

March 13, 2014

Via E-mail Only

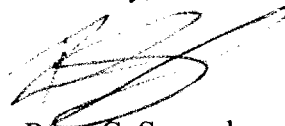
[REDACTED]
757-874-5732

Re: FOIA Request for Red Flex Bid Proposal

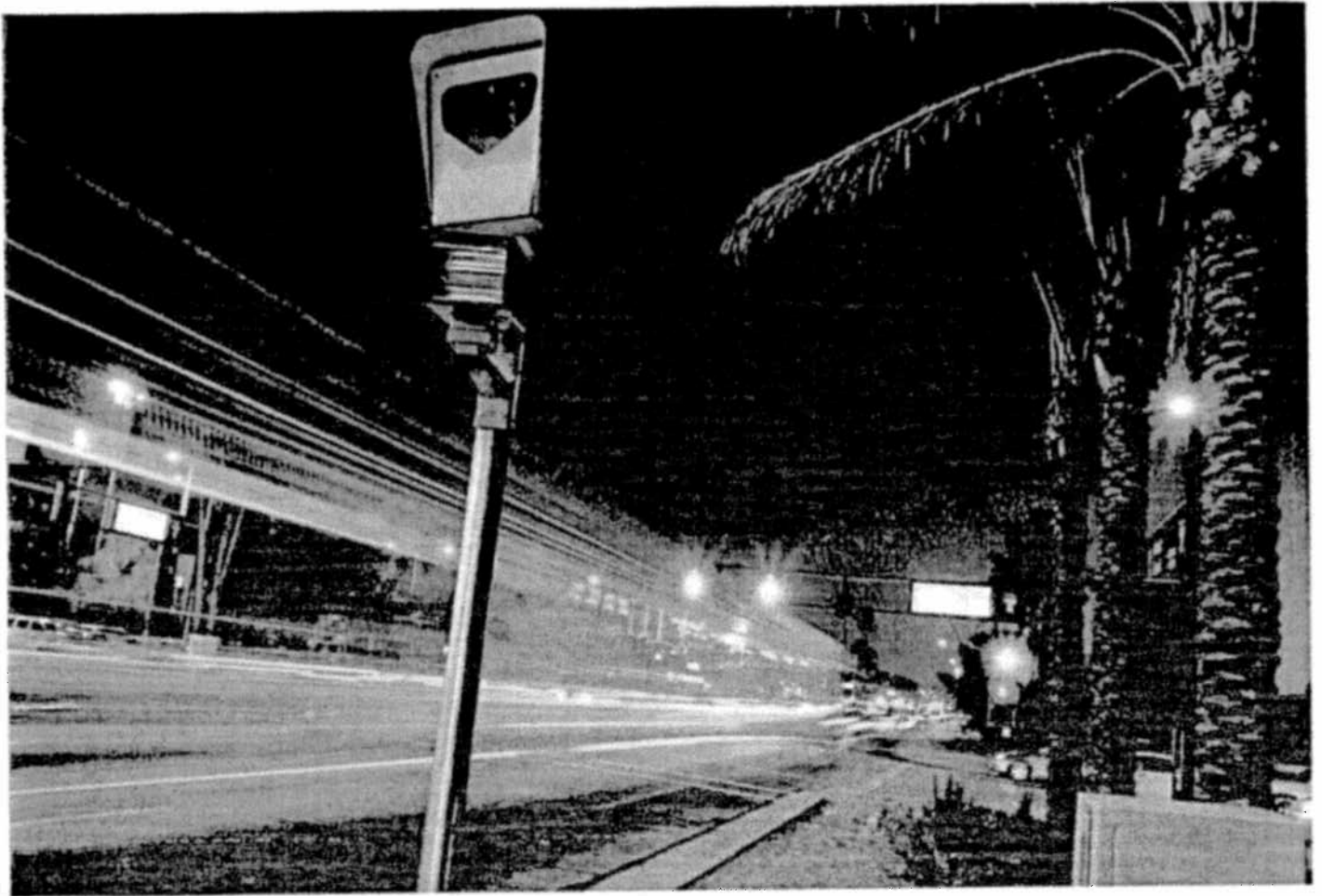
Dear Mr. [REDACTED]

I am in receipt of your request for the successful bid proposal from Red Flex and “the violation calculator.” Please find attached the documents the City of Chesapeake’s Purchasing Division report are responsive to your request. Please note that under Code of Virginia § 2.2-4342(F) and § 54-75(d) of the Chesapeake Municipal Code, trade secrets and proprietary information of RedFlex are not included.

Sincerely,



Ryan C. Samuel
Assistant City Attorney



Proposal
AUTOMATED RED LIGHT PHOTO ENFORCEMENT
RFP # 9045



Chesapeake, Virginia

Submitted on February 12, 2009
5:00 p.m.



Corporate Office

23751 N. 23rd Ave.
Phoenix, AZ 85085
(623) 207-2000 (O)
(623) 207-2050 (F)

RFP Contact

Craig Primiani
Eastern Regional Sales
Director
617-913-5472 (M)
cprimiani@redflex.com



MAKING A **SAFER** WORLD.

February 12, 2009

Victor Westbrook
Purchasing Manager
306 Cedar Road, 5th Floor
Chesapeake, VA. 23322

Dear Mr. Westbrook:

Redflex Traffic Systems, Inc., (Redflex) is pleased to present the enclosed proposal to the City of Chesapeake, Virginia. Redflex is committed to meeting the City's goals of reducing the number of red light violations and to improving public safety with the proposed deployment of an automated red light photo enforcement program as specified in the Request for Proposal (RFP) # 9045 and all issued addendums. Redflex will provide all materials and manpower necessary and assist in the selection of intersection(s) and approach(s) for the program. Our total solution includes all hardware, software, installation, maintenance, operation, and all back-office processing of violations. Redflex accepts the offer to bid and the Conditions Governing the Procurement process, with the additional comments listed on Binder #2, and will comply and act in accordance with all Virginia State Statues and City of Chesapeake ordinances regarding Anti-Discrimination in employment.

We recognize that the City is not just looking for a "technology vendor"; but rather developing a long-term relationship with a "partner" who truly understands photo enforcement's nuances and the impacts it can have on the City both positively or negatively if the program is administered or managed incorrectly. This partner should not only be one who can provide the robust program management and customer service that is required to operate a successful program, but a partner with experience in nurturing a program through from its inception, aiding it through growth and expansion, and supporting it well into maturity.

For nearly a quarter of a century, Redflex has been the foundation and true innovator of the automated photo enforcement industry. No other vendor can match our longevity, dedication, and expertise in providing solutions that are perfectly tailored for helping augment and enhance a City's current traffic enforcement efforts with guaranteed industry-leading results.

It is this type of focus that has allowed Redflex to be honored with supporting over **50% of the total U.S. Photo Enforcement** contracts totaling **220 plus partner cities** and approaching 1400 fully operational systems with zero clone or dummy cameras. To this point, in the first 6 months of our current fiscal year, we executed over 48 contracts, which equates to **Redflex being selected in approximately 80% of all competitively bid contract awards.**



City of Chesapeake, VA
Automated Red Light Enforcement Program
RFP # 9045

Redflex proposes a truly unique photo enforcement system that no other vendor can match in capability, delivery and support.

Cristina Weekes, Executive Vice President is the authorized individual to contractually obligate Redflex Traffic Systems, Inc. In addition, the following individual is authorized to negotiate the contract on behalf of Redflex as well as the person to be contacted for clarifications on our proposal:

Craig Primiani
Eastern Regional Sales Director
617.913.5472 Mobile
cprimiani@redflex.com

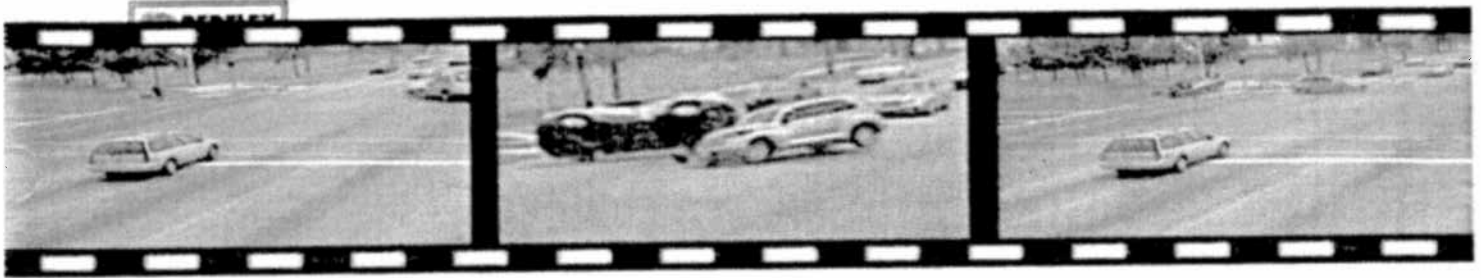
As the Selection Committee evaluates our proposal, we are confident that our verifiable capabilities, experience delivering programs of similar magnitude and complexity, and our proven public safety benefits will demonstrate that Redflex is clearly the most qualified vendor to support the City's efforts and to deliver a full turnkey system; as clearly specified in the RFP.

We thank you for this unique opportunity. We are confident in our people, our technology and our approach and are enthusiastic in our hopes to support this important community safety endeavor.

Kind Regards,

A handwritten signature in cursive script that reads "Cristina Weekes".

Cristina Weekes
Vice President, Redflex Traffic Systems



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C. Proposal Summary

The proposal enclosed herein is in full compliance with all the specifications as stated in the Request for Proposal (RFP). As the largest provider of photo enforcement programs in the USA, we are the most financially solvent photo enforcement vendor. We feel confident that the City will understand "why" Redflex is the most qualified partner for the City of Chesapeake through our demonstrated abilities to provide the most advanced technological approach, the most comprehensive support services, and the most robust technical infrastructure with first hand experience working with Virginia legislation.

The Best Technology - Redflex will provide the most advanced system configurations in the marketplace. Our next generation technology was designed and engineered using a Redflex specification to deliver a "function built" photo enforcement system. Designed from the specification up, our systems will provide the City of Chesapeake the highest yields in the industry. This means that we do not simply integrate "off-the-shelf" cameras and components, but rather use technologies that were designed to operate successfully in the most severe and challenging weather and light environments.

The heart of the Redflex Solution is the state-of-the-art **patented** high resolution digital cameras and **full motion video**, which will provide the City with the highest citation issuance rate in the industry; thereby achieving the greatest possible community safety benefits. Our integrated up to 12.4 megapixel camera has the capability to shoot up to **8 frames per seconds(fps)**, while our video capture up to 30 fps, which enables effective simultaneous and concurrent violation capture across multiple movements. Armed with patent protections, Redflex is **the only vendor that can legally** provide a multi-camera, multi-angle and multi-mode solution that incorporates the integrity of using a single central processor and single time clock in a synchronized fashion.

The City can also experience, another advantage of the Redflex solution which is the ability of the system to perform **Real-Time Traffic Monitoring and Intersection Surveillance**. This feature allows the City to view each intersection in real-time and record with robust archiving and playback capabilities.

Supporting the City of Chesapeake - Redflex understands that there exists a serious concern by many Virginia cities and municipalities as to the additional work load that the Red Light Safety program may impose upon the existing police staff. Some cities may have even considered abandoning the safety initiative due to such added work load. The concern centers on the following passage of VA Code 15.2-968.1 paragraph "H" which states:

"On behalf of a locality, a private entity may not obtain records regarding registered owners of a vehicle that fail to comply with traffic light signals".

Our past VA program operational experience, particularly with the City of Virginia Beach, allowed us to develop and implement a solution that is respectful and in alignment with the requirements set forth by VA code 15.2-968. Redflex proposes the following approach to minimize the City's workload:

1. Redflex camera system captures and identifies the license plate data of the offending vehicles.
2. Redflex creates an automated batch file of all the offending vehicles' license plate information.
3. The batch file is then formatted as an "automated request" for DMV.
4. The batch file is emailed the Chesapeake Police Department.



5. The Chesapeake Police Department forwards that batch file request to DMV as an automated request to populate the RO data fields of all the offending vehicles.
6. DMV responds back to the Chesapeake Police Department with the requested RO data.
7. Chesapeake Police Department forwards DMV's response to Redflex.
8. Redflex prints and mails the citations to the respective registered owners of the offending vehicles.

This simple and automated process imposes minimum additional labor upon the Chesapeake Police Department. Through the simple clicks of forwarding the request to DMV and forwarding the response of DMV to Redflex, Chesapeake's Police Department will experience no noticeable added work or labor.

With our past experience and operations in VA Beach Redflex is familiar with the unique requirements of operating a successful program in the Commonwealth and is the only vendor with operational experience in Virginia that meets all the requirements set forth in the RFP. Our industry leadership and innovative approach to safety has produced truly unique safety initiatives across the Nation such as:

- 1) The first and only Railroad Crossing Photo Enforcement program.
- 2) The first and only Stop Sign photo enforcement initiative.
- 3) The first and only Highway Speed Enforcement program.
- 4) The first and only State wide speed enforcement program



**REQUEST FOR PROPOSALS (RFP)
INDEFINITE DELIVERY//INDEFINITE QUANTITY (ID/IQ)**

ISSUE DATE: DECEMBER 5, 2008

RFP No. 9045 COMMODITY CODE: 550-09

TITLE: AUTOMATED RED LIGHT PHOTO ENFORCEMENT PROGRAM

CONTRACT NUMBER _____

ISSUED BY:
City of Chesapeake
Purchasing Division
306 Cedar Road, 5th Floor
Chesapeake, Virginia 23322

USING DEPARTMENT:
City of Chesapeake
Police Department/Public Works
306 Cedar Road
Chesapeake, Virginia 23322

PERIOD OF CONTRACT: FIVE (5) YEARS FROM DATE OF AWARD WITH THE OPTION TO EXTEND FOR UP TO THREE (3) ADDITIONAL ONE (1) YEAR TERMS.

SEALED PROPOSALS WILL BE RECEIVED UNTIL **5:00 P.M., JANUARY 6, 2009** For Furnishing The Services Described. **See Section 3.0 for specific instructions for the completion of proposals.**

All Inquiries For Information Should Be Directed To Victor Westbrook, Purchasing and Contracts Manager, VIA Email only: vwestbrook@CityOfChesapeake.net.

All questions must be submitted in writing to the Purchasing Division before **5:00 p.m., DECEMBER 19, 2008** via e-mail (No phone calls, please) to: vwestbrook@CityofChesapeake.net. Please reference the RFP name and number in the subject line of all corresponding emails. If necessary, an addendum will be issued in the form of a facsimile and posted on the City website at: CityOfChesapeake.net.

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO THE PURCHASING DIVISION AT THE ADDRESS SHOWN ABOVE. IF HAND DELIVERED, DELIVER TO: City Hall, Purchasing Division, 306 Cedar Road, 5th Floor, Chesapeake, VA.

In Compliance With This Request for Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers, And Agrees To Furnish Services requested in the solicitation.

THIS SECTION IS TO BE COMPLETED BY OFFEROR.

NAME AND ADDRESS OF FIRM:

Redflex Traffic Systems, Inc.

Date: 12/22/2008

23751 N. 23rd Avenue Ste. 150

By: *Cristina Weekes*
(Signature In Ink)

Phoenix, AZ Zip Code: 85085

Name: Cristina Weekes
(Please Print)

Title: Executive Vice President

FEI/FINT NO: 94-3292233

PHONE: (623) 207-2000

FAX: (623) 207-2050

EMAIL: cweekes@redflex.com

WEBSITE: www.redflex.com

CITY OF CHESAPEAKE

REQUEST FOR PROPOSAL

ADDENDUM NO. 1

ISSUE DATE: December 22, 2008 RFP No. 9045

TITLE: Automated Red Light Photo Enforcement Program

ISSUED BY: City of Chesapeake
Purchasing Division
306 Cedar Road, 5th Floor
Chesapeake, Virginia 23322

DEPARTMENT: Police Department/Public Works

Change Proposals due date from 5:00 p.m., January 06, 2009 to read 5:00 p.m., January 15, 2009.

Note: A signed acknowledgment of this addendum must be received at the location indicated on the RFP either prior to the proposal due date and hour, or attached to your proposal. Signature on this addendum does not substitute for your signature on the original proposal document. The original proposal must be signed.

NAME AND ADDRESS OF FIRM:

Redflex Traffic Systems, Inc.
23751 N. 23rd Avenue Ste. 150

Date:

1-9-08

By:

Cristina Weekes

(Signature In Ink)

Name:

Cristina Weekes

(Please Print)

Phoenix, AZ Zip Code: 85085

Title:

Executive Vice President / Secretary

END OF ADDENDUM NO. 1

ALL OTHER TERMS, CONDITIONS, AND SPECIFICATIONS SHALL REMAIN UNCHANGED.

ALL INQUIRIES FOR INFORMATION SHOULD BE DIRECTED TO VICTOR WESTBROOK, PURCHASING AND CONTRACTS MANAGER, PHONE: (757) 382-6359, FAX: (757) 382-6900, Email: vwestbrook@CityOfChesapeake.net

CITY OF CHESAPEAKE

INVITATION FOR BID

ADDENDUM NO. 2

ISSUE DATE: January 13, 2009 RFP No. 9045
TITLE: AUTOMATED RED LIGHT PHOTO ENFORCEMENT PROGRAM

ISSUED BY: City of Chesapeake
Purchasing Division
306 Cedar Road, 5th Floor
Chesapeake, Virginia 23322

DEPARTMENT: PUBLIC WORKS

CHANGE PROPOSALS DUE DATE FROM 5:00 P.M. JANUARY 15, 2009 TO READ 5:00 P.M. JANUARY 29, 2009

ANSWERS TO QUESTIONS TO FOLLOW.

Note: A signed acknowledgment of this addendum must be received at the location indicated on the IFB either prior to the bid date and hour, or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid must be signed.

NAME AND ADDRESS OF FIRM:

_____ Date: 1-26-09
Redflex Traffic Systems, Inc. By: *Cristina Weekes*
23751 N.23rd Avenue Ste.150 Name: Cristina Weekes (Signature In Ink)
_____ (Please Print)
Phoenix, AZ Zip Code: 85085 Title: Executive Vice President

END OF ADDENDUM NO.2

ALL OTHER TERMS, CONDITIONS, AND SPECIFICATIONS SHALL REMAIN UNCHANGED.

ALL INQUIRIES FOR INFORMATION SHOULD BE DIRECTED TO VICTOR WESTBROOK, PURCHASING AND CONTRACTS MANAGER,
PHONE: (757) 382-6359, FAX: (757) 382-6900, Email: vwestbrook@CityOfChesapeake.net

CITY OF CHESAPEAKE

INVITATION FOR BID

ADDENDUM NO. 3

ISSUE DATE: January 28, 2009 RFP No. 9045
TITLE: AUTOMATED RED LIGHT PHOTO ENFORCEMENT PROGRAM

ISSUED BY: City of Chesapeake
Purchasing Division
308 Cedar Road, 5th Floor
Chesapeake, Virginia 23322

DEPARTMENT: PUBLIC WORKS

CHANGE PROPOSALS DUE DATE FROM 5:00 P.M. 29 JANUARY 2009 TO READ 5:00 P.M. 12 FEBRUARY 2009.

ANSWERS TO QUESTIONS TO FOLLOW

Note: A signed acknowledgment of this addendum must be received at the location indicated on the IFB either prior to the bid date and hour, or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid must be signed.

NAME AND ADDRESS OF FIRM:

Redflex Traffic Systemes, Inc. Date: 1/30/09
By: *Cristina Weekes*
(Signature In Ink)
23751 N. 23rd Avenue Ste. 150 Name: Cristina Weekes
(Please Print)
Phoenix Zip Code: 85085 Title: Executive Vice President

END OF ADDENDUM NO.3

ALL OTHER TERMS, CONDITIONS, AND SPECIFICATIONS SHALL REMAIN UNCHANGED.

ALL INQUIRIES FOR INFORMATION SHOULD BE DIRECTED TO VICTOR WESTBROOK, PURCHASING AND CONTRACTS MANAGER, PHONE: (757) 382-6359, FAX: (757) 382-6900, Email: westbrock@CityOfChesapeake.net

CITY OF CHESAPEAKE

INVITATION FOR BID

ADDENDUM NO. 4

ISSUE DATE: February 4, 2009

RFP No. 9045

TITLE: AUTOMATED RED LIGHT PHOTO ENFORCEMENT PROGRAM

ISSUED BY: City of Chesapeake
Purchasing Division
306 Cedar Road, 5th Floor
Chesapeake, Virginia 23322

DEPARTMENT: PUBLIC WORKS

Question: Regarding the cost proposal format, the RFP specifies a needed separate sealed envelope for the cost. However, on page 17, the paragraph under Binder #3 states "all discussion of proposed cost, rates or expenses must occur only in a separate location with the cost response form." Could you clarify? Do you consider binder #2 to be the separate sealed envelope or would you like the cost in a separate sealed envelope in binder 2, and/or separate apart from binder #2 all together? In accordance with the proposal organization on page 17 there should be three binders if you are submitting proprietary materials. Binder 2 should contain the cost information.

Is there a specific/actual "cost response form" that is needed? No

Under the technical specifications/requirements section on page 18, number 3, "identify the proposed Project Manager and submit a list of other key personnel committed to the City account, summarize each person's level of specialized experience." Is this a specific needed requirement of compliance to the RFP? This information is required and will be used in evaluating proposals.

Could you clarify the page limits for the proposal, page 17, and section 3.3.1? Are the limits to 50 pages inclusive of all three binders (1,2,3) together or is it 50 page per each separate sectioned binder? 50 for each binder.

Regarding binder#3 for the proprietary or confidential material, will this section remain confidential to the City only or is it also open and subject to the Freedom of Public of Information Act to anyone's requested? All marked proprietary and confidential info is not subject to the Freedom of Public Information Act.

Section 22 b. The contractor shall guarantee the City that the program will be cost neutral or better during the term of the agreement. Code of Virginia 15.2-968.1, Section 1 includes the following condition, "No locality shall enter into an agreement for compensation based on the number of violations or monetary penalties imposed. It appears that "cost neutral" compensation is directly correlated to the number of the violations issued and the collection of the related fines, i.e. the "monetary penalties imposed". If the locality does not receive sufficient revenue from collected fines to pay the Contractor, and then the Contractor must reduce the fee. Thus it appears that "cost neutral" compensation is based on both the number of violations and the monetary penalties imposed. What is the Chesapeake City attorney's opinion regarding code of Virginia 15.2-968.1 and whether or not "cost neutral" compensation complies? Cost Neutral is defined as stated on page 10 section 22 Compensation a and b.

RFP Page 31 section 8, I assume that we don't have to have a bond due to the fact that the program is at no cost? Please confirm? The City is requiring a Performance Bond.

The pricing request for a deduct for not providing Public Information/Education/Survey component, can you please help me understand the reason for that request? The cost for providing this service shall be borne by the contractor and therefore must be shown as a separate line item.

Note: A signed acknowledgment of this addendum must be received at the location indicated on the IFB either prior to the bid date and hour, or attached to your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid must be signed.

NAME AND ADDRESS OF FIRM:

Redflex Traffic Systems, Inc.

23751 N. 23rd Avenue Ste. 150

Arizona

Zip Code: 85085

Title: Executive Vice President

Date: 2/9/09

By: 

Name: Cristina Weekes

(Signature in Ink)

(Please Print)

END OF ADDENDUM NO.4

ALL OTHER TERMS, CONDITIONS, AND SPECIFICATIONS SHALL REMAIN UNCHANGED.

ALL INQUIRIES FOR INFORMATION SHOULD BE DIRECTED TO VICTOR WESTBROOK, PURCHASING AND CONTRACTS MANAGER, PHONE: (757) 382-6359, FAX: (757) 382-6900, Email: vwestbrook@CityOfChesapeake.net

ATTACHMENT A

CERTIFICATION OF COMPLIANCE WITH IMMIGRATION LAWS AND REGULATIONS

Section 54-72.2 of the Chesapeake City Code requires that any person or entity doing business with the City of Chesapeake, including its boards and commissions, shall include a sworn certification by the contractor or vendor of compliance with all federal immigration laws and regulations. These laws include the Federal Immigration Reform and Control Act, which makes it unlawful for a person or other entity to hire, recruit or refer for a fee for employment in the United States, an alien knowing the alien is unauthorized, and Section 40.1-11.1 of the Code of Virginia, which makes it unlawful for any employer to knowingly employ an alien who cannot provide documents indicating that he or she is legally eligible for employment in the United States. The state law, in particular, places an affirmative duty on employers to ensure that aliens have proof of eligibility for employment.

Accordingly this certification shall be completed and attached to all contracts and agreements for goods and services made by the City of Chesapeake or any of its boards and commissions. Failure to attach a completed certification shall render the contract or agreement void.

Type or print legibly when completing this form.

Legal Name of Contractor or Vendor: *Redflex Traffic Systems, Inc.*

(Note: This is your name as reported to the IRS. This should match your Social Security card or Federal ID Number.)

Type of Business Entity:

Sole proprietorship (Provide full name and address of owner):

Limited Partnership (Provide full name and address of all partners):

General Partnership (Provide full name and address of all partners):

Limited Liability Company (Provide full name and address of all managing members):

Corporation (Provide full name and address of all officers):

Karen Finley President 23751 N. 23rd Avenue Ste. 150 Phoenix, AZ 85085

Cristina Weekes Secretary 23751 N. 23rd Avenue Ste. 150 Phoenix, AZ 85085

Doing Business As: *Redflex Traffic Systems, Inc.*

If Applicable (Note: This is the name that appears on your invoices but is not used as your reporting name.)

Name and Position of Person Completing this Certificate: Cristina Weekes / Executive Vice President / Secretary

Physical Business Address: 23751 N. 23rd Avenue Ste. 150
Phoenix, AZ 85085

Primary Correspondence Address (If different from physical address):

Number of Employees: 468

Are all Employees Eligible for Employment in the United States? Yes

Under penalties of perjury, I declare on behalf of the contractor/vendor listed above that to the best of my knowledge and based upon reasonable inquiry, each and every one of the contractor's/vendor's employees are eligible for employment in the United States as required by the Federal Immigration Reform and Control Act of 1986 and Section 40.1-11.1 of the Code of Virginia. I further declare on behalf of the contractor/vendor shall use due care and diligence to ensure that all employees hired in the future will be eligible for employment in the United States. I affirm that the information provided herein is true, correct, and complete.

Sworn this 22 day of December, 2008 on behalf of _____ as evidenced

by the following signature and seal:

Name of Contractor/Vendor: Redflex Traffic Systems, Inc.

Printed Name of Signatory: Cristina Weekes

Signature: *Cristina Weekes*

Date: 12-22-08

STATE OF ARIZONA:
COUNTY OF MARICOPA, to-wit:

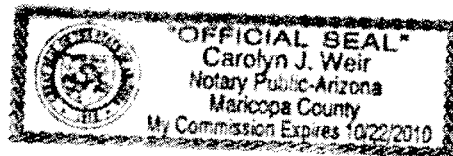
The foregoing instrument was acknowledged before me this 22nd day of December, 2008, by

CAROLYN J. WEIR

Carolyn J. Weir
Notary Public

Registration No.: _____

My commission expires: 10/22/2010





2. Qualifications and Specialized Experience

Redflex Traffic Systems is a wholly-owned subsidiary of the Redflex Holding Group. Redflex has been servicing photo enforcement programs across the world for well over 2 decades. In the US we currently operate the longest-established program, which dates back to 1986.

As the longest **established photo enforcement service provider** in the USA, we stand shoulder-to-shoulder with over 225 partner cities and have helped **pioneer successful photo enforcement programs in 16 of the 22 states** in which we currently operate. As such, we truly and wholeheartedly recognize the potential pitfalls and challenges that the City of Chesapeake may face in their **trailblazing efforts**. We also know that our depth of experience will translate into a unique understanding of how to best navigate these waters and we are single-handedly in the best position to ensure that the City is successful in its efforts, operationally, fiscally, technically and legally. As previously stated, Redflex currently support the very first, inaugural programs in sixteen States across the Country, including:

- Mississippi, City of Columbus
- State of Louisiana, Jefferson Parish
- State of Massachusetts, Town of Saugus
- State of New Jersey, City of Newark
- State of Colorado, City of Fort Collins
- State of Nevada, City of North Las Vegas
- State of California, City of Oxnard*
- State of Illinois, City of Chicago
- State of Arizona, City of Paradise Valley
- State of South Dakota, City of Sioux Falls
- State of Ohio, City of Toledo
- State of Oregon, City of Beaverton*
- State of Minnesota, City of Minneapolis
- State of New Mexico, City of Albuquerque
- State of Virginia, County of Spotsylvania
- State of Montana, City of Bozeman

**Denotes programs which converted technologies and vendors and replaced incumbent vendors; thereby also transitioning back-offices.*

Our philosophy is simple- We provide our partners with partial or full turnkey all digital automated enforcement programs that that are economically feasible, simple to administer and maintain, and provide the most advanced and proven technologies.

Additional Experience - As a publicly traded company, Redflex #1 market share position, leadership and many years of continued and uninterrupted program delivery can be easily confirmed. Over the course of 2007-2008, five very important events took place. These five events have set the standard and direction for the entire photo enforcement industry and provided an objective and empirical standard for system performance and operation. **These events included:**

- **Head-to-head field demonstration of multiple vendors and technologies in Corpus Christi, TX.**
- **Head-to-head field demonstration of multiple vendors and technologies in Austin, TX.**
- **Vendor selection and objective 3rd party validation for the contract award of the largest photo enforcement program in the world: the City of Chicago.**
- **The County of Sacramento, California one of the oldest programs in the state evaluated the offerings of four potential technology partners and ranked Redflex #1.**
- **Arizona Department of Public Safety selected Redflex to implement the first Statewide speed enforcement system in the United States.**



Event #1- City of Corpus Christi, TX

In the spring of 2007, we competed in a 30-day trial in Corpus Christi, Texas. **Redflex beat the competition (ATS & Siemens)** and was unanimously selected to support the City on the permanent contract.

Event #2- City of Austin, TX

The City of Austin advised us that we had been selected following our October 2007, "Face-Off" with ATS. **In the final analysis, the City selected Redflex based on a number of evaluation factors, including image clarity, back office, and support services.**

Event #3 – City of Chicago, IL

In 2003, the **City of Chicago conducted a 30-day trial** in which Redflex competed directly against ACS. When the results were tabulated, **Redflex was unanimously selected** to support the City. Today, we support over 150 systems in the City of Chicago.

In August 2007, the City of Chicago issued a competitive tender for the expansion of the city's current Digital Automated Red Light Enforcement Program (DARLEP). Per the tender's specification, the new project's scope was for the addition of, but not limited to, 220 intersections with 2 approach systems per intersection and for a contract term of 5 years with the option of 2 additional one-year periods.

The evaluation process was extremely comprehensive and included reference checks, the assessment of each participating vendor's records of past performance and the specialized experience of each participating firm's personnel. **As the largest red-light tender in the world, the City also validated its process and findings by engaging an objective 3rd party engineering firm, Parsons Engineering.** The firms that responded included ATS, Meade Electric, Nestor and Redflex, while Meade Electric was eliminated from additional evaluation for not providing required key components of the RFP response. **In the final analysis, Redflex was rated the most highly qualified respondent and was the unanimous recommendation by the evaluation committee.**

American Traffic Solutions was rated a total combined score of 714. The resulting score by the EC are concerns over the lack of implementation and operational experience of the subcontractors, lower than requested citation issuance rate, and less than desirable technical solution as requested in the Request for Proposal.

Nestor Traffic Systems, Inc. was rated a total combined score of 714. The resulting score by the EC are concerns with the financial viability of the company, ability of their team to implement a large scale program, and high cost of implementing the DARLEP.

Redflex Traffic Systems, Inc. was rated a total combined score of 1030 and therefore ranked as the highest qualified respondent. The resulting score is based on the respondent's ability to meet or exceed all of the technical, implementation, operational and financial requirements.

A vote was taken by the EC members and unanimously selected Redflex Traffic Solutions, Inc. as the most qualified respondent. Based on further discussions and the highest cumulative score assigned by each member of the Evaluation Committee (EC), Redflex Traffic Systems, Inc. is recommended as the selected respondent for contract negotiations. The selected respondent has active installed systems in the City. Therefore, the EC voted not to proceed with Phase III – Pilot Test.

There could be no better confirmation of the legitimacy, credibility, technological superiority and undisputed market leadership of Redflex Traffic Systems than being awarded the largest Photo Enforcement program in the world in a highly competitive bid process that included both a national and international pool of Photo Enforcement Service providers.



Event #4 – County of Sacramento, CA

In March 2008, having reached the end of their existing contract with ACS, the **County of Sacramento** sought proposals for the continuation and possible expansion of their red light camera program. As one of the oldest and most respected programs in the State of California, the County contract was aggressively sought after by ACS, ATS, Nestor and Redflex. When the evaluation was completed, **Redflex was scored nearly 25% higher than the next closest respondent and was unanimously selected to support the County.** County of Sacramento Evaluation (June 2008):

	Redflex	ACS	ATS	Nestor
Company Qualifications	94	52.4	69.5	66.6
System Capabilities	95	86.4	77.6	75.4
Customer Service	89.6	84.3	77.8	61.0
Price	100	82.8	73.7	63.0
Total Points	378.6	305.9	298.6	266.0

Event # 5 – Arizona State Department of Public Safety (July 2008)

Redflex was selected as the vendor of choice for the first statewide speed-enforcement program in North America by the Arizona Department of Public Safety. Redflex is currently providing a speed monitoring pilot program for Arizona utilizing two mobile van units deployed across the state to deter speeding. The awarded contract is for 200 systems which include 40 mobile speed systems, 10 mobile red light systems, 90 dedicated fixed speed systems and 30 combination systems operating in as a bi-directional mode. The selection of Redflex to provide freeway speed enforcement cameras for the state resulted from a formal Request for Proposal (RFP) issued by the Department of Public Safety and included a highly competitive analysis of all vendors on the basis of financial stability, program pricing, technology, implementation and customer service. Vendors participating in the RFP included Redflex, Nestor Traffic Systems and American Traffic Solutions (ATS).

Having been selected in all three competitive head-to-head trials that Redflex has participated in, as recently as last year, Redflex has demonstrated its superiority over its competitors in this environment. Redflex recommends that the City visit any one of our operational programs, and more importantly our back office operation to further validate our superiority. A visit to the back office will allow the City to corroborate a vendor's claims and substantiate their ability to support the City's program for the term of the agreement. It will also allow the City to observe all technological core competencies and meet with customers to verify our capabilities and avoid a situation that just happened to Naperville, Illinois. One of our competitors recently had a contract terminated in Naperville. The initial decision was based on price and the vendor could not deliver the technology as described on the contract. After the contract was terminated, the City issued another RFP and Redflex was the overwhelming choice due to our leadership and verifiable technological superiority. That vendor has subsequently pulled out of all of its contracts in Illinois and Missouri. Redflex will work with the City to meet the objectives required to verify our capabilities and avoid the embarrassment experienced by Naperville and the other communities that have similar horror stories to tell.



4. Scope of Work

General Requirements

Redflex will provide all materials and effort necessary to the City for the deployment of an Automated Red Light Photo Enforcement Program. Services provided will include all hardware, software, installation, maintenance, operation, processing of violations and other services as described in the RFP and addendums. Redflex will maintain that the City shall have sole authority for establishing all operational and administrative program protocols.

Specific Requirements

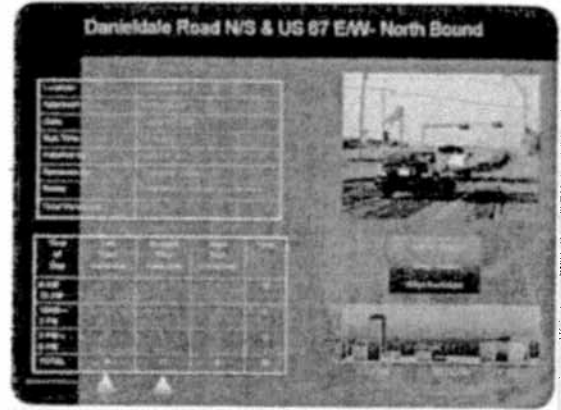
1. Site Analysis

Redflex works closely with various City agencies, including the Police Department, Traffic Engineering, VDOT and Department of Public Works in the identification of the City's most dangerous intersections. Redflex and the City will identify and triangulate which intersections warrant automated enforcement to ensure the City meets its specified safety needs and adherence to VDOT requirements. This analysis will be unique for each intersection, and will include:

- Pole and loop placement
- Unique construction requirements
- Expected coverage areas (such as specific lanes, through traffic and/or left turn traffic, etc.)
- Potential obstructions (such as frequent truck traffic stopped at the light, glare conditions)
- Safety recommendations regarding placement
- Potential number of violations expected per average 24 hour period
- Collision histories
- Collision diagrams: which will provide the City a better understanding regarding the nature and type of collisions
- Engineering studies
- Site walkthroughs
- Geometric analysis
- Pavement analysis
- Engineering study



Upon issuance of the contract, Redflex will issue a report to the City within 10 days of the optimal recommended placements of cameras and provide an opinion on which intersection approaches would most benefit the City. To accomplish this, Redflex will work with the City of Chesapeake to develop and determine the initial list of potential intersections for the initial installation site, chosen in part based on quantitative assessment of the frequency of red light violations and collisions. Redflex will analyze the data and prepare a report summarizing the monitoring results, accident data, a review of the intersection geometric and operational characteristics, review existing signal clearance intervals for compliance with the Institute of Transportation Engineering Guidelines, and any other additional information needed by VDOT and/or Chesapeake Public Works Department for camera placement.



The video analysis will provide baseline violation data for a minimum of 8 hours and during peak traffic times, providing specific details on:

- Volume of Violations:
- By Time of Day
- By Lane
- By Type of Movement

Completing a detailed video-analysis will ensure that Redflex and the City truly develop and implement a comprehensive “**Approach Strategy**”, that will provide the City with detailed information for accurate fact-based decisions on possible program expansion efforts.

Redflex has also developed an additional analysis approach that is truly unique to Redflex. In addition to conducting our video analysis, it is critical to examine how environmental factors at an intersection approach will impact driving behavior. Redflex sought the guidance of a renowned professor from Texas A&M University and the development of a “Violation Calculator” that factors in not only the quantitative violation analysis, but the engineering factors at an approach level that would also influence driver behavior. Additional engineering factors include:

- Traffic Volume
- Approach Speed
- Signal Head Back Plates (Yes/No)
- % of Heavy Vehicles
- 85th Percentile
- Clearance Path
- # of Through Lanes
- Yellow Duration
- Average Green Duration



- Actuated – Distance from Sensor to Approach
- Average Cycle Length

Based on the quantitative analysis and the various engineering factors, Redflex has developed two calculators which more accurately predict violator behavior on real world parameters and influence. These calculators are based on the traffic signal being pre-timed or actuated. Redflex has developed this approach with data points from over 1,225 active systems, that provides the City with the most accurate and robust analysis in the industry. When using the City's own crash data in conjunction with the survey and violation calculator Redflex has seen a "confirmed" 85% confidence in our ability to accurately identify the annual number of violations that will occur at an intersection.

How do we know we can get this accurate? We simply looked back at our own existing accounts and ran our method against 5 years of actual known violation data. What we found is that we are 85% more accurate with our multi input approach to intersection analysis than simply using video survey data alone. The data provided will not only help with the identification of the most problematic locations, but also function as a baseline for future comparison for the measuring of the ongoing program success or effectiveness.

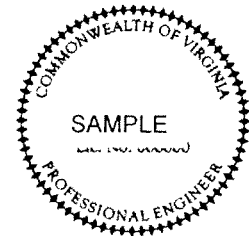
2. Installation/Design Plan

Redflex will perform all the required preparatory, installation and design plan work essential to the City's program for the specified intersections. The plan will outline the placement of all equipment and be submitted in the form and detailed as required by the Chesapeake Traffic Engineering Department.

The installation/design plan will be prepared by an engineering firm licensed to do business in the State of Virginia. Installation of the equipment will not occur until an acceptable installation/design plan is submitted and approved by the City and VDOT (if applicable). The installation/design plan will be constructed to provide for minimal disruption of roadway surfaces and will conform to all city, state and federal guideline.

Redflex will be responsible for submitting any plans as prescribed by the City Code and obtaining all necessary permits and approvals required for installation of the equipment. For the purpose of developing installation time frames, Redflex assumes a 30 calendar-day permit process. If the permit process takes longer than 30 days, Redflex will be provided with additional time for final installation equal to the same number of extra days required to obtain permits.

Redflex will attend all pre-construction meeting as may be required by the City. In addition, any damage to city property caused by Redflex or our subcontractors during installation, operation, maintenance, or removal of system, e.g., signal conduit, signal cables, interconnect, junction boxes, loops and pavement markings, etc., will be repaired in a timely manner.





Redflex will furnish sign posts that will be constructed of telescoping steel. Redflex will be responsible for providing electrical service to the red light cabinet and any additional loop detectors that may be required for the operation of the system. We will change any light bulb lights to LED at our expense. All equipment and materials and work will be approved by Traffic Operations/TMC.



3. Equipment Installation

Redflex will provide all and any necessary equipment and appurtenances to deploy and support a fully functional Automated Red Light Photo Enforcement Program. Equipment will include, but not be limited to, software, hardware, cameras, flash strobes, violation detection loops (if applicable), wiring, computer interfaces, communication linkages, etc.

In addition, we will provide, for the city's use, two computer workstations consisting of one desk top and one laptop. The workstations will be networked to the Program's database and will provide for on-line monitoring of the program by city personnel. The location of the workstations will be as designated by the city.

The equipment will be state-of-the-art and is able to automatically detect a vehicle that is violating the red signal indication. In addition, it will also capture and record the speed of such vehicle and the amount of time elapsed between the times when the signal turned red and the time of the violation.

The Redflex **SmartCam HDX** is a high resolution digital camera unit that enables the effective capture of multiple images of each violator, in a clear, crisp color-rich image format and feature that include:

- Up to 12.84 total pixels (image sensor)
- 5-7 frames per second
- Shutter speed to 1/8000 sec.
- 4008 x 2672 square pixels per image

Data Bar

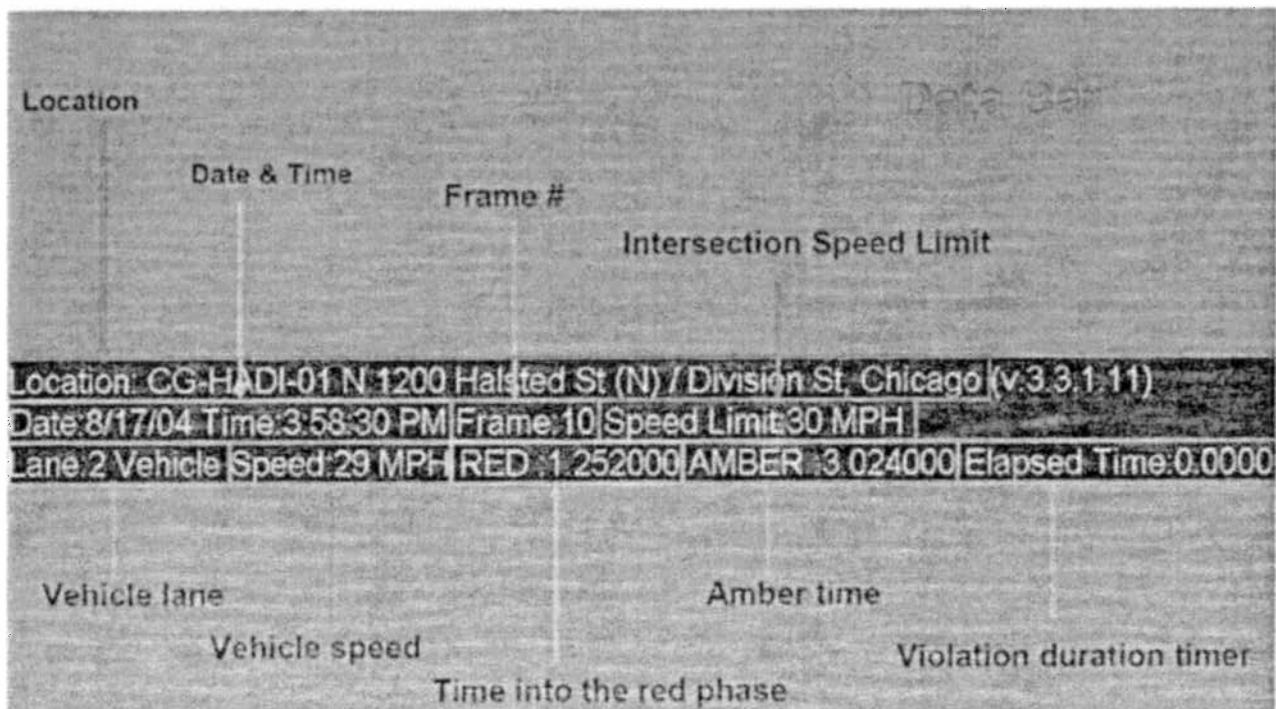
The system imprints violation information on the image at the point-of-capture. Information includes, but is not limited to: location, date, vehicle speed, duration red phase (in 1/100ths time format), duration of the amber phase (in 1/100ths time format) and elapse time between images. **In contrast to the rfp's required specification to state the red phase timing in 1/10th of a second, Redflex strongly recommends that such red light phase timing be imprinted onto the databar in 1/100th of a second format (identical to the requirement for the amber phase timing imprint). Such action will assure that there is no rounding down or rounding up of the red phase timing.** The data bar in image one generated by the violation will display:

- Date
- Time of day (military)
- Lane number the violation occurred
- Amount of time the traffic signal light was red when the violation occurred
- Amount of time the amber traffic signal light was illuminated
- Delay time of 0.5 post red phase programmed into system
- Location name and/or code number
- The data bar for image two will display:
 - Date
 - Time of day (military)
 - Lane number the violation occurred



- Photo number
- Same violation number as image one connecting the two images
- Amount of time the traffic signal light was red when the second image was captured
- Amount of time the amber traffic signal light was illuminated (true reading of the last amber phase prior to the red phase being engaged).
- Amount of time, in fractions of seconds (up to one thousandths of a second), from the time the signal turned red to the time of the violation(which is a vital piece of information because VA law required that the potential offender must be given a 0.5 second grace period after the light turns red)
- Interval time between first and second images
- Speed of violator
- Location number

In addition the databar is encrypted with the violation images at the time of capture. Databar information, point type, and font cannot be manipulated at any time. Each of the high resolution digital images produced by the system includes an encrypted databar, which “stamps” pertinent violation information of the image at the exact point of capture. The databar includes a 256-character field that can be customized to suit the City’s specific preferences and requirements. Standard data elements are encrypted at the point of capture on each image and this information cannot be manipulated by Redflex or the system.



Capturing a Violation

The Redflex system captures the rear of vehicles whose drivers commit red light violations. The camera has the capability to obtain a clear image of the rear of vehicles to clearly identify the license plate. The equipment will capture two (2) color photographs per violation, the first photograph depicts the vehicle before the legal point of violation with the governing traffic signal displayed visibly red in the photograph.



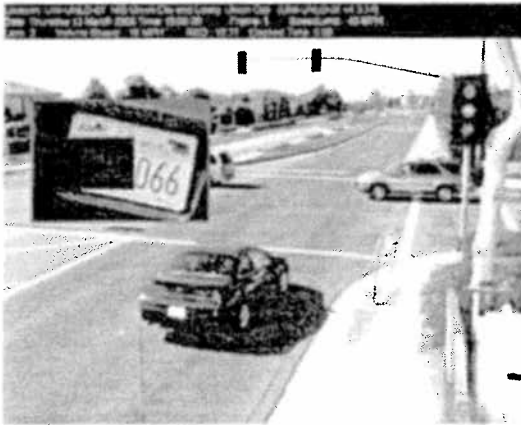
City of Chesapeake, VA
Automated Red Light Enforcement Program
RFP # 9045

The second photograph will depict the same vehicle continuing through the intersection, beyond the legal point of violation with the traffic signal visibly red in the photograph. Furthermore, a license plate image will be provided that is clear and legible. The license plate image used to obtain the violator's name and address will be identified from one of the intersection photos depicting the actual violation.

The following sample set of violation images

Daytime – Fair Conditions

Scene "A"



Scene "B"



Daytime – Rain Conditions

Scene A



Scene B



Nighttime Fair Conditions

Scene A

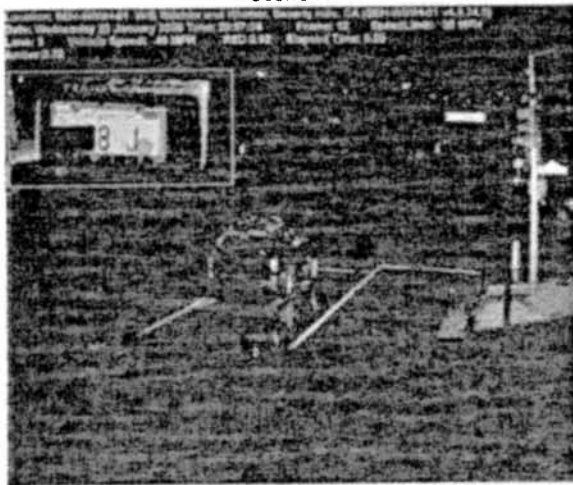


Scene B

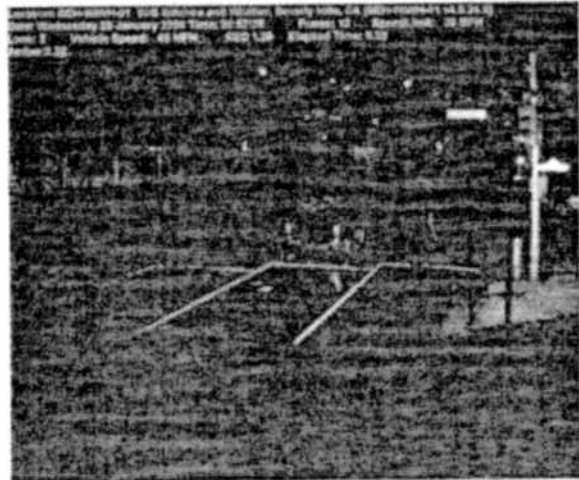


Nighttime Rain Conditions

Scene A

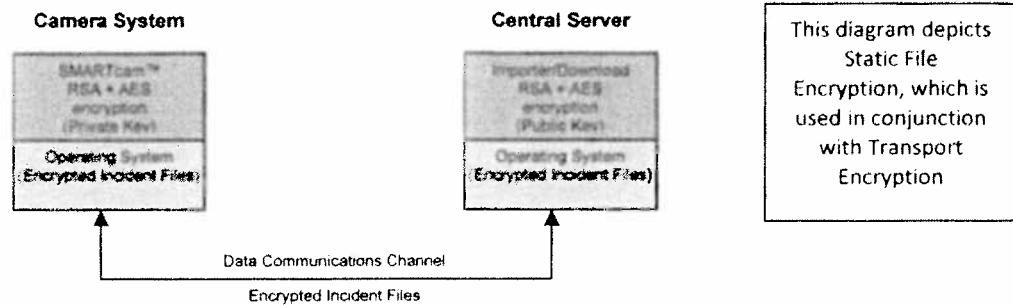


Scene B



Additional key attributes of the Camera System include, but not be limited to, the following:

- The Camera System is modular in construction and will facilitate rapid installation and maintenance.
- The Redflex Solution is designed to maintain a secure chain of evidence. All information and images are encrypted from point of data capture, and all camera photos and accompanying video sequences are stored and transmitted through secure media. In addition, we use multiple firewalls that will further ensure the integrity of the evidence.



The System safeguards the image and data files against alteration by giving each element a unique digital signature to confirm its authentic status. Public key cryptography and additional encryption processes secure the transmission of the evidence. Using public key cryptography, keys are created in matched pairs. Encrypt with one half of a pair and only the matching other half can decrypt it. This allows Redflex to capture and transmit evidence over a virtual private network. The digital signatures are created and used to deal with key management and the effective deployment of symmetric ciphers. The resulting hybrid cryptosystems use public key methods to manage keys for symmetric ciphers. Redflex creates public key infrastructures (PKIs) to make these benefits widely available for our customers. This process ensures evidence integrity.

- The Redflex system records a continuous high quality full motion video for each violation. Redflex SMARTscene™ technology was an industry first, in which Redflex was the first vendor to synchronize high resolution digital still cameras with full motion digital video. SMARTscene™ technology provides critical situational evidence for each violation and is fully configurable to the City's specifications.

SMARTscene™ technology utilizes a 2 megapixel video camera that captures video at 30 frames per second. The standard implementation of SMARTscene™ video records 12 seconds of video footage (360 total frames of video), encompassing 6 seconds of pre-violation footage and 6 seconds of post violation footage. Based on unique customer and intersection needs, the SMARTscene™ video is not limited to the standard implementation specifications.

The video is integrated with the still images at the point of violation. This can be accomplished with our patented multi-camera, multi-angle and multi-mode solution that incorporates the integrity of using a single central processor and single time clock in a synchronized fashion. With our patents (U.S. Patent Numbers 6,546,119; 6,919,823 and 6,240,217) of a multi-camera configuration, our solution provides integrated and encrypted high resolution still images and full motion color video. This multi-mode configuration provides the richness, crispness and clarity achieved through the industry's highest resolution still cameras and the benefit of situational awareness that is provided through full motion video.

It is important to note again, that with our patented capabilities and flexibility of using synchronized still cameras, only Redflex can provide **effective simultaneous violation capture across multiple lanes (up to six lanes) and various movements during multiple signal phasing with our Image Sharing technology.**

- Deployed equipment is fully suitable and functional for unattended use under all weather and ambient light. Redflex has engineered our systems to operate successfully for years in all climates and have



been successful at capturing violations regardless of the weather or conditions. Redflex has a wide range of cameras that suit the application that are all specifically engineered and certified as "industrial grade". In fact, our systems have operated in the most severe climates on earth from the searing heat of Arizona, the Middle East, Bahrain and UAE to the torrential precipitation of Oregon and Malaysia, to operating through the punishing winters of Illinois and Ohio and the prolonged arctic blasts of -25 degrees Fahrenheit experienced in Minnesota. All of the Redflex Enclosures are weather, vandalism, and ballistics resistant. One of the largest challenges with the equipment can be the ability to withstand extreme weather conditions. We have first hand experience where our system has been able to withstand both hot and cold temperatures. For example, in Arizona we have documented internal operating temperatures of 160 degrees Fahrenheit within our systems as that sit in the unrelenting summer sun. Where on the opposite extreme in the City of Chicago, where we operate over 266 systems, we have seen our technology continuously operate through multiple days of temperatures registering 10 -17 degrees Fahrenheit below zero.

The Redflex System provides a **Synchronized Low Wattage Flash Illumination System** that is triggered to synchronize precisely with the still camera's digital imaging in all light and weather conditions, which ensures effective full-color images 24 x 7. The Flash Unit is typically mounted on the camera pole or to an existing traffic pole for in-line illumination. The flash provides visible white-light to **ensure full-color imaging** of critical license plate images in all ambient light or conditions. The Flash Unit is automatically synchronized with the digital still camera's imaging shutter release at all times. The very short **flash duration (~1/2600th of a second)** and ultra fast recycle time (~250 milliseconds) means that the flash does not become a public nuisance and/or impact driver safety.

We will **never use flood lights** or the extended illumination configurations that are required with video-only systems. With our camera's wide dynamic range, our flash intensity (wattage) is often about 50% of the competition. A single synchronized flash unit effectively provides illumination across multiple lanes and broad intersections. Each flash unit includes neutral density filters that provide effective adjustment and customization based on actual intersection illumination needs. Flash intensity is determined via a careful study of camera unit location, image quality, physical geometries and customer input and guidance.

- The System uses multiple digital still cameras for zone and or lane specific capture of violations and license plate information.
- All Camera System component operations are synchronized to a single, standard, independent, external and verifiable time and date source. The proposed Redflex Camera Solution uses our legal PATENTED multiple camera systems, synchronized to single, standard, independent and externally verifiable time and date source that no other vendor can legally implement.

The Redflex Synchronized Camera Solution has the ability to accurately capture violations at approaches with up to 5 and 6 lanes in one direction, including turning lanes. Redflex is the only vendor that can legally provide a multi-camera, multi-angle and multi-mode solution that incorporates the integrity of using a single central processor and single time clock in a synchronized fashion. With our patent of a multi-camera configuration, our solution provides integrated and encrypted high resolution still images and full motion color video. This multi-mode configuration provides the richness, crispness and clarity necessary for photo enforcement. Our solution provides the industry's highest resolution still cameras and the benefit of situational awareness that is provided through full motion video.



- The System is capable of being flexibly configured to address the specific number of lanes to be enforced at each direction of travel at the site. In addition, the system is capable of identifying vehicles traveling through a signalized intersection during the 'red' signal phase and recording a series of violation images that track the whole violation event from before the stop-bar and through to exiting the intersection. 'Scene' images will be captured to display the red signal in the vehicle's direction of travel. The System is capable of capturing multiple, license plate images displaying the characters and numbers on reflective and non-reflective license plates.

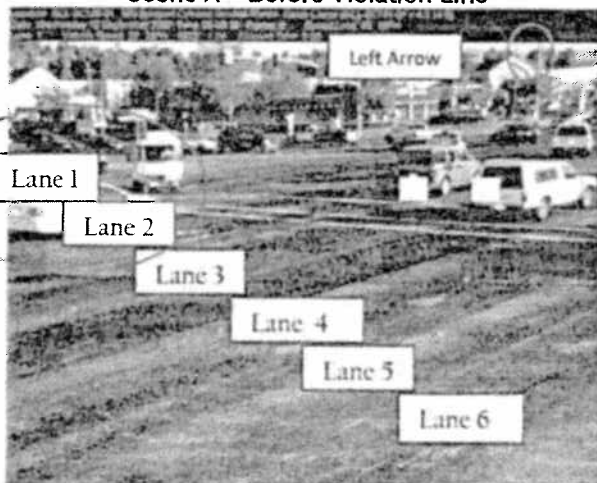
The System is capable of detecting and capturing evidence of violation by slow moving vehicles. There is no minimum 'threshold speed' for effective monitoring and evidence capture. In addition to monitoring straight through violations, the System is capable of detecting and recording evidence of left-turn and right-turn violations, including violations by slow moving left-turn vehicles.

The Redflex Solution has the ability to accurately capture Red Light and speed violations at approaches with up to 6 lanes of coverage, inclusive of all single and double turn movement in all directions. Redflex is the only vendor that can legally provide a multi-camera, multi-angle and multi-mode solution that incorporates the integrity of using a single central processor and single time clock in a synchronized fashion.

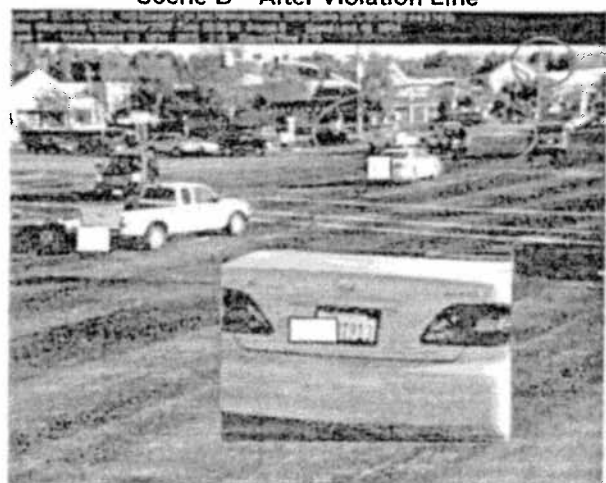
The System will include a sufficient number of rear cameras and video cameras to capture all necessary information to successfully prosecute violations. Systems will produce time-synchronized rear digital images of the violating vehicle as it approaches and proceeds through the intersection.

Six Lane Intersection

Scene A – Before Violation Line



Scene B – After Violation Line



It is important to note again, that with our patented capabilities of using synchronized still cameras, only Redflex can provide effective simultaneous violation capture across multiple lanes and, various movements during multiple signal phasings. Other technologies that utilize a single digital camera for coverage of the entire intersection approach are not free to address simultaneous infractions until they conclude the capture of each specific event. Only when such a system captures and records a Scene A shot, Scene B shot and plate shot will a single camera system be free and available to address the next

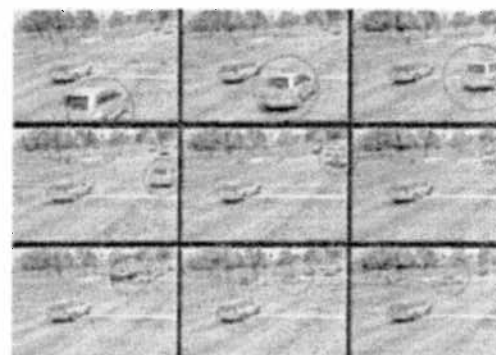


violator. The multiple digital still camera system offered by Redflex Traffic Systems does not suffer from such limitations.



- The System will provide 24 x 7 "live" intersection monitoring and viewing capabilities. The Redflex equipment can provide video storage capabilities for crash reconstruction purposes and/or live viewing capabilities, and the storage duration is completely configurable based on the city's requirements.

Streaming Video Access: The streaming video can be easily accessed through a secure **URL/web address**. This functionality is referred to as SMARTsceneLive!™. The Main Page will show an aerial view of the City and the location of the enforcement systems. The left window shows a list of each intersection that is currently accessible for "live" monitoring and recording. All SMARTsceneLive!™ video is recorded 24 hours a day and also has full audio capabilities. The duration of the recorded video is fully configurable based on customer requirements. This video has been utilized in various investigations including but not limited to hit and run investigations, domestic disputes, homicides, and rape cases.



- All equipment will remain the property of Redflex during the term of the contract, however, Redflex understands that at the end of the contract term, the City reserves the right to purchase said equipment at a competitive prorated value if deemed to be in its best interest. If the equipment is not purchased by the City, then Redflex will be responsible for the removal of all equipment, less loop detectors, and restoration of all sites to their original condition.

4. Equipment Installation

Redflex will provide equipment for the installation and operations of an initial 20 cameras. Our solution includes the installation of the poles, camera boxes, sensors, related wiring and any ancillary equipment necessary to make the Automated Red Light Photo Enforcement program operational. Installation of the system will be completed on a schedule agreed to by the City. Redflex understands that the City retains the right to disconnect our systems from the traffic signal system when it is in the City's best interest due to



issues of maintenance, repair, troubleshooting or other reasons related to the proper operation of the traffic signal system.

The proposed Redflex solution will provide equipment that will meet the City's requirements for no additional mast arms installed.

Wherever possible, Redflex can use wireless communications to further minimize the intrusion to the physical environment and the use of fixed data cable infrastructure. This solution minimizes and/or eliminates the digging/trenching and/or construction.

5. Communication Interface/Linkages

Redflex will be responsible for the design, installation, maintenance and operating cost of all communication linkages and power supply necessary to operate the Program; as well as the cost associated with developing and maintaining appropriate communication linkages with the networked workstations provided to City personnel.

Redflex has developed and implemented file transfer protocols for over 225 clients and court systems throughout the United States. To ensure that the City is prepared and properly interfaced with the appropriate department, Redflex will implement a very efficient system for testing and rolling the City of Chesapeake into production.

Redflex will exchange data with the Clerk's office and the Chesapeake Police Department as well as other City IT systems via standard FTP protocol. In the majority of cases an ASCII text file is placed onto the Redflex FTP site for the court to pull into their system. Some cities prefer XML formatted files which Redflex is able to accommodate; the transfer method will be the same.

Redflex's experienced programmers and database administrators will work directly with the City's IT department to ensure effective system integration and file transfers/uploads that meet the City's technical requirements. **With in-house System Developers and Database Administrators who are very well versed at integrating with any type of City software and police IT system and by dedicated resources, we will be up to the task of partnering with both the City of Chesapeake and the Chesapeake Police in making the transition.**

As soon as the warning period starts we will take a cross-section of data containing various DL classes and such to verify that all the switches are working both on our side and at the court.

This process will transfer information so that the City of Chesapeake Police Department may administer and propose modifications to the City regarding the violation and registered owner of the vehicle.

6. Maintenance

The Redflex Service system is designed to automatically notify appropriate Redflex personnel of any systems failure, malfunction or other problems that would cause key components of the Automated Enforcement Program system to be inoperable. Our maintenance also includes preventive maintenance on the hardware and software and primary components of the system.



Service levels provides 24 x 7 on-call operators for prompt initial response and is able to **replace inoperable equipment within 24 hours**. Redflex understand that for each 24 hour period a camera is inoperable, the monthly per unit rate will be reduced by 1/30th. No down time is anticipated unless the City has projects that affect the operation of our system, such as road work. The Redflex Maintenance Program provided to the City is a comprehensive multi-tiered approach through **preemptive maintenance, routine on-site maintenance, hourly remote systems checks and ongoing software maintenance and support**, Redflex ensures optimal system performance. Redflex also issues monthly maintenance and system errors reports for City review.

Preventative Maintenance: Monthly onsite maintenance inspections are performed to ensure potential problems are identified before a malfunction occurs. Preventative maintenance is executed each time a technician responds to perform **any** maintenance function requiring them to be onsite.

Preventative maintenance includes but is not limited to:

- Cleaning the camera enclosure glass when required.
- Inspect the cabinet for signs of leaks, wear and/or damage and clean as necessary.
- Inspecting cables, connectors and hardware for signs of wear or damage.
- Inspecting poles, bases and enclosures for signs of damage and to ensure proper alignment.
- Inspecting in-ground detection devices for signs of wear or damage.
- Testing cabinet safety devices for proper operation to ensure safe working conditions for maintenance personnel and the general public in the case of an accident that could expose the public to operating voltages.

Each site will be visited on a monthly basis to perform preventative maintenance as a minimum and will be checked remotely on a daily basis.

Preventative maintenance tasks will be documented in the intersection maintenance log for every inspection being performed. This document is stored on the approach computer to allow Redflex technicians to keep track of prior maintenance issues. Entries will include:

- Date and time inspection performed.
- Technician performing inspection.
- Results of the inspection.
- Reason for inspection. (i.e. scheduled or as a result of other maintenance)

Preventative maintenance inspections will be performed on a rotational basis to ensure each site is visited each week. While onsite the technician will fill out a form (punch list) of checks made, this program is to be detailed more thoroughly later in the proposal.

This preventative maintenance program will be monitored by the Technician responsible for the City program.

General Maintenance: The general maintenance program is based on a strict regimen of daily checks. Those steps along with the immediate response to problems as they are found have been pivotal to the issuance rates observed in the City. A quick explanation of the processes is as follows:



Remote Status Checks: Remote status checks consists of two distinct segments; daily operational and quality checks, which together provide positive, near real time, and daily operational feedback that the system is functioning properly and producing the desired results.

Daily Operational Checks: The central server automatically downloads digital violation images from the camera locations to the server in Redflex's office. This process allows for automated reports to be generated by the system and provided to the Director of Operations, Technician Supervisor, the City of Chesapeake Lead Technician and the Redflex Helpdesk. These key individuals evaluate the daily activity of the intersection cameras and the central server to determine if there are any anomalies in the data provided.

The reports generated contain red light offense detection information, which indicates the number of red light incidents detected in each lane for each monitored approach and incidents reviewed that do not meet the minimum required amount of still images such as the incident file contained 1 scene image and 1 plate image, when it should have contained 2 scene images, and 1 plate image.

If detections have occurred and there are no reported missing images at an approach, the system is operating properly. Operational verification and image quality is done by the violation processing associates in the City of Chesapeake and will be discussed later in this document. If there have been no detections at an entire approach (each lane of travel for a specific enforced intersection) a series of systems checks are performed and documented in a comprehensive intersection maintenance log.

The daily operational system checks are performed on each individual camera and are accessed remotely via the system's computers through the secure, high-speed communication connection. The system checks as described below include verifying that the system parameters are properly configured, verifying software settings are accurate, confirming that the download folder is properly configured, authenticating that the detection system is exhibiting proper activity and signaling sequencing, and completing a real life offense simulation (usually triggered during a green phase) to validate it is capturing successfully.

System parameters that are verified include:

- The camera has a valid certificate to ensure it is authorized to process encrypted information.
- The enforcement mode is enabled and in the correct mode (e.g. red light only, speed only or both).
- The enforcement mode is set to the proper application (red light, speed or both).
- The speed threshold where the cameras can capture offenders is properly configured.
- The detection device that interfaces to the external input signals at the intersection is configured and functioning correctly.
- Each lane enforced has the appropriate image capture settings configured to capture the offending vehicle at the appropriate time during the violation, and that it is set to the correct enforcement mode.

The system settings are checked for accuracy, these setting include:

- The speed limit is selected to be imprinted on the violation.



- The data block has accurate information identifying the proper location, machine identification and software version used.
- The loop separation is accurate in accordance with loop installation positioning.
- The individual camera settings are correct; focus, zoom and exposure are properly configured for each.

The download folder is the place on the camera system where offense files are stored until the import server successfully downloads them. It acts as a temporary storage facility at the intersection that can handle up to 5,000 offense files. This folder is checked to ensure proper connectivity to the importer server by verifying:

- The software is configured to place the offense files in the proper file folder location.
- The file folder location has the correct security access and is accessible to the import server.

The detection systems are checked for proper activity and signaling sequencing:

- Ensure the detection device is communicating with the main camera system.
- Ensure red, amber and green phase indications are represented for each signal phase change. Still images can be captured in real time remotely to verify that the phase message received from the detection device corresponds to the phase shown in the live still image taken.
- Ensure each lane being monitored by the detection device has the appropriate number of messages to capture an offending vehicle.

Each system is equipped with light monitoring software, allowing the cameras to adjust for different conditions:

- The communications to the light detection device are confirmed.
- Software settings are verified; polling time, lux values are set properly.
- Images are confirmed to have appropriate settings for lighting conditions.

Recording of streaming video, each approach will be equipped with software allowing video to be stored at minimum for 72 hours and based on the City's requirements:

- Technicians to confirm video is up to date by replaying file
- Verify video is actively recording; validate file size is increasing while onsite.

A Real Time offense simulation system check is performed during the "green phase" of the signaling to verify proper operation and sequencing of image sets. This final check simulates an offense to verify all system parameters including image capture and encryption packaging are functioning properly.



7. Contractor Staffing and Location

Redflex will provide all maintenance and customer service elements through our local office within the corporate limits of the City of Chesapeake. Maintenance staff will be located within the Hampton Roads area for timely repairs. Redflex's policy is to conduct background checks on all employees on a yearly basis.

Redflex Policy on Employee Background Checks: Given the nature of our business supporting law enforcement agencies; Redflex requires background checks of our employees to maximize the quality of our workforce, the safety of the workplace, and the desire to engage in ethical and responsible practices. Redflex engages one or more organization(s) to conduct such checks on our behalf, and it is Company policy that all such checks are conducted in compliance with the Fair Credit Reporting Act. Redflex background checks include:

- reference checks from previous employers
- criminal conviction records
- educational records
- driving records
- credit records

In addition, for employees with access to certain law enforcement or other sensitive data and information, or as otherwise required or permitted by law, background checks will include fingerprinting and submission to state or national fingerprint databases. Redflex first conducts background checks as a condition of employment. Thereafter, we update background information by running an *annual background check* on every employee, consistent with his/her position (in January of each year). Refusing to participate in the Redflex background check program, or refusing to cooperate with the investigation of the return of adverse information from a background check, could result in disciplinary action, up to and including termination.

Sensitive Information: We are committed to providing a secure environment that appropriately addresses the identity protection concerns outlined by the City. Redflex will maintain all images in a confidential manner and ensure that they will not be used for any other purpose other than their intended use.

As an added security, every employee is required to sign a non-disclosure agreement when they are hired and re-sign if the agreement is updated. Employees also **submit to drug tests** and a **seven year felony records check during their background investigation**. The City can be assured that any service that is described in the specification of the scope of work is done within the borders of the United States. From a technology standpoint, we have multiple security layers in place.

NLETS Confidentiality Requirements: Redflex has a Strategic Partner Agreement in place with the National Law Enforcement Telecommunication System (NLETS). Established in 1967, NLETS is a nationwide computerized system that provides law enforcement with ready data about wanted persons, stolen property, and other information. Our partnership with NLETS provides Redflex with access to motor vehicle information for all 50 states, allowing us to identify out-of-state license plates.

Due to the confidentiality of the data that we have access to, we must conform to strict guidelines as a condition of our contract with NLETS. As a Strategic Partner, Redflex is prohibited from using this data for non-business purposes and in order to continue this relationship we must agree to the following Audits/Inspections:



- Conduct scheduled periodic audits/reviews not more than twice annually of any traffic logs that contain actual messages/transactions that traversed the direct connection authorized pursuant to our agreement.
- Conduct physical site audits/inspections not more than twice annually of the Strategic Partner's facility as it relates specifically to compliance with the requirements our agreement.
- Through a scheduled process both parties will conduct a review and evaluate any technical security utilized by the Strategic Partner to ensure system integrity as it relates specifically to compliance with requirements set forth in our agreement.

The results of these inspections validate that our facility meets security requirements, that all precautions are in place to ensure that we have achieved secure access to the NLETS system, background checks on employees meet agreed upon standards, and processes and procedures are in place to ensure we are using the system as intended.

8. Performance Standards

At the onset of every program, Redflex implants a document with the City referred to as Business Rules to codify the standards and steps of the program. The Business Rules document is a living breathing document that clearly outlines each step of the process. These rules include, but not limited, to the number of days Redflex has to make the violation event available to the City from the time of violation, violation image capture rate, citation collection rate and customer service inquiries.

Each of the camera systems shall be operated on a 24 hour per day basis, with an exception for downtime associated with repair, maintenance, or rotating/relocating the camera system from one location to another. At least 95% of the images taken by the cameras and associated equipment shall be of sufficient clarity to capture red light violations. Citations shall be mailed within 5 days from the date the red light violation is verified by City personnel. At least 95% of citations will be successfully collected. Ninety-eight percent of all citizen inquires (written, walk-in, email, or telephone) shall be acknowledged before the close of the next business day.

9. Computer Software, Hardware, and Information System Requirements

The Redflex System provides a comprehensive statistics package and numerous standard reports. Each report can be easily accessed on-line via the Internet. The powerful Oracle relational databases underpinning SmartOps/WebOps report generation function allows extensive management reporting to the City and system managers. Reports are easily searchable and information can be effectively downloaded in MS Excel and ACSII Delimited formats. These reports are provided in "real-time."

In support of the City's project evaluation activities, Redflex will provide monthly a summary to the City that will include, at a minimum, the following:

- The vehicle registration plate numbers and characters;
- The state of issue for the vehicle registration plate;
- The vehicle registration plate type;
- The date of the violation event;
- The time of the violation event;



- The location of the violation event;
- All digitized images demonstrating the violation and tag close-up;
- Payment status;
- Hearing status;
- Correspondence tracking; and
- Standardized monthly reports(ability to review and print reports).

The city personnel will have remote violation account update capability through the provided workstations. Via the workstation the city personnel will have the ability to at a minimum:

1. Downloaded Violation images for printing and mailing to citizens
2. Suspended activity on accounts until further research is completed in special circumstances

Reports may be displayed on a monitor via secure Internet access or printed and supplied to the City. With the **web-based reports**, selected City management can create reports to assist with management or policy decisions. Redflex maintains database reporting systems and statistics modules that are capable of providing detailed information regarding every component of the programs performance.

The Redflex Program includes very **robust querying** and reporting capabilities.

Utilizing on web-based interface and robust **user management protocols**, various City agencies will be able to access mission critical information.

In entering the parameters of the desired, such as the "Date From" and "Date To" parameters are the range of **dates and times** that the violations occurred. If you want to know the numbers for a given day, the "Date From" and "Date To" will be identical. The "Detection Type" parameter is used to determine which type of violation you want.

After you have selected the parameters to generate the report, enter the "Submit" button to view the report. In running this report, the user will see a screen similar to the following screen, which shows the various locations currently on-line, including citation volume and a breakout of controllable and not-controllable factors. These reports can easily be printed or downloaded to an **Excel spreadsheet, PDF or Word document**.

The SmartOps application also allows the Police to quickly query the system for violations based on a large variety of search parameters, including Name, Citation Number, Date, Address, Plate Number and Incident Number.

10. Revenues

Revenues will be accounted for in accordance with generally accepted accounting principles(GAAP). A monthly report will be issued to the City Finance Department.

11. Fines

All fines associated with citations issues will be in accordance with Virginia State Code statute; 15.2-968.1 "Use of Photo-Monitoring Systems to Enforce Traffic Light Signals."



12. Collections

Redflex will collect and deposit payments on civil penalties, issued pursuant to the Chesapeake City Code. All payments will be mailed to a Virginia Post Office Box, dropped off at the Redflex customer service center or made on-line.

Acceptable forms of payment include cash, personal checks, money orders, MasterCard®, and Visa Card®. All revenue from citations will be electronically deposited in an account designated by the City on a monthly basis.

Payment and Mail Processing - Redflex will be responsible for all payments received for the City's Red Light Camera Enforcement Program. We have the ability to handle all red light camera violations payment made in person at City locations, electronically paid on-line, electronically paid by phone and mailed into a Redflex owned USPS lockbox, including the daily depositing and reconciliation of all receipts.

Payment Processing – Lockbox- Redflex will provide a lockbox account and all services related to the processing and reporting of remittances from photo enforcement violators. The lockbox will be established as an individual City-specific account so that the funds are completely segregated from the funds associated with Redflex's other lockbox accounts. The depository bank will be Virginia Qualified Public Depository as stated in the Security for Public Deposits Act in Chapter 23 of Title 2.2 in the Code of Virginia and will be in the name of City of Chesapeake Treasure's Office. The Treasurer's Office will have the ability to ACH debit the depository account on a daily basis. Of the 225 jurisdictions, we are currently partnered with over 100 of our jurisdictions that currently operate with lockbox payment processing accounts.

Forms of payment to be accepted:

- Checks mailed to the lockbox facility
- Credit card remittances whereby the violator fills in their credit card information for processing by the lockbox provider
- Online via Redflex's proprietary online payment website, which allows the violator to view their incident and remit payment via Visa or MasterCard, funds are processed by VeriSign and PayPal and deposited to the lockbox bank account
- Money order or cashier's check mailed to the lockbox facility

Information processing:

- Redflex will have daily electronic file transfer protocols with the current lockbox provider whereby payments accepted to the lockbox are captured by the lockbox provider and the corresponding citation records in the Redflex database are updated daily
- Redflex will interact daily with both the collection agency for the Company's programs as well as the lockbox provider regarding rejected payments and unidentifiable payments
- The City will have online viewing access of the bank activity to monitor their account's cash flow and transaction balances in the account



Remittance of Program Funds

- Funds from the program can be remitted to the City either on a gross basis (i.e. all program collections), or on a net basis (i.e. remittance of funds after Redflex service fees)
- Funds will be deposited into the City bank account once every 24 hours during normal banking days, an amount equal to the gross receipts of the current day's revenue received
- Payments deposited will be applied to Redflex database everyday and available for online review within 24 hours of deposit/update
- Funds can be remitted to the City via check, wire transfer, or ACH
- Remittance includes a full reconciliation of the programs lockbox including citation payments by citation, all fees and failed transaction items, and other activity

13. Citation Issuance

Redflex will provide all the necessary personnel to view all recorded event images and enter event data including:

- (1) The vehicle registration plate numbers and characters
- (2) The state of issue for the vehicle registration plate
- (3) The vehicle registration plate type
- (4) The date of the violation event
- (5) The time of the violation event
- (6) The location of the violation event
- (7) The photographs associated with the violation event

Redflex has a robust, web-enabled violation processing solution that incorporates the leading features and functionality available to ensure the City of Chesapeake can complete its work in the most efficient and effective manner possible. This system is supported from our Corporate headquarters based in Phoenix, Arizona and was developed to enable law enforcement personnel to perform their responsibilities from any computer that has internet connectivity.

This dynamic application was designed from the ground-up to provide our partner jurisdictions with extensive capabilities, ensuring proper program management and effective risk mitigation. These capabilities include, but are not limited to:

- The most secure chain of custody approach
- **Full 50 state vehicle registration access** – matching vehicle make, model and type (if necessary, we understand that at this point the legislation does not allow us to look up this information)
- Driver license information matching
- Three levels of incident review and quality assurance (three trained staff members)
- Multi-lingual call center with a toll free number
- Color printing and mailing
- The City of Chesapeake alerts for license plates notifications on suspended, expired or stolen vehicles
- Providing printed copies of process service citations
- Providing a secure internet site for violators to review violation images and data



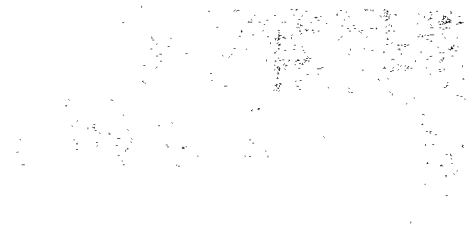
Processing- Step A through Z

The first step in the process is the secure decryption, transferring and uploading of incidents to the Redflex Processing System. Once the incidents are uploaded to our system, the processing commences with the first level of review and quality assurance; or what we refer to as "Verification #1."

Verification #1 (or V1)

In the V1 phase a trained Redflex associate will extract the original "raw" images, video and violation data and commence the review process, which includes:

- Reviewing of all the photographic evidence
 - Multiple high resolution still images
 - Full motion video
- Confirm that a prosecutable violation has occurred that meets the criteria developed by the City of Chesapeake
- Zoom and crop images, lighten and darken for ease of reviewing (if desired by the City of Chesapeake)
- Extract (using OCR) within the parameters of 15.2-968.1 of the Code of Virginia



At each and every phase of the Redflex 3-stage Screening and Quality Assurance process, our trained specialists will evaluate:

- The image clarity to depict:
 - A clear and unobstructed license plate
 - Violation information, like:
 - Location
 - Date
 - Vehicle information, like:
 - Year
 - Make
 - Model
 - Color

DMV Look-ups

Redflex understands that there exists a serious concern by many Virginia cities and municipalities as to the additional work load that the Red Light Safety program may impose upon the existing police staff. Some

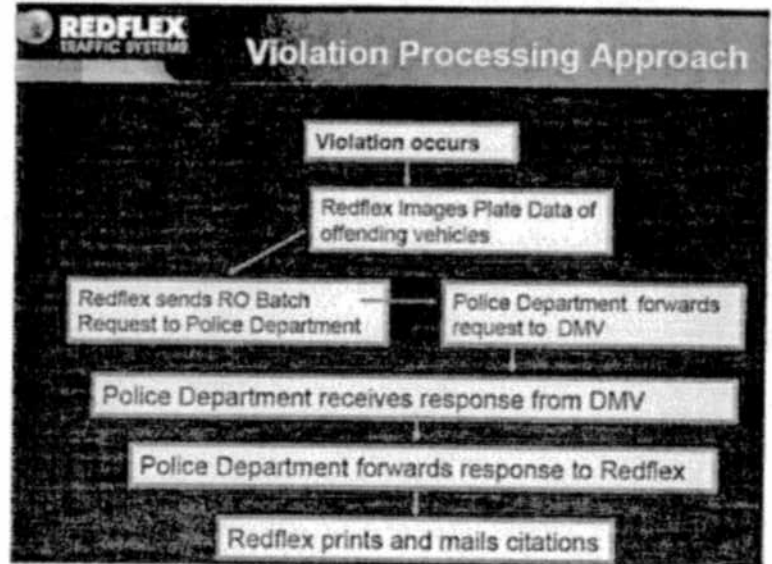


cities may have even considered abandoning the safety initiative due to such added work load. The concern centers on the following passages of VA Code 15.2-968.1 which state:

"On behalf of a locality, a private entity may not obtain records regarding registered owners of a vehicle that fail to comply with traffic light signals".

"In the case of a vehicle owner, the copy shall be mailed to the address contained in the

records of the Department of Motor Vehicles; in the case of a vehicle lessee or renter, the copy shall be mailed to the address contained in the records of the lessor or renter." "For purposes of this section, "owner" means the registered owner of such vehicle on record with the Department of Motor Vehicles."



Redflex's 22 years experience and true market leadership positioning allows us to develop unique solutions and answers for all our partner cities. While other vendors may look at a glass as half empty we view it as half full. This positive outlook is key to addressing and developing safety programs that deliver results with minimal imposition upon additional workloads. Our operational experience allows us to develop and implement a solution that is respectful and in alignment with the requirements set forth by VA code 15.2-968.

There are methods by which Redflex may obtain RO data as outlined in the preceding flow chart.

- 1) Direct request to DMV from City of Chesapeake PD
- 2) Direct request to DMV from City of Chesapeake PD via NLETS.

If the City of Chesapeake wishes for Redflex to implement **method #1** Redflex software engineers will seamlessly integrate with the IT department a file transfer system by which a batch request for RO data will be sent from Redflex to the City of Chesapeake. That request will then be forwarded by the City's PD to DMV where it will be populated or responded to. The response from DMV will be returned by DMV to City of Chesapeake PD and the PD will then forward it to Redflex for action (printing and mailing of citations). Such a Batch File submission would be performed on a set schedule so as to adhere to the 10 day period by which the summons to the offender must be executed by.

As a secondary option it is worthy to note that NLETS does not maintain a database of registered vehicle ownership. They are not one private entity that serves as a clearinghouse to the 50 state DMV databases. They simply serve as a front-end. When a transaction or request is sent to NLETS, NLETS sends the transaction to DMV, DMV sends the response back to NLETS and NLETS then sends the response back to the inquiring party.



In essence the RO and offender address is truly obtained from the DMV records and not the NLETS records. NLETS does not maintain records or a database.

Redflex has already developed seamless software integration with NLETS that would allow Chesapeake City PD to effortlessly forward and receive requests for RO Data. As described above, the RO Data would actually be coming from the DMV. Would such a roadmap be in alignment with the City Attorney's interpretation of adhering to the Bill's requirement? If not, Redflex's software engineers can then seamlessly integrate a similar interface directly with DMV and bypassing NLETS as a clearing house

This simple and automated process imposes minimum additional labor upon the Chesapeake Police Department. Through the simple clicks of forwarding the request to DMV and forwarding the response of DMV to Redflex, Chesapeake's Police Department will experience no noticeable added work or labor.

Redflex has a strategic partnership with NLETS (National Law Enforcement Telecommunication System) to obtain real-time DMV information for all 50 states. This strategic partnering allows Redflex to get the most up-to-date and accurate information available. This process is fully automated and eliminates the physical data entry processes. Finally, Redflex also has arrangements with additional 3rd parties that can provide vehicle registration information; which further enhances our "hit" rate. This option will be available only within compliance of the VA code.

If multiple registration data is returned to Redflex; the incident is sent to a specialist, which will review all available information including front license plates, rear license plates, vehicle make, model and year; once all information is reviewed, this trained specialist will make the proper determination of the appropriate registration information to use.

Verification #2

In the Verification #2 stage, a different trained specialist will complete the following steps:

- Repeat V1 steps
- Re-Check vehicle make and model information with the DMV information
- Re-determine if the driver is "likely" to be the registered owner using the physical description details provided by the DMV; including age and gender matching
- Match against the screening guidelines developed by the City of Chesapeake

3rd Level Quality Assurance

Upon completion of the V2 stage only Redflex provides one additional quality assurance stage; which we call Advanced Quality Assurance. During this 3rd and final stage, the incident is reviewed by a Quality Assurance Supervisor. This final review and confirmation ensures that the following processes were strictly adhered to. Once the incident passes the 3rd level QA it is finally passed on to the City of Chesapeake for review and authorization.

Feedback loops are in place to ensure continuous training for all QA Specialists. All violations that are rejected at any phase of the 3-step QA process are reviewed daily by a QA analyst. The QA analyst is responsible for correcting any mistakes that are identified and then providing feedback to the operator to the shift supervisors thus adding an additional continuous improvement phase to our processing. As



outlined, Redflex will accurately capture and store images, establish chain of custody for images and process and issue citations for red light violations in accordance with the City of Chesapeake



To effectively meet this specification, Redflex will work closely with the Police Department to develop, establish and document business rules between the City of Chesapeake and Redflex, which will be used as standard screening guidelines by our staff and the City of Chesapeake for viewing and issuing citations. This will help maintain the consistency and effectiveness of the program.

Redflex System provides electronic file interfaces that enable electronic files to be downloaded to the court in an automated manner or with the utilization of an FTP site. The file transfer interface will include a seamless transfer of citation information, adjudication information and other relevant data.

With in-house database administrators and software engineering services, Redflex is able to ensure the effective development of specific interfaces with City Information Systems, including MCIS/CJIS systems. Redflex currently supports seamless data integration and has developed system interfaces for various IS systems across the country. The Redflex System is supported by an Oracle Database that enables straightforward integration and data exporting to existing City systems. The file can either be uploaded on the court system or can be separated for the Court and for the City in different formats as needed to properly issue a citation.

Printed Citation Notices- Redflex will prepare and print citation notices for all City approved events and prepare evidence packages for court. All citations will be in accordance with the City approved format. First notices will be in color and will be mailed within five(5) days after the alleged violation is verified.

Once the authorizing party completes the process and chooses to “accept” the violation, the Redflex System automatically queues the information and violation images for citation notice generation, printing and mailing to registered owner of the vehicle that committed the violation. Each citation notice will enclose a digital signature from the individual that authorized the citation, which is **physically printed** on each citation. The citations will include all the following information:

- Registered owner’s name and address. The defendant’s name on the citation will read first name, middle, last name with no commas.
- License plate information of vehicle
- Violation and description (Red Light)
- Date, time, and location of offense
- Response date
- The date of issue on the citation is the date it was printed and mailed. This is different from the date of the violation. Both dates are included on the citation.



Please keep in mind that the information can be customized to specifically meet the needs of the City of Chesapeake. Other citation highlights typically includes:

- Unique Sequencing & Numbering
- Affidavit of Non-Liability & Nomination Form
- Adjudication Instructions
- **Bi-Lingual Program Information**
- Payment Coupon & Payment Instructions for walk in payment and payments made by mail (return envelop to be provided)
- URL for **on-line Viewing & Payment**

Notice of Violation Numbering Sequencing: In accordance with the City requirements, each Notice of Violation can have a unique Notice of Violation numbering sequence to enable the City to distinguish between photo enforcement Notice of Violations and conventional Notice of Violations. Redflex develops a unique numbering sequence that is applied to both original Notice of Violations and Notice of Violations that have been reissued to a nominated driver per the Affidavit of Non-liability process.

Instruction Sheet - In addition to providing an approved Notice of Violation including an **Affidavit of Non-liability** (Nomination), Redflex will provide an instruction sheet that will accompany each Notice of Violation. This instruction sheet will include all pertinent information regarding Court procedures, payment processing, photo viewing scheduling, background information regarding the program and the technology and additional information as specified by the City.

Rental Vehicles- The ability to nominate a driver provides an effective means for issuing Notice of Violations to rental car agency. Specifically, when a Notice of Violation is mailed to the rental car agency, the vehicle can be traced to the driver who was assigned and renting the vehicle during the violation date/time. Once the rental car agency sends the affidavit of non-liability on a timely basis, nominating the actual driver, the first Notice of Violation is dismissed and a new Notice of Violation with the same sequencing with an additional character is promptly issued. Redflex works closely with rental car agencies and in many situations, rental agreements now outline that the renting party will be automatically charged should this type of infraction come to pass.

Redflex is fully staffed and prepared to format, organize, print and mail notices and provide the City of Chesapeake full collection services. As outlined, Redflex will also provide additional services to increase voluntary compliance for all aged and unpaid violations.

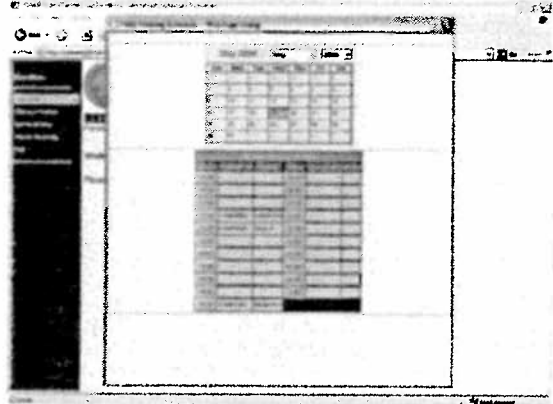
Second Notice - Redflex will send a second follow up notice to inform the violator that their fine is past due and will include all information included on the first notice including the three photographs.

The proposed violation processing system contains logic that enables automated tracking of all violation account information including payments and scheduled hearings to ensure follow up notices are not erroneously sent to violators. The second notices will inform the violator that their fine is past due and will include all information on the first notice.



14. Adjudication

Redflex coordinates the appeals hearings associated with protests of citations and collects/processes appeals hearing deposits. This will include receiving initial appeals requests, scheduling appeals hearings for alleged violators, and providing the City with all supporting documentation materials needed for court testimony. Redflex will provide a copy of the citation under appeal along with an affidavit designed to authenticate and ensure the admissibility of the citation. The affidavit will be from someone capable of stating facts necessary to qualify the citation as a business record and to establish the reliability of the equipment and processes that produced the citation. In the event that a court requires the personal appearance of an individual capable of testifying as to the authenticating of the citation as a business record and/or to establish the reliability of the equipment and processes that produced the citation, so as to insure the admissibility of the citation, Redflex will be responsible for satisfying any such court-imposed requirement at no additional cost to the City.



Redflex provides expert witness testimony in support of our clients at contested Court hearings. Testimony by witnesses will be accomplished at no additional cost to the City. Redflex will assign a qualified and competent expert witness to testify regarding the accuracy of the system and program. This individual will testify to the accuracy, calibration, maintenance, repair records, technical, operational and effectiveness of the Redflex System.

In addition to the expert witness, Redflex provides jurisdictions with **comprehensive adjudication** and court support services, including the development of a **court file transfer interface**, **court training** modules, provisions for **court packages** for each hearing and **expert witness** testimony.

For all installed systems across the U.S., Redflex has analyzed existing data and has determined that our program supports a **99% conviction rate**. In many of our existing programs **less than 1%** of all citations result in court proceedings. The low numbers of contested cases are indicative of the high quality and high resolution of the evidence that is produced by the Redflex solution.

All Redflex support staff and technicians are equipped with electronic devices (blackberry and cell phones) ensuring immediate communication should an expert witness be required for an unplanned occasion or emergency circumstance.

15. City of Chesapeake Oversight

Redflex understands that the City of Chesapeake will provide staff that will monitor the operations of the Red Light Enforcement program and act as the City's representative, liaison, and project manager. The City's Project Manager or his designee will review and approve all citations before final printing and mailing.

Redflex will provide an annual report to the City. The reporting period will be based on the City's fiscal year beginning July 1 and ending June 30. The report will include year-to-date statistics, an analysis of the initial program data and an explanation of the program improvements that have been planned and implemented. The



annual report will be required by mid-July of the following year to allow the City to file its own annual report on the results of the Program by August 1 of each year.

A wide range of monthly reports will be provided to the City as required in the RFP. The following is a partial list of topics of data and reports which are required:

1. Number of events
2. Number of violations recorded
3. Number of event violations
4. Traffic volumes and violations by location
5. Number of violations not resulting in citations
6. Breakdown of violation rejection categories and amounts
7. Breakdown of citations by location
8. Number of citations prepared and mailed
9. Number and dollar amounts of fines billed and collected calculated on a monthly, year-to-date, and program-to-date basis
10. Status of citations issued (outstanding, paid, in collection status, etc.)
11. Number of telephone calls, their resolution, wait time, etc.
12. Adjudication hearings scheduled and held
13. Adjudication appointments scheduled
14. Disposition of adjudication hearings
15. Equipment hours of service
16. Camera maintenance status and downtime with explanation

16. Customer Service

Redflex will maintain a walk-in Customer Service Center located within the corporate limits of the City of Chesapeake. All customer services required in this RFP will be provided out of this Customer Service Center. Citizens will be able to receive information, make payments, request a court date, and view violation images and information at our Customer Service Center.

The Customer Service Center will conform to all local, state, or federal zoning requirements. All on-site parking will conform to ADA requirements for access to disabled individuals and will conform to local and federal guidelines. The Customer Service Center will continue operations for as long as the contract of the Program is active and for 45 days thereafter. Upon conclusion of the contract and the 45 days thereafter, Redflex will forward all records to the City for disposition of the remaining cases. The Customer Service Center Manager, or other designated employees, are required to work effectively with and promptly address issues identified by the City's Project Manager.

Redflex has a fully staffed Help Desk with highly qualified associates who are trained in all aspects of our business and in customer service etiquette and satisfaction.

The public's questions or concerns related to the program or individual citation complaints can be directed to our toll free telephone number (1-800-hotline) staffed during normal business hours from 7:00 A.M. – 5:00 P.M., Monday through Friday (excluding holidays) with English and Spanish speaking representatives. The telephone system is user friendly with touch tone prompting, including an opt-out feature for language selection. Each summons will contain the hotline phone number.



Customer Service Representatives- Redflex recognizes that excellent customer service is critical to a successful program. Each one of our customer service representatives has completed **rigorous training on a proven Customer Service Methodology**, which ensures that all Customer Service Representatives adhere to strict standards that will exceed the City's expectations. Our goal is to provide the City and the citizens of the City of Chesapeake with a high level of comfort by delivering unparalleled customer service. This includes having trained bilingual staff available to respond to various customer inquiries. All our customer service representatives have also undergone extensive background and security checks on a yearly basis.

Complaint Handling - All citizen complaints and inquiries are logged into the central complaint tracking system for handling by the appropriate staff member while other inquiries involving policy issues are referred to the City staff. If the issue is not addressed within 48 hours, the system automatically notifies the Project Manager. If this issue is not addressed within 72 hours corporate managers are notified.

The project manager and assistant manager review the inquiries weekly to ensure that the issues are resolved appropriately. Violators can also contact us via our 800 line dedicated to handle inquiries regarding their citation. Each citation has the 800 phone number printed and is easily accessible by violators. **Redflex Traffic Systems the first line of contact**; violators are encouraged to contact us not the City.

Our Technical Services Unit operates with an internal escalation procedure to ensure timely and accurate responses in accordance with Escalation Procedures as agreed to with the City. In addition to the above procedures and toll-free number, Redflex provides a complete list of back-up telephone numbers. These numbers will include the direct lines to:

1. The Redflex 24-hour live answer repair and service number
2. Redflex Corporate Offices
3. Technical Services Group
4. Redflex Customer Services Department (800 number)

Redflex is committed to maintaining a proactive relationship with the client for both pre-maintenance and emergency responses in order to maximize customer satisfaction. All calls are recorded for quality purposes and retained for a minimum of 90 days and can be retrieved upon request within 48 hours.

E-mail Access Account/Services - Redflex will set-up (callcenter@redflex.com) for the City, a bulk (centralized) electronic mailbox "e-mail" address that allows for public comment, questions and/or concerns related to the program. The bulk (centralized) e-mail system will:

- Be staffed by qualified personnel to answer the public's questions or concerns related to the program or individual citation complaints.
- Store all correspondence for a minimum of 90 days or as mutually agreed upon by the City and Redflex.
- Able to resolve Public Inquiries and Complaints
- Designate employees and make every effort to work with the City in answering public inquiries or resolving complaints pursued in any of the above customer service formats.



As with all our customers, Redflex will assist the City in establishing a clear written protocol for handling public complaints and concerns. Through the violator help desk, a customer help desk, photonotice.com, violator email portal and a dedicated customer service representative, we are committed to easing the burden of administering the Red Light Photo Enforcement Program for the City.

17. Public Information/Education

Redflex will develop and submit for City approval a step by step Public Awareness Public Relations Plan regarding the program. The plan will include, but not be limited to, ready to use electronic brochures, information videos, updates to the City web site, attendance at public meetings, media representation, etc. Our program also included onsite support for one program launch event and continuous 24/7 support for media requests.

This campaign will consist of our award winning Public Service Announcement (PSA) that is available for television, radio and/or print publications. Redflex has full understanding that a successful campaign built from the Redflex Public Information Services Department will provide a "blitz" of public information that will ultimately ensure the continued support of the community. Based on our experience, Redflex is aware of the critical need to communicate effectively with the public when new programs and services are introduced. One of the most critical messages that need to be disseminated to the public is the tangible safety benefits that accrue to every member of the community. Please refer to Binder #3 for a sample PR kit. The sample media packets may include the following:

- ✓ A news release
- ✓ An overview of the City of Chesapeake's program
- ✓ A project "Fact" sheet
- ✓ A project question and answer sheet
- ✓ A photo enforcement "Facts vs. Myths" handout
- ✓ A map showing photo enforcement intersections and thoroughfares
- ✓ Background on similar successful projects elsewhere
- ✓ A straightforward explanation of photo enforcement technology
- ✓ A profile on Redflex (if desired by the City of Chesapeake program manager)
- ✓ Biographical data on principal program administrators
- ✓ An explanation of how the program will be administered
- ✓ A spokesperson contact list
- ✓ Ready to use billboard and print ads

18. Record Keeping, Inspection and Audit

Redflex in accordance with all applicable laws and complying with the highest professional standards, will keep true and accurate records of revenue and expenses, and will provide copies to the City upon request in a form to be determined by the City. All financial records relating to the project will be made available to a duly authorized representative of the City upon request.

Information and data collected will be stored in an indexed database to enable tracking of citations and the capability to print statistical reports as needed. All citation images and videos will be destroyed within sixty (60) days of the case conclusion. Redflex will provide monthly, quarterly and yearly financial statements to the City.



Redflex will maintain accurate and complete financial records of its activities and operations relating to this agreement in accordance with generally accepted accounting principles. Redflex will agree that the City, or their authorized representatives, will have access to and have the right to examine, audit, excerpt, copy or transcribe any pertinent transaction, activity or records relating to the agreement during normal business hours and as often as the City deems necessary.

Redflex will provide requested documents and make items available to the City for examination at a reasonable location within the corporate limits of Chesapeake. Such material will include, but not be limited to, applicable financial records, invoices, materials, payrolls, time cards, personnel records and other necessary employment records relating to the contract and all matters covered by the final agreement. Records will be kept and maintained by Redflex and will be made available to the City during the term of the agreement and for a period of three years thereafter unless a longer period is mandated by Federal or State regulations.

Disposal of records, data and documents will be mutually agreed upon between the City and Redflex. Without a formal written agreement, the items will not be disposed. The City agrees to maintain the confidentiality of such materials in accordance with applicable Federal, State and Municipal laws.

19. Taxes

Redflex will be responsible for paying all applicable Federal, State, and Local taxes and fees which may be chargeable.

20. Additional Services

Redflex agrees to add additional cameras to monitor additional intersections at the direction of the City's Project Manager at the same unit price, or less, agreed to within the initial contract period.

21. Term

Redflex understands that the contract term will be based on a five(5) year term as requested by the City of Chesapeake. In the event the contract goes the full term, Redflex understands the City may, at its sole discretion, extend the contract for up to three(3) additional one(1) year terms.



E. Additional Required Materials

5. Detailed Implementation Plan

Below is a sample proposed time-line of the program from our Program Management Office resulting in a successful “go-live” of the full program within 30 – 60 days which includes all the necessary permits, site design, construction, the identification of qualified subcontracts and equipment testing.

City after City, we have proven to deploy programs of substantial magnitude in this time-frame. For the last year, Redflex has averaged approximately 40 new installations per month, with a peak capacity of over 40 new installations in one month. To achieve this aggressive outcome, we adhere to our tried and tested implementation methodology which breaks tasks down to defined and easy to manage steps.

The following sample work plan schedule will outline the scope of services required and the tasks associated with completed the necessary services. Additionally, each task requiring City staff involvement has been **highlighted** for ease of review.

Task	Duration	Key Personnel and Subcontractors	
Project Plan	60 days	Construction Manager	
Contract Signing (Estimated contract execution)	1 day		
Kick-Off Meeting	1 day	Senior Project Manger; Customer Service Manager; Construction Manager and Account Director	
Introduce Redflex Project Manager	1 day		
Identify City Project Manager	1 day		
Field Technology Component	25 days		
Obtain Proposed Intersection List From Client	1 day	Construction Manager	
Preliminary Field Inspection of Proposed Locations	1 day		
Video Survey of Intersection	5 days	Video Survey Supervisor	
Conduct Violation Counts	7 days	Video Survey Supervisor	
Request As Built Drawings from Client	1 day	Construction Manager	
Received Drawings from Client	3 days		
Prep Drawings for Red Lining	3 days		
Red Line Drawings Showing Camera Equipment	5 days		
Submit Redflex Drawings to Client for Approval	2 days		
Client Review Drawings & Provides Comments (estimated)	7 days		City
Client Return Drawings with Comments	2 days		City
Second Submittal of Drawings to Client for Approval	4 days	Construction Manager	
Client Approval of Redflex Drawings	2 days	City	
Submit Bid Packets to Contractor	3 days	CM	
Review Quotation and Make Decision	1 day	Construction Manager and his team	
Submit PEV to Construction Director to Authorize Work	1 day		
Submit Signed PEV to Accounting	1 day		
Fax Letter of Intent to Contractor	1 day		
Submit Subcontract Agreement to Contractor	1 day		
File PEV, Subcontract Agreement & Insurance Certificates	1 day		
Return Signed Fully Executed Copy of Subcontract Agreement to Contractor	2 days		



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On-Site Construction Equipment in City – Shipping	3 days	Warehouse personnel
Camera Enclosures (Cabinet-less)	3 days	
Flash Enclosures	3 days	
Pelco Pole Bases	3 days	
Cat 5 Cable	3 days	
Pre Construction Meeting/Mark Equipment Locations	1 day	Construction Manager, Traffic Engineer, DOT (if applicable), PD, Subcontractor
Subcontractor Commence Construction	14 days	Subcontractor
Underground Work	7 days	
Poles & Wiring	5 days	
Equipment Installation	5 days	
Photo Enforcement Advisory Sign Installation	2 days	Based on contract
Finalization	1 day	
Post Construction Check	1 day	Construction Manager and Redflex technicians
Ship Redflex Camera Equipment	3 days	Construction Manager
Installation of Redflex Camera Equipment	5 days	Redflex Technicians
Test Equipment Operability	3 days	Redflex Technicians
High Speed Internet Connection	7 days	
Order DSL Service	1 day	Construction Manager and his team
DSL Service Provider Assigns Address and Account Number	1 day	Provider
POTS Line Installation	4 days	Provider
Communications Install - DSL Upgrade	2 days	Provider
Test Connectivity	2 days	Provider
Requirements Analysis & Ancillary Documents	25 days	Customer Service Manager
Prepare Kick-Off Meeting Presentation	2 days	
Prepare Business Rules (Violation Criteria) & Ancillary Documents	2 days	
Business Rules	2 days	
Warning Letter	2 days	
Citation - Notice to Liability (Back)	2 days	
Instructions Page	2 days	
Options Page	2 days	
Mailing Page	2 days	
Default Letters	1 day	
Police and City Staff Authorization OnLine Access Form	2 days	
Public Awareness Material	1 day	
Client Kick-Off Meeting/Present Documents	1 day	
Client Follow-Up Meeting to Finalize Requirements	1 day	City
Signoff of Bus Rules & Ancillary Documents by Client	7 days	City
Submit Application to Request Access to DMV for Plate Inquiry	1 day	Customer Service Manager
Client Submits Letter to DMV to Request Access for Redflex (RTS Agent of PD)	1 day	City



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Task	Duration	Key Personnel and Subcontractors
Software & Back Office Customization - SMARTops	25 days	
Schedule Meeting with Software Developer to Submit Requirements	1 day	Integration Specialist
Requirements Submitted to Software Developer	1 day	
Notices Submitted to Software Developer	1 day	
Obtain Sign-Off From Software Developer	1 day	
Advise Developer of Forecasted Go Live Date	1 day	
Develop, Test & Implement Back Office	20 days	
Print Sample Notices	2 days	
Generate Reports from WebOps	2 days	
Provide Access to Police, Court and City Personnel to WebOps	1 day	Help Desk
Implement into Production	1 day	
Project Hand-Over to Production	1 day	
Schedule Meeting With Ops Manager & PSA	1 day	Customer Service Manager
Submit Processing Requirements for Production	1 day	
Obtain Sign-Off From Ops Manager	1 day	
City Personnel Training	5 days	
Prepare Training Agenda and Documentation	2 days	
Conduct Training	2 days	
Submit Training Certificates	1 day	
Warning Period	30 days	Operations
Warning Letter Period Commences	30 days	City/Redflex
Ticket Issuance	1 day	City/Redflex

6. Financial Stability

Redflex has the financial resources to provide and install equipment approved by the City, to monitor up to twenty intersections. To attest to our financial stability, is our long history of audited profitability and our year-over-year growth. **With over \$88,200,000.00 in annual revenues and \$15,300,000 in annual profit during the 2007/2008 fiscal year; Redflex is in the strongest audited financial position of all vendors whose primary line of business is photo enforcement.** In addition, we have a \$50,000,000.00 funding facility through the Bank of Montreal and the Commonwealth Bank of Australia. Our financial position ensures the necessary stability required to support the City of Chesapeake for many years to come.

In an industry which has experienced a high degree of vendors going bankrupt, insolvent and into receivership, it is very important to scrutinize each vendor's financial statements. Over the past 12 months, one vendor was removed from the NASDAQ Global listing due to shrinking market capital. Another recently had two top executives resign due to financial mishandling.

Additionally, among the current vendors in the industry, the vast majority has no demonstrated history of profitability, in fact, according to several vendor SEC filings; operating losses have increased quarter-over-quarter.



Redflex is the only incorporated vendor with a sole professional focus on photo enforcement that has a long history of documented and audited “real” profitability, a self-funding operation and multi-million dollar line of available credit. We have never suffered a bankruptcy, an acquisition and do not have any foreseeable conditions that would impede our ability to support the City. (Please refer to Binder # 3 for our annual audited financial statements.)

7. Legal Actions for the Past Three Years

Redflex is not currently or has in the past been part of any litigation regarding operational issues of our Red Light Enforcement Solution. However, with continuous operation for more than 20 years, Redflex is not only the largest, but the longest-established provider of photo enforcement in the United States. As the pioneer, we are often named in legal challenges regarding our programs. These challenges focus primarily on the constitutionality surrounding the implementation of photo enforcement systems. While we have great faith in the legality of either with explicit state enabling legislation or local “home rule” ordinances enacted; it is not uncommon for some attorneys to take aim at photo enforcement, as it can be both a legally and politically charged target. In each of the pending legal challenges outlined, Redflex has made a substantial investment of both resources and finances to ensure we positively perpetuate the public safety programs we have instituted in partnership with our companion municipalities, from coast to coast.

8. References

Our current clients have systems in photo enforcement deployed with a variety of solutions that meet their specific needs and requirements. The referenced list is of actual contracted systems. We encourage the City of Chesapeake to contact each listed City and inquire how each respective municipality would rate Redflex in the following critical program components:

- Ability to manage the program successfully
- Ability to maintain equipment in working order
- Customer service (internally with client)
- Customer service (externally with public)
- Communication
- Overall customer satisfaction based on performance (comfort level in using vendor again)

Reference #1	
Agency	Dayton, Ohio
Contact Information	Detective Carol Johnson (937) 333-1084 Carol.Johnson@cityofdayton.org
Date of Service	11/2002
Reference #2	
Agency	Cary, North Carolina
Contact Information	Brad Hudson 919-462-3430 brad.hudson@townofcary.org
Date of Service	9/2003
Reference #3	



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Agency	Knoxville, Tennessee
Contact Information	Captain Gordon Catlett, Jr. (865) 215-7423 (direct line) gcatlett@ci.knoxville.tn.us
Date of Service	11/2005
Reference #4	
Agency	Albuquerque, New Mexico
Contact Information	Captain Ron Hetes Phone: (505) 250 – 8730 rhetes@abq.gov
Date of Service	9/2004
Reference #5	
Agency	Toledo, Ohio
Contact Information	Lt. Kevin Keel Traffic Section 419-245-3254 kevin.keel@ci.toledo.oh.us
Date of Service	1/1/08 - 1/1/2013