

Town of Windsor

Memorandum

September 12, 2023

LATE ITEM

TO: The Honorable Mayor and Town Council

FROM: William G. Saunders, IV, Town Manager

SUBJECT: School Zone Speed Cameras

Background

In recent months, representatives from two speed camera companies have expressed interest in providing their services to school zones in Isle of Wight County.

Details

One, Blue Line Solutions has given a presentation to the Isle of Wight County Board of Supervisors (IOWC BOS) and the Smithfield Town Council. The other, representing Altumint, spoke during citizen comments at a recent IOWC BOS meeting. Blue Line Solutions has conducted a preliminary speed study at the school zones within the County and presented the findings to the Sheriff's Office and the town police departments.

The IOWC BOS would like to know what the interest of the two towns is in pursuing these services; so, they know whether to move forward with proposals jointly or separately.

There are also some streets in the county posted as school zones, that may not meet current VDOT warrants; VDOT is willing to re-evaluate them if that is desired by county officials.

There are many moving parts to these services, as well as public perception to consider. Chief Riddle and I will discuss these further at the meeting.

Specifically, the IOWC BOS would like answers to the following questions:

1. Is there a need/interest in school speed zone enforcement?
2. If so, should we seek proposals for all 3 localities as a package deal?
3. Should we ask VDOT to re-evaluate the current school zones using the most recent standards?

Enclosures

Smithfield Times Article of June 28, 2023

Blue Line Solutions Report to Windsor Police Department

Recommendation

For Council's consideration

IW proposing speed camera agreement to Smithfield, Windsor

By Stephen Faleski
Staff Writer

Isle of Wight County is proposing an agreement with Smithfield and Windsor that would coordinate the three governing bodies' efforts to place automated speed limit enforcement cameras outside school zones in their jurisdictions.

The cameras would track the speed of vehicles and photograph the license plates of any observed speeding. Virginia's General Assembly, in 2020, authorized localities to impose fines of up to \$100 on motorists caught on camera speeding through a school zone.

The Isle of Wight County Sheriff's Office has proposed contracting with Blue Line Solutions, a Tennessee-based company owned and operated by former law enforcement personnel. Each \$100 fine assessed would bring \$75 in revenue to the county. The remaining \$25 would pay the "processing fee" Blue Line charges.

Per the 2020 state law, a law enforcement officer would need to approve each

summons generated by the automated system.

Two of Isle of Wight's nine public schools are located within the incorporated town limits of Windsor and a third is located in Smithfield. Both towns operate their own police departments.

Smithfield, as of May, was proposing to contract with a different vendor – Maryland-based Altumint – for a camera that would be placed on the flashing school zone sign outside Westside Elementary on West Main Street.

Altumint, which is presently working with neighboring Suffolk to install school zone speed cameras, has quoted Smithfield's Town Council an average \$3,500-per-month cost for Westside. The money would indirectly come out of the fines violators would pay.

Smithfield Deputy Police Chief Chris Meier, in May, contended Blue Line's proposal could violate a provision of the 2020 law that states any agreement for compensation must be "based on the value of goods and services provided, not on the number of

violations paid or monetary penalties imposed."

Blue Line contends it doesn't actually split the revenue from the collected fines, and therefore isn't in violation of the cited law. Randy Campbell, a former Virginia state trooper who's now Blue Line's regional senior advisor, told Isle of Wight's supervisors on June 15 that in the event 100 speeders were fined, but only 80 paid the ticket, Blue Line's cost of processing the remaining 20 would come out of the revenue the county receives from the fines.


Blue Line has already completed a speed study at Carrollton Elementary that found speeding to be so pervasive that, according to Campbell, the resulting fines would generate \$1.5 million in five days.

Carrollton's school zone is located on Brewers Neck Boulevard, a four-lane, 55 mph highway, rather than on New Towne Haven Lane, where the school is actually located. On Brewers Neck, the speed limit drops to 35 mph for the stretch of road that passes within a quarter-mile of the school.

As of June 15, the coun-

ty had already reached out to Smithfield about coordinating school zone speed enforcement efforts, but had yet to propose the agreement to Windsor. Smithfield Mayor Steve Bowman, on June 21, said he'd received Board of Supervisors Chairman William McCarty's letter and had directed Town Manager Michael Stallings to work with County Administrator Randy Keaton to discuss the particulars of the agreement. The proposal, Bowman said, will likely go to the Town Council soon.

Isle of Wight supervisors also discussed the possibility of expanding the enforcement efforts to include cameras on the stop-sign arms that extend from the driver's side of Isle of Wight school buses when they're dropping off and picking up students. But as Isle of Wight County Schools, and not the county itself, bears responsibility for the buses, that component of the program would need to be approved by the School Board.



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LIDAR- THE **BLUE LINE** DIFFERENCE



The single most important component of your true blue program is Public Information and Education. It creates a strong, enduring partnership with schools, communities, and law enforcement. Other programs focus on writing tickets and cashing checks, we're about **changing behavior and saving lives**. Our goal is to decrease speeding vehicles in school zones and capture critical speed data at multiple intervals throughout your program. Sharing this information with neighboring residents and officials, we effectively bring the speeding problem to light, garnering support and understanding.

Our GOAL is ZERO Injuries, ZERO Crashes and ZERO Endangered Lives

DETERMINE

We deploy a series of 5-day speed studies during school hours to calculate traffic counts and the number of speeding vehicles. By capturing statistics during each period, we accurately gauge your program's effectiveness and identify factors that change driving behavior. The result? Law enforcement can better understand and efficiently address speeding problems in your neighborhood.



INFORM

Then we take our speed studies and we educate the public with fact based data. Is there a speeding problem? If so, how bad? How do we solve the problem? What are the efforts utilized? How do we measure the effectiveness? All these questions, and more are taken into consideration when developing a Blue Line program.



EDUCATE

Blue Line Solutions (BLS) will aid the jurisdiction in drafting press releases, social media graphics and/or planning press conferences to announce and educate the public of the program. This partnership with Law Enforcement, schools, and the community creates strong, successful programs that benefit the community.

Check out some of our partner agencies



Blue Line Solutions, LLC

3903 Volunteer Dr. - Suite 400, Chattanooga, TN 37416

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Georgie Tyler Elementary School

Windsor, VA: N. Court St.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

Blue Line Solutions, LLC (BLS) conducted speed studies at Georgie Tyler Elementary School on N. Court St. during the periods and times listed below.

This report was completed given the speed and time limit parameters of:

Regular Speed Limit: 25 MPH

School Zone Speed Limit: 25 MPH

Dates of Study:

Monday	12/5/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Tuesday	12/6/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Wednesday	12/7/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Thursday	12/8/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Friday	12/9/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

The following report only reflects dates and times listed in the dates above. During the specified dates and time periods, the traffic counts were as follows:

Date	(7:05 AM - 7:40 AM)			(7:40 AM - 2:15 PM)			(2:15 PM - 3:00 PM)		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
12/5/2022	165	15	9.1%	585	253	43.2%	127	15	11.8%
12/6/2022	165	17	10.3%	474	219	46.2%	131	17	13.0%
12/7/2022	140	11	7.9%	496	203	40.9%	129	26	20.2%
12/8/2022	171	14	8.2%	506	230	45.5%	112	16	14.3%
12/9/2022	158	19	12.0%	567	285	50.3%	122	29	23.8%
Totals:	799	76	9.5%	2,628	1,190	45.3%	621	103	16.6%

5 Day Total Vehicle Count:

4,048

5 Day Total Speeding Violations Recorded:

1,369

Note: Speeding is defined as any recorded speed more than 10MPH over the designated speed limit.



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Georgie Tyler Elementary School

Windsor, VA: Courthouse Hwy.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

Blue Line Solutions, LLC (BLS) conducted speed studies at Georgie Tyler Elementary School on Courthouse Hwy. during the periods and times listed below.

This report was completed given the speed and time limit parameters of:

Regular Speed Limit: 45 MPH

School Zone Speed Limit: 35 MPH

Dates of Study:

Monday	12/5/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Tuesday	12/6/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Wednesday	12/7/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Thursday	12/8/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Friday	12/9/2022 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

The following report only reflects dates and times listed in the dates above. During the specified dates and time periods, the traffic counts were as follows:

Date	(7:05 AM - 7:40 AM)			(7:40 AM - 2:15 PM)			(2:15 PM - 3:00 PM)		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
12/5/2022	180	16	8.9%	1,936	85	4.4%	266	45	16.9%
12/6/2022	227	16	7.0%	1,785	78	4.4%	223	36	16.1%
12/7/2022	205	28	13.7%	1,947	109	5.6%	253	30	11.9%
12/8/2022	199	20	10.1%	1,880	98	5.2%	279	51	18.3%
12/9/2022	173	18	10.4%	1,784	103	5.8%	255	54	21.2%
Totals:	984	98	10.0%	9,332	473	5.1%	1,276	216	16.9%

5 Day Total Vehicle Count:

11,592

5 Day Total Speeding Violations Recorded:

787

Note: Speeding is defined as any recorded speed more than 10MPH over the designated speed limit.



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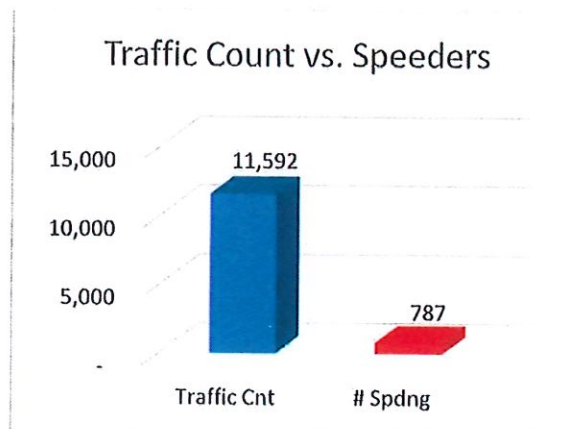
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Georgie Tyler Elementary School

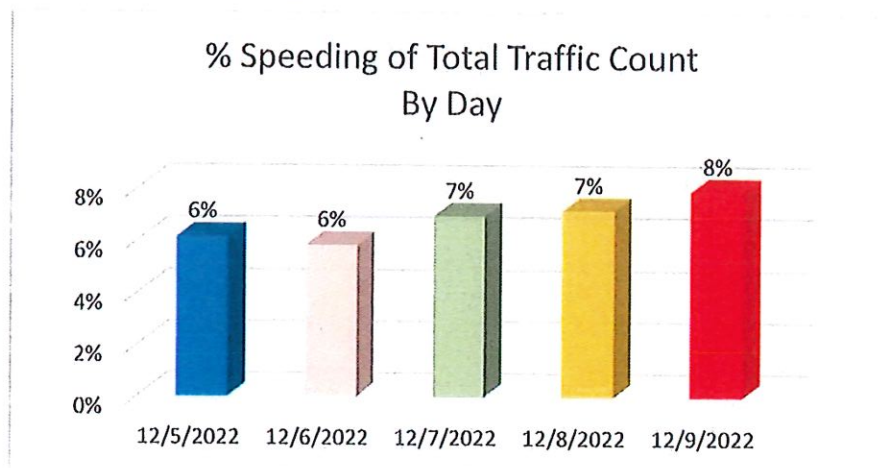
Windsor, VA: Courthouse Hwy.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

The total traffic count during the hours (7:05 AM - 3:00 PM) was 11,592. Of those, 787 (7%) were speeding at 11 MPH+ above the speed limit.



Data indicates a percentage range of 6% - 8% of vehicles traveling through the zone during the hours of (7:05 AM - 3:00 PM) were speeding in excess of 11 MPH+ throughout the week.



IMPORTANT NOTE

*This report is based off the raw data of time and speeds captured from:
12/5/2022 - 12/9/2022.*

**All data recorded with Houston Radar Armadillo Tracker may differ from future results due to public education and information efforts, deployment of radar speed signs upon entrance to the speed zone, and use of L.I.D.A.R (Light Detection and Ranging) Laser enforcement systems.*



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Windsor High School

Windsor, VA: Church St.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

Blue Line Solutions, LLC (BLS) conducted speed studies at Windsor High School on Church St. during the periods and times listed below.

This report was completed given the speed and time limit parameters of:

Regular Speed Limit: 25 MPH

School Zone Speed Limit: 25 MPH

Dates of Study:

Monday	2/6/2023 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Tuesday	2/7/2023 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Wednesday	2/8/2023 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Thursday	2/9/2023 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)
Friday	2/10/2023 :	(7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

The following report only reflects dates and times listed in the dates above. During the specified dates and time periods, the traffic counts were as follows:

Date	(7:05 AM - 7:40 AM)			(7:40 AM - 2:15 PM)			(2:15 PM - 3:00 PM)		
	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding	Vehicle Count	Speeders	% Speeding
2/6/2023	52	44	84.6%	641	437	68.2%	75	65	86.7%
2/7/2023	94	61	64.9%	627	428	68.3%	70	53	75.7%
2/8/2023	36	35	97.2%	625	416	66.6%	68	56	82.4%
2/9/2023	84	51	60.7%	690	481	69.7%	90	83	92.2%
2/10/2023	51	45	88.2%	699	472	67.5%	91	81	89.0%
Totals:	317	236	74.4%	3,282	2,234	68.1%	394	338	85.8%

5 Day Total Vehicle Count:

3,993

5 Day Total Speeding Violations Recorded:

2,808

Note: Speeding is defined as any recorded speed more than 10MPH over the designated speed limit.



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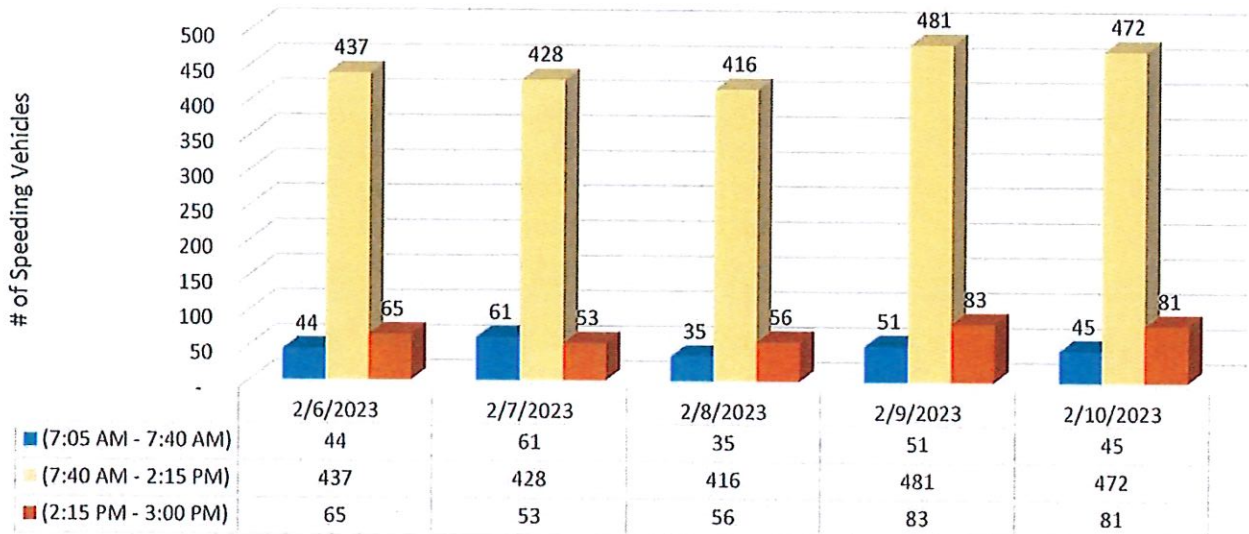
Windsor High School

Windsor, VA: Church St.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

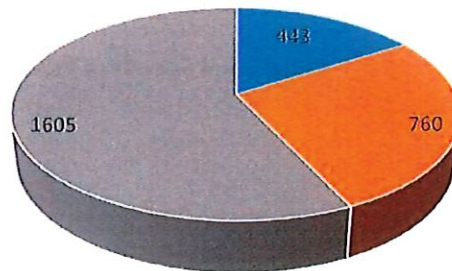
The below graph indicates the number of vehicles speeding through the zone at 11 MPH+ during the times of (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM).

Vehicles Speeding Through School Zone



The following graph depicts the speed range breakdown of violators.

Violators by Speed Range



■ 11-14MPH ■ 15-20MPH ■ 21+MPH



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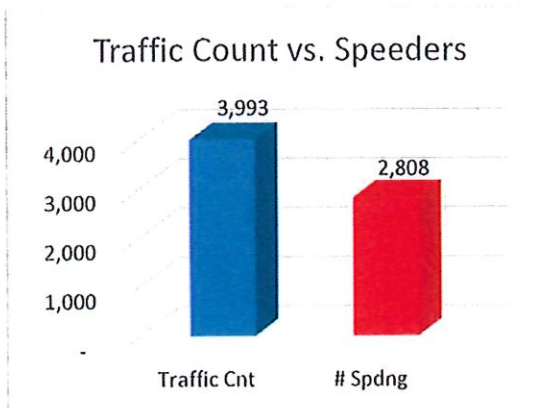
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Windsor High School

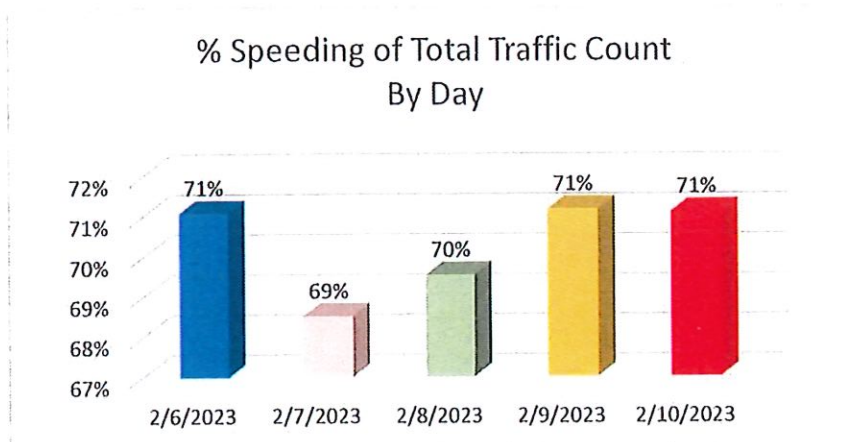
Windsor, VA: Church St.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

The total traffic count during the hours (7:05 AM - 3:00 PM) was 3,993. Of those, 2,808 (70%) were speeding at 11 MPH+ above the speed limit.



Data indicates a percentage range of 69% - 71% of vehicles traveling through the zone during the hours of (7:05 AM - 3:00 PM) were speeding in excess of 11 MPH+ throughout the week.



IMPORTANT NOTE

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**All data recorded with Houston Radar Armadillo Tracker may differ from future results due to public education and information efforts, deployment of radar speed signs upon entrance to the speed zone, and use*



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Windsor High School

Windsor, VA: Church St.

Times: (7:05 AM - 7:40 AM), (7:40 AM - 2:15 PM), (2:15 PM - 3:00 PM)

of L.I.D.A.R (Light Detection and Ranging) Laser enforcement systems.