

# MARSHALLTOWN

— I O W A —

Joel Greer, Mayor  
Joe Gaa, City Administrator  
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**TO:** Mayor and City Council  
**FROM:** Joe Gaa, City Administrator  
**DATE:** October 19, 2023  
**RE:** Resolution 2023-208 to Designate ATE Revenues

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**Strategic Plan:**

- Strategy 1: Expand and improve development in the community.
- Strategy 2: Enhance Marshalltown's public image.
- Strategy 3: Continually improve and sustain the City's infrastructure, organization, and services.
- Strategy 4: Partner with citizens, for-profit, non-profit, and others to improve quality of life.

**Recommendation:** Approve Resolution 2023-208 designating uses of revenue from automated traffic enforcement (ATE).

**Budget Impact:** Utilizing current revenues, and the plan to add mobile cameras in the future, an anticipated amount of \$500,000/year has been utilized as a budget projection.

**Description/Background:** In June of 2023 the City installed two stationary "speed cameras". To date, the two cameras have generated over \$250k in revenues. While the overall goal was to slow traffic to safe levels, it is hard to overlook the revenue. Discussion was held on October 9<sup>th</sup> and staff was instructed to bring back a resolution for approval based on the following criteria.

1. Up to 25% (not to exceed \$125,000 annually) shall be used for Police Department technology and crime prevention initiatives.
2. Up to 25% (not to exceed \$125,000 annually) shall be used for the implementation of the Arts and Culture Master Plan.
3. Up to 50% (not to exceed \$250,000 annually) shall be used for community beautification projects such as park improvements, maintenance of City entrance points/thoroughfares, and nuisance enforcement.

**CITY COUNCIL**

Al Hoop, Gabriel Isom, Barry Kell, Mike Ladehoff,  
Greg Nichols, Jeff Schneider, Gary Thompson

