

# Agenda

## About American Traffic Solutions

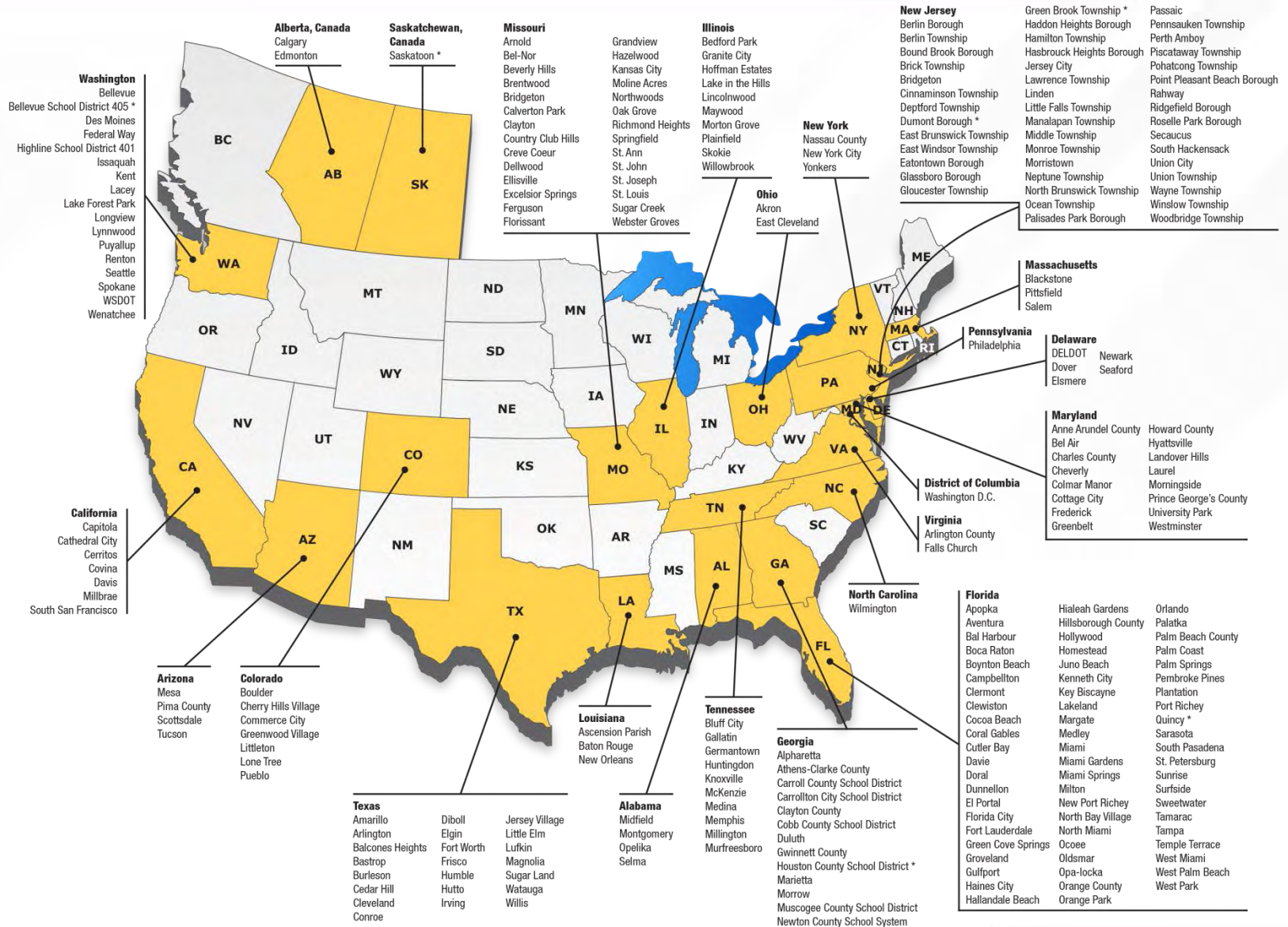
- Speed Related Fatalities
- Speed Compliance Technology
- School Zone Safety Enforcement Results
- Enforcement Specifics and Fines

# ATS Snapshot



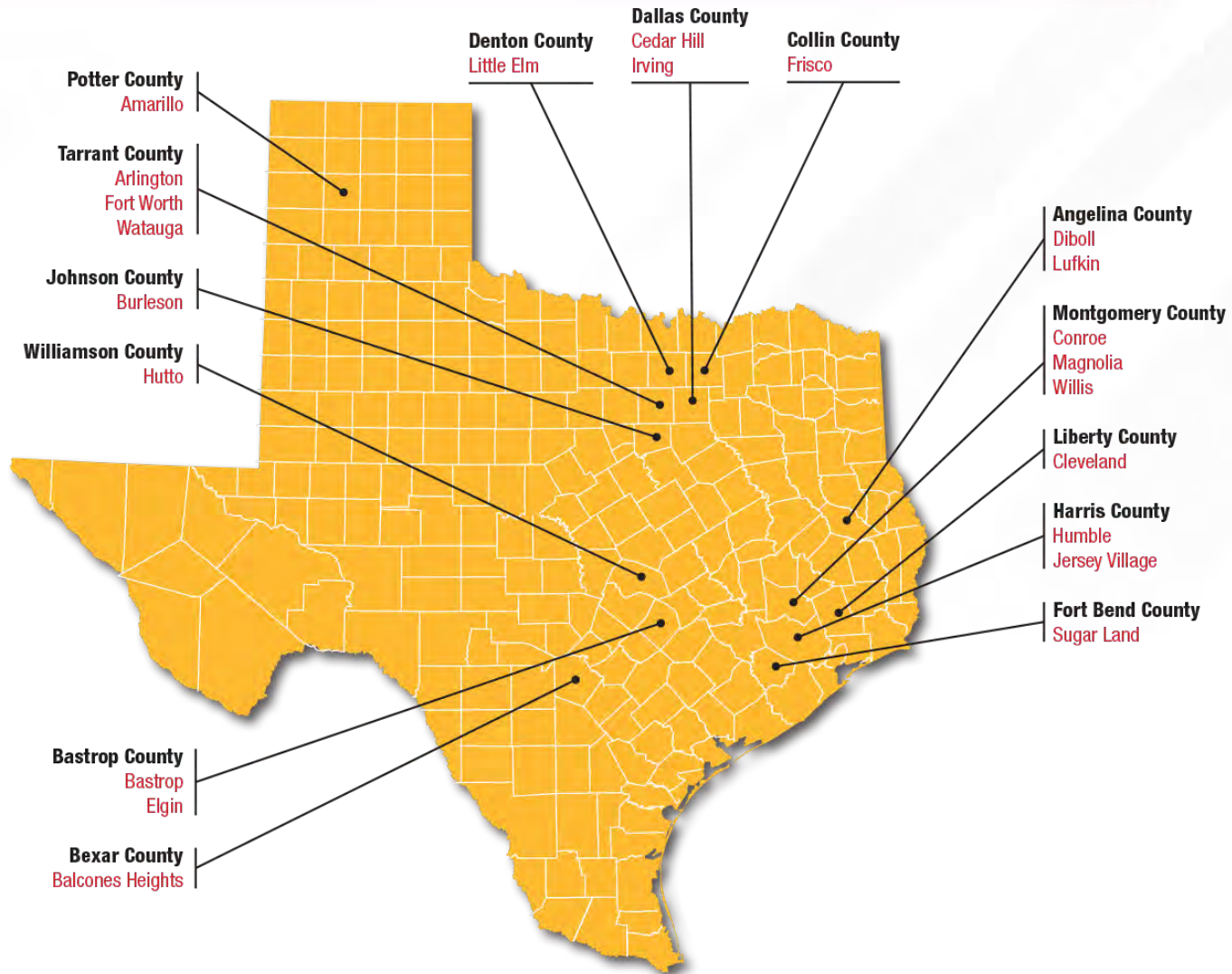
- **Dedicated to Customer Success**
- **Largest Automated Photo Enforcement Camera Program Provider in North America**
- **3,000+ Installed Camera Systems**
- **World Headquarters in North America**
- **20+ Years of Management Consistency**
- **More than 725 Employees**
- **Vendor of Choice for Large Programs**
  - **New York, Chicago, Seattle**
- **22 Texas Road Safety Camera Clients**
- **Local Field Services Team**
- **Local Subcontractors**

# Road Safety Camera Programs



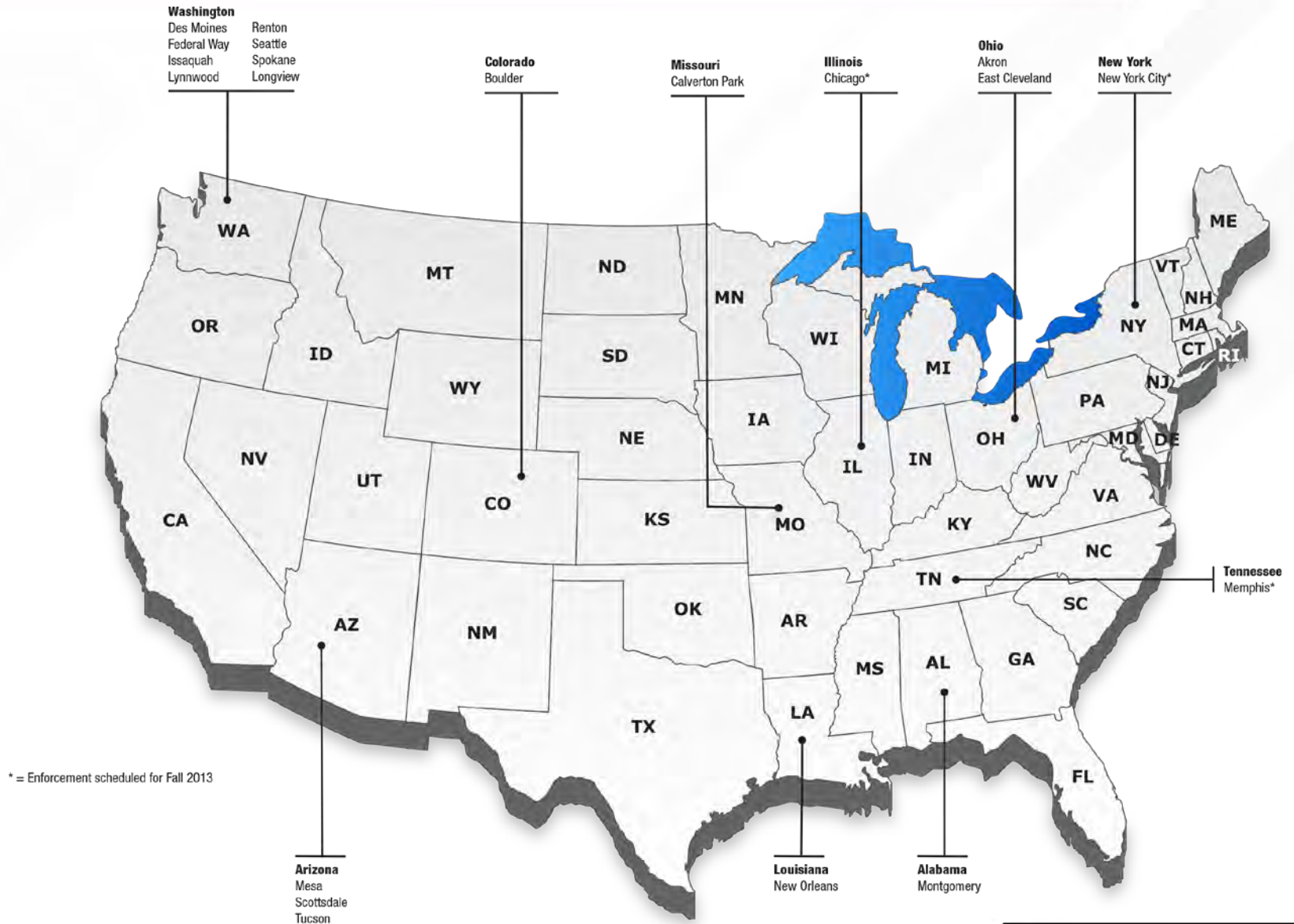
\* = Award pending contract  
06.03.2013

# Texas Road Safety Camera Programs



\* = Award Pending Contract  
05.07.13

# School Zone Safety Camera Programs



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- About American Traffic Solutions

## Speed Related Fatalities

- Speed Compliance Technology
- School Zone Safety Enforcement Results
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# Speed Statistics

## Speeding is deadly.

- All fatal crashes involving speed killed an average of 2 people a day in Texas in 2012.<sup>1</sup>
- The vast majority of speeding-related fatalities happen on roads that are not interstate highways. NCSA's 2011 fatality data shows that 51% of speed-related fatalities occurred on roads with speed limits of 50 mph or less, and 25% occurred with limits of 35 mph or less

## Why excessive speeding is so dangerous.

- A standard vehicle traveling 36 mph may be able to stop approximately 62 feet sooner than the same vehicle traveling at 46 mph. The 62-foot reduction is the equivalent to the length of approximately three and one-half 2011 Chevrolet Tahoe's parked end to end.

## Speeding is costly, in terms of dollars and lives.

- The 5,837 serious injury crashes attributed to speed cost Texas communities an estimated \$735 million.<sup>2</sup>

1. Source: Texas Department of Transportation, Speed involved crashes and injuries by county, 2012.  
[http://ftp.dot.state.tx.us/pub/txdot-info/trf/crash\\_statistics/2012/21\\_2012.pdf](http://ftp.dot.state.tx.us/pub/txdot-info/trf/crash_statistics/2012/21_2012.pdf)

2. Source: AAA. Amount is based on 11 cost components selected by Federal Highway Administration including workplace, medical costs, property damage and emergency services. One injury crash costs \$126,000.  
[http://newsroom.aaa.com/wp-content/uploads/2011/11/2011\\_AAA\\_CrashvCongUpd.pdf](http://newsroom.aaa.com/wp-content/uploads/2011/11/2011_AAA_CrashvCongUpd.pdf)

# Texas School Zone Speed Statistics

**A two-year study of Texas school zones found speeds increase as motorists drive through the zone.**

- Speeds increase 1 mph for every 500 feet driven. In other words, for every quarter-mile (1,320 feet) of school zone length, speeds can be expected to increase almost 2.5 mph.<sup>1</sup>

**When researchers interviewed police familiar with school zone traffic in 12 Texas cities, and asked what factors they felt affect the compliance of drivers in a reduced-speed school zone:**

- All officers implied that law enforcement on site would be the most effective factor used to reduce drivers' speeds in school zones.<sup>2</sup>

**A study of 18 school speed zones found that when the school speed limit is in force:**

- Half of the sites had a compliance rate of less than 50%, some being lower than 10%.<sup>3</sup>

1. Source: Texas A&M Transportation Institute, Texas Transportation Researcher.  
<http://tti.tamu.edu/2008/12/01/school-zones-as-safety-zones/>  
Source: Texas Transportation Institute. Speeds in School Zones. Page 98. February 2009.  
<http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/0-5470-1.pdf>

2. Source: Texas Transportation Institute. Speeds in School Zones. Page 33. February 2009.  
<http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/0-5470-1.pdf>

3. Source: Texas Transportation Institute. Speeds in School Zones. Table 7-7, pages 86-87. February 2009.  
<http://d2dtl5nnlpfr0r.cloudfront.net/tti.tamu.edu/documents/0-5470-1.pdf>

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- About American Traffic Solutions
- Speed Related Fatalities
- Speed Compliance Technology
- School Zone Safety Enforcement Results
- Enforcement Specifics and Fines

# School Zone Safety Cameras Save Lives

## Safer School Zones



Safer school zones for children by encouraging safe driving in targeted areas.

## More Efficient Officer Coverage



Unparalleled, constant coverage, providing law enforcement the freedom to focus on other pressing issues in the state.

## The Halo Effect



Remind those in the community that the state is focused on safety, resulting in safer driving.

## A Cost-Neutral Solution



No upfront, installation, servicing, processing or mailing fees associated with the safety camera program. Completely funded by the fines paid through violations.

# School Zone Safety Camera Endorsements



# Speed Compliance Solution

## School Zone Safety Speed Compliance Camera Technology



- IACP and FCC-Certified
- Non-Invasive detection device; no roadway defacement
- Mobile and portable deployment options
- Monitors and enforces up to six lanes of traffic
  - Detects speed infractions
  - Determines the lane in which the vehicle is travelling
- Wireless violation data transmission over secure VPN network
- 1400+ cameras operational in 30 countries

## Proven **ATS School Zone** Programs | **Positive Change** in Driver Behavior

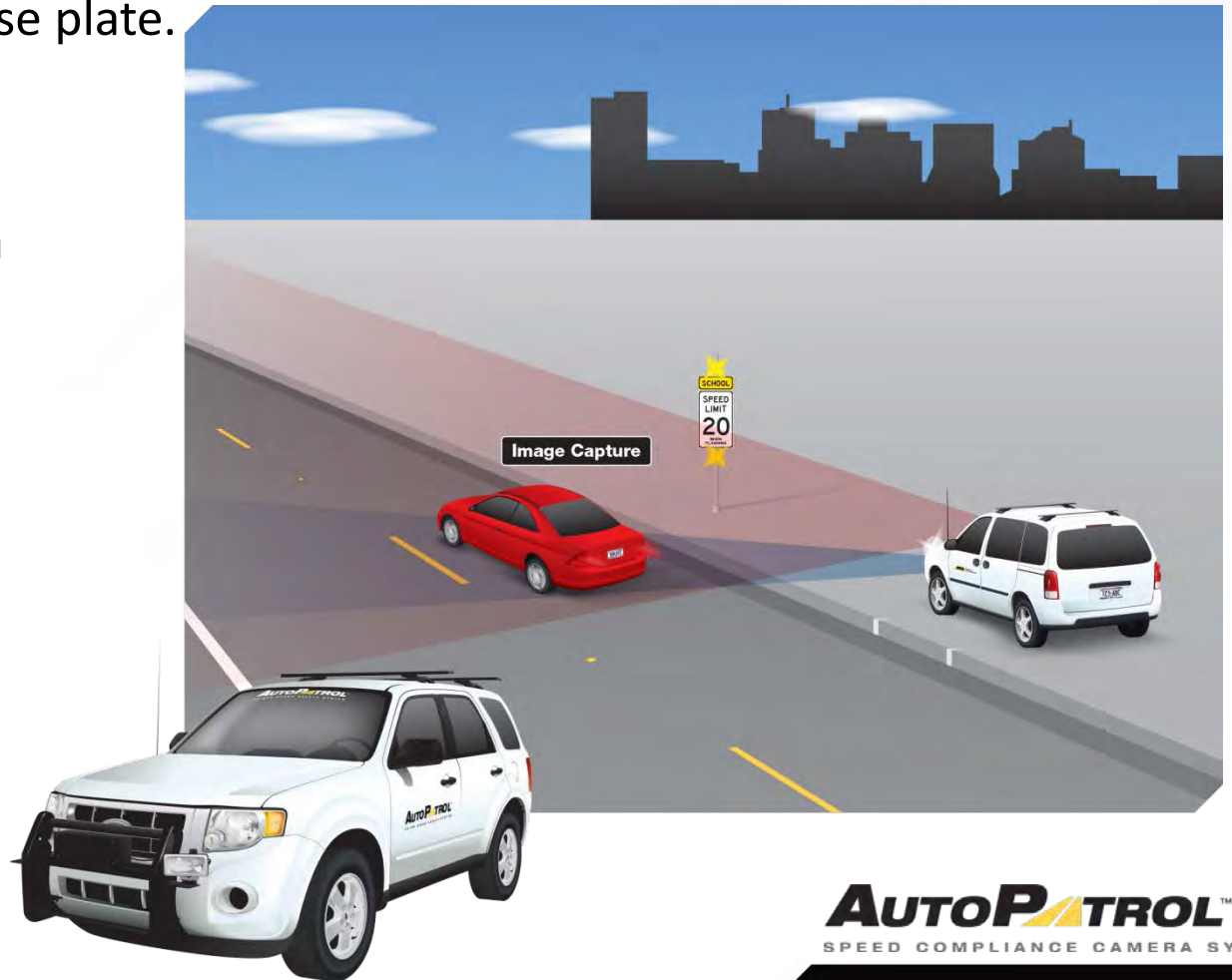


- Alabama
- Arizona
- Colorado
- Louisiana
- Missouri
- Ohio
- Washington

# How It Works

AutoPatrol 2D deployments capture high-definition photographs as vehicles speed through a school zone. ATS provides two digital still photos that identify the violating vehicle and license plate.

- **Violating Vehicle**
- **Licence Plate Zoom**



**AUTO PATROL™ 2D**  
SPEED COMPLIANCE CAMERA SYSTEM

# Data Bar

Date of Violation mm/dd/yyyy	Time of Violation	Officer ID	Vehicle ID	Posted Speed Limit	Violation Speed	Direction Receding or Approaching	Image ID	Traffic Lane of Violation	Vehicle Type	Radar ID
05/06/2012	12:43:30	0733	DC1300	045	056	~	034429A	1	Car	70296
1300 3RD ST TUNNEL NW S/B AT 3RD ST EXIT DCWAS										

Location Description



# Wireless Data Transfer

## Wireless Transmission

- Uploads Violation Data, Video and Images
- Secure VPN Network or ATSNET
  - Private, Secure Nationwide Cellular Network
- No Thumb Drives
- No Drain On County IT Resources

## Fast Speeds

- 3G or 4G Where Available
- Real-Time Data Transfer



# Deployment Options

## Portable



**AutoPatrol™ 2D-P**  
(Manned)

## Mobile



**AutoPatrol™ 2D-M**  
(Mobile Speed)



**AutoPatrol™ 2D-MT**  
(Trailer System)

# Portable Container and Mobile Trailer System



- Easily Relocated
- No Special Equipment
- Minimal Set-up Time
- Small Footprint

# City Of Scottsdale AutoPatrol 2D-P Unit



**AUTO**PATROL™ 2D  
SPEED COMPLIANCE CAMERA SYSTEM

# AutoPatrol Mobile Trailer Unit



**AUTO**PATROL™ 2D  
SPEED COMPLIANCE CAMERA SYSTEM

# Mobile Speed Enforcement

- **On-the-Go Speed Enforcement**
- **Easy-To-Use Interface**
- **Manned and Unmanned Options**
- **Simple and Rapid Setup**



**AUTO PATROL™ 2D**  
SPEED COMPLIANCE CAMERA SYSTEM

# Notice of Infraction/Violation



City of Seattle  
Photo Enforcement Program  
P.O. Box 34987  
Seattle, WA 98124-4987

This infraction will **not** be a part of your driving record and will be processed as a parking infraction.

JIM JOHN SMITH  
1234 MAIN ST  
SEATTLE, WA 12345

VIOLATION DATE 03/29/2013		VIOLATION TIME 05:59 PM		FINE AMOUNT \$189.00	
VEHICLE PLATE # A177043			STATE WA		
YEAR 1986	MAKE CHEV	MODEL IMP-SS	STYLE 4D	COLOR	
LOCATION SB MARTIN LUTHER KING JR WAY S @ THURGOOD MARSHALL ST			POSTED SPEED 30	VIOLATOR'S SPEED 32	
REGISTERED OWNER JIM JOHN SMITH					
DEFENDANT JIM JOHN SMITH					
STREET ADDRESS 1234 MAIN STREET					
CITY SEATTLE		STATE WA		ZIP 12345	
<p>I certify under penalty of perjury under the laws of the State of Washington the following is true and correct. Based upon my review of photographs and/or video made by an automated traffic camera, in conjunction with a digital signal processing system that measured the vehicle's speed by distance over time, I have probable cause to believe, and do believe, that on the date and at the time and location indicated above, the operator of the vehicle described above was in violation of SMC 11.52.100 (Speeding in a School Speed Zone). The image recording shows the vehicle and its license plate, portrays a fair and accurate representation of the location listed above and shows that the vehicle operator was driving with a speed over the speed limit posted. The registered owner of the vehicle is named above.</p>					
OFFICER E. HOLLAND		SERIAL # 6611		PLACE: SEATTLE, WA	
				ISSUE DATE 04/11/2013	

## NOTICE OF INFRACTION

NOTICE # 012345678900  
PIN 9123

Pay with your Visa or MasterCard at  
[www.ViolationInfo.com](http://www.ViolationInfo.com)

Amount Due: \$189.00  
Due Date: 04/30/2013

License Plate Image



Vehicle Image



You have 15 days to respond to a notice of infraction if personally served, or 18 days from the date the notice was mailed to you. Accordingly, you must respond by midnight of the DUE DATE by one of the following methods. Mailed responses must be postmarked by midnight of the DUE DATE. IF YOU DO NOT RESPOND BY THE DUE DATE, the Court will find that you committed the infraction and add a late fee. If you fail to pay, the Court may refer your case to a collection agency.

1. PAY THE \$189.00 PENALTY (see enclosed payment coupon); OR
2. REQUEST A MITIGATION HEARING TO EXPLAIN THE CIRCUMSTANCES (see enclosed hearing coupon); OR
3. REQUEST A HEARING TO CONTEST THE NOTICE OF INFRACTION (see enclosed hearing coupon); OR
4. SUBMIT A DECLARATION OF NON-RESPONSIBILITY (see back).

This notice represents a determination that a **speeding in a school zone violation** has been committed by the person identified as "Defendant" above. This determination will be final unless you respond by method 2, 3 or 4 listed above. See the reverse side of this notice for instructions.

## ViolationInfo.com

www.violationinfo.com

LOGIN NOW

Información en Español | Privacy Policy

### Welcome to ViolationInfo.com

Here you'll be able to pay a ticket, view how your traffic violation took place and find answers to some of the most frequently asked questions.

#### My City Intersection Safety Program

P.O. Box 1234

#### NOTICE OF VIOLATION

NOTICE # 1411111111111111  
PIN: 1234

Received Date: 1/15/11  
Due Date: 01/25/11

Vehicle	Plate	City	State	Color	Make
2008 Ford Focus	12345678	Phoenix	AZ	Black	Ford

IF YOU HAVE ANY QUESTIONS ABOUT THIS NOTICE, PLEASE VISIT WWW.VIOLATIONINFO.COM

**Pay Ticket**

Pay your ticket using an electronic check or by using your Mastercard or Visa debit or credit card. All you need is your notice/citation number and PIN that appear in the top right corner of your Notice of Violation.

**View Violation**

Looking for digital images or video of the violation? Just click here and enter the notice/citation number and PIN that appear in the top right corner of your Notice of Violation.

**Dispute Ticket**

Click here to find out more information on how you can dispute or challenge your Notice of Violation.

**View FAQs**

In an effort to provide you with more information, we've provided answers to some of the most frequently asked questions about road safety camera violations.

All transactions in this website are protected by:

#### Video clip: How do red-light cameras work?

Play the video below to find out. Click on the video while it's playing to watch it at different resolutions in a separate window.

ATS How it Works: The Facts

Red-light running fatalities were reduced by 4 percent in cities where cameras were deployed.

Traffic Safety Statistics:

"The city of Chandler, AZ recorded a nearly 50% decrease in red-light violations due to red-light safety cameras."

23 **ATS**

Confidential

# Violator Review



## Red Light Photo Enforcement Program

**"It's all about saving lives"**

[Customer Service Info](#) [Logout](#) [Print](#)

### Review Evidence

Click on an icon below to view an image or video associated with your violation:

[JPG Overview A](#)

[JPG License Plate](#)

[INFORMATION](#)

[IMAGE HELP](#)

### Most Asked Questions

**Q:** WHAT IF THE REGISTERED OWNER WAS NOT DRIVING THE VEHICLE AT THE TIME OF THE VIOLATION?

**A:** You may submit a sworn statement to that effect to the Court to rebut the presumption, established in RCW 46.63.075, that you were driving the vehicle at the time of the violation. A Declaration of Non-Responsibility form can be obtained from the Court in any of the following ways: Download or print the form from the Court's website: [www.seattle.gov/courts](http://www.seattle.gov/courts). Call the Court at 206-684-5600 . Visit the Court in person (1st Floor) at 600 Fifth Avenue (at James Street, downtown). Return the completed form to the Court in person (1st floor), by fax to 206-684-8887 , or by mail: Municipal Court of Seattle, ATTN: Photo Enforcement Citations, PO Box 34987, Seattle, WA 98124-4987. You must return the declaration to the Court by the due date shown on the front of this Notice of Infraction.

**Q:** HOW CAN I REQUEST A HEARING?

**A:** To request a hearing, use the coupon on your notice of infraction.

**Q:** WHAT IS THE FINE? ARE THERE ANY FEES FOR LATE PAYMENTS?

**A:** The photo red light fine in Seattle is the same amount as the penalty for any other red light violation in Seattle. As of April 2008, the penalty was \$124. If the amount has changed, the correct amount will appear on your citation.

To download Non-Responsibility Form [click here](#)

To Pay Your Infraction Online or for more Information [click here](#)

[Privacy Policy](#)



# Issuing Authority Portal

The screenshot shows the Seattle Municipal Court website. At the top, there is a navigation bar with links for Departments, Services, Staff Directory, and My Seattle.Gov. Below this is a search bar with a 'GO' button and a location selector set to 'Seattle.gov'. The main header includes 'seattle.gov' logo and navigation links for Business in Seattle, Living in Seattle, Visiting Seattle, City Services, and City Departments. A blue banner for 'SEATTLE MUNICIPAL COURT' features the tagline 'Community Involved Justice' and 'Hon. C. Kimi Kondo, Presiding'. Below the banner is a secondary navigation bar with links for Online Services, Ticket Info, Hearings, Coming to Court, Programs and Services, Probation, Jury Duty, Español, About Us, and Site Map.

The main content area is divided into two columns. The left column has a 'Red Light Camera Ticket Information' header and a 'View Your Ticket' link. The right column has a 'View Your Ticket' header and a 'View Your Ticket' link. The bottom section contains a 'View Your Ticket' header and a 'View Your Ticket' link.

**Online Services**

- Pay a Ticket online
- Court Public Information
- Wedding Ceremony Request
- View Your Red Light Camera Ticket
- Customer Service Inquiry
- Criminal Court Forms
- Ball Table
- SMC Home
- Site Index

**Red Light Camera Ticket Information**

[Español](#)

[About Red Light Tickets](#)

[View Your Ticket](#)

[FAQs For More Information](#)

[Your Options: #1 Pay Your Ticket](#)

[Your Options: #2 Request A Hearing If Someone Else Was Driving Your Vehicle](#)

**About Red Light Tickets**

By Washington state law, violations detected by traffic safety cameras are processed like parking tickets. A conviction on a traffic camera violation will not appear on your state driving record.

A complete stop is required before turning right at a red light. If you were ticketed while making a right turn, the police officer who reviewed the video and issued the ticket determined that you did not come to a complete stop before making the turn, as required by law.

**View Your Ticket**

You can view the still pictures and the video clip of the alleged violation at [www.violationinfo.com](http://www.violationinfo.com). You must have the citation number and PIN number provided on the citation to access the videos and still photos of your incident.

To view the video clip, your PC must have a DivX codec installed. Without DivX, you will be able to see the still photos, but not the video clip. The DivX codec can be downloaded and installed for free using a link from [www.violationinfo.com](http://www.violationinfo.com).

**Your Options: #1. Pay Your Ticket**

You may [pay your ticket online](#)

Payments can also be made:

- Over the phone by calling [\(206\) 233-7000](tel:(206)233-7000)
- In person at the [Courthouse](#)
- At one of the [Neighborhood Service Centers](#)
- Or by mailing to address shown on the ticket

**Your Options: #2. Request a Hearing**

You may [request a magistrate hearing](#) to mitigate or contest your traffic camera ticket.

Before you request a hearing, please view the still pictures and the video clip of the alleged violation. Instructions are to the left.

**If you were not driving the vehicle**

If you were not driving the vehicle when the alleged violation occurred, you may submit, under penalty of perjury, a written statement swearing that the vehicle was not in your care, custody, or control. To do so, print and return the [declaration of](#)

# Agenda

- About American Traffic Solutions
- Speed Related Fatalities
- Speed Compliance Technology

## School Zone Safety Enforcement Results

- Enforcement Specifics and Fines

# Washington School Districts

**Decreases in number of violations after installation of the cameras**



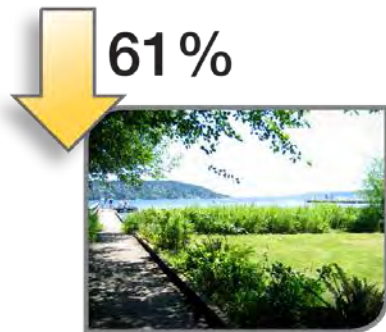
**City of Renton**



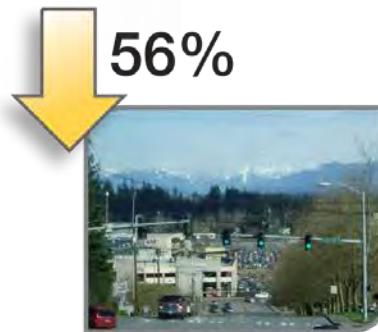
**City of Bellevue**



**City of Issaquah**



**City of Lake Forest Park**



**City of Lynnwood**



**City of Federal Way**

# King County School District

59%



- October 2012 (Implementation) through May 2013

35<sup>th</sup> Avenue and South West Myrtle Street  
Mobile Speed Camera



# Rhodes Jr. High School – Mesa Arizona

85th percentile speed for vehicles **BEFORE**  
School Zone Safety Cameras



**46.6 MPH**



# Rhodes Jr. High School – Mesa Arizona

85th percentile speed for vehicles AFTER  
School Zone Safety Cameras



**36.8 MPH**



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Enforcement Specifics and Fines

# Fine Comparison

- **Current Fine**

- 10 mph over the limit in a School Zone
  - \$216.00 - \$312.00
  - Two points

- **Recommended Fine**

- 6 mph over the limit (during pickup and drop-off)
- 9 mph over the limit (outside of pickup and drop-off times, between the hours of 6am – 8pm)
  - \$150.00
  - No points
  - Registered owner liability

# ATS Is The Right Choice To Protect Texas School Zones

## Demonstrated Experience



- Largest photo enforcement provider in North America
- Texas road safety camera experience
- Texas court and adjudication experience
- Texas payment processing experience
- Texas public relations experience

## End-To-End School Zone Safety Camera Solution



- Complete turnkey solution
- No upfront costs
- All training included
- Multiple speed deployment options: mobile and portable
- Web-enabled violation processing system
- High prosecutable image capture rates