CITY OF BELLE ISLE, FLORIDA

Cost Proposal

RFP No. 2020-02

Traffic Camera
Safety System

DUE: FEBRUARY 20, 2020





Creating Safer Communities

MoviosiClobal, Inc. 8018 Support of Step MS, Oplando, Ft. 19866

Phone 948-998-4218

nielejanerrea glebal, ce m WWW. govinstellebal, ce m



COVER LETTER

City of Belle Isle Office of the City Clerk 1600 Nela Avenue Belle Isle, FL 32809

Date: February 14, 2020

Carlos E. Löfstedt

President & CEO NOVOAGLOBAL, Inc. 8018 Sunport Drive, Suite 203 Orlando - FL 32809

Mobile: 305-812-2257 Toll Free 888-666-4218 Fax 888-666-4024

E-mail: clofstedt@novoaglobal.com

RE: Traffic Camera Safety System, RFP No. 2020-02

Dear Members of the Evaluation Committee:

On behalf of NovoaGlobal Inc. (NG), formerly known as Sensys America, Inc., I am delighted to submit our response to the above-mentioned RFP. Our proposal offers the City of Belle Isle a complete managed service. It includes all hardware, software, installation, maintenance, operation, and all back-office processing of violations as specified in the RFP.

Why NovoaGlobal Inc.

NovoaGlobal is a Florida, Orange County, and Orlando certified MBE Company. Orlando based, we are a leading national developer/manufacturer of advanced "traffic infraction detection/enforcement" solutions with long-standing customer/partner relationships across the United States, Canada, and Colombia. NovoaGlobal is proud to offer its **Vision Zero** and **Safe City** solutions to the City of Belle Isle.

Orlando is home to the NovoaGlobal National Violation Processing Center, its Development/Assembly and Test facility, as well as its National Technical Support Center. The NovoaGlobal location, just minutes away from the City of Belle Isle, guarantees the most efficient and flexible supporting services available from any competitor.

All NovoaGlobal solutions incorporate the latest cutting-edge technologies in camera/video detection, HD image capture/image processing, multi-tracking radar, to name just a few. Before installation, all systems are assembled, integrated, and thoroughly tested at our Orlando facility. The Orlando office is also responsible for all violation validation, processing services, mailings, payments, customer relations, and technical supporting services. All violation mailings for this program will have a FL postmark!

We are large enough to deliver the most challenging red-light programs (number of locations, number of lanes, engineering challenges etc. etc.), and small enough to guarantee the most personal, most efficient and most effective service in the industry.

NovoaGlobal is a financially stable, highly technical company, and enjoys a significant reputation for successfully designing, implementing, operating and supporting, full service (turnkey and custom) Automated Traffic Safety Programs to municipalities across the United States.

Legal Understanding

We monitor, understand, and fully comply with all legal frameworks associated with automated traffic safety programs in the State of Florida. Our proposal is, therefore, based on in-depth local knowledge and a clear understanding of the objectives as laid out in the RFP. It also guarantees the City of Belle Isle a cost-neutral, no-risk, high-performance turnkey solution from a well-respected traffic enforcement company.







About our People

Our program management and engineering teams are among the best qualified and experienced in the country, and follow stringent, proven project management standards. Our in-house R&D engineers ensure the optimization, integration, and stability of all NovoaGlobal integrated solutions, and our technical support team makes sure that all systems in the field are running smoothly and at maximum performance levels. We strive for 100% systems up-time and respond quickly and efficiently if problems arise.

About this Proposal

Our shared goal is to change driving behavior, reduce the number of accidents, injuries, fatalities, and increase security within the City of Belle Isle. We believe this proposal not only meets but exceeds all requirements as set out in the RFP. We believe we know Belle Isle and have a better understanding of its needs regarding enforcement, education, and security than any other company. For that reason, we are providing two (2) alternative offers. The first offer refers directly to the requirements of the RFP, and the second includes other services, such as LPR (License Plate Recognition), Portable enforcement, Educational warnings, and Video monitoring.

As a Small Business, NovoaGlobal experiences little to no internal bureaucracy so able to provide its customers with a level of service and flexibility not available from larger corporate entities within this industry. This proposal does not contain trade secrets or proprietary information. Nor does it contain any exceptions to the content or requirements of the RFP.

I am proud to submit our proposal and look forward to the evaluation process, and the opportunity of partnering with the City of Belle Isle on this critical project. I am the contact person and authorized signer. You may reach me at the contact details on the first page of this letter.

Sincerely,

Carlos E. Lofstedt

President/CEO of NovoaGlobal, Inc.

Touch a full

EXHIBIT B

ALTERNATIVE I

COST PROPOSAL PAGE

The City is requesting Vendors submit pricing/revenue on three options as stated below. Vendors should provide pricing on all three options and the City shall determine which option is in the best interest of the City. If you do not provide all three options, you may not be considered for award, if the City chooses the option for which you did not provide pricing.

OPTION 1 - FLAT FEE STRUCTURE

Company Name

The Vendor should propose an all-inclusive flat fee per month for each automated camera red light traffic enforcement system.

Fixed automated came	ra red light traffic enforcem	nent system
\$3.500		each approach per month
OPTION 2 - FEE FOR	ACTIONABLE ACTIVIATI	ION - FIXED FEE STRUCTURE
The Vehior should pro- enforcement system.	ppose an all-inclusive fixed	fee per actionable activation of each automated camera red light traffi
Actionable activation is by the City of Belle Isla	defined as an activation of Police Department for infra	the automater camera red light traffic enforcement system that is approve action issuance.
\$		each actionable activation
OPTION 3 – FEE FOR	ACTIONABLE AS IVIATI	ION – TIERED STRUCTURE
The Vendor should prop traffic enforcement syst	pose an all inclusive tiered tem.	tructure fee per actionable activation of each automated camera red ligh
Actionable activation is by the City of Belle lee	defined as an activation of to for infraction issuance.	the automated camera red light traffic enforcement system that is approve
Please provide your be	st Tiered Structure for action	onable activation below:
Infraction 1 -	@ \$	each actionable activation
Irraction	_and above @ \$	each actionable activation
Authorized Signature _	Cert !	to offitt
Print Name	Carlos Lofs	stedt
Date	2/18/20	20

NovoaGlobal

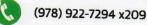


EXPERTS IN TRAFFIC ENFORCEMENT



BELLE ISLE, FLORIDA

RFP NO. 2020-02: Traffic Camera Safety System



Contact: Dorian Grubaugh



(480) 315-1388



d.grubaugh@sensysgatso.com



Sensys Gatso Group 900 Cummings Center | Suite 316-U Beverly, MA 01915 www.sensysgatso.com

C 1-978-922-7294

= www.sensysgatso.com

ussales@sensysgatso.com

Copyright @ 2020 - Sensys Gatso USA, Inc.

February 19, 2020

City of Belle Isle City Hall 1600 Nela Avenue Belle Isle, FL 32809



Sensys Gatso Group 900 Cummings Ctr Suite 316-U Beverly, MA 01915

T (978) 922-7294 F (978) 922-7293

ussales@sensysgatso.com www.sensysgatso.com

Re: RFP 2020-02 TRAFFIC CAMERA SAFETY SYSTEM

Dear Selection Committee:

GATSO is pleased to provide this solicitation response to the City of Belle Isla for a turnkey red light traffic infraction detection program and related support services. Our submittal will include a brief overview of our company and a detailed narrative of our technology. Response information will be presented in the particular format and sequence requested by the City.

Sensys Gatso is the world's most established automated traffic safety enforcement company. We design and manufacture our entire solution platform. Sensys Gatso leverages a 60-year legacy of technological achievement and leadership in the world of photo enforcement. We are the world's largest automated photo enforcement company, with over 50,000 installations in 60 countries. Ongoing Major Red Light Camera Projects include:

2015 Albany, New York - 36 Red Light Cameras

2015 West Hollywood, California - 16 Red Light Cameras

2012 Project EG100, Netherlands - 237 Red Light/Speed Cameras

2009 Interior Ministry, France - 477 Red Light/Mobile Speed Cameras

2010 Queensland, Australia – 107 Red Light/Speed Cameras

2008 Department of Transport, Hong Kong - 77 Red Light Cameras

2012 Winnipeg, Manitoba, Canada - 48 Red Light/Speed Cameras

2009 Cedar Rapids Iowa - 30 Red Light/Speed Cameras

The wide international acceptance of our solution speaks to our ability to meet a variety of technological, governmental, regulatory and performance challenges. Our equipment enjoys the highest level of national and international certification, and most importantly is considered the de facto standard for automated photo enforcement around the world. Our reputation speaks for itself in the areas of integrity and ability to deliver. We have been delivering successful programs for our Florida safety partners for over 10 years, and are very familiar with the particular statutory requirements and operational attributes of Florida red light enforcement.

Technically, no photo enforcement vendor is more able to deliver the components of a solution than Sensys Gatso. We design and manufacture our own technology, and design & develop our custom Xilium backoffice suite in-house. Inventory and QA are our responsibilities, not a supplier's responsibility. Implementation details will be presented throughout the response presentation. Our system offering will be the 5th Generation T-Series with the latest Version 2.2 Operating System, with Xilium, our latest photo enforcement and back-office software solution. Its scalability, ease of installation and service, and sheer performance make it the industry's most sophisticated intersection imaging and detection solution. Our design philosophy included the following must-haves:



- » A fully turnkey RLC enforcement and back-office solution
- » Built-in deployment flexibility and wireless utility
- » Unmatched system robustness and ease-of-use
- » Web-based, multi-platform user interface & XILIUM Back-office Software Suite
- » Local and remote access, setup, configuration and control
- » Virtual lane designation and wireless signal recognition technology
- » Self-communicated, port-forwarded system status reports
- » In-house inventory control and manufacturing quality control
- » Latest TLS and IPSec standards for data transmission and system security
- » Unparalleled international certification

Our Project Manager Rich Kosina has overseen 1300 North American photo enforcement installations over the last two decades. Our solution will be fully compliant with all applicable laws. To complement our own engineers and build team, our local commercial electrical subcontractor TCD and WOB engineering firm TEDS are in place. Our proposed exceptions to the contract terms are included within. We would truly welcome the opportunity to partner with the City, and we thank you for your kind consideration. Please call me directly if I can be of assistance or service.

Sincerely,

Andrew Noble - President

SGUSA

EXHIBIT B

COST PROPOSAL PAGE

The City is requesting Vendors submit pricing/revenue on three options as stated below. Vendors should provide pricing on all three options and the City shall determine which option is in the best interest of the City. If you do not provide all three options, you may not be considered for award, if the City chooses the option for which you did not provide pricing.

which you did not provide pricing.
OPTION 1 - FLAT FEE STRUCTURE
The Vendor should propose an all-inclusive flat fee per month for each automated camera red light traffic enforcement system.
Fixed automated camera red light traffic enforcement system s_3,250 each approach per month
each approach per month
OPTION 2 - FEE FOR ACTIONABLE ACTIVIATION - FIXED FEE STRUCTURE
The Vendor should propose an all-inclusive fixed fee per actionable activation of each automated camera red light traffic enforcement system.
Actionable activation is defined as an activation of the automated camera red light traffic enforcement system that is approved by the City of Belle Isle Police Department for infraction issuance.
\$ 31 = 00each actionable activation
each actionable activation
OPTION 3 - FEE FOR ACTIONABLE ACTIVIATION - TIERED STRUCTURE
The Vendor should propose an all-inclusive tiered structure fee per actionable activation of each automated camera red light traffic enforcement system.
Actionable activation is defined as an activation of the automated camera red light traffic enforcement system that is approved by the City of Belle Isle for infraction issuance.
Please provide your best Tiered Structure for actionable activation below:
Infraction 1 - 125 @ \$ 36 each actionable activation PER ARRAGE ARRAGE
Infraction 1-125 @ \$36 each actionable activation PER APPROACH PER MONTE Infraction 126+ and above @ \$24 each actionable activation
Authorized Signature
Print NameAndrew Noble
2/19/20

Sensys Gatso USA

Company Name



City of Belle Isle, Florida

Response to RFP No. 2020-02 for Traffic Camera Safety System

February 20, 2020

Mr. Brian Hutchinson Director of Sales 303.720.0945



February 20, 2020

Travis Grimm
Deputy Chief
City of Belle Isle
Office of the City Clerk
1600 Nela Avenue
Belle Isle, Florida 32809

Re: Response to Request for Proposals No. 2020-02 for a Traffic Camera Safety System

Dear Deputy Chief Grimm and Members of the Evaluation Committee:

American Traffic Solutions, Inc., d/b/a Verra Mobility, is pleased to present our proposal to the City of Belle Isle in response to the City's Request for Proposals for a Traffic Camera Safety System. Verra Mobility looks forward to partnering with the City to enhance safety throughout Belle Isle, using Verra Mobility's proven, end-to-end red-light safety camera solution.

Choosing Verra Mobility provides the City with an opportunity to take advantage of our proven technology to both capture red-light runners, as well as provide important evidence for police investigations.

Successful automated enforcement programs are dependent on four key elements:

- Ensuring cameras are operating 24/7,
- 2. Ensuring that the highest number of prosecutable violations are captured,
- Ensuring law enforcement feels confident approving the violation images and video, and
- 4. Ensuring program integrity with strong public support.

These four elements are essential to a program achieving its safety goals.

To ensure camera operation, Verra Mobility will install all-new equipment with advanced remote monitoring capabilities. Verra Mobility will also provide the City with the latest in red-light safety camera technology including our industry-leading 29-megapixel still image camera; high-definition, 1080p video camera; our live surveillance and self-service video retrieval solution (where allowed); an automated license plate recognition (ALPR) solution (where allowed); and lastly, our three-dimensional, non-invasive tracking radar system.

Our Orange County-based Senior Account Manager and Arizona-based Client Implementation teams will work with the City to develop your program's business rules.

Communications Program Support

Verra Mobility's communications, marketing and public awareness professionals will extend the City's public information resources and assist you in maintaining public

Letter to City of Belle Isle February 20, 2020 Page 2

acceptance through tactics such as website development and maintenance, social media monitoring, outreach, and press management. Our expertise will help to energize and brand your program communications.

Value

Verra Mobility will install its 3D tracking radar-based detection latest technology at your most dangerous intersections. We believe our camera technology will yield a high number of prosecutable violations and secure a high number of captured violations for your program; all while the City of Belle Isle is receiving unparalleled support from our experienced team of Florida-based Account Management and Field Services professionals.

Brian Hutchinson, Director of Sales, is Verra Mobility's authorized representative for this proposal. You may contact him with any questions or additional clarifications that you may have by phone at 303.720.0945, or by email at brian.hutchinson@verramobility.com. We look forward to the opportunity to show you all the key differentiating factors that make Verra Mobility the best choice for the City of Belle Isle.

Sincerely,

Garrett Miller

Executive Vice President Government Solutions

EXHIBIT B

COST PROPOSAL PAGE

The City is requesting Vendors submit pricing/revenue on three options as stated below. Vendors should provide pricing on all three options and the City shall determine which option is in the best interest of the City. If you do not provide all three options, you may not be considered for award, if the City chooses the option for which you did not provide pricing.

OPTION 1 - FLAT FEE STRUCTURE
The Vendor should propose an all-inclusive flat fee per month for each automated camera red light traffic enforcement system.
Fixed automated camera red light traffic enforcement system
* 3 500 *
Automated license plate recognition (ALPR) system
\$250 each site per month (installed on existing City infrastructure) OPTION 2 – FEE FOR ACTIONABLE ACTIVIATION – FIXED FEE STRUCTURE
The Vendor should propose an all-inclusive fixed fee per actionable activation of each automated camera red light traffic enforcement system.
Actionable activation is defined as an activation of the automated camera red light traffic enforcement system that is approve by the City of Belle Isle Police Department for infraction issuance.
N/A each actionable activation
OPTION 3 – FEE FOR ACTIONABLE ACTIVIATION – TIERED STRUCTURE The Vendor should propose an all-inclusive tiered structure fee per actionable activation of each automated camera red light traffic enforcement system. Actionable activation is defined as an activation of the automated camera red light traffic enforcement system that is approved by the City of Palls labels for infection.
by the City of Belle Isle for infraction issuance.
Please provide your best Tiered Structure for actionable activation below:
Infraction 1 - N/A @ \$ N/A each actionable activation
Infraction N/A and above @ \$ N/A each actionable activation
Authorized Signature 1/4/1
Print Name Garrett Miller
2/18/2020

Company Name American Traffic Solutions, Inc. d/b/a Verra Mobility

*Verra Mobility's monthly fee includes postage for the mailing of Notices of Violation and Uniform Traffic Citations. Any additional mailings, specifically requested by the City, will be subject to a \$2.00 service charge, and additional certified mail will be billed per unit as published by the US Postal Service plus a \$2.00 per unit service charge.