

# School Zone Camera Speed Enforcement Program Presentation



**BLU**ELINE™  
SOLUTIONS

**HALLANDALE BEACH POLICE DEPARTMENT**



# LEGISLATION - JULY 1, 2023

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



# BACKGROUND/TIMEFRAME

Jul 9, 2025	The City of Pembroke Park executed an agreement with Blue Line Solutions
Sep 15, 2025	The program issued its first warning notice in Pembroke Park
Oct 15, 2025	The program issued its first citation in Pembroke Park
Feb 2, 2026	The City of Hallandale Beach executed a piggyback contract utilizing the Pembroke Park agreement
Apr 15, 2026	1st Commission Ordinance Reading
May 6, 2026	2nd Commission Ordinance Reading

# SPEED STUDY SUMMARY

Traffic studies conducted November 4 through November 20, 2025



**116,339**  
Total Vehicles Studied



**11,490**  
Speeding Vehicles



**10%**  
% Speeding

## Morning



Traffic Count **12,025**



Speeding Vehicles **3,714**



% Speeding **31%**

## Mid-Day



Traffic Count **96,054**



Speeding Vehicles **4,160**



% Speeding **4%**

## Afternoon



Traffic Count **8,260**



Speeding Vehicles **3,616**



% Speeding **44%**



The study period captured 116,339 vehicles, with the highest speeding rate observed in the afternoon (44%).

# SCHOOLS LIST & PRELIMINARY ENFORCEMENT HOURS

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

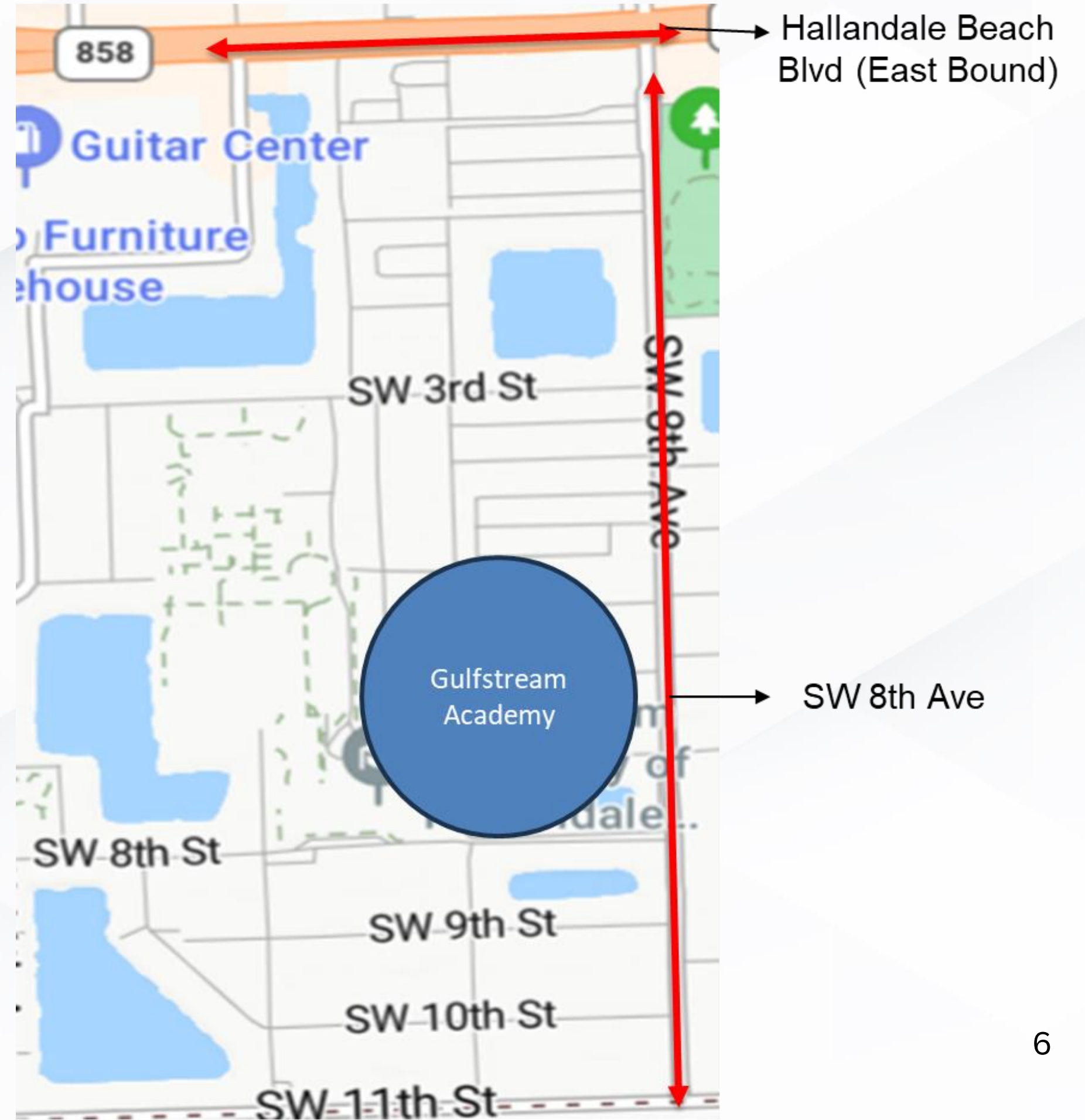
Enforcement begins 30-minutes prior, during, and 30-minutes after school session.



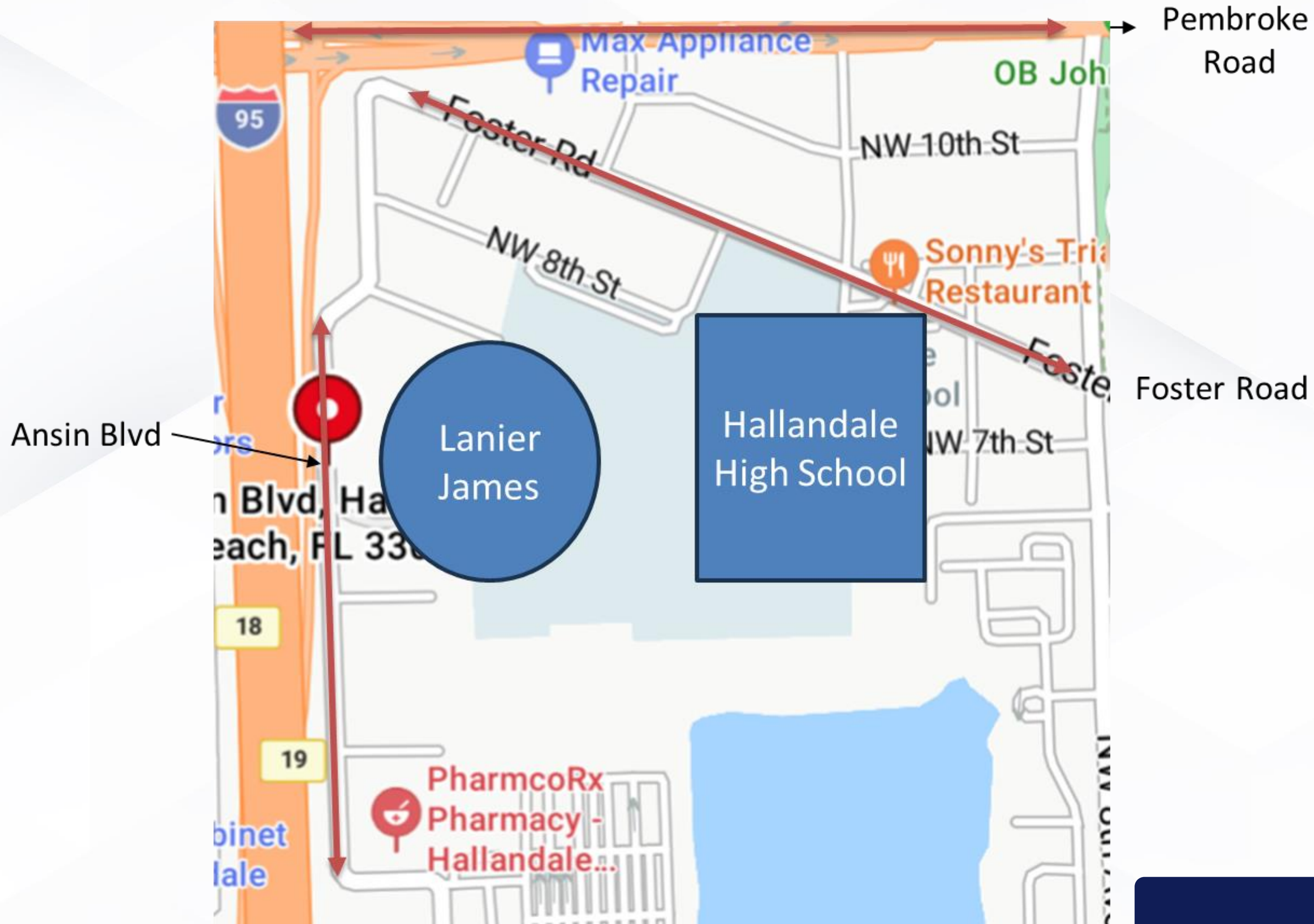
# LOCATIONS



## GULFSTREAM ACADEMY



# HALLANDALE HIGH SCHOOL / LANIER JAMES



LOCATIONS

# PROGRAM HIGHLIGHTS

Blue Line Solutions, LLC provides a complete turnkey school zone safety program.



## Planning & Setup

- Speed study
- Site surveys and permitting
- Hardware, software, and signage



## Operations

- Installation and maintenance
- Citation processing and mailing
- Web-based payment portal



## Support & Training

- Public education campaign
- Training
- Court/hearing assistance



## Advanced Services

- LPR integration with NCIC and FDLE hotlists
- Multilingual customer service

# KEY PROGRAM FEATURES



A COMPLETE, FULLY  
CUSTOMIZABLE,  
TURNKEY SOLUTION



OPERATING IN  
HOLLYWOOD,  
PEMBROKE PARK, AND  
SUNRISE



MULTI-LANE SUPPORT



WEB-BASED SOFTWARE  
SOLUTION



COMPREHENSIVE  
REPORTING

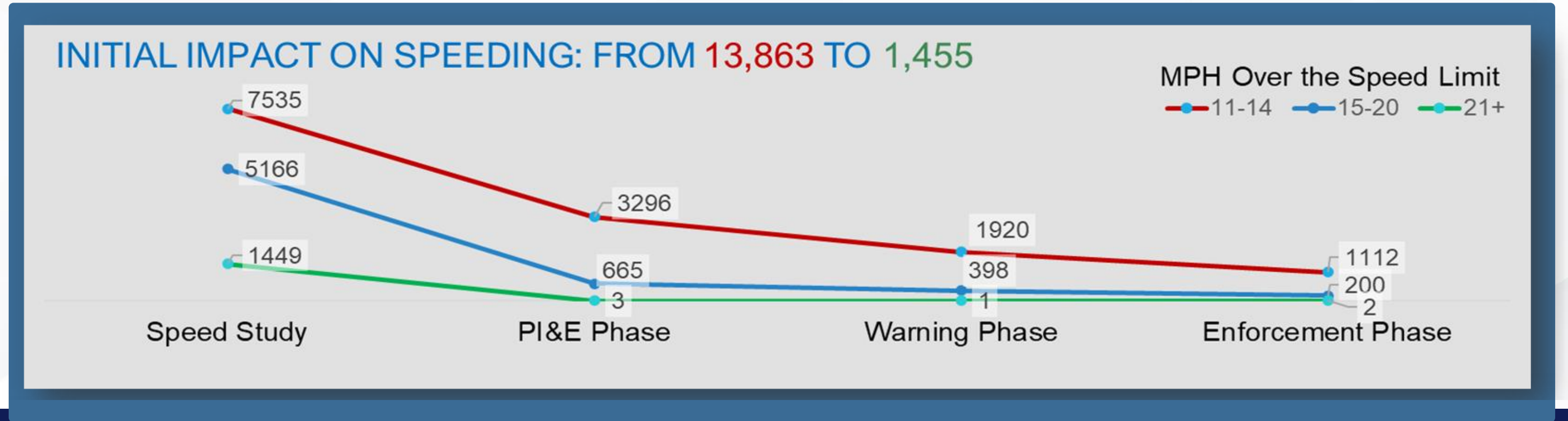


MOTOROLA  
INTEGRATION FOR HOT-  
LIST ALERTS AND DATA  
MERGING



100% IN-HOUSE FOR  
CITATION AND PAYMENT  
PROCESSING

# DATA



City of Hollywood's program has seen the following results:

- A 71.5% Reduction in speeding vehicles during the education phase of the program. This reduction was achieved through an educational campaign, warnings, and community engagement.
- A 94.9% Reduction in speeding vehicles during the enforcement phase through multiple school zones without issuing any speeding citations.

Most cities currently using School Zone Camera Speed Enforcement operate throughout the school day, rather than only during school-zone hours.

# IMPLEMENTATION PLAN

Activity	January/Feb	March/April	May/June	July/August	September
Pre-implementation and planning	[Blue bar spanning Jan/Feb to March/April]				
Permitting and compliance applications		[Blue bar spanning March/April to May/June]			
Permit approval*			[Grey bar spanning May/June]		
Hardware & software installation			[Blue bar spanning May/June to July/August]		
System testing, integration, & training			[Blue bar spanning May/June to July/August]		
Program Launch Public Information & Education			[Blue bar spanning May/June to September]		
Warning period				[Blue bar spanning July/August to September]	
Enforcement Phase					[Blue bar with arrow spanning September]
Ongoing Support & Reporting					[Blue bar with arrow spanning September]

# PUBLIC INFORMATION & EDUCATION

## 5-DAY PRE-IMPLEMENTATION STUDY

- Establish baseline for program data
- Disseminate data to community

## 30-DAY WARNING PERIOD

- Issue warning violations
- Repeat 5-day studies
- Disseminate reduction to community

## 30-DAY ENFORCEMENT PHASE WARNING PERIOD

- Issue fee violations
- Repeat 5-day studies
- Disseminate reduction to community

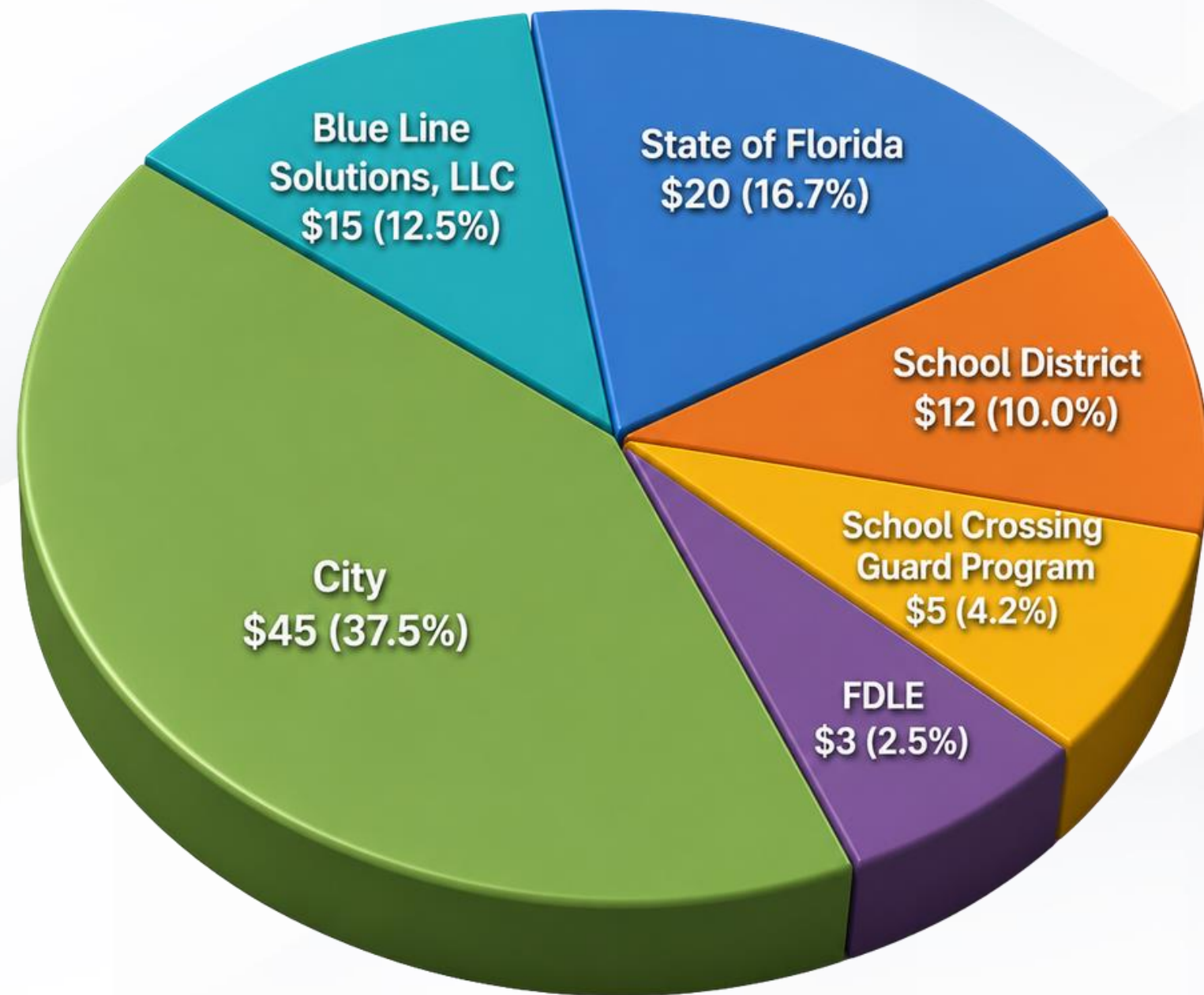
## POST ENFORCEMENT PERIOD (DATA COLLECTION)

- Repeat 5-day studies periodically
- Disseminate data to community

Blue Line Solutions leverages Public Information & Education (PI&E) to enhance transparency, sharing traffic violation data and safety plans. This fosters greater acceptance and support from media and the community.



# VIOLATION FEE BREAKDOWN



## FLORIDA STATUTE DEFINES MAXIMUM CITATION AMOUNT AND REQUIRED CONTRIBUTIONS:

- \$100 maximum citation fee
  - \$20 - State of Florida
  - \$12 - School District
  - \$5 - School Crossing Guard Program
  - \$3 - Florida Department of Law Enforcement (FDLE)
  - \$45 - City
  - \$15 - Blue Line Solutions, LLC

# ESTIMATED REVENUE PROJECTION

**\$86,368**

Estimated monthly agency revenue

**\$863,680**

Estimated annual revenue  
based on a 10-month school year

## Key Assumptions

- 91% driver behavior reduction
- 80% citation yield rate
- 58% payment rate
- \$45 agency share per paid citation

## Projection Detail

Weekly speeders	11,490
Monthly speeders	45,960
Monthly speeders after 91% reduction	4,136
Issued citations at 80% yield rate	3,309
Paid citations at 58% payment rate	1,919
Monthly agency revenue at \$45 / paid citation	<b>\$86,368.03</b>
<b>Annual revenue - 10-month school year</b>	<b>\$863,680.30</b>

Note: Annual estimate uses rounded monthly revenue for presentation. Exact calculation:  $\$86,368.03 \times 10 = \$863,680.30$ .

# QUESTIONS



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