

Automated School Zone  
Enforcement Safety Program  
For Smyrna, Georgia



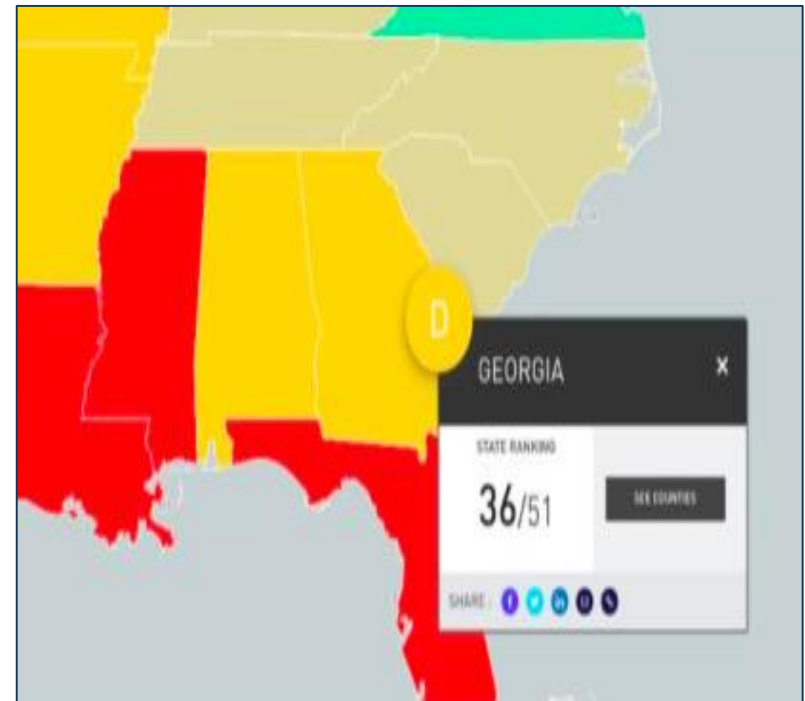
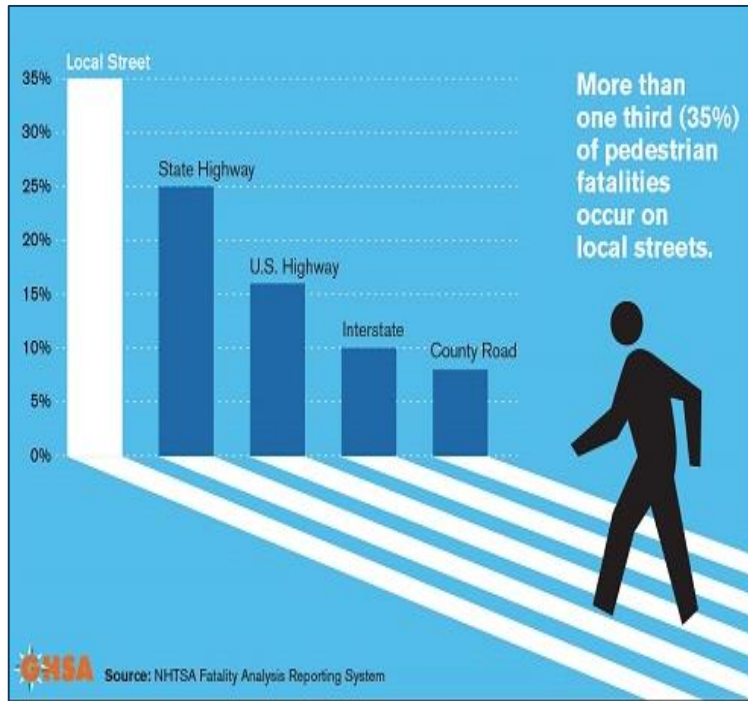
RedSpeed®USA

Why School Zone  
Safety Cameras?



RedSpeed®USA

More than half of all pedestrian fatalities are on local roads and state highways.



Meanwhile driving analytics company ZenDrive gives Georgia a “D” (36th out of 50 States + Puerto Rico) for traffic safety near its schools.

Georgia's  
Legislature  
passed House  
Bill 978 to solve  
this problem.

- Bill Highlights:
- State-wide School Zone Enforcement
- School zone is defined as area within 1,000 feet of the boundary of any public or private elementary or secondary school
- Violations for speed exceeding 10 MPH
- Signs must placed prior to camera location
- Speed may be enforced only when the school is in session and one hour before classes and one hour after
- GDOT will issue permits for camera placement
- \$75 fine for first violation and \$125 fine for second violation
- No points or insurance ramifications
- Non-payment results in denial of annual motor vehicle registration
- Fines must be used to fund local law enforcement or public safety initiatives

Demonstrated Safety Need



RedSpeed®USA

- RedSpeed conducted traffic studies in coordination with the Police Department looking at some of the school zones known to have high numbers of speeders.
- RedSpeed measured all vehicles and recorded violations greater than 10 miles per hour over the speed limit.
- In a single day, the three schools had 500+ violations total. Each of these schools showed a demonstrated safety need under HB 978.

**School Tested****Recorded Violations 10+ mph (1 School Day)**

Argyle Elementary  
Brown Elementary  
Campbell Elementary

200  
103  
318

RedSpeed will help dramatically reduce the number of speeders near Smyrna schools.

- 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.

How RedSpeed Works  
*Simple. Superior. Turnkey. Trusted.*



RedSpeed®USA

SMYRNA  
*jonquil city*  
GEORGIA



# A Simple Value Proposition

- No cost to the City, completely violator-funded program.
- RedSpeed will install, maintain and operate all equipment, services and software necessary for a complete turn-key program.
- RedSpeed collects 35% per paid violation, the City retains 65% of each paid violation.
- In addition to safer school zones, the City will get advanced safety tools including ALPR and HD video viewable in real-time and archive that is compatible with all major Video Management Systems (VMS).
- Authorized officers will have access to regional enforcement tools in cooperation between departments.



RedSpeed's technology is superior and unique. Each our of our sleek, flash-less installations include the following groundbreaking features:

- LED IR Illumination (No Flash)
- Color Video Day/Night
- High Definition Video Cameras
- Video-based Enforcement
- Remote Video Archive Retrieval
- Live Video Streaming
- License Plate Reader (Amber Alert)
- Single Pole Installation
- 45-Day Video Storage
- Traffic and Speed Reports
- Tamper-Resistant Housing

“We are bringing a world-class program to Jonesboro. RedSpeed uses infrared image capture with no confusing flashes. ALPR with Hotlists will alert officers instantly if someone with a Protective Order enters a school zone. Our officers can access HD video in real time to address safety threats. We are getting much safer schools without no out-of-pocket cost.” – Chief Cliff Kelker, Jonesboro

# TURN-KEY SERVICES

## **SITE SELECTION AND ANALYSIS**

- Speed analysis of each location + engineering feasibility study

## **CAMERA INSTALLATION**

- Permit acquisition including local and state bodies, installation coordination between civil contactors and municipality.

## **VIOLATION PROCESSING**

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

## **PAYMENT PROCESSING**

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

## **CALL CENTER**

- Multilingual call center can process payments, schedule hearings and respond to general questions

## **ADJUDICATION SUPPORT**

- Full municipal adjudication support options

## **WEB-ENABLED TOOLS**

- All software is web based



City of Alpharetta School Safety Program  
PO BOX 12345  
Atlanta GA 00000-000

**NOTICE #: 1808300526034346**  
PIN: 1234  
View Images and submit payment at <https://www.redspeed.com>  
Amount Due: \$75.00  
Payment or Contest Must Be Received By: 01/01/2019

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**NOTICE OF SCHOOL SPEED VIOLATION**

**OFFENSE IN VIOLATION OF O.C.G.A. Sec. 40-14-18**  
A vehicle registered to you and described and pictured herein was detected and recorded by a school speed monitoring system exceeding the posted speed limit within 1,000 feet of the boundary of an elementary or secondary school by at least 10 MPH in violation of O.C.G.A. Sec. 40-14-18. As the registered owner(s), you are liable for the violation. These recorded images constitute a part of the facts contained herein.

<b>DATE AND TIME OF VIOLATION</b>	12/12/2018
<b>VIOLATION LOCATION</b>	East Bound on Center St, He...
<b>REGISTERED OWNER'S NAME</b>	Greg Parks
<b>STREET ADDRESS</b>	400 E Elm St
<b>CITY</b>	Atlanta
<b>STATE</b>	GA
<b>DID UNLAWFULLY</b>	<input checked="" type="checkbox"/> OPERATE/DRIVE
<b>POSTED SPEED LIMIT</b>	35 MPH
<b>VEHICLE SPEED</b>	46 MPH

**VEHICLE INFORMATION**

YEAR	MAKE	MODEL	STYLE	COLOR	LIC NUM
2001	HUI	FLA278	SEDA	BLK	70848

Offense is on a fully automated traffic camera system installed by the City of Alpharetta. Images are captured and transmitted to a central server. The data is available for storage and distribution of the speed limit within 1,000 feet of the boundary of elementary school and that such images or data are not to be used for any other purpose than that authorized by the City of Alpharetta.



Violations Details	Privacy Policy	Terms and Conditions	Security
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Click on pictures to search in Open StreetMap, which will be cached.

<b>License Number:</b>	3996290027664552	
<b>License Plate Number:</b>	024322	
<b>License View State:</b>	GA	
<b>License Plate Type:</b>	PASSENGER	
<b>Vehicle Make:</b>	POSC	
<b>Model/Year:</b>	Pontiac Gudge (C)	
<b>Violation Location:</b>	5900 BOS 201A Avenue N	
<b>Violation Date:</b>	12/15/18	
<b>Violation Time:</b>	11:51 AM	
<b>Offense Number:</b>	41969600003330 Code Section Chapter Violated	
<b>Recorded Speed:</b>	37 MPH	
<b>Posted Speed Limit:</b>	25 MPH	
<b>Violation Status:</b>	Out Notice	
<b>Total Amount Due:</b>	\$75.00	
<b>Response Due Date:</b>	01/01/2019	

**Please read the following before making your payment:**

**VIOLATION PAYMENT**  
Payment of the fine and any applicable points constitutes as a final acceptance of the violation. Payment will NOT reject your driving or reduce DR suspension.

**IDENTIFICATION OF THE OFFENDER**  
We do not read, sell or make any personal information about you to third parties.

**WHAT SECURITY IS PROVIDED?**  
We are committed to protecting the security of your personal information. Payment transactions are protected through Secure Gateway using SSL encryption, so that only appropriate personnel who have agreed to keep your information in strict confidence are able to access your information.

Please note that most Internet browsers also offer security alerts that permit you to determine whether or not your transmission is secured.

• Prior to the warning period, RedSpeed will work with the Department on all aspects of implementation including:

- Comprehensive Training on all safety tools and violation issuance.
- Model Policies.
- Tailoring Notices of Violation and payment portal to Smyrna standards.
- Updated signage.
- Warning period.



RedSpeed will help your department with all public awareness and notice period assistance, including:

- Customized public awareness and educational campaign
- Materials designed to educate the community about the objectives of the Speed Photo Enforcement Program
- Hardcopy, email and web materials
- Assistance with required signage & warning periods.



RedSpeed is the best choice to help achieve our safety goals.

- **Dramatically Safer School Zones.** You can help turn the tide on pedestrian safety.
- **Violator Funded:** Revenue positive from the first citation. Best contract terms. Transparent Program.
- **Best technology:** Video Based Enforcement, No Flash, ALPR, real-time video review. No one else offers this suite of integrated services.
- **Scale.** RedSpeed is leading programs across Georgia which means regional data sharing.

