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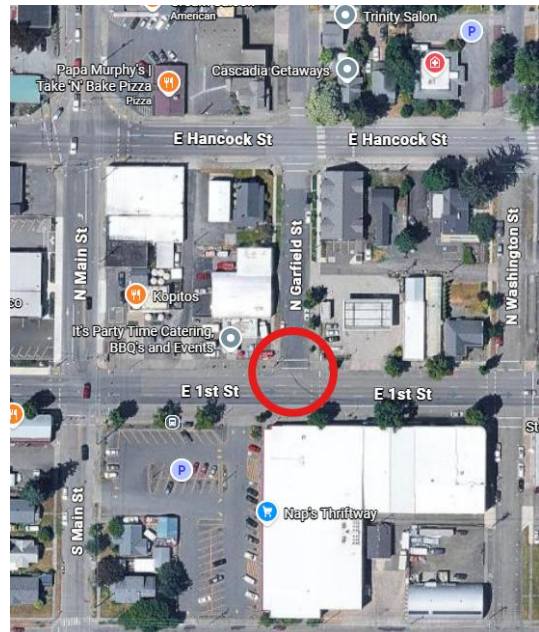
Contact: Eric Ronning
police@newbergoregon.gov

Newberg-Dundee Police Department to Deploy New Speed Camera in Downtown Newberg

(NEWBERG, OR) – The City of Newberg will soon deploy an additional automated speed enforcement camera in downtown Newberg, located near the intersection of 1st Street and Garfield Avenue. The camera is the latest expansion of the City’s traffic safety initiative, which launched its first photo enforcement cameras at HWY 99W and Villa Road earlier this year.

Unlike the cameras at 99W and Villa, the new camera near 1st and Garfield is a portable unit that will capture speed violations only. It is not associated with a traffic signal. Its placement may be adjusted over time depending on its effectiveness in reducing speeds through the downtown corridor. The camera will be installed in the next few weeks and will undergo a period of testing after install to ensure the equipment is working properly.

The decision to deploy in this location is grounded in data. A traffic survey conducted by NDPD in May found that more than 91,500 travel through the 1st and Garfield in a 7-day period. Of those, over 39,000 are exceeding the posted 25 MPH speed limit, and more than 990 are traveling 11 MPH or more above the limit. That translates to over five citable violations occurring every single hour, around the clock.



Why cameras instead of traditional traffic enforcement?

Officers can and do enforce traffic laws manually, but in high-volume corridors like downtown Newberg, that approach comes with limitations both for safety and efficiency. In areas with heavy traffic, it’s difficult for officers to safely position themselves to observe violations and then enter the flow of traffic to make a stop. Once a stop is made, completing and issuing a citation takes approximately 10-12 minutes on average, meaning an officer working a busy corridor under ideal conditions may issue no more than four to five citations per hour, and only when no higher-priority calls arise. Traditional traffic stops in congested areas can also worsen congestion and increase risk to all parties involved.

Automated cameras allow for safe, continuous, around-the-clock enforcement at a fraction of the cost of deploying a patrol vehicle. Like the cameras at 99W and Villa, the downtown camera location will be clearly signed in advance so drivers are aware enforcement is in effect before they reach it.

A Note on Privacy and Data Use

The new camera uses License Plate Reader (LPR) technology, but it does not continuously monitor or log passing license plates. LPR is activated only when a speed violation is detected. The camera is not connected to any external surveillance network. This is consistent with how the existing cameras at 99W and Villa operate.

For more information on how the City's photo enforcement program works, visit:

<https://bit.ly/photorlnewberg>

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