

SERVICE AGREEMENT

THIS IS AN AGREEMENT ("Agreement"), dated this 9 day of July 2025,
by and between:

TOWN OF PEMBROKE PARK, FLORIDA, a municipal corporation organized and operating pursuant to the laws of the State of Florida, with a business address of 3150 S.W. 52nd Avenue, Pembroke Park, Florida 33023, hereinafter referred to as "Town";

and

BLUE LINE SOLUTIONS, LLC, a limited liability company authorized to do business in the State of Florida, with a principal address of 4409 Oakwood Drive, Chattanooga, TN, 37416 hereinafter "Contractor," who is authorized to do business in the State of Florida.

Town and Contractor may each be referred to herein as "party" or collectively as "parties."

W I T N E S S E T H:

In consideration of the mutual terms and conditions, promises, covenants and payments hereinafter set forth, Town and Contractor agree as follows:

ARTICLE 1
PREAMBLE

In order to establish the background, context and form of reference for this Agreement and to generally express the objectives, and intentions of the respective parties herein, the following statements, representations and explanations shall be accepted as predicates for the undertakings and commitments included within the provisions which follow and may be relied upon by the parties as essential elements of the mutual considerations upon which this Agreement is based.

1.1 The Town advertised its notice to bidders of the Town's desire to hire a firm to create and implement a speed camera enforcement program in school zones, as more particularly described in **Exhibit "A"** attached hereto and by this reference made a part hereof, for the said bid entitled:

**CREATION AND IMPLEMENTATION FOR A SPEED CAMERA
ENFORCEMENT PROGRAM IN SCHOOL ZONES ONLY
RFP NO. 12 473-14**

1.2 On May 14, 2025, the Town Commission designated the Contractor as being the most responsible proposer submitting a responsive proposal most advantageous and in the best interests of the Town; and

1.4 Negotiations pertaining to the services to be performed by the Contractor were undertaken, and this Agreement incorporates the results of such negotiations.

ARTICLE 2

SERVICES AND RESPONSIBILITIES

2.1 Contractor hereby agrees to perform the services for the to create and implement a speed camera enforcement program in school zones, as more particularly described in **Exhibit "A"** attached hereto and by this reference made a part hereof, in accordance with the Scope of Services outlined in the specifications, RFP 12 473-14, attached hereto and made a part hereof as **Exhibit "A"** and Contractor's response thereto, attached hereto and made a part hereof as **Exhibit "B."** Contractor agrees to do everything required by this Agreement, the Sealed Bid Package, Addenda to this Agreement, and Commission award complete with proposal form. In the event of any conflicts between this Agreement, Exhibit A and Exhibit B, this Agreement shall prevail, followed by Exhibit A.

2.2 Contractor shall furnish all services, labor, equipment, and materials necessary and as may be required in the performance of this Agreement, except as otherwise specifically provided for herein, and all work performed under this Agreement shall be done in a professional manner.

2.3 Contractor hereby represents to Town, with full knowledge that Town is relying upon these representations when entering into this Agreement with Contractor, that Contractor has the professional expertise, experience and manpower to perform the services to be provided by Contractor pursuant to the terms of this Agreement.

2.4 Contractor assumes professional and technical responsibility for performance of its services to be provided hereunder in accordance with recognized professional standards of good engineering practice. If within one year following completion of its services, such services fail to meet the aforesaid standards, and the Town promptly advises Contractor thereof in writing, Contractor agrees to re-perform such deficient services without charge to the Town.

2.5 Contractor shall not utilize the services of any sub-consultant without the prior written approval of Town.

2.6 The Town agrees to permit the operation of the automated photo enforcement system in the designated areas for the maximum allowable time and at the minimum enforceable speed limit permitted by law.

ARTICLE 3

TERM AND TERMINATION

3.1 The term of this Agreement shall begin upon issuance of first payable citation, a date that can be noted in an addendum, and shall be in effect for an initial term of three (3) years, followed by two (2) three-year renewal options which are subject to the mutual written consent of both parties.

3.2 This Agreement may be terminated by either party for cause, or by the Town for convenience, upon thirty (30) days' written notice by the Town to Contractor, in which event the Contractor shall be paid its compensation for services performed to termination date. In the event that the Contractor abandons this Agreement or causes it to be terminated, Contractor shall indemnify the Town against any loss pertaining to this termination up to a maximum of the full contracted fee amount. All finished or unfinished documents, data, studies, plans, surveys, and reports prepared by Contractor shall become the property of Town and shall be delivered by Contractor to Town immediately.

3.4 SCRUTINIZED COMPANIES. Contractor certifies that it and any of its affiliates are not scrutinized companies as identified in Section 287.135, F.S. In addition, Contractor agrees to observe the requirements of Section 287.135, F.S., for applicable sub-agreements entered into for the performance of work under this Agreement. Pursuant to Section 287.135, F.S., the Town may immediately terminate this Agreement for cause if the Contractor, its affiliates, or its subContractors are found to have submitted a false certification; or if the Contractor, its affiliates, or its subContractors are placed on any applicable scrutinized companies list or engaged in prohibited contracting activity during the term of the Agreement. As provided in Subsection 287.135(8), F.S., if federal law ceases to authorize these contracting prohibitions then they shall become inoperative.

ARTICLE 4

COMPENSATION AND METHOD OF PAYMENT

4.1 Contractor and the Town shall split the collected fines in accordance with the revenue proposal set forth in Exhibit "B," subject to the revenue sharing set forth in Sec. 316.1896, F.S., and Sec. 22-100 of the Town Code, as either may be amended from time to time. The Contractor shall perform all collection activity, and send the balance of fines collected to the Town after removing the fifteen dollars (\$15.00) fee it is entitled to collect under the Contract. The Town shall then forward fees required to be transmitted to any other agency pursuant to this agreement and applicable law.

4.2 All payments shall be governed by the Florida Prompt Payment Act, as set forth in Part VII, Chapter 218, Florida Statutes.

ARTICLE 5

CHANGES TO SCOPE OF WORK AND ADDITIONAL WORK

5.1 Town or Contractor may request changes that would increase, decrease, or otherwise modify the Scope of Services, as described in **Exhibit "A,"** to be provided under this Agreement as described in Article 2 of this Agreement. These changes will affect the monthly compensation accordingly. Such changes or additional services must be in accordance with the provisions of the Code of Ordinances of the Town, and must be contained in a written amendment, executed by the parties hereto, with the same formality, equality and dignity herewith prior to any deviation from the terms of this Agreement, including the initiation of any additional or extra work.

5.2 In no event will the Contractor be compensated for any work which has not been described in a separate written agreement executed by the parties hereto.

ARTICLE 6

INDEMNIFICATION

6.1 Contractor shall indemnify and save harmless and defend the Town, its trustees, elected and appointed officials, agents, servants and employees from and against any and all claims, demands, or causes of action of whatsoever kind or nature sustained by the Town or any third party arising out of, or by reason of, or resulting from acts, error, omission, or negligent act of Contractor, its agents, servants or employees in the performance under this Agreement, for all costs, losses and expenses, including but not limited to, damages to persons or third party property, judgments and attorneys' fees arising out of or in connection with the performance by Contractor pursuant to this Agreement.

6.2 Contractor shall indemnify Town for all loss, damage, expense or liability including, without limitation, court costs and attorneys' fees that may result by reason of any infringement or claim of infringement of any patent, trademark, copyright, trade secret or other proprietary right due to services furnished pursuant to this Agreement. Contractor will defend and/or settle at its own expense any action brought against the Town to the extent that it is based on a claim that products or services furnished to Town by Contractor pursuant to this Agreement, or if any portion of the services or goods furnished in the performance of the service becomes unusable as a result of any such infringement or claim.

6.3 Contractor's aggregate liability shall not exceed the proceeds of insurance required to be placed pursuant to this Agreement plus the compensation received by Contractor, or extend to any claims brought subsequent to the expiration of warranty period outlined above. The Town's rights and remedies and Contractor's liabilities as set forth in this Agreement, are exclusive, and the Town hereby releases Contractor from all further or subsequent liability, whether based in contract or tort and irrespective of fault, negligence, or strict liability.

6.4 The parties recognize that various provisions of this Agreement, including but not necessarily limited to this Section, provide for indemnification by the Contractor and that Florida Statutes §725.06 requires a specific consideration be given therefor. The parties therefore agree that the sum of **Ten Dollars and 00/100 (\$10.00)**, receipt of which is hereby acknowledged, is the specific consideration for such indemnities, and the providing of such indemnities is deemed to be part of the specifications with respect to the services to be provided by Contractor. Furthermore, the parties understand and agree that the covenants and representations relating to this indemnification provision shall serve the term of this Agreement and continue in full force and effect as to the party's responsibility to indemnify.

ARTICLE 7

INSURANCE

Contractor shall comply with all insurance requirements set forth in Exhibit "A."

ARTICLE 8
INDEPENDENT CONTRACTOR

8.1 This Agreement does not create an employee/employer relationship between the parties. It is the intent of the parties that the Contractor is an independent Contractor under this Agreement and not the Town's employee for all purposes, including but not limited to, the application of the Fair Labor Standards Act minimum wage and overtime payments, Federal Insurance Contribution Act, the Social Security Act, the Federal Unemployment Tax Act, the provisions of the Internal Revenue Code, the State Workers' Compensation Act, and the State unemployment insurance law. The Contractor shall retain sole and absolute discretion in the judgment of the manner and means of carrying out Contractor activities and responsibilities hereunder provided, further that administrative procedures applicable to Contractor's services rendered under this Agreement shall be those of Contractor, which policies of Contractor shall not conflict with Town, State, H.U.D., or United States policies, rules or regulations relating to the use of Contractor's Funds provided for herein. The Contractor agrees that it is a separate and independent enterprise from the Town, that it has full opportunity to find other business, that it has made its own investment in its business, and that it will utilize a high level of skill necessary to perform the work. This Agreement shall not be construed as creating any joint employment relationship between the Contractor and the Town and the Town will not be liable for any obligation incurred by Contractor, including but not limited to unpaid minimum wages and/or overtime premiums.

ARTICLE 9
VENUE

9.1 This Agreement shall be governed by the laws of the State of Florida as now and hereafter in force. The venue for actions arising out of this agreement shall be in Broward County, Florida.

ARTICLE 10
PUBLIC RECORDS

10.1 The Town of Pembroke Park is public agency subject to Chapter 119, Florida Statutes. The CONTRACTOR shall comply with Florida's Public Records Law. Specifically, the Contractor shall:

10.1.1 Keep and maintain public records required by the Town to perform the service;

10.1.2 Upon request from the Town's custodian of public records, provide the Town with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in chapter 119, Fla. Stat., or as otherwise provided by law;

10.1.3 Ensure that public records that are exempt or that are confidential and exempt from public record disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and, following completion of the contract, Contractor shall destroy all copies of such confidential and exempt records remaining in its possession after the Contractor transfers the records in its possession to the Town; and

10.1.4 Upon completion of the contract, Contractor shall transfer to the Town, at no cost to the Town, all public records in Contractor possession. All records stored electronically by the Contractor must be provided to the Town, upon request from the Town custodian of public records, in a format that is compatible with the information technology systems of the Town.

10.2 The failure of Contractor to comply with the provisions set forth in this Article shall constitute a Default and Breach of this Agreement, for which, the Town may terminate the Agreement.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT

**TOWN CLERK
3150 SW 52nd Avenue
Pembroke Park, FL 33023
(954) 966-4600
townclerk@tppfl.gov**

**ARTICLE 11
INTENTIONALLY OMITTED**

**ARTICLE 12
MISCELLANEOUS**

12.1 **Ownership of Documents.** Reports, surveys, plans, studies and other data provided in connection with this Agreement are and shall remain the property of Town whether or not the project for which they are made is completed. Town hereby agrees to use Contractor's work product for its intended purposes.

12.2 **Records.** Contractor shall keep such records and accounts and require any and all subContractors to keep records and accounts as may be necessary in order to record complete and correct entries as to personnel hours charged to this engagement, and any expenses for which Contractor expects to be reimbursed. Such books and records will be available at all reasonable times for examination and audit by Town and shall be kept for a period of ten (10) years after the completion of all work to be performed pursuant to this Agreement. Incomplete or incorrect entries in such books and records will be grounds for disallowance by Town of any fees or expenses based upon such entries. All records shall be maintained and available for disclosure, as appropriate, in accordance with Chapter 119, F.S.

12.3 **Assignments; Amendments.** This Agreement, and any interests herein, shall not be assigned, transferred or otherwise encumbered, under any circumstances, by Contractor without the prior written consent of Town. For purposes of this Agreement, any change of ownership of the

Contractor shall constitute an assignment that requires Town approval. However, this Agreement shall run to the benefit of Town and its successors and assigns.

It is further agreed that no modification, amendment, or alteration in the terms or conditions contained herein shall be effective unless contained in a written document executed with the same formality and of equal dignity herewith.

12.4 **No Contingent Fees.** Contractor warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Contractor to solicit or secure this Agreement, and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for Contractor any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or making of this Agreement. For the breach or violation of this provision, Town shall have the right to terminate the Agreement without liability at its discretion, to deduct from the contract price, or otherwise recover the full amount of such fee, commission, percentage, gift or consideration.

12.5 **Notice.** Whenever any party desires to give notice unto any other party, it must be given by written notice, sent by certified United States mail, with return receipt requested, addressed to the party for whom it is intended and the remaining party, at the places last specified, and the places for giving of notice shall remain such until they shall have been changed by written notice in compliance with the provisions of this section. For the present, Contractor and Town designate the following as the respective places for giving of notice:

For Town:	David Lynch Town Manager Town of Pembroke Park 3150 S.W. 52 nd Avenue Pembroke Park, FL 33023 dlynch@tppfl.gov
Copy to:	Jacob G. Horowitz, Town Attorney Goren, Cherof, Doody, and Ezrol, P.A. 3099 E. Commercial Boulevard, Suite 200 Fort Lauderdale, Florida 33308 jhorowitz@gorencherof.com
Contractor:	Blue Line Solutions, LLC Attn: Mark Hutchison, Founder & CEO 4409 Oakwood Drive Chattanooga, TN 37416 (423-710-6348 mhutchison@bluelinesolutions.org

12.6 **Binding Authority.** Each person signing this Agreement on behalf of either party individually warrants that he or she has full legal power to execute this Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions

contained in this Agreement.

12.7 **Headings.** Headings herein are for convenience of reference only and shall not be considered on any interpretation of this Agreement.

12.8 **Exhibits.** Each Exhibit referred to in this Agreement forms an essential part of this Agreement. The exhibits if not physically attached should be treated as part of this Agreement and are incorporated herein by reference.

12.9 **Severability.** If any provision of this Agreement or application thereof to any person or situation shall to any extent, be held invalid or unenforceable, the remainder of this Agreement, and the application of such provisions to persons or situations other than those as to which it shall have been held invalid or unenforceable shall not be affected thereby, and shall continue in full force and effect, and be enforced to the fullest extent permitted by law.

12.10 **Extent of Agreement.** This Agreement represents the entire and integrated agreement between the Town and the Contractor and supersedes all prior negotiations, representations or agreements, either written or oral.

12.11 **Legal Representation.** It is acknowledged that each party was represented by counsel in the preparation of and contributed equally to the terms and conditions of this Agreement and, accordingly, the rule that a contract shall be interpreted strictly against the party preparing same shall not apply herein due to the joint contributions of both parties.

12.12 **Counterparts and Execution.** This Agreement may be executed in multiple originals or counterparts, each of which shall be deemed to be an original and together shall constitute one and the same agreement. Execution and delivery of this Agreement by the Parties shall be legally binding, valid and effective upon delivery of the executed documents to the other party through facsimile transmission, email, or other electronic delivery.

12.13 **Employment Verification.** Contractor certifies that it is aware of and complies with the requirements of Section 448.095, Florida Statutes, as may be amended from time to time and briefly described herein below.

A. **Definitions** for this Section:

1. “*Contractor*” means a person or entity that has entered or is attempting to enter into a contract with a public employer to provide labor, supplies, or services to such employer in exchange for salary, wages, or other remuneration. “Contractor” includes, but is not limited to, a contractor or consultant.
2. “*Subcontractor*” means a person or entity that provides labor, supplies, or services to or for a contractor or another subcontractor in exchange for salary, wages, or other remuneration.

3. *"E-Verify system"* means an Internet-based system operated by the United States Department of Homeland Security that allows participating employers to electronically verify the employment eligibility of newly hired employees.
- B. **Registration Requirement; Termination:** Pursuant to Section 448.095, Florida Statutes, effective January 1, 2021, Contractors, shall register with and use the E-verify system in order to verify the work authorization status of all newly hired employees. Contractor shall register for and utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of:
 1. All persons employed by a Contractor to perform employment duties within Florida during the term of the contract;
 2. All persons (including subvendors/subconsultants/subcontractors) assigned by Contractor to perform work pursuant to the contract with the Town. The Contractor acknowledges and agrees that registration and use of the U.S. Department of Homeland Security's E-Verify System during the term of the contract is a condition of the contract with the Town; and
 3. The Contractor shall comply with the provisions of Section 448.095, Fla. Stat., "Employment Eligibility," as amended from time to time. This includes, but is not limited to registration and utilization of the E-Verify System to verify the work authorization status of all newly hired employees. Contractor shall also require all subcontractors to provide an affidavit attesting that the subcontractor does not employ, contract with, or subcontract with, an unauthorized alien. The Contractor shall maintain a copy of such affidavit for the duration of the contract. Failure to comply will lead to termination of this Contract, or if a subcontractor knowingly violates the statute, the subcontract must be terminated immediately. Any challenge to termination under this provision must be filed in the Circuit Court no later than twenty (20) calendar days after the date of termination. Termination of this Contract under this Section is not a breach of contract and may not be considered as such. If this contract is terminated for a violation of the statute by the Contractor, the Contractor may not be awarded a public contract for a period of one (1) year after the date of termination.

ARTICLE 13

OTHER GOVERNMENTAL ENTITIES

13.1 The Contractor may, if the Contractor has sufficient capacity or quantities available, provide to other governmental agencies, so requesting, the products or services awarded in accordance with the terms and conditions of the RFP and resulting contract. Prices shall be F.O.B. delivered to the requesting agency.

IN WITNESS OF THE FOREGOING, the parties have set their hands and seals the day and year first written above.

TOWN OF PEMBROKE PARK

BY:



David M. Lynch, Town Manager,
authorized signator

STATE OF FLORIDA)
COUNTY OF BROWARD __)

BEFORE ME, DID APPEAR DAVID M. LYNCH, TOWN MANAGER, on this 9TH day of JULY, 2025, as who did execute the above in my presence as his voluntary ACT AND DEED.

IN WITNESS WHEREOF, I have set my hand and seal in the State and County aforesaid
this 9th day of July, 2025

NOTARY PUBLIC



Print or Type Name

My Commission Expires:



BLUE LINE SOLUTIONS, LLC

BY: _____

Name: _____

Title: _____

STATE OF TENNESSEE
COUNTY OF HAMILTON

BEFORE ME, DID APPEAR _____
AS THE AUTHORIZED AGENT FOR BLUE LINE SOLUTIONS, LLC on this _____ day of
_____, 2025, as who did execute the above in my presence as a voluntary ACT AND DEED.

IN WITNESS WHEREOF, I have set my hand and seal in the State and County aforesaid

this _____ day of _____, 2025.

NOTARY PUBLIC

Print or Type Name

My Commission Expires:

APPROVED AS TO LEGAL FORM:

DocuSigned by:

BY:

Jacob Horowitz

A562A19DFFD5417
JACOB G. HOROWITZ

Town Attorney

EXHIBIT A



REQUEST FOR PROPOSAL
RFP 12 473-14

FOR CREATION AND IMPLEMENTATION FOR A
SPEED CAMERA ENFORCEMENT PROGRAM IN SCHOOL ZONES ONLY

SUBMISSIONS ARE DUE AT THE ADDRESS SHOWN BELOW NO LATER THAN

FRIDAY, APRIL 4, 2025, at 10:00 AM

TOWN OF PEMBROKE PARK
ATTENTION: TOWN MANAGER
3150 SW 52ND AVENUE
PEMBROKE PARK, FL 33023

THE RESPONSIBILITY FOR SUBMITTING A RESPONSE TO THIS RFP ON OR BEFORE THE STATED DATE
AND TIME WILL BE SOLELY AND STRICTLY THE RESPONSIBILITY OF THE PROPOSER

SECTION I - GENERAL OVERVIEW

A. BACKGROUND

The Town of Pembroke Park is seeking proposals from qualified vendors for the creation and implementation of a speed camera enforcement program in school zones.

The Town desires a comprehensive and effective program that utilizes camera technology to enhance safety in designated school zones. Proposals should address all aspects of program implementation, operation, and maintenance. Vendors must comply with all applicable Florida Statutes, including Title XXIII MOTOR VEHICLES, Chapter 316 UNIFORM TRAFFIC CONTROL, and Title XXIII Chapter 318 DISPOSITION OF TRAFFIC INFRACTIONS, as well as any other relevant state regulations.

The successful vendor will be expected to identify suitable locations within the Town for the speed enforcement program, focusing on designated school zones.

B. SCHEDULE

The proposed time schedule as related to this procurement is as follows:

- **Release of RFP:** Tuesday, March 18, 2025
- **Deadline for Questions:** Wednesday, March 26, 2025, at 11:00 AM
- **Bids Due Date:** Friday, April 4, 2025, at 10:00 AM
- **Opening/Scoring of Bids:** Friday, April 4, 2025
- **Award Bid/Commission:** Wednesday, April 9, 2025
- **Notice to Proceed (NTP):** Monday, April 28, 2025

*All dates are subject to change at the discretion of the Town.

C. SUBMISSION OF PROPOSALS

To be considered, vendors must submit their proposals in the following format:

- **Hard Copy:** One (1) original and four (4) copies of the complete proposal, signed by an authorized company officer, in a sealed envelope. The envelope must be clearly marked with "RFP 12 473-14, Speed Camera Enforcement Program."
 - **Delivery Address:**
 - Town Manager
 - Town of Pembroke Park
 - 3150 SW 52nd Avenue
 - Pembroke Park, FL 33023
 - Hard copies must be delivered between 8:00 AM and 5:00 PM EST, Monday through Friday, excluding Town holidays.
- **Electronic Copy:** One (1) duplicate copy of the proposal must be submitted electronically to the Town Manager at <dlynch@tppfl.gov>.
 - In case of discrepancies, the hard copy shall prevail.
- **Deadline:** Proposals must be received by the Town no later than 10:00 AM on Friday, April 4, 2025. Late submissions will be rejected.
- **Delivery Responsibility:** Vendors are responsible for ensuring timely delivery of their proposals, regardless of the delivery method used. Proposals submitted by email or fax will not be accepted.

D. CONTACT PERSON

All inquiries regarding this RFP must be submitted electronically to the Town Manager, David Lynch, at <dlynch@tppfl.gov>. Questions must be submitted in writing by the **Deadline for Questions:** Wednesday, March 26, 2025, at 11:00 AM.

Unauthorized contact with any Town official or employee regarding this RFP, except as specified above, is prohibited and may result in disqualification of the vendor's proposal.

The Town will provide responses to inquiries and any necessary corrections or amendments in written addenda. Addenda will be posted on the Town's website and on DemandStar (www.demandstar.com). Vendors are responsible for checking these websites for any updates or addenda before submitting their proposals. Any issued addenda must be acknowledged in the proposal submission.

E. ADDITIONAL INFORMATION/ADDENDA

TOWN will issue responses to inquiries and any other corrections or amendments it deems necessary in written addenda issued prior to the due date posted on TOWN's website under Departments, and on DemandStar at www.demandstar.com. Vendors should not rely on any representations, statements, or explanations other than those made in this RFP or in any addendum to this RFP. Where there appears to be a conflict between the RFP and any addenda issued, the last addendum issued shall prevail. Vendors are advised to check the websites for addenda before submitting their bids. Vendors shall acknowledge any issued addenda by including the Addenda Acknowledgement with the submittal. Proposals which fail to acknowledge the vendor's receipt of any addendum shall result in the rejection of the offer if the addendum contains information which substantively changes TOWN's requirements.

F. LATE SUBMITTAL AND LATE MODIFICATIONS

Submittals received after the due date and time will not be accepted. Modifications received after the due date will not be accepted. TOWN assumes no responsibility for the premature opening of a proposal not properly addressed and identified, or not delivered to the proper designation.

G. REJECTION OF PROPOSALS/CANCELLATION

The TOWN reserves the right to reject any and all submittals and reserves the right to waive any irregularities or informalities in any submittal or in the submittal procedure, when to do so would be to the advantage of TOWN. The TOWN reserves the right to cancel this RFP at any time.

H. MINIMUM RFP ACCEPTANCE PERIOD

Submittals shall be valid and may not be withdrawn for a period of 90 days from the date specified for receipt of submittals.

I. NON-COLLUSION AFFIDAVIT

By submitting a proposal in response to this RFP, the vendor represents and warrants that such proposal is genuine and not a sham or collusive or made in the interest or in behalf of any person not therein named and that the vendor has not directly or indirectly induced or solicited any other vendor to put in a sham proposal, or any other person, firm, or corporation to refrain from submitting a proposal, and that the vendor has not in any manner sought by collusion to secure to that vendor any advantage over any other vendor. By submitting a proposal, the vendor represents and warrants that no official or employee of TOWN has, in any manner, an interest, directly or indirectly in the proposal or in the contract which may be awarded under it, or in any expected profits to arise there from.

J. COST INCURRED BY VENDORS

All expenses involved with the preparation and submission of the Proposal to TOWN, or any work performed in connection therewith is the responsibility of the vendor(s).

K. RFP OPENING

The names of the firms responding to this RFP shall be read aloud publicly by the Town Clerk (or designee) in Town Hall at the submitting deadline and their proposals shall subsequently be subject to an evaluation review. A list of names of firms responding to the RFP shall be posted on TOWN's website at <https://www.tppfl.gov/bids>. The list may also be obtained from the Town Manager after the RFP due date and time stated herein.

L. PUBLIC RECORDS

The Town of Pembroke Park is a public agency subject to Chapter 119, Florida Statutes. Proposer shall comply with Florida's Public Records Law. Specifically, proposer shall:

- Keep and maintain public records required by the Town to perform the service;
- Upon request from the Town's custodian of public records, provide the Town with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law;
- Ensure that public records that are exempt or that are confidential and exempt from public record disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term, and following completion of the Agreement, proposer shall destroy all copies of such confidential and exempt records remaining in its possession after proposer transfers the records in its possession to the Town, unless otherwise required by law; and
- Upon completion of the Agreement, proposer shall ensure the transfer to the Town, at no cost to the Town, all public records in proposer's possession. All records stored electronically by proposer must be provided to the Town, upon

request from the Town's custodian of public records, in a format that is compatible with the information technology systems of the Town.

The failure of proposer to comply with the provisions set forth in this Article shall constitute a default and breach of this Agreement, for which, the Town may terminate the Agreement by providing proposer with at least thirty (30) days prior, provided, however, that proposer will be given the opportunity to cure the breach within said period of time.

M. TAXES

The selected vendor will be provided with TOWN's Sales Tax and Use Tax Certificate of Exemption number upon request.

N. VENDOR INFORMATION

All submissions shall include a completed Vendor Information Form, current copy of business license and current W-9. Vendors whose place of business is other than the State of Florida may be required to provide to the Contracts and Procurement Manager copies of their State's regulations and/or laws concerning the application of vendor preference requirements applicable in their State. Failure to provide this information could result in the disqualification of the vendor from submitting a proposal.

O. INSURANCE

The selected vendor shall provide TOWN with a Certificate of Insurance for General liability, Automobile insurance, and Workers' Compensation before work can begin on TOWN project and remain effective for the duration of the work as described in the contract documents, including authorized change orders, plus any period of guarantee as required in the general warranty. General liability insurance must be at least one

million dollars (\$1,000,000) combined single limit per occurrence. Automobile insurance must be at least five hundred thousand dollars (\$500,000) combined single limit per accident for bodily injury or property damage; and Workers' Compensation insurance must be in compliance with the requirements established by the State of Florida.

P. BONDS

Any combination of the following bonds will be required by TOWN: five percent (5%) bid bond, one hundred percent (100%) payment bond, and one hundred percent (100%) performance bond. All bonds shall be payable to TOWN. Bonding company must be authorized to do business in Florida by the Florida Insurance Commission, listed in the Department of Treasury's publication of companies holding certificates of authority as acceptable surety on Federal bond and as acceptable reinsuring companies,²⁰ and have an "A" or better A.M. Best rating.

Q. ANTI-DISCRIMINATION

TOWN, in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this RFP, disadvantaged business enterprises as defined at 49 CFR Part 23 will be afforded full opportunity to submit bids in response to this RFP and will not be discriminated against on the grounds of race, color, national origin, sex, handicap/disability in consideration of an award.

R. DRUG-FREE WORKPLACE

The Town of Pembroke Park is very committed to maintaining a safe, healthy, and productive work environment for its employees and citizens. To underscore that commitment, the Town has established a Drug-Free Workplace Program. In accordance with Florida Statute 287.087, preference shall be given to vendors who have a drug-free workplace program. Whenever two or more bids which are equal with respect to price, quality, and service are received by the Town, a bid from a vendor who certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In the event all things are equal, the bid received from the vendor that certifies full compliance with 287.087, Florida Statutes, should be given preference over all others.

Whenever two or more bids that are equal with respect to price, quality, and service are received by the Town, a bid from a vendor who certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In the event all things are equal, the bid received from the vendor that certifies full compliance with 287.087, Florida Statutes, should be given preference over all others.

CERTIFICATION REQUIREMENTS

The certified statement must stipulate the vendor shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about:
 - The dangers of drug abuse in the workplace

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

The Town of Pembroke Park ("TOWN") is soliciting sealed proposals from qualified vendors for the provision of a comprehensive Red Light Camera Enforcement Program within the Town. This includes, but is not limited to, the supply, installation, operation, maintenance, and administration of a red-light camera system at selected intersections. The program aims to improve traffic safety by deterring red-light violations.

The TOWN will consider Proposals only from responsible and responsive Proposer(s) licensed and qualified by experience to provide and do the work specified.

These instructions herein are standard for all service contracts issued through the Town of Pembroke Park. In this document, Invitation to Bid (ITB) and Request for Proposal (RFP), bids and proposals are interchangeable.

S. FINAL SELECTION

The Review Committee representative will make a recommendation to the Town Commission following review of all qualified proposals, selection of a suitable primary and secondary vendors, and preliminary contract negotiations.

TOWN shall complete contract negotiations with the successful primary and secondary vendors following the Town's Commission approval.

TOWN reserves the right to accept the response that is determined to be in the best interest of TOWN. The TOWN reserves the right to reject any and or all proposals.

(b)An awarding body may not give preference to a vendor based on the vendor's social, political, or ideological interests.

(3)Beginning July 1, 2023, any solicitation for the procurement of commodities or contractual services by an awarding body must include a provision notifying vendors of the provisions of this section.

T. LITIGATION VENUE

The parties waive the privilege of venue and agree that all litigation between them in the state courts shall take place in Broward County, Florida, and that all litigation between them in the federal courts shall take place in the Southern District in and for the State of Florida.

U. SCOPE OF WORK

The scope of work for this project includes, but is not limited to, the following:

1. System Provision and Installation:

- Supply and install all necessary red-light camera equipment, including cameras, sensors, and related hardware, at locations identified and approved by the Town.
- Ensure that all equipment is compliant with Florida law and industry best practices.
- Perform all necessary site preparation and installation work.

2. System Operation and Maintenance:

- Operate and maintain the red-light camera system to ensure its continuous and reliable operation.
- Perform regular inspections and maintenance of all equipment.
- Provide technical support and troubleshooting services.
- Ensure the system is calibrated and certified as required by law.

3. Violation Processing and Administration:

- Review and process violation data captured by the system.
- Generate and mail violation notices to registered vehicle owners.
- Provide a secure online platform for citizens to review violation evidence and make payments.
- Manage the collection of fines and remittance of payments to the Town.
- Provide court support and adjudication assistance, if required.

4. Program Management and Reporting:

- Provide regular reports to the Town on program performance, including violation statistics, revenue generated, and system uptime.
- Attend meetings with Town staff to discuss program operations and address any issues.
- Ensure compliance with all applicable laws and regulations.
- Provide public awareness and education materials regarding the red-light camera program.



A. BID SIGNATURE PAGE

HOW TO SUBMIT BIDS: Bids must be submitted by hard copy. It is the sole responsibility of the Bidder to ensure that the Bid reaches the Town of Pembroke Park, Town Hall, Town Clerk's Office, 3150 SW 52nd Avenue, Pembroke Park, FL 33023, on or prior to the Bid due date and time listed. Bids submitted by fax or email will not be accepted.

The undersigned hereby agrees to furnish services subject to all instructions, terms, conditions, specifications, and addenda contained in the Invitation to Bid (RFP).

I have read the RFP, and all attachments including the specifications and fully understand what is required. By submitting this signed Bid, I understand any resulting Town contract will be subject to RFP instructions, terms, conditions, specifications, and addenda.

Submitted by	Date
--------------	------

Signature	Date
-----------	------

Name Print	Title
------------	-------

Company (Legal Registration)

FOREIGN CORPORATIONS MAY BE REQUIRED TO OBTAIN A CERTIFICATE OF AUTHORITY FROM THE DEPARTMENT OF STATE, IN ACCORDANCE WITH FLORIDA STATUTE §607.1501 (visit <http://www.dos.state.fl.us/>).

Address

City	State	Zip
------	-------	-----

Telephone No.	FAX No	Email
---------------	--------	-------

Does your firm qualify for MBE or WBE status?	MBE	WBE
---	-----	-----



TOWN OF PEMBROKE PARK SUBMITTAL REQUIRED FORMS

Bidders must complete and submit all TOWN requested documentation to be considered a responsive and responsible Bidder.

1. Questionnaire
2. Bid Acknowledgment
3. Vendor/Bidder Disclosure
4. Subcontractors
5. References
6. Scrutinized Companies
7. Public Entity Crimes
8. Conflict of Interest Disclosure
9. Non-Collusion Statement
10. Confirmation of Drug-Free Workplace
11. Acknowledgment of Addenda
12. Affidavit of Compliance with Anti-



Submitted by (*Company Name*):

Corporation

Partnership

Individual

Joint Venture

Other

Describe:

Office Location:

Number of people in your organization:

Length of time the Contractor has been doing business under this name in Florida:

Years

Under what other name(s) has your firm operated:

Has or is your firm currently involved in any formal court proceedings regarding any of your contracts?

YES

(attach a detailed explanation)

NO



BID ACKNOWLEDGMENT

The undersigned, having carefully read and considered the Invitation to Bid, RFP 12 473-14, Speed Camera Enforcement Program. for the Town of Pembroke Park, does hereby offer to perform such services for the Town of Pembroke Park, in the manner described and subject to the terms and conditions set forth in the attached RFP.

The undersigned gives permission for Pembroke Park to contact business references provided in this Bid, and any others for whom the undersigned has performed work.

The undersigned further states that this Bid is made in good faith and is not founded on, or in consequence of, any collusion, anti-competitive agreement, or other type of anti-competitive activities between themselves and any other interested party, in restraint of free competition.

Bidder Business Name:

Authorized Representative Signature:

Authorized Representative Name (Print):

Authorized Representative Title (Print):

Address:

Date:

Phone:

Fax:

Email Address:

Key Staff Member(s) Will Assign to Project:



VENDOR/BIDDER DISCLOSURE

I, _____, being first duly sworn state that:

The full legal name and business address of the person(s) or entity contracting with the Town of Pembroke Park (“Town”) are as follows (Post Office addresses are not acceptable):

Name of Individual, Firm, or Organization: _____

Address: _____

FEIN: _____

State and date of incorporation _____

OWNERSHIP DISCLOSURE AFFIDAVIT

1. If the contract or business transaction is with a corporation, the full legal name and business address shall be provided for each officer and director and each stockholder who directly or indirectly holds five percent (5%) or more of the corporation’s stock. If the contract or business transaction is with a trust, the full name and address shall be provided for each trustee and each beneficiary. All such names and address are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address	% Ownership

The full legal names and business addresses of any other individual (other than subcontractors, suppliers, laborers, and lenders) who have, or will have, any legal, equitable, or beneficial interest Town of Pembroke Park in the contract or business transaction with TOWN are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address	% Ownership

STATE OF FLORIDA)
)
COUNTY OF _____)

By: _____
 Signature of Affiant

Date: _____

Print Name

SUBSCRIBED AND SWORN TO or affirmed before me this _____ day of

_____ 20____, by _____, he/she is personally known

to me or has presented _____ as identification.

Notary Public, State of Florida at Large

Print or Stamp of Notary:



The Bidder shall list all Subcontractors to be used on this project, if awarded the Contract for this project in the form below.

	CLASSIFICATION OF WORK	NAME OF SUBCONTRACTOR	ADDRESS OF SUBCONTRACTOR
1.			
2.			
3.			
4.			
5.			



**Speed Camera Enforcement Program
ADDENDA ACKNOWLEDGEMENT**

The vendor has examined and carefully studied the Request for Proposals and the following Addenda, receipt of all of which is hereby acknowledged:

Addendum No. _____

Addendum No. _____

Addendum No. _____

Addendum No. _____

Authorized Representative (Signature)

Date

Authorized Representative/Title
(Print or Type)

Vendors must acknowledge any issued addenda. Proposals which fail to acknowledge the vendor's receipt of any addendum will result in the rejection of the offer if the addendum contained information which substantively changes the Owner's requirements.



REFERENCE
FORM

All references must be from customers for whom your company has provided similar services as the specifications of this bid. *(Invalid contact information will result in default of references and may cause the bid to be disqualified.)*

Company Name: _____

1. Company: _____

Street Address: _____

City, State & Zip: _____

Contact Person Name: _____ Title: _____

Phone: _____ Email: _____

Describe Scope of Work and dates of project/service: _____

2. Company: _____

Street Address: _____

City, State & Zip: _____

Contact Person Name: _____ Title: _____

Phone: _____ Email: _____

Describe Scope of Work and dates of project/service: _____

3. Company: _____

Street Address: _____

City, State & Zip: _____

Contact Person Name: _____ Title: _____

Phone: _____ Email: _____

Describe Scope of Work and dates of project/service: _____



SCRUTINIZED COMPANIES

CERTIFICATION REGARDING SCRUTINIZED COMPANIES. The Contractor hereby certifies that, pursuant to Section 287.135, Florida Statutes, it is not listed on the Scrutinized Companies that Boycott Israel and is not participating in a boycott of Israel. The Contractor understands that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject it to civil penalties, attorneys' fees, and costs. The Contractor further understands that any contract with the Town for goods or services may be terminated at the option of the Town if the Contractor is found to have submitted a false certification or has been listed on the Scrutinized Companies that Boycott Israel list or is participating in a boycott of Israel. For purchases of \$1 million or more: By submitting a response to any solicitation, the Contractor hereby certifies that, pursuant to Section 287.135, Florida Statutes, it is not listed on the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies with Activities in Sudan List, is not listed on the Scrutinized Companies that Boycott Israel and is not participating in a boycott of Israel, and is not engaged in business operations in Cuba or Syria. The Contractor understands that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject it to civil penalties, attorneys' fees, and costs. The Contractor further understands that any contract with the Town for goods or services of \$1 million or more may be terminated at the option of the Town if the Contractor is found to have submitted a false certification or has been listed on the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List or the Scrutinized Companies with Activities in Sudan List, is listed on the Scrutinized Companies that Boycott Israel list or is participating in a boycott of Israel, or is engaged in business operations in Cuba or Syria.

Acknowledged By:

Firm Name:

Printed Name:

Title:

Signature:

Date:



PUBLIC ENTITY CRIMES
NOTIFICATION OF PUBLIC ENTITY CRIMES LAW

Pursuant to Section 287.133, Florida Statutes, you are hereby notified that a person or affiliate who has been placed on the convicted contractors list following a conviction for a public entity crime may not submit a Bid on a contract to provide any goods or services to a public entity; may not submit a Bid on a contract with a public entity for the construction or repair of a public building or public work; may not submit Bids on leases or real property to a public entity; may not be awarded or perform work as a contractor, supplier, sub-Bidder, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 [F.S.] for Category Two [\$35,000.00] for a period of thirty-six (36) months from the date of being placed on the convicted contractors list.

Acknowledged By:

Firm Name:

Printed Name:

Title:

Signature:

Date:



CONFLICT OF INTEREST DISCLOSURE

The award of the agreement is subject to the provisions of Chapter 112, Florida Statutes. All Bidders must disclose within their Bid, the name of any officer, director, or agent who is also an employee or relative of an employee of the Town of Pembroke Park ("TOWN").

Furthermore, all Bidders must disclose the name of any TOWN employee or relative(s) of a TOWN employee who owns, directly or indirectly, an interest in the Bidders firm or any of its branches.

The purpose of this disclosure form is to give TOWN the information needed to identify potential conflicts of interest for key personnel involved in the award of this contract.

The term "conflict of interest" refers to situations in which financial or other personal considerations may adversely affect, or have the appearance of adversely affecting, an employee's professional judgment in exercising any TOWN duty or responsibility in administration, management, instruction, research, or other professional activities.

Please check one of the following statements and attach additional documentation, if necessary:

☐ To the best of our knowledge, the undersigned Contractor has no potential conflict of interest as defined in Chapter 112, Florida Statutes.

☐ The undersigned Contractor, by attachment to this form, submits information which may be a potential conflict of interest due to other Cities, Counties, contracts, or property interest for this RFP.

Acknowledged By:

Firm Name:

Printed Name:

Title:

Signature:

Date:



PROPOSER'S CERTIFICATION AND STATEMENT OF NON-COLLUSION

I _____ certify that this proposal is made without prior understanding, agreement or connection with any corporation, firm or person submitting a proposal for the same services and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of state and Federal law and can result in fines, prison sentences and civil damages awards.

I certify that this proposal has been prepared independently and the price submitted will not be disclosed to another person.

The Town reserves the right to reject the proposal submitted by any proposer violating this provision.

I agree to abide by all conditions of this proposal and certify that I am authorized to sign this proposal.

COMPANY NAME: _____

Authorized Representative (Signature)

Date

Authorized Representative/Title
(Print or Type)



CONFIRMATION OF DRUG-FREE WORKPLACE

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

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

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

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

Bidder's Signature

Date



AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS

In accordance with section 787.06 (13), Florida Statutes, the undersigned, on behalf of the entity listed below (“Entity”), hereby attests under penalty of perjury that:

1. The Affiant is an officer or representative of the Entity entering into an agreement with the City of Cooper City.
2. The Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes, entitled “Human Trafficking”.
3. I understand that I am swearing or affirming under oath to the truthfulness of the claims made in this affidavit and that the punishment for knowingly making a false statement includes fines and/or imprisonment.
4. The Affiant is authorized to execute this Affidavit on behalf of the Entity.

FURTHER AFFIANT SAYETH NAUGHT.

DATE: _____, 20_____

ENTITY: _____ NAME: _____

TITLE: _____

STATE OF FLORIDA
COUNTY OF _____

SWORN TO (or affirmed) and subscribed before me by means of ☐ physical presence or ☐ online notarization, this _____ day of _____ 20____, by _____ in his/her capacity as _____ for _____ (name of Entity).

NOTARY PUBLIC

Type of Identification Produced

EXHIBIT B



In Response:

Town of Pembroke Park
Speed Camera Enforcement Program

RFP: RFP 12 473-14

Submitted On: April 7th 2025

Supplier Proposal Compliance:

Blue Line Solutions certifies that: (I) the proposal is accurate and complete; (II) the proposal is prepared in accordance with the solicitation requirements, and includes all information, content, responses, and appendices requested and, (III) that all required communication, format and submission instructions have been followed. BLS is qualified legally to contract within the State of Florida and the Town of Pembroke Park.

This Proposal is Valid for 120 Days.



CONTACT INFORMATION

Mark Hutchinson

Founder & CEO

mark@bluelinesolutions.org

423-333-0490

Jason Friedberg

VP of Sales

jfriedberg@bluelinesolutions.org

267-671-2613

Craig Hamilton

Director, Bids & Proposals

chamilton@bluelinesolutions.org

423-280-6377

This RFP response is a public record pursuant to Florida law, which is subject to disclosure by the Town of Pembroke Park under the "Sunshine" law as codified in Chapter 119 of Florida State Statute. The city shall permit public access to all documents, papers, letters, or other material submitted in connection with this RFQ and the Contract to be executed for this RFQ, subject to the provisions of the Florida Statute.

Upon award, this contract and any subsequent contract renewals will conform to any changes in state law in accordance with Florida Statute 119 and all applicable law and subsidiary legislation.

Blue Line Solutions does not take any exceptions to this RFQ.

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LETTER OF INTEREST

Town of Pembroke Park
Attn: David Lynch
3150 SW 52nd Avenue
Pembroke Park, FL 33023

April 1, 2025

Dear Mr. Lynch,

Thank you for the opportunity to submit a proposal on behalf of Blue Line Solutions, LLC (BLS). Based in Chattanooga, TN, BLS is a highway safety and traffic technology company dedicated to reducing speeding incidents, red-light violations, and roadway hazards through the use of advanced technology, ultimately saving lives and minimizing roadway injuries.

Founded in 2012 in Athens, TN, BLS was established to promote highway safety, leveraging my background as a former Chief Deputy in East Tennessee and Administrator for the Tennessee Governor's Highway Safety Office. Since moving to Chattanooga in 2017, we've expanded our technology to include automated red-light enforcement, noise ordinance enforcement, and comprehensive highway safety programs.

Our Chattanooga headquarters houses our citation processing department, service technicians, Computer Network Operations Center (CNO) engineers, software developers, and permitting managers. These resources ensure localized, high-quality customer service for city agencies and citation recipients. Additionally, with satellite offices in *Hollywood, FL*; *Girard, OH*; and *Shreveport, LA*, and a Connecticut office in 2025, we're positioned to provide fast, reliable support wherever needed.

What sets BLS apart from other automated enforcement companies is our mission: enhancing community and highway safety by reducing speeding and red-light violations. Our focus isn't on issuing citations but on changing driver behavior through a comprehensive approach that integrates public information and education (), community transparency, and enforcement. This model mirrors the National Highway Traffic Safety Administration's (NHTSA) successful "Click It or Ticket" (CIOT) program.

Our efforts have led to up to a 95% reduction in speeding through school zones nationwide, as recognized by the Governor's Highway Safety Association (GHSA). We've achieved these results in diverse communities, including Mt. Pleasant, TN; Savannah, GA; Hollywood, FL; Youngstown, OH; and Buffalo, IA. Our scalable programs support municipalities of all sizes, from five to ninety-six active enforcement cameras, and contribute to broader highway safety initiatives.

BLS Reduces
Speeding by up to

95%

Blue Line Solutions (BLS) provides Automated Speed Enforcement (ASE), red-light running enforcement (RLE), and noise ordinance enforcement (NOE). We are submitting our ASE program for this request for proposals. Blue Line Solutions manages over 120 Automated Photo Speed Enforcement Programs across the nation, utilizing fixed, handheld, and mobile solutions. With partners in eight states using 800 cameras, we have processed 2.2 million citations in the past five years. This represents an annual average growth rate of 38%, with a total growth of 485% over five years (2019-2024).

BLS brings the Town of Pembroke Park a full suite of customized solutions that can be tailored to meet the Town's specific needs and preferences for each zone. We are confident in our ability to fulfill all the Town's preferences listed in the RFP. BLS will provide non-intrusive, fixed automated speed detection units installed at zero cost throughout our revenue-sharing model.

The Project Manager, who will be the direct point of contact during the term of the Agreement, will begin with 1.) James Hardeman, VP of Field Operations, who will be responsible for getting the project from contract signature to operation. At this point, 2.) Mike Westfield, Director of Agency Operations, will remain your Project Manager and Point of Contact throughout the life of the program.

Sincerely,

Sincerely,



Mark Hutchison
Founder & CEO

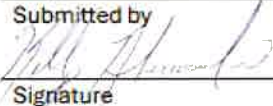


A. BID SIGNATURE PAGE**A. BID SIGNATURE PAGE**

HOW TO SUBMIT BIDS: Bids must be submitted by hard copy. It is the sole responsibility of the Bidder to ensure that the Bid reaches the Town of Pembroke Park, Town Hall, Town Clerk's Office, 3150 SW 52nd Avenue, Pembroke Park, FL 33023, on or prior to the Bid due date and time listed. Bids submitted by fax or email will not be accepted.

The undersigned hereby agrees to furnish services subject to all instructions, terms, conditions, specifications, and addenda contained in the Invitation to Bid (RFP).

I have read the RFP, and all attachments including the specifications and fully understand what is required. By submitting this signed Bid, I understand any resulting Town contract will be subject to RFP instructions, terms, conditions, specifications, and addenda.

Kelly Abercrombie	04/02/25
Submitted by	Date
	04/02/25
Signature	Date
Kelly Abercrombie	Chief Strategy Officer
Name Print	Title
Blue Line Solutions, LLC	
Company (Legal Registration)	

FOREIGN CORPORATIONS MAY BE REQUIRED TO OBTAIN A CERTIFICATE OF AUTHORITY FROM THE DEPARTMENT OF STATE, IN ACCORDANCE WITH FLORIDA STATUTE §607.1501 (visit <http://www.dos.state.fl.us/>).

Address		
City	State	Zip
Telephone No.	FAX No	Email
Does your firm qualify for MBE or WBE status?	MBE	WBE

B. SUBMISSION FORMS

1. QUESTIONNAIRE



Blue Line Solutions, LLC

Submitted by (Company Name):

LLC

Corporation

Partnership

Individual

Joint Venture

Other

Describe:

4409 Oakwood Drive Chattanooga, TN 37416

Office Location:

105

Number of people in your organization:

four years

4

Length of time the Contractor has been doing business under this name in Florida:

Years

N/A

Under what other name(s) has your firm operated:

Has or is your firm currently involved in any formal court proceedings regarding any of your contracts?

YES

(attach a detailed explanation)

XNO

2. BID ACKNOWLEDGMENT



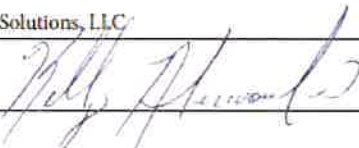
BID ACKNOWLEDGMENT

The undersigned, having carefully read and considered the Invitation to Bid, RFP 12 473-14, Speed Camera Enforcement Program, for the Town of Pembroke Park, does hereby offer to perform such services for the Town of Pembroke Park, in the manner described and subject to the terms and conditions set forth in the attached RFP.

The undersigned gives permission for Pembroke Park to contact business references provided in this Bid, and any others for whom the undersigned has performed work.

The undersigned further states that this Bid is made in good faith and is not founded on, or in consequence of, any collusion, anti-competitive agreement, or other type of anti-competitive activities between themselves and any other interested party, in restraint of free competition.

Bidder Business Name: Blue Line Solutions, LLC

Authorized Representative Signature: 

Authorized Representative Name (Print): Kelly Abercrombie

Authorized Representative Title (Print): Chief Strategy Officer

Address: 4409 Oakwood Dr. Chattanooga, TN 37416

Date: 04/02/25

Phone: 423 710 6348

Fax: _____

Email Address: kabercrombie@bluelinesolutions.org

Key Staff Member(s) Will Assign to Project: _____

Doug Diehl - COO James Hardeman - VP of Field Services Mike Westfield - Agency Operations Director

3. VENDOR/BIDDER DISCLOSURE



VENDOR/BIDDER DISCLOSURE

I, Kelly Abercrombie, being first duly sworn state that:

The full legal name and business address of the person(s) or entity contracting with the Town of Pembroke Park

("Town") are as follows (Post Office addresses are not acceptable):

Name of Individual, Firm, or Organization: Blue Line Solutions

Address: 4409 Oakwood Drive

Chattanooga, TN 37416

FED: 46-0580223

State and date of incorporation: TN 2017

OWNERSHIP DISCLOSURE AFFIDAVIT

1. If the contract or business transaction is with a corporation, the full legal name and business address shall be provided for each officer and director and each stockholder who directly or indirectly holds five percent (5%) or more of the corporation's stock. If the contract or business transaction is with a trust, the full name and address shall be provided for each trustee and each beneficiary. All such names and address are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address	% Ownership
Mark Hutchinson	4409 Oakwood Drive, Chattanooga, TN 37416	51%
RAF Equity	50 Monument Road, Suite 303 Bala Cynwyd, PA 19004	49%

The full legal names and business addresses of any other individual (other than subcontractors, suppliers, laborers, and lenders) who have, or will have, any legal, equitable, or beneficial interest in Town of Pembroke Park in the contract or business transaction with TOWN are as follows (Post Office addresses are not acceptable):

Full Legal Name	Address	% Ownership

STATE OF ~~FLORIDA~~ Tennessee

COUNTY OF Hamilton

By: [Signature]
Signature of Affiant

Date: 04/02/25

Kelly Abercrombie

Print Name

SUBSCRIBED AND SWORN TO or affirmed before me this 2nd day of

April 2025 by Kelly Abercrombie he/she is personally known

to me or has presented _____ as identification.

[Signature]
Notary Public, State of ~~Florida~~ Tennessee

Print or Stamp of Notary:



4. SUBCONTRACTORS



The Bidder shall list all Subcontractors to be used on this project, if awarded the Contract for this project in the form below.

	CLASSIFICATION OF WORK	NAME OF SUBCONTRACTOR	ADDRESS OF SUBCONTRACTOR
1.	General Contractor	Petra Builders	1851 W. Indiantown RD 202 Jupiter, FL 33458
2.	Install Contractor	KED Communications	3614 Oneida St. Cocoa, FL 32926
3.	Install Contractor	Turn 2 Electric	2981 Center Port Circle Pompano Beach, FL 33064
4.			
5.			

5. REFERENCES



REFERENCE FORM

All references must be from customers for whom your company has provided similar services as the specifications of this bid. (Invalid contact information will result in default of references and may cause the bid to be disqualified.)

Company Name:

1. Company: <u>Youngstown Police Department</u>	
Street Address: <u>116 W. Boardman St.</u>	
City, State & Zip: <u>Youngstown, OH 44503</u>	
Contact Person Name: <u>Lt. Brian Welsh</u>	Title: <u>Speed Program Director</u>
Phone: <u>276.781.2301</u>	Email: <u>ltwelsh@youngstownohio.gov</u>
Describe Scope of Work and dates of project/service: <u>School Zone Automated Enforcement and Public Education Program</u>	
2. Company: <u>Shreveport Police Department</u>	
Street Address: <u>505 Travis Street</u>	
City, State & Zip: <u>Shreveport, LA 71101</u>	
Contact Person Name: <u>Tom Dark</u>	Title: <u>Chief Administrative Officer</u>
Phone: <u>318.673.5061</u>	Email: <u>tom.dark@shreveportla.gov</u>
Describe Scope of Work and dates of project/service: <u>Installed 96 cameras in 31 school zones for their automated enforcement of school zones program</u>	
3. Company: <u>Bristol Police Department</u>	
Street Address: <u>551 Scott Street</u>	
City, State & Zip: <u>Bristol, VA 24201</u>	
Contact Person Name: <u>Maj. Darryl Milligan</u>	Title: <u>Speed Program Director</u>
Phone: <u>276.645.7284</u>	Email: <u>dmilligan@bristolva.org</u>
Describe Scope of Work and dates of project/service: <u>Installed 5 cameras in 3 school zones</u>	

6. SCRUTINIZED COMPANIES



SCRUTINIZED COMPANIES

CERTIFICATION REGARDING SCRUTINIZED COMPANIES. The Contractor hereby certifies that, pursuant to Section 287.135, Florida Statutes, it is not listed on the Scrutinized Companies that Boycott Israel and is not participating in a boycott of Israel. The Contractor understands that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject it to civil penalties, attorneys' fees, and costs. The Contractor further understands that any contract with the Town for goods or services may be terminated at the option of the Town if the Contractor is found to have submitted a false certification or has been listed on the Scrutinized Companies that Boycott Israel list or is participating in a boycott of Israel. For purchases of \$1 million or more: By submitting a response to any solicitation, the Contractor hereby certifies that, pursuant to Section 287.135, Florida Statutes, it is not listed on the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies with Activities in Sudan List, is not listed on the Scrutinized Companies that Boycott Israel and is not participating in a boycott of Israel, and is not engaged in business operations in Cuba or Syria. The Contractor understands that pursuant to Section 287.135, Florida Statutes, the submission of a false certification may subject it to civil penalties, attorneys' fees, and costs. The Contractor further understands that any contract with the Town for goods or services of \$1 million or more may be terminated at the option of the Town if the Contractor is found to have submitted a false certification or has been listed on the Scrutinized Companies with activities in the Iran Petroleum Energy Sector List or the Scrutinized Companies with Activities in Sudan List, is listed on the Scrutinized Companies that Boycott Israel list or is participating in a boycott of Israel, or is engaged in business operations in Cuba or Syria.

Acknowledged By:

Blue Line Solutions, LLC

Firm Name:

Kelly Abercrombie

Chief Strategy Officer

Printed Name:

Title:

Signature:

04/02/25

Date:

7. PUBLIC ENTITY CRIMES



PUBLIC ENTITY CRIMES NOTIFICATION OF PUBLIC ENTITY CRIMES LAW

Pursuant to Section 287.133, Florida Statutes, you are hereby notified that a person or affiliate who has been placed on the convicted contractors list following a conviction for a public entity crime may not submit a Bid on a contract to provide any goods or services to a public entity; may not submit a Bid on a contract with a public entity for the construction or repair of a public building or public work; may not submit Bids on leases or real property to a public entity; may not be awarded or perform work as a contractor, supplier, sub-Bidder, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 [F.S.] for Category Two [\$35,000.00] for a period of thirty-six (36) months from the date of being placed on the convicted contractors list.

Acknowledged By:

Blue Line Solutions, LLC

Firm Name:

Kelly Abercrombie

Chief Strategy Officer

Printed Name:

Title:

Kelly Abercrombie
Signature:

Date:

8. CONFLICT OF INTEREST DISCLOSURE



CONFLICT OF INTEREST DISCLOSURE

The award of the agreement is subject to the provisions of Chapter 112, Florida Statutes. All Bidders must disclose within their Bid, the name of any officer, director, or agent who is also an employee or relative of an employee of the Town of Pembroke Park ("TOWN").

Furthermore, all Bidders must disclose the name of any TOWN employee or relative(s) of a TOWN employee who owns, directly or indirectly, an interest in the Bidders firm or any of its branches.

The purpose of this disclosure form is to give TOWN the information needed to identify potential conflicts of interest for key personnel involved in the award of this contract.

The term "conflict of interest" refers to situations in which financial or other personal considerations may adversely affect, or have the appearance of adversely affecting, an employee's professional judgment in exercising any TOWN duty or responsibility in administration, management, instruction, research, or other professional activities.

Please check one of the following statements and attach additional documentation, if necessary:

☒ To the best of our knowledge, the undersigned Contractor has no potential conflict of interest as defined in Chapter 112, Florida Statutes.

☐ The undersigned Contractor, by attachment to this form, submits information which may be a potential conflict of interest due to other Cities, Counties, contracts, or property interest for this RFP.

Acknowledged By:

Blue Line Solutions, LLC

Firm Name:

Kelly Abercombie

Chief Strategy Officer

Printed Name:

Title:

Signature:

Date:

9. NON-COLLUSION STATEMENT



PROPOSER'S CERTIFICATION AND STATEMENT OF NON-COLLUSION

I Kelly Abercrombie certify that this proposal is made without prior understanding, agreement or connection with any corporation, firm or person submitting a proposal for the same services and is in all respects fair and without collusion or fraud. I understand that collusive bidding is a violation of state and Federal law and can result in fines, prison sentences and civil damages awards.

I certify that this proposal has been prepared independently and the price submitted will not be disclosed to another person.

The Town reserves the right to reject the proposal submitted by any proposer violating this provision.

I agree to abide by all conditions of this proposal and certify that I am authorized to sign this proposal.

COMPANY NAME: Blue Line Solutions, LLC

Kelly Abercrombie

Authorized Representative (Signature)

04/02/25

Date

Chief Strategy Officer

Authorized Representative/Title
(Print or Type)

10. CONFIRMATION OF DRUG-FREE WORKPLACE



CONFIRMATION OF DRUG-FREE WORKPLACE

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

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

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

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


Bidder's Signature

04/02/25
Date

11. ACKNOWLEDGEMENT OF ADDENDA



Speed Camera Enforcement Program ADDENDA ACKNOWLEDGEMENT

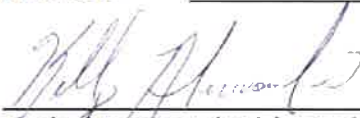
The vendor has examined and carefully studied the Request for Proposals and the following Addenda, receipt of all of which is hereby acknowledged:

Addendum No. 1

Addendum No. 2

Addendum No. _____

Addendum No. _____



Authorized Representative (Signature)

04/02/25
Date

Chief Strategy Officer

Authorized Representative/Title
(Print or Type)

Vendors must acknowledge any issued addenda. Proposals which fail to acknowledge the vendor's receipt of any addendum will result in the rejection of the offer if the addendum contained information which substantively changes the Owner's requirements.

12. AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS



AFFIDAVIT OF COMPLIANCE WITH ANTI-HUMAN TRAFFICKING LAWS

In accordance with section 787.06 (13), Florida Statutes, the undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury that:

1. The Affiant is an officer or representative of the Entity entering into an agreement with the City of Cooper City, Town of Pembroke Park.
2. The Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes, entitled "Human Trafficking".
3. I understand that I am swearing or affirming under oath to the truthfulness of the claims made in this affidavit and that the punishment for knowingly making a false statement includes fines and/or imprisonment.
4. The Affiant is authorized to execute this Affidavit on behalf of the Entity.

FURTHER AFFIANT SAYETH NAUGHT.

DATE: 4/2, 20 25

ENTITY: Blue Line Solutions, LLC

Kelly Abercrombie
NAME: Kelly Abercrombie
TITLE: Chief Strategy Officer

STATE OF ~~FLORIDA~~ Tennessee
COUNTY OF Hamilton

SWORN TO (or affirmed) and subscribed before me by means of ☒ physical presence or ☐ online notarization, this 2nd day of April, 20 25, by Kelly Abercrombie in his/her capacity as Chief Strategy Officer for Blue Line Solutions (name of Entity)

☒ Personally Known OR
☐ Produced Identification

Type of Identification Produced

Chad Hardison
NOTARY PUBLIC



(UPR29441 1 3671-000000)
4916-7324-9038, v. 1

Page 1 of 1

13. ADDENDUM # 1 SIGNED



ADDENDUM # 1

To RFP #RFP 12 473-14
For: SPEED CAMERA ENFORCEMENT PROGRAM
Date: 03.18.2025
Subject: Correction to RFP Language

This Addendum is being issued to provide a correction to the Request for Proposal (RFP) #RFP 12 473-14 for the SPEED CAMERA ENFORCEMENT PROGRAM.

Correction:

* On Page 10, the phrase "Red Light Camera Enforcement Program" is hereby deleted and replaced with "School Zone Speed Camera Enforcement Program."

In addition, all references to red-light cameras or a red-light camera program in the Scope of Work or elsewhere in the RFP shall be deleted and replaced with school zone speed camera enforcement.

Purpose:

This correction is necessary to ensure the accuracy of the RFP and to avoid any confusion regarding the project scope. All other terms and conditions of the RFP remain in full force and effect.

Acknowledgement:

Proposers are required to acknowledge receipt of this Addendum by including a signed copy of this Addendum with their proposal submission. Failure to acknowledge receipt of this Addendum may result in the rejection of the proposal if the Addendum contains information that substantively changes the

Town's requirements.
David Lynch Esq
Town Manager
Town of Pembroke Park

14. ADDENDUM # 2 SIGNED



**Town of Pembroke Park
3150 SW 52nd Avenue
Pembroke Park, FL 33023
(954) 966-4600**

RFP 12 473-14

**SPEED CAMERA ENFORCEMENT PROGRAM IN SCHOOL
ZONES ONLY**

NOTE

ISSUED: April 1, 2025

Please be advised that the Town of Pembroke Park intends to issue an addendum to RFP 12 473-147, Speed Camera Enforcement Program in School Zones Only, which will respond to several inquiries posed during the question period and extend the submittal deadline until April 11, 2025 by 10:00 am.

Cynthia Garcia-Lima
Town Clerk

Company Name: Blue Line Solutions, LLC

(please print)

Bidder's Signature: 

Date: 04/02/25

15. ADDENDUM # 3 SIGNED




Town of Pembroke Park
3150 SW 52nd Avenue
Pembroke Park, FL 33023
(954) 966-4600
RFP 12 473-14

ADDENDUM NO. 3
ISSUED: April 4, 2025

This Addendum is being issued to advise that no vendor will be required to post a bond.

Cynthia Garcia-Lima
Town Clerk

Company Name: Blue Line Solutions, LLC
(please print)

Bidder's Signature: 

Date: 04/07/2025

C. PROPOSAL FOR THE TOWN OF PEMBROKE PARK SPEED CAMERA ENFORCEMENT PROGRAM IN SCHOOL ZONES ONLY

The Town of Pembroke Park seeks a comprehensive Turnkey Automated Speed Enforcement (ASE) system, and Blue Line Solutions (BLS) is uniquely positioned to deliver an advanced, fully integrated solution. Specializing in the deployment, operation, and maintenance of ASE systems, BLS leverages our proprietary TrueBlue™ LiDAR Camera System and NewGuard™ Citation Processing Software to ensure superior accuracy, compliance, and public safety.

BLS's turnkey ASE solution includes complete installation, maintenance, and operation of speed enforcement systems, supplemented by traffic studies for strategic site selection and impact analysis. Extensive Public Information and Education campaigns are provided to maximize resident awareness and compliance. BLS further supports the program with robust citation processing, review, and adjudication. *Automated License Plate Recognition (ALPR) technology is also included at no additional cost.*

Key differentiators of the BLS offering include:

- Full compliance with all RFP specifications.
- State-of-the-art TrueBlue™ LiDAR speed detection technology.
- High-definition cameras with no-Flash infrared technology, capturing still-frame images and live-stream video per Florida legal requirements.
- Web-based software accessible from any web-enabled device, providing efficient citation management.
- Comprehensive, customizable enforcement solutions tailored to various zones and specific Town needs.
- Extensive police department and city training provided at no extra charge.

The cutting-edge TrueBlue™ LiDAR Camera System offers high-resolution imagery, multi-exposure bracketing to mitigate plate glare, and video clips accompanying each violation for maximum transparency. Secure data management is maintained through NOVA Cloud Storage, hosted at NLETS, which is fully compliant with CJIS and Florida state regulations for data encryption, storage, and retention.

Citation processing with NewGuard™ Citation Processing Software features unified violation tracking, remote access, automatic issuance of Notices of Violation, and detailed real-time reporting. The citation issuance, adjudication, and appeals process include streamlined officer review dashboards, online contestation and payment options, expert witness court support, integration with the Town of Pembroke Park's revenue collection systems, real-time updates on delinquent citations, and automated processes for habitual offenders.



Installation and maintenance are fully turnkey, requiring no modifications to existing city infrastructure. BLS provides NDAA-compliant installation, decorative pole options for urban aesthetics, continuous system monitoring via the Camera Network Operations & Response Center (CNO), and comprehensive maintenance services, including preventative maintenance and equipment repairs or replacements within 48 hours.

Compliance with data privacy is prioritized, with personal data purging within 90 days of citation resolution. BLS ensures financial transparency through monthly reconciliation reports and independent annual audits.

Implementation phases:

- **Phase 1:** Site selection
- **Phase 2:** Installation and testing
- **Phase 3:** Public Education and Information Activities
- **Phase 4:** Full enforcement and ongoing support

Blue Line Solutions is fully prepared and eager to partner with the Town of Pembroke Park to significantly enhance road safety and operational efficiency through this comprehensive Automated Speed Enforcement solution.

D. REVENUE PROPOSAL

The revenue proposal submitted below constitutes a formal offer from Blue Line Solutions for the scope of work involved in the solicitation.

REVENUE SPLIT PROPOSAL (PER CITATION):

Recipient	Percentage of \$100 Citation	Dollar Amount per Citation
Municipality Operating the Program	60%	\$60.00
• Town of Pembroke Park	75% (\$45)	\$45.00
• Blue Line Solutions (Vendor)	25% (\$15)	\$15.00

Per FL Section 316.1896 Florida Statutes, revenue from speeding violations must be split between several entities. These entities are:

- **60%** - The Municipality operating/authorizing the usage of the automated speed enforcement program.
The revenue received can be utilized to pay an outside vendor for assistance in operating the programs. We propose that the Town of Pembroke Park receive **75% (or \$45.00)** and Blue Line Solutions receive **25% (or \$15.00)** of each paid citation issued during the operation of the program. Blue Line Solutions shall not be eligible for payment before the citation is paid.
- **20%** - The Florida Department of Revenue shall receive \$20 of each paid citation.
- **12%** - The county school district in which the violations occur receives \$12 of each citation.
- **5%** - The municipality is required by state law to initiate a School Crossing Guard Recruitment and Retention Program. (s.316.1894) and \$5 from each citation.
- **3%** - Department of Law Enforcement Criminal Justice Standards and Training Trust Fund shall receive \$3 of each citation.

E. EXPERIENCE OF KEY BLUE LINE SOLUTIONS PERSONNEL

Blue Line Solution's team includes a highly experienced group dedicated to delivering excellence in every phase of the program, from implementation through service. Our leadership team is located in Chattanooga, TN, and brings decades of expertise in traffic safety, law enforcement collaboration, permitting, and construction management, ensuring smooth and efficient project execution. With a focus on technology and innovation, we design and deploy cutting-edge enforcement solutions tailored to meet the unique needs of each community.

Many of our team members have direct experience in law enforcement and traffic safety, equipping us with a deep understanding of the challenges agencies face and the best practices to address them. Guided by our mission of enhancing safety in the communities we serve, we approach every project with a commitment to reducing accidents, protecting lives, and building trust with the public through reliable and transparent programs.

DOUG DEIHL – CHIEF OPERATING OFFICER (COO)

Doug is the COO at BLS, where he oversees supply chain management, manufacturing, permitting, installation, field service, marketing, and customer service operations. A seasoned leader with over 20 years of experience, Doug has held executive roles in sales, marketing, operations, and service. Doug is a graduate of a leadership development program at General Electric and has successfully managed complex, multimillion-dollar projects for state and local municipalities nationwide. His experience includes airport and border security initiatives in collaboration with federal agencies such as U.S. Customs and Border Protection (CBP) and the Transportation Security Administration (TSA). He holds an MBA from the University of North Carolina at Chapel Hill and a bachelor's degree from Connecticut College.

ZACH WATTS - CHIEF TECHNOLOGY OFFICER

Zach is an accomplished technology leader boasting 12 years of theoretical and practical software development experience and is currently spearheading Blue Line Solutions as CTO. With a focus on large-scale software architecture, compliance, and IT systems. As CTO, he leads a team of engineers who have developed a violation management and traffic insights system capable of processing millions of daily events with modern cloud-scale elasticity/ efficiency and maintaining robust federal and state regulatory adherence and policy enforcement. Motivated by user-centric principles, Zach's commitment to enhancing technology continues to shape impactful and secure innovation.

JAMES HARDEMAN - VICE PRESIDENT OF FIELD OPERATIONS

Retired Asst. Chief of Police (27 Years). Upon award of the contract, James and his staff will begin communicating with the assigned ranks within the Agency to discuss and begin planning for permit applications to the Department of Transportation to install automated speed enforcement cameras in school and construction zones. The permit team has worked with DOTs in multiple states throughout the country and has expertise in government relations, site plan preparation, technical drawings, infrastructure installation, and DOT (Department of Transportation) application processes.

TATE GENTRY – PROJECT MANAGER

Tate Gentry is our Director of Field Operations with over 8 years of experience in successfully leading and delivering complex projects across the photo speed and construction industry. Known for a strategic approach and exceptional leadership, Tate excels in managing cross-functional

teams, driving efficiency, and ensuring project goals align with client expectations. With expertise in project planning, risk management, and stakeholder communication, Tate consistently delivers projects on time and within budget while maintaining a focus on quality and client satisfaction. Passionate about continuous improvement, Tate thrives in dynamic environments and is committed to delivering results that exceed expectations.

KAYLA CASH – PROCESSING OPERATIONS MANAGER

Kayla Cash has an in-depth background in supervising the implementation, adoption, product management, and customer service for many state, local and federal agencies. Kayla meshes these traits together with her technical background to make the perfect individual for the BLS Processing Operations Manager. Kayla manages over twenty Processing Agents who are responsible for quickly reviewing and processing citations before the Agency Approval phase.

GABRIELLE ROCKWELL – DIRECTOR OF PUBLIC INFORMATION & EDUCATION

Gabby Rockwell serves as the marketing point of contact for Blue Line Solutions. At Blue Line Solutions, Gabby focuses on Public Information & Education () for all safety programs, helping to create customized, transparent, and equitable resources for all stakeholders to share in their community. This includes graphics, copy, and data reports specific to that locality's speed studies, warning period, enforcement, and year-over-year safe driving behaviors. Gabby earned a master's in public policy focusing on State and Local Government and Econometrics from Pepperdine University and an undergraduate degree from Nazareth University.

SCOTT WOODEN – DIRECTOR OF SERVICE & SUPPORT

Scott Wooden brings over 20 years of experience in Service and Production within the technology industry to his role at Blue Line Solutions. As the leader of our remote support call center and field service teams, Scott ensures the delivery of top-tier preventative and corrective maintenance for our enforcement systems deployed across the nation. His responsibilities also include managing relationships with subcontracted service partners in select regions and ensuring consistent, high-quality service. Scott's leadership is integral to maintaining system reliability and optimizing operational efficiency, reinforcing Blue Line Solutions' commitment to safety and excellence.

SCOPE OF WORK

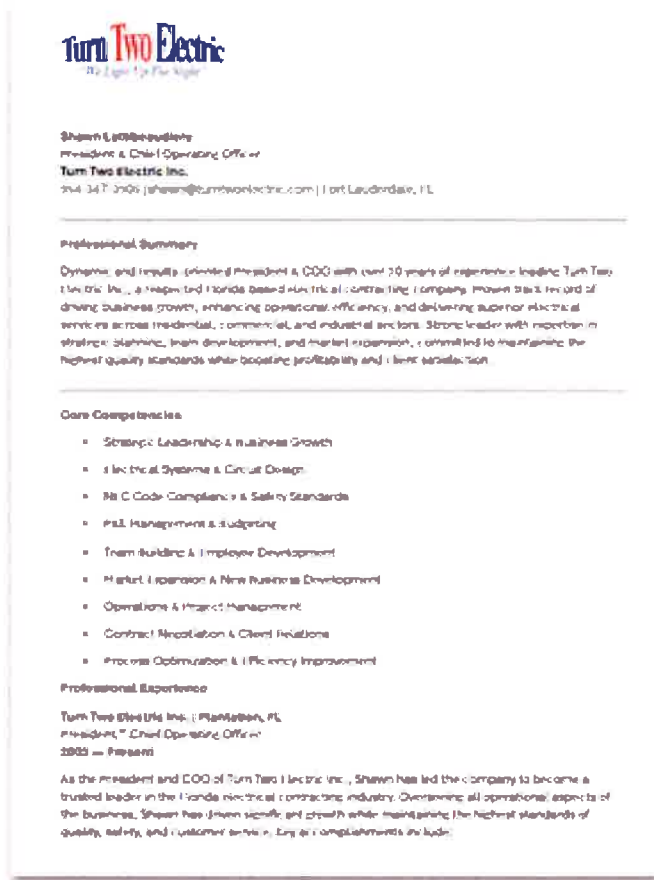
1. SYSTEM PROVISION AND INSTALLATION

SUPPLY AND INSTALL ALL NECESSARY SPEED ENFORCEMENT CAMERA EQUIPMENT, INCLUDING CAMERAS, SENSORS, AND RELATED HARDWARE AT LOCATIONS IDENTIFIED AND APPROVED BY THE TOWN.

Blue Line Solutions is proud to provide a comprehensive turnkey Automated Speed Enforcement (ASE) solution that not only meets but also exceeds the requirements outlined in Florida General Law and this RFP. Our program includes the full supply, installation, implementation, and ongoing maintenance of all enforcement equipment, ensuring a seamless and efficient operation from day one. Utilizing highly accurate LiDAR-based camera systems, our technology precisely captures violations while fully complying with all federal, state, and local regulations. From site selection and permitting to community engagement and

public education campaigns, we manage every aspect of the program to ensure a smooth transition before enforcement begins.

Our fully automated citation processing system streamlines law enforcement operations by offering a secure, legally compliant workflow that includes evidence review, dispute resolution, and seamless court system integration. Each citation includes clear photographic and video evidence, reinforcing due process and ensuring transparency. With 24/7 system monitoring, routine calibration, and ongoing support, Blue Line Solutions guarantees consistent system performance while reducing the administrative burden on agencies. Our mission is to provide an efficient, legally sound, and highly accurate enforcement solution that enhances road safety, protects communities, and supports law enforcement with integrity.



Our Field Operations team is experienced in navigating the complexities of installing ASE systems in high-traffic urban environments, ensuring minimal disruption to local motorists while strictly adhering to safety regulations. To facilitate a smooth deployment process, Blue Line Solutions actively seeks partnerships with locally owned businesses specializing in system maintenance, pole installation with concrete foundations, signage installation, and the setup of radar feedback signs (RFS). These collaborations strengthen local economies and ensure that each installation phase is completed efficiently and in full compliance with city codes.

One of several Sub-contractors the BLS intends to utilize under this contract, the sub-contractors' key personnel that would be assigned to the Town's Contract, and have experience on other similar projects

ENSURE THAT ALL EQUIPMENT IS COMPLIANT WITH FLORIDA LAW AND INDUSTRY BEST PRACTICES.

1. Equipment Specifications



LiDAR-based systems for accurate speed measurement, either fixed or mobile.

Integrated sensors for high-precision vehicle tracking.

High-resolution cameras capable of capturing license plates in various lighting conditions.

Infrared capabilities for low-light environments.

Equipped with tamper-resistant enclosures.

Onboard processing systems to store and transmit data securely.

Solar panels or direct power connections with backup batteries to ensure uninterrupted operation.

Wireless or wired data transmission for real-time processing and remote monitoring.

2. Environmental Conditions

Equipment is designed to operate reliably in extreme temperatures, humidity, rain, or snow.

Weather-resistant enclosures to protect sensitive components.

Our speed detection camera systems are designed to handle multi-lane roads by identifying specific vehicles and lanes within

high-traffic volumes. We provide detailed traffic data, including speed and volume metrics, which are essential for understanding traffic patterns and optimizing enforcement strategies. Consistency is the key to a successful speed enforcement program. As evidenced by the speed reduction statistics (94% reduction) from all BLS programs, we strive to create a standard deployment for every school zone within your town.

By design, BLS will use the same proposed automated school zone enforcement system for every school required within the Town of Pembroke Park, and all will meet or exceed all requirements outlined in the RFP. Our team is skilled in deploying the latest technology in speed enforcement, including high-definition motion picture cameras and automated license plate readers (ALPRs), to ensure precise and reliable operation.

Our company will provide a system inclusive of fixed systems or portable speed zone enforcement cameras if requested, both capable of monitoring up to six lanes of traffic.

Example layout of a speed zone safety program in a school zone

All speeding citations will contain visible images that will include a RED CIRCLE referred to as the “reticle”. This reticle represents the LiDAR/laser beam that is placed in the lane of travel. As the vehicle drives through the reticle/LiDAR, the LiDAR captures the speed of the vehicle and the distance the vehicle is from the LiDAR unit as the vehicle moves through the LiDAR/laser beam.



The system also captures a video of the vehicle traveling through the LiDAR/laser beam. Click [HERE](#) to see an example.

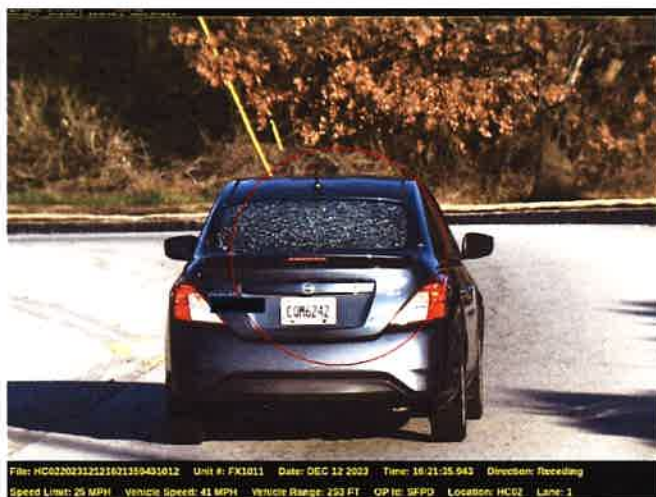
Multiple images and a video are captured during each violation and can be viewed by the violator when they log in to a website to view/pay for their violation, as well as by the Court Clerk, Judge, or anyone else associated with the Town program with provided they possess proper credentials

Images and camera technology

BLS Technology is designed, built, and manufactured in Atlanta, Georgia. All equipment is NDAA compliant and follows a “zero touch” policy, requiring zero interaction or connection with city/county-owned and maintained infrastructure. All equipment is fully self-sufficient and completely maintained by BLS.



Video of BLS' DragonEye ASE camera in action
<https://youtu.be/kzmOIhwmu1w>



Example of BLS' AI image capture and identification technology.

BLS' technology combats plate glare in inclement weather by taking a series of under and over-exposed images at the time of violation event capture, ensuring that both vehicle make and model and license plate information can always be legibly read. This advanced Vari-exposure technology allows for crisp, high-definition imagery to be captured for every single violation event.

BLS Technology comes equipped by default with the ability to create a short playable video clip of every violation witnessed. In addition, although not standard deployment, BLS technology can be equipped with a secondary camera that will capture a wide-angle view of every violation, helping provide even more context for the violation.

The integrity and efficiency of any automated traffic enforcement program rests on the foundation of the quality and reliability of the underlying speed sensor and imaging system deployed at the roadside. Law enforcement and city citizens must have confidence that vehicle speed measurements and proper violation of vehicle identification are beyond reproach. While rarely required, the Defender can recycle and capture vehicles as fast as **0.5 seconds**. **TrueBlue is easily expanded to cover 4 or more lanes as needed and can capture 6 back-to-back violations in under 9 seconds, averaging just 1.5 seconds of separation between vehicles.**

Laser-based vehicle detection and measurement are unmatched for the positive, foolproof identification of violating vehicles. The laser beam monitoring each lane is crisply defined by a circular aiming reticle, allowing law enforcement officials to positively identify the measured vehicle even in crowded road conditions.

Importantly, the TrueBlue LiDAR system was and is designed specifically for speed enforcement. Our system has been precision-designed to capture speeding vehicles or motorcycles traveling in ANY part of the lane or even CROSSING lanes.

The TrueBlue system dedicates a LiDAR speed measurement module to **every lane** monitored. TrueBlue also dedicates an individual high-speed digital camera and CPU for each lane of travel. The result is extremely fast and agile violation detection and capture. The system can capture simultaneous violations in all lanes. It can also capture successive violations in **all lanes simultaneously at a rate of two violations per second**.

Infrared Illumination for night and low light situations allows the TrueBlue to function without the distraction of a white light flash. In addition, the "exposure bracketing" combined with our infrared illuminator provides excellent license plate identification even with difficult nighttime headlight glare, including inclement weather mode. This experience and technology are evident in TrueBlue's ability to cut through heavy rain, snow, and fog. TrueBlue's compact packaging allows the system to be mounted in tight roadside areas with a small standard pedestrian sign pole breakaway base. Blue Line's implementation of single-lane video cameras significantly enhances the capability to enforce traffic law violations. This advantage becomes even more pronounced in situations with heavy traffic congestion or on roads frequented by large vehicles like tractor-trailers and construction vehicles. In such environments, traditional still image systems, as used by some competitors, often fail to capture clear images of license plates due to obstructions, resulting in lost opportunities for enforcement.

BLS Cameras are engineered to deliver optimal performance regardless of environmental conditions, ensuring reliable operation in various weather and lighting scenarios. This robust functionality is evidenced in a series of real photographs captured by BLS systems under diverse conditions:

Clear Weather Conditions: Images captured on clear days demonstrate the system's high-resolution capabilities, showcasing detailed vehicle features and legible license plates.



Town of Pembroke Park – Speed Camera Enforcement Program - RFP 12 473-14

PERFORM ALL NECESSARY SITE PREPARATION AND INSTALLATION WORK

Blue Line Solutions will be responsible for installing all approved equipment, ensuring a phased and scheduled activation of cameras, and verifying proper system functionality. We will obtain all necessary permits and approvals for site selection while prioritizing traffic control, collision reduction, pedestrian safety, and noise mitigation. Each installation will feature independent power and data connectivity, ensuring operational reliability. Moreover, Blue Line Solutions is committed to the least intrusive installation approach, working closely with the Town to integrate enforcement equipment seamlessly into the existing environment. This includes offering decorative poles that complement the Town's aesthetic and landscape.

The successful deployment of an automated speed enforcement system requires strategic planning, advanced technology, and skilled personnel. With a proven track record and a strong commitment to local collaboration, Blue Line Solutions is well-positioned to implement and integrate automated enforcement technology throughout Florida's urban landscape.

INSTALLATION PROCESS

1. Site Assessment: Review location for visibility, traffic flow, and environment.
2. Permits & Approvals: Secure necessary authorizations from local authorities.
3. System Setup: Mount cameras and detection devices securely.
4. Establish power connections and test backup systems.
5. Calibration & Testing: Adjust LiDAR and cameras for top performance; conduct test runs. Set up cameras, Advanced Radar-Based Detection equipment, and secondary speed sensors on poles.
6. System Integration: Connect to Blue Line Solutions' violation processing system.
7. Verify real-time data transmission.
8. Final Review: Inspect the installation to meet local and state regulations.
9. Training: Educate local officials on system operation and maintenance.

By following these steps, Blue Line Solutions guarantees effective, reliable, and community-focused ASE system installations.

Blue Line Solutions operates under a fully self-funded model, ensuring that all costs associated with the implementation and operation of the Automated Speed Enforcement (ASE) Program, including construction, installation, maintenance, engineering, operational equipment, and contractor services, are covered entirely by our company at no expense to the Town of Pembroke Park.

Blue Line Solutions delivers "No-Balance Billing," creating a "partnership for success" with the Town of Pembroke Park, ensuring you will never lose money from the program's operation. Our approach eliminates any financial risk for our partner agencies while delivering a comprehensive, state-of-the-art enforcement solution to save lives.

BLS adheres to generally accepted accounting principles (GAAP) as established by the Financial Accounting Standards Board (FASB). The CFO of BLS is a Certified Public Accountant (CPA), and the company follows best practices in all financial processes. Our operations are conducted in CJIS-compliant locations to ensure security and regulatory compliance.

Blue Line Solutions is committed to a seamless and cooperative implementation process, ensuring that all aspects of the automated enforcement program are fully coordinated with the appropriate Town departments. From the initial planning stages through installation, activation, and ongoing operations, we work closely with municipal leadership, law enforcement agencies, public works, IT departments, and legal teams to ensure a smooth and legally compliant rollout. With extensive experience working alongside state and regional authorities, we seamlessly integrate all federal, state, and local requirements into our process, ensuring full regulatory compliance at every stage. Our team proactively engages with key stakeholders to address permitting, infrastructure needs, and program logistics, ensuring that all enforcement equipment is installed efficiently and following local regulations. Additionally, we provide comprehensive training for law enforcement personnel and municipal staff to ensure effective program oversight. We highly value our relationships with our agency partners and are committed to ensuring a smooth, transparent process that prioritizes safety, efficiency, and collaboration.

The Permitting Process

The permitting process includes but is not limited to:

- Site visits to determine camera and sign locations
- Assess existing school zone signage
- Make recommendations for upgrades of legacy school signage and/or flashers
 - Assessing school zones for flasher monitoring to ensure flasher functionality required for adjudication of citations in court.
- Develop site plans approved by PE Traffic Engineers
- Permit application completed and submitted to city/state
- Assessment for sign placement per Florida Regs and Code
- Identifying proper placement of MUTCD-compliant signage
- Assess the site for functionality before operational status
- Complete site construction
- Complete camera installation
- Ensuring restoration of the site after installation

The site plans below were from submissions in Hollywood, FL. These site plans are an example of those provided for DOT, city, or county permit applications and include measurements in which each sign/camera is to be located.

DOI: 10.1002/for



- © 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 257: 105–112

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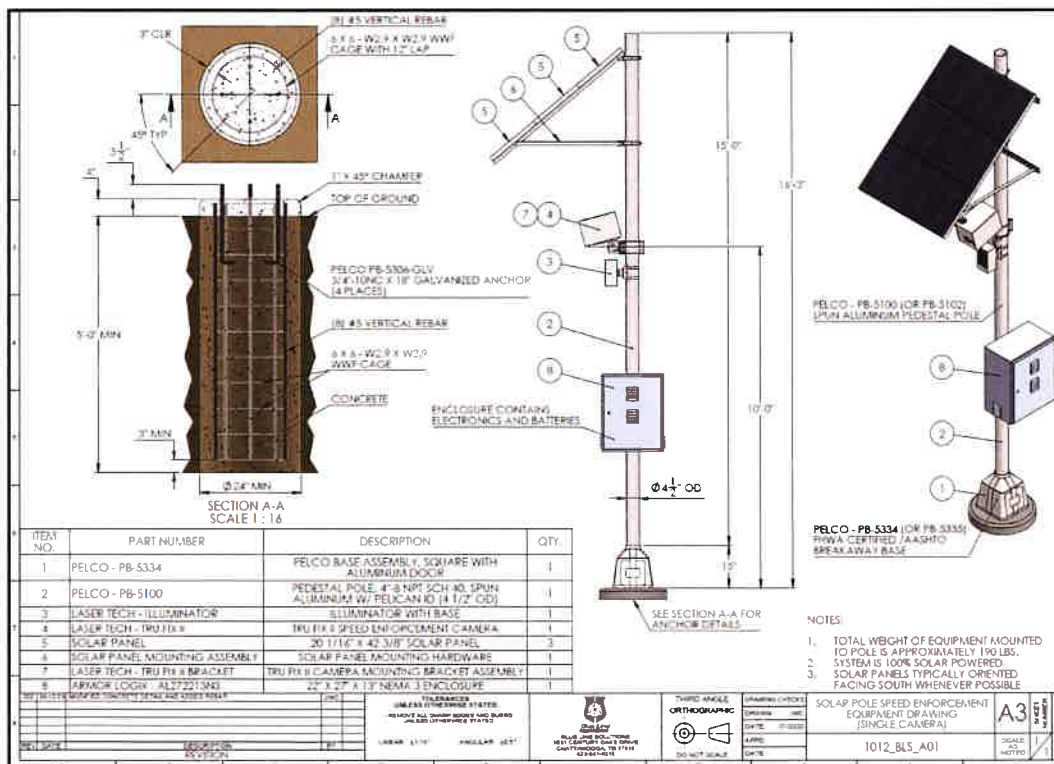
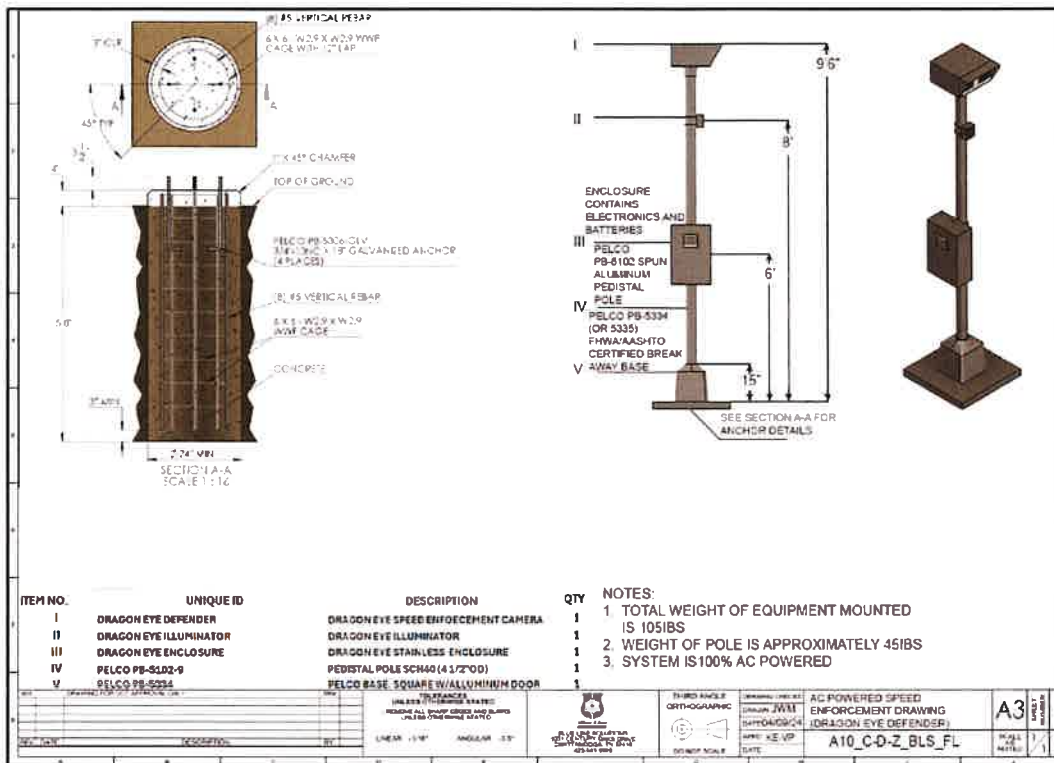


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Town of Pembroke Park – Speed Camera Enforcement Program - RFP 12 473-14



2. SYSTEM OPERATION AND MAINTENANCE

OPERATE AND MAINTAIN THE SCHOOL ZONE SPEED CAMERA SYSTEM TO ENSURE ITS CONTINUOUS AND RELIABLE OPERATION



BLS will maintain and update all equipment as necessary, keeping up to date with Florida law and industry best practices.

- In Chattanooga, Tennessee, BLS maintains a fully operational Camera Network Operations & Response Center (CNOC). This state-of-the-art center is designed to monitor the real-time operational status of all Blue Line cellular and network-based cameras through multiple tools, including the PRTG monitoring platform. CNOC is staffed for immediate response to any issues and/or outages arising within our nationwide client base.
- The Center also serves as our Level 1 (L1) support hub for all after-hour support. BLS can remotely monitor and quickly troubleshoot issues through our daily operational health checks. This allows BLS to maximize uptime and performance for our customers.



Blue Line Solution's CNOC Center

Below are some examples of daily CNOC activity:

- A/C or Solar Outage Monitoring
- Solar Performance Testing
- Network Connectivity Checks
- Remote Software and Firmware Upgrades
- Optimize Camera Alignments
- Remote Diagnostics
- Vandalism Monitoring

Having dedicated key employees in and near the city increases the quality of Blue Line Solutions' overall support to the Town of Pembroke Park

PERFORM REGULAR INSPECTIONS AND MAINTENANCE OF ALL EQUIPMENT

BLS monitors our systems via regularly scheduled preventative maintenance, including calibrations, replacement of consumables, system cleaning, visual inspections, and any other hardware adjustments and necessary replacement(s).

PROVIDE TECHNICAL SUPPORT AND TROUBLESHOOTING SERVICES

In addition to the services provided by the CNOC, mentioned previously (pg. 36) BLS has opened and maintains an office in Hollywood, FL to service our multiple customers in the area. This local office serves two purposes for BLS: installation and service of equipment and customer service for both violators and the Town of Pembroke Park.

Through our local City of Hollywood office, BLS processing agents and payment processors will speak *(multilingual office to assist with the Town's diverse citizenship)* with citizens and/or violators to answer questions, take payments, and solve issues. BLS will provide dedicated court liaisons in the same office that will work with the Town's adjudication process and provide expert testimony and other tasks and deliverables as necessary.

Scott Wooden, mentioned previously, brings over 20 years of experience in Service and Production within our industry to his role and BLS. He supervises and leads the local call center as well as the field service teams, ensuring the delivery of top-tier preventative and corrective maintenance for the enforcement systems BLS has deployed across the country. He will bring this same level of professionalism and expedited service to any hardware or technical issue that may be faced by the Town of Pembroke Park as it relates to the speed enforcement program.

ENSURE THE SYSTEM IS CALIBRATED AND CERTIFIED AS REQUIRED BY LAW

Certifications and Calibrations

- BLS will have the LiDAR of each automated speed system calibrated annually as required by Florida Statute 316.1906(3).
- A certificate of calibration like the one seen below will be provided to the city for record-keeping.
- The LiDAR utilized by Blue Line Solutions conducts a self-check when any of the following occurs:
 - Once every hour, at a specified time after the hour
 - If the unit goes offline and comes back online
 - Each time the camera system changes to match the speed limit (per scheduling)
 - School zone flasher reduced speed limit
 - Normal daytime non-flasher speed limit
- The documents seen below are examples of a LiDAR annual calibration certificate and self-check log.

DragonEye Technology, LLC Certificate of Compliance




Photo Speed LiDAR System

DragonEye Technology, LLC
3800 California Parkway, Suite 100
Riverside, CA 92504
www.dragoneyetechnology.com

Serial Number: PCH0001
Field Number: 71500-01
Date: 08/02/2020

Trademark: BlueLine Solutions
For Location: Customer Determined


THIS LIDAR COMPLIES WITH THE FOLLOWING SPECIFICATIONS AND REQUIREMENTS:


SITE CERTIFICATION DATA

CLASS 1 LASER PRODUCT
Complies with U.S. 25 CFR PART 1500.30 and 1500.31 except for
conformance with 1500.30(a)(3), as described in Laser Notice No. 99,
dated May 6, 2009

Laser 1 Data	
Wavelength	905.3nm
Output Power	242mW
Line	1
Modulation	On/Off
Wavelength Spread	1.0nm
Wavelength	905.3nm

No Class 1 or Class 2 Laser ? YES

Authorized by: 


Alt. Auth. Signature: 

Certified On: 08/02 (Single Use 1, August 4, 2020)

Example of LiDAR Calibration Certification

/DeploymentLog	
/Session/Begin	
2024Nov21 06:30:57	
/Session/End	
2024Nov21 06:30:57	
/Session/LidarSelftest/Date	
2024Nov21	
/Session/LidarSelftest/Status	
Passed	
/Session/LidarSelftest/Time	
06:30:55	
/Session/Location/EnforcementSpeed	
41	
/Session/Location/GPSLatitude	
26.0022377	
/Session/Location/GPSLongitude	
-80.1569446	
/Session/Location/LocationCode	
13810	
/Session/Location/LocationDescription	
S 26th ST (Northbound)	
/Session/Location/PostedSpeed	
30	
/Session/Location/VelocityEngine	
mph	
/Session/Officer/OfficerId	
HPD	
/Session/SessionId	
2.41121E+11	
/Session/SessionState	
Inactive	
/Session/StorageTest/Date	
2024Nov21	
/Session/StorageTest/Status	
Passed	
/Session/StorageTest/Time	
06:30:57	
/Session/ViolationCount	
0	
/Unit/LidarSerial	
FL1093	
/Unit/SwVersion	
3.2.93	
/Unit/SystemName	
FX1062	

Example of LiDAR Self-Test Log

<div> Blue Line Site Configuration and Certificate History DragonEye Technology, LLC</div>									
Serial No.	Date	Cert. No.	Part No.	LIDAR 1 S/N	Cert.	LIDAR 2 S/N	Cert.	LIDAR 3 S/N	Cert.
FX1048 Houston County, Eagle Springs Elementary, US41 (SB)									
6/7/2024	241594	72327-01	FL1076	241595	FL1075	241596			
9/14/2023	232574	72327-01	FL1076	232575	FL1075	232576			
11/8/2022	223114	72327-01	FL1076	223113	FL1075	223115			
10/19/2022	222945	72327-01	FL1070	222946	FL1068	222944			

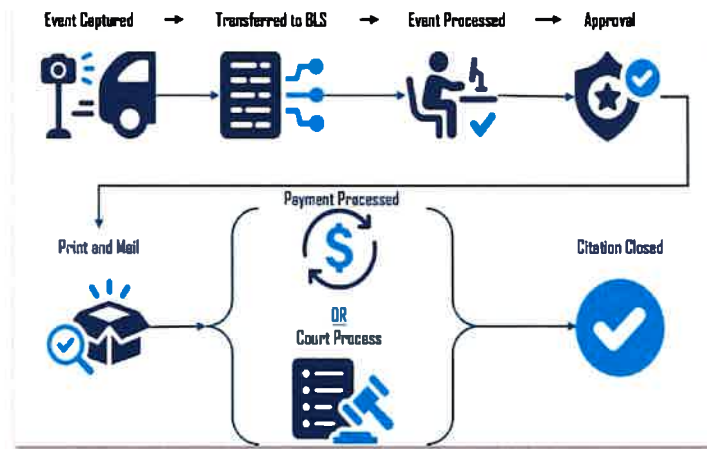
Example of Maintenance Log

3. VIOLATION PROCESSING AND ADMINISTRATION

REVIEW AND PROCESS VIOLATION DATA CAPTURED BY THE SYSTEM

The process of handling potential violations through BLS is thorough and multi-faceted. It ensures that each step, from initial detection to final resolution, is conducted with precision and in compliance with legal standards and is conducted through our BLS-designed and proprietary NewGuard™ Software System.

The journey of a potential violation begins with Blue Line's rigorous event review process. This initial review is conducted manually by professional BLS citation processors to verify the legitimacy of the violation. Following this, a secure and detailed DMV lookup and a second verification are performed to match the vehicle in the photo images with the correct registered owner.



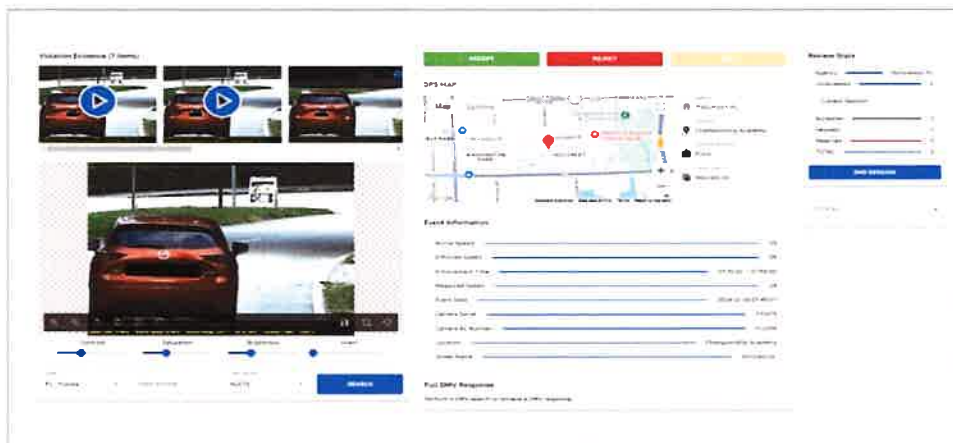
This process leverages NLETS, the International Justice and Public Safety Network, to access owner data from 48 states and Washington, D.C., boasting an impressive success rate of over 90% in owner lookups over the past decade.



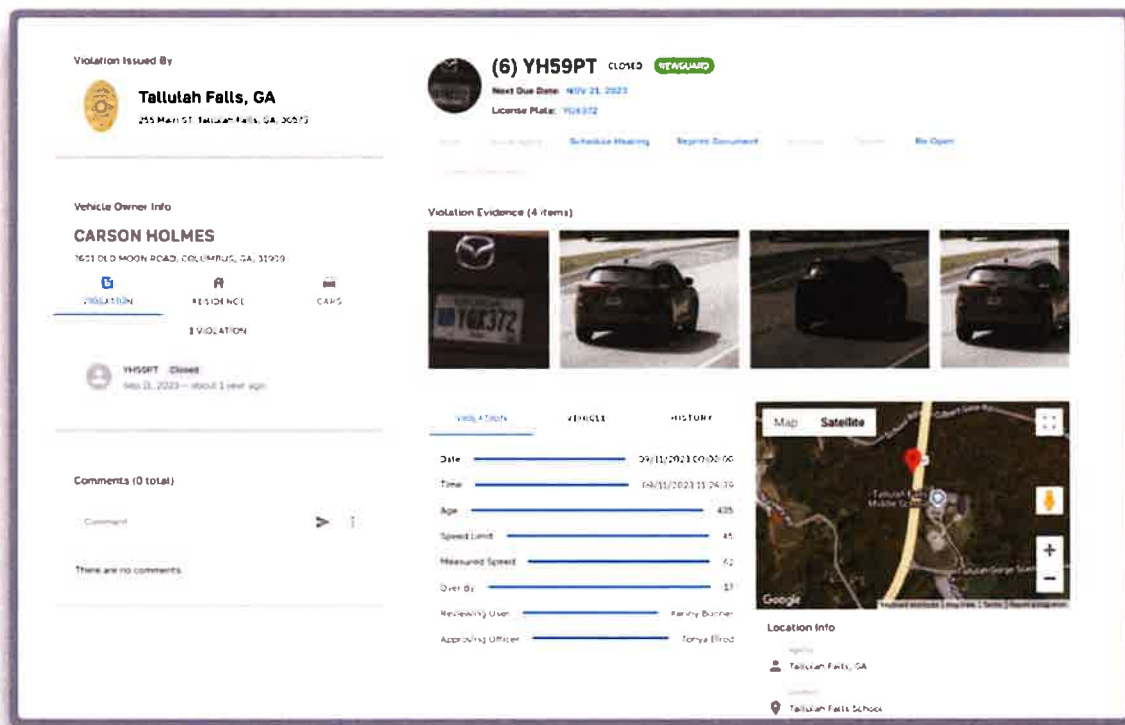
BLS has a strategic partnership with Nlets. The International Justice and Public Safety Network (Nlets) is a not-for-profit computer-based message-switching system that links together and supports every state, local, and federal law enforcement, justice, and public safety agency to share and exchange critical information. Nlets is the premiere justice and public safety network in the nation for the exchange of law enforcement, criminal justice, and public safety-related information.

The Town of Pembroke Park will benefit from this longstanding relationship through top-tier information exchange capabilities.

Once a potential violation is confirmed by BLS Processors, the violation is forwarded to the Town for verification and approval. Upon the Town's approval, BLS formalizes the citation in line with the Florida Code, including all necessary documentation and imagery captured by the



enforcement systems. Each violator is assigned a unique case number and PIN for online review of the details. Below is an example of the citation approval interface within NewGuard™.

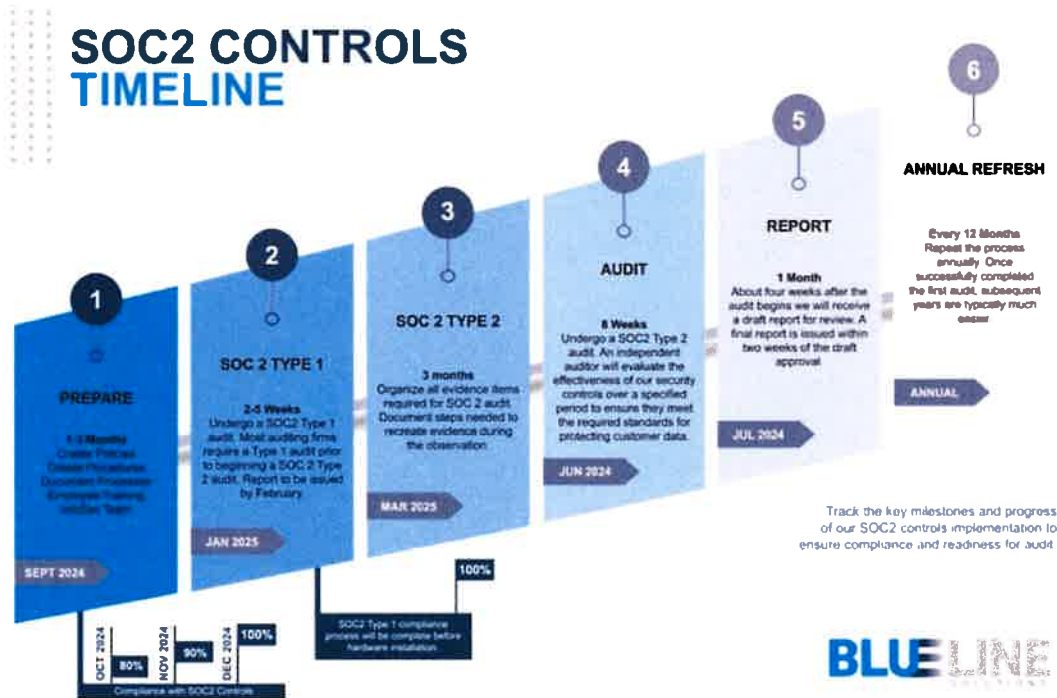


BLS holds another important qualification that we feel should be mandatory for all proposers. We have acquired and maintain a SOC II Type I Certification.



System and Organization Controls (SOC) compliance is a compliance framework created by the American Institute of Certified Public Accountants (AICPA). It examines and audits service organizations to ensure that controls and processes are in place to protect client data that they have access to. The SOC compliance framework helps organizations know what they need to do or how they can improve to increase the security of data in their possession.

As depicted in the timeline below, BLS is on track and dedicated to being SOC2 Type 2 compliant, most likely before the Town of Pembroke Park installations are complete. Our company is working diligently to enhance our current certification and understands its importance to the Town and other similar projects.






GENERATE AND MAIL VIOLATION NOTICES TO REGISTERED VEHICLE OWNERS

Our meticulous process extends to ensuring the accuracy of the mailing addresses for the citations, utilizing the United States Postal Service (USPS) and the National Change of Address database to update any outdated information. The NewGuard™ system meticulously tracks all citation notices, with a second notice being sent to address non-responses, all within the legally specified time limits.

The preparation, printing, and mailing of citations adhere to strict standards, including compliance with Florida Court requirements and the Town's approved formats. Each citation includes three

high-quality digital images to substantiate the violation, along with all necessary legal and payment information. Warnings are issued in the first month to ease the transition of newly installed systems.

Example of FL Notice of Violation – Front

 CITY OF NORTH MIAMI BEACH STATE OF FLORIDA C/O PHOTO SPEED PROCESSING CENTER 4411 OAKWOOD DRIVE CHATTANOOGA, TN 37416		NOTICE OF VIOLATION Notice Number Notice PIN	
Registered Owner:		Notice of Violation Information Due Date: Amount Due >>	
<p>The vehicle described and pictured herein was photographed violating public safety by exceeding the speed limit in a school zone, in violation of Fla. Stat. § 316.193(1). As the registered owner(s), you are liable for the \$100 Civil Monetary Penalty. You must either (1) pay this citation within 30 days after the date this citation was issued, or (2) appear before the official designated in the citation for a hearing as to whether an infraction has been committed.</p>			
CR DATA	AT DATE	LOCALS OF VIOLATION AND SYSTEM	
CRIME DATA		DUE DATE	
NAME			
STREET ADDRESS			
CITY	STATE	ZIP CODE	
VEHICLE YEAR	VEHICLE MAKE		
VEHICLE LICENSE PLATE NUMBER		STATE	
Based upon inspection of photographically recorded images, the owner's motor vehicle was operated in disregard or disobedience of the speed limit in the marked school zone and that such disregard or disobedience was not otherwise authorized by law.			
IN VIOLATION OF Fla. Stat. § 316.193(1)		POSTED SPEED	DETECTED SPEED
I am a traffic enforcement officer authorized to enforce the speed limit of the school zone. Based upon inspection of photographically recorded images produced by a photo speed monitoring device, the owner's motor vehicle was found to have violated Fla. Stat. § 316.193(1).			
CHOSEN TO BE AFFIDAVIT BY REVIEWING OFFICER		SIGNATURE	DATE
BACK #			
* Please return this portion with your payment *			
For frequently asked questions similar to make a payment, please visit WWW.VIOLATIONPAYMENT.NET Use your Notice Number and Pin Number to login.			
ACCEPTED CREDIT/CARD    			
Please call: 800-355-5555 TOLL FREE \$5.99 CHARGE ADDED TO ALL CREDIT/CARD PAYMENTS			
If paying by check, please make check or money order payable to the City of North Miami Beach, FL Do not mail cash or credit/debit card information. Enclose remittance slip and check.			
Notice DATE	PAY THIS AMOUNT		Notice #
PAY BY:	AMOUNT PAID \$		

Example of FL Notice of Violation - Back

Failure to pay the \$100 Civil Monetary Penalty within 30 days of the issue date listed on the front of this notice, contest the violation, or furnish an affidavit in accordance with Fla. Stat. § 316.1896(8) will result in the issuance of a Uniform Traffic Citation (UTC). Issuance of a UTC may result in additional court costs and fees bringing the total amount due to \$350.00. Please note UTC's are handled by the Miami-Dade County Court.

If you elect to pay the civil penalty, you must pay the civil penalty and delinquent fee, if applicable, either by mail or in person to the address provided. If you elect to pay the citation you will be deemed to have admitted that you committed the infraction and will have waived your right to a hearing pursuant to Fla. Stat. § 316.14. Your admission to the infraction will not be used as evidence in any other proceeding.

If you elect to appear before the designated hearing officer, the hearing officer shall make a determination as to whether an infraction has been committed. By electing to appear in front of the designated hearing officer, you will be deemed to have waived your right to the limitations on civil penalty provisions set forth in Fla. Stat. § 316.18. If the designated hearing officer determines beyond a reasonable doubt that an infraction was committed, you may be subject to a civil penalty and court costs not to exceed \$350 and/or be required to attend driver improvement school. If the designated hearing officer determines that no infraction was committed, no costs or penalties shall be imposed, and any costs or penalties that you have already paid shall be returned.

A. ACCESSING YOUR RECORDS: Fla. Stat. § 316.1896(2)(c) You have the right to review images and videos captured by the speed detection device, as well as any evidence of the speed of the motor vehicle detected by the detection device. In-person at 1254 North 30th Rd Suite A, Hollywood, FL 33021 or remotely at www.violationpayment.net. The evidence captured by the speed detection device constitutes a rebuttable presumption that the motor vehicle was used in violation of the statute listed on page 1 of the notice of violation. Payments, viewing images, downloading, and filing affidavits can be done by visiting www.violationpayment.net. You will need your notice Number and Notice PIN (found on the front of this notice). Note: If you do not have access to printing and/or email and too, please call our processing center at 1-855-252-0086.

B. PAYMENT OPTIONS: All payments made by using a credit/debit card will incur a \$5.00 transaction fee.
All returned checks will incur a \$25.00 fee, plus an additional \$11.00 return fee.

1. Online Payments: Visit www.violationpayment.net or scan the QR code on the front of this notice. Log in using the Notice Number and Notice PIN (found on the front of this notice). Click Pay.
2. Pay by Phone: Available Monday through Friday, 9:00 a.m. to 5:00 p.m. CST. Call 1-855-252-0086.
3. Pay by Mail: Check of Money Order only, made payable to the City of North Miami Beach, FL. Mail your check with the payment slip on the front of this notice to:
CITY OF NORTH MIAMI BEACH
STATE OF FLORIDA
C/O PHOTO SPEED PROCESSING CENTER
4411 OAKWOOD DRIVE
CHATTANOOGA, TN 37416
4. Pay in Person: 1254 North 30th Rd Suite A, Hollywood, FL 33021. Hours of operation: Monday through Friday, 9:00 a.m. to 5:00 p.m.

C. CONTESTING: You have the right to contest this notice within 30 days of the issue date listed on the front of this notice, per Fla. Stat. § 316.1896(3).

1. Visit www.violationpayment.net
2. Click Contest Your Citation
3. Select North Miami Beach, FL
4. Complete the Hearing Request Form, mail, email, or fax the form to:
CITY OF NORTH MIAMI BEACH
STATE OF FLORIDA
C/O PHOTO SPEED PROCESSING CENTER
4411 OAKWOOD DRIVE
CHATTANOOGA, TN 37416
Fax: (423) 702-4404
Email: hearings@violationpayment.net

Pursuant to Chapter 162, Florida Statutes, the City of North Miami Beach has adopted the Special Magistrate System for enforcement of the City's Code of Ordinances. The Special Magistrate will quickly and fairly render decisions concerning violations for these codes. Notification of a hearing date will be provided to you by the hearing officers for the City of North Miami Beach.

D. NOT DRIVING VEHICLE: Submit an affidavit stating one of the outlined exceptions and provide the appropriate information and supporting documentation within 30 days of the issue date listed on the front of the notice, per Fla. Stat. § 316.1896(7).

1. Visit www.violationpayment.net
2. Click Transfer
3. Select North Miami Beach, FL
4. Complete the form identifying the name and address of the person who was operating the vehicle at the time of the alleged violation. This form MUST be notarized, and all the fields on this form must be completed. Send by mail, email, or fax to the location specified on the form.

To avoid this notice converting to a UTC and additional fees, you must pay the Civil Monetary Penalty of \$100 before the due date listed on the front of this notice. This violation is deemed NON-CRIMINAL and will not be made part of your driving record.

Example of FL 2nd Notice of Violation – Front

CITY OF NORTH MIAMI BEACH
STATE OF FLORIDA
C/O PHOTO SPEED
PROCESSING CENTER
4411 OAKWOOD DRIVE
CHATTANOOGA, TN 37416

Registered Owner:

NOTICE OF VIOLATION (SECOND NOTICE)

Notice Number

Notice PIN

Notice of Violation Information

Due Date:

Amount Due >>

The vehicle described and pictured herein was photographed violating public safety by exceeding the speed limit in a school zone, in violation of Fla. Stat. § 316.183(1). As the registered owner(s), you are liable for the \$100 Civil Monetary Penalty. You must either: (1) pay this citation within 30 days after the date this citation was issued, or (2) appear before the official designated in this citation for a hearing as to whether an infraction has been committed.

ON (DATE)	AT TIME	LOCATION OF VIOLATION AND SYSTEM
ISSUE DATE		DUE DATE
NAME		
STREET ADDRESS		
CITY	STATE	ZIP CODE
VEHICLE YEAR	VEHICLE MAKE	
VEHICLE LICENSE PLATE NUMBER	STATE	
Based upon inspection of photographically recorded images, the owner's motor vehicle was operated in disregard or disobedience of the speed limit in the marked school zone and that such disregard or disobedience was not otherwise authorized by law.		
IN VIOLATION OF Fla. Stat. § 316.183(1)	POSTED SPEED	DETECTED SPEED
I am a traffic infraction enforcement officer authorized to enforce the speed limit of the school zone. Based upon inspection of photographically recorded images, produced by a photo speed monitoring device, the owner's motor vehicle was found to have violated Fla. Stat. § 316.183(1).		
SWORN TO OR AFFIRMED BY REVIEWING OFFICER	SIGNATURE	DATE
BADGE #		

* Please return this portion with your payment *

☐ Please check box if address is incorrect or has changed, and indicate change(s) above.

CITY OF NORTH MIAMI BEACH
STATE OF FLORIDA
C/O PHOTO SPEED
PROCESSING CENTER
4411 OAKWOOD DRIVE
CHATTANOOGA, TN 37416

For frequently asked questions and/or to make a payment, please visit: WWW.VIOLATIONPAYMENT.NET Use your Notice Number and Pin Number to login.		
ACCEPTED CREDIT/DEBIT CARDS 		
IF PAYING BY PHONE Please call: 1-888-252-0086 TOLL FREE \$5.90 CHARGE ADDED TO ALL CREDIT/DEBIT CARD PAYMENTS		
If paying by check, please make check or money order payable to the City of North Miami Beach, FL Do not mail cash or credit/debit card information. Enclose remittance slip and check.		
Notice DATE	PAY THIS AMOUNT	Notice #
PAY BY:		AMOUNT PAID \$

Example of FL 2nd Notice of Violation – Back

Failure to pay the \$100 Civil Monetary Penalty within 30 days of the issue date listed on the front of this notice, contest the violation, or furnish an affidavit in accordance with Fla. Stat. § 316.1896(8) will result in the issuance of a Uniform Traffic Citation (UTC). Issuance of a UTC may result in additional court costs and fees bringing the total amount due to \$350.00. Please note UTC's are handled by the Miami-Dade County Court.

If you elect to pay the civil penalty, you must pay the civil penalty and delinquent fee, if applicable, either by mail or in person to the address provided. If you elect to pay the citation you will be deemed to have admitted that you committed the infraction and will have waived your right to a hearing pursuant to Fla. Stat. § 318.14. Your admission to the infraction will not be used as evidence in any other proceeding.

If you elect to appear before the designated hearing officer, the hearing officer shall make a determination as to whether an infraction has been committed. By electing to appear in front of the designated hearing officer, you will be deemed to have waived your right to the limitations on civil penalty provisions set forth in Fla. Stat. § 318.18. If the designated hearing officer determines beyond a reasonable doubt that an infraction was committed, you may be subject to a civil penalty and court costs not to exceed \$350 and/or be required to attend driver improvement school. If the designated hearing officer determines that no infraction was committed, no costs or penalties shall be imposed, and any costs or penalties that you have already paid shall be returned.

A. ACCESSING YOUR RECORDS: Fla. Stat. § 316.1894(2)(c) You have the right to review images and videos captured by the speed detection device, as well as any evidence of the speed of the motor vehicle detected by the detection device, in-person at 1954 North 30th Rd Suite A, Hollywood, FL 33021 or remotely at www.violationspayment.net. The evidence captured by the speed detection device constitutes a rebuttable presumption that the motor vehicle was used in violation of the statute listed on page 1 of the notice of violation. Payments, viewing images, contesting, and filing affidavits can be done by visiting www.violationspayment.net. You will need your Notice Number and Notice PIN (found on the front of this notice). Note - If you do not have access to printing and/or email and fax, please call our processing center at 1-855-252-0066.

B. PAYMENT OPTIONS: All payments made by using a credit/debit card will incur a \$5.00 transaction fee.
All returned checks will incur a \$25 NSF fee plus an additional \$15.00 bank fee.

1. Online Payments: Visit www.violationspayment.net or scan the QR code on the front of this notice. Log in using the Notice Number and Notice PIN (found on the front of this notice). Click Pay.
2. Pay by Phone: Available Monday through Friday, 9:00 a.m. to 5:00 p.m. EST. Call 1-855-252-0066.
3. Pay by Mail: Check or Money Order only, made payable to the City of North Miami Beach, FL. Mail your check with the payment slip on the front of this notice to:
CITY OF NORTH MIAMI BEACH
STATE OF FLORIDA
C/O PHOTO SPEED PROCESSING CENTER
4411 OAKWOOD DRIVE
CHATTANOOGA, TN 37416
4. Pay in Person: 1954 North 30th Rd Suite A, Hollywood, FL 33021. Hours of operation: Monday through Friday, 9:00 a.m. to 5:00 p.m.

C. CONTESTING: You have the right to contest this notice within 30 days of the issue date listed on the front of this notice, per Fla. Stat. § 316.1896(3).

1. Visit www.violationspayment.net
2. Click Contest Your Citation
3. Select Hollywood, FL
4. Complete the Hearing Request Form, mail, email, or fax the form to:
North Miami Beach, FL
State of Florida
C/O Photo Speed Payment Processing Center
4411 Oakwood Drive
Chattanooga, TN 37416
Fax: (423) 702-4404
Email: hearingreq@violationspayment.net

Pursuant to Chapter 16Z, Florida Statutes, the City of North Miami Beach has adopted the Special Magistrate System for enforcement of the City's Code of Ordinances. The Special Magistrate will quickly and fairly render decisions concerning violations for these codes. Notification of a hearing date will be provided to you by the hearing officers for the City of North Miami Beach.

D. NOT DRIVING VEHICLE: Submit an affidavit stating one of the outlined exceptions and provide the appropriate information and supporting documentation within 30 days of the issue date listed on the front of this notice, per Fla. Stat. § 316.1896(7).

1. Visit www.violationspayment.net
2. Click Transfer
3. Select North Miami Beach, FL
4. Complete the form identifying the name and address of the person who was operating the vehicle at the time of the alleged violation. This form MUST be notarized, and all the fields on the form must be complete. Send by mail, email, or fax to the location specified on the form.

To avoid this notice converting to a UTC and additional fees, you must pay the Civil Monetary Penalty of \$100 before the due date listed on the front of this notice. This violation is deemed NON-CRIMINAL and will not be made part of your driving record.

Uniform Traffic Citations

BLS worked with the City of Hollywood to integrate the Uniform Traffic Citation (UTC) process into NewGuard™. UTCs will be issued by BLS using certified mail upon issuance and notification by the authorized Town of Pembroke Park representatives. Once a UTC is issued by the Agency, BLS will handle back-office support from mailing to the Court documentation to ensure BLS and the Town of Pembroke Park adhere to the process and requirements outlined in Florida legislation. In addition, BLS is an approved eCitation vendor with the FLHSMV and can transmit UTCs to the FLHSMV.

Blue Line Solutions is an approved eCitation vendor with FLHSMV and can transmit UTCs to FLHSMV.

Please see the list of approved eCitation vendors from the FLHSMV website.



Dave Kerner
Executive Director

2900 Apalachee Parkway
Tallahassee, Florida 32399-0500
www.flhsmv.gov

Approved eCitation Vendors

(School Zone Unlawful Speed Camera Vendors pursuant to s. 316.1896, F.S.)

VENDOR - ENTITY	APPROVAL DATE	CONTACT	TELEPHONE	EMAIL ADDRESS
Blue Line Solutions, LLC	7/16/2024	Zach Watts	423-498-2745	Zach@BlueLineSolutions.org
Altumint Inc.	7/09/2024	Holly Cooper	301-552-6420 ext 6774	holly.cooper@altumint.com
RedSpeed Florida, LLC	6/03/2024	Robert Lieberman	630-329-9856	Robert.Lieberman@redspeed.com

*Vendors listed in this section have met the eCitation ICD 6.1 specifications.

Listing of Blue Line Solutions as an Approved eCitation Vendor with FLHSMV

[Click HERE to be directed to the website for further verification](#)

City of Hollywood Police Dept.
Photo Enforced School Zone Speeding
3250 Hollywood Blvd, Hollywood, FL 33021
(706) 323-2035



John Doe
2501 N Ocean Dr
Hollywood, FL 33019

Florida Uniform Traffic Citation

You may examine and observe your images and video at the below Internet location.

<http://pay.violationpayment.org>

Violation Number: BL-13X0000XE

Pin Number: GTY356SD

Amount Due: \$100

Due Date: July 08, 2024

ISSUE DATE: June 08, 2024 FINE AMOUNT: \$100

Location: Veterans Parkway

Violation Date and Time: June 07, 2024 at 11:23:41 AM

Vehicle License Number: KBUI123 FL

FLORIDA UNIFORM TRAFFIC CITATION XXXX0XE

COUNTY OF For Lauderdale		<input type="checkbox"/> (1) P.P. <input checked="" type="checkbox"/> (2) P.D. <input type="checkbox"/> (3) S.O. <input type="checkbox"/> (4) OTHER	
CITY OF (IF APPLICABLE) Hollywood		AGENCY NAME Day Jones AGENCY # 123456789	
IN THE COURT DESIGNATED BELOW THE UNDERSIGNED CERTIFIES THAT HE/SHE HAS JURY AND RESPONSIBLE (GROUND) TO BELIEVE AND CANNOT BELIEVE THAT OR			
SUMMONS (VIOLATORS COPY)			
DAY OF WEEK FRIDAY	MONTH JUNE	DAY 07	YEAR 2024
			<input checked="" type="checkbox"/> A.A. <input type="checkbox"/> P.A.
NAME (PRINT) FIRST John		MIDDLE Doe	LAST Doe
STREET 2501 N Ocean Dr			
IF DIFFERENT THAN ONE ON DRIVER LICENSE X HERE <input checked="" type="checkbox"/>			
CITY Hollywood		STATE FL	ZIP CODE 33019
TELEPHONE NUMBER (423) 123-4567	DATE OF BIRTH	MO 04	DAY 16
	YEAR 1980	RACE C	SEX M
		HTGT 6' 11"	
DRIVER LICENSE NUMBER DL 12345678	STATE GA	CLASS C	COIL LICENSE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
YR. VEHICLE 2004	MAKE JEEP	STYLE Cherokee	COLOR Gray
VEHICLE LICENSE NO. KBUI123	TRAILER TAG NO. 123456	STATE FL	YEAR TAG EXPIRES 2020
UPON A PUBLIC STREET OR HIGHWAY, OR OTHER LOCATION, NAMELY Captain Zachary Walls			MOTORCYCLE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
			COMPANION CITATION(S) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
PT. 100 MILES 200 <input checked="" type="checkbox"/> N <input type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W OF NODE 123			
DID UNLAWFULLY COMMIT THE FOLLOWING OFFENSE. CHECK ONLY ONE OFFENSE EACH CITATION.			
<input checked="" type="checkbox"/> UNLAWFUL SPEED 122 MPH SPEED APPLICABLE 88 MPH			
<input type="checkbox"/> INTERSTATE <input checked="" type="checkbox"/> SCHOOL ZONE <input type="checkbox"/> CONSTRUCTION WORKERS PRESENT			
SPEED MEASUREMENT DEVICE: DS000123			
IN VIOLATION OF Florida Statute		SECTION 316	SUB-SECTION 1895(10)



Version 4/30/2024

Example of Florida Uniform Traffic Citation

SIGNATURE OF VIOLATOR DATE

☐ Option C: AFFIDAVIT If you are the registered owner of the vehicle, you are deemed responsible for the penalty unless, in compliance with Florida Statute § 316.1896 you establish by a notarized affidavit that a statutory exemption applies.

WATTS, ZACHARY

RANK - NAME OF OFFICER

OFFICER SIGNATURE

5744

234

Traffic

BADGE NO.

ID NO.

TROOP/UNIT

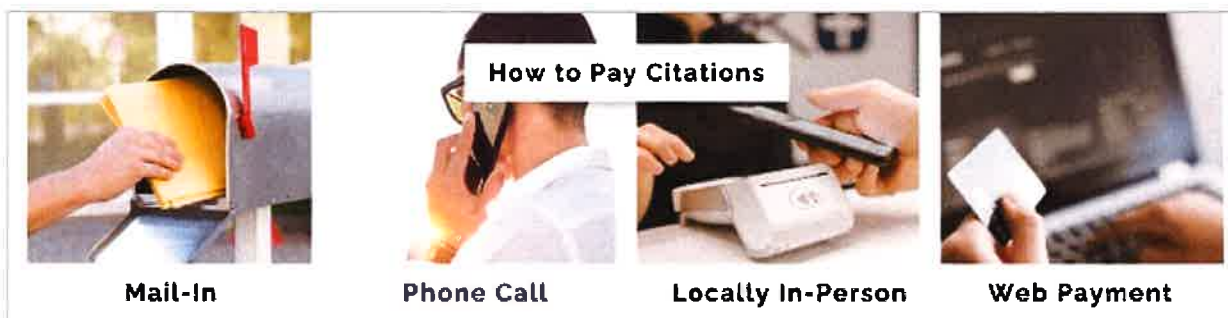
PROVIDE A SECURE ONLINE PLATFORM FOR CITIZENS TO REVIEW VIOLATION EVIDENCE AND MAKE PAYMENTS

BLS has dozens of customer service representatives located in Chattanooga, TN, and *Hollywood, FL*. *This service is conducted in-house rather than outsourced.* BLS also has rollover centers throughout the country for business continuity planning and growth to support expansion.

BLS will collect payments from citizens for all civil citations. We will fully comply with the Fair Debt Collection Practices Act, 15 U.S.C. 1692, et seq., and any other applicable state or federal law. All monies collected will be deposited in an account specific to the Town of Pembroke Park.

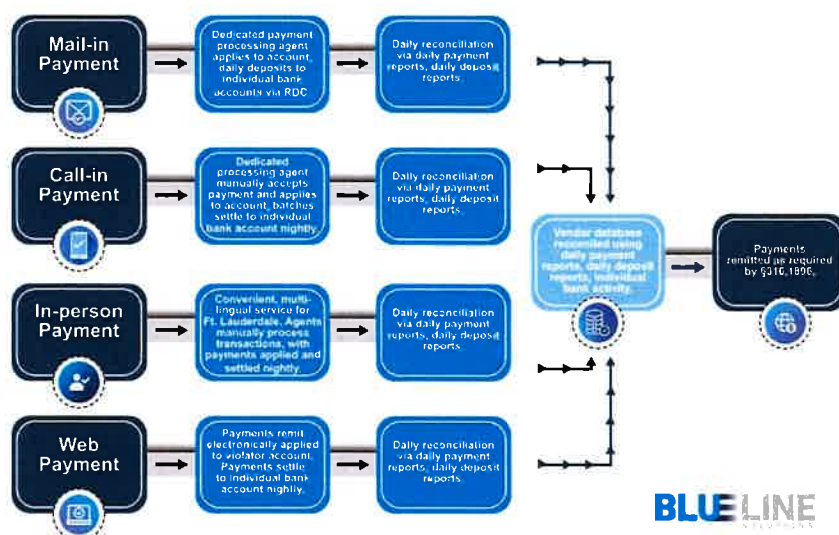
BLS accepts the following forms of payment:

- All major credit cards
- Checks by mail
- Money orders
- Website
- Telephone
- Cashier's checks



Payment methods that Blue Line Solutions facilitates for violators to pay their fines

As illustrated above, BLS has four (4) established methods for citation payment processing. We can seamlessly accept payments via mail, phone, or web. Our professionals are equipped with trained, multilingual Customer Service Professionals and additional amenities to benefit the Town of Pembroke Park.



Blue Line Solutions also follows "best practices" in all financial processes and operates in CJIS-compliant locations. Because we believe in privacy as a staple and are a strategic partner with NLETS, BLS holds security, integrity, and control in the highest regard, creating multiple lines of visibility, audit, and redundancy. BLS establishes designated bank accounts for each contracted agency, where all designated funds are deposited, reconciled, and

remitted regularly as established. BLS undergoes annual financial audits from a third-party vendor and can provide regular reporting and reconciliations on designated accounts. Funds will be reconciled and transferred per state law. If required, a more detailed annual report will be discussed and customized per the Town of Pembroke Park's requirements and preferences.

Upon the approval of a violation by an authorized officer of the jurisdiction, a first notice is mailed to the registration address as quickly as possible. All notices will contain instructions and information on the following:

- *How to pay the citation*
- *How to contest the citation*
- *How to view images online*
- *Consequences for non-payment*
- *Consequences for not filing to contest on time as prescribed by law*

A second and final notice can also be mailed in keeping with the timelines laid out by state law. Additionally, BLS will maintain and destroy any recorded video or photograph obtained through the Systems according to state laws and the Town of Pembroke Park's records retention policy.

NewGuard™ is designed to provide a secure and efficient method for municipal users to manage violation data, employing a system that emphasizes individualized access and robust security measures. Upon accessing NewGuard™, users are required to enter a unique login and password, ensuring that each user's identity is authenticated. The system assigns specific "User Roles" based on the user's position and function within the municipality, allowing for a customized access level tailored to each user's responsibilities. This role-based access control is further complemented by a set of pre-established entitlements dictated by the Town's directives, which define the viewing privileges and functionalities available to each user.

The system is built with a strong focus on auditability and traceability, allowing for any modifications, calls, or notes made within the NewGuard™ environment to be meticulously tracked and traced back to the individual user. This ensures a high level of accountability in the handling of sensitive information.

Security is a paramount concern, and NewGuard™ addresses this by not only offering standard authentication methods, such as username/password and digital certificates, but also providing an optional Two Factor Authentication mechanism for municipalities seeking an additional layer of security. This advanced feature combines something the user knows (their username and password) with something the user has (a one-time password generated from a USB key fob), significantly enhancing the security framework, especially for police reviewing processes.

Once logged in, authorized municipal users are presented with a comprehensive overview of violation data, including detailed information such as violation numbers, incident dates and times, multiple vehicle images, license plate numbers, registered owners' information, and the status of violations. This data, encrypted at the capture site for security, is decrypted upon its arrival at the BLS headquarters in Chattanooga, TN, and seamlessly integrated into NewGuard™, ready for review. This end-to-end secure and user-specific approach ensures that NewGuard™ is a highly reliable system for managing municipal violation data.

Our primary aim is to ensure that individuals who receive a Notice of Violation are fully equipped with all the necessary details to acknowledge the notice promptly. This includes all information required by Florida codes, providing comprehensive information about the violation, clear evidence of its occurrence, and a range of convenient payment methods such as online, phone, or mail options. To achieve this, BLS ensures that each Notice of Violation is straightforward and user-friendly. These notices prominently feature the police department's logo and furnish all essential details about the infraction, including photographic evidence, pertinent data, and recorded speed.

Striving for Zero: Zero Crashes, Zero Injuries, Zero Endangered Lives

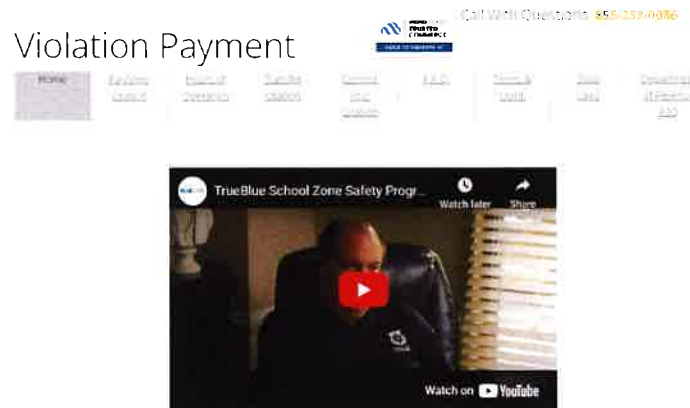


Photo Speed Violation Payments

Thank you for visiting the Violation Payment page.

Police Agencies throughout the country are using photo speed enforcement equipment in an effort to reduce the number of crashes, injuries, and fatalities, especially in school zones.

Approximately **33%** of fatal vehicle crashes nationwide are caused by speeding. Please slow down, don't text while driving, and don't drink and drive.

Making a Payment

If you received notice of a speeding violation by a law enforcement agency and were directed to this website, you may view images of your violation. You may also use a debit or credit card to pay your citation. Please see payment options below.

violationpayment.net (BLS payment splash screen)

Additionally, for further clarity and verification, we include a link that allows violators to view both the incident and an accompanying video snippet online. This approach is designed to make the process as transparent and accessible as possible, facilitating a better understanding and response from the recipients of the Notices of Violation.

MANAGE THE COLLECTION OF FINES AND REMITTANCE OF PAYMENTS TO THE TOWN

BLS maintains true and accurate records of revenue and expenses, clearly distinguishing between the types of fees collected. The company provides duly authorized representatives of the Town with access to its system to obtain this information or delivers copies at least monthly and upon request in a format specified by the Town, including a complete annual report.

All financial records are readily available to an authorized Town representative upon request. Upon contract termination, whether at the end of the term or by early termination, BLS submits a final report detailing all revenue and expense records, along with a list of outstanding citations and payments due, to facilitate the processing of future receipts.

- The Town of Pembroke Park will receive a revenue report on or about the 15th of each month detailing all information for the previous month's receivables. The following information will be included, but not limited to:
 - Number of violations
 - Number of unpaid violations
 - Number of paid violations
 - Number of paid violations received
 - Amount of credit card payment fees received
 - Amount Owed to the Town
 - Number of violations marked with exceptions during processing (no license plate, license plate obstructed, etc.)
 - Number of violations spoiled (not approved) by the approving officer of the Town of Pembroke Park
 - Any other information requested by the Town.

**AUTOMATED PHOTO-SPEED ENFORCEMENT PROGRAM
MONTHLY CITATION & REVENUE REPORT
MARCH 2024**

MONTH	PROCESSED	EXCEPTIONS	SPOILED	ADMIN VOID	VALID CITATIONS	PAID CITATIONS	CITATIONS CONTESTED	CITATIONS UPHELD	CITATIONS DISMISSED
MARCH	19870	2230	0	13	17,827	11107	42	39	3
TOTALS							QUANTITY	AMOUNT	TOTAL
PAID CITATIONS							11107	\$100.00	\$1,110,700.00
PARTIAL PAYMENTS							0	\$0.00	\$0.00
REFUNDS/CHARGEBACKS							0	\$0.00	\$0.00
TOTAL COLLECTIONS									\$1,110,700.00
SUB TOTAL									\$1,110,700.00
FUNDS TO FLORIDA DEPARTMENT OF REVENUE - GENERAL REVENUE FUND							11107	\$20.00	\$222,140.00
FUNDS TO FLORIDA DEPARTMENT OF REVENUE - D.L.E.C.J.S.T.T. FUND							11107	\$3.00	\$33,321.00
FUNDS TO COUNTY SCHOOL DISTRICT							11107	\$12.00	\$133,284.00
FUNDS TO COUNTY - SCHOOL CROSSING GUARD RECRUITMENT AND RETENTION PROGRAM							11107	\$5.00	\$55,535.00
REMAINDER TO AGENCY							11107	\$60.00	\$666,420.00
CITATION PROCESSING (BLS)							17640	\$15.00	\$264,600.00
TOTAL DUE TO BLS									\$264,600.00
TOTAL PS REVENUE DUE TO AGENCY									\$401,820.00

Sample annual performance and financial reporting

PROVIDE COURT SUPPORT AND ADJUDICATION ASSISTANCE, IF REQUIRED

As part of the turn-key solution, BLS will utilize the existing Municipal Hearing procedures to coordinate requested hearings on citations. BLS provides a Court Liaison, who will coordinate directly with the local board to establish court schedules for all locations, including times, locations, and the maximum number of hearings allowed per session. Once established, BLS will handle the receipt and processing of contest forms, schedule violators for their hearing dates, and notify violators of their hearing dates.

BLS will prepare "evidence books" for each contested citation, which will include the hearing docket, a copy of the citation, a violation information sheet, camera certification, and other pertinent information deemed necessary. Once the hearing has been held, the Town must return the filled-out docket, at which time BLS will enter the decisions based on the docket. These decisions, which may include dismissals, fine reductions, and judgments of liability, will then be used to notify the violator of the outcome and any further requirements. As applicable, BLS will also provide expert witness testimony.

If a person wishes to contest a violation, they can:

- Call the Court Liaison, who will schedule a court date.
- Visit the website maintained by BLS for the Town, where the violator can download and print a form to be mailed or emailed to the Court Liaison Department. Once the form is received, the Court Liaison will schedule a court date.

The Court Liaison (CL) will:

- Look up the violator's citation in the system.
- Check the Municipal Hearing Board's schedule, which has been previously shared with BLS by the board.
- Schedule a hearing date for the violator.
- Advise the person about their scheduled hearing date.
- A "Hearing Letter" will be mailed to the violator, confirming the hearing date and other necessary details.

Two weeks before the court date, the Court Liaison will create "Court Packets" and mail them to the Municipal Hearing Board or the person responsible for each case on the docket. This ensures that all necessary documentation is prepared and delivered promptly.

Court Packets will include the following:

- I. All issued and disputed notices to the party
 - Copy of the citation
 - Additional violation images that do not appear on the citation
 - Calibration Records
 - Speed
 - Copy of the court letter
 - All metadata associated with the violation
 - A correspondence file

BLS will ensure that all hearing scheduling and coordination efforts align with this established schedule. The Court Liaison will work directly with the City Courts to ensure that violators who request hearings are scheduled accordingly on this designated day each month. This will help streamline the process and ensure that all cases are handled on time. Additionally, the "Court Packets" will be prepared and distributed to the court ahead of these hearings to ensure a smooth process.



Court Hearing Screen

Chain of Custody Importance

Chain of custody is a policy that BLS maintains at the highest level to ensure case integrity, proper defense of the program, and prosecution of law violators. BLS can provide audit logs for the chain of evidence upon request. Below are examples of audit and chain of custody logs within NewGuard™.

As shown below, BLS records the Processing Agent's computer screen to ensure the highest quality and compliance levels, maintaining a complete and accurate chain of evidence for every case.

Vehicle Owner Info

JON BAKER

7601 OLD MOON ROAD, COLUMBUS, GA, 31909

VIOLATION

CARS

1 VIOLATION

000043235

Closed

Feb 03, 2023 – almost 2 years ago

Comments (0 total)

Comment

>

:

There are no comments.

VIOLATION

VEHICLE

HISTORY

Feb 03, 2023

Event Occurred

Mar 15, 2023

Citation Closed - Paid in Full

note: paid via web

Web Payment User

Feb 13, 2023

Print Citation Notice

note: approved

Matt Davenport

Feb 13, 2023

Approved

Matt Davenport

Feb 13, 2023

Locked for Approval

Matt Davenport

Feb 13, 2023

Reviewed

Rebecca Marler

Feb 06, 2023

Created

Hulkungia Pulins

Map

Satellite

Location Info

Location

PC10

Street

IA 163


Violation Ledger (4 Items)

Image Shown for Demonstration Only – No Real CJIS Data is Present

4. PROGRAM MANAGEMENT AND REPORTING

PROVIDE REGULAR REPORTS TO THE TOWN ON PROGRAM PERFORMANCE, INCLUDING VIOLATION STATISTICS, REVENUE GENERATED, AND SYSTEM UPTIME

Below, and within the next few pages, is an example of our speed study reports typically produced for our customers and their project sites. This study is from Hollywood, FL. For phases 1 & 2 of their program.



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www.bluelinesolutions.com

Hollywood School Zone Safety Program Preliminary Speed Reduction Report - Phases 1 & 2

The Program

The School Zone Safety Program is designed to enhance safety around schools by reducing speeding and promoting safe driving behaviors. The program involves a comprehensive, multi-phase approach that aims to inform, educate, enforce, and measure outcomes. Each school zone undergoes the following phases:



- Phase 1: Pre-Implementation 5-day Speed Study
- Phase 2: Public Information & Education (PI&E)
- Phase 3: Warning Citation Phase (30 days) / 5-day Speed Study
- Phase 4: Enforcement Phase / 5-day Speed Study
- Phase 5: Post Enforcement Speed Study (5-day speed study)

Phase 1: Speed data was collected to establish a base line of the number of vehicles traveling through the school zone and the number of vehicles speeding. *Speeding is defined as 10MPH+ above the speed limit.*

Phase 2: Information was disseminated throughout the program to the public through efforts to include the following:

- ☐ Press release
- ☐ Instagram video announcing the program to the community (Produced by the City of Hollywood)
- ☐ Social media posts
- ☐ Graphics and messaging sent through Broward Co. School Email Portal
- ☐ Banners placed in the school zones
- ☐ ~21,000 Post cards sent home with students
- ☐ Info posted on the PD website (<https://www.hollywoodfl.org/1543/School-Zone-Safety-Camera-Program>)

(Below are examples of distributed media)

**WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES**

1

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Phase 3: For the first 30 days of the program, only warning citations are issued for speeding vehicles. These citations have a large red warning statement across the front and serve as a reminder to slow down when entering the school zones. During the first (1st) week of the warning period, another 5-day speed study is conducted to determine the effectiveness of the PI&E.

Phase 4: Once the 30-day warning period is completed, enforcement is started with speeding violators receiving real citations. A third (3rd) speed study is conducted in week one (1) of enforcement to measure the effectiveness of the warning phase.

Phase 5: During week four (4) or five (5) of the enforcement, a fourth (4th) speed study will be conducted to measure the effectiveness of the program in its entirety.

Data Analysis

The following data reflects accomplishments of the first 3 phases of the School Safety Program. The first 5 schools began the warning phase on different dates. Data was analyzed to determine the speed reduction by phase. Any reduction realized during the PI&E and Warning phases are achieved without writing finable citations, meaning the driving community responded to the messaging by reducing their speeds prior to entering the enforcement period.

The data indicates that Driftwood Elementary School has not achieved the total reduction expected in the early stages of the program. This would indicate that additional PI&E may be helpful in achieving additional reductions. This could be achieved through brochures being sent to parents through the school, emails to parents, social media posts, etc. The goal of this phase is to impact driving behavior prior to the enforcement phase begins.

Program Initial Achievements

The schools below (Chart A) have undergone the PI&E and Warning Phases, but data has not yet been aggregated for the enforcement phase, as it will be collected in week five (5) of the enforcement phase. In the 5 zones below, during the five (5) day pre-study, 3,973 vehicles traveled through the school zones at 10MPH+ above the speed limit. During the PI&E phase, the number of speeding vehicles at 10MPH + above the speed limit dropped to 750, an 81.1% reduction. The number of speeders continued to drop during the 30-day warning phase to only 419 vehicles from 750, indicating an additional 8.3% reduction, resulting in an 89.5% reduction in speeding vehicles through the 3 zones without yet issuing any speeding citations.

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CHART A

		5-DAY STUDY INFO PER PHASE			EFFECTIVENESS OF EACH PHASE		
JURISDICTION	SCHOOL	PRE-PROGRAM (SPEED STUDY)	PI&E	WARNING	PRE- PRO. TO PI&E	PI&E TO WARNI NG	TOTAL REDUCTION
HOLLYWOOD, FL							
	Apollo Middle School	950	19	41	98.0%	-2.3%	96%
	Attucks Middle School	900	90	78	90.0%	1.3%	91%
	Ben Gamla Charter School	236	18	19	92.4%	-0.4%	92%
	Colbert Elementary School	1,814	566	244	68.8%	17.8%	87%
	Driftwood Elementary School	73	57	37	21.9%	27.4%	49%
HOLLYWOOD, FL SUMMARY		3,973	750	419	81.1%	8.3%	89.5%

Reducing the Speed of the Speeders

The data presented in Graph A and Charts C & D show a notable improvement in traffic safety in the school zones. The number of vehicles exceeding the speed limit by 11-14 MPH, 15-20 MPH, and 21+ MPH has all significantly decreased. This reduction suggests that not only has the program successfully decreased the total number of speeding vehicles, but it has also lowered the speed of those who continue to speed.

The overall trend indicates that vehicles are traveling at slower, safer speeds, thereby reducing the potential for accidents and making the school zones much safer for children, staff, and pedestrians. In short, the program has not only reduced the frequency of speeding but has also mitigated the severity of the speed violations, contributing to a safer school environment overall.

Reductions by Speed Range

11-14MPH - 1,865 speeding vehicles reduced to 568
15-20MPH - 620 speeding vehicles reduced to 1
21MPH+ - 349 speeding vehicles reduced to 0

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3

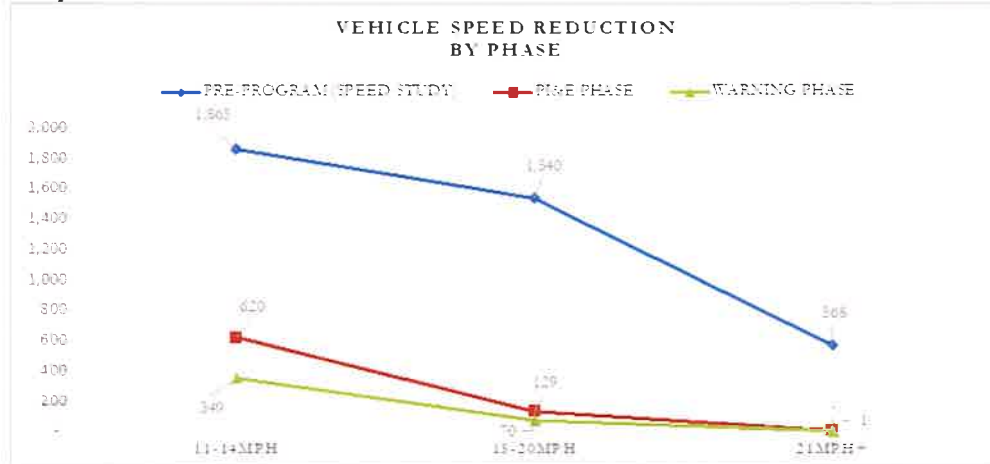
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As Graph A below indicates, all 3 speed ranges realized significant decreases during the PI&E and warning phases. It should be noted that these reductions were obtained without issuing any fineable citations.

Graph A



Charts B, C, & D illustrate data sets that document the speed of vehicles that traveled through the school zones during each phase.

CHART B

PRE-PROGRAM (SPEED STUDY)	SPEED RANGE ABOVE LIMIT		
	11-14MPH	15-20MPH	21MPH+
Ben Gamla Charter School	153	71	12
Colbert Elementary School	766	752	296
Apollo Middle School	395	401	154
Attucks Middle School	499	296	105
Driftwood Elementary School	52	20	1
TOTALS	1,865	1,540	568

**WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES**

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CHART C

PI&E PHASE	SPEED RANGE ABOVE LIMIT		
SCHOOL	11-14MPH	15-20MPH	21MPH+
Ben Gamla Charter School	17	1	0
Colbert Elementary School	466	99	1
Apollo Middle School	16	3	0
Attucks Middle School	81	9	0
Driftwood Elementary School	40	17	0
TOTALS	620	129	1

CHART D

WARNING PHASE		SPEED RANGE ABOVE LIMIT		
SCHOOL		11-14MPH	15-20MPH	21MPH+
Ben Gamla Charter School	18	1	-	
Colbert Elementary School	199	45	-	
Apollo Middle School	33	8	-	
Attucks Middle School	66	12	-	
Driftwood Elementary School	33	4	-	
TOTALS	349	70	-	

Graphs B, C, & D below illustrate the speeds of vehicles traveling 11-14 MPH, 15-20 MPH, and 21+ MPH above the speed limits through the school zones by phase. Graph B highlights that during the pre-study, 1,865 vehicles were speeding at 11-14 MPH above the speed limit 1,540 were traveling 15-20 MPH over and 568 were traveling at 21+MPH above the speed limit. Graph C begins to show vehicles traveling 11-14MPH over dropped from 1,540 to 129 and vehicles traveling 21+MPH dropped from 568 to 1. Graph D shows vehicles traveling 15-20 MPH over dropped from 129 to 70 and there were ZERO (0) vehicles traveling 21MPH + above the speed limit.

WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES

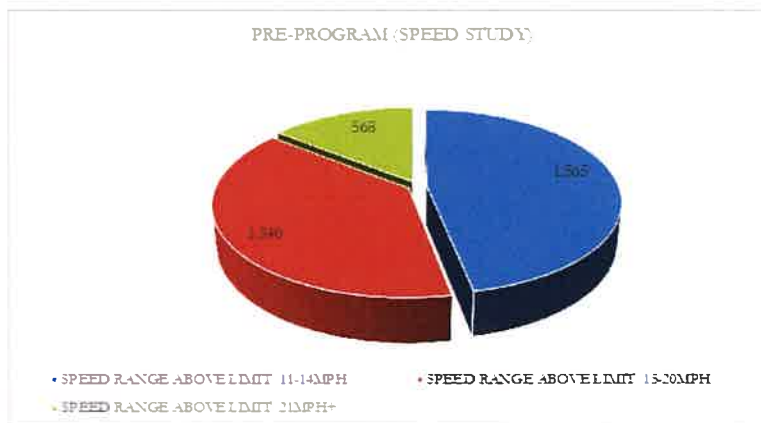
5

BLUELINETM

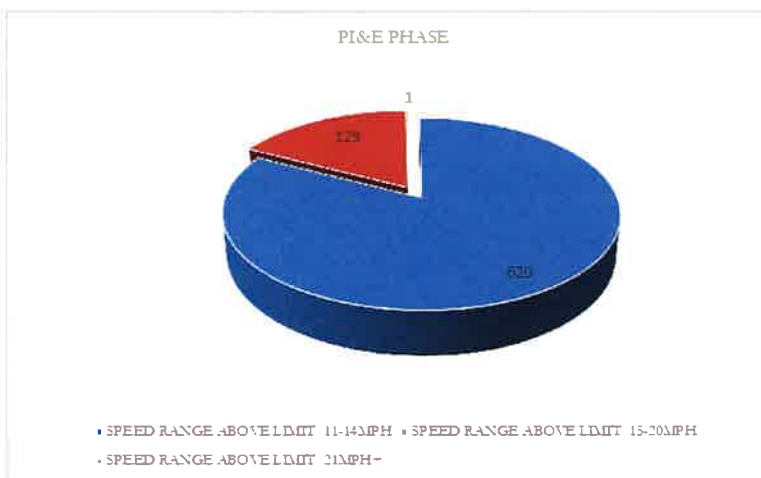
SOLUTIONS

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Graph B



Graph C



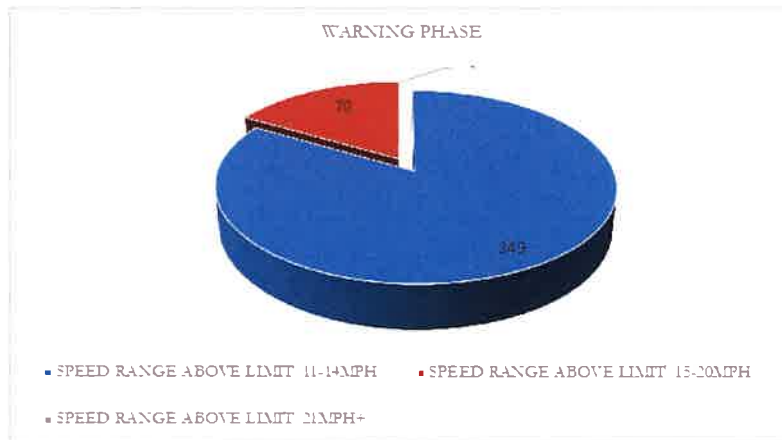
WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES

6

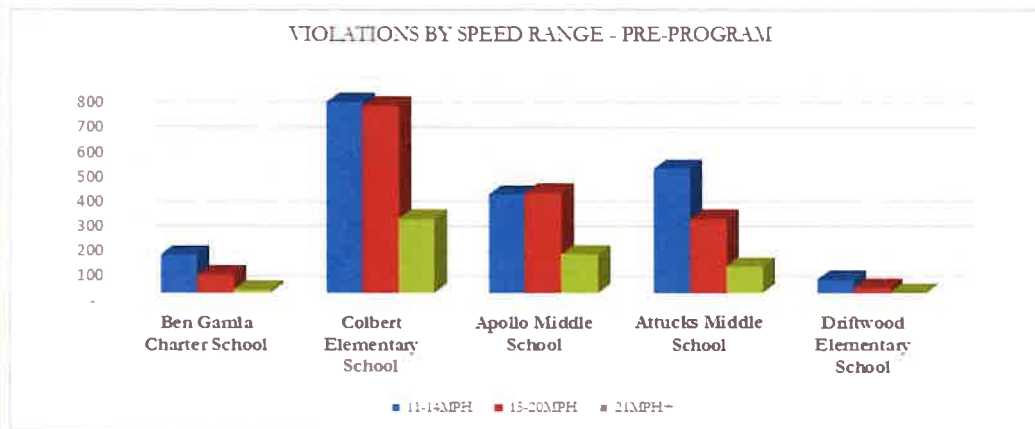
BLUELINE SOLUTIONS

4409 Oakwood Dr., Chattanooga, TN 37416
www.bluelinesolutions.com

Graph D



Graph E



WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES

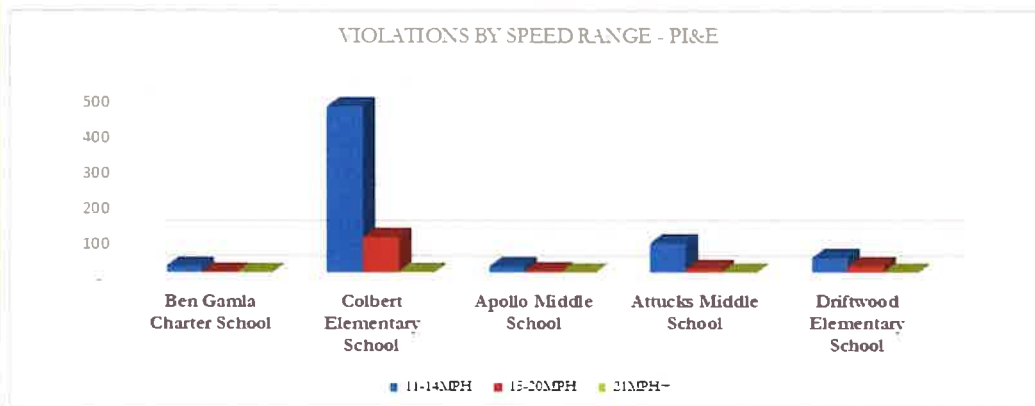
7

BLUELINESM

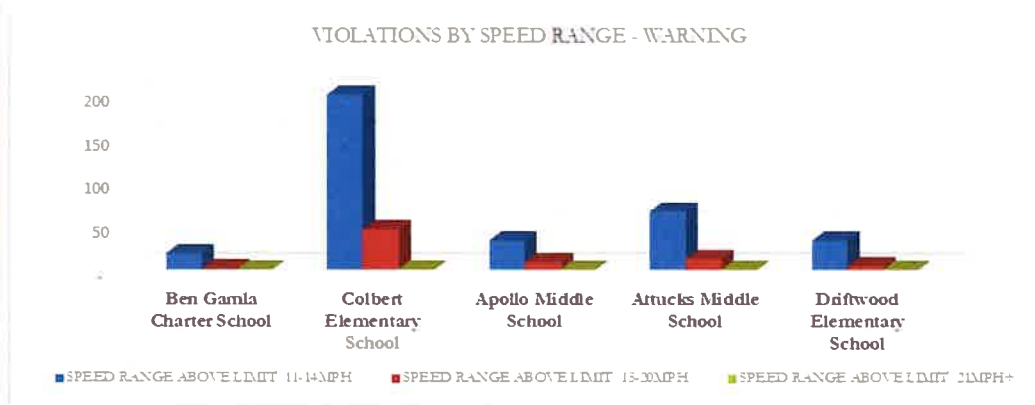
SOLUTIONS

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Graph F



Graph G



WE STRIVE FOR ZERO
ZERO CRASHES, ZERO INJURIES, ZERO FATALITIES

8

Blue Line Solutions will also provide a dashboard through NewGuard™ that will allow the agency to access all the data requested in this RFP.

NewGuard™ provides a dashboard that can be customized for the individual user. Reports and graphs can be run using easy-to-understand filters.

NEWGUARD™ DATA AND ANALYTICS:

Blue Line's program is built upon robust data collection and analytics, ensuring measurable impact and continuous improvement. The **NewGuard™** platform provides Blue Line and Town staff with the tools needed to assess the effectiveness of the program and track its successes. Examples from speeding trends in school zones would be:

- Compliance rates with school zone speed limits
- Citation issuance and payment statistics
- Program participation and community outreach effectiveness
- Traffic volume and congestion data
- Time-of-day and day-of-week patterns in speeding

This data-driven approach enables the agency to make informed decisions, optimize program strategies, and ensure that safety objectives are consistently met.

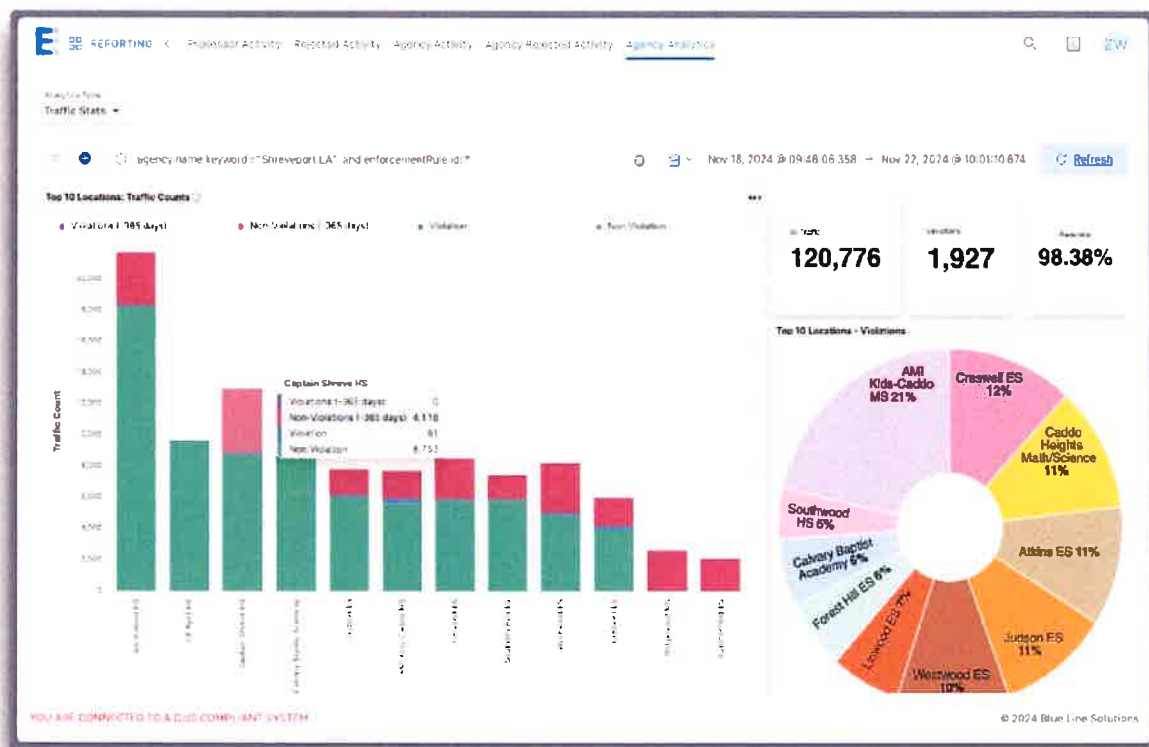
Through a customizable dashboard, users can generate a wide range of reports, including but not limited to data related to:

- Traffic data
- Camera-specific data
- Lane specific
- Road specific
- Speed Zone Specific
- Direction of Travel Specific
- Violations by site
- Equipment malfunctions
- Service reports
- Calibration reports
- Citation Information
- All data from capture to disposition
- Real-time traffic data
- Volume
- Violations

NewGuard™ separates the data into two distinct data sets

- Pre-Processed – This is data that has been uploaded from the cameras but not yet processed/approved to a violation. This raw data does not change as it is uploaded directly from the camera.

- **Post-Processed** – This is the data that has undergone processing and agency approval. This data set will change vs. the pre-processed data, as this would include violations that were spoiled (not approved by the officer), tag not visible due to obstructions, etc.
- Data from either set can be run to calculate seemingly endless types of data reports and statistics.
- **Post-implementation speed Study Dashboard** An analytics dashboard, showing the number of violation and non-violation traffic events observed during an enforcement time frame. Includes metrics to show the “reduction rate”, as well as a breakdown of violations by location in an easy-to-interpret pie chart)



Example speed study dashboard for viewing localized citations and statistics

ATTEND MEETINGS WITH TOWN STAFF TO DISCUSS PROGRAM OPERATIONS AND ADDRESS ANY ISSUES

Having a local presence in the South Florida area positions BLS well to work with cities, towns, and counties in the region. BLS will attend any meetings requested or required by the Town to address issues and discuss program operations. Typically, these meetings will take place both remotely and in person to ensure any agenda items discussed are presented to the appropriate employees of BLS.

ENSURE COMPLIANCE WITH ALL APPLICABLE LAWS AND REGULATIONS

BLS is well versed in the intricates of the Florida code allowing Automated Speed Enforcement in school zones as we played a major role in the passage of the law, lobbying by explaining the benefits and improvement of safety of ASE in school zones for everyone who frequently operates a vehicle, walks, or rides through them. BLS will at all times maintain compliance with all applicable laws and regulations, ensuring the Pembroke Park automated speed enforcement program remains professional and held to the highest standards.

PROVIDE PUBLIC AWARENESS AND EDUCATION MATERIALS REGARDING THE SPEED CAMERA PROGRAM

Blue Line Solutions will develop a comprehensive public information and community outreach campaign to support awareness and education about the new traffic safety camera program.

We believe the public outreach portion of the programs is among the most important ways of solving the speeding problem in the school zones within the Town.

Our approach includes press releases, brochures, public service announcements, online content, and social media outreach. Additionally, we tailor messaging to ensure transparency, encourage compliance, and highlight the safety benefits of the program. We are committed to working closely with the Town to ensure effective communication and public engagement.



COMMUNITY OUTREACH PLAN

Phase 1 – Pre-Program Survey – 5 days of data is gathered in the school zone to establish a baseline number of vehicles traveling through the zone and the number of those that were violating the speed limit.

Phase 2 – Public Information & Education – This phase is our key focus. Educating the community is key. We will customize this for Lake Wales during our collaboration phase.

Phase 3 – Warning – A 30-day period that captures the number of speeders in the school zones. During this phase, the violator will receive a warning in the mail advising of the violation. The warning is marked in red and does not carry any monetary implications.

Phase 4 – Enforcement – This phase begins after the 30-day warning period and starts the process of live citations being issued to violators.

The TrueBlue™ program utilizes Public Information & Education (PI&E) as a key component of the program. Through communication and transparency with the public regarding speed data, the size & scope of the speeding problem, and the plan of action to remedy it, the program finds much more acceptance among politicians, media, and the community.

Education is an essential element of the deployment and continuation of a program. We begin by providing the public and school parents with information regarding:

- The deployment of the program
- The purpose of the program
- Ongoing results from the program

We achieve this by working with your agency and the school system to provide:

- Social media graphics about automated enforcement
- Statistics on pedestrian crashes and fatalities
- 5X7 Cards to be provided to teachers and bus drivers
- Brochures for parents/students regarding the importance of being vigilant and aware of their surroundings while walking in crosswalks, buses, parent pickup, etc.
- Pre-enforcement school zone traffic data
- Number of cars traveling through the school zone
- Number of speeders
- Ongoing school zone traffic data provided to show the effective results of the program.
- Radio, TV, & printed media available upon request
- Dissemination of pre-program data
- Dissemination of ongoing speeding reductions

PUBLIC INFORMATION & EDUCATION

Working with our Community Partners

CREATING SAFER COMMUNITIES TOGETHER



CHIEF JONATHAN MURRELL
408.246.3125 ext. 111

Achieving community support through education is crucial for the success of any program. Blue Line Solutions will collaborate closely with Law Enforcement and city to keep the community well-informed about the program's launch, as well as providing regular updates on achievements such as reduced crime rates and enhanced safety measures.

Before the program's launch, Blue Line Solutions will collaborate closely with law enforcement and municipal authorities to develop tailored public information and educational materials aimed at raising awareness among the public regarding the program and its safety advantages.

Furthermore, Blue Line Solutions will liaise with officials to execute a 30-day warning initiative, during which violators exceeding speed limits in school zones will receive printed warnings via mail at no expense to the city.

Blue Line Solutions' Public Information and Education (PI&E) Initiatives are carefully crafted to educate the community on the School Zone Photo Speed Enforcement Program, emphasizing its potential to enhance traffic safety. Blue Line Solutions assigns a communication specialist dedicated to developing tailored public education and outreach campaigns.

Every community partner of Blue Line Solutions is equipped with a comprehensive media kit containing essential resources such as FAQs, key talking points, a press release, social media assets, and promotional posters.

Moreover, Blue Line Solutions offers staff support for press engagements and media interactions to ensure effective communication.



BLUE LINE SOLUTIONS

- Strategic Planning**
The collaborative effort with stakeholders to craft tailored Public Information and Education (PI&E) initiatives for each community.
- Market Research**
We conduct comprehensive low-key anonymous street-level studies for each proposed school zone.
- Community Engagement**
Every effort is taken to inform the community and foster trust in both the process and program.
- Post Implementation Reports**
Post-implementation speed studies are conducted to demonstrate and disseminate the program's progress.
- Operational Efficiency**
Each Community Partner is assigned a Customer Success Manager to provide support for continued inquiries or requests.
- Technology Solutions**
Our strategic staff serves as a force multiplier for our LEP partners.



Public Information & Education Examples



Charles City County, VA local news sharing BLS' designs and speed study statistics locally for public information & education (PI&E)

St. Martinville, LA (October 23, 2024) - The St. Martinville Police Department will be launching an automated photo speed enforcement program at the St. Martinville Senior High School designated school zones. Speed studies conducted in 2021 at the high school identified a significant problem with speeding in this area, recording 3,084 violations in a 5-day period.

In St. Martinville at the St. Martinville High School, we recorded 25,556 drivers a week in the school zone with 3,084 speeding vehicles (12.07% of all vehicles). Of those speeding, we measured 2,116 vehicles speeding 11-14 mph over the speed limit (68.61% of all speeders), 871 vehicles traveling 15-20 mph over the speed limit (28.24% of all speeders), and 97 of those speeding vehicles exceeding 21 mph over the posted school speed limit (3.15% of all speeders). We not only have a speeding concern in our school zones, but we have a high speeder concern with 31.39% of all speeders traveling 15+ mph over the speed limit which is alarming for the safety of our community.

We know that speed kills; statistics show a child struck by a vehicle traveling 40 MPH, only has a one in 10 chance of survival, but if you slow that down to 20 MPH, that same child has a much-improved survival rate of nine in 10. Speeding is also a primary contributing factor in motor vehicle crashes resulting in personal injury and deaths. According to the National Highway Traffic Safety Administration, 64% of child pedestrians killed in traffic crashes occurred during the weekday (6:00 a.m. Monday to 6:00 p.m. Friday) ([NHTSA Traffic Safety Facts](#)).

Our goal is to increase safety for students, parents, teachers, and the motoring public traveling through the St. Martinville Senior High School zones. This program combines robust public information & education, along with a 30-day warning period to encourage people to slow down and change their driving behavior. The school zone will be clearly marked with posted speed limit signs. Zone will also have flashing lights

re a vehicle's speed and give advance ning school zone. Cameras will be it motorists traveling at 10+ MPH over

e and enforced on days that school is id when the school zone beacons are gh the St. Martinville Senior High these cameras will be active.

arning period. During this warning ming in the mail marked in red rred on such date and time. Warning ow down in places where our children tary implications.

30-day warning period, on December t the high school. At this time, school zone speed limit at 10+ MPH These citations are civil in nature, , points against your license, or

e and enforced on days that school is id when the school zone beacons are

travasing, if you are traveling through our St. Martinville Senior High School during school hours, these cameras will be active.

We are committed to changing driver behavior, slowing speeders down, and protecting our children. Please drive safely in our school zones and in our community. Working together, we can achieve our goal of ZERO. "Zero crashes, Zero injuries, and Zero endangered lives."

Example press release shared in St. Martinville, LA for PI&E



Local Community Members to Serve as Community Advocates

BLS maintains the position that public information and education are the most important components of an automated speed enforcement program. Often, citizens are unaware of the traffic problems before implementing an automated photo enforcement program but find out by receiving a citation. BLS feels that if PI&E is not a strong program component, community backlash may ensue.

For these reasons, BLS will partner with businesses in the Town of Pembroke Park to serve as embedded advisors for the program. BLS will also partner with Pembroke Park community leaders from the Chamber of Commerce, PTAs, and PTO to share data regarding the hazards of speeding and *obtain grassroots support for the program.*

BLS will also provide PSA spots for radio and television and copies for print publications, if requested.

LETTERS OF REFERENCE FROM CURRENT BLUE LINE SOLUTIONS, LLC CUSTOMERS



CHATHAM COUNTY POLICE DEPARTMENT

295 Police Memorial Drive, Savannah, GA , 31405

(912) 652-6920 FAX: (912)650-6130

Chief Jeffrey M. Hadley

Assistant Chief Terry Shoop

Assistant Chief Julie Tolbert

September 25, 2023

**Gena Sullivan
Communication Specialist
Blue Line Solutions**

Mrs. Sullivan:

The Chatham County Police Department has had an excellent relationship with Blue Line Solutions for well over two years. They have been a true partner in establishing our "School Zone Camera" program assisting us every step of the way from implementation, community outreach and engagement, and on-going technical support.

I wanted to thank Blue Line Solutions and their staff for the upmost professional services, partnership, and assistance with our program.

Professionally,

A handwritten signature in black ink, appearing to read "J. Hadley", written over a horizontal line.

**Chief Jeffrey M. Hadley
Chatham County Police Department**



SHREVEPORT POLICE DEPARTMENT

January 23, 2024

Chief Wayne Smith
Shreveport LA Police Department
Shreveport, LA

Mark Hutchinson, Founder & CEO
Blue Line Solutions, LLC
4409 Oakwood Dr
Chattanooga, TN

Mr. Hutchinson,

I'm writing to you on behalf of the Shreveport Police Department to express our sincere appreciation to you and your company.

Our partnership began on February 2, 2022, when we entered into a contract with Blue Line Solutions as the chosen vendor to provide automated speed enforcement in our school zones. As with most new programs, we had some challenges, but you and your company worked tirelessly and diligently with the city and the police department to overcome those challenges in a most professional and organized fashion.

Having your own permitting department has eased the pain that sometimes comes with new construction approvals and installations. This department worked to ensure that our state requirements were met and continues to provide support on an ongoing basis.

I would be remiss if I did not mention your ALPR cameras. Since installation began, we have had numerous successes in solving crimes in our city. Having sent one of your own across several states to train our entire department, spending the entire day letting our folks trickle in and out as their schedules permitted, proved to be very beneficial in using your ALPR software. The quality of the reads, ease of searching for vehicles, and never-lacking customer support have been phenomenal.

1234 TEXAS AVENUE, SHREVEPORT, LOUISIANA 71101 | WWW.SHREVEPORTLA.GOV/DEPT/POLICE

**WYTHE COUNTY
SHERIFF'S OFFICE**

Wythe County Law Enforcement & Judicial Complex
245 South Fourth Street
Wytheville, Virginia 24382

CHARLES W. FOSTER
SHERIFF

Office (276) 223-6000
Fax (276) 223-6127

June 1, 2023

Mark Hutchinson
3903 Volunteer Drive Ste 400
Chattanooga, TN 37416

Mr. Hutchinson,

In January 2022 the Wythe County Sheriff's Office set out to find a partner to assist with slowing traffic down in our school zones. Blue Line Solutions was selected as our photo speed vendor. I wanted to send you a letter to let you know how our partnership is working.

When this process first started we needed to see how bad our speeding problem was and you provided us with free speed studies to identify the problem. The next step was to obtain permits. I was so thankful that your company handled all the necessary paperwork and permits with the Virginia Department of Transportation. Our school zone signs were out of date and your company agreed to replace them at no charge to this agency or county taxpayer. We now have permanent photo speed cameras and I can tell the speeding has begun to slow down. Traffic is moving much slower and the drivers seem to be more attentive.

This past month we held our annual Memorial Golf Tournament to remember one of our fallen deputies that was killed in the line of duty. I would also like to thank you for sponsoring our golf tournament. Your sponsorship will help fund scholarship opportunities for graduating high school students to attend college. Your dedication to our community does not go unnoticed.

In closing, I wanted to let you know I have contacted many people at Blue Line Solutions with questions throughout this process. I have always been treated more as a friend than just another client. They always answer my questions and are very quick to respond. I never had a moment when I didn't know what was about to happen next. They kept me well-informed of the process. I want to thank you for being a partner and not just a vendor to our county!

Respectfully,

A handwritten signature in blue ink, appearing to read "A. Cline".

Chief Deputy Anthony Cline

CONCLUSION

With a robust foundation in traffic safety and law enforcement and a proven track record of success, BLS stands out as a strategic partner capable of delivering substantial improvements in traffic management and public safety for communities, particularly in high-risk zones like schools. Our proactive approach to public engagement and education, combined with sophisticated enforcement technology, ensures effective solutions tailored to meet the specific needs of the Town of Pembroke Park.

BLS wants you to consider this information before implementing your School Zone Enforcement Safety Program. The previous information outlines the type of equipment provided, costs, and implementation strategies. BLS will meet or exceed the services detailed in the Town of Pembroke Park's RFP – 12 473-14

Digital Information, Videos, and PSAs: BLS has developed a series of brief videos to showcase its technology, demonstrate its user-friendliness, and present examples of Public Service Announcements (PSAs) produced by BLS. These videos are designed to provide a comprehensive understanding of BLS's offerings and their application in enhancing traffic safety and enforcement.

- [Blue Line Solutions – Who We Are](#)
- [Shreveport, LA – Program Partnership & Success](#)
- [Ren'gia Majors Safety Program](#)
- [Rincon, GA – Speed Safety Enforcement](#)
- [NewGuard™ – Backend & Violation Processing](#)

BLS strives to make each of our contracts the best experience a client has ever had with a contractor. The Town of Pembroke Park will be no exception.

Sincerely,



Mark Hutchison

Founder & CEO

Blue Line Solutions, LLC

