

From: [Wayne Davis](#)
To: [Ray Pedrosa](#)
Subject: FW: ATS Annual Customer Conference
Date: Thursday, May 19, 2011 1:50:34 PM

Ray,

Last year I asked you and ATS to join us with our annual NAMOA conference (NAMOA.org); however, you were not able to make it. We (I) will be hosting the next conference here at Tulalip Casino and Resort in June 2012. Ray, I really believe this is a great venue for ATS exposure. I have some ideas that really could market ATS in WA, ID, OR and Canada. I know you are already in some of these areas; however, there is a lot more business to be had. Is there someone in marketing that you might turn me on to?

Aloha,

*Sgt. Wayne "Kawika" Davis
Motor-Traffic Section
Lynnwood Police Department
19321 44th Ave. W.
Lynnwood, WA 98036
(425) 670-5657 desk
(425) 754-2136 cel*

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From: Kate Coulson [mailto:Kate.Coulson@atsol.com]
Sent: Thursday, May 12, 2011 2:55 PM
To: Wayne Davis
Subject: RE: ATS Annual Customer Conference

Hello,

I'm glad you enjoyed yourself!

I usually encourage clients to do these type of sit downs with media where they can come in and witness the review process. It does clear up some of the misconceptions about the process, but only if the reporter is fair and willing to be unbiased.

When you get an interview scheduled, I am happy to prepare something for you, talking points, fact sheets, just let me know.

Thanks!

Kate Coulson | Manager of Communications and Outreach

American Traffic Solutions, Inc.

7681 E. Gray Road | Scottsdale, AZ 85260

T 480 596 4644 | F 480 607 0901 | C 602 653 9951

kate.coulson@atsol.com | www.atsol.com | www.RoadSafetyCameras.com | www.PlatePass.com

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Making Life Safer and Easier on the Road Ahead™



From: Wayne Davis [mailto:waynedavis@ci.lynnwood.wa.us]

Sent: Monday, May 09, 2011 3:56 PM

To: Kate Coulson

Subject: RE: ATS Annual Customer Conference

Hi Kate,

I had another wonderful time in AZ. ATS is the greatest host, and put on a great conference. I really get irritated at the media, and I find it hard to keep my mouth shut, so I don't. Since putting that letter out to them, I have had a couple of takers on media writers now wanting to sit with me to see the review process. I won't hold my breath that they will print objective stories, but at least they're now willing to gather more information and not just print a story to "stir the hornets nest."

Thank you for providing me with this attachment. I take and save all information I can, because I've found that eventually I'll be in a position where I'll need some facts in a response.

Respectfully,
Wayne

I hope you arrived safely back in Lynwood and that you enjoyed your stay in Arizona! Thank you for attending the annual conference this year.

I did attached a violation issuance rate analysis for your review, similar to what Colorado Springs presented.

I'd like to compliment you on your recent media relations, I did see all the coverage and like my boss says, if you are not at the table, you are on the menu! You did a great job at responding and I will use your efforts as an example of effective media relations.

If there is anything you saw that sparked some interest, let me know. I'm happy to help you on the public outreach and media relations side.

Best,

Kate

Kate Coulson | Manager of Communications and Outreach
American Traffic Solutions, Inc.

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From: [Wayne Davis](#)
To: ray.pedrosa@atsol.com
Subject: FW: Google Alert - Lynnwood
Date: Monday, May 02, 2011 7:51:04 PM

FYI!

Ok, I will need to wait some time before I call Scott North about this.
Because if I call him now, it won't go well!

Shannon Sessions

*Lynnwood Police Public Information Officer
Crime Prevention Specialist
425-670-5635
ssessions@ci.lynnwood.wa.us*

From: Google Alerts [<mailto:googlealerts-noreply@google.com>]
Sent: Monday, May 02, 2011 4:48 PM
To: Shannon Sessions
Subject: Google Alert - Lynnwood

News

1 new result for **Lynnwood**

[Lynnwood not smiling about traffic camera coverage](#)

HeraldNet (blog)

Late last week, **Lynnwood** Deputy Police Chief Karen Manser called and emailed the newsroom. She was agitated over Rikki King's post on Need to Know reporting that the city raked in \$4.7 million from traffic camera tickets since January 2010. ...

[See all stories on this topic »](#)

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=

From: [Shannon Sessions](#)
To: bolerjack@heraldnet.com
Cc: [Scott North](#); [Rikki King](#); [Steve Jensen](#); [Bryan Stanifer](#); [Karen Manser](#); [Wayne Davis](#); [Jill O"Cain](#); [Ray Pedrosa](#); [-Council](#); [Don Gough](#); [Art Ceniza](#)
Subject: Letter to Editor
Date: Monday, May 02, 2011 12:20:20 PM
Attachments: [Photo enforcement in Lynnwood Letter to editor.doc](#)

In Response to this April 26 Herald article

<http://www.heraldnet.com/article/20110426/BLOG48/704269833>

<<Photo enforcement in Lynnwood Letter to editor.doc>>

Hi there ~ Please see the attached letter we would like to be placed in The Herald's editorial section ASAP -either in Letters to the Editor or as a commentary piece -- wherever you think would be appropriate in the editorial section.

FYI ~ Our concern is that there was a lot of time spent from our side giving much background, facts and other information on the photo enforcement systems to the reporter and many of those aspects weren't included and any benefits of the program were completely left out.

This article failed to be a well-rounded piece and seemed to be more flippant than with facts and taking into consideration the seriousness of these ongoing violations.

These topics, as we both know, have been historically controversial and have been brought up many times by a variety of media since we started the first red light cameras in 2006, and many times again after we started the school zone enforcement. This is why it is even more irresponsible not to be sure both sides are included in articles such as this.

Every time we discuss the photo enforcement systems with media (and since 2006--this has been conservatively --about 25 times) we give them the opportunity to come to the station and see for themselves the process in which we go through with these photo enforcement systems and view the actual videos of all the violations. But, since 2006 when we started this, only one reporter (from The Enterprise) has ever taken advantage of that opportunity.

Back to the basics: The original reason why Lynnwood even started looking into photo enforcement was due to daily calls to the department from citizens in Lynnwood and others driving through complaining about all of the people running red lights in this city.

We don't get those daily calls anymore.

Let us know if you have any questions,
Shannon

Shannon Sessions

Lynnwood Police Public Information Officer

Crime Prevention Specialist

425-670-5635

ssessions@ci.lynnwood.wa.us

From: [Claudia Garibay](#)
To: [Jill O'Cain](#)
Subject: RE: Discrepancy in monthly numbers
Date: Tuesday, April 26, 2011 4:25:34 PM

Our Public Relations Department has great information on the safety aspects of the cameras and they are available to you to create an opinion editorial so the Herald can cover the safety message in next month's article. Would you like for the Public Relations manager Kate Coulson to get in touch with you and discuss ideas and information to provide the Herald?

Below is the contact information for Kate Coulson.

480-596-4644

Kate.coulson@atsol.com

Claudia Garibay

American Traffic Solutions, Inc.

P | 480-596-4780

From: Jill O'Cain [mailto:jocain@ci.lynnwood.wa.us]
Sent: Tuesday, April 26, 2011 3:46 PM
To: Claudia Garibay
Subject: RE: Discrepancy in monthly numbers

I just got an email from Rikki that this article is just a precursor to an article to be published next month. I'm not clear on the purpose of the upcoming article, it may be worthwhile to provide some positive information to the herald. I'll talk to Chief Jensen.

Jill O'Cain | Court Administrator | City of Lynnwood
Phone: 425.670.5102

From: Claudia Garibay [mailto:Claudia.Garibay@atsol.com]

Sent: Tuesday, April 26, 2011 3:42 PM
To: Jill O'Cain
Subject: RE: Discrepancy in monthly numbers

I see, the article doesn't recognize the safety aspect of having the cameras in the city, especially at the school zones.

Claudia Garibay

American Traffic Solutions, Inc.

P | 480-596-4780

From: Jill O'Cain [mailto:jocain@ci.lynnwood.wa.us]
Sent: Tuesday, April 26, 2011 3:30 PM
To: Claudia Garibay
Subject: RE: Discrepancy in monthly numbers

Thanks Claudia, The Herald published their article today, which I found to be biased and negative. <http://heraldnet.com/article/20110426/BLOG48/704269833>

Jill O'Cain | Court Administrator | City of Lynnwood
Phone: 425.670.5102

From: Claudia Garibay [mailto:Claudia.Garibay@atsol.com]
Sent: Tuesday, April 26, 2011 2:04 PM
To: Jill O'Cain
Subject: RE: Discrepancy in monthly numbers

Hi Jill,

Below are the details to the reports you pulled to provide the monthly total of citations issued and why they show different number for "citations issued".

The Payment Statistics Report –this report shows the total citations issued per year then breaks it down per month and is using the citation issued date to reflect the totals. The total "issued citations" on this report will include citations with a violation date of late Dec 2010 that were not accepted by the PD and issued to the citizen until early January 2011. That is why the total issued citations in this report are

higher than the Issuance Rate Summary Report; it is using the Dec 2010 violations.

The Issuance Rate Summary Report – this report shows the total citations issued per year then breaks it down per month and is using the violation date to reflect how many citations were issued. This would be the best report to use if you are providing the newspaper with how many violations have been captured with a violation date starting 1/1/11 to the date the report is pulled.

Both reports will never show the same totals since they are not built to pull the same information. Please give me a call if you have further questions on these reports.

Thank you,

[Claudia Garibay](#)

American Traffic Solutions, Inc.

[P | 480-596-4780](#)

From: Jill O'Cain [mailto:jocain@ci.lynnwood.wa.us]
Sent: Friday, April 22, 2011 11:09 AM
To: Claudia Garibay
Cc: Rikki King
Subject: Discrepancy in monthly numbers

Claudia can you explain why the monthly total numbers for citations issued on the Payment Statistics Report are different from the monthly totals on the Issuance Rate Summary Report? I notice that the program to date totals match in both reports. The Everett Herald Newspaper is writing a report and wants to be accurate. Thanks for your help. Jill

Jill O'Cain | Court Administrator | City of Lynnwood

Phone: 425.670.5102

Theme: "Working Together To Save Lives."

Our conference is packed with industry experts and resources that are working together on our quest to increase safety and save lives.

Wednesday, May 4, 2011

6 pm – 10 pm Welcome Reception and Registration, Scottsdale Conference Center

Thursday, May 5, 2011

6:00 am Breakfast Palm Court Restaurant (*Conference Badge Required*)

8:00 am *Registration*

8:30 am *Welcome - James Tuton, CEO & President American Traffic Solutions*

9:00 am **Driving the Evidence Forward: The Value of Research and Program Results**

- Kim Fields, Legal Counsel, Insurance Institute for Highway Safety (IIHS).

Road Safety Camera programs are producing nationwide safety results. IIHS is an independent, nonprofit, scientific, and educational organization dedicated to reducing the losses - deaths, injuries, and property damage - from crashes on the nation's highways. The Highway Loss Data Institute shares and supports this mission through scientific studies of insurance data representing the human and economic losses resulting from the ownership and operation of different types of vehicles.

10:00 am **The Forefront of the Debate: Current Legal and Legislative Issues in Photo Enforcement**

- George Hittner, General Counsel and VP Governmental Affairs.

10:30 am *Break*

10:45 am **The Costs of Non-Enforcement of Red-Light Running**

- Erik Bagwell, Policy Analyst, John Dunham and Associates.

Red-light running leads to injuries and fatalities, but also can take an economic toll on communities. Learn how to use our new tool to help quantify and understand the indirect economic benefits of preventing red-light running collisions.

11:15 am **Influencing Driver Behavior**

- Captain John McCall, Acting Commander Traffic Division, City of Montgomery Police Department.

Representatives from some of ATS' programs will discuss the hallmarks of a successful program and how they are increasing safety and influencing driver behavior in their communities.

12:00 pm *Lunch*

1:30 pm **Working Together To Save Lives**

- Daniel Judkins, Trauma Outreach Educator / Injury Prevention, University Medical Center (UMC).

Aligning with natural allies to support your Road Safety Camera program is a key component to success and maintaining public support. UMC, a Level 1 trauma center, is one of the most-highly rated trauma programs in the country. Learn how they are working with NHTSA and Tucson Police Department's photo enforcement program to increase awareness of dangers of red-light running and change driver behavior.

2:30 pm **Effective Communication: The Photo Enforcement Safety Tool of Choice**

- Sergeant Steve Noblitt, Public Information Officer, Colorado Springs Police Department.

Effective and consistent communication between law enforcement and the community is crucial to ensuring the success of any photo enforcement program. Learn how the active role in public education and outreach that Colorado Springs Police Department took in the implementation and operation has ensured better results and maintained public support for their Road Safety Camera program.



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to save lives.

3:15 pm

Break

3:30 pm

Shifting Consciousness of Red-Light Running and Taking the Safety Message Viral
 - Colonel Gregory Brown, Hillsborough County Sheriff's Office.

Learn how Hillsborough County, FL has leveraged social media to help shape public and media perception of their program as well as their innovative ways to help shift public consciousness on their red-light camera safety program.

4:15 pm

The National Coalition for Safer Roads (NCSR) - Former Florida House of Representatives Speaker Pro Tempore and current NCSR Director of National Advocacy and Outreach Ron Reagan and Retired Chief John Wintersteen NCSR's National First Responder Liaison.

The National Coalition for Safer Roads (NCSR) helps save lives and protect communities by demonstrating how red light safety cameras can improve driver behavior. NCSR brings together policymakers, community leaders and concerned citizens in support of red light safety cameras, advocating for their use in cities and communities across the country. Learn how NCSR can help you promote the benefits of your program.

5:15 pm

Break Before Dinner

6:00 pm

Buses Leave for Dinner Event

Friday, May 6, 2011

6:00 am

Breakfast Palm Court Restaurant (Conference Badge Required)

8:30 am

Buses Leave for ATS Operations Center

Friday Break Out Sessions

Session 1: 9:30 am

• **How to Speak to the Media**

Learn tips and tricks for speaking with the media about your program.

• **Preparing and Presenting an Annual Program Evaluation**

Learn what information to compile and utilize new standard methodology to conduct a Program Evaluation on the effectiveness of your program.

• **Legislative: Offensive, Defensive, When to Panic, When to Relax**

Learn specific tactics for dealing with Legislative pressures.

Session 2: 10:30 am

• **Legal Issues: Keeping the Winning Streak**

Learn more about how to prevent, address and win legal challenges to your program.

• **Social Media for Photo Enforcement Programs 101**

Learn how to implement a social media communications platform for your program.

• **Maximizing the Axis™ System Tips & Tricks**

This session will focus on reports and depth of information that resides in the Axis™ system with regards to your program at your fingertips. Learn how to quickly and easily gather and/or view this information.

Interactive Tours of ATS Operations facility will be conducted starting at 9:15am, 10:15 and 11:15am.

Transportation will be available from the Tempe Operations Center to the airport or back to the Scottsdale Conference Center. Scheduled trips will be available at start of Conference.

Agenda subject to change.



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From: [Karen Manser](#)
To: [Cathy Wilkins](#)
Subject: RE: [SUSPECT] 2011 ATS Customer Conference Update
Date: Friday, April 29, 2011 4:17:20 PM

See below.
Thanks

Karen L. Manser
Deputy Chief
Lynnwood Police Department
P.O. Box 5008
Lynnwood, WA 98046-5008
425-670-5602
kmanser@ci.lynnwood.wa.us

From: Cathy Wilkins [mailto:cathy.wilkins@atsol.com]
Sent: Wednesday, April 27, 2011 11:33 AM
To: Cathy Wilkins
Subject: [SUSPECT] 2011 ATS Customer Conference Update
Importance: Low

We are pleased and excited that you will be attending the 2011 ATS Customer Conference – Working Together To Save Lives . Attached is the current agenda. To ensure we are able to provide the best and most comfortable experience, please reply to this email with responses to the following information by Friday April 29.

1. Will you be attending the workshops at the Tempe Ops Center on Friday May 6? **Yes**
2. If yes,
 - a. please identify which training sessions you are thinking of attending.
 - 9:30a Session 1 - (Choose 1)
 - How to Speak to the Media
 - Preparing and Presenting an Annual Program Evaluation **
 - Legislative: Offensive, Defensive, When to Panic, When to Relax
 - 10:30a Session 2 (Choose 1)
 - Social Media for Photo Enforcement Programs 101 **
 - Maximizing the Axis™ System Tips and Tricks
 - Legal Issues: Keeping the Winning Streak
 - b. Will you be riding the bus transportation that ATS is providing to the Ops Center?
 - i. ATS will provide scheduled shuttle runs to the Airport from our Ops Center, would you be using this service?
 1. If yes, what time is your flight?

c. Will you be driving your own vehicle (parking permit will be needed)? **Yes**

Thursday, May 5 – Dinner Event Information

- One final note, the dinner event planned for Thursday, May 5 will be at the Desert Botanical Gardens (www.dbg.org)
- Dress is casual and there will be tours of the gardens as well as our meal is planned to be outside. Currently Arizona evenings are between 75-85 degrees.
- Docent tours will be provided upon arrival for those interested in a guided tour of the gardens. The gardens are open until 8:00p for self-guided tours.
- Dinner and entertainment will begin at 7:30p.
- Transportation to and from the event is provided by ATS.
- Please wear comfortable shoes: many of the Garden's paths are unpaved.
- Please wear hats, sunscreen and sunglasses may be needed for the first hour of the event.
- Water fountains are also located throughout the Garden.
- Electric Scooters and wheelchairs will be available for use - A security item (for example a drivers license or credit card) is required for all rentals, this includes wheelchairs.
- The Garden is accessible to people with disabilities.
- The Garden is a non-smoking facility. Smoking is only allowed in the parking lot.

In addition to the dinner event, conference attendees and their guests are invited to visit the Desert Botanical Gardens on Thursday or Friday, at no additional charge. Details will be provided upon registration at the conference.

We look forward to seeing you at the conference. If you require any additional information please do not hesitate to contact us.

Cathy Wilkins | Executive Assistant

American Traffic Solutions, Inc.

7681 E. Gray Road | Scottsdale, Arizona 85260

T 480 596 4672 | F 480 596 4501 | C 602 228 8580

cathy.wilkins@atsol.com | www.atsol.com | www.RoadSafetyCameras.com | www.PlatePass.com

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