

SEALED PROPOSAL ORIGINAL



**Red Light Violation Camera
Enforcement System
Submission Date:
June 14, 2019
3:00pm**

Submitted To:

**City of Miami Beach, Florida
Jason Crouch
Procurement Contracting Officer
1755 Meridian Avenue
3rd Floor
Miami Beach, FL 33139
305-673-7000 x6694
JasonCrouch@miamibeachfl.gov**

Submitted By:

RedSpeed® Florida, LLC

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Lombard, IL 60148

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RedSpeed® Florida, LLC



May 30, 2019

Mr. Jason Crouch
Procurement Contracting Officer
CITY OF MIAMI BEACH
1755 Meridian Ave., 3rd Floor
Miami Beach, FL 33139

Dear Mr. Crouch:

RedSpeed Florida is honored to respond to the City of Miami Beach's Red-Light Violation Camera Enforcement System Request for Proposal. As a worldwide provider of hi-tech digital camera enforcement equipment and turnkey solutions for violation processing, we are confident the attached proposal represents the comprehensive "one stop shop" solution necessary to transition and manage the City's program efficiently and successfully.

RedSpeed has been the leading Red-Light Photo Enforcement provider in the State of Illinois for over 13 years, contracting with over 56 Illinois municipal clients and installing over 160 operational cameras. In addition to Illinois, RedSpeed provides Red-Light Enforcement for the City of Sarasota (20 cameras) and the City of Coral Gables (5 cameras), Florida. RedSpeed also provides Speed Enforcement services to municipalities within Maryland and Iowa and will be launching School Zone Enforcement Programs within Georgia in August 2019.

RedSpeed was selected via competitive bid to replace the existing vendor ATS in both Sarasota and Coral Gables, Florida. In Illinois, RedSpeed was also selected via competitive bid to replace RedFlex in the communities of Aurora and Blue Island.

RedSpeed's **superior technology, responsive customer service and unblemished reputation within the industry** were cited in all these cases as the basis to replace the original enforcement providers, resulting in RedSpeed being selected above all the other enforcement companies currently operating in the States.

RedSpeed's success and growth is due to our commitment to:

- **Providing turn-key automated enforcement solutions, including a complete suite of back-office services which are simple to use and provided at no out of pocket cost to our municipal partner.**
- **Maintaining an unblemished reputation for integrity and ethical practices within the enforcement industry. RedSpeed has never initiated litigation against a partner Community or been named as a direct defendant in litigation as a result of our provision of automated enforcement services.**
- **Our experience transitioning communities from existing contracts with other enforcement providers who have failed to meet the municipality's performance or service expectations.**
- **Providing all our clients with unparalleled service, support, and industry leading technology. The level of service and support provided will never diminish over the duration of the contract.**
- **Meeting and exceeding all our Clients' expectations of their safety enforcement partner, and ensuring they have complete confidence in the integrity and reliability of their Automated Enforcement Program.**

The enforcement solution offered by RedSpeed includes valuable features which are ONLY Available thru RedSpeed are and are not available thru any other Photo Enforcement Vendor.

RedSpeed Exclusive Capabilities

Multiple Video Cameras: RedSpeed's Dual Red-Light & Speed Intelligent Camera System (RICS) is a completely video-based camera system, innovative within the Photo Enforcement industry and not available thru any other enforcement provider. In addition to a scene "overview" shot, lane specific video cameras offer a "zoom capability" essential to identifying plate numbers in situations such as Amber or Silver Alerts. **The City's existing systems will be replaced with Brand New Equipment, not refurbished systems removed from other installations.**

License Plate "Rewind" Ability: The use of multiple lane specific video cameras enables RedSpeed to extract obscured or partial license plate information and maximize the number of enforceable violations submitted to the Police for review. This is accomplished by either rewinding (or fast forwarding) the video footage until a clear plate image emerges. As a result, RedSpeed can process potential violations which would be discarded by other vendors unable to capture the plate using traditional still image camera equipment.

Live High Definition Video Streaming & Intersection Viewing: RedSpeed's proprietary website SiteOps™ enables authorized users to view real time traffic at enforced approaches from a PC, Tablet or Smart Phone. Users are also able to "rewind" the video footage, a function that is particularly valuable to on-scene officers faced with recreating accident specifics.

High Definition Video Archive Retrieval – SiteOps™: Each video camera is equipped with 4-16 terabytes of on-site storage, maintaining 45 days of video data. Thru the SiteOps™ website, City authorized users can remotely access and download archived video footage directly from the intersection cameras according to selected date and time parameters. The availability of this footage, combined with the immediate access, is invaluable to Police when investigating crashes occurring within the enforced intersections or for other investigative purposes.

Infra-red – No White Flash: The infra-red LED illuminator utilized by RedSpeed eliminates the need for the bright and disruptive white, strobe flash used by other vendors. The light source is continuous and undetectable to the naked eye, consistently capturing clear vehicle images while eliminating driver complaints resulting from a flashing white light.

Additional benefits offered by RedSpeed Florida include:

- **RedCheck™ Total Offense Processing Software and Patented Adjudication System** enables Police Officers, Adjudicators, and authorized municipal users to review violations and evidence packages via a secure Internet connection. The RedCheck™ software is web-based, so there are no supplemental hardware or software costs; all that is required is a standard Internet connection.

RedSpeed has worked closely with officers in Coral Gables and Sarasota to develop software which is:

- User-friendly and familiar to Florida police reviewers and Program Managers,
- Addresses the unique and specific requirements of Florida municipalities, and is
- A single platform-based solution, eliminating the need for multiple systems and the potential for incompatibility issues.

Since enforcement processing is integrated, the violation reviewing process is faster and labor costs associated with this function are reduced. All documentation generated by the system is stored against the respective violation number, allowing for instant access and complete case history at the touch of a button.

- **3D Object Tracking Radar Vehicle Detection:** RedSpeed utilizes state of the art, non-invasive Radar technology to alert the system to a violation. This optimized triggering technology results in the highest number of enforceable violations being captured (6x more than the in-ground method used by many vendors), while reducing the rate of false triggers. The Radar technology is resistant to weather (snow, flooding) and unaffected by roadway resurfacing projects, dramatically reducing the potential for system downtime.

An important benefit of this detection method is that Radar captures vehicle speed data as well. Should Florida law allow for Automated Speed Enforcement to be utilized in the suburbs, RedSpeed could **immediately** provide this technology to the City without any alterations being made to the existing system.

- **Non-Invasive Vehicle Detection:** RedSpeed also has the flexibility to utilize Sensys wireless flush mount sensors. Installation can be accomplished in under 10 minutes with the small circular hole producing the least amount of stress to the roadway and without impacting traffic flow.
- **Wireless Technology:** Images from the sites are transferred using wireless broadband or an HDMSA network. Each installation is customized by RedSpeed to determine the most efficient image transfer method. All electronic elements within the controller cabinet can be activated or de-bugged remotely.
- **Dedicated Project Implementation Team:** RedSpeed assigns a dedicated Project Manager who will oversee all aspects of the City's program. Services provided include: Coordinating intersection evaluation studies, compiling and preparing all the data and correspondence required for FDOT permit applications, preparing program evaluations and assisting the City's personnel with any and all questions which may arise.
- **National Law Enforcement Telecommunications System (NLETS) Strategic Partner:** RedSpeed was approved thru an extensive security check to partner with this state-of-the-art secure information sharing system. As a result, RedSpeed is able to obtain all the vehicle owner and registration information necessary to issue a violation. The accessible databases encompass virtually all 50 States with information inquiries being returned in less than 6 seconds, resulting in highly efficient and rapid processing.
- **www.RedLightViolations.com** This user-friendly website is maintained by RedSpeed and available 24/7. Violators may view the still and video images of their violation, pay fines on-line using debit or credit card, and download fillable affidavit forms.
- **Payment Processing** For accountability and complete transparency of operation, RedSpeed recommends an outside bank lockbox operation and credit card acceptance / reconciliation system be utilized. These systems are maintained and balanced daily by RedSpeed personnel. RedSpeed currently processes the Sarasota and Coral Gables program payments thru a Tampa, Florida based lockbox.
- **Customer Service:** The cornerstone of the RedSpeed philosophy is a commitment to unparalleled customer service and support to our client communities. RedSpeed believes that the program is not just about equipment and technology, it's the partnership between the municipality and our team which ensures a successful program.

To assist citation recipients, RedSpeed operates a full-service Call Center Monday through Friday, from 9 a.m. to 4 p.m. CST. Callers are connected with live Call Center Operators fluent in English and Spanish (and other languages as necessary) through a municipality specific toll-free number established by RedSpeed. These operators have on-line access to all violation information and can assist with any customer service needs.

- **Violation Image / Video Quality:** RedSpeed's photo enforcement system provides highly enforceable images and video, with an enforcement success rate as high as 99.02%. The System captures a minimum of 14 seconds of extremely high-quality video (6 seconds prior to the violation and 8 seconds after the violation occurred) at 30 frames per second. Images of potential violations are captured under every weather or lighting condition: Glare, heat, rain, wind, light, dark, as well as gradual and dramatic ambient lighting changes. Every enforced approach maintained by RedSpeed is highly scrutinized by a department of reviewers dedicated to quality assurance.

It should be noted that the variety of illegal products intended to obscure or distort the camera's ability to detect and read vehicle license plates are ineffective against the RedSpeed system. During the violation review process, reviewers can adjust the negative, brightness and contrast of the plate image to further facilitate the correct identification of the numbers / letters.

- **Evidence Archival:** RedSpeed provides, at no additional cost, violation evidence archival on a designated, secure servers for not less than 5 years after the disposition of a case or the termination of the contract. Evidence is not downloaded to Blue Ray disc or secondary storage devices but is maintained at a state-of-the-art DuPont facility outside of Chicago.

In the event the relationship between RedSpeed and the City is severed, RedSpeed will ensure all data pertaining to captured violations up to the date of termination is made available to the City in a manner conducive to business continuity and processing. This cannot be said of all vendors, who have immediately restricted community access to reporting and violation history upon notification their existing Red-Light contract was either being terminated or not renewed.

- **Evidence Security:** RedSpeed ensures evidence integrity using immediate data and image encryption at the time of capture and multiple firewalls. Data never leaves RedSpeed's control, since all back-office reviewing, and citation processing is completed in RedSpeed's Lombard, IL office, utilizing digital certificates, digital signatures, and audit trails.

In addition to maintaining a secure, back-up storage facility at the Lombard, Illinois headquarters, all RedSpeed's core systems and servers, including the Nlets interface, are housed at a co-location within Server Central in Elk Grove Village Illinois, one of the top managed data service facilities in the United States, further safeguarding the security of the City's violation data.

- **Maintenance:** RedSpeed provides round the clock, 365 days per year on-call engineers for prompt initial response from the conveniently located Sarasota based engineering office.
- **Warranty:** RedSpeed prides itself on utilizing durable equipment which is scrupulously maintained through regularly scheduled on-site maintenance and daily system monitoring. The result is a highly reliable system which provides consistent operation to the City. RedSpeed stands behind its product with a comprehensive warranty which applies for the duration of the City's contract and is included as part of the proposed pricing. In the event of a malfunction, RedSpeed is responsible for swiftly resolving the problem at no cost to the City. The only exception to the warranty coverage would be incidents arising because of acts or omissions by the City or its agents.
- **Community Education Support:** Customized materials designed to educate the community about the objectives of the photo enforcement program and its applicability as a tool to improve traffic safety (and benefit all residents) will be provided prior to the system's activation and for the duration of the partnership.
- **Financial Stability:** RedSpeed has only experienced growth and has never been the target of potential mergers or acquisitions. Financially solvent, the company is not currently nor ever has been faced with either downsizing or bankruptcy. A solid, proactive business plan for controlled but steady growth ensures that all employees will be trained to meet the needs of our clients, our goal will always be to exceed the needs of our clients, and that quality assurance practices will be applied to every phase of our operation.

Please consider this letter as evidence of RedSpeed Florida' formal commitment to providing the City of Miami Beach with all the services specified in the Request for Proposal. 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,



Robert Liberman
Managing Director

RedSpeed® Florida, LLC
(630) 317-5710

Experience

RedSpeed Florida, LLC was established in 2015 and is part of RedSpeed International, Ltd. which designs, develops and manufactures enforcement systems. RedSpeed International is a 30-year-old United Kingdom based company and the documented leader in the research, development, manufacture, and installation of digital camera systems which capture vehicle speed and red-light violations with the highest level of accuracy. The main corporate function is to market the RedSpeed range of traffic related equipment for traffic law enforcement. Products are manufactured mainly for police/traffic departments, highways agencies, local and state government law enforcement agencies, safety camera partnerships, civil engineers and road construction agencies.

RedSpeed International's global market presence includes:

- United Kingdom
- Northern Ireland
- India
- Kazakhstan
- South Africa
- Spain
- Brazil
- Italy
- Mexico
- Panama



RedSpeed® Corporate Headquarters

RedSpeed's understanding of Miami Beach's requirements can best be exemplified in its 13 years of operating performance within Illinois, Iowa and Maryland since the Lombard, IL facility was opened in 2006. At this time Illinois suburbs had just received State legislative approval to utilize automated enforcement, and since that time RedSpeed has partnered with more suburban municipalities than any current automated enforcement provider. Our dedicated team of over 85 individuals has worked hand-in-hand with these communities, developing installation policies and procedures, identifying potential locations, developing workflows for permit acquisition and program launch. These programs were customized to strictly adhere to State Law, as well as tailored to meet the individual requests of each community. ***This is exactly the type of personalized service the City of Miami Beach can expect by partnering with RedSpeed.***

RedSpeed's adaptability and commitment to customer service have enabled us to successfully meet and exceed the expectations of not just one large client, but of 56 clients for over 13 years. We have overcome the logistical challenges of servicing clients that are not all conveniently situated in a small radius but are located as far as 60 miles from our headquarters. We have tailored our services to meet the needs of not only densely populated communities, but also of small ones which may have been disregarded by other vendors.

RedSpeed's experience transitioning clients with existing Photo Enforcement Programs is evidenced in the several contracts acquired thru the competitive bid process, the most recent being the City of Sarasota Florida. Within weeks of contract execution, 3 City owned locations were importing violations and issuing the requested Warning notices to violators. The remaining 17 sites, all of which required FDOT permit approval, were launched within the following 11 weeks.

In another example, the City of Aurora Illinois had been partners with RedFlex Traffic Systems since the inception of their program in late 2009. Concerned by the negative publicity surrounding their existing vendor and the lack of available equipment upgrades, the City released the request for proposals but were apprehensive regarding the potential program downtime. Upon being awarded the contract based upon its industry leading fully video camera-based system, the contract was fully executed in mid-September 2015. To expedite the process, which required IDOT permits at several locations, RedSpeed obtained authorization from RedFlex to remove the existing equipment and ship same to a location of RedFlex's

choosing. Despite dealing with a particularly harsh Chicago winter resulting in frozen ductwork and the Christmas holiday which impacted the availability of key decision makers and sub-contractors, 7 cameras went live on January 18, 2016. A similar scenario occurred in Blue Island, Illinois, where once again RedSpeed® was selective thru a competitive bid process and replaced the existing vendor Redflex. Once again RedSpeed® was responsible for the removal and shipping of the existing equipment to minimize program downtime for the City.

The proficiency of the engineering department is best exemplified by the fact that after developing the entirely based video camera system, over 130 systems were completely overhauled from base thru pole and camera enclosure in under 6 months. Again, this is despite the severe weather conditions for which Chicago is famous.

Currently the focus of the team is on maintaining all existing equipment to exceed the expectations of our clients. The full force of the RedSpeed® organization is ready, willing, and able to channel all their combined expertise into a successful and mutually beneficial partnership with the City of Miami Beach.

The cornerstone of RedSpeed's philosophy is an unwavering dedication to delivering the very best in technology, on-time delivery, and customer service to every client. By partnering with RedSpeed® Florida, the City of Miami Beach can be assured that:

- The success of the program will never be compromised,
- The hands-on program management will never diminish over the duration of the contract,

Name: RedSpeed® Florida, LLC

RedSpeed Headquarters Address: 400 Eisenhower Lane North, Lombard IL 60148, Established 2006

Personnel Headquartered out of Lombard Facility:

- Robert Liberman – Program Director,
- Robert Quinton – Field Engineering Manager,
- Jose Chavez – Field Project manager,
- Dan Mason – Information Technologies Manager,
- Lisa Green – Director of Operations – overseeing a team of 30+ violation review specialists.
- Debra Beerup – Director of Client Relations & Marketing.
- Greg Johns – Finance Manager

Florida Field Office: 6245 Clark Center Avenue, Suite J Sarasota, FL 34238

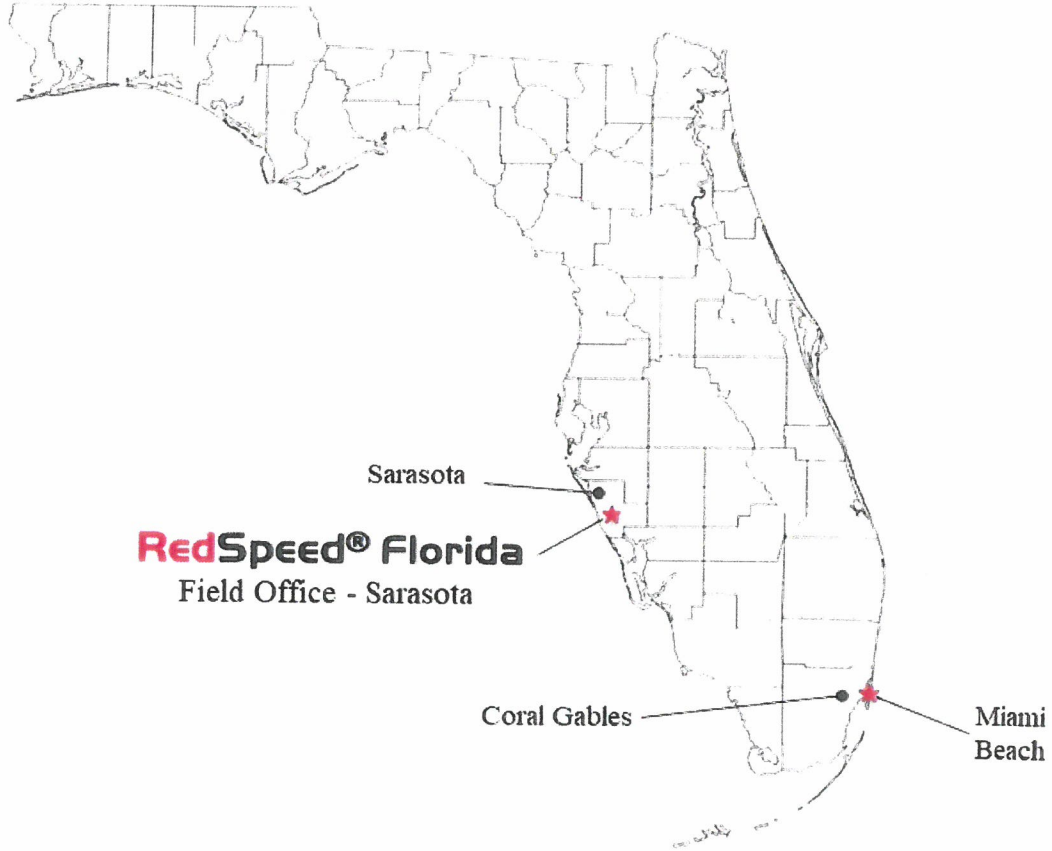
- Greg Parks – Vice President of Florida Operations
- Jeff DuFloth – Client Relations Specialist / Sales Consultant
- Field Service Engineers (4)

Telephone: 630-317-5700

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Website: www.RedSpeed-USA.com

Legal Entity: Limited Liability Corporation Established December 28, 2015



Illinois Automated Red Light Enforcement Partners

