. Inclement weather and heavy holiday travel do play factors in increased traffic issues. Recent traffic counts indicate more than 30,000 vehicles per day traveling through Sandy.

KEY CONSIDERATIONS / ANALYSIS:

Crosswalk Improvements

The most efficient and effective way to improve pedestrian safety in the downtown core is to provide better crossing options along Highway 26. There have been several incidents of pedestrians either being hit by vehicles due to speed or lack of visibility at existing crosswalks. The addition of flashing beacons at key existing crosswalks would draw increased attention and visibility to the crosswalk, providing a safer crossing experience.



Staff have already been working with ODOT to determine the feasibility of the addition of flashing beacons. In order to avoid the need for traffic studies and further administrative review from ODOT, the easiest implementation approach is to add flashing beacons to crosswalks that already have signage associated with them. This work started a little over a year ago, after a pedestrian was struck crossing Highway 26 in front of the Sandy Action Center at a designated crosswalk. ODOT has approved the additions of flashing beacons at the existing crosswalks at:

- Pioneer Blvd. in front of the Sandy Action Center
- Proctor Blvd. and Strauss Ave.



The two **green highlighted** areas are where ODOT approval has already been granted. These crosswalks were selected as they already have signage, which streamlines the application process with ODOT. Crosswalks along Highway 26 that do not already have signage would require additional studies and were not part of this initial work.

If there is interest in adding additional flashing beacons along the highway, the **purple highlighted** areas would likely be a great second phase. If there is interest in adding additional flashing beacons beyond the highlighted areas above, the timeline and cost is unknown, but staff could begin studying those options and working toward a future implementation strategy. Flashing beacons that are not within ODOT's jurisdiction can be implemented much more easily. If there is interest in adding this type of infrastructure at other locations, please provide the specific locations. Staff has had one request to add this type of infrastructure along Pleasant St. near Sandy Grade, which can be evaluated in the near future.

Council direction needed: Is there support to move forward with the addition of flashing beacons at the crosswalk in front of the Sandy Action Center and at Proctor Blvd / Strauss Ave?

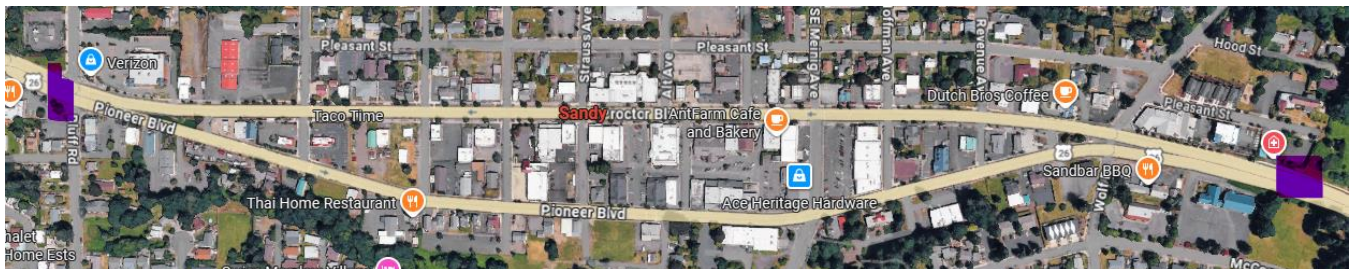
Driver Feedback Signs



Driver feedback signs are designed to provide real time feedback to drivers of their current speed and are often accompanied by speed signs. The City already has a few of these installed along Highway 211 near Dubarko Rd. Installing additional driver feedback signs at the east and west entry points of downtown Sandy may assist in calling out the reduced speed and encourage drivers to reduce their speeds. The two locations that have been studied to date are both along Highway 26 and within ODOT's jurisdiction. ODOT has approved the request to add this type of infrastructure at two locations:

- Eastbound on Highway 26, just before the Bluff Rd. intersection
- Westbound on Highway 26, just before the Ten Eyck Rd. intersection

The map below shows the approximate locations highlighted in blue:



Staff has not yet, but could, explore adding this type of infrastructure to other areas within Sandy, for example along Bluff Rd. north of Highway 26 or along Highway 211, near Gunderson Rd.

Council direction needed: Is there support to move forward with the addition of driver feedback signs at the east and west ends of downtown Sandy? Or are there other locations the Council feels this type of infrastructure would be more valuable?

Camera Technology

The third approach that staff has explored is the implementation of photo radar and red-light running cameras to be utilized to enhance public safety within the city limits of Sandy. Speed and red-light running represent the biggest traffic safety concerns of our citizens. ODOT traffic crash data also supports the concerns of our citizens.

The addition of photo radar and red-light running cameras would provide an elevated enforcement presence to increase traffic safety. License Plate Reader (LPR) technology is also available for possible implementation in the future, which could potentially assist in identifying stolen vehicles, Amber alert vehicles, and certain vehicles involved in criminal investigations.

City staff have done extensive due diligence in evaluating technology-based enforcement options. Speed studies have been conducted which are discussed later in this report. City staff have also been engaged in conversations with the City of Beaverton about their traffic camera program. City staff visited the Beaverton Police Department for a full program walkthrough and Q&A session.



Pros of Automated Enforcement Cameras

- **Enhanced Safety:** The primary goal is to improve road safety by deterring speeding and red-light running, which can lead to a significant reduction in injury-related and right-angle crashes.
- **24/7 Monitoring:** Unlike human law enforcement officers, cameras provide constant, 24-hour surveillance of high-risk areas, ensuring continuous adherence to traffic laws.
- **Objective Enforcement:** Cameras capture violations without human bias related to race, gender, or other personal characteristics, promoting a more equitable application of traffic laws.
- **Free Up Police Resources:** Automating traffic enforcement allows law enforcement agencies to reallocate their resources to other policing priorities.
- **Data Collection:** The data collected can help traffic management authorities identify high-risk locations and implement targeted engineering improvements, such as optimized signal timing and better signage.
- **Deterrence:** The mere presence and awareness of cameras can encourage drivers to adopt safer driving habits, even in areas without cameras (known as a "ripple effect").
- **The City may choose to cover as many intersections as they choose in all four directions, based on the traffic data and safety needs of the community.**
- **A camera system at Hwy 26 and Bluff would be a bonus to our Safe School efforts.**

Cons of Automated Enforcement Cameras

- **Increased Rear-End Collisions:** Critics point to studies suggesting that while serious side-impact crashes decrease, drivers abruptly stopping to avoid a ticket may inadvertently increase the number of less severe rear-end collisions. (Historical information from Beaverton only shows a decrease in crashes)
- **Privacy Concerns:** The widespread use of surveillance technology raises concerns about privacy rights and the potential for misuse of collected data.
- **Financial Burden and Equity Issues:** Fines can place a disproportionate financial burden on low-income individuals. There are also concerns that some municipalities prioritize revenue generation over public safety, which can erode public trust.
- **Lack of Due Process:** Fines are often issued without a human witness, which critics argue infringes upon an individual's right to confront their accuser in court. (The person issuing the citation is reviewing all camera footage and issuing citations based on the image, DMV photo information, and strict procedural guidelines. In addition, any person receiving a citation has the option to request a trial and plead their case to the municipal judge.)
- **Accuracy Issues:** The technology is not infallible, and false readings or malfunctions can lead to incorrect citations. (The citation itself is issued by a person, not the technology-This "con" would be alleviated with training and standardized procedures "If in doubt, do not issue the citation.")
- **Limited Effectiveness (Situational Compliance):** Drivers may only adjust their behavior in camera-enforced areas, reverting to risky habits on familiar, non-camera routes. (Utilizing the City of Beaverton 24 years of history in this program and its success, this is not a concern.)

Increasing Enforcement Capacity

It is also worth noting that a human issuing citations cannot issue more than three or four per hour, given the amount of time it takes to stop a vehicle, engage with the driver, review license and registration, issue the citation, engage with the driver again, and end the traffic stop. Technology increases the ability to enforce traffic laws around the clock, and is not hindered by staffing shortages, vacation or sick leave, or any other potential staffing conflict.

Camera Locations

A speed study was conducted by NovoaGlobal and consisted of three intersections. The data from the speed study is included as an attachment (Attachment 1). A separate study regarding red light-running data was run on December 16, 2025, for a 16-hour period (Attachment 2). The same intersections were utilized for the speed study and the red-light running study, but the studies were conducted at different times.

- Highway 26 and 362nd Dr.: this would consist of two cameras, one facing east and one facing west. Westbound traffic is more egregious. While this intersection shows lower violations, it is the intersection with the most crashes. This intersection is also adjacent to Fred Meyer where we experience many of our theft incidents where most suspect vehicles leave from. For this particular location, Police Department Staff are suggesting moving these cameras to Highway 26 at Orient/Jarl Rd. It is reasonable to assume similar violation levels as the Highway 26/Ten Eyck Rd. intersection as it is the first/last major intersection entering/leaving the City.
- Highway 26 and Bluff Rd.: this would consist of, at a minimum, two cameras, one facing east and one facing west. The study only utilized cameras in the east and west direction, while no data exists on the north and south violations. This intersection, particularly during school hours, sees egregious activity in all directions. Members of the Police Department and our citizens have observed numerous violations on Bluff Rd., crossing Highway 26. Based on common knowledge and firsthand experience, Staff believed that cameras facing both north and south are warranted. Cameras at this location would assist in protecting our children while traveling to and from school, as well as assist in efforts related to our Safe School routes.
- Highway 26 and Ten Eyck Rd: this would consist of two cameras, one facing east and one facing west. Westbound traffic is more egregious. It is worth noting that staff submitted a request to ODOT some time ago to extend the zone of reduced speed further to the east for vehicles approaching downtown. That request is still pending, but if ultimately granted it would provide drivers additional opportunity to slow down before reaching Ten Eyck Rd.

Based in historical knowledge and ODOT data speed and crash data on Highway 26, east and west bound traffic represents the biggest threat to public safety. Staff believe an approach of this magnitude is not too much, nor too fast, while we adjust to the new workload. The City can always add or subtract more technology and employees at a pace the Council and staff are comfortable with.

Council direction needed: Is there support to move forward with negotiating a contract for service for camera technology? If the answer yes, but there are further questions about camera locations, Staff can move forward with working towards a contract and bring back further information regarding intersections in the near future.

Additional Traffic Safety

In addition to the above-mentioned approaches to safety enhancements, there are a few other things to consider. Several years ago, the Council expressed interest in better understanding the process of lowering speed limits throughout the City. In short, to reduce the speed limit throughout the City, the City would need to make changes to individual streets after a traffic study is conducted – or – a blanket change street designation (for example, all collector streets would be changed, all arterial streets would be changes, etc.). Importantly, staff were advised in 2023 by our traffic engineers, DKS, that under state law, such “statutory” speeds are limited to options under 25 mph and over 60 mph.

Further, the safety concern at the intersection of Highway 211 and Dubarko Rd. continues to be a topic of discussion. DKS is working on reviewing traffic data to provide a recommendation for improvements at this site. These improvements could include a four-way stop, a traffic signal, or a roundabout, for example. This work should conclude in the coming weeks, and staff will provide Council with an update as soon as we are able.

BUDGET IMPACT:

The combined cost of installing flashing beacons and driver feedback signs at the proposed locations is \$65,000. The estimate did not break out the cost by location, so staff are working on getting a revised estimate to better understand the individual costs for each component of the project.

A firm like NovoaGlobal charges nothing upfront but does take a 10% share of any citation issued through their technology. For context, the City of Beaverton issues 2,500 citations per month with three employees reviewing and submitting citations.

The City would need to add one or more “Traffic Enforcement Agents” to analyze camera data and issue traffic citations in conjunction with ORS 153.083. The City would likely also need to add one position in the Municipal Court Department to handle the increased volume of citations. There would also potentially be an increase in the need for municipal judge services with an increased volume of trials. The number of additional employees will ultimately depend on the volume of infractions and citations, which cannot be fully understood at this time.

In evaluating the budget impacts of implementing the program, City staff have used Sandy traffic study data and actual program performance from the City of Beaverton to model revenue estimates. In even the most conservative of scenarios, program revenue will cover program costs including vendor costs, FTE salary and benefits, supplies and marginal costs of minor office reconfigurations. Additionally, it is likely that there will be additional revenue generated that could go towards other Council priorities.

RECOMMENDATION:

Staff recommend asking questions and providing staff with feedback on each of the three approaches that have been provided to work toward accomplishing Council Goal 1.3.

LIST OF ATTACHMENTS / EXHIBITS:

- Speed Study Report
- Red Light Study Data