

SMART SAFETY: Transforming School Zones with Automated Enforcement RedSpeed®USA





SPEEDING IN SCHOOL ZONES AND IT'S IMPACT

SLOWING DOWN SAVES LIVES



Florida ranks second in the nation for the highest number of pedestrian accidents

2nd



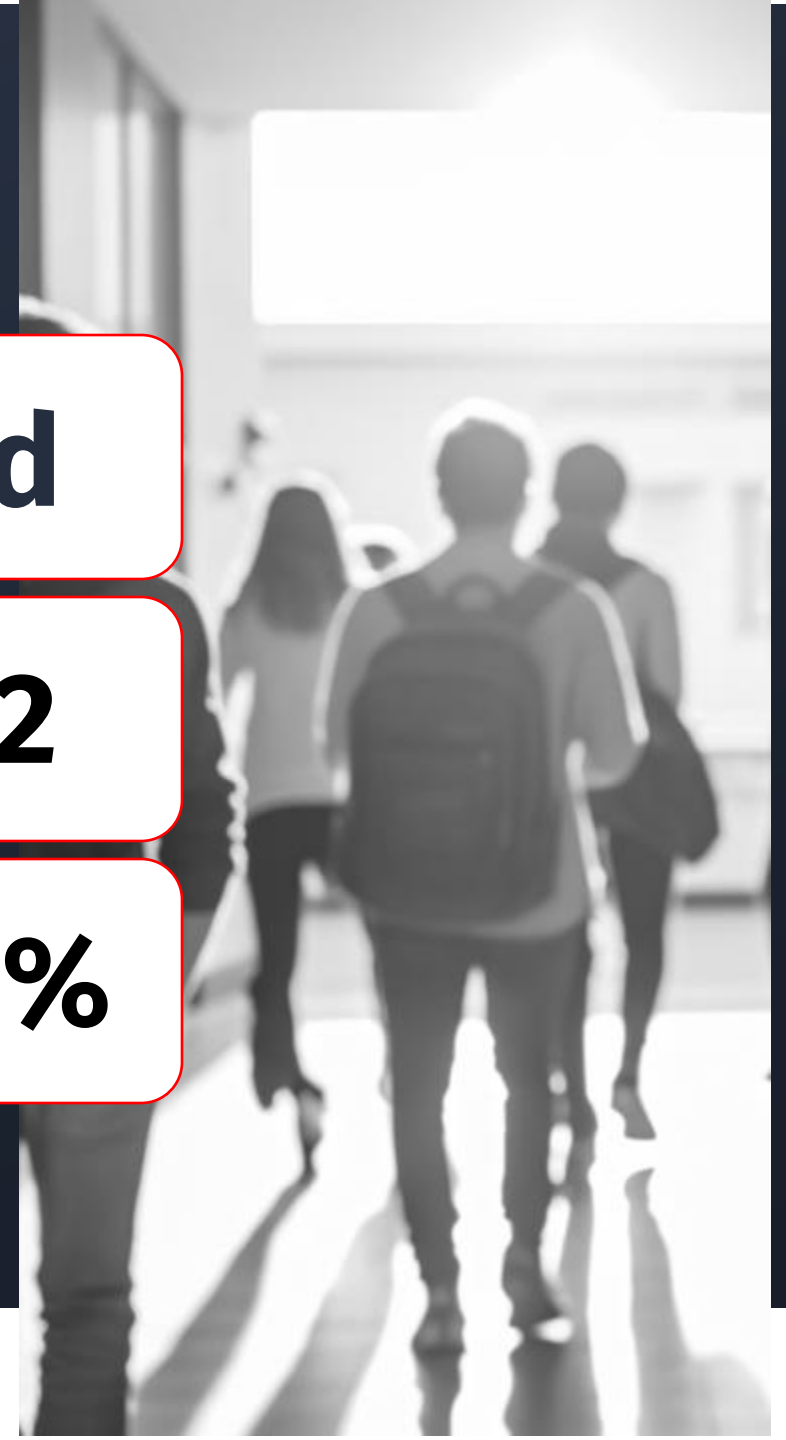
Speed has been involved in 1/2 of all motor vehicle fatalities for the past two decades

1/2



Across the US, pedestrian fatalities have risen 58% between the first half of 2013 and 2023

58%





LEGISLATIVE CONTEXT

House Bill 657 — Fla. Stat. § 316.1896

FLORIDA

HB 657

Ch. 2023-174, Laws of Fla.

Codified at Fla. Stat. § 316.1896 (school zone speed detection systems)

EFFECTIVE

July 1, 2023



Local, opt-in authority

Counties and municipalities enact an ordinance and find the school zone poses a heightened safety risk — not mandated, locally controlled.



No points, no insurance impact

Enforced by uniform traffic citation, but no points may be assessed and violations may not be used to set insurance rates.



\$100 penalty at 11+ MPH

Statutory \$100 fine. Systems may cite only vehicles exceeding the school zone limit by more than 10 MPH.



Due process built in

Owner has 30 days to pay or request a hearing before a local hearing officer; appeal under Fla. Stat. § 162.11.



Officer-issued citations

Citations are issued by a sworn traffic infraction enforcement officer after review of the recorded image and video evidence.



Enforcement hours set by statute

From 30 minutes before the school session, through the school day, to 30 minutes after school ends.

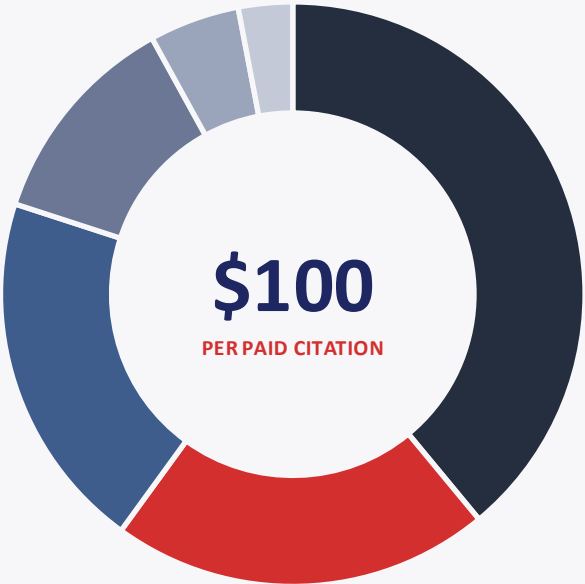
Where Every \$100 Fine Goes — Set by Florida Statute

\$0

UPFRONT COST TO THE CITY

No equipment fees. No installation fees. No software licenses. No staffing costs.
No general-fund draw.

RedSpeed earns 35% of the \$60 local share — \$21 per paid citation. No fee on citations never paid, and no minimum guarantee owed by the jurisdiction.



STATUTORY DISTRIBUTION — FLA. STAT. § 316.1896

\$39	Municipality retains	Program administration, officer review, hearings, signage and other public safety initiatives
\$21	RedSpeed fee	35% of the \$60 local share — our only revenue source. No fee on citations never paid
\$20	State General Revenue	Directed to the state by statute
\$12	County school district	School security, student transportation, safer student walking conditions
\$5	School crossing guards	Recruitment and retention stipends for K-12 crossing guards
\$3	FDLE training fund	Criminal Justice Standards & Training Trust Fund

More Than School Zone Safety

RedSpeed has joined forces with ALPR providers to give Florida departments more than a school zone speed program — additional law enforcement technology, included at no cost to taxpayers.



Funded by Violators, Not Taxpayers

Programs are 100% violator-funded under Fla. Stat. § 316.1896. No general fund draw, no new line item for the school zone program itself.



Added ALPR, Included

Through the partnership, RedSpeed supplies SoundThinking law enforcement technology — supporting your investigative and patrol work — as part of the same program cost structure.



One Integrated Solution

Two industry leaders, one coordinated program. Turnkey from ordinance support through go-live, with ongoing operational and analytical support.



TECHNOLOGY IN ACTION



RedSpeed®USA

Optional Solar-Powered Speed Camera Technology



RedSpeed is proud to be the first photo enforcement company in Florida to offer solar-powered technology



Allows for more flexible location



Allows for rapid deployment cutting out need for power permits

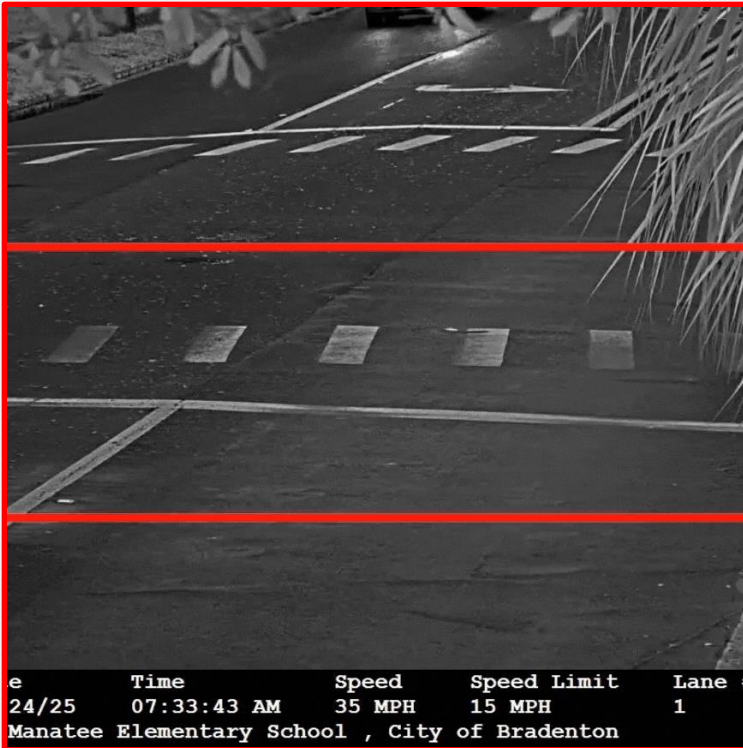


Low maintenance



Renewable energy paves the way toward a more sustainable future

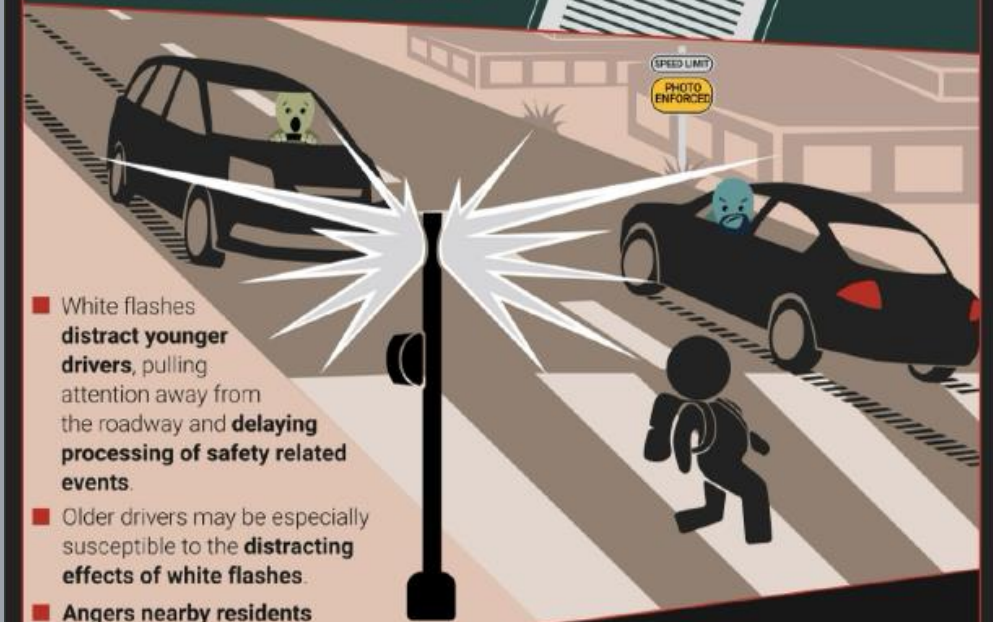
RedSpeed is the only vendor utilizing HD video enforcement paired with infrared lighting, preventing dangerous distractions caused by white flash



SOLVING THE FLASH PROBLEM

Challenge >>>

- Researchers from the Department of Psychology at Florida State University recently published a scientific study linking flashes to distracted driving.



- White flashes distract younger drivers, pulling attention away from the roadway and delaying processing of safety related events.
- Older drivers may be especially susceptible to the distracting effects of white flashes.
- Angers nearby residents and businesses.

Solution >>>

REDSPEED'S
SYSTEM

- ✗ Does not use distracting white flash.
- Infrared illumination (IR) is invisible to the human eye.
- ✓ Does not confuse drivers.
- 0 Zero driver complaints or calls.

HOW SPEED VIOLATIONS ARE CAPTURED



Violation Details	Privacy Policy	Terms and Conditions	Security
Click on pictures to zoom-in (new browser window will be opened).			
Notice of Violation (N.O.V) Number: 2030500032176074			
License Plate Number:			
License Plate State: FL			
License Plate Type: PASSENGER			
Vehicle Make: CHEV			
Municipality: Lawtey			
Violation Location: WB NW County Rd 225 @ Grove St, Lawtey			
Violation Date: 05/01/24			
Violation Time: 11:08 AM			
Ordinance Number Violated: 316.183, 316.1896			
Recorded Speed: 43 MPH			
Posted Speed Limit: 30 MPH			
Violation Status: Notice Of Violation			
Notice Copy (PDF): View Notice			
Total Amount Due: \$100.00			
Respond By Date: 05/30/24			

STEP 1 System is triggered when a vehicle going 11 MPH over active speed limit is identified



STEP 2 Images and video are recorded, identifying offending vehicle with a target marker



STEP 3 Registered owner information and vehicle details are obtained from FLHSMV or NLETS (out of state drivers)



STEP 4 All gathered information is reviewed twice by RedSpeed Operations before being presented to jurisdiction personnel



STEP 5 Jurisdiction personnel make a determination if a violation notice should be issued



COMMUNITY ENGAGEMENT

In Addition, RedSpeed Will Help The City With A Comprehensive Media Kit & Communications Tools Including:



School Handout Flyers

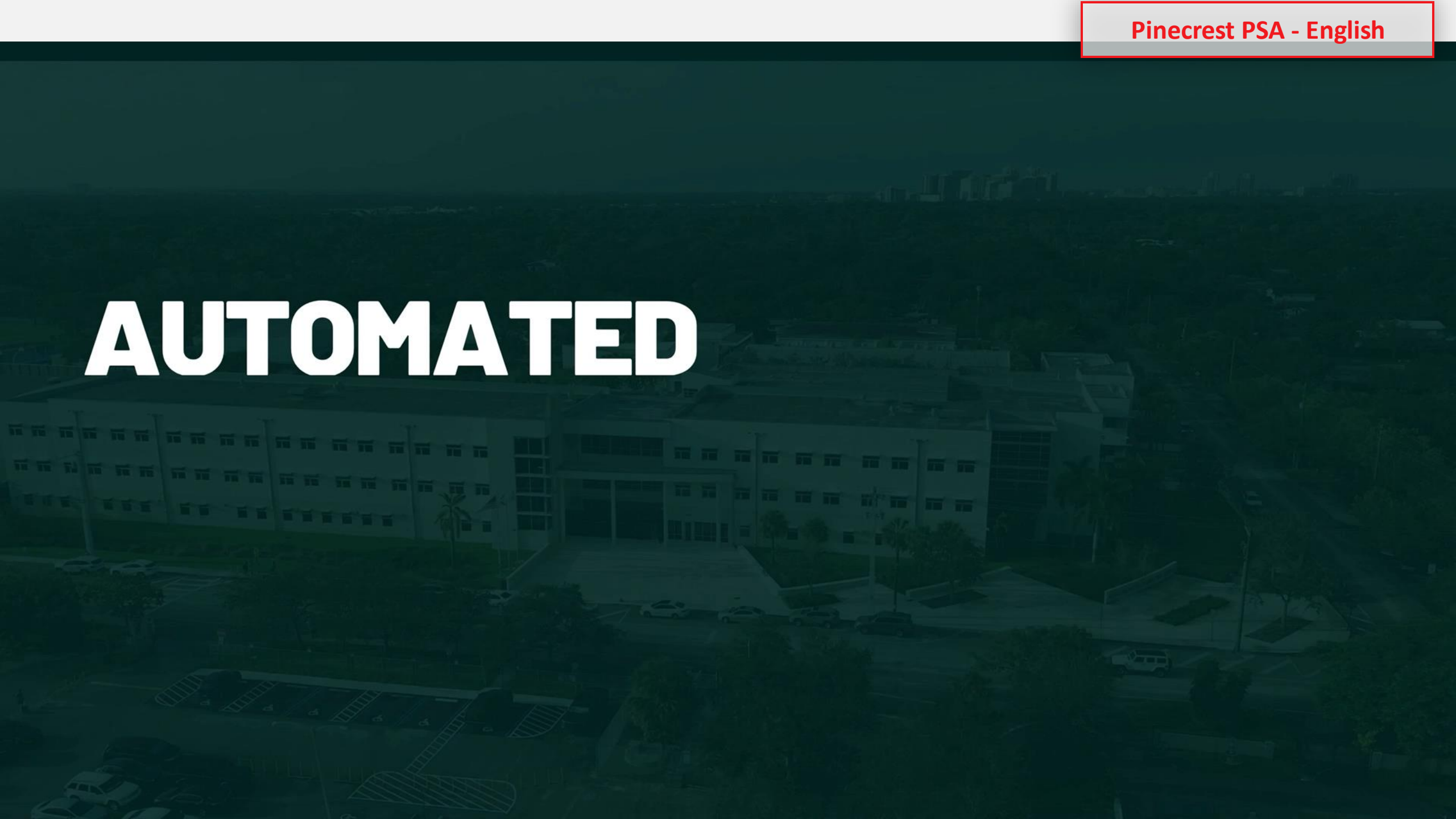
FAQ's Document Uploaded to the Municipal Website

Custom Enforcement Maps

Safety Focused Posters

Professionally Produced PSA's

Safety Focused Reports and Statistics



AUTOMATED



CASE STUDIES

REDSPEED IS PROUD TO BE FPCA'S PREFERRED PARTNER

FOR TRAFFIC SAFETY SOLUTION

RedSpeed is Proud to be Endorsed as an FPCA Preferred Corporate Partner, a Distinguished Honor.

FPCA Partnership Validates RedSpeed's Effectiveness in Reducing Speeding and **Saving Lives.**



PROUD TO BE FPCA'S
PREFERRED PARTNER

RedSpeed®USA

The background of the document is a blurred image of a person with a backpack walking away from the camera on a sidewalk. The person is wearing a light-colored shirt and dark pants. The backpack is a large, tan-colored bag with brown straps.

Announcing FPCA's New Preferred Partnership with RedSpeed
Chiefs and Law Enforcement Members.

The Florida Police Chiefs Association is proud to announce a new Preferred Corporate Partnership with RedSpeed. RedSpeed has been an FPCA business partner and significant sponsor for many years.

With the addition of RedSpeed, we have a partner with leadership in the area of photo enforcement camera systems designed to improve traffic safety and reduce speeding by up to 95% in school zones. RedSpeed's programs are totally turnkey and violator-funded with no out-of-pocket cost to the municipal government. RedSpeed is the only company in the industry that offers both LIDAR and 3D object tracking radar, infrared (no flash) low-light operation, self-service video archive* and a real-time feed that integrates into your preferred ALPR providers such as Flock as an additional crime-fighting tool. RedSpeed offers a complimentary needs assessment including free traffic studies to assist in your program evaluation.

As we all know, Florida is one of the most dangerous states in the country for pedestrians and we were proud to advocate for the passage of HB657, a new law for photographic enforcement in school speed zones. Our hope is that these programs will aid departments changing driving behavior and saving lives. **RedSpeed has an excellent track record in the industry for reducing speeding, saving lives and helping departments solve crimes.**

We know each department will make procurement decisions based on their own needs and what is best for their communities. **We hope that you will consider RedSpeed as part of your decision-making process, knowing they carry FPCA's endorsement.**

FPCA will be marketing on behalf of Red Speed USA as they are a vetted and endorsed provider with whom we are proud to partner. The Association currently only has four total Preferred Corporate Partners, which are organizations which offer special member benefits or have a contractual relationship with the FPCA. They are featured on the FPCA website, home page and under our Resources section. With the addition of RedSpeed, FPCA has preferred providers in the areas of automated traffic enforcement, insurance, training/policies/procedures, and promotional testing instruments.

We encourage you to contact RedSpeed's Senior Vice President, Greg Parks, for an in-person demonstration and to receive free traffic studies as part of a complimentary needs assessment:

Greg.Parks@redspeed.com
(913) 575-2912 (mobile)

Additional Resources - many will be added to FPCA website:
www.redspeed.com (main site and video with program features on landing page)
<https://www.youtube.com/watch?v=...KDuOKUy9rU> (Pinecrest PSA sample)

RedSpeed

* Consistent with HB657 provisions allowing for use of video for proving civil or criminal liability incidental to photo-enforcement.

REDSPEED IS PROUD TO BE THE
SCHOOL ZONE SPEED ENFORCEMENT
INDUSTRY LEADER

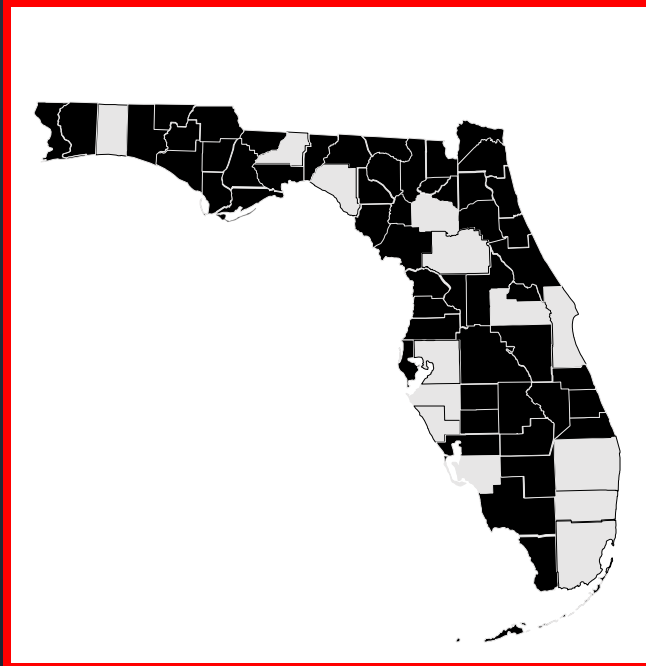
Florida's leading provider — nearly 2,000 school zone cameras under contract statewide.

Enforcement Presence

FL SCHOOL ZONE CLIENTS: 49

CAMERAS LIVE IN FL: 600+

FLORIDA MARKET SHARE: 70%



Westlake's Neighbors Have Already Chosen RedSpeed

4

PALM BEACH COUNTY CITIES
UNDER CONTRACT

39

SCHOOL ZONES
UNDER CONTRACT

#1

RFP SCORE RANKING
WEST PALM BEACH

UNDER CONTRACT IN PALM BEACH COUNTY

-  **Boca Raton** 15 SCHOOL ZONES
-  **Delray Beach** 13 SCHOOL ZONES
-  **Boynton Beach** 9 SCHOOL ZONES
-  **Loxahatchee Groves** 2 SCHOOL ZONES

-
-  **West Palm Beach**
SCHOOL ZONE RFP UNDER EVALUATION — REDSPEED RANKED #1 IN SCORING

THE SINGLE-VENDOR ADVANTAGE

-  **One consistent driver experience**
The same cameras, signage, and citations in every school zone — no confusion as drivers cross city lines.
-  **A partner already working next door**
Contracts in place with four neighboring municipalities, with local installation and support resources in the county.
-  **Faster, lower-risk deployment**
A program playbook proven across 39 Palm Beach County school zones means a rapid launch with no learning curve.
-  **County-wide data and coordination**
Unified reporting reveals regional speeding trends and supports coordinated safety campaigns across jurisdictions.

RedSpeed Has Demonstrated Remarkable Outcomes

In Pinecrest, FL:

- 11 school zones live and issuing NOVs.
- **Speeding is down over 90%** in enforced school zones.
- **88%** of violators have not received a second NOV.

In South Miami, FL:

- 5 school zones live and issuing NOVs.
- **Speeding is down 93%** in enforced school zones.
- **95%** non-local violators.
- **93% of violators** have not received a second NOV.

In Bradenton, FL:

- 11 school zone is live and issuing NOVs
- **Speeding is down 96%** in enforced school zones.
- **81%** non-local violators.
- **Less than 1%** appealed.



Q&A