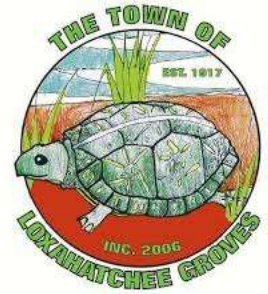


# Florida Automated School Zone Speed Photo Enforcement



**RedSpeed®USA**

# CURRENT STATISTICS



In 2018, Florida ranked 1st in the country as having the most dangerous school zones

**1st**



Twenty Florida counties – both rural and urban – received F grades for driving behavior in school safety zones

**F Grades**



The fatality rate of someone hit by a car at 20 mph is 10 percent, compared 40 percent at 40 mph and **90 percent at 58 mph**

**90%**

# SLOWING DOWN SAVES LIVES

**RedSpeed** USA

Small changes in speed have big safety benefits.

- Stopping distances increase exponentially with momentum from faster speeds.
- For example, a car travelling 35mph can stop within 95 feet. But a car travelling 55mph requires more than 180 feet to stop.
- Faster stopping, means accidents can be avoided.



- Faster stopping and better maneuverability is just one benefit of slowing down.
- The other is decreased fatalities and risk of serious injury.
- If a person is hit by a car at 40mph the fatality rate is over 40%. At 20MPH it is just 10%. At 58 mph the fatality rate is 90%.
- The average risk of severe injury for a pedestrian struck by a vehicle is just 10% at 16 mph but 50% at 31 mph and 90% at 46 mph.

Bottom Line: Slowing down saves lives.

# STATE LAW HIGHLIGHTS (HB657)

- State-wide law
  - School zones may be enforced at public, private or charter schools. Violations for speed exceeding 10 MPH
  - Signs must be placed prior to camera location
  - \$100 fine for speed violators
- Speed violations may only be enforced 30 min before, 30 min after, and during school periods
  - FDOT, County or City will issue permits for camera placement. RedSpeed handles all permitting
  - Fines must be used to fund local law enforcement initiatives
  - No out of pocket cost to Palmetto Bay

# ABOUT REDSPEED USA

Industry leader in school zone speed enforcement

Most relevant experience in Automated School Zone Safety

Handles UTC and local hearing schedules and follow-up for city

Led efforts to pass legislation in the state

Local technical office in South Florida providing full back-office support

Proven Safety Results



**RedSpeed®USA**

# Industry Leader in School Zone Speed Enforcement

Awarded first contracts in Florida including **Miami-Dade County, Miami Gardens, South Miami, Aventura, Pinecrest and Plantation.**

RedSpeed has achieved **70% market share** in Georgia under nearly identical law, winning every RFP in the state.

- Pinecrest
- South Miami
- Miami Gardens
- Miami-Dade County
- Plantation
- Aventura



# TRUSTED PARTNERSHIPS



## Endorsed as an FPCA Preferred Partner

FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES

DAVE KATZ  
Executive Director

1000 Apalachee Parkway  
Tallahassee, Florida 32304-0000  
www.flhsmv.gov

### Approved eCitation Vendors

(School Zone Unlawful Speed Camera Vendors pursuant to s. 316.1896, F.S.)

VENDOR - ENTITY	APPROVAL DATE	CONTACT	TELEPHONE	EMAIL ADDRESS
RedSpeed Florida, LLC	6/03/2024	Robert Lieberman	630-329-9856	Robert.Lieberman@redspeed.com

\*Vendors listed in this section have met the eCitation ICD 6.1 specifications.

## FLHSMV Approved eCitation Vendor

SOURCE LETTER

To Whom It May Concern,

**Flock Safety and Redspeed** have partnered together to support many different agencies. Flock Safety is able to provide an additional layer of software to the Redspeed cameras. This allows the Redspeed cameras to be turned into ALPRs that push images into Flock Safety's cloud and allow agencies with access to those cameras to search for vehicles.

In order for the two systems to work together, Redspeed will provide Flock with RTSP streams for the given cameras. From there, Flock Safety will integrate the camera stream into the Flock system thus allowing the software to be on the camera, turning it into an ALPR. The camera is then plotted on the Flock Safety map in the application to appropriately locate where the cameras are.

As of May 2024, Redspeed is the only company with whom Flock has partnered with to offer Wing LPR integration on school zone enforcement cameras.

Vehicle Fingerprint Technology  
LPR Fingerprint Vehicle Identification

Sincerely,

*Mike Venable*

Mike Venable  
Regional Director of Sales

## Only vendor partnered with FLOCK to offer Wing LPR integration

# Industry Leading Speed Camera Features

- LED IR Illumination (No Flash)
  - Color Video Day/Night
  - High-Definition Video Cameras
  - Remote Video Archive Retrieval
  - Single Pole Installation
  - Tamper-Resistant Housing
  - Integrated Flock Included
- Live Video Streaming
  - 45 Day Video Storage
  - Traffic and Speed Reports
  - Exports to 3<sup>rd</sup> party applications already in use by Police Department



# Community Benefits of RedSpeed Speed Cameras

## Improves safety in school zones

RedSpeed will install, maintain and operate all equipment, services and software necessary for ongoing safety and support around school zones

## Provides revenue for public safety initiatives

Municipalities retain 65% per each paid violation creating ongoing funding for continued public safety needs

## Eliminates cost for the municipality

RedSpeed's services are a completely violator-funded program, meaning there is no cost to tax-payers



# Police Benefits of RedSpeed Speed Cameras



## Force Multiplier

Automated cameras free up officer resources, allowing first responders to prioritize their time where needed most

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## Officer Safety

Automated cameras prevent the need for officers to use speed radar guns in dangerous traffic locations

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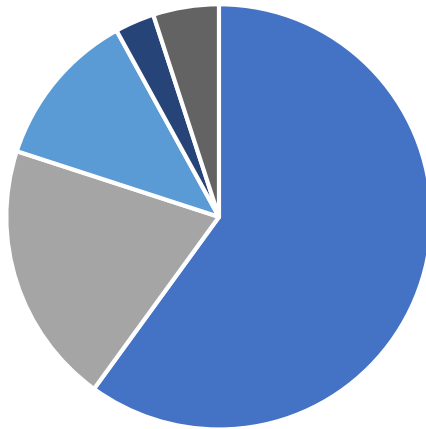
## Beyond Speed Violations

RedSpeed's one of a kind ALPR live stream and 45-day data archive in partnership with FLOCK software can be used to support Amber Alerts, TPO tracking, and state and federal hot lists

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# Distribution of Funds

Funds

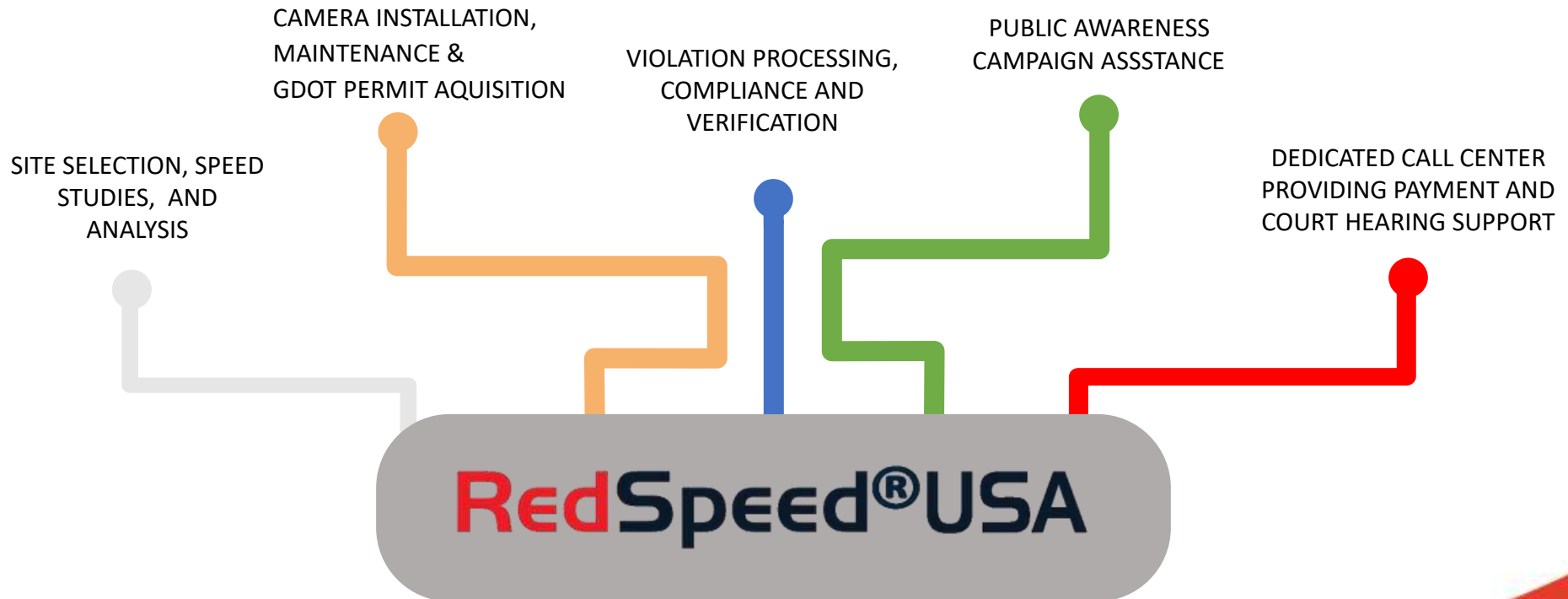


- Municipality for Public Safety
- State General Fund
- Local School District
- FDLE Criminal Standards & Training Fund
- School Crossing Guard Recruitment and Retention

## Breakdown of \$100 Civil Penalty

- \$60 - Local Municipality or County for Public Safety
  - RedSpeed Fee (35% of 60%)
  - \$21 to RedSpeed. \$39 to Municipality
- \$20 State General Fund
- \$12 Local School District
  - Security, improve safety of student walking conditions
- \$3 FDLE Criminal Standards & Training Fund
- \$5 School Crossing Guard Recruitment & Retention

# REDSPEED TURNKEY SERVICES



# PUBLIC AWARENESS CAMPAIGN ASSISTANCE

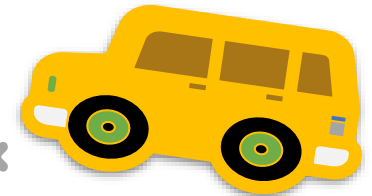
Hardcopy, email and web materials provided for use across all platforms

RedSpeed will provide a customized public awareness and educational campaign



Materials designed to educate the community about the objectives of the Speed Photo Enforcement Program

30-day plan outlined in accordance with HB657 requirements



An aerial photograph of a large, multi-story school building with a parking lot in front. The image is dark and has a teal tint. The word "AUTOMATED" is overlaid in large, white, bold, sans-serif capital letters on the left side of the building.

# AUTOMATED

# Installation Timeline

**1 Week**

**Municipality Prep**

- *Contract Executed*
- *Business Rules Review*
- *School Safety Zone Details Supplied*
- *Miami Beach provides details and signatures for FDOT permit application letters for all cameras*

**1 Week**

**Back Office**

- *Create user accounts and roles*
- *Set up notices and letters*
- *Set up toll-free number and updated phone system*
- *Update phone system*
- *Conduct user training*
- *Record public service announcement*

**3-4 Weeks**

**Power Permits**

- *Speed Study to Confirm feasibility*
- *Site meeting with civil engineering contractor and Power Utility Company*
- *Commission Engineering Plans*
- *Power Connection Order (New Locations Only)*
- *Order Comcast if required – cellular modems will be used typically*
- *Plans approval / Construction permit issued*

**2 Weeks**

**Field Technology**

- *Contractor installation to include ducting, foundations, power disconnect & signage*
- *Power Utility connection*
- *System installation & Calibration*
- *FDOT Turn-On Inspection (If required)*
- *RedSpeed will “go live” within 30 days of permitting*

# PROVEN RESULTS



Municipalities under nearly identical law have seen a +90% decrease in speed violations compared to initial speed study statistics

**90%**



Continued year on year improvement, averaging 25% less violations from year to year

**25%**



Repeat offenders make up less than a 10% average of violators

**10%**



# CURRENT STATS FROM OUR CLIENTS

(Georgia law is nearly identical to Florida's)



## Alpharetta



- 96% reduction in speeding
- <10% repeat offenders
- < 2% appeal

## Gwinnett County



- 98% reduction in speeding
- <9% repeat offenders
- < 1% appeal

## Henry County



- 97% reduction in speeding
- <11% repeat offenders
- < 1.5% appeal

## Roswell



- 97% reduction in speeding
- <7% repeat offenders
- < 1.1% appeal

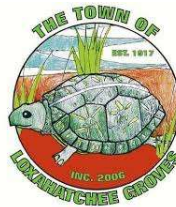
# THANK YOU

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GREG PARKS

(913) 575-2912

[Greg.Parks@redspeed-usa.com](mailto:Greg.Parks@redspeed-usa.com)



**RedSpeed®USA**