



## Media Fact Sheet: Gwinnett County School Bus Stop Arm Enforcement Program

*Gwinnett County Public Schools Implements Video Monitoring Deterrent System to Enhance Student Safety*

### How It Works:

- (1)** The safety camera system is installed on the driver's side of a school bus. It monitors traffic while the bus stop arm and red lights are displayed, leaving the bus driver free to focus on students. A camera is triggered to capture data as a vehicle passes the bus while children are entering or exiting.
- (2)** Evidence of violations, including video and high-resolution images, is encrypted and secured at the time of capture by the local system.
- (3)** Following a comprehensive review process, secure evidence packages are encrypted and electronically submitted to local law enforcement to determine whether a citation is warranted.
- (4)** Once approved by law enforcement, the evidence file is processed and a court package is created. The citation is mailed to the registered owner.

### Safety Benefits:

- \* **Deterrent:** The mere presence of a camera system serves as a deterrent to breaking the law. Motorists are more likely to abide by the law when they see the cameras.
- \* **Accountability:** Automated enforcement increases accountability, enabling officers to cite violators based on photo and video evidence.
- \* **Police Force Multiplier:** It's unrealistic to think officers can trail every school bus on every school day, and catch each driver who chooses to ignore the stop arm. This technology serves as a "police force multiplier," allowing officers to refocus their energies on other high-priority tasks while ensuring the safety of school bus routes.
- \* **Community Awareness:** Community outreach surrounding the installation of a camera system helps raise awareness about all facets of school bus safety. Parents, children, and drivers in general are more cautious on the roadways and are reminded that their actions can have serious repercussions.

### Fine Amount:

In Georgia, if a law enforcement official cites a driver for illegally passing a school bus, the fine is up to \$1,000, a mandatory court appearance and six points on the driver's license. Drivers cited through the Gwinnett County School Bus Stop-Arm Enforcement Program will face a \$300 fine for the first offense, \$750 for the second offense and \$1,000 for a third or greater offense within five years.

**Gwinnett Program:** \* Cameras will be installed on 300 buses by February of 2015.  
\* Gwinnett is the 9<sup>th</sup> Georgia school district to work with this company to implement this student safety initiative.  
\* Violations will be issued by local law enforcement officers.

**Solution Overview:** REDFLEX Student Guardian® is the most comprehensive, fully automated photo enforcement solution for monitoring and deterring drivers who illegally pass school buses, risking the safety and security of some 26 million children nationwide who rely on school bus transportation daily.

**Safety Stats:** \* According to a 2014 study by the National Association of State Directors of Pupil Transportation Services, 29 states found that almost 86,000 vehicles illegally passed 97,000 school buses in one day. That represents nearly 13 million illegal passes nationally in a typical 180-day school year.

**Funding:** No upfront capital investment, the program is funded by violations.