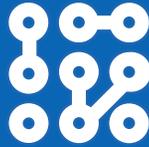


## A Comprehensive, Data-Driven Solution



Redflex assists all clients with site selection, intersection/roadway optimization, regular and remote maintenance, verification of all incidents, citation processing and mailing, as well as a customer service suite for motorists.

Redflex also offers specialty solutions, including stop sign enforcement in busy pedestrian areas and at high-traffic railroad crossings.

## Transparency and Community Engagement



Redflex can help you design and implement a community outreach program to educate drivers about dangerous behaviors and the role of traffic safety cameras in changing those behaviors. Beginning with site selection and carrying through to implementation of the program, reporting on results and gathering feedback, Redflex will be your partner in setting and achieving goals for public engagement.

# Redflex

## Reach Vision Zero with Redflex Traffic Systems

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has spread across Europe and is now gaining momentum in the United States.

Redflex Traffic Systems is proud to help cities reach their Vision Zero goals. Our automated enforcement solutions are proven to reduce crashes, save lives, hold violators accountable and improve public safety.

# Redflex

(866) 703-8097 | sales@redflex.com

[Redflex.com](https://www.redflex.com)

Redflex is a contract vendor with these purchasing cooperatives:



# Goal: Improve Pedestrian and Cyclist Safety

The ultimate Vision Zero goal is ZERO deaths for all road users, whether inside or outside a vehicle. Pedestrians and cyclists are especially vulnerable to dangerous driving behaviors, and cities can take steps to mitigate those risks.

## PEDESTRIAN DANGER



On average, a pedestrian is **killed every 2 hours and injured every 8 minutes** in traffic crashes. *NHTSA, 2013*

Pedestrian deaths accounted for **14% of all traffic fatalities** in motor vehicle crashes. *NHTSA, 2013*

## CYCLIST DANGER



There has been a **64% increase in cyclists traveling to work** from 2000 to 2012. *NHTSA*

Approximately **2 cyclists per day** were killed by motor vehicles in 2015. *NHTSA*

## SAFETY SOLUTIONS



Cities have numerous tools and tactics at their disposal to improve pedestrian and cyclist safety. Automated photo enforcement is one. Others include public awareness campaigns, traffic calming initiatives, and clearly defined bike lanes and sidewalks.

# Automated Photo Enforcement Saves Lives

## RED-LIGHT CAMERAS

Redflex's red-light enforcement solutions help municipalities combat red-light running effectively, 24/7. They feature non-intrusive radars, state-of-the-art image recording and data capture technology, and can be configured to fit each municipality's zones, needs and regulations. They can even capture data of red-light running incidents across multiple lanes in low light or adverse weather conditions.

## SPEED CAMERAS

Available in fixed, mobile and handheld units, Redflex's versatile speed enforcement solutions can detect and deter speeding in a variety of conditions – making them suitable for an array of cities, environments, challenges, terrains and other needs. A unique aspect of this system is secondary speed verification, which provides two independent data points for a speeding violation to help ensure accuracy and validity.

# Goal: Reduce Dangerous Driving Behaviors



## SPEEDING



In 2016, **nearly 30% of all fatal crashes** involved speeding. *NHTSA*

A 2015 study showed speed cameras **reduce the likelihood of speeding** more than 10 mph over the speed limit **by 59%**. *IIHS*

## RED-LIGHT RUNNING



In 2015, **771 people were killed and approximately 137,000 people were injured** in crashes that involved red light running. *IIHS*

A 2016 study comparing large cities with red-light cameras to those without found the devices **reduced fatal red-light running crashes by 21%** and the rate of all types of **fatal crashes at signalized intersections by 14%**. *IIHS*

## ILLEGAL SCHOOL BUS PASSING



A 2017 survey of 30 states found **more than 78,000 vehicles illegally passed school buses** in a single day. That equates to more than 14 million violations in a 180-day school year. *NASDPTS*

Stop-arm enforcement is **the only automated solution available** to consistently monitor illegal school bus passing and help hold violators accountable.

## SCHOOL BUS STOP-ARM CAMERAS

Redflex's Student Guardian is a specialized camera system that's attached to the stop-arm of a school bus. It's triggered to capture data of a vehicle if it passes a stopped school bus while the stop-arm and warning lights are displayed, and children are loading or unloading. Bus drivers do not need to record or mark the incident, enabling them to stay focused on the children and the road.