

May 19, 2016

Debbie Manns
City Manager
City of New Port Richey
5919 Main St.
New Port Richey, Florida 34652

Re: New Port Richey's Red Light Safety Program

Dear Ms. Manns:

American Traffic Solutions, Inc. (ATS) is pleased to propose new terms for continuation of New Port Richey's Red Light Safety Program. The program is safety-focused, aimed at changing driver behavior in the best interest of everyone who lives, plays, works, vacations and commutes in New Port Richey. That focus mirrors ATS' mission to make life safer and easier on the road ahead.

Some important statistics to keep in mind as you review this proposal:

- Repeat violations are low in New Port Richey, indicating the safety camera program is successful in changing driver behavior. The community's recidivism rate is 10% percent, which means 90% percent of all violators who receive a ticket and pay it do not get another violation. This low rate of repeat behavior, dating from program inception through March 2016, indicates a change in driver behavior for the better.
- New Port Richey's Red-Light Safety Camera Program provides a public safety value that extends beyond the intersection. When police request a red-light safety camera video of a collision, a hit-and-run or another incident, as part of a crash reconstruction or criminal investigation, authorities are gathering evidence quickly and without added expense, thereby providing a benefit to taxpayers. Since program inception, New Port Richey based law enforcement officials requested video more than 135 times.
- Most red-light running violations occur between the hours of noon and 3 p.m.
- Saturday is the day of the week when most red-light running violations occur.

ATS proposes to reduce both your monthly fee and total number of cameras. The new lower rate is \$4,250 per camera per month. This is identical to the rate Hillsborough County recently agreed to with its new five year contract and is a savings of \$618 per camera for New Port Richey.

Additionally, ATS recommends removal of the following cameras:

- NPR08 – SB US 19 @ Main Street
- NPR04 – SB US 19 @ Marine Parkway
- NPR02 – NB US 19 @ Floramar Terrace

We have been honored to be your traffic safety partner and would be honored to continue to serve in that capacity. If you have any questions, please do not hesitate to contact me at david.mast@atsol.com or 865-304-4956

Respectfully submitted,



David Mast
Senior Account Manager
American Traffic Solutions