



School Zone Camera Speed Enforcement Program Presentation August 6, 2025

Background

- July 2023-Florida House of Representatives passed HB 1363 allowing for the use of cameras for enforcing the Florida Uniform Traffic Control Law.
- December 2024-City of Hallandale Beach released a Request for Proposal (RFP)
- April 2025-City of Hallandale Beach reviewed Five (5) received proposals and selected Jenoptik Smart Mobility Solutions, LLC as the best company.
- June 2025-City Commission Awards Jenoptik Mobility Solutions, LLC the solicitation.
- July 2025-City of Hallandale Beach and Jenoptik discussed framework for contract development to include revenue split and payment options. This contract will allow the city to collect payment for citations issued from Jenoptik instead of citations paid. To our knowledge, this is the only contract of its kind with such a provision.



MORE LIGHT

School Zone Speed Program – HB City Commission Meeting 8/6/2025

- Florida State Statute 316.1906 Amendment (HB657/588)
- Authorizes installation of automated speed detection systems in school zones:
 - Enforce school zone speed limits for violations in excess of 10 MPH.
 - Requires signage-warning motorists that speed detection systems are in use.
 - Requires a public awareness campaign prior to commencing enforcement of school zone speed limits with speed detection systems.
 - Enforcement can be 30-minutes prior, during, and 30-minutes after school session.
 - Provides procedures for hearings regarding these violations.
 - No points are assessed.

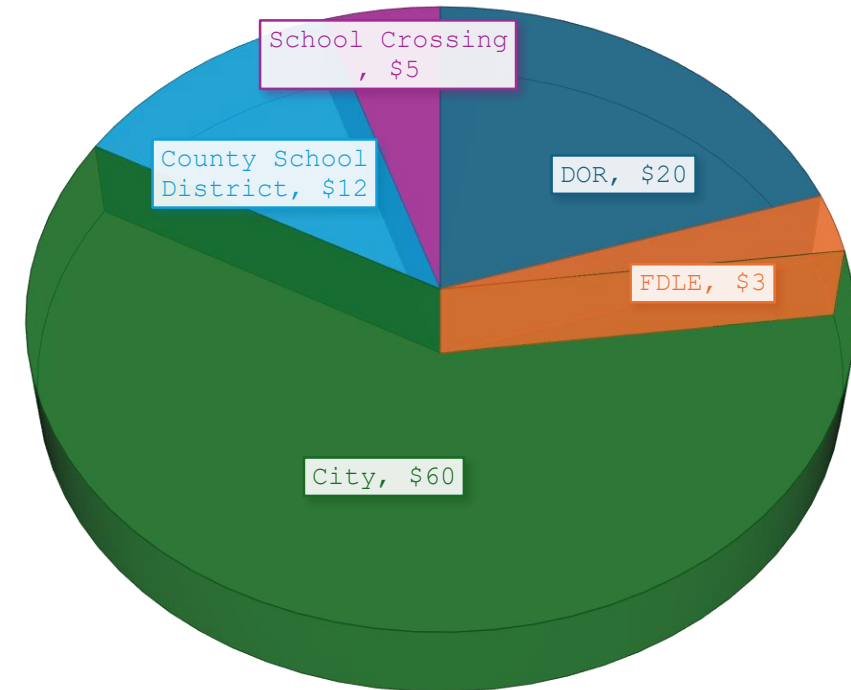


Violation Fee Breakdown

Florida Statute defines maximum citation amount and required contributions:

- \$100 maximum citation
 - \$20 to the State of Florida
 - \$12 to the School District
 - \$5 to the School Crossing Guard Program
 - \$3 to the Florida Department of Law Enforcement
 - \$60 to the City of which \$12 to be paid to Jenoptik for managing the program

DISTRIBUTION OF FUNDS



Program Highlights

Jenoptik will provide a complete turnkey solution that includes:

- Implementation of speed study
- Required hardware, software and speed signs
- Sites surveys and permits
- Installation and maintenance
- Public Education Campaign
- Training
- Customized web-based payment portal
- Citation processing and mailing once approved by the City
- Court/hearing assistance when needed
- LPR on all speed cameras with NCIC & FDLE hotlists
- Experienced bilingual customer service team

Schools List & Preliminary Enforcement Hours

School	Start	End
Hallandale High	6:30am	3:00pm
Gulfstream	6:45am	3:00pm
Lanier-James	6:30am	3:00pm



Automated School Zone Speed Detection Camera System

Implementation Timeline – 90 Days from all permits' approval

At-a-glance



INITIATION

Contract review. Project scope, objectives, and deliverables outlined.



PLANNING & DESIGN

Detailed engineering plans created, including development of work breakdown structure.



INSTALLATION

Camera implementation tasks are performed, and the project plan is put into action.



TRAINING

System training and review of reports, data collection, and public information campaign.



OPERATIONAL

ASE System fully operational, with a 30-day warning period implemented.



Hardware - System Types



Fixed Solution



Mobile Solution

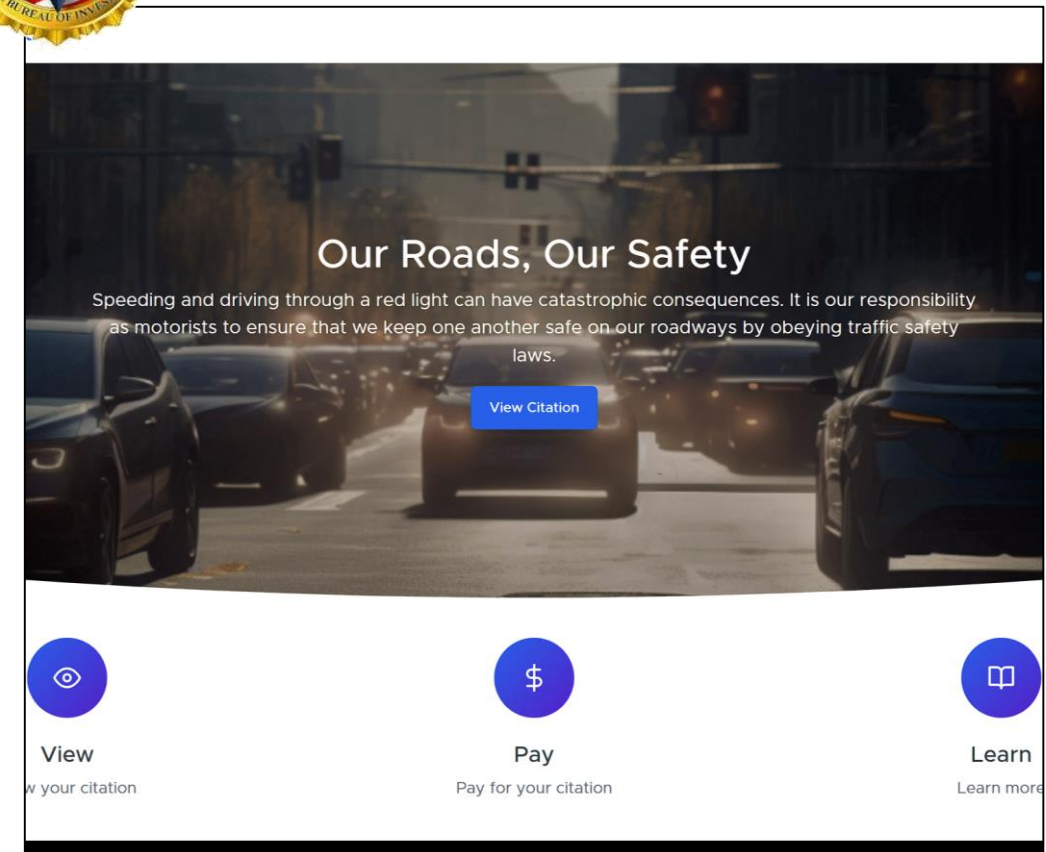
Rapid Deployment Speed & ALPR Trailer

- The City will receive one unit to be used at its discretion for the life of the school zone speed contract at no cost.
- Ideal use for:
 - School zone speed enforcement in locations where a fixed solution is not feasible.
 - Deploy during upcoming community events to ensure:
 - . Vehicles adhere to speed limit
 - . Alert PD when a vehicle that's on a particular hotlist is sighted.



Violation Software

- AltaVia is CJIS-compliant and designed to handle high-volume enforcement programs, ensuring accuracy, efficiency, and legal compliance. Central hub for traffic offense management.
- All engineering administrators of the software systems are required to complete CJIS Level 4 Training for System Administrators.
- Cloud-based web application for police and local authorities.
- Integrates with third-party enforcement systems.
- Cradle-to-Grave violation management.
- Processing, court interactions, billing, and payment collection.



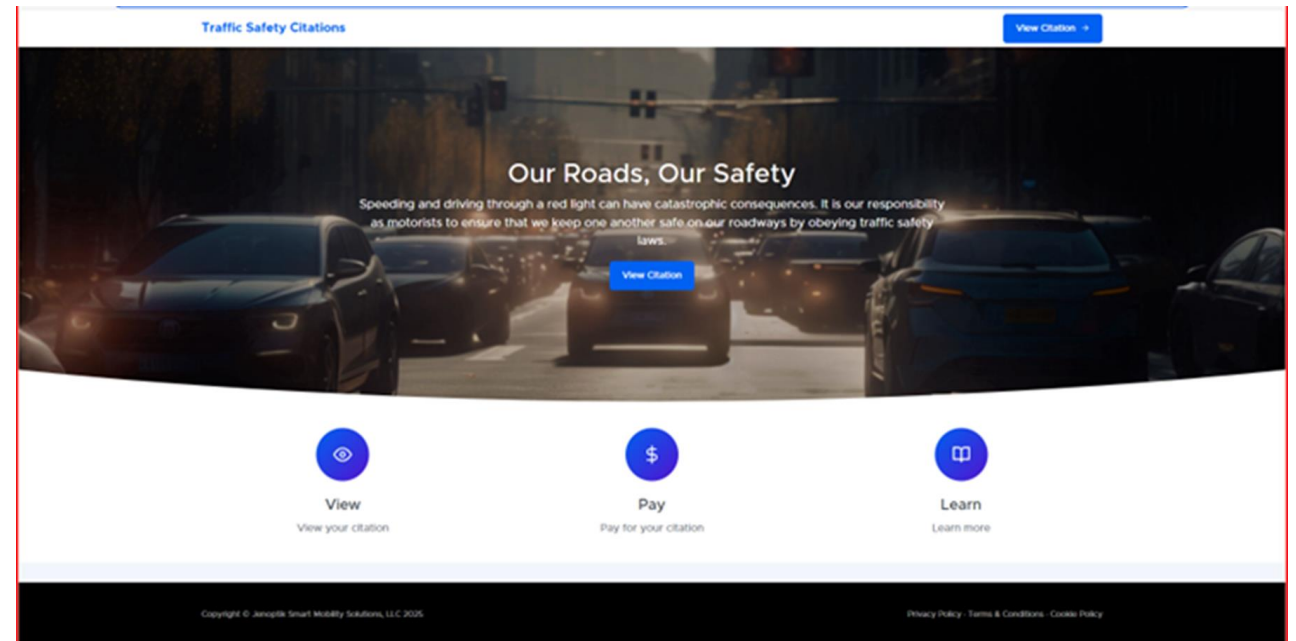
Public Education Campaign

Program awareness starts in TBD:

- **Dedicated "School Zone Safety Camera Program" webpage with contact email address:**
schoolzonesafety@xxxx.gov
 - Homepage rotator graphic (linking to the main School Zone Safety Camera Program info page)
 - Alert Banner activated (notifying website visitors when enforcement will begin)
- **QR code to webpage on all key elements**
- **Monthly e-Newsletters**
- **City's Facilities w/flyers**
- **Social media announcements**
- **Possible Community Partners**
- **To be included in Letter to Principals**
 - Include a flyer for principals to email/share with parents
 - Suggestion to place a notice on school marquee signs
 - Suggestion to share with PTA Groups

Start Date & Warning Period

- 30-day warning period – TBD
 - Warning violations will be issued and mailed out
- After the 30-day warning period:
 - Violations will be issued and mailed out
 - Violator has 30 days to pay or contest
- Payments can be made:
 - Online by visiting www.trafficsafetycitations.com
 - Others?





MORE LIGHT

Thank you.

Current Data:

- **Neighboring city using a similar program have seen the following results:**
- A 71.5% Reduction in speeding vehicles during the education phase of the program. This reduction was achieved via education campaign, warning issues and community engagement.
- A 94.9% Reduction in speeding vehicles during the enforcement phase through multiple school zones without issuing any speeding citation.
- Most cities currently doing School Zone Camera Speed Enforcement are operation during the whole-time schools are in session instead of only during school zone times.

Reductions by Speed Range

11-14MPH - 1,865 speeding vehicles reduced to **620**

15-20MPH - 1,540 speeding vehicles reduced to **129**

21MPH+ - 568 speeding vehicles reduced to **1**

Next Steps:

- Discussion of Enforcement Options:

Option A: Conduct enforcement during the whole-time school is in session (6:30 am to 3 pm)

Option B: Conduct enforcement during School Zone times only

(HB Blvd 6:45 am-8 am & 2:30 pm-3 pm) (Pembroke Rd 6:30 am-7:45 am & 1:45 pm-3 pm)

The city can select either option for the initial enforcement and switch at any time during the contract without penalty or change on revenue split with Jenoptik

- Sign Contract with Jenoptik