

## TRAFFIC SAFETY CAMERA PILOT LAUNCH ENGAGEMENT PLAN

### Introduction & project overview

A pilot of traffic safety cameras for speeding and red light running are one part of the City's Vision Zero effort to get to zero traffic deaths and serious injuries. During the 2024 State legislative session, a law was passed that gives the City of Minneapolis authority to implement a pilot program and requiring that it protect for fairness, equity, and privacy. As a result, the City will start using traffic safety cameras after August 1, 2025 with around five initial locations and expand as the pilot continues through 2029. Community engagement will inform residents of the program details and consider their feedback on the locations of the cameras.

### PROJECT HIGHLIGHTS

- Traffic safety cameras will automate enforcement of speed limits and may be expanded to include red light violations.
- Pilot will launch with around 5 locations and could expand to a maximum of 42 locations.
- Locations must be in multiple, geographically distinct communities with differing socioeconomic conditions.
- Violations of 10-19 mph over the posted limit result in a \$40 fine, which increases to \$80 if going 20 mph or more over.
- The enforcement system includes a first-time warning and option for traffic safety class in lieu of first citation.

### PROJECT GOALS

The goals of the traffic safety camera pilot are:

- **Safety.** Improve safety by reducing traffic crashes and supporting safe driving.
- **Trust.** Be transparent and honest in decision making and evaluation.
- **Fairness.** Enforce traffic rules in an equal and unbiased way.
- **Equity.** Plan and implement a system that impacts all communities fairly.
- **Efficiency.** Deliver a cost-efficient system that is well managed.

### PROJECT SCHEDULE

#### Phase 1: Introducing Launch Details (Feb 2025)

- Phase 1 will continue the engagement work that contributed to the development of the pilot program. New materials and outreach will inform stakeholders of the finalized program specifics and the opportunities ahead for more involved engagement. We will also begin sharing this information and consulting on potential locations of traffic safety cameras at tabling events and hosted open houses.

#### Phase 2: Connect with Neighborhoods & Communities (Mar 2025-May 2025)

- Phase 2 will focus on reaching specific neighborhoods, cultural communities, and other key community groups. Engagement events will continue to share detailed information on the

program and solicit feedback on camera locations. We will hire community-based organizations to help connect with historically underrepresented community members. The events in this phase will come in a variety of formats to best reach those community members through our community partners. We will also continue to meet with advocacy groups, neighborhood associations, and other stakeholder groups as opportunities arise.

### **Phase 3: Public Information Campaign (July 2025-Sep 2025)**

- Phase 3 will inform the public of the impending launch of the pilot and communicate essential details. The information campaign will proactively seek to reach a wide audience by messaging through a variety of media channels and formats.

## **Community analysis**

### **DEMOGRAPHIC SUMMARY**

The program will impact all communities of the city, both through its enforcement mechanisms and the resulting improved traffic safety. In recognizing the potentially greater impact for members of communities traditionally underrepresented in planning engagement, the project will focus on reaching those residents, including:

- Residents of Color 37.4%
- Black/African American 18.4%
- Hispanic/Latino 9.9%
- Native/Indigenous/American Indian 0.9%
- Foreign-born 14.5%
- Lowest-income (below poverty line) 16.8%
- Lower-income (100-200% of poverty line) 15.6%
- Renters 52%
- Limited English speaking 19.6%
- other cultural communities like Hmong and other Southeast Asian, Somali and other East African

### **DATA GAPS**

- Census data is not available for specific cultural communities like Somali and Hmong residents.

## **Engagement overview**

### **EQUITY AND ENGAGEMENT**

Achieving equity in transportation means that the quality of the transportation networks in the city creates fair and just opportunities and outcomes for all people. In Minneapolis, historic exclusion from government-led processes, disinvestment in certain communities, and insensitive design have all contributed to the inequities that persist today. To rectify these systemic injustices, both past and present, we must reconsider and invest in our transportation system through a deep commitment to racial equity – providing just outcomes for all people in the city, and outcomes that are not predictable by race.

The City of Minneapolis acknowledges that the transportation system and government-supported decisions have underserved, excluded, harmed and overburdened some communities, namely Black and Indigenous communities, other communities of color, and people with disabilities. We understand that these past decisions have denied these communities the full participation of transportation benefits, which has led to disproportionate burdens (Racial Equity Framework for Transportation [Acknowledgement of past harms](#)).

The City is focused on ensuring that populations that have been excluded from (or under-represented in) government-led processes such as public engagement are involved and aware of projects occurring in their neighborhoods. This project will prioritize activities and events that will reach historically under engaged community members by...

- Working with community-based organizations to reach cultural communities of Minneapolis
- Prioritizing engagement activities in high Transportation Equity Priority score areas
- Translating key project documents into Spanish, Somali and Hmong and providing interpretation at events held in communities as needed

## ENGAGEMENT GOALS

- **Provide details of the program citywide in a transparent and proactive manner**
  - Action 1: Make details of the program easily available and in a variety of formats
  - Action 2: Proactively communicate details of the program ahead of its start through a public information campaign
- **Prioritize engagement in areas of the city with higher equity concern and program impact**
  - Action 1: Conduct a majority neighborhood engagement events in TEP Tier 1 and 2 areas
  - Action 2: Conduct an engagement event in every City-designated community (<https://arcg.is/1ueCf91>) with more than five potential camera locations
- **Partner with community-based organizations to better engage underrepresented groups**
  - Action 1: Contract with a minimum of five different community-based organizations to facilitate engagement events
  - Action 2: Hold engagement events focused on reaching community members from the following historically underrepresented groups: African American/Black community, Hispanic/Latino community, Native/Indigenous community, East African community, Southeast Asian community, low-income residents, and renters
- **Solicit community feedback on camera locations and incorporate into the selection process**
  - Action 1: Present potential locations for community review
  - Action 2: Consider any specific community feedback in location selection
- **Communicate program information in ways that can be understood by all community members**
  - Action 1: Use plain language to explain all important aspects of the program
  - Action 2: Translate all essential materials into Spanish, Somali and Hmong and offer interpretation services for neighborhood and community specific engagement as recommended by Neighborhood & Community Relations cultural specialists

## ENGAGEMENT PHASES

Phase & Time Frame	Overview	Strategies
<b>Phase 1:</b> <i>Introducing Launch Details</i> (Feb 2025)	Phase 1 will continue the engagement work that contributed to the development of the pilot program. New materials and outreach will inform stakeholders of the finalized program specifics and the opportunities ahead for more involved engagement. We will also begin sharing this information and consulting on potential locations of traffic safety cameras at tabling events and hosted open houses.	<ul style="list-style-type: none"> <li>• Table at Community Connections Conference and other event opportunities</li> <li>• Program webpage with overview materials</li> <li>• City-hosted open houses</li> <li>• On-demand video presentation</li> <li>• Summarize and share engagement to date</li> <li>• Communicate engagement plans to stakeholder organizations</li> <li>• Share online camera location map</li> </ul>
<b>Phase 2:</b> <i>Connecting with Neighborhoods &amp; Communities</i> (Mar 2025- May 2025)	Phase 2 will focus on reaching specific neighborhoods, cultural communities, and other key community groups. Engagement events will continue to share detailed information on the program and solicit feedback on camera locations. We will hire community-based organizations to help connect with historically underrepresented community members. The events in this phase will come in a variety of formats to best reach those community members through our community partners. We will also continue to meet with advocacy groups, neighborhood associations, and other stakeholder groups as opportunities arise.	<ul style="list-style-type: none"> <li>• Events focused on reaching underrepresented communities</li> <li>• Engagement activities tailored to be culturally appropriate and responsive to community needs</li> <li>• Tabling, pop-ups, and other opportunistic engagement to meet people where they are</li> <li>• Community preference activities on potential camera locations</li> <li>• Presentations to neighborhood organizations and other community, advocacy, and advisory groups</li> </ul>
<b>Phase 3:</b> <i>Public Information Campaign</i> (July-Sep 2025)	Phase 3 will inform the public of the impending launch of the pilot and communicate essential details. The information campaign will proactively seek to reach a wide audience by messaging through a variety of media channels and formats.	<ul style="list-style-type: none"> <li>• Communications through City channels</li> <li>• Social media posts</li> <li>• Coverage of the program through earned media coverage</li> <li>• Messaging through paid media</li> <li>• Shared communications via community partners</li> </ul>

For reasonable accommodations or alternative formats please contact: Andrew Schmitz at 612-673-2721 or [andrew.schmitz@minneapolismn.gov](mailto:andrew.schmitz@minneapolismn.gov). People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850. Para ayuda, llame al 311. Rau kev pab hu 311. Hadii aad caawimaad u baahantahay wac 311.