VERRA MOBILITY™

Greenacres, Florida

School Zone Speed Safety Solution

> **Matt Reich**
Regional Account Executive, Government Solutions

> **Silvia Castellanos**
Strategic Partnerships, Government Solutions

Join us in our mission to make our roads safer for everyone.

Qualifications and Experience

300+ CUSTOMERS

including cities, towns, transportation agencies, and school districts in North America, Europe, Asia, and Australia.

#1 PROVIDER

of road safety camera systems worldwide, processing more than 40 million events on behalf of clients globally each month.

10K+ SYSTEMS

SPEED SAFETY

RED-LIGHT SAFETY

SCHOOL SAFETY

BUS LANE MOBILITY

VERRA MOBILITY™

State-Wide, Safety-Driven Partnerships

ZERO
IN ON SAFETY

FLORIDA

Aventura ■	Ocoee ■ ◆
Bal Harbour ■	Opa-Locka ■ ◆
Boynton Beach ■ ◆	Orange County ■
Clearwater ■	Orange Park ■
Davie ■ ◆	Orlando ■
Florida City ■	Osceola County ■ ◆
Green Cove Springs ■	Pinecrest ■
Haines City ■	Polk County Public Schools ▲
Key Biscayne ■	Port Richey ■
Kissimmee ■ ◆	South Miami ■
Lakeland ■	St. Cloud ◆
Medley ■	Sunrise ■
Miami Gardens ■	Tampa ■ ◆
Miami Springs ■	West Miami ■
New Port Richey ■	West Park ■
North Miami Beach ■	

■ Red-Light Programs
◆ Speed Programs
▲ Stop-Arm Programs

Experience
Florida's leading safety camera provider.

Execution
Vast resources and capabilities state-wide.

Leadership
#1 provider of automated enforcement systems in U.S.

Performance
Leading technology and software solutions.

90
SPEED ENFORCEMENT PROGRAMS NATIONALLY

3500+
Speed safety cameras active

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National Statistics Sound the Alarm

4X MORE DANGEROUS
City school roads are four times more dangerous than rural school roads.[1]

DANGER IN DROP-OFFS
The worst and most dangerous hours are pickup and drop-off times: 7-8 AM and 3-4 PM.[1]

PEDESTRIAN DEATHS
surged 19% from 2019 to 2022, increasing faster than all other traffic fatalities .[2]

5 TEEN PEDESTRIANS
are killed every week in the United States. Distracted walking and driving are on the rise.[3]

1. Zendrive School Safety Snapshot 2018
2. GHSA Pedestrian Traffic Fatalities by State (Jan-June 2022 Preliminary Data) https://www.ghsa.org/resources/Pedestrians23
3. Safe Kids Worldwide: Alarming Dangers in School Zones, October 2016

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Cities Turn to Speed Safety Solutions

CHANGE DRIVER BEHAVIOR

Reduce crashes, injuries, and fatalities on the road by enforcing traffic compliance.

RAISE AWARENESS

Launch a public relations campaign to better educate drivers about school zone safety.

ENHANCE SAFETY

Reduce dangerous driving, making school zones safer for drivers, pedestrians, and cyclists.

INCREASE EFFICIENCY

Reduce the workload burden on law enforcement officers to cover more ground with less effort.

SPEED STUDY DEMO SUMMARY
Greenacres, FL

Location ID ▲	School	Direction	Block	Enforcement Times (Start/Stop- AM/PM)	Total Potential Violations	Total During Beacon	Total Between Beacon	Potential Violation %	Traffic	Study Date
1	John I Leonard High	Eastbound	4707 10th Ave N	6:50 AM – 7:40 AM & 2:30 PM – 3:20 PM	101	66	35	0.8%	13,303	2/18, 2/19, 2/20
2	John I Leonard High	Westbound	4681 10th Ave N	6:50 AM – 7:40 AM & 2:30 PM – 3:20 PM	340	187	153	2.2%	15,232	2/18, 2/19, 2/20
3	Heritage Elementary	Eastbound	5168 Melaeuca Ln	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	151	100	51	1.2%	12,244	2/18, 2/19, 2/20
4	Heritage Elementary	Westbound	4842 Melaleuca Ln	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	229	213	16	2.0%	11,302	2/18, 2/19, 2/20
5	Diamond View Elementary	Northbound	5400 S Haverhill Rd	7:25 AM – 8:25 AM & 2:20 PM – 3:20 PM	256	132	124	2.7%	9,465	2/18, 2/19, 2/20
6	Diamond View Elementary	Southbound	5300 S Haverhill Rd	7:25 AM – 8:25 AM & 2:20 PM – 3:20 PM	75	41	34	1.0%	7,551	2/18, 2/19, 2/20
7	Tradewinds Middle	Northbound	5100 S Haverhill Rd	8:35 AM – 9:35 AM & 3:45 PM – 4:45 PM	216	140	76	2.2%	9,715	2/18, 2/19, 2/20
8	Tradewinds Middle	Southbound	5000 S Haverhill Rd	8:35 AM – 9:35 AM & 3:45 PM – 4:45 PM	109	105	4	1.7%	6,460	2/18, 2/19, 2/20
9	Cholee Lake Elementary	Eastbound	6850 Dillman Rd	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	9	7	2	1.1%	800	2/18, 2/19, 2/20
10	Cholee Lake Elementary	Westbound	6600 Dillman Rd	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	527	331	196	19.3%	2,730	2/18, 2/19, 2/20
11	Liberty Park Elementary	Northbound	*3064 Jog Rd	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	4	0	4	0.0%	16,066	2/18, 2/19, 2/20
12	Liberty Park Elementary	Southbound	*2995 Jog Rd	7:05 AM – 8:05 AM & 1:50 PM – 2:50 PM	6	1	5	0.0%	14,800	2/18, 2/19, 2/20
13	Okeeheelee Middle	Northbound	2008 Pinehurst Dr	8:30 AM – 9:30 AM & 3:45 PM – 4:45 PM	168	139	29	1.9%	8,723	2/18, 2/19, 2/20
14	Okeeheelee Middle	Southbound	1805 Pinehurst Dr	8:30 AM – 9:30 AM & 3:45 PM – 4:45 PM	76	65	11	0.7%	10,849	2/18, 2/19, 2/20
15	Greenacres Elementary	Northbound	352 Jackson Ave	7:05 AM – 8:05 AM & 1:45 PM – 2:45 PM	23	20	3	5.9%	393	2/18, 2/19, 2/20
16	Greenacres Elementary	Southbound	446 Jackson Ave	7:05 AM – 8:05 AM & 1:45 PM – 2:45 PM	12	1	11	2.3%	531	2/18, 2/19, 2/20
17	Greenacres Christian Academy	Northbound	**3540 Haverhill Rd	8:00 AM – 9:30 AM & 2:30 PM – 3:30 PM	141	29	112	2.0%	6,952	2/18, 2/19, 2/20
18	Greenacres Christian Academy	Southbound	**3400 Haverhill Rd	8:00 AM – 9:30 AM & 2:30 PM – 3:30 PM	371	41	330	3.4%	10,906	2/18, 2/19, 2/20
19	LC Swain Middle	Eastbound	5346 Lake Worth Rd / SR 802	8:25 AM – 9:25 AM & 3:45 PM – 4:45 PM	263	215	48	1.4%	19,411	2/18, 2/19, 2/20
20	LC Swain Middle	Westbound	5153 Lake Worth Rd / SR 802	8:25 AM – 9:25 AM & 3:45 PM – 4:45 PM	161	159	2	1.0%	16,374	2/18, 2/19, 2/20

Highlighted School – Cholee Lake Elementary

Cholee Lake Elementary

6600 Dillman Rd
Block

Westbound
Direction

Flashing Beacon Times (Start/Stop-AM/PM)
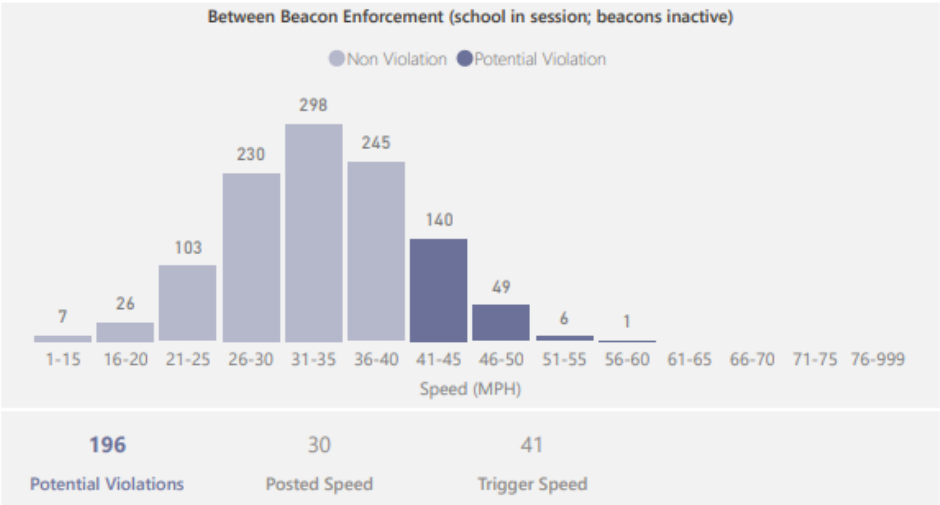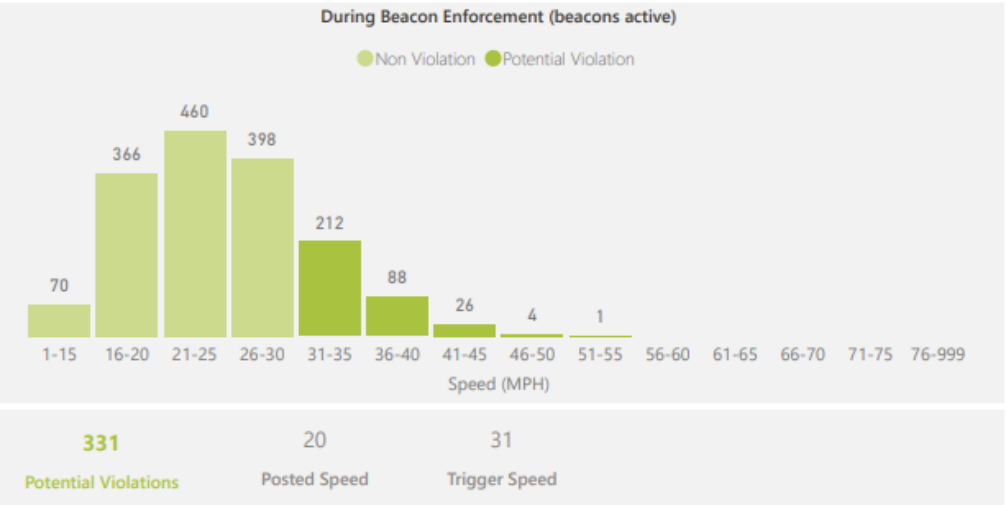**7:05 AM - 8:05 AM & 1:50 PM - 2:50 PM**

Speed Study Recorded Activity, by Enforcement Period

Enforcement Period	Beacon Enforcement		Between Beacon Enforcement	
Date	Traffic	Potential Violations	Traffic	Potential Violations
Tuesday, February 18, 2025	537	113	338	51
Wednesday, February 19, 2025	550	118	382	72
Thursday, February 20, 2025	538	100	385	73
Total	1,625	331	1,105	196

527 Potential Violations in 3 days

Recorded Traffic by Speed Bucket

During Beacon Enforcement (beacons active)
Non Violation · Potential Violation

331 Potential Violations   20 Posted Speed   31 Trigger Speed

Between Beacon Enforcement (school in session; beacons inactive)
Non Violation · Potential Violation

196 Potential Violations   30 Posted Speed   41 Trigger Speed

Enforce Speeds to Slow Traffic

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1   3,238 Potential Violations recorded in 3-day study of 11 Greenacres schools

2   Over 50 violations alone traveling in excess of **25 MPH** over the speed limit.

HIT BY A VEHICLE TRAVELING AT:	HIT BY A VEHICLE TRAVELING AT:	HIT BY A VEHICLE TRAVELING AT:
20 MPH	**30 MPH**	**40 MPH**
9 out of 10 pedestrians survive	**5 out of 10 pedestrians survive**	**1 out of 10 pedestrians survive**

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Source: https://aaafoundation.org/impact-speed-pedestrians-risk-severe-injury-death/

Proven End-To-End Turnkey Program Services

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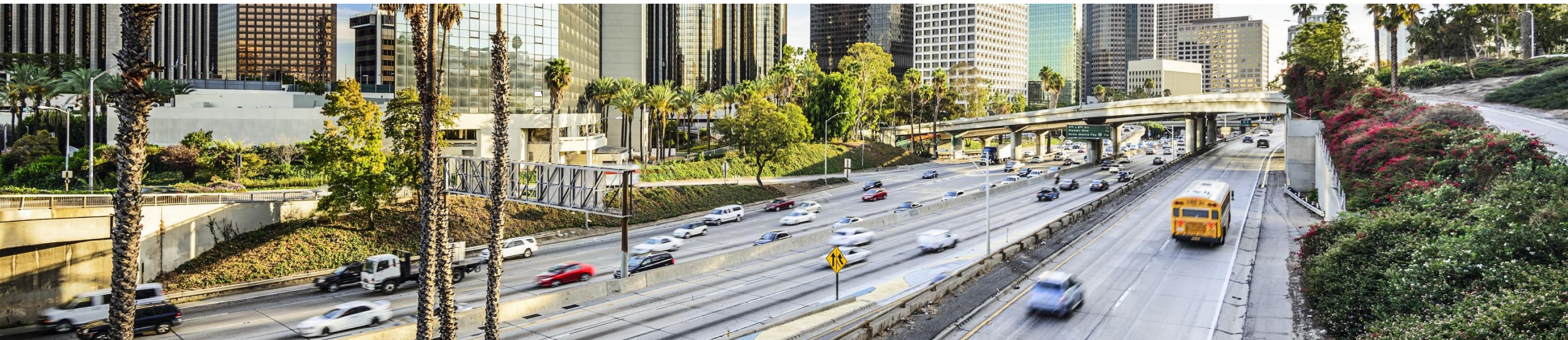
Total Program Support

From installation and calibration to payment processing, court support and beyond, we've got you covered.

Implementation	Ongoing Support	
> Equipment	> Management	> Maintenance
> Installation	> Event Processing	> Reporting
> PR & Awareness	> Citation Issuing	> Payment Support
> Training	> Automatic Self testing	> Court Support

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Enhancing Safety with Artificial Intelligence

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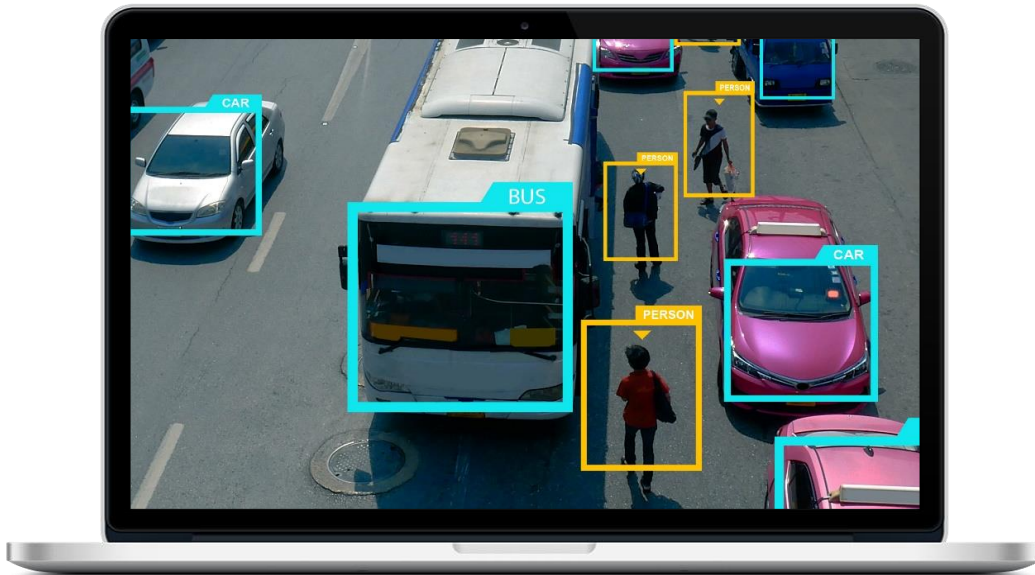
> **Object Recognition**

> **Machine Learning**

Halo 3 uses machine-learning models, performing real-time analysis of video feeds to enhance detection and ensure accuracy.

> **Software-Defined Edge**

Clients can adapt the Halo 3 system to the changing needs of traffic regulations without the need for hardware upgrades.

> **Technology Roadmap**

By partnering with Verra Mobility, cities will not only stay ahead of the curve in traffic management but will also be at the forefront of safe, smart, and ethical urban development.

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AI-Driven Safety Camera Solution

> **Integrated School Zone Solutions**

o Speed enforcement – adjustable school zone enforcement

o <u>Flock Falcon</u> ALPR Technology

o <u>Simultaneous</u> 24-7 video surveillance

> **Leading Edge Technology**

o Advanced radar-based detection

o 4K Video-based plate recognition technology

o Integrated with Flock and other data providers

o IR illumination to avoid driver distraction

o Built-in AI machine learning

o Secondary speed verification

o Compact design with a small footprint

o Real-time video streaming with DVR

> **Optimal enforcement**

Detect 100+ vehicles across up to *six* lanes, including approaching and departing traffic in *all weather* conditions.

> **Growth Platform**

Add new safety camera features and functionalities from over-the-air software updates to the camera system.

SCHOOL ZONE SPEED SAFETY CAMERA SYSTEM

HOW IT WORKS

Step 1:	The system identifies any vehicle traveling at the enforceable speed limit.
Step 2:	The first image shows the vehicle driving in excess of the speed limit.
Step 3:	The second image shows a close-up plate image and the distance and time the vehicle has traveled.
Step 4:	Additional data collected includes a video, date, posted speed, vehicle speed, location, lane, and direction of travel.

The City has the option to turn off certain functionalities of the camera system. The city will need to consult with its own legal counsel on what functionalities are permissible under local, state, and/or federal law.

ALPR

VERRA MOBILITY ALPR `ABC123`

TURN YOUR ROADS INTO SAFE ZONES

REAL-TIME LICENSE PLATE & VEHICLE RECOGNITION

HOTLIST ALERT

ALPR123, GEORGIA
RED MINI COOPER CAR

ALPR123

PAIR WITH PHOTO ENFORCEMENT

ACTIVATE REAL-TIME ALERTS AT THE EDGE

LEAD AI-DRIVEN INVESTIGATIONS

REDUCE CRIME AND ENHANCE SAFETY

Verra Mobility offers Automatic License Plate Reader (ALPR) solutions powered by two national providers under a subscription pricing model for all hardware, software, support, and maintenance.

ALPR PARTNERS

> **REKOR**
> **FLOCK SAFETY**

> ALPR FEATURES

> Edge recognition
> Real-time alerts
> Day/night capture
> Intuitive web interface

> High-definition video
> Customizable hotlists
> Multi-lane coverage
> Solar options available

> ADVANCED VEHICLE RECOGNITION

> ALL READS INCLUDE:

- ✓ MAKE
- ✓ MODEL
- ✓ COLOR
- ✓ PLATE
- ✓ STATE OF ORIGIN

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Safety & Mobility Platform & Tools

~30s Event Review
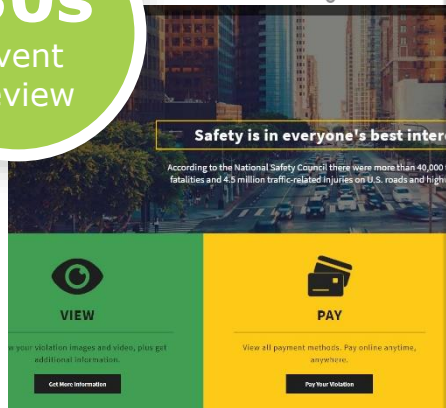
50M Events per Year

> **Customer Payment Portal** | > **Event Processing Platform** | > **Power BI Reporting**

Event Workflow | School Zone Speed Enforcement

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2. Plate Crop

The license plate is cropped from one of the original images and reads the plate using Optical Character Reader (OCR). After confirmation that the values entered are correct, the event is processed in accordance with the business rules.

Software Axsis

4. PD Review

The event is available for law enforcement to review and approve or reject based on the agency's business rules and the law.

Software Axsis

6. Pay/Dispute

The citation recipient receives the notice, and either pays the fine through one of the available payment channels, requests a hearing, or returns the notice for re-processing (Transfer of Liability).

Platform ViolationInfo.com

1. Evidence Capture

Event images and video are automatically pulled from the camera system using a secure connection.

Technology Camera System

3. Registration Data

Owner registration data is automatically obtained through other states' DMV interfaces and Nlets. Information is reviewed and revised, if needed. Notices of violation are brought back to this step if further review is necessary.

Software Axsis

5. Notice Generation

Once law enforcement determines the event is a violation and approves it, a notice is generated and mailed to the registered owner.

Software Axsis

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Secure, Easy Program Operations Portal

> **Smart Mobility Platform**

Operated by cities (including Orange Park & Tampa), DOTs, and school districts nationwide, Verra Mobility's processing platform transforms raw roadside data into actionable solutions.

> **Features**

- Automated event image loading & cropping
- Automated license plate entry with OCR
- Accessibility to all 50 states, four Canadian provinces & Puerto Rico
- Payment processing & tracking, remittance to the City
- Inbound & outbound customer correspondence management
- Hearing & adjudication support (appeals process)
- Escalation processes for overdue & unpaid citations
- Statistical, financial & operational report generation
- Archiving, data management & security
- Annual SOC 2 audit and an ISO 27001 certification

4M Events Processed per month

> **Police Review Screen**

- **Familiar to Local Jurisdictions**
- **Driven by Client End User experience**

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Automated Evidence Packages

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Event Date Time : 11-27-2023 03:31:07.053 PM
Speed : 51 mph
Direction : R
Frame : A_OVERVIEW
Site Id : G
Location : NB _____ ST / _____ HIGH SCHOOL

Event Type : Maximum Speed
Speed Limit : 30 mph
Lane : 1
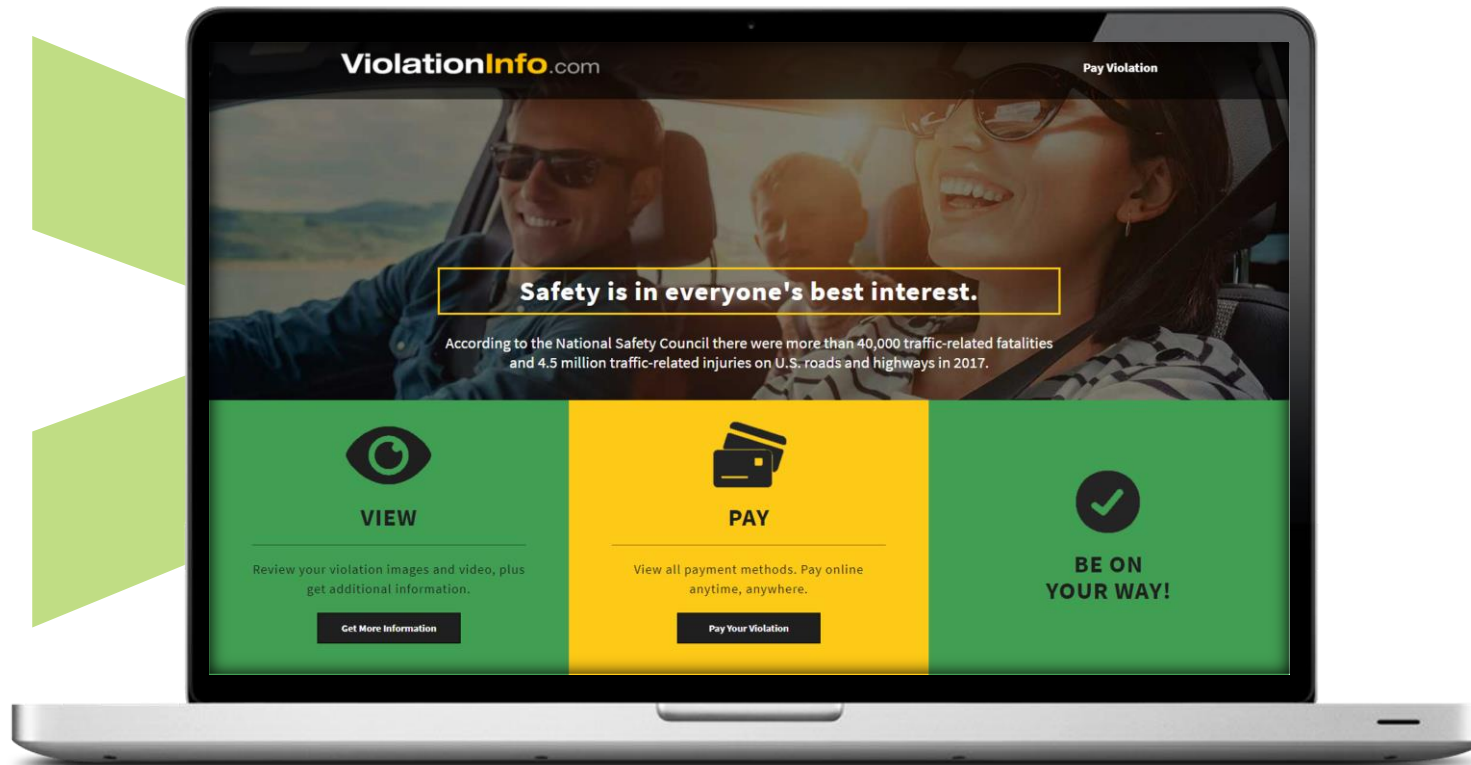Sensor Serial Number : 0x000
Snapshot Interval : 0ms

DATA BAR

Event Date Time : 11-27-2023 03:31:07.419 PM
Speed : 51 mph
Direction : R
Frame : B OVERVIEW
Site Id : G
Location : NB _____ HIGH SCHOOL

Event Type : Maximum Speed
Speed Limit : 30 mph
Lane : 1
Sensor Serial Number : 0x000
Snapshot Interval : 366ms

| A SHOT | B SHOT | PLATE SHOT | > VIDEO |

ViolationInfo.com

> **Features include:**

> Full evidence package available including **video** and still images

> Multiple Payment options

> Options to Contest

> Court Scheduling

> Transfer of Liability Affidavit

> No-interest fee payment plans

Seamless Implementation

No provider can match Verra Mobility's design, installation, and operational experience in the State of Florida.

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1 **Kickoff**
- Identify key stakeholders
- Assign project responsibilities
- Leverage Past Program Experiences
- Review project plan
- Confirm schedule
- Set business rules

2 **Site Design**
- In-house & local subcontractor
- Draw and design plans
- Obtain permits
- South Florida DOT relationships

3 **Deployment**
- Fixed site construction
- Comprehensive testing
- Backend interfaces built
- Cameras go live

4 **Training & Public Awareness**
- City and stakeholder training
- Community awareness launch

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Community Awareness Efforts

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Drawing from our long-standing partnership, homegrown Florida experience, and past successes, we will partner with the City of Jacksonville to support its public awareness and community education efforts to best communicate the life-saving benefits of your School Zone Speed Enforcement program.

- Coalition building and ally outreach

- Community awareness materials and custom content creation

- Expert social media support

- Media outreach strategies, draft materials, and supporting content

- How-it-Works images and video

- Safety program statistics and reporting

- Continued partnership with City and PIO using successful past campaign strategies

Multilingual
Verra Mobility can provide materials and communications in multiple languages

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PUBLIC EDUCATION

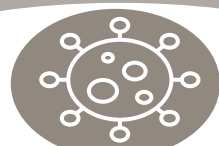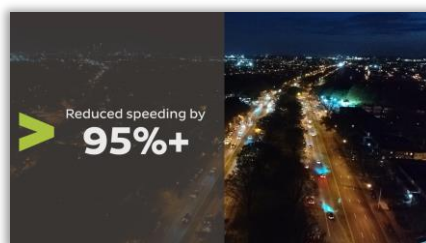**School Zone Speed Safety Programs - Client Examples**

Media Support
Press releases, press conferences, talking points, journalist outreach
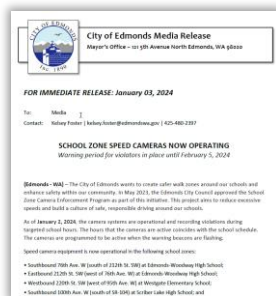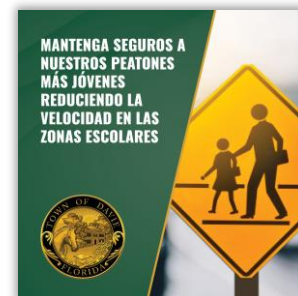

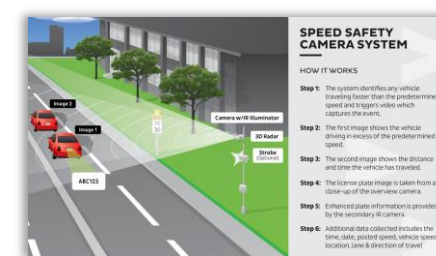## Website Content
Website text, images, FAQs, translation services

Social Media
Verbiage, best practices, graphic design, evidence-based posts

Collateral
How it works graphics, program video, PSA support

Verra Mobility Key Differentiators

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- **Leading Edge technology**

Capture events using advanced radar and high-resolution, video-based, license plate recognition technology for continuous, 24-7 traffic safety management with live feed.

- **Optimal Enforcement**

Detect 100+ vehicles across up to 6 lanes including approaching and departing traffic. This best-in-class 4DHD imaging radar captures vertical information, distance, direction, and doplar as well as includes a **secondary speed verification** calculation to ensure the most accurate results.

- **Crystal clear picture anytime**

With advanced lighting and heating options, our cameras can produce clear and accurate pictures in any condition – rain, shine, snow, fog, day, or night. These self-contained all-weather units are IP67 rates and EMC certified.

- **Hands-off testing and upgrades**

Our Camera system employs remote self-testing, ensuring calibration at all times. In addition, as legislation opens new enforcement options, we can remotely enable these enforcement types without additional hardware or downtime.

- **True end-to-end experience**

We take pride in reducing headaches for our customers and take the time to truly understand your legislation. From conducting studies, installation, and maintenance to event processing, court support, and even PR campaigns, we handle all the red tape for you.

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Speed Reductions

Studies of cameras on residential roads in Maryland, on a high-speed roadway in Arizona and on city streets in the District of Columbia found that the proportion of drivers exceeding speed limits by more than 10 mph **declined by 70%, 88% and 82%**, respectively, six to eight months after cameras were introduced.[1]

Speed camera enforcement in Montgomery County resulted in a **19% reduction** in the likelihood that a crash involved an incapacitating or fatal injury. [2]

80% AVERAGE SPEED REDUCTION

19% FATAL INJURY REDUCTION

1. Insurance Institute for Highway Safety Website: Retting et al., 2008; Retting et al., 2008; Retting & Farmer, 2003
2. Insurance Institute for Highway Safety Website: Hu & McCartt, 2016

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Let's Zero In On Safety

ZERO IN ON SAFETY

> Local leadership & vast program resources

> Proven operating model and seamless implementation

> AI-driven tech capable of evolving as your program grows

> Multilingual management & community awareness efforts

> #1 Choice for Speed Enforcement Camera Provider in major U.S. cities

Safety belongs to all of us. And it will take all of us to realize a future with zero traffic-related deaths.

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news