



# UNITED INDEPENDENT SCHOOL DISTRICT INFORMATIONAL ITEM

**TOPIC:** Implementation of the Speed Enforcement Solution and School Bus Stop Arm Safety Programs

**SUBMITTED BY:** Eduardo Zuniga, CPA, Associate Superintendent **OF:** Student Support Svcs.

**APPROVED FOR TRANSMITTAL TO SCHOOL BOARD:** August 5, 2014

**DATE ASSIGNED FOR BOARD CONSIDERATION:** August 13, 2014

## **INFORMATIONAL REPORT:**

United Independent School District intends to participate in two school zone and school bus safety programs that staff believes would provide additional safety for our students as they arrive at campuses in the morning and leave in the afternoon and as they are transported on our school bus fleet.

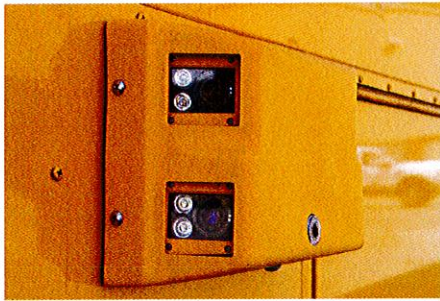
The Speed Enforcement Solution Program consists of multiple options to capture pictures of vehicles that violate the posted speed limits in our school zones in the mornings and afternoons. Using the images captured, the vehicle's owner will be identified and a citation will be issued by our UISD Police Department and mailed to the registered address.

The School Bus Stop Arm Safety Program consists of cameras mounted on District school buses which capture images of vehicles that fail to stop when the bus's stop arm is deployed. As stated above, the vehicle in the image will be identified and a citation will be issued and mailed to the registered address.

All capital outlay required will be provided by American Traffic Solutions at no cost to the District. Their compensation will be as a result of a percent allocation of all traffic fines received by the District as a result of these programs.



# Texas School Zone Safety Program



## Performance That Protects Children

### School Bus Stop Arm Running Violation Reduction per School



# 50%

**Cobb County SD**  
2012-2013

WAGA-TV Fox 5, Georgia, Aug. 5, 2013



# 53%

**Muscogee County SD**  
2011-2012

WRBL-TV CBS 3, Georgia, Aug. 5, 2013



# 42%

**Marietta City Schools**  
2012-2014

School Bus Fleet, May 19, 2014

### Speed Violation Reduction per School



# 55%

**City of Lake Forest Park**  
6 cameras

SY 2009/10 vs. 2012/13



# 79%

**City of Lynnwood**  
4 cameras

SY 2009/10 vs. 2012/13



# 36%

**City of Bellevue**  
2 cameras

SY 2009/10 vs. 2012/13



American Traffic Solutions (ATS) is a proud partner of Georgetown Independent School District, which currently has an operational school bus stop arm enforcement program, and Kaufman County, which is set to launch their School Zone Safety Program in August.

To find out more about how ATS can help your county or school district reduce school zone dangers call **Greg Parks** at **(888) 776-8475** or visit **atsol.com**.



# 76%

of Texas voters  
**overwhelmingly support**  
school zone safety cameras.

(Shaw and Company survey, October 2013)



Making Life Safer and Easier on the Road Ahead™  
**888.776.8475** | **www.ATSCrossingGuard.com**





# Texas School Zone Safety Program



Traveling to and from school should be safe for kids – but it is not. Drivers who disobey school bus stop arms and who speed through school zones are a frequent danger to the well-being of students and pedestrians, whether entering and exiting the school bus or walking through the school zone to and from class. While safety has been assumed by parents, districts and municipalities in the past, it is apparent that there is a risk which needs to be eliminated.

## Proven Technology for Texas School Zone Enforcement

### CrossingGuard®: Keeping Kids Safe One Stop at a Time

CrossingGuard is a completely automated, turnkey solution that allows school bus drivers to focus on what is most important – the safety of their passengers.

External cameras capture an image of a vehicle's license plate and a brief video clip of the entire violation event.

More than 99 percent of the drivers who have received a school bus stop arm violation from a CrossingGuard camera, have not received a second.



### AutoPatrol™: Enabling Safe Passage for Children

AutoPatrol leverages the most advanced radar detection capabilities to track and capture speeding vehicles traveling in both directions in up to 6 lanes.

Ultra-high-definition cameras capture images of the speeding vehicle including the make, model and color of the vehicle, as well as the license plate.

## Violator-Funded School Zone Safety Program

### No Cost to the County or School District

As a violator-funded safety initiative, School Zone Safety Programs can be implemented at **no cost** to Texas counties or school districts. Programs are available through the H-GAC Cooperative Purchasing Program and Harris County Choice Partners.



To find out more about how ATS can help your county or school district reduce school zone dangers call **Greg Parks** at **(888) 776-8475** or visit **atsol.com**.



Making Life Safer and Easier on the Road Ahead™  
888.776.8475 | [www.ATSCrossingGuard.com](http://www.ATSCrossingGuard.com)

