



# CITY OF LAUDERHILL

## School Zone Speed Enforcement Camera System

RFP #2025-013

**SUBMITTED TO:**  
City of Lauderhill Purchasing Division  
5581 W. Oakland Park Blvd  
Lauderhill, FL 33313

**SUBMITTED BY:**  
RedSpeed  
20725 NE 16th Ave, Suite A37  
Miami, FL 33179

**RedSpeed®**

# Cover Letter



VIA ELECTRONIC SUBMITTAL

THE CITY OF LAUDERHILL  
Purchasing Division

RE: Proposal by RedSpeed, #2025-013

Dear City of Lauderhill:

AT REDSPEED, WE SHARE YOUR MISSION of enhancing school zone safety through an advanced, violator-funded School Zone Speed Safety Program. As the industry leader in School Zone Speed Enforcement, we are proud to be at the cutting edge of this safety technology. With our cutting-edge Lidar detector and fully specification-compliant system, we are confident that we can help reduce speeding up to 95%, as we have done for many others, including our client Gwinnet County, Georgia's largest school district. Our experience in Georgia, where we have earned approximately 70% market share and won every RFP in the state, is directly relevant as that state operates their school zone safety program under a nearly identical law. Having secured the first programs in Florida, including in Miami-Dade County, Miami Gardens, South Miami, Pinecrest and Plantation, RedSpeed is on track to replicate our Georgia leadership in Florida.

As will be explained in more detail below, there are several advanced technologies that set RedSpeed apart. With our American-made Lidar speed detection, integrated with any third-party ALPR system (including Rekor, Vigilant, Flock, Insight, etc.) and dedicated local Florida team, we will deliver a best-in-class, violator-funded safety program that will change driving habits and save lives. As you review all proposals, it is worth considering the following RedSpeed advantages. (See Table 1 below).

As stated, our proposal features best-in-class, American-made Light Detection and Ranging (Lidar) speed detection devices. We are proud to have been at the forefront of introducing this technology to the industry. In fact, based on publicly available records, RedSpeed is one of only two companies in the industry that has a track record of implementing Lidar detectors. All other competitors continue to use the same radar detectors they were used a decade ago. Lidar, with a single beam for each car, is easy for both courts and violators alike to understand. Lidar is the gold standard in speed detection for law enforcement.

RedSpeed also holds another key advantage: we are the only vendor utilizing fully high-definition, lane-specific motion picture-based enforcement. Competing systems rely on still photo enforcement, which captures far fewer readable images. HD Video enforcement is a far more effective tool because it virtually eliminates obstructions to license plates by increasing the number of enforceable images from which a license plate can be read. Where a traditional still frame camera takes a single violation image, RedSpeed HD Video captures hundreds of images as the car passes by, enabling our technicians to select a clean plate image even if there was a bus or truck obscuring other frames. This results in approximately 40% more captured violations, safer streets and additional revenue for the City.

TABLE 1

RedSpeed®USA All Competitors

Lane Specific (Dedicated HD video camera per lane)	✓	✗
Both Laser and Radar Options	✓	✗
Market Share in GA (Most Recent State with School Zone Speed)	70%	30%
True Integration with Rekor/Flock/Vigilant	✓	✗
Live View in Lanes	✓	✗
45 Day Archive in All Lanes	✓	✗
South Florida Office and Technical Center	✓	✗
Multiple South Florida Clients	✓	✗
Local Interoperability Benefits	✓	✗

\*RedSpeed has operational Solar based solutions live in Florida

# Cover Letter



HD Video enforcement provides another unique advantage: ONLY RedSpeed can offer integration to any third party ALPR provider of the City's choosing. This includes all ALPR providers mentioned in the RFP: Rekor, Flock, Vigilant, Insight, etc. Automated License Plate Reader (ALPR) systems. We have collaborated closely with these companies to optimize interoperability, and our intuitive software is already in use across the state. We have successfully integrated many ALPR. We have had conversations directly with REKOR confirming our ability to integrate systems in current installations. Only RedSpeed offers this direct integration. RedSpeed offers 45-day archive storage of all HD Video feeds (overview + camera for each lane) which may be utilized for proving civil or criminal liability for incidents captured incidental to enforcement purposes, consistent with state law.

RedSpeed's software interface is easy to use, and our references can attest to its simplicity compared to other vendors. RedSpeed's local team of professionals will handle end-to-end implementation, from permitting through installation and ongoing support. RedSpeed offers unmatched Florida expertise and is proud to have offered significant support to the Legislature as it considered additional protections for students over the past three years. As part of these efforts, RedSpeed has also worked closely with the Department of Transportation on the permitting rule making and has the expertise to get your program up and running at the soonest possible moment.

By comparison, many of our competitors are new to Florida and have no experience in the state, arriving only after passage of the State Law. RedSpeed has a significant, permanent Florida presence and maintains multiple offices in Florida including a South Florida headquarters and South Florida technical center. Our CEO, Robert Liberman, lives full-time in Hallandale Beach. Our Operations Manager, Greg Parks is a longtime Florida resident with over a decade of experience in photo enforcement in Florida, as does our in-house counsel, Michael McAlister, a Florida lawyer.

RedSpeed is extremely confident in our ability to deliver the best solution, service and results. We are so confident that you will love RedSpeed that our contracts offer risk-free termination. Our competitors are not so confident and often transfer the risk of early termination to the city, imposing significant termination penalties were the city to terminate their program. Fortunately, no RedSpeed client has ever sought early termination of an operating program.

In conclusion, RedSpeed's Safety Program includes exclusive and valuable features that will make the City's program successful. The City of Lauderhill deserves the very best technology, and we are the only vendor that meets all the City's desired technical specifications. We have a dedicated Florida team of professional implementers accountable to the City, and we are ready to hit the ground running. We are very excited at the prospect of partnering with you and would consider it a privilege to provide a higher level of safety to your residents. On behalf of the entire RedSpeed team, we look forward to your favorable response.

Respectfully submitted,

REDSPEED

*Robert Liberman*

Robert Liberman  
CEO  
RedSpeed  
(630) 317-5710





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# Proposer's Qualification Statement (Attachment "A")

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# Proposer's Qualification Statement (Attachment "A")

Attachment A



## ATTACHMENT A

### PROPOSER'S QUALIFICATIONS STATEMENT

PROPOSER shall furnish the following information. Failure to comply with this requirement will render RFP non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Name: RedSpeed Florida, LLC

Address: 450 Eisenhower Lane Lombard, IL 60148

Contact Person's Name and Title:  
Greg Parks - Senior Vice President

PROPOSER'S Telephone and Email :  
RedSpeed: 630-317-5700 Greg Parks: 913-575-2912

PROPOSER'S  
Email: [greg.parks@redspeed.com](mailto:greg.parks@redspeed.com)

PROPOSER'S  
License Number: L15000213266

**(Please attach certificate of competency and/or state registration.)**

PROPOSER'S Federal Identification Number: 80-0218940

Number of years your organization has been in business, in this type of work: 9

Names and titles of all officers, partners or individuals doing business under trade name:

Officer - Robert Liberman - CEO

Partner - RedSpeed Technology Corp - 51%

Partner - Sunshine Traffic Systems LLC - 49%

The business is a: Sole Proprietorship ☐ Partnership ☒  
Corporation ☐

# Proposer's Qualification Statement (Attachment "A")

## Attachment A



Name, address, and telephone number of surety company and agent who will provide the required bonds on this contract:

N/A

Have you ever failed to complete work awarded to you? If so, when, where and why?

N/A - No

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

Yes - outlined in our proposal

Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

AUM Construction - Construction, electrical, & maintenance of camera equipment

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

N/A - RedSpeed Florida LLC has never filed for bankruptcy



# Proposer's Qualification Statement (Attachment "A")

## Attachment A



List and describe all successful Bond claims made to your surety (ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

N/A

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

N/A - There are no lawsuits filed against RedSpeed Florida LLC

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

N/A - None

Has the Proposer, its principals, officers or predecessor organization(s) been CONVICTED OF a Public Entity Crime, debarred or suspended from bidding by any government during the last five (5) years? If so, provide details.

N/A - No

# Proposer's Qualification Statement (Attachment "A")

Attachment A



The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the RFP, and if after the award, to cancel and terminate the award and/or contract.

Robert Liberman

By Robert Liberman  
(Signature)

# Statement of Capabilities

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# Statement of Capabilities

## *Proposer's Approach to the Management of the Contract*



### Firm Qualifications

RedSpeed is a Limited Liability Company which designs, develops, manufactures and operates enforcement systems. RedSpeed has more than fourteen years of experience implementing cutting edge and world-class enforcement programs for clients throughout the United States. RedSpeed is the industry leader and subject market expert in red light and speed enforcement.

RedSpeed maintains two offices and a technical center in Florida with regular business hours from 9:00 a.m. to 5:00 p.m. Our CEO Robert Liberman lives and works in Florida. Additionally, RedSpeed's automated call center is live 24 hours a day. RedSpeed has an exceptional track record of successful implementation and timely delivery of services.

RedSpeed operates red light and speed enforcement programs across the United States and is the industry leader in Georgia where RedSpeed proudly serves seventy communities and has been awarded every competitively selected (RFP) contract in the state. RedSpeed has achieved approximately 70% market share in school zone speed enforcement in Georgia. RedSpeed has been awarded the first contracts in Florida including Miami-Dade County, Miami Gardens, South Miami, Pinecrest, Plantation, Deerfield Beach, and Coconut Creek and is well on its way to similar industry leadership in Florida.

RedSpeed has achieved this success through a combination of cutting-edge technologies, a commitment to customer service, transparent and broad public education and fair pricing. RedSpeed offers every client full revenue neutrality and termination for convenience without penalty. Fortunately, none of our more than 100 client cities have ever exercised this option. City of Lauderhill can count on RedSpeed to deliver a fair, cutting-edge program focused on delivering outstanding results and service.

In terms of technology, RedSpeed is unmatched in the industry. RedSpeed is the first and only vendor in the industry to utilize full HD video-based enforcement, which offers a myriad of additional safety benefits to the police department and the community. Each and every lane enforced by RedSpeed utilizes a full HD video camera meaning every plate is captured and every second of every violation is recorded in high definition enabling our systems to capture violations around obstructions, in all weather and to incorporate additional police technologies, including full

integration with Flock or Vigilant ALPR. By comparison, competitors use decades-old still frame photography for enforcement, which comes with a number of limitations— notably that it captures far fewer violations, is more susceptible to poor imagery in inclement weather and cannot be integrated with advanced ALPR technology and search features.

RedSpeed is an innovator that drives advancement in the industry. These include additional features like no-flash illumination in low light, the use of laser detection (still not offered by most companies in the industry) and the industry's most advanced, entirely web-based software program. Not only is it easy to view and approve violations from any web-enabled device, but the police department can also use our cutting- edge features to retrieve incident video in real-time and utilize cutting edge ALPR tools for real time vehicle searches. As is explained in our technology section, RedSpeed utilizes tamper-proof, high security data protection for all violations and our processing software is available to authorized police users who can download video clips in real-time. This is a huge leap forward compared to our competitors, most of whom require a service call to obtain archive video.

Just as critically, no other company in Florida has the team, experience, or qualifications of RedSpeed, nor can any other provider begin with deployments as quickly as RedSpeed. RedSpeed is proud to have been a key leader in the passage of HB657 and has been actively involved in the FDOT implementation rulemaking process.

RedSpeed has the team and experience to quickly ramp up many large programs at once. Our team successfully performed more than 300 installations in Georgia in two years and has the expertise required to deploy our technology in Florida just as effectively. We are ready to hit the ground running, whereas our competitors do not have the teams or local knowledge necessary to commence immediately. RedSpeed's program is entirely turnkey and includes all design, permitting, installation, processing, court support, appellate support, and customer service.

# Proposal

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# Proposal

## Organizational Structure of Team

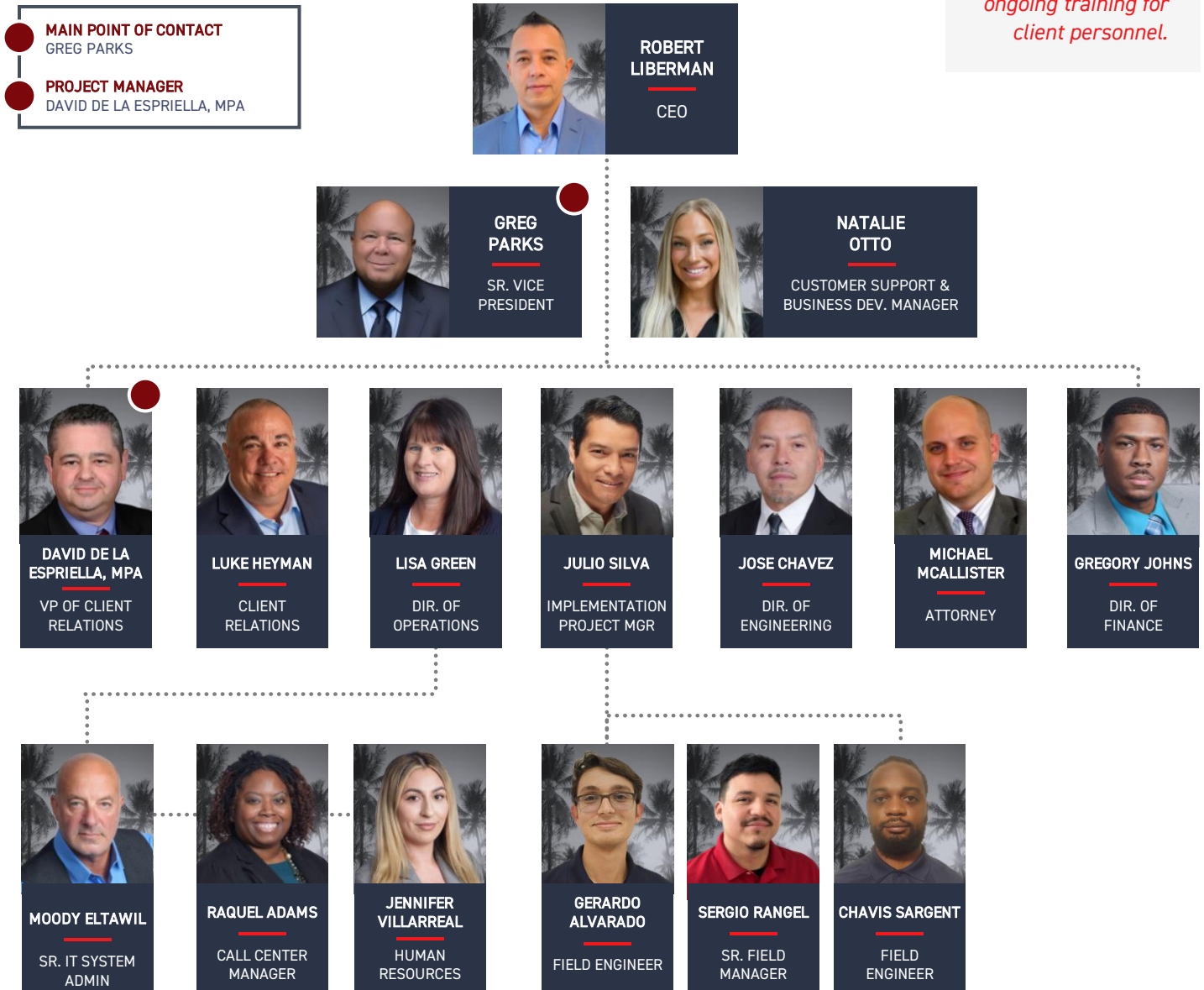


### Experience and Qualifications

RedSpeed has assembled a comprehensive implementation and management team comprised of seasoned industry professionals representing each key service delivery culture: **Engineering, Project Management and Operations.**

RedSpeed has the team and experience to quickly ramp up many large programs at once. Our team successfully performed more than 300 installations in Georgia in two years and has the expertise required to deploy our technology in Florida just as effectively. We are ready to hit the ground running, whereas our competitors do not have the teams or local knowledge necessary to commence immediately. **We maintain a stable workforce with low turnover, ensuring that clients benefit from consistent and reliable support throughout the project lifecycle.**

*Our team includes field engineers, technical support staff, and a 24/7 automated call center to address any issues promptly. We offer a range of services, including equipment maintenance, software updates, and ongoing training for client personnel.*





# Proposal

## Approach to the Management of this Contract



## Firm Experience & Approach to the Management of this Contract

At RedSpeed, we pride ourselves on our extensive experience and cutting-edge service in the design, development, and operation of enforcement systems. Over the past fourteen years, we have established ourselves as the industry leader and subject matter expert, particularly in red light and speed enforcement. Our success in Georgia, where we serve seventy communities and hold approximately 70% market share in school zone speed enforcement, is a testament to our commitment to excellence.

For this proposal, we have carefully selected five projects that are representative of similar or greater scope and complexity to what is outlined in this RFP. These projects, undertaken for Gwinnett County, Henry County, Alpharetta, Albany, GA and Pinecrest, FL demonstrate our capabilities in delivering comprehensive solutions tailored to the specific needs of municipal clients within the State of Florida. Each reference includes detailed information on the client's contact, key project staff, a summary of the work performed, etc.

Our approach in Florida, as in all our projects, combines state-of-the-art technology, exceptional customer service, transparent and broad public education, and fair pricing. We offer full revenue neutrality and termination for convenience without penalty to our clients, a feature that has never been exercised, highlighting the high level of satisfaction and trust we maintain with our partners. As stated in the RFP we have a significant Florida presence with an office and technical center, four full-time employees (with four additional being hired) and our CEO lives full-time in Hallandale Beach.

RedSpeed's ability to rapidly deploy large-scale programs, our unmatched technological expertise, and our comprehensive turnkey solutions make us uniquely qualified to meet and exceed the requirements of this RFP. We are ready and equipped to bring the same level of excellence and innovative solutions to Lauderhill as we have demonstrated in our other projects.



# Specific Related Experience of the Firm

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## Specific Related Experience of the Firm

*Last Five (5) Contracts Held Comparable To This Project*



Gwinnett County Police Department

### School Zone Speed Enforcement Program

Gwinnett County, GA

Gwinnett County Police Department

Eric Cline (Corporal)

770.715.4315

eric.cline@gwinnettcountry.com

770 Hi Hope Road, Lawrenceville, GA 30043

**Contract Start & End Dates:** 6/2021 - Current  
*Violator funded, 35% of collected revenue*

**Firm's Role:** Primary

**Contract Objectives:** 28 speed systems covering 14 schools.

**Challenges Encountered / Resolutions:** 95% Reduction in Speeding,  
94% Do Not Repeat, <2% Appeal

**Team on Project:**

Greg Parks – Project Manager



### School Zone Speed Enforcement Program

Alpharetta, GA

Alpharetta Police Department

Trent Lindgren (Major)

770.891.5631

tlindgren@alpharetta.ga.us

2565 Old Milton Pkwy, Alpharetta, GA 30009

**Contract Start & End Dates:** 6/2019 - Current  
*Violator funded, 35% of collected revenue*

**Firm's Role:** Primary

**Contract Objectives:** Awarded Alpharetta's contract through a competitive RFP process in June of 2019. Alpharetta's program consists of 12 speed systems covering 6 school zones.

**Challenges Encountered / Resolutions:** 95% Reduction in Speeding,  
90% Do Not Repeat

**Team on Project:**

Greg Parks – Project Manager



## Specific Related Experience of the Firm

Last Five (5) Contracts Held Comparable To This Project



### School Zone Speed Enforcement Program

Henry County, GA

#### Henry County Police Department

Robert Godsey (Lieutenant)

687.292.8508

rgodsey@co.henry.ga.us

108 S. Zack Hinton Parkway, McDonough, GA 30253

**Contract Start & End Dates:** 6/2019 - Current  
Violator funded, 35% of collected revenue

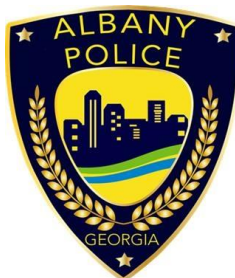
**Firm's Role:** Primary

**Contract Objectives:** Henry County's program grew from initial 10 systems installed in June 2019 to 32 speed systems cover 16 school zones.

**Challenges Encountered / Resolutions:** >80% Reduction in Speeding, 89% Do Not Repeat, <1.5% Appeal

#### Team on Project:

Greg Parks – Project Manager



### School Zone Speed Enforcement Program

Albany, GA

#### Albany Police Department

Michael Persley (Chief of Police)

229.302.0809

mpersley@albanyga.gov

201 W Oglethorpe Blvd, Albany, GA 31702

**Contract Start & End Dates:** 8/2021 - Current  
Violator funded, 35% of collected revenue

**Firm's Role:** Primary

**Contract Objectives:** Albany's program consists of 18 speed systems covering 9 schools, beginning enforcement in August 2021.

**Challenges Encountered / Resolutions:** 95% Reduction in Speeding, 87% Do No Repeat, <3% Appeal

#### Team on Project:

Greg Parks – Project Manager

## Specific Related Experience of the Firm

### *Last Five (5) Contracts Held Comparable To This Project*



## School Zone Speed Enforcement Program

*Pinecrest, FL*

## Village of Pinecrest Police Department

*Jason Cohen (Chief of Police)*

305.234.2109

*cohen@pinecrest-fl.gov*

12645 Pinecrest Parkway, Pinecrest, FL 33156

**Contract Start & End Dates:** 7/2023 - Current  
*Violator funded, 35% of collected revenue*

**Firm's Role:** Primary

**Contract Objectives:** 20 systems across 10 schools.

**Challenges Encountered / Resolutions:** 98% Reduction in speeding achieved within first 3 months of enforcement.

### Team on Project:

David De La Espriella – Project Manager

WWW.REDSPEED.COM

## 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



**Preferred Partnership with RedSpeed**

Announcing FPCA's New Field Office Enforcement Members

The Florida Police Chiefs Association is proud to announce a new Preferred Corporate Partnership with RedSpeed. RedSpeed has been an FPCA business 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 traffic fatalities. 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-lighting 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 HPCA'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](http://www.redspeed.com) (main site and video with program features on landing page)  
[https://www.youtube.com/watch?v=\\_K0uOKFVg-U](https://www.youtube.com/watch?v=_K0uOKFVg-U) (Pinecrest PSA sample)

<sup>1</sup> Consistent with HB657 provisions allowing for use of video for proving civil or criminal liability incidental to photo-enforcement

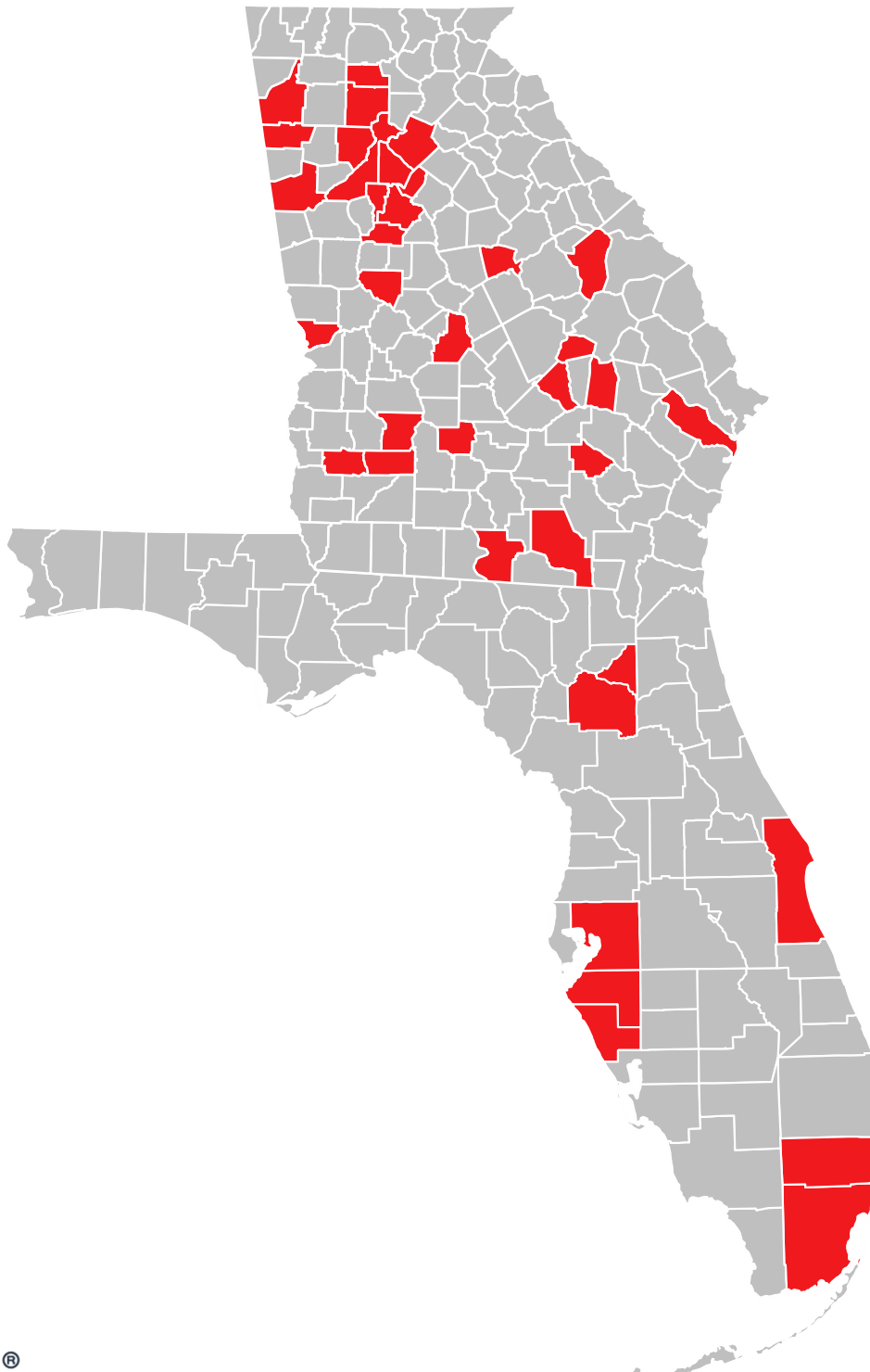
## Specific Related Experience of the Firm

### Related Experience



### RedSpeed Experience

*Our unique knowledge of the Southeastern market guarantees your project success! The map below denotes RedSpeed school zone speed enforcement clients.*



WWW.REDSPEED.COM



# Scope of Work



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## RedSpeed Key Program Features

<p>RedSpeed offers a turnkey program featuring Lidar speed detector technology with integrated Rekor, Flock or Vigilant ALPR.</p> 	<p>RedSpeed provides Rekor, Flock ALPR or Vigilant available at all locations.</p> 
<p>RedSpeed performs all necessary needs testing.</p> 	<p>RedSpeed's system provides comprehensive reporting features including traffic, speed and financial reporting.</p> 
<p>RedSpeed provides and installs all signage and equipment related to the program.</p> 	<p>RedSpeed's system is programmable for school calendar, specific enforcement times, and variable speed thresholds.</p> 
<p>RedSpeed maintains all equipment, documentation, certifications, and permissions related to the program.</p> 	<p>RedSpeed's system is optionally solar powered for expedited deployment.</p> 
<p>RedSpeed provides system training to the police department at no cost.</p> 	<p>RedSpeed's system will manage multi-lane roads (4+) with high volume of traffic.</p> 
<p>RedSpeed provides the police department with the ability to review stored information per Florida Records Retention and provides at least 45 days of storage.</p> 	<p>RedSpeed's provides all necessary documentation of certifications, citations, and evidence needed for court hearings.</p> 
<p>RedSpeed provides web-based software for the approval and management of citations, review of video and input of data. RedSpeed is accessible from any web-enabled device.</p> 	<p>RedSpeed agrees to all contractual terms, technology and service requirements set forth in the RFP.</p> 
<p>RedSpeed's camera system is a high-definition motion picture camera system that uses only infrared for lighting (No Flash).</p> 	<p>RedSpeed provides the PD with the ability to live stream video from all cameras (no still cameras).</p> 

# Scope of Work



Scan to watch a short video detailing our camera technology and showing the system operating in real time:



[tinyurl.com/yzytychb](https://tinyurl.com/yzytychb)

## Camera Technology

RedSpeed meets all of the City's camera technology requirements and is the only vendor utilizing lane-specific, high resolution (3000x5000 pixels, 30 frames per second), video cameras in combination with infra-red (IR) illuminators to maximize the number of violations successfully captured and prosecuted. RedSpeed is proud to offer lidar speed detection and is the only vendor that integrates Flock or Vigilant ALPR into its system so that Flock ALPR is processing RedSpeed speed camera images.

It is important to emphasize that our lane-specific video cameras increase the number of prosecutable violations by 25%-50%. The number increases substantially on roads with heavy queuing traffic or roads used by large scale vehicles such as tractor trailers, construction vehicles, etc., which, when enforced by still image systems (used by competitors) result in lost violations due to obstructed license plate views. RedSpeed is able to do this through its feature "Violation Rewind" which uses videos to find license plates around obstructions with hundreds of High Definition frames to choose from. Other competitors use still photographs and only have two frames to find a license plate.

### Camera Enclosures are Tamper Proof and Vandal Proof

The camera enclosures are attractive, stream-lined, water resistant, dust proof, bullet proof and highly scratch resistant. The systems have been designed for installation in extremely hostile environments where safety and security are a high priority, secured with heavy duty locks and hinges on the cabinet. As the camera unit is securely mounted on an 18' pole, acts of vandalism are mitigated.

All metalwork is constructed from either aluminum or stainless steel, zinc dipped, and powder painted according to the City's standards to minimize any visual impact and make all components tamper proof. The modular system and hardware, paired with an adaptable and streamlined design, results in an efficient integration into street infrastructure with a minimal footprint. If installation space is limited at a proposed intersection, RedSpeed's sleek and slim, single pole design is the perfect solution.

### POWER EFFICIENT

RedSpeed systems are incredibly efficient.

- The power supply is 120V, single phase, with 15 Amp Switches/Breakers.
- The power rating of the equipment supplied is approximately 200 Watts in normal operation.
- Pole height is 18-feet as a standard. Power supplies should be located on the appropriate approach on the side with the traffic, within approximately 50" of the corner.

### REDSPEED'S ALL-VIDEO BASED CAMERA SYSTEM SOLUTION OFFERS SIGNIFICANT BENEFITS:

**Reduced Camera Downtime:** Unlike many competitors' mechanical shutter-based cameras, RedSpeed's network-based system does not suffer from mechanical maintenance issues; i.e. it does not break down after a certain (and limited) number of photographs have been taken. This feature significantly reduces camera downtime and mandatory maintenance.

**Intersection Viewing:** Having an all-video based system enables Police to simultaneously record video evidence from multiple angles, showing both an overall intersection "scene" as well as each individual lane with resolution high enough to read each passing car license plate. This method is significantly more helpful during accident investigations or scene reconstructions as it can provide an unparalleled level of detail. Most competitors rely on a combination of video camera for intersection overview evidence and still, mechanical shutter-based cameras for before/after and zoom-in images.



# Scope of Work



**License Plate “Rewind” Ability:** RedSpeed can extract a license plate picture when the images automatically generated by the camera are either unclear or illegible—a feature completely unique to the RICS system. Based on our operational experience in Illinois, we have identified a number of scenarios where the license plate image is either not visible or is obscured by another object, which typically results in the violation being rejected during processing. Common examples include: “washed out” plates due to sun glare, license plates blocked by other vehicles and tractor-trailer or any long wheelbase vehicles not “fitting” into a standard still shot.

Because RedSpeed’s system captures and records video from multiple lane-specific cameras, RedSpeed’s back-office operators can, for the first time, identify and REPAIR these image deficiencies by accessing the archived video directly from the camera and rewinding (or fast forwarding) until a clear license plate image emerges. This capability is essential when monitoring intersections with heavy semi-truck and trailer traffic.

Utilizing the license plate rewind capability, RedSpeed’s violation review team will be able to maximize the number of enforceable violations submitted to the City for final review and approval.

## SYSTEM VALIDATION AND DATA PROCESSING

A secure data bar is embedded to each of the digital images collected at the instant the violation is captured. The data bar is simultaneously encrypted with the violation images to ensure there is no possible opportunity for evidence tampering. Emphasis should be placed on the data bar being

embedded and not attached into the image as merely attaching the image (as opposed to embedding) could be misrepresented in court as a manipulation of the image. Each violation is also assigned a 16-digit permanent and encrypted Red- Check™ Identification Number which remains with the violation through the violation’s entire lifecycle.

This tracking number enables both RedSpeed and the City authorized users to monitor and audit every violation captured by the system, and functions as a digital signature confirming the authenticity of the data.

The Data Line in all RedSpeed captured images will be customized to include all the specific requirements of the City. The Data Line is clear and legible both on the printed violation as well as on the on-line or computer screen image.

All captured violation data is immediately transmitted back to the RedSpeed data center thru a secured VPN connection and imported directly into RedCheck™. As a result, no long-term data storage devices are required at the camera site. RedSpeed utilizes an invisible infrared flash that is not impacted by license plate covers. Additionally, our HD video technology and “violation rewind” capability allows for multiple frames and angles for license plate capture. RedSpeed utilizes an invisible infrared flash that is not impacted by reflective material. In addition to lane specific HD cameras for each enforced lane, RedSpeed provides an HD overview camera which is useful for accident reconstruction as well as greater violation context.

Systems are calibrated daily with remote activation. Maintenance is both online and on-site.

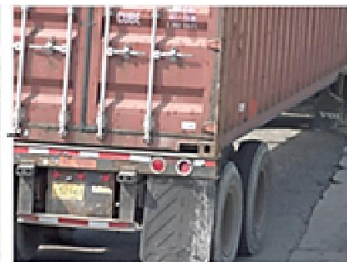
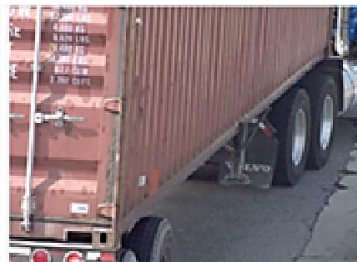
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Violation is recorded but the license plate is not visible in the automatically generated still image

RedSpeed back office operator fast forwards (or rewinds) the video until a clear license plate image is visible

Once the license plate is visible, the operator poses the video and creates a new license plate still image

Violation is processed and new license plate image is printed on citation



Watch an example of violation rewind here: [tinyurl.com/violationrewind](https://tinyurl.com/violationrewind)

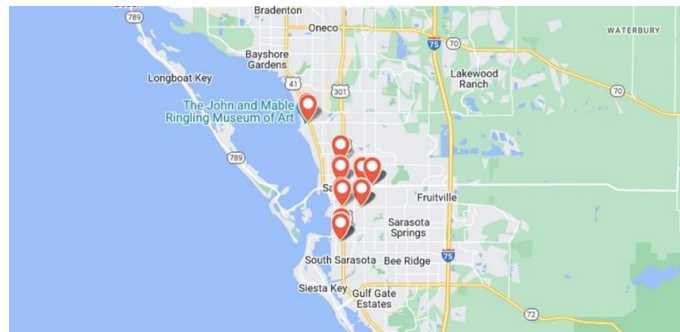
# Scope of Work

## 24/7 "LIVE" INTERSECTION MONITORING AND VIEWING CAPABILITIES

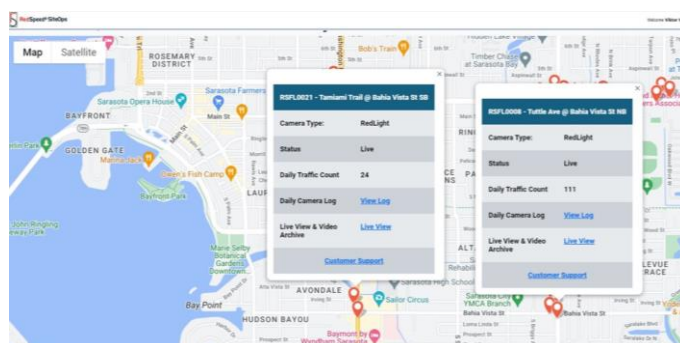


Real time video streaming and 45-day video archive are accessible through RedSpeed's SiteOps™ website.

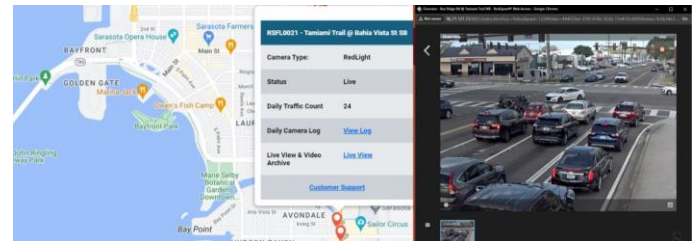
Upon login, authorized police personnel are presented with a Google Map of the municipality with pins marking locations of cameras.



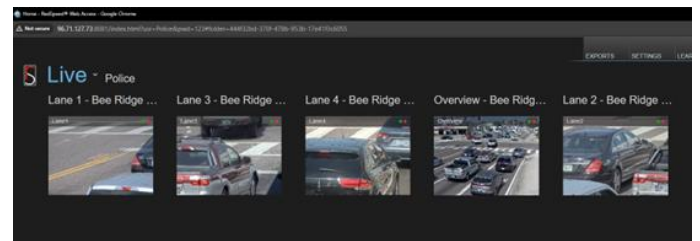
Zooming on and clicking on each pin, opens a window with site details including location name, status, traffic count, access to daily self-check log and live camera view.



Clicking on "Live View" allows users direct access to multiple, lane-specific live camera views.



RedSpeed provides a per-lane, real-time view using high resolution video cameras. Our technology enables real-time viewing and real-time license plate reading without interfering with speed enforcement .



RedSpeed stores a continues 45-day video archive accessible through SiteOps™ via a browser or any mobile device. Police can select a time period of interest and download video clips directly from SiteOps™.



Video streams can be seamlessly integrated into a command center or dispatch platform by City of Lauderhill. Once added, RedSpeed's video feeds function as an extension of the existing camera network.





# Scope of Work



## Image Quality

RedSpeed is the only vendor utilizing lane-specific, high resolution (3000x5000 pixels, 30 frames per second), video cameras in combination with infra-red (IR) illuminators to maximize the number of violations successfully captured and prosecuted.

It is important to emphasize that these lane-specific video cameras increase the number of prosecutable violations by 25%. The number increases substantially on roads with heavy queuing traffic or roads used by large scale vehicles such as tractor trailers, construction vehicles, etc., which, when enforced by still image systems (used by competitors) result in lost violations due to obstructed license plate views.

RedSpeed Cameras function in all weather and lighting conditions. The following are real photographs from RedSpeed systems in different conditions:

Each image is clear, with a clearly embedded data bar, statistics and visible plate with identifiable car features. RedSpeed Cameras function in all weather and lighting conditions.

1. Daytime Violation
2. Incremental Weather Violation
3. Low-light Violation



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## Laser Detection

*The integrity and efficiency of any automated traffic enforcement program rests on the foundation of the quality and reliability of the underlying speed sensor and imaging system deployed at the roadside. Law enforcement and County citizens must have confidence that vehicle speed measurements and proper violating vehicle identification are beyond reproach.*

For Lidar deployments, RedSpeed utilizes the Stalker Lidar automated enforcement system at the roadside installations.

The STALKER systems installs easily and cleanly in all types of school zones without blocking sidewalks or imposing a large footprint near ground level.

RedSpeed has been using Lidar based automated speed enforcement system in actual deployments since 2019 in all weather and temperature environments.

The following benefits of our Lidar based system will be briefly discussed and illustrated with data and images from actual deployments in Georgia school zones and other system locations.



### A FEW KEY ADVANTAGES OF STALKER PHOTO SPEED LIDAR SYSTEM:

- STALKER is the most trusted name in Law Enforcement. Used by more departments than any other detector, Stalker is U.S. Made, Buy-America Compliant and is the technological Gold Standard.
- Laser based vehicle detection and measurement is unmatched for positive, foolproof identification of the violating vehicle. The laser beam monitoring each lane is crisply defined by a circular aiming reticle allowing law enforcement officials to positively identified the measure vehicle even in crowded road conditions.
- RedSpeed dedicates a LIDAR speed measurement module for each and every lane monitored. The system can capture simultaneous violations in all lanes, including crossing lanes. It can also capture successive violations in all lanes, simultaneously, at a rate of two violations per second.
- STALKER is certified by DOT, FLHMSV and is on the IACP Approved Laser List.
- STALKER RADAR is the only ISO-9001 certified manufacturer
- Infrared illumination for night and low light situations allows the Lidar Detector to function without the distractions of a white light flash. In addition, the "exposure bracketing" combined with our infrared illuminator provides excellent license plate identification even with difficult nighttime headlight glare.
- STALKER systems undergo rigid testing including Heat Shock and road testing prior to deployment.
- The STALKER's compact packaging allow the system to be mounted in tight roadside areas with a small standard pedestrian-sign pole breakaway base.

## Scope of Work



### Optional Hand-Held Speed Enforcement - Stalker LidarCam II

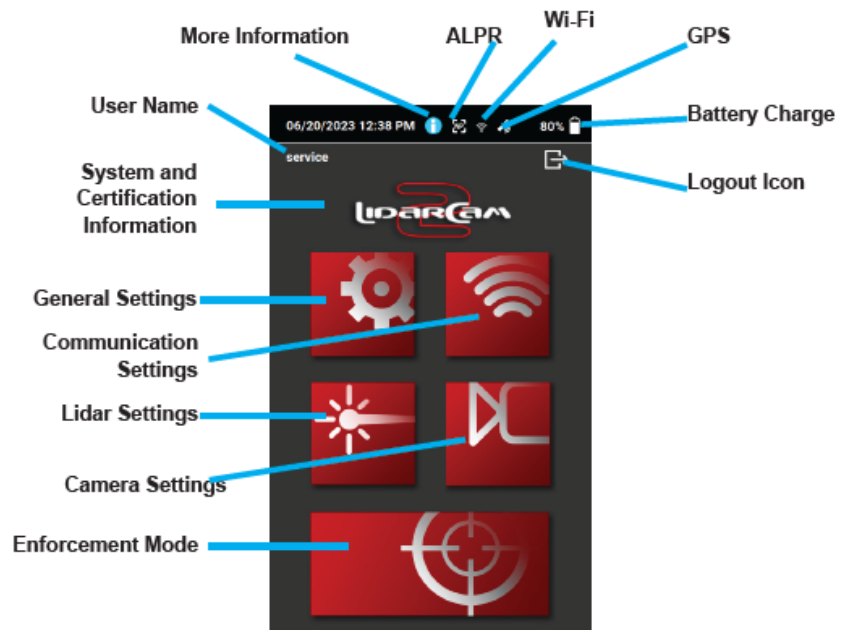
In addition to fixed speed enforcement with Stalker Lidar or radar, RedSpeed can enable mobile speed photo enforcement with Stalker LidarCam II.

In situations where a fixed speed camera is not available police could leverage hand-held or tripod mounted LidarCam II to enforce school zone speeding,

LidarCam II features an 8 Megapixel HDR camera paired with a heads-up display (HUD) for easy target acquisition. LidarCam II produces both still images and video which can be uploaded via Wi-Fi connection.

Targets can be acquired manually by pointing the laser at a departing target or in automated mode.

Hand-help lidar is a flexible enforcement tool that is fully integrated with RedSpeed's back-office processing system and will generate video and picture evidence required for photo ticketing.



## Solar-Powered Speed Camera Technology

Innovative solutions like the Solar-Powered Speed Camera Technology are revolutionizing the way we protect our communities and critical areas, combining cutting-edge features with eco-friendly design to deliver unmatched performance and safety.

At the heart of this solution lies a state-of-the-art, high-resolution camera system capable of capturing crystal-clear images even at high vehicle speeds. This technology ensures:

- **Optimal Vehicle and License Plate Recognition:** The cameras reliably capture essential details, helping to identify speeding vehicles accurately.
- **Precise Trajectory Vehicle Tracking:** This one-of-a-kind feature provides unparalleled monitoring of vehicle movements, enhancing the ability to detect violations effectively.
- **Ultra HD Object Distinction:** By analyzing speed, range, and angle, the system can distinguish between objects with remarkable clarity, ensuring no detail goes unnoticed.
- **Object Separation in Congested Areas:** Even in heavy traffic, the cameras excel at identifying individual vehicles, ensuring consistent enforcement.

### HIGHLIGHTED FEATURES

PTZ	8X Optical Zoom
RESOLUTION	1920 x 1080 HDTV 1080p
CAPTURE RANGE	Up to 328 Feet
OPTIMIZED IR RANGE	Up to 164 Feet
LANE COVERAGE	1-2 Lanes
VEHICLE SPEED	Up to 155 MPH
VEHICLE TRACKING POSITION	Up to 300 Meters
FIELD OF VIEW	Over 100 Degrees
OBJECTS TRACKED	Up to 126 Simultaneously
SOLAR	360W
BATTERY	258 Ah AGM Battery

## DURABLE AND ECO-FRIENDLY DESIGN

The system's pole-based design is equipped with high-performance solar panels, ensuring uninterrupted functionality throughout the year. This renewable energy source not only reduces operational costs but also contributes to a greener, more sustainable future. RedSpeed is setting a new standard in environmentally conscious photo enforcement.

## PROTECTIVE AND RELIABLE CAMERA ENCLOSURE

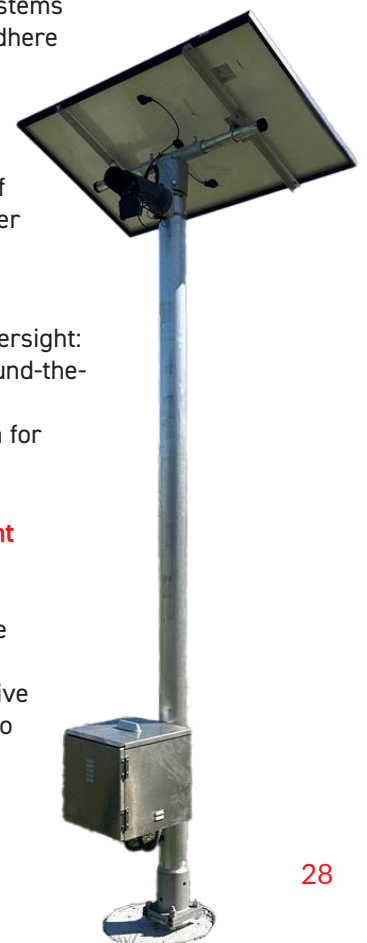
The custom-designed camera enclosures provide superior environmental protection, ensuring that the system operates efficiently in various weather conditions. This robust design ensures longevity and consistent performance, making it a reliable choice for communities nationwide.

## MAKING SCHOOL ZONES SAFER

Our Solar-Powered Speed Camera Technology directly impacts the issue of school-zone safety by:

- **Deterring Dangerous Driving Behaviors:** The presence of advanced monitoring systems encourages drivers to adhere to speed limits.
- **Enhancing Law Enforcement Efficiency:** Accurate identification of violations enables quicker responses and fair enforcement.
- **Providing Consistent Oversight:** Solar power ensures round-the-clock operation, offering uninterrupted protection for school zones.

As the **first photo enforcement company to introduce this technology in Florida**, RedSpeed is proud to lead the charge toward safer school zones. By integrating innovative features with a commitment to environmental sustainability, this system represents the future of traffic safety.





## SMARTMICRO 3D / UHD (Optional)



In addition to lidar, RedSpeed offers as an option the most advanced 3D/UHD object tracking radar technology by smartmicro (Germany).

3D/UHD provides accurate and reliable speed and position data, tracking multiple vehicles in parallel lanes simultaneously. The system scans more than 20 times per second from 0.1 m/s to 88 m/s (320 km/h).

RedSpeed's 3D/UHD radar technology also incorporates a double redundancy.

By utilizing two independent receive antennas, the values measured by both must be perfectly matched to generate a reported speed.

Vehicle speeds are first measured by the Doppler wave and then by the range progress over time, the two measurements being independent and redundant. (Speed accuracy Typ.  $\pm 0.28$  m/s or  $\pm 1\%$ ).

### KEY SYSTEM SPECIFICATIONS:

- Coverage of up to 12 lanes
- Range of up to 300m (984 ft.)
- 110-degree field of view
- Detection of up to 256 traffic objects simultaneously
- LED IR illumination
- Daily self-test
- Lane-specific video cameras

*RedSpeed respects PD preferences for Lidar v Radar. 3D/UHD is a proven and reliable detection method that sometimes has advantages over Lidar particularly for very wide roads with many lanes of traffic.*

## Data Transmission & Security

From RedSpeed's inception, RedCheck™ back-office system was developed to maintain the highest levels of security. RedCheck™ and the systems that support the program are hosted at a state-of-the-art DuPont facility just outside Chicago which provides 24/7/ security staff, video surveillance and dual-factor authentication via biometric and proximity scanners to limit access to only authorized users.

RedSpeed takes data security very seriously. Our robust posture incorporates the latest best practices and technologies as well as adheres to rigorous data security policies and protocols on all levels, all in an effort to safeguard sensitive data and assure business continuity.

### COMPLIANCE

We are in compliance with the CJIS (Criminal Justice Information System) framework as required by our partnership with Nlets. We also undergo a SOC 2 Type 2 audit on an annual basis as required by our partnerships with various government agencies, like FLHSMV and the Illinois Secretary of State. Finally, we are also PCI-DSS compliant as part of our partnerships with various payment processing companies, like FirstData. Finally, all of RedSpeed's web portals are ADA compliant.



### INFRASTRUCTURE

RedSpeed recently overhauled its entire infrastructure to mirror the latest industry architectures like those used by multinational corporations and government entities. Hardware includes state-of-the-art firewalls, switches, virtualization servers, SQL databases, SSD SANs, immutable backup systems, and Cloud backup replication. A centralized Security Information and Event Management (SIEM) solution collects, analyses, and reports events from all devices, applications, and users. RedSpeed also migrated its email and office applications to the Microsoft 365 Cloud which offers greater security, flexibility, reliability, and scale. All hardware and software is managed and monitored around the clock by experienced, highly skilled, certified engineers.

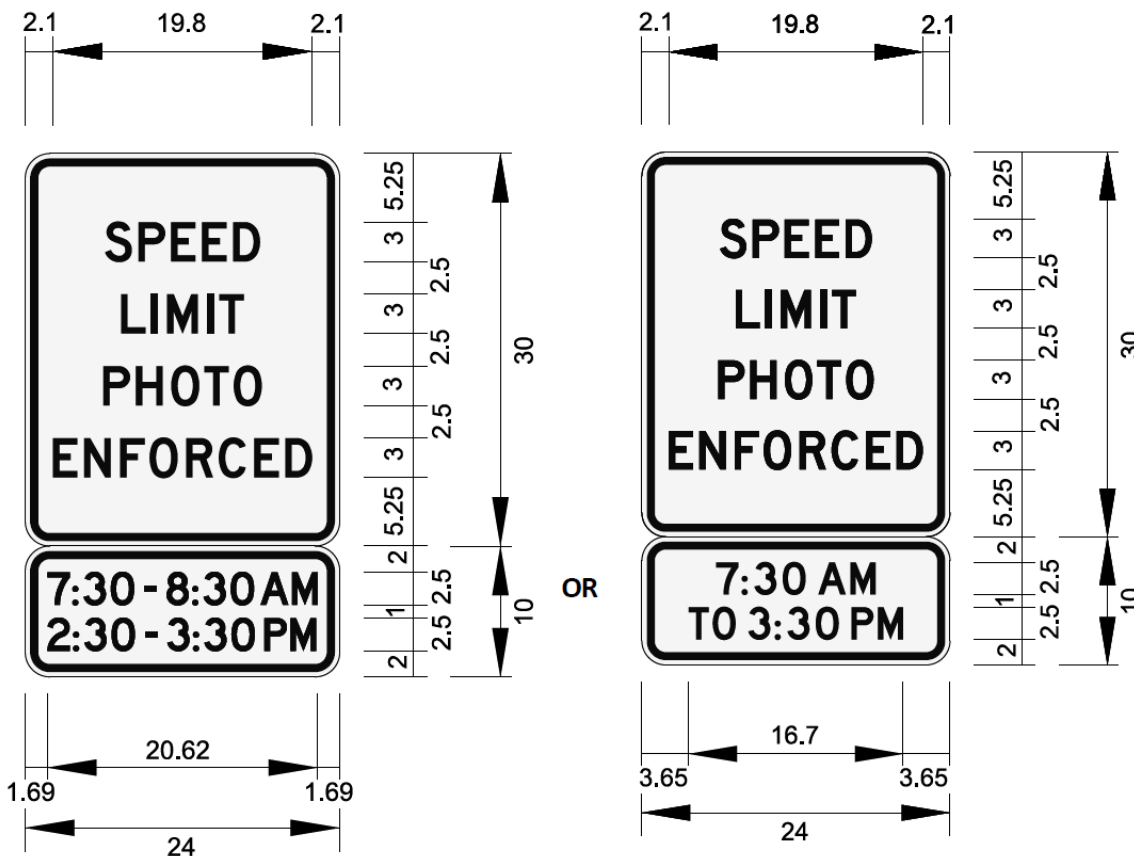


## Scope of Work



### Optional “Your Speed” Signage

FDOT guidelines mandate signage at all photo enforced school zones. RedSpeed will manufacture, install and maintain required signage at no cost. (See below)



*FDOT required signs*

However, many studies have concluded that radar speed signs are very effective at slowing down traffic and creating safer streets. RedSpeed's radar speed signs offer accuracy, durability, and reliability. In addition to state-mandated photo enforcement signs, speed signs can be deployed on approaches to school zones to further alert drivers and force compliance with posted speed limits.



*Optional sign*

# Scope of Work



## LOGISTICAL DATA SECURITY

Access to RedSpeed's proprietary RedCheck™ system is controlled by Next-Gen Intrusion Prevention System (NGIPS), network segmentation, access control lists, web portals with the latest SSL certificates, unique usernames, complex password requirements, multifactor authentication (MFA) and role-based permissions.

Access to the company's internal network requires authentication against a Microsoft Active Directory (AD) database using unique usernames and complex passwords as well. Access from the outside further requires using our virtual private network (VPN) with MFA. Access to internal resources is controlled by AD security group memberships. All devices are required to install updates as they become available and are monitored by an enterprise-grade antivirus. Outgoing user connections are monitored and filtered using Cisco Umbrella, a SaaS DNS solution dedicated to mitigating potentially malicious content. Wireless networks are not used because of their inherent vulnerability.

Finally, RedSpeed enforces strict data governance policies and procedures to dictate how data is accessed, used, stored and purged. All employees are FBI background checked and undergo regular security awareness training to keep them up to date on the latest cybersecurity best practices.



A8#nP7{7dfAb9nb{8@Sik2A9F1  
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x%eEaSReHbNm%8D9q1@tu6j4i



## PHYSICAL DATA SECURITY

RedSpeed houses its production equipment in an industrial state-of-the-art data center owned by Digital Realty. The data center implements a multilayered security approach, including entrance security offices, access cards, biometric door readers and round-the-clock surveillance cameras, to ensure that only authorized individuals are allowed entry and are only allowed access to specific areas within the building.



In addition to the security measures provided by the data center, RedSpeed's cabinets have recorded 24/7 surveillance cameras, front and back, biometric locks, and padlocks. Only authorized personnel are allowed access to the cabinets.

RedSpeed's offices also incorporate access cards at ingress points and at entrances to secured rooms within the office, recorded 24/7 surveillance cameras inside the building, digital, Cloud-based visitor logs. Visitors are always escorted. The office uses monitored ADT devices to secure the building after hours.

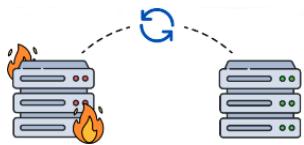


# Scope of Work



## REDUNDANCY & BUSINESS CONTINUITY PLANNING

RedSpeed operates an independent Disaster Recovery (DR) cabinet in a separate location from the production cabinet. It is designed to run all RedSpeed's operations independent of the production cabinet in case of a disastrous event that cripples the production cabinet for an extended period. It also houses a secondary backup repository which replicates the production backup system. RedSpeed also stores tertiary backup copies in Azure, Microsoft's Cloud environment. Finally, RedSpeed uses HP SureStore immutable storage appliance to maintain current backup copies in case of a ransomware attack.



## DATA RETENTION

RedSpeed adheres to the data retention rules required by the governing Florida law. The rules are as follows:

- Violations dismissed by Police [30 days]
- Violations in the non-working queue [30 days]
- Violations issued and finalized (i.e., paid or dismissed)
  - 3 month to purge Video, PDF notices, images
  - 24 months to purge remaining record
- Violations in delinquency [24 months]
- Annual camera certificates [indefinitely]

All data collected on behalf of RedSpeed clients belongs to the clients and is NEVER sold or shared in any way. RedSpeed also does not store credit card information or any other sensitive information. Only information necessary for violation processing and record keeping are stored.

Finally, storage devices that are slated for decommission, regardless of their perceived content, are professionally destroyed by a licensed vendor using degaussing (demagnetization) then by physical destruction. Certificates of destruction for those devices are obtained from the vendor and retained by RedSpeed.

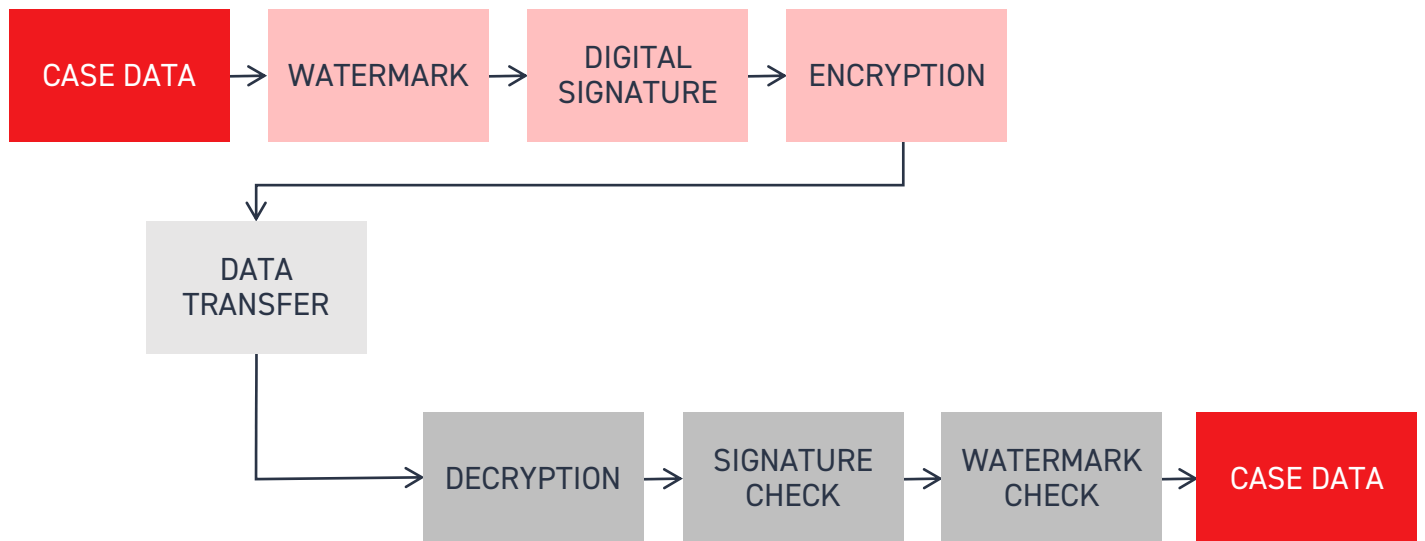


## Scope of Work



### Evidence Package Integrity

Camera system computers are password protected and the hard drives are encrypted using Bitlocker to secure data in case of theft or vandalism. The RedCheck™ system secures the integrity of violation data by using a combination of digital signature, Public Key Cryptography Infrastructure (PKI), and Virtual Private Network (VPN) technology. Each violation is assigned a unique digital signature before being encrypted. Using PKI requires a pair of keys to successfully decrypt and import the violation. One half of the key resides in our data center and the other half resides inside the camera system. Both keys must match exactly for a violation data to be decrypted and the digital signature verified. If one part of the process does not match, the violation will not be imported. While PKI protects the violation data, the VPN protects the data transfer to RedSpeed's back office. The VPN uses many high levels of encryption to ensure no tampering has occurred during transmission as demonstrated in the flow chart below:



WWW.REDSPEED.COM

### RedSpeed Software

#### REDSPEED SOFTWARE IS EASY TO USE

One of the many great benefits of RedSpeed is that our software system is easy to use and is completely web-based.

All our services from Violation Review, Violation Management, Court Support, Video Archive and Reports are available to authorized users 24/7 from any web-enabled device.

Scan to watch a 3-minute video demonstrating our easy-to-use RedCheck™ Platform

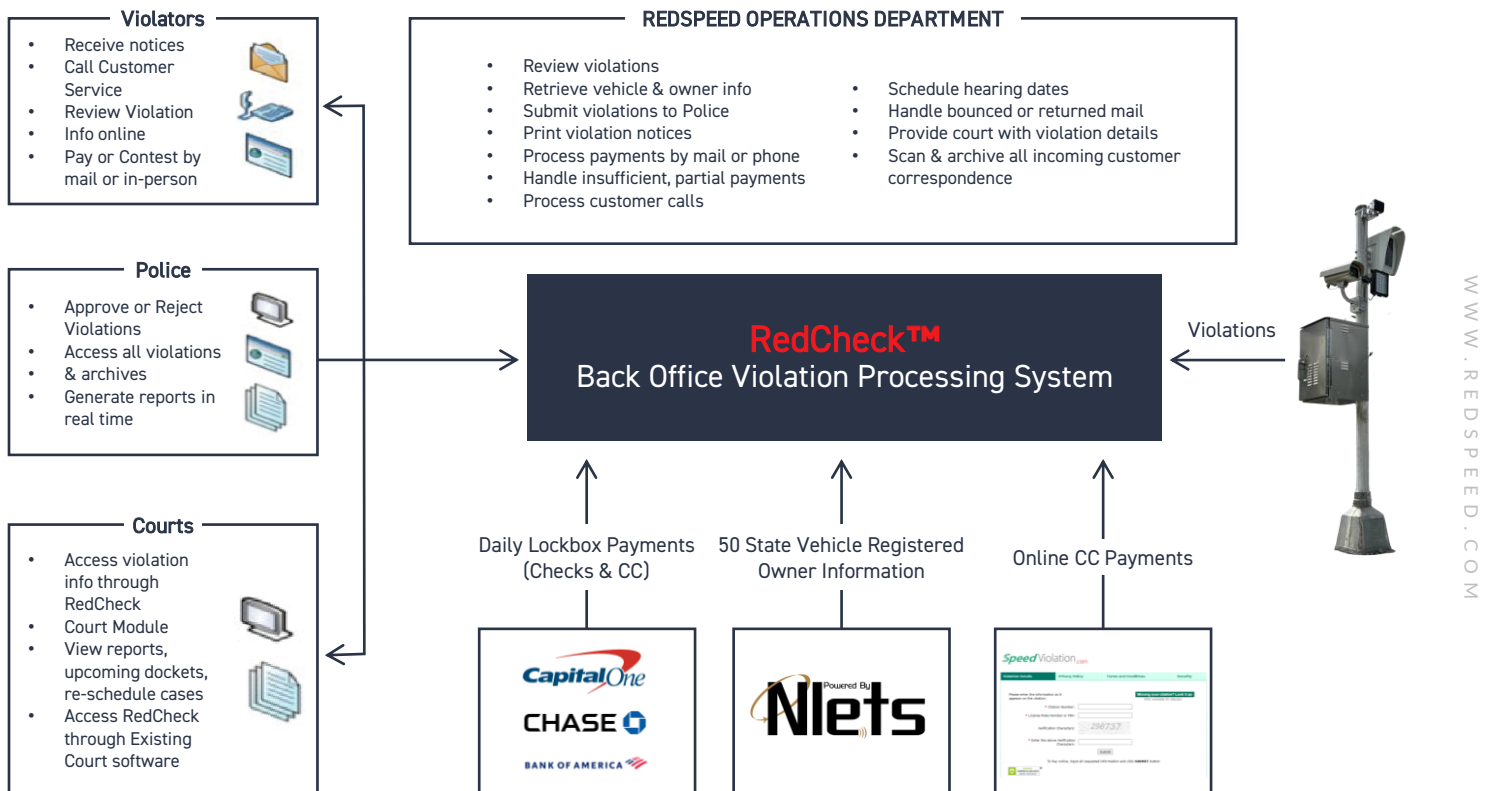


[shorturl.at/nFV37](https://shorturl.at/nFV37)

## Police Software, Training, Equipment Maintenance Procures & Support

### WEB BASED ENFORCEMENT PLATFORM

At the outset of the program, RedSpeed will appoint a Project Manager (David De La Espriella MPA) and Main Point of Contact (Greg Parks) who will work with the city on all aspects of permitting, construction, business rules, establishing court procedures, training, publicity and program "Go Live". As a starting point, the most used feature of the RedSpeed platform is RedSpeed's violation processing platform, RedCheck™.



RedCheck™ makes it possible to quickly review and approve violations, follow violations from creation to disposition, print court support materials, run reports, check maintenance logs and virtually any other activity required. RedCheck™ is 100% web based and accessible from any web enabled computer, tablet or smart phone.

The RedSpeed program is efficient and requires minimal staff time. Recommended program staff include: (1) Violation Reviewer; (2) Testimony Coordinator; and (3) Code Enforcement Board Hearing Officers.



# Scope of Work



Recommended additional involvement include:

- Part-time Communications Officer for coordination of PSA's and public outreach.
- Part-time Finance Staff for financial review.
- Part-time data analyst function for receiving reports.
- Part-time public records official to assist in responding to periodic records requests.
- RedCheck™ reviewing software is compatible.
- RedCheck™ Violation Processing and Document Management System is easy to use and completely Internet based. There is no need for additional software to be installed on the City's machines and no risk of compatibility issues with City of Lauderhill's existing data infrastructure. Any authorized officer can login from any web-capable device, even tablets. with the following browsers: Internet Explorer / Edge, Google (Chrome and Safari), Fire Fox.
- The RedCheck™ software system is easily customized to the needs of specific municipal agents, and technical support is available 24 hours a day / 365 day a year.
- Cloud based and secure, RedCheck™ allows remote, authorized users 24/7 access to a violation's lifecycle from any web-enabled computer through a secure Internet portal.
- Utilizing simple "point and click" navigation, authorized users can swiftly and easily review violator information, view static and video images, approve, and reject violations in less than 12 seconds.
- Accuracy logic has been programmed into the interface, indicating vacant information fields, or incorrectly input data, maintaining the validity and integrity of the RedCheck™ Database System.
- All captured violation data is immediately transmitted back to the RedSpeed data center thru a secured VPN connection and imported directly into RedCheck™. As a result, no long-term data storage devices are required at the camera site.
- All processing of violations is done by vetted RedSpeed employees at the RedSpeed corporate headquarters in Lombard, Illinois. No data is sent out of the country for processing.
- All still and video images recorded by RedSpeed systems at designated sites within Columbus are the property of the City.

## Court Support

RedSpeed's RedCheck™ Violation Processing Software provides comprehensive evidence packages with a single click.

Municipal users no longer need to retrieve violations and painstakingly download each of the required items individually. Users may select individual violations, or all cases scheduled for a specific hearing date.

The generated evidence package is comprised of all notices issued to the party, a complete violation history summary including date, action, operator, still and video images, and scanned copies of all correspondence and affidavits submitted by the individual. Once selected, the items are compiled into a zipped file which can be saved to either a computer or data stick.

## Comprehensive Violation Evidence Package

The following documents illustrate an evidence packet utilized by existing clients. RedSpeed presents its packages with image and video documentation in its evidence packages to guarantee the city's ease of use. The package generated for the City of Lauderhill will be customized according to the City's specific needs and Court requirements.

# Scope of Work



## Customer Service

Providing top support to violators is an essential component of RedSpeed Service. At the outset, it is our goal to provide violators with all the information they need to quickly understand that they have received a Notice of Violation, the complete context of the violation, proof that the violation occurred and convenient options to pay on the web, by phone or by mail.

To that end, Notices of Violation processed by RedSpeed are clear and easy to read. They display the logo of the police department and provide all pertinent information about the violation, including photos, all relevant data, speed and a link to view the violation and a video snippet online. Additional samples are included electronically and online at [bit.ly/2Z2nk4E](http://bit.ly/2Z2nk4E).

Once a Notice of Violation is received, Violators can access and view the still and video images as well as all details of their violation and history on-line as well as to submit payment at [secure.SpeedViolation.com](http://secure.SpeedViolation.com).

## Phone Support

RedSpeed operates a full-service Call Center to address all customer service needs related to a citation. Accessible thru a City-specific toll-free number, callers will connect with live call center representatives. These operators have on-line access to all violation information, including the still and video images associated with a violation. A manual of frequently asked questions (FAQs) is used by Call Center staff to respond uniformly to all inquiries. Unique facts that the City may wish incorporated into the FAQs can be easily accommodated.

Customer Service calls are recorded and monitored by supervisors for quality assurance and training purposes, with hold times not exceeding 2 minutes during the hours of operation.

The highest level of customer service is assisted by the RedCheck™ Oasys Call Retrieval and Archival System. Each incoming call is recorded and notated, then attached to the violation record.

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# Scope of Work



Our call center is based in Florida proudly features an entirely Florida-based workforce. Call center representatives can assist callers with a multitude of services including:

- Violation Payment Processing via credit or debit card.
- Addressing Frequently Asked Questions by referencing an FAQ manual to ensure all inquiries are responded to uniformly per the City's specifications.

Our center is specially trained to:

- Operate multi-lingual with Spanish, Creole and English language support. Additional language support can be added as needed.
- Work well with the public and view problems from the customer's perspective.
- Provide real solutions to any problems incurred by callers.
- Be intuitive to sense a caller's frustration and the ability to create a calming effect.
- Hold strong verbal communication with an emphasis on maintaining a non-confrontational voice.

## Online Payment Portal

RedSpeed maintains this on-line payment portal, available 24 hours a day, 365 days a year, which enables citation recipients to not only view three high-resolution scene images including the plate image but also play a full motion video of their violation.

All original, captured images can be viewed in a full screen enlargement mode with a single click. In addition, citation recipients may download fillable Affidavits and Hearing Request Forms.

To ensure security, access to the individual's violation is only available after the individual inputs their unique citation number, license plate number and verification characters.



## Scope of Work



Once the individual has securely signed into the website, they may view all digital evidence of the violation in original format/resolution.

Individuals requiring assistance may select the Support tab available on every screen. This tab allows users to email questions directly to a Violator Support Specialist.

RedSpeed employs multiple mechanisms to safeguard this online payment portal from hackers and other unauthorized users.




A Secure Socket Layer (SSL) URI scheme and VeriSign SSL certificate are used to encrypt and authenticate the Hypertext Transfer Protocol (HTTP) connection. To ensure each transaction through the website is being made by a user and not an automated computer attack, a CAPTCHA test is required which requires the user to enter distorted numeric verification characters not recognizable to computers.

Violators may also access Affidavit and Hearing Request forms through this main violation screen. The forms auto-populate static information and are intuitive to activate applicable sections based upon prior responses.

**SpeedViolation.com**

Violation Details		Privacy Policy		Terms and Conditions		Security	
PAY?	NOTICE #	LIC #	DATE AND TIME	LOCATION	STATUS	DUE	
<input checked="" type="checkbox"/>	2030500032176074	000000	5/1/2024	WB NW County Rd 225 @ Grove St, Lawtey	Notice Of Violation	\$100.00	
Amount Due:\$100.00							
e-Payment Convenience Fee:\$5.00							
Total Amount:\$105.00							

**Enter card information**

\* Card Type:  Please select...   

\* Card Number:

\* Expiration Date:

\* Security Code:    Card Identification Numbers (a new windows will open)

As indicated, Violators may Pay fines through this portal using a credit or debit card. Credit card information is used only to process transactions and is not collected or gathered for future use. All personal information obtained during the lifecycle of the violation (including images) is kept strictly confidential to protect the privacy of the vehicle's registered owner. The 5% credit card convenience fee is applied to offset the transaction fee and is paid by the individual, with no fees.

Upon completing the transaction, the violator will receive an email confirmation as pictured below which should be retained for their records.

## Simplified Login and Security on Any Web-Enabled Device

Authorized municipal users access RedCheck™ by entering a unique and secure login and password.

**RedSpeed®**

### Log In

Please enter your username and password.

#### Account Information

Username:

Password:

Individual user accounts authenticate the identity of a user and are used to grant or deny users access to resources through the assignment of specific "User Roles". User viewing privileges and functionality are based on a pre-established set of entitlements which would be assigned according to the City's direction. All users are not required to have the same set of privileges, with roles being assigned according to the user's position and function.

The assignment of specific access to individuals ensures accurate auditing of the users within the RedCheck™ environment. Any modifications, calls taken, or notes can be audited and traced. All information, including the violation numbers, dates and times of incidents, license plate numbers, registered owners' information, and the status of violations are viewable and easily retrievable all from one screen to authorized municipal users.

Municipalities requiring an additional level of security above our username/password and digital certificate authentication strategy, can use Red Speed's optional Two Factor Authentication strategy. This mechanism uses a combination of something a user knows (username/ password) and something a user has (one-time password). Users can plug in a USB key fob and generate their own one-time password, this in combination with their username, will allow access to the RedCheck™ Software application for police reviewing.

Once the Log-in process has been completed, a list of violations awaiting Operator Review will display. This list is comprised of violation data which was encrypted at site when captured and decrypted upon arrival at the RedSpeed Lombard, IL headquarters as it is uploaded into RedCheck™.

# Scope of Work



The screenshot displays the RedSpeed software interface. At the top, there are tabs for 'Actions', 'Reports', and 'Maintenance'. Below these, there are various filters and search options. The main area shows a table of violations with columns for Name, Location, Date/Time, Lane, TA, TR, Speed, Posted Speed, and Status. A detailed view of a specific violation is shown on the right, including a video clip and a still image of a white van. The detailed view also includes fields for Violation #, Speed, Plate number, Make, Color, VIN #, Type, Posted, Expires, Model, Year, License #, and Origin. The status is set to 'Operator Review'.

Name	Location	Date/Time	Lane	TA	TR	Speed	Posted Speed	Status
SB US 301 @ Lake St, Landrey		5/14/2024 2:33 PM	1	0.0	0.0	36.00	20.00	Operator Review
SB NW County Rd 225 @ Grove St, Landrey		5/14/2024 2:36 PM	1	0.0	0.0	25.00	15.00	Operator Review
SB US 301 @ Lake St, Landrey		5/14/2024 2:37 PM	1	0.0	0.0	33.00	20.00	Operator Review
NB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	1	0.0	0.0	33.00	20.00	Operator Review
SB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	1	0.0	0.0	36.00	20.00	Operator Review
NB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	2	0.0	0.0	34.00	20.00	Operator Review
SB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	1	0.0	0.0	37.00	20.00	Operator Review
SB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	2	0.0	0.0	37.00	20.00	Operator Review
SB US 301 @ Lake St, Landrey		5/14/2024 2:38 PM	3	0.0	0.0	41.00	20.00	Operator Review

## Pre-Screening of Violations

Before a violation enters the police RedCheck™ queue, RedSpeed saves the Department time by performing a series of violation screenings to ensure that all evidence required for a prima-facie violation is present prior to sending the violation into the police review and approval queue.

This process entails not only reviewing the violation video and checking all information in the data bar but cross-checking that information against the NLETS or Motor Vehicle database. Once the registered owner information has been received the violation is reviewed a 3rd and final time by a Violation Review Supervisor before it becomes available to the City of Lauderhill Police Department through RedCheck™.

### POLICE REVIEW

The police review screen in RedCheck™ is simple and easy to use. The total number of violations awaiting review is displayed at the bottom of the display and will provide a running tally as violations are approved or rejected.

The City will always have the final decision on whether a citation is issued. Approval or Rejection of violations is carried out by selecting either the Approve or Reject box after the still images and video clip have been reviewed.

After viewing the violation video clip and confirming the vehicle information corresponds with the still images, the Officer may elect to Approve or Reject the violation by clicking the appropriate icon. When rejecting violations, users are prompted to enter a reject reason from a pre-defined, drop-down list as shown below. "Batch" approvals or rejections are not allowed by the RedCheck™ software.

Authorized users may view and print copies of all notices sent regarding a violation by simply selecting the Notices icon as highlighted above.

RedSpeed will provide, at no cost to the City, all training and training manuals necessary to ensure all individuals responsible for the reviewing and approving of violations are knowledgeable and proficient with all the components of the RedCheck™ system.

# Scope of Work



## Reports & Statistical Analysis

The RedCheck™ Violation Processing and Document Management System includes numerous pre-configured reports to provide municipal clients with detailed statistics pertaining to all aspects of their photo enforcement program.

These reports have been designed based upon requests from existing clients and can certainly be customized to meet any specific requirements of the City. All reports are accessible online by authorized municipal users at any time.

The ability to generate ad hoc reports is available in addition to the pre-designed reports available through RedSpeed's proprietary RedCheck™ violation processing software. Authorized municipal users can establish data parameters, exporting the information into pre-selected chart, graph or table formats.

## RedSpeed®

### Speed Report

#### EB NW County Rd 225 @ Grove St, Lawtey

From Violation Date: 05/01/2024

To Violation Date: 05/14/2024

#### Number of Violations

Date	6:30 AM to 7:00 AM	7:00 AM to 8:00 AM	8:00 AM to 1:40 PM	1:40 PM to 2:40 PM	Total
05/01/2024			2		2
05/02/2024		1		2	4
05/03/2024			1		1
05/06/2024	1	1	2	3	7
05/07/2024	1		2	3	6
05/08/2024			1	1	2
05/09/2024		1		1	2
Total	2	3	9	10	24

#### Speed Statistics

Date	Average Speed	Mean Speed	Highest Speed
05/01/2024	52	53	53
05/02/2024	38	33	44
05/03/2024	44	44	44
05/06/2024	37	29	44
05/07/2024	38	32	46
05/08/2024	40	49	49
05/09/2024	33	38	38

## RedSpeed® Florida, LLC

### Disposition Summary Report

Report Period: 08/01/2024

Snapshot Date: 12/03/2024

Date: 08/01/2024 - 12/03/2024

Jurisdiction	County	Camera Type	NOVs issued	NOVs paid	NOVs pending	NOVs contested	NOVs contested upheld	NOVs dismissed	NOVs issued as UTC
High Springs	ALACHUA	02	996	0	0	0	0	0	0
Lawtey	BRADFORD	02	4764	31	0	0	0	1	4
High Springs	ALACHUA	02	996	102	0	0	0	0	0
Lawtey	BRADFORD	02	4764	413	0	8	0	12	14
Manatee County	MANATEE	02	10256	390	0	0	0	1	0
Pinecrest	MIAMI-DADE	02	4675	0	0	0	0	0	0
South Miami	MIAMI-DADE	02	5780	0	0	0	0	1	0
High Springs	ALACHUA	02	996	198	0	0	0	1	0
Lawtey	BRADFORD	02	4764	562	0	4	1	19	418
Manatee County	MANATEE	02	10256	2938	0	33	0	232	0
Pinecrest	MIAMI-DADE	02	4675	530	0	1	0	2	0
South Miami	MIAMI-DADE	02	5780	1130	0	0	0	43	0
High Springs	ALACHUA	02	996	162	307	0	0	2	0
Lawtey	BRADFORD	02	4764	763	759	4	0	21	504
Palm Bay	BREVARD	02	284	0	281	0	0	0	0
Bradenton	MANATEE	02	8	0	8	0	0	0	0
Manatee County	MANATEE	02	10256	511	3196	4	0	552	0
Pinecrest	MIAMI-DADE	02	4675	1643	1723	15	0	152	114
South Miami	MIAMI-DADE	02	5780	1670	1489	17	0	743	0
Summary			85,465	11,043	7,763	84	1	1,782	1,082

## RedSpeed® Florida, LLC

From Date: 05/01/2024 To Date: 05/14/2024

Client	Notice Number	Name	Violation Date	Trans Date	Payment Method	Payment Type	Deposit Date	Payment Amount	Payment Status	DOR General Revenue Fund	DOR Law Enforcement Fund	County School District	School Crossing Guard	Location Code	Location Intersection
Florida, Lawtey	2030500032179179	VALETICH TRANSPORTAT ION	05/01/2024	05/09/2024	Web	Credit Card	05/09/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032169867	C & D ENTERPRISES LLC	05/01/2024	05/09/2024	Web	Credit Card	05/09/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0032	SB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032169689	WILLIAM GLENN HOPPER	05/01/2024	05/10/2024	Web	Credit Card	05/10/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032198719	SANDRA ANN-BROWN CARTER	05/02/2024	05/11/2024	Web	Credit Card	05/11/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0032	SB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032191976	HATEM MOHAMMED FARAJ	05/02/2024	05/13/2024	Web	Credit Card	05/13/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032215175	WILLIAM J LENT	05/03/2024	05/13/2024	Web	Credit Card	05/13/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032198158	KEITH JOSEPH QUICK	05/02/2024	05/13/2024	Web	Credit Card	05/13/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032191486	THE FREEDOM TOUR INC	05/02/2024	05/13/2024	Web	Credit Card	05/13/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0032	SB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032197756	ROBERT GEORGE GOMBERT	05/02/2024	05/13/2024	Web	Credit Card	05/13/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0032	SB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032209440	LINDA EDWARDS BENNETT	05/03/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0034	WB NW County Rd 225 @ Grove St, Lawtey
Florida, Lawtey	2030500032197612	ALTERNATIVE ROOFING SOLUTIONS INC	05/02/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032275840	THOMAS IAN KEVIN MAYNARD	05/07/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032198121	DAVID DWANE CONKLIN	05/02/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032169956	MICHAEL WAYNE GILMER	05/01/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032169698	BRIAN HAL TAYLOR	05/01/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0031	NB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032209832	PRITCHETT TRUCKING INC	05/03/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0034	WB NW County Rd 225 @ Grove St, Lawtey
Florida, Lawtey	2030500032197952	KEITH D HEILVEIL	05/02/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0032	SB US 301 @ Lake St, Lawtey
Florida, Lawtey	2030500032193046	PAUL NOEL SUPINSKY	05/02/2024	05/14/2024	Web	Credit Card	05/14/2024	\$100.00	Applied	\$20.00	\$3.00	\$12.00	\$5.00	RSFL0034	WB NW County Rd 225 @ Grove St, Lawtey
								\$1800.00		\$360.00	\$54.00	\$216.00	\$90.00		

Over/Short	\$0.00
Hearings	\$0.00
City	\$702.00
General Revenue	\$360.00

## RedSpeed®



# Scope of Work



## Maintenance

RedSpeed ensures that all maintenance activities of the speed enforcement equipment (inclusive of cameras and ancillary equipment), signage, software, etc. shall be the sole responsibility of RedSpeed. All costs associated with electricity or other related power sources necessary to operate the systems shall also be the sole responsibility of RedSpeed.

RedSpeed maintains strict maintenance schedules for all equipment to ensure optimal operation and legal compliance. Maintenance records and reports are available 24/7 on its SiteOps™ platform.

We intend to safeguard the operational efficiency of the City's equipment using daily operational checks, preventative maintenance schedules and proprietary site monitoring software. Drawing upon our years of experience, RedSpeed has designed a comprehensive and proven Maintenance and Support Program which will maximize the daily performance of each of the City's enforcement systems. The result will be continued industry leading capture and efficiency rates. In addition, the data collected through the procedures and site monitoring software will provide valuable information to support the City's public education efforts.

RedSpeed's proposed program is comprised of three tiers:  
Preventative Maintenance, Daily Remote Monitoring and Response Maintenance, Emergency Response

It is RedSpeed's belief that a solid Preventative Maintenance Plan is critical to an enforcement program's success, allowing for the identification of potential problems before a malfunction (and subsequent downtime) can occur. These maintenance activities will be coordinated by RedSpeed's Field Services Engineering Manager and performed by RedSpeed field engineers during every site visit. A detailed rotation schedule ensures that every site is visited a minimum of one time per month by trained RedSpeed engineers.

## DISASTER RECOVERY PLAN

Recognizing that emergencies do not always occur during normal business hours, RedSpeed has a 24/7 engineering support hotline specifically for use by The City authorized personnel. This communication channel is available to address any service requests from a simple service disruption to a total system knockdown.

Since all systems are being continuously monitored via RedSpeed's system monitoring utility, if a malfunction at an individual site is detected the on-call Field Services Engineer will immediately advise the appropriate City personnel of the incident and will advise the steps that will be taken to correct the situation .

PRIORITY REQUESTS	RESPONSE TIME
Knockdown – Make safe	During Normal Business Hours – 2 hours max After Hours – within 4 hours
Knockdown – Repair & Reinstatement to full operational status	Within 72 hours
311 Requests- Managed ASAP	According to request (Urgent)
Routine Daily Maintenance Repairs	Within 2 – 8 hours
Disruption in service of any system malfunction	Within 24 hours
Street cable replacement	Within 48 hours
Sign Replacement	Within 48 hours
Remove Graffiti and Touch-up Equipment	Within 48 hours

# Scope of Work



## Customer Support and Experience

### WARNING PERIOD – PUBLICITY AND PUBLIC AWARENESS

RedSpeed will provide a customized public service announcement to help prepare the community. Achieving community support, supported by education, is paramount to the success of City of Lauderhill's program. RedSpeed will work closely with the City to ensure the community is informed about the launch of the program, has its questions answered and is continually updated about program successes such as traffic statistics and crimes solved using RedSpeed's advanced technology.

Prior to the launch of a program in Lauderhill, RedSpeed will assist the City in the creation of public notification and press materials to help inform the public about the program and its safety benefits. Additionally, RedSpeed will help the City to institute a 30-day warning period during which time RedSpeed will print and mail (at no cost to the city) warnings for violators speeding in the school zone.

RedSpeed press materials are designed to educate the community to explain the objectives of the School Zone Speed Photo Enforcement Program and its ability to improve traffic safety. RedSpeed is proud to assist with Public Education and Outreach efforts. All RedSpeed clients receive an included Media Kit with Frequently Asked Questions, Model Press Announcement, Key Art and posters. Additionally, RedSpeed assists the City to create a video PSA with a professional videographer.



### MEDIA KIT AND COMMUNICATIONS TOOLS

In addition, RedSpeed will help the City with a comprehensive Media Kit and communications tools including:

- City Specific Flyers based upon the results of the speed studies for community publications.
- City specific "Frequently Asked Questions" document for upload to the municipal website and for distribution thru City identified channels.
- Map detailing the locations at which Photo Enforcement is being utilized. This can be disseminated with printed material or posted to the City's website.
- Posters urging residents to "Slow in the Zone" for display throughout the community. Posters are customized with both Speed Enforcement Locations and the Municipal Website where residents may view the FAQ document and location maps.
- Promotional videos explaining safety benefits, stopping distances and other important information.
- RedSpeed assists with publicity and public relations, including promotion of reports and statistics.

WWW.REDSPEED.COM

Scan to view a recent PSA we created with the Village of Pinecrest, Florida:

ENGLISH



[shorturl.at/hoELW](https://shorturl.at/hoELW)

SPANISH



[shorturl.at/klzE3](https://shorturl.at/klzE3)

## Printing and Mailing – Warning Notices

For a period designated by the City (generally 30 days before go-live), Warning letters are printed for violations captured at newly enforced school zone locations. After the initial warning period, through the violation status feature of the system, infraction notices are printed automatically using the RedCheck date-based violation print schedule.

### NOTICE PRINTING AND MAILING

As part of the turnkey, back-office processing solution proposed by RedSpeed, all supplies necessary to produce and distribute violation notices on behalf of the City shall be provided by RedSpeed. Printing and mailing of full color first Notices of Violation via first class mail will be done by RedSpeed employees at the corporate headquarters in Lombard, Illinois. Notices approved by the City are printed and mailed the following business day.

The Notice of Violation generated by RedSpeed on behalf of City of Lauderhill will include one set of images showing the cited vehicle at the report line plus a cropped and optimized zoom shot of the license plate. In addition, notice recipients will be provided with detailed information regarding:

- Payment options with a remittance envelope is included with each Notice of Violation. The remittance envelope will reflect a Florida lockbox address, eliminating public concern over payments being sent out-of-state.
- On-line Violation Viewing and Payment instructions for [www.SpeedViolation.com](http://www.SpeedViolation.com)
- Toll-free customer service hotlines for bilingual “live” operator assistance in both English and Spanish.



The number of printed citations prepared for mailing is verified multiple times prior to being delivered by a RedSpeed employee to the post office the same day as printed.

This verification includes:

- Confirming number of violations selected and sent to the print queue
- Confirming the number of citation notices passed thru the envelope inserter matches number sent to the print queue
- Final manual count of the prepared citation envelopes. Any citations returned bearing a yellow forwarding address label affixed to them by the Postal Service are updated and reissued within 48 business hours of receipt.

Printing and mailing of full color first Notices of Violation via first class mail will be done by RedSpeed employees at the corporate headquarters in Lombard, Illinois.



# Scope of Work



## Installation Timeline and Process

RedSpeed offers not only the finest technology available in the marketplace but can assure the smoothest permitting and installation processes. RedSpeed is proud to have been selected for over seventy programs in Georgia and has been awarded the first programs in Florida including Miami-Dade County, Pinecrest and Plantation. We anticipate the following installation schedule to meet the County's criteria:

### 1 WEEK

#### Municipality Prep (Concurrent Activity)

- Contract Executed
- Business Rules Review
- School Safety Zone Details Supplied
- City of Lauderhill provides details and signatures for FDOT permit application letters for all cameras

### 1 WEEK

#### Back Office (After Municipal Prep)

- 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

## Municipal Personnel Training & Training Manuals

*RedSpeed believes the success of the program is dependent upon every authorized municipal agent involved having a thorough and solid understanding of all operational elements of the School Zone Speed Enforcement program. As such, top priority will be given to ensuring authorized personnel involved with the City's program will receive customized training that addresses each core component of the RedCheck™ and SiteOps™ systems.*

Beginning with an initial "Business Rules" meeting to outline RedSpeed's project approach, no aspect of the program is overlooked without full disclosure and discussion.

Business Rules topics include:

- FDOT constraints and timelines
- **Launch Schedules:** Locations, dates, warning period, public awareness campaign
- **Equipment:** What equipment will be supplied, installation guidelines, training
- **Violation Review:** Initial Screening (if the City prefers RedSpeed violation review personnel conduct an initial screening), Officer review and approval / rejection, Notice mailing
- **Hearing Process:** existing process, role of the City, clerks, payment process, scheduling and violator notification
- **Revenue Collecting and Reporting:** Various methods of submitting payment, reconciliation of payments and funds disbursements to the City

Ongoing support for all municipal users will be provided by the same individuals providing the training. These individuals will be available at any time to address any of the City's questions or requests. RedSpeed provides detailed, screen-by-screen function-related training materials for all City personnel. As staff adjustments are made, RedSpeed will provide additional materials to ensure all active participants in the program have their own reference manual. Upon request, refresher training will be provided for both existing and new personnel at no cost to the City.



### SITE VISIT

The RedSpeed Project Manager will take City personnel out to an enforced intersection to familiarize them with the system's hardware:

- Camera Enclosure
- Vehicle Detection
- Processor
- Pole
- Electric connections
- Placement of Required Signage
- On-site, classroom style training, in addition to one-on-one hands-on instruction, will be conducted by a RedSpeed representative, with all necessary training materials provided by RedSpeed.
- On-site training will be provided at no cost for as many individuals as the City requests, to ensure all personnel are fully versed in the system. Scheduling will be based upon the most convenient times for City personnel.
- Major topics within RedCheck™ include navigating the violations summary and details screen to access violations, approving, and rejecting violations and generating the various customized reports available thru the system.
- This training will be supplemented by on-going support and additional "refresher courses" for existing personnel, as well as training for new personnel as needed.
- SiteOps™ training will explore the many facets of the system. Personnel will learn how to utilize the Live View module and the steps involved with accessing and downloading archived video footage.

# Cost Schedule

TAB 01

TAB 02

TAB 03

TAB 04

TAB 05

TAB 06

TAB 07

TAB 08

RedSpeed®

CITY OF LAUDERHILL



# Cost Schedule



**Revenue Percentage to City of Lauderhill:** 65% of \$60. This amounts to \$39 per each **paid** citation.

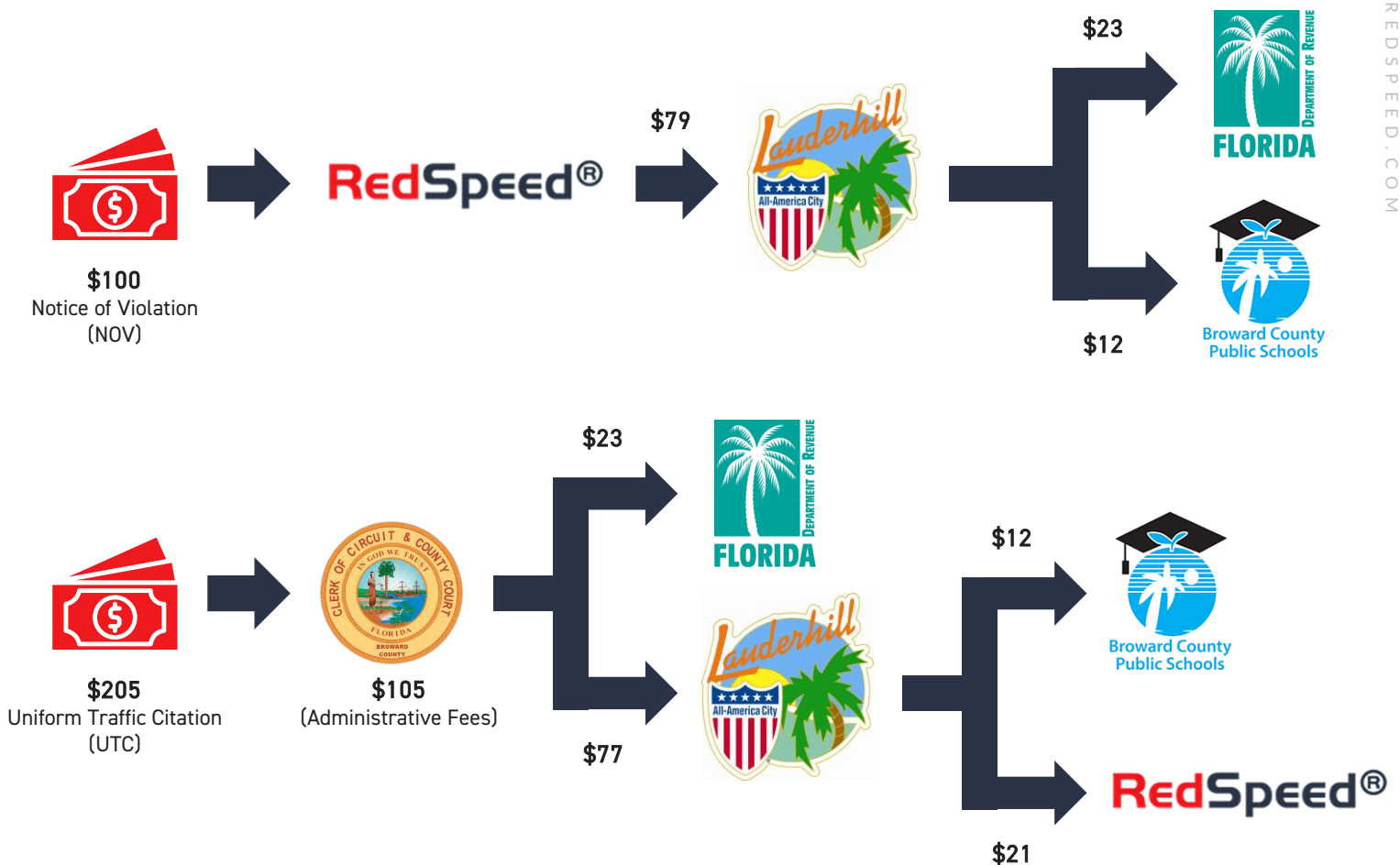
**Revenue Percentage to Proposer:** 35% of \$60. This amounts to \$21 per each **paid** citation.

The fee includes all costs required and associated with the School Photo Enforcement system and is only charged based on *paid* citations unlike some of our competitors who charge a fee based on *issued* citations. Charging based on issued citations puts risk and further financial burden on the City, in the event citations go unpaid or contested.

RedSpeed's fee includes camera equipment, installation, maintenance, signage, violation processing services, DMV records access, first class mailing of required documents, lockbox and credit card processing services, call center, web-enabled police review portal, web-enabled violator viewing portal, reports, and public awareness program support.

We understand that RedSpeed will cover the costs of Certified Mail of Notice of Violation's converted to Uniform Traffic Citations. RedSpeed retains 5% credit card convenience fee paid by violators. It is important to note that the violator has the option to pay by check.

**By law, it is required that RedSpeed sends funds by ACH on a weekly basis.** Redspeed will work with the City to agree on a payment schedule. Each invoice/payment shall fully detail the related costs/revenue and shall specify the status of the particular task or project as of the date of the invoice and/or revenue collection document with regard to the accepted schedule for that task or project as required.



## Cost Schedule



**Revenue Percentage to City of Lauderhill:** 65% of \$60.  
\$39 per each **paid** citation.

**Revenue Percentage to Proposer:** 35% of \$60.  
\$21 per each **paid** citation.

The table below outlines how the \$100 citation payment is distributed among the agencies, as required by the law.

Agency	Amount from \$100 Paid Citation
City of Lauderhill	\$39 (after RedSpeed fee)
State General Fund	\$20
Broward School District	\$12
Crossing Guards	\$5
FDLE Fund	\$3
RedSpeed	\$21



# Personnel / Management

TAB 01

TAB 02

TAB 03

TAB 04

TAB 05

TAB 06

TAB 07

TAB 08

**RedSpeed®**

CITY OF LAUDERHILL



# Personnel / Management

## RedSpeed's Account Team



**Robert Liberman**  
CEO

Robert Liberman has been with RedSpeed since its inception in 2006 and brings over 17 years of expertise to the RedSpeed team. As a Financial Information Systems Analyst with JP Morgan, he was responsible for the design and development of Financial Applications Software. He has served as a Senior Project Manager with Morgan Stanley, Sun Microsystems and Prudential Financial. Upon joining the RedSpeed organization, Robert drew upon this extensive managerial background to grow the company from concept to a leader in Automated Photo Enforcement within Illinois. Under his direction, the company grew to service over 65 municipal clients by offering industry leading customer service and technology. Mr. Liberman was instrumental in establishing all of RedSpeed's business practices, including client management, back office operational procedures, finance, IT and governmental relations. Mr. Liberman personally selected and trained all of RedSpeed's key senior staff members, all of whom are still employed with RedSpeed.

### EDUCATION

B.S., Information Systems

### YEARS WITH REDSPEED

16



**Greg Parks**  
Senior Vice President /  
Contract Manager

Possessing over 31 years of public sector service experience, Mr. Parks has been an integral contributor in the development of Automated Photo Enforcement Programs throughout the state of Florida. In 2023, Mr. Parks co led the legislative efforts to pass HB657, school zone safety enforcement. Additionally, he has worked with DHSMV and DOR to assist in establishing best practices for our municipal partners. In 2010 he played a significant role in the passage of the Mark Wandall Safety Act and has worked tirelessly with the Florida State Legislature and League of Cities to defend against repeal bills presented in the legislative sessions. During his 14 years advocating the merits of automated photo enforcement, no individual has amassed the wealth of expertise specific to these programs as Mr. Parks. His knowledge base encompasses all aspects of the programs from passing State and Local legislation, to ensuring compliancy laws are met and new programs are successfully launched.

### EDUCATION

B.A., University of Missouri, Columbia

### YEARS WITH REDSPEED

6



**Natalie Otto**  
Customer Support &  
Business Dev. Manager

Natalie Otto joined the RedSpeed team in May 2024 as a Business Development and Customer Support Manager. With experience as an Operations Manager and a background in news and media, Ms. Otto will assist in preparing detailed documentation, marketing materials, and track on-going program statistics to provide updates on the success and effectiveness of the speed enforcement program. Ms. Otto manages customer records, while ensuring high-quality customer service and client satisfaction through effective communication, support, and problem resolution.

### EDUCATION

B.A., Kansas State University

### YEARS WITH REDSPEED

1

# Personnel / Management

## RedSpeed's Account Team



**David De La Espriella MPA**  
*VP Of Client Relations /  
Project Manager*

David joined the RedSpeed team in July 2024 as the Vice President of Client Relations & Sales for Florida. He brings over 28 years of senior leadership experience, having retired in June 2024 as the Assistant Chief of Police for the Miami Beach Police Department. In his new role, David will work closely with potential clients and manage all aspects of onboarding new clients into our systems, serving as a liaison throughout the permitting, construction, and launch processes. Once launched, David will continue to be the point of contact for the client, conduct training in all of our systems, and ensure the highest level of customer service to achieve our shared goal of reducing speed violations in school zones.

EDUCATION	YEARS WITH REDSPEED
B.A., Political Science, Florida International University M.P.A., Emergency Management, American Public University	29



**Luke Heyman**  
*Client Relations*

Luke joined the RedSpeed team in March of 2024 as the Client Project Manager for Florida. In this role Luke assists with getting the clients set up in current programs and always ensures an easily accessible point of contact for clients during the set up of the program. Once the program is up and running, Luke trains the clients on the proper use and operation of our systems and again provides an easily accessible point of contact at all times ensuring client satisfaction.

EDUCATION	YEARS WITH REDSPEED
B.A., Organizational Communications & Marketing	1



**Lisa Green**  
*Director of Operations*

Lisa Green will manage all the operational functions of the Lombard based Violation Reviewers responsible for the initial violation review. Ms. Green has played a pivotal role in the development of RedSpeed's violation review program. Since joining the RedSpeed team, her department has quadrupled in size, and she has taken the lead in developing every facet of the department's work guidelines. Her accomplishments have included designing and implementing the reviewer training agenda, operating manual and training modules. She has established daily operator productivity goals and reports, as well as a quality assurance monitoring and evaluation program. Ms. Green will bring this valuable and proven hands-on experience to the City's program, creating the same quality and results driven department she established to successfully support RedSpeed's 60 suburban clients.

EDUCATION	YEARS WITH REDSPEED
Associate in Business Management	14

# Personnel / Management

## RedSpeed's Account Team



**Julio Silva**  
*Implementation Project Manager*

Julio will be responsible for managing cameras and equipment installation and maintenance, as well as camera efficiency. He will interface and coordinate with the municipal public works departments, as well as field engineer technicians. Julio will identify and resolve problems, review and evaluate work products, methods and procedures. He is responsible for developing standardized procedures and methods to improve the efficiency and effectiveness of engineering projects and services. He will assess and monitor workloads, as well as administrative systems, and manage internal reporting relationships. Julio will evaluate and recommend camera sites and recommend mechanical/electrical solutions. He will install and maintain equipment, perform new site analyses and equipment upgrades, and identify and correct camera obstructions or malfunctions. He will perform initial image quality adjustments, conduct pre-build and system setups, label and test cabling, and maintain photo enforcement equipment with efficient record keeping.

### EDUCATION

Private Technical Institute Abaco - Computer/Information Technology Administration and Management - Peru

### YEARS WITH REDSPEED

4.5



**Jose Chavez**  
*Director of Engineering*

Jose Chavez brings over 19 years' experience in technical support and test engineering management. In his current position with RedSpeed, Mr. Chavez has been responsible for overseeing the planning and execution of all existing suburban installations, from initial site and traffic study evaluations through obtaining DOT approval. His role on the City of Lauderhill project will be as liaison between all sub-contractors, sub-consultants, field engineers and City personnel. Working in conjunction with City of Lauderhill, Mr. Chavez will be responsible for all field engineer training, assignment and performance evaluation.

### EDUCATION

B.S., Technical Management

### YEARS WITH REDSPEED

14



**Michael McAlister, Esq.**  
*Counsel*

Mr. McAlister helped pioneer the development and implementation of Automated Photo Enforcement Programs in GA and FL. His significant role in the development of the first "home rule" Code Enforcement programs that introduced red light cameras to FL served as a precursor to the passage of the Mark Wandall Safety Act. Mr. McAlister, with his colleague Greg Parks, has worked extensively with the GA and FL State Legislatures and League of Cities to defend against all repeal Bills. Mr. Parks and Mr. McAlister are the evangelists of photo enforcement and have saved countless lives over the past fifteen years. He was a driving force behind the defense of photo enforcement programs in GA and FL courts. He helped coordinate mutual defense for numerous precedential Florida photo enforcement cases including Jimenez v. State (City of Aventura, test of Wandall Act), Arem (City of Hollywood, vendor ability to issue tickets) and City of Orlando (voluntary payment doctrine). GA litigation is currently in the Motion to Dismiss state and we are confident that the precedents established in other jurisdictions affirming photo enforcement will also be applied in GA.

### EDUCATION

Juris Doctor, University of Miami

### YEARS WITH REDSPEED

6



# Personnel / Management

## RedSpeed's Account Team



**Gregory Johns**  
*Director of Finance*

Mr. Johns serves as RedSpeed's Director of Finance and brings over 20 years of accounting and management experience to support Lauderhill's school zone speed enforcement program. Greg will work closely with the city's finance department to coordinate the disbursement of fine revenue and ensure all reports required by the city are designed and implemented. Greg's background as Staff Sergeant in the United State Marine Corps serving as the Supply Chief for Fox Company, 2nd Battalion, 24th Marine Regiment brings additional skills and resources to ensure your project success. Marine Corps duties included managing supply requisitions, open purchase, contracts, fiscal reconciliations, accountability of combat equipment, data maintenance, worldwide deployment equipment preparation and travel coordination to support Marine Corps Reserve training and operations.

### EDUCATION

B.A., M.A., Business Admin / Accounting, USMC, Supply Chief / Staff Sergeant

### YEARS WITH REDSPEED

11



**Moody ElTawil**  
*Senior IT System Administrator*

Moody ElTawil is our Sr. IT Systems Administrator. He is credited with revamping RedSpeed's IT infrastructure to follow the latest industry standards with an architecture similar to those implemented by multinational corporations and government agencies. He manages our IT department and keeps RedSpeed in conformity with best practices and on the cutting edge of technology. He is also responsible for maintaining RedSpeed's perpetual compliance status with the latest CJIS, SOC 2 Type II and PCI-DSS frameworks by coordinating the efforts of auditors and internal resources. Moody has been with RedSpeed since 2015. Previously he worked for reputable companies such as Johnson & Johnson, Lucent Technologies and InstallShield. Even though his bachelor's degree is in electrical engineering, his entire career has been in the computer industry with experience and certifications within a broad swathe of the information technology space.

### EDUCATION

B.S., Electric Engineering

### YEARS WITH REDSPEED

8



**Raquel Adams**  
*Call Center Manager*

Raquel Adams brings over 18 years of customer service and call center management experience to City of Lauderhill. Prior to joining RedSpeed, Raquel was a customer service representative for the Illinois State Tollway where she excelled at dispute resolution. She has used her extensive knowledge of customer service and diplomacy to build a Call Center comprised of other seasoned professionals, ensuring all individuals calling the Miami specific customer service number will receive clear and concise information and assistance.

### EDUCATION

Illinois Media School

### YEARS WITH REDSPEED

14

## Personnel / Management

### RedSpeed's Account Team



**Jennifer Villarreal**  
*Human Resources*

Since joining the team, the staff has doubled, Jennifer Villarreal has played a crucial role in recruiting and filling key roles that have greatly contributed to the growth and success of the company. Ms. Villarreal fosters a positive work environment and educates incoming employees on the company's values and mission, which helps achieve organizational goals. She works closely with senior staff to develop new policies and procedures to support growth. She brings to the table a broad range of knowledge on government compliance, employee benefits, and employee management experience.

#### EDUCATION

Human Resource Management Certificate with Honors

#### YEARS WITH REDSPEED

4.5



**Sergio Rangel**  
*Senior Field Engineer*

Upon joining RedSpeed in 2019, Sergio's first task was conducting the traffic studies for the Georgia School Zone Speed Enforcement Program. He then shifted to a Jr. Technician role in Florida where his duties were to maintain and diagnose any issues regarding the Redlight Camera sites. His career has now progressed from technician to Senior Technician, managing the technicians working in Southeast Florida and Central Florida. Sergio's time with RedSpeed has given him the knowledge to handle, test and troubleshoot all of the radar and lidar technologies being offered for your program.

#### EDUCATION

South Florida State College, Manatee Technical College

#### YEARS WITH REDSPEED

5



## Personnel / Management

### Subcontractors & Partners



### AUM Construction, Inc.

Hollywood, FL

As a state-certified electrical and general contractor registered in Florida, specializing in transportation lighting, signalization, and intelligent transportation systems, AUM Construction strives to provide clients with excellence in customer service and work product. Since 2006, our firm has collaborated with various corporations on a wide range of projects with varying levels of difficulty, size, and time frames.

Richard Mendez PE, Principal Engineer

[rmendezpe@auminc.us](mailto:rmendezpe@auminc.us) | (305) 456-4848



### Weiss Serota Law Firm

South Florida

Outside counsel for Florida matters including legislative interpretation, litigation and program formalities. As an example, on the appropriate usage of ALPR and HD video within the context of photo enforcement. RedSpeed has retained Weiss Serota Law Firm, subject matter experts with almost 100 employees and 30 years of experience in government and municipal law in Florida. Weiss Serota specializes in defending governments, elected officials, and law enforcement personnel with a proven track record of success. (Retainer, 1 Year)

Weiss Serota Helfman Cole + Bierman, P.L., Edward G. Guedes

[eguedes@wsh-law.com](mailto:eguedes@wsh-law.com) | (305) 854-0800



### Flock Safety

Atlanta, GA

Flock Safety and RedSpeed have partnered together to support many different agencies. Flock Safety can provide an additional layer of software to the RedSpeed cameras. Software allowing 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. As of March 2024, RedSpeed is the only company with whom Flock has partnered with to offer Wing LPR integration on school zone enforcement and / or red light cameras. (Retainer, 1 Year)

Flock Safety, Todd Troutman

[todd.troutman@flocksafety.com](mailto:todd.troutman@flocksafety.com) | (770) 310-2987



### Chen Moore

Jacksonville, FL

Chen Moore and Associates (CMA) is a multi-discipline consulting firm with headquarters in Broward and offices in Miami-Dade, Palm Beach, Orange and Alachua Counties. Founded in 1986, Chen Moore and Associates specializes in civil engineering, architecture, planning, GIS analysis and mapping, and construction engineering inspection.

Freeman Bass, PE, Principal Engineer - Director of Energy

[fbass@chenmoore.com](mailto:fbass@chenmoore.com) | (813) 830-8185



## Personnel / Management

*Subcontractors & Partners*



### Ability to Bear Costs and Fees Associated with Litigation

RedSpeed takes great pride in making the strongest commitment in the industry to legal defense for our customers.

RedSpeed is dedicated to defending the City and the camera program from legal challenges, at our expense by providing experienced and trusted legal representation. RedSpeed has retained Weiss Serota Law Firm, subject matter experts with almost 100 employees and 30 years of experience in government and municipal law in Florida. Weiss Serota specializes in defending governments, elected officials, and law enforcement personnel with a proven track record of success. Weiss Serota has successfully defended photo enforcement programs across Florida, including the landmark, successful defense of red light cameras at the Florida Supreme Court, underscoring the firm's expertise in navigating complex legal matters surrounding photo enforcement law.

If the City requires its own legal representation, RedSpeed will cover the City's reasonable defense expenses. These expenses cover things like attorney fees, court costs, expert witnesses, and other typical costs.

RedSpeed led legislative initiatives in Florida to pass HB 657, showcasing our deep understanding and expertise of state law. With our combined knowledge of Florida's school zone speed enforcement law, and partnership with Weiss Sorata we are dedicated to ensuring our clients are prepared and protected against any legal obstacles that may arise.

# Attachments

TAB 01

TAB 02

TAB 03

TAB 04

TAB 05

TAB 06

TAB 07

TAB 08



RedSpeed®

CITY OF LAUDERHILL

# Attachments

## Non-Collusive Affidavit (Attachment "B")



### ATTACHMENT B NON-COLLUSIVE AFFIDAVIT

STATE OF Illinois

COUNTY OF Will

Robert Liberman being first duly sworn deposes and says that:

BIDDER is the Officer,  
(Owner, Partner, Officer, Representative or Agent)

BIDDER is fully informed respecting the preparation and contents of the attached RFP and of all pertinent circumstances respecting such RFP;

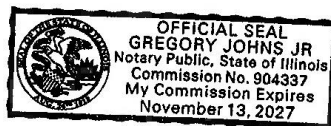
Such RFP is genuine and is not a collusive or sham Bid;

Neither the said BIDDER nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other BIDDER, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached RFP has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any BIDDER, firm, or person to fix the price or prices in the attached RFP or any other BIDDER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other BIDDER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

The price of items quoted in the attached RFP are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the BIDDER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

Robert Liberman  
By

Subscribed and sworn to before me this 22nd day of November,  
2024.



[Signature]  
Notary Public (Signature)

My Commission Expires:  
11/13/2027

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# Attachments

## Cost Schedule (Attachment "C")



### ATTACHMENT C Revenue Sharing Structure

#### Revenue sharing Proposal

**Revenue Percentage to City of Lauderhill:** 65% of \$60

This amounts to \$39 per each **paid** citation

**Revenue Percentage to Proposer:** 35% of \$60

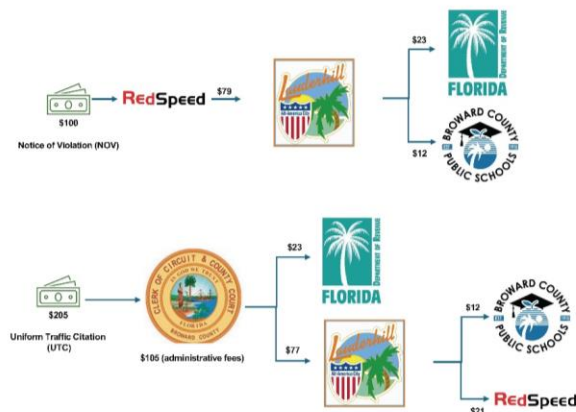
This amounts to \$21 per each **paid** citation

The fee includes all costs required and associated with the School Photo Enforcement system and is only charged based on *paid* citations unlike some of our competitors who charge a fee based on *issued* citations. Charging based on issued citations puts risk and further financial burden on the City, in the event citations go unpaid or contested.

RedSpeed's fee includes camera equipment, installation, maintenance, signage, violation processing services, DMV records access, first class mailing of required documents, lockbox and credit card processing services, call center, web-enabled police review portal, web-enabled violator viewing portal, reports, and public awareness program support.

We understand that RedSpeed will cover the costs of Certified Mail of Notice of Violation's converted to Uniform Traffic Citations. RedSpeed retains 5% credit card convenience fee paid by violators. It is important to note that the violator has the option to pay by check.

By law, it is required that RedSpeed sends funds by ACH on a weekly basis. RedSpeed will work with the City to agree on a payment schedule. Each invoice/ payment shall fully detail the related costs/revenue and shall specify the status of the particular task or project as of the date of the invoice and/or revenue collection document with regard to the accepted schedule for that task or project as required.



# Attachments

Cost Schedule (Attachment "C")



## ATTACHMENT C Revenue Sharing Structure

### Revenue sharing Proposal

**Revenue Percentage to City of Lauderhill:** 65% of \$60  
\$39 per each **paid** citation

**Revenue Percentage to Proposer:** 35% of \$60  
\$21 per each **paid** citation

The table below outlines how the \$100 citation payment is distributed among the agencies, as required by law.

Agency	Amount from \$100 paid citation
City of Lauderhill	\$39 (after RedSpeed fee)
State General Fund	\$20
Broward School District	\$12
Crossing Guards	\$5
FDLE Fund	\$3
RedSpeed	\$21

# Attachments

## Confirmation of Drug-Free Workplace (Attachment "D")



### ATTACHMENT D CONFIRMATION OF DRUG-FREE WORKPLACE

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after the conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the RFP Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

*Robert H. Berman*

Vendor's Signature



# Attachments

## Signature Page (Attachment "E")



### ATTACHMENT E SIGNATURE PAGE

The undersigned attests to his (her, their) authority to submit this Submittal and to bind the firm(s) herein named to perform as per agreement. Further, by signature, the undersigned attests to the following:

1. The Proposer is financially solvent and sufficiently experienced and competent to perform all of the work required of the Proposer in the Contract;
2. The facts stated in the Proposer's response pursuant to Request for Submittals, instructions to Proposer and Specifications are true and correct in all respects;
3. The Proposer has read and complied with, and submits their proposal agreeing to all of the requirements, terms and conditions as set forth in the Request for Proposals.
4. The Proposer warrants all materials supplied by it are delivered to the CITY of Lauderhill, Florida, free from any security interest, and other lien, and that the Proposer is a lawful owner having the right to supply the same and will defend the conveyance to the CITY of Lauderhill, Florida, against all persons claiming the whole or any part thereof.
5. **Proposer understands that if a team is short listed and selected to make oral presentations to the selection committee and/or CITY, only the team members evaluated in the written submissions may present at the oral presentations. Any changes to the team at the oral presentations will result in that team's disqualification.**
6. The undersigned certifies that if the firm is selected by the City the firm will negotiate in good faith to establish an agreement.
7. Proposer understands that all information listed above may be checked by the City of Lauderhill and Proposer authorizes all entities or persons listed above to answer all questions. Proposer hereby indemnifies the City of Lauderhill and the persons and entities listed above and holds them harmless from any claim arising from such authorization or the exercise thereof, including the dissemination of information pursuant thereto.

Submitted on this 22nd day of November, 2024.  
(If an individual, partnership, or non-incorporated organization)

Witness  
Lisa Green

RedSpeed Florida, LLC  
Company

Robert Liberman

Printed  
Director of Operations  
Title

(If a corporation, affix seal)

Attested by Secretary

By  
Robert Liberman, CEO  
Printed Name, Title

RedSpeed Florida, LLC  
Company

By   
Mario McDaniel, VR Supervisor  
Printed Name, Title

Incorporated under the laws of the State of \_\_\_\_\_  
CERTIFICATE  
(For Partnership)

I HEREBY CERTIFY that a meeting of the partners of \_\_\_\_\_, a Partnership under the laws of the State of \_\_\_\_\_ held on \_\_\_\_\_, 20\_\_\_\_, the following resolution was duly passed and adopted:

"RESOLVED, that \_\_\_\_\_ as \_\_\_\_\_ of the Partnership, is hereby authorized to execute the Bid Form dated \_\_\_\_\_, 20\_\_\_\_, between the City of Lauderhill, Florida, and this Partnership, and that the execution thereof, attested by the \_\_\_\_\_ of the Partnership be the official act and deed of this Partnership."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

(Signature)

(Title)

Illinois  
STATE OF ~~FLORIDA~~  
COUNTY OF Will

Sworn to and subscribed before me on this 22nd day of November, 2024 by Robert Liberman who is personally known to me or who has presented the following type of identification: Driver's License

Signature of Notary Public, State of  
OFFICIAL SEAL  
GREGORY JOHNS JR  
Notary Public, State of Illinois  
Commission No. 954337  
My Commission Expires  
November 13, 2027  
Notary seal (stamped in black ink)  
OR  
Printed, typed or stamped name of  
Notary and Commission Number

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# Attachments

List of Subcontractors (Attachment "F")



## ATTACHMENT F LIST OF SUBCONTRACTORS

The Proposal shall list below the names and business address of each subcontractor who will perform Work under this Proposal in excess of one-half of one percent of the Contractor's Total Proposal Price, and shall also list the portion of the Work that will be done by such subcontractor. The listing of more than one subcontractor for each item of Work to be performed with the words "and/or" will not be permitted. Failure to comply with this requirement will render the Proposal as non-responsive and may cause its rejection.

Work to Be Performed	% Total Contract	Contractor License No. if Applicable	Subcontractor Name/Address
Electrical & general contractor	18.5%	13004762	<u>AUM Construction, Inc.</u> <u>6011 Rodman ST Suite 208 Hollywood FL 33023</u>
Civil engineering, architecture, planning, GIS analysis and mapping, and construction engineering inspection.	3.7%	4593	<u>Chen Moore</u> <u>501 Riverside Avenue, # 501 Jacksonville, FL 32202</u>

# Attachments

References (Attachment "G")



## PERFORMANCE REFERENCE VERIFICATION SURVEY FORM

RFP # 2025-013

**Vendors Name:** RedSpeed  
**Agency Providing Reference:** Village of Pinecrest Police Department  
**Agency Contract:** School Zone Speed Enforcement  
**Contact E-mail:** Cohen@pinecrest-fl.gov  
**Contact Phone #:** 305-234-2109  
**Solicitation Name:**



Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

**Ratings: 1 Poor    2 Good    3 Exceptional    4 Not Applicable**

1. Rate the level of commitment of the Contractor when performing the work. 3
2. Rate the competency and accessibility of the personnel performing the work. 3
3. Rate the vendor's success at keeping you updated and informed of problems and issues.  
3
4. Rate the vendor's knowledge of procedures required by regulatory agencies. 3
5. Rate the vendor's ability to meet deadlines. 3
6. Rate the vendor's ability to complete punch list items. 3
7. Rate the vendor's commitment to safety. 3
8. Rate the level of comfort and confidence you had in the contractor during the project.  
3
9. Rate the overall performance of the vendor. 3

Additional comments:

Vendor Name: Jason Cohen Title: Chief of Police  
(Please print – Person completing survey)

Signature: [Signature] Date: 12/2/24  
(Person completing survey)

Reference verified by City Employee: \_\_\_\_\_ Date: \_\_\_\_\_

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# Attachments

References (Attachment "G")



## PERFORMANCE REFERENCE VERIFICATION SURVEY FORM

RFP # 2025-013



**Vendors Name:** RedSpeed  
**Agency Providing Reference:** Miami Dade County  
**Agency Contract:** School Zone Speed Enforcement  
**Contact E-mail:** [raul.gonzalez2@miamidade.gov](mailto:raul.gonzalez2@miamidade.gov)  
**Contact Phone #:** 305-801-4578  
**Solicitation Name:**

Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

**Ratings: 1 Poor    2 Good    3 Exceptional    4 Not Applicable**

1. Rate the level of commitment of the Contractor when performing the work. 3
2. Rate the competency and accessibility of the personnel performing the work. 3
3. Rate the vendor's success at keeping you updated and informed of problems and issues. 3
4. Rate the vendor's knowledge of procedures required by regulatory agencies. 3
5. Rate the vendor's ability to meet deadlines. 3
6. Rate the vendor's ability to complete punch list items. 3
7. Rate the vendor's commitment to safety. 3
8. Rate the level of comfort and confidence you had in the contractor during the project. 3
9. Rate the overall performance of the vendor. 3

Additional comments:

\_\_\_\_\_

Vendor Name: \_\_\_\_\_ Title: \_\_\_\_\_  
(Please print – Person completing survey)

Signature: Raul A. Gonzalez Date: 12/2/2024  
(Person completing survey)

Reference verified by City Employee: \_\_\_\_\_ Date: \_\_\_\_\_

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# Attachments

References (Attachment "G")



## PERFORMANCE REFERENCE VERIFICATION SURVEY FORM

RFP # 2025-013



Gwinnett County Police Department

**Vendors Name:** RedSpeed  
**Agency Providing Reference:** Gwinnett County Police  
**Agency Contract:** School Zone Speed Enforcement  
**Contact E-mail:** eric.cline@gwinnettcountry.com  
**Contact Phone #:** 770-715-4315  
**Solicitation Name:**

Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

**Ratings: 1 Poor    2 Good    3 Exceptional    4 Not Applicable**

1. Rate the level of commitment of the Contractor when performing the work. 3
2. Rate the competency and accessibility of the personnel performing the work. 3
3. Rate the vendor's success at keeping you updated and informed of problems and issues.  
3
4. Rate the vendor's knowledge of procedures required by regulatory agencies. 3
5. Rate the vendor's ability to meet deadlines. 3
6. Rate the vendor's ability to complete punch list items. 3
7. Rate the vendor's commitment to safety. 3
8. Rate the level of comfort and confidence you had in the contractor during the project.  
3
9. Rate the overall performance of the vendor. 3

Additional comments:

Vendor Name: ERIC CLINE Title: CORPORAL  
(Please print – Person completing survey)

Signature: [Signature] Date: 12-03-24  
(Person completing survey)

Reference verified by City Employee: \_\_\_\_\_ Date: \_\_\_\_\_

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# Attachments

References (Attachment "G")



## PERFORMANCE REFERENCE VERIFICATION SURVEY FORM

RFP # 2025-013

**Vendors Name:** RedSpeed  
**Agency Providing Reference:** Henry County Police Department  
**Agency Contract:** School Zone Speed Enforcement  
**Contact E-mail:** rgodsey@co.henry.ga.us  
**Contact Phone #:** 678-292-8508  
**Solicitation Name:**



Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

**Ratings: 1 Poor    2 Good    3 Exceptional    4 Not Applicable**

1. Rate the level of commitment of the Contractor when performing the work. 3
2. Rate the competency and accessibility of the personnel performing the work. 3
3. Rate the vendor's success at keeping you updated and informed of problems and issues. 3
4. Rate the vendor's knowledge of procedures required by regulatory agencies. 3
5. Rate the vendor's ability to meet deadlines. 3
6. Rate the vendor's ability to complete punch list items. 3
7. Rate the vendor's commitment to safety. 3
8. Rate the level of comfort and confidence you had in the contractor during the project. 3
9. Rate the overall performance of the vendor. 3

Additional comments:

Vendor Name: Robert Godsey Title: Captain  
(Please print - Person completing survey)

Signature: [Signature] Date: 12/5/24  
(Person completing survey)

Reference verified by City Employee: \_\_\_\_\_ Date: \_\_\_\_\_

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# Attachments

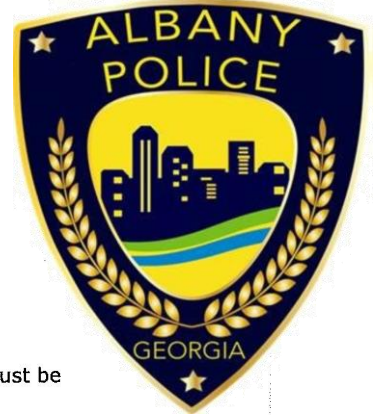
References (Attachment "G")



## PERFORMANCE REFERENCE VERIFICATION SURVEY FORM

RFP # 2025-013

**Vendors Name:** RedSpeed  
**Agency Providing Reference:** Albany Police Department  
**Agency Contract:** School Zone Speed Enforcement  
**Contact E-mail:** mpersley@albanyga.gov  
**Contact Phone #:** 229-302-0809  
**Solicitation Name:**



Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

**Ratings: 1 Poor    2 Good    3 Exceptional    4 Not Applicable**

1. Rate the level of commitment of the Contractor when performing the work. 3
2. Rate the competency and accessibility of the personnel performing the work. 3
3. Rate the vendor's success at keeping you updated and informed of problems and issues.  
3
4. Rate the vendor's knowledge of procedures required by regulatory agencies. 3
5. Rate the vendor's ability to meet deadlines. 3
6. Rate the vendor's ability to complete punch list items. 3
7. Rate the vendor's commitment to safety. 3
8. Rate the level of comfort and confidence you had in the contractor during the project.  
3
9. Rate the overall performance of the vendor. 3

Additional comments:

Very responsive to our needs and concerns. Was able to assist with community engagement plan.

Vendor Name: Michael S. Persley Title: Chief of Police  
(Please print - Person completing survey)

Signature: [Signature] Date: December 4, 2024  
(Person completing survey)

Reference verified by City Employee: \_\_\_\_\_ Date: \_\_\_\_\_

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# Attachments

## Acknowledgement of Addendums (Attachment "H")



### ATTACHMENT H ACKNOWLEDGEMENT OF ADDENDUM

RFP NO.: 2025-013

TITLE School Zone Speed Enforcement Camera System

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

Addendum No. 01 -Dated 11/07/2024

Addendum No. \_\_\_\_\_ -Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ -Dated \_\_\_\_\_

Name of Vendor's Service Contact: David De La Espriella

Address: 20725 Ne 16th Ave Suite A37 Miami, FL 33179

Signature Robert Liberman Date 12-5-24

**This page must be submitted with RFP. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.**

# Attachments

## Certificate of Insurance



REDSILL-01

AJOHNSON

### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

11/25/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Alliant Insurance Services, Inc. 353 N Clark St 11th Fl Chicago, IL 60654	<b>CONTACT NAME:</b> Amy Johnson <b>PHONE (A/C, No, Ext):</b> (312) 595-8153 <b>E-MAIL ADDRESS:</b> Amy.Johnson@alliant.com <b>FAX (A/C, No):</b> <b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> American Zurich Insurance Company <b>INSURER B:</b> American Guarantee and Liability Insurance Company <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>
<b>INSURED</b> Redspeed Florida, LLC 450 Eisenhower Lane North Lombard, IL 60148	<b>NAIC #</b> 40142 26247

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD_WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input checked="" type="checkbox"/> LOC <input type="checkbox"/> OTHER		CPO 6899538 - 01	10/9/2024	10/9/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Per Loc Agg \$ 4,000,000
B	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY		CPO 6899538 - 01	10/9/2024	10/9/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$		AUC 6943723-01	10/9/2024	10/9/2025	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000
A	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	WC 6899539 - 01	10/9/2024	10/9/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

City of Lauderhill Finance Department 5581 West Oakland Park Blvd. Lauderhill, FL 33311	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
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ACORD 25 (2016/03)

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**State of Florida  
Department of State**

I certify from the records of this office that REDSPEED FLORIDA LLC is a limited liability company organized under the laws of the State of Florida, filed on December 28, 2015.

The document number of this limited liability company is L15000213266.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024, that its most recent annual report was filed on January 16, 2024, and that its status is active.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Sixteenth day of January, 2024*



  
Secretary of State

Tracking Number: 5153524452CC

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.  
<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>



[Department of State](#) / [Division of Corporations](#) / [Manage/Change with E-Filing](#) /

### **Certificate Of Status Authentication**

The certificate number you provided is authentic.

The following link contains the actual certificate that was issued by the Department of State:

<http://certificates.sunbiz.org/certificates/5153524452CC.pdf>