



Date: 07/31/2024

VIA E-MAIL

The Town of
Loxahatchee Groves
Attn: Ms. Ramaglia
Address: 155 F Rd,
Loxahatchee Groves, FL
33470

**RedSpeed's Turnkey Automated School Zone Safety Program
Piggyback of Plantation Contract RFP No. 005-24**

Dear Ms. Ramaglia:

RedSpeed is the leading provider of automated school zone speed enforcement systems. The Florida legislature recently passed the popular and bipartisan HB657 (Laws of Florida 2023-174), authorizing the use of automated enforcement in school zones. This groundbreaking law enables communities to protect children and enhance school zone safety using advanced technology.

The purpose of this letter is to offer the Town the opportunity to cooperatively purchase RedSpeed's unique and best-in-class technology utilizing Plantation RFP No. 005-24/Speed Detection Camera System for School Zones.

COOPERATIVE PURCHASING

Cooperative purchases are favored under federal and Florida best practices because they offer municipalities efficiency in procurement and the benefit of a competitive selection made elsewhere. Likewise, Cooperative Purchases are favored under Florida law where: 1) the purchasing party to the existing contract is a local government or other public entity; 2) the vendor-party to the existing contract extends the terms and conditions of that contract to the Town; and 3) the other government entity, in awarding the vendor the earlier contract, used procedures substantially similar to those that the Code requires the Town to use. See: Accela, Inc. v. Sarasota County, 993 So.2d 1035, 1039-40 (2nd DCA 2008). The proposed cooperative purchase offer extended here meets all legal requirements and is a vital safety project with time-sensitive implementation deadlines and unique technology.

RedSpeed's technology has already been repeatedly evaluated by other well-respected jurisdictions including Plantation, as far superior, using RFP procedures like the Town of Loxahatchee Groves utilizes. In fact, so far RedSpeed has won every RFP in Florida. Prior to that, RedSpeed won every RFP in Georgia, the most recent state before Florida to enact automated school zone speed enforcement. Attached to this letter is the scoring summary for the Plantation RFP, in which RedSpeed was unanimously selected over 7 competing vendors.



Plantation's procurement negotiations yielded a highly favorable contract with RedSpeed for their turnkey services. Key aspects of the agreement include:

- **Completely violation funded program at no cost to taxpayers.**
- **65%-35% revenue share. City retains \$39 per paid citation, RedSpeed receives \$21.**
- **Simple no cost termination for convenience.**
- **RedSpeed responsible for certified mail costs for Uniform Traffic Citations.**
- **Modern lane specific video-based enforcement.**
- **Commitment to legal defense of the Town's program if challenged are filed.**

Under these same terms, RedSpeed will implement a comprehensive automated school zone safety speed program in the Town of Loxahatchee Groves. Acting as agents for the Town, RedSpeed will handle the majority of operations including all permitting, construction, maintenance, and community education and awareness. While RedSpeed will handle the first reviews of all captured violations, the Palm Bay Sheriff's Office will retain full discretion to approve or dismiss each alleged violation.

BENEFITS INCLUDED IN CONTRACT

RedSpeed recognizes that the effectiveness of our School Zone Speed Enforcement program hinges on a comprehensive understanding of its operational elements by every authorized municipal agent involved. To ensure that all stakeholders are well-prepared and confident in managing the system, RedSpeed offers a range of essential features and support mechanisms, detailed below:

- **Comprehensive Traffic Study:** RedSpeed will conduct speed studies to identify locations with speeding problems and provide valuable data for effective enforcement.
- **Comprehensive System Training:** RedSpeed is committed to the success of the School Zone Speed Enforcement program by providing extensive system training to police departments at no cost.
- **Complete Equipment Maintenance and Support:** We take full responsibility for maintaining all equipment, documentation, certifications, and permissions associated with the program.
- **Turnkey Program with Advanced Technology:** RedSpeed delivers a turnkey solution featuring state-of-the-art Lidar speed detector technology. Our system is seamlessly integrated with advanced Automatic License Plate Recognition (ALPR) technologies, including Rekor, Flock, or Vigilant ALPR.
- **Management of Multi-Lane Roads:** Our system is designed to handle multi-lane roads with four or more lanes, accommodating high traffic volumes with ease.
- **Public Notification and 30-Day Warning Period:** Before launching the program, a 30-day warning period will commence, during which RedSpeed will assist the Town in creating public notification and press materials to ensure public awareness and a smooth transition to active enforcement.



We appreciate your consideration and would be pleased to help the Town usher in a new era of safety in the Town's schools.

Yours sincerely,

REDSPEED FLORIDA, LLC

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A handwritten signature in blue ink, appearing to read "Michael J. McAllister".

Michael J. McAllister, Esq.
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A handwritten signature in blue ink, appearing to read "Greg Parks".

Greg Parks
Senior Vice President
greg.parks@redspeed-usa.com
(913) 575-2912



Evaluation Tabulation Sheet

Selection Committee

Chad Fowler, Police (1- Chair)
Nancy Paul, Administration (2)
Laura Karpaviciute, Administration (3)

Date: March 12, 2024 and April 16th 2024

Print Name: Charles Spencer

Signature: Ezard C. Spencer, Jr.

RFSP No.: 005-24

Title: Speed Detection Camera System for School Zones

SELECTION COMMITTEE	RedSpeed Florida, LLC	SaferSpeeds, LLC	Sensys Gatso Group USA, Inc	Blue Line Solutions LLC.
Committee Member No. 1	98.2	45	54.6	76.6
Committee Member No. 2	73.2	60.55	79.6	78.6 68.6
Committee Member No. 3	84.2	39	61.6	56.6
TOTAL SCORE	255.6	144 139	195.8	211.8 201.8

SELECTION COMMITTEE	NovoaGlobal, Inc	Altumint, Inc	Conduent State & Local Solutions, Inc	Verra Mobility
Committee Member No. 1	63.4	92.8	96.2	63.2
Committee Member No. 2	81.4	53.8	89.2	88.2
Committee Member No. 3	81.4	80.8	76.2	74.2
TOTAL SCORE	226.2	227.4	261.6	225.6

Presentation/Interview Scores with Shortlisted Firm(s) (if Conducted)

SELECTION COMMITTEE	RedSpeed Florida, LLC	NovoaGlobal, Inc	Altumint, Inc	Conduent State & Local Solutions, Inc	Verra Mobility
Committee Member No. 1	20	15	15	13	12
Committee Member No. 2	18	10	10	15	10
Committee Member No. 3	19	17	17	17	16

Total Cumulative Score	312.6	268.2	269.4	306.6	263.6
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Firm's Position Number After Points Were Tallied

Proposers	RedSpeed Florida, LLC	NovoaGlobal, Inc	Altumint, Inc	Conduent State & Local Solutions, Inc	Verra Mobility
Designation Number	1	4	3	2	5

Video Links

RedSpeed has prepared a number of short videos introducing the RedSpeed Technology, Ease of Use and Examples of RedSpeed produced PSA's.

Short links are provided below:

[Florida Overview Video](#)

[Redcheck Violation Processing Software](#)

[Pinecrest, Florida PSA - English](#)

[Pinecrest, Florida PSA - Spanish](#)

[High Springs, Florida PSA - English](#)





RedSpeed's Industry-leading Photo Enforcement Solution

RedSpeed is pleased to pioneer safety programs under the new HB657.
Together, we can achieve the following:

Up to
90%

Reduction in
School Zone
Speeding

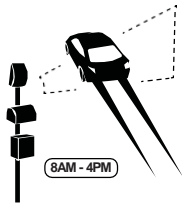


New Funding for
Crossing Guards



Provide incidental
crime fighting tools

Florida Communities have a new tool to protect our children with a groundbreaking and bipartisan new law, HB657 which provides for automated enforcement of school zones when children are present. **This new statewide law offers Florida communities** a simple, effective, and inexpensive way to protect our students.



Time of enforcement

The bill would allow communities to install school zone cameras that automatically enforce speed limits through school zones. Cameras and speed detection systems only operate on school days, beginning 30 minutes before and ending 30 minutes after school.



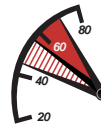
Not a gotcha program

A county or municipality must spend at least 30 days educating the public about the new enforcement measures and only issue warnings before they are allowed to levy fines.



Officer-verified

No citations will be issued until a law officer first reviews and confirms the violation.



Egregious speeders

Only the most egregious violators will be cited – those going at least 10 miles above the speed limit. No points will be assessed. Insurance companies will not be notified.



A vital law enforcement tool for Amber Alerts



Appeals process

There is an appeal process for those who believe they have been wrongfully cited.



A proven success in Georgia, including Thomasville and the Atlanta area, as well as other states.

Widespread Support



International Association of Chiefs of Police (IACP) supports automated enforcement technology to improve public safety in school zones and other locations.



Florida Police Chiefs Association (FPCA) supports SB588 / HB657 in the 2023 Legislative Session.



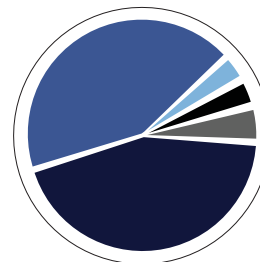
National Transportation Safety Board (NTSB) recommends implementation in every state.



Insurance Institute for Highway Safety (IIHS) supports use of automated speed enforcement.

Public Safety Funding

Breakdown of \$100 Civil Penalty



- \$20** State General Fund
- \$60** Local municipality or county for public safety
- \$12** Local school districts security, improve safety of student walking conditions
- \$3** FDLE Criminal Standards + Training Fund
- \$5** School Crossing Guard Recruitment and Retention

Turn-Key School Zone Speed Photo Enforcement Solution

RedSpeed's speed photo enforcement system is based entirely around high-resolution video technology and offers an industry-leading set of features at no cost to the school system, Town or county. Violator revenue can be used to fund school resource officers, active shooter detection systems, vehicles, equipment or other policing initiatives.

- LED IR Illumination
No distracting flash
- ALPR
Built-in Amber Alert
- Color HD Video Day / Night
- Radar or LiDAR Speed Detection
- Remote Video Archive Retrieval
- Live Video Streaming
- Proven to Capture
50% More Violations
- Traffic and Speed Reports
- Single Pole Installation



Site Selection and Analysis
Speed study of each location, accident damage analysis, engineering feasibility study



Camera Installation
Permit acquisition including local and state bodies, installation coordination between civil contractors and municipality



Violation Processing
Initial violation screening based on municipal rules, registered owner name / address retrieval and verification for all 50 states, printing and mailing



Web-Enabled Tools
All software is web-based



Adjudication Support
Full municipal adjudication support options



Call Center
Multilingual call center can process payments, schedule hearings and respond to general questions.



Payment Processing
Lockbox, online, phone and in-person payment processing of credit cards, checks and cash



RedSpeed will provide a **robust** and **customized public education** and **awareness** program to support your program.

We make it easy with a **turnkey program** and **100% web based, easy to use** software.



RedSpeed is Proud to be
a Chief Sponsor of FPCA

Greg Parks
Senior Vice President

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