



A BETTER WAY TO PREVENT TRAGEDY

>> Get to know
Blue Line Solutions

We caught up with **Mark Hutchinson**, founder and CEO of **Blue Line Solutions**, a trail-blazing company focused on saving more lives through a one-of-a-kind blend of photo speed enforcement and compelling public education. As a former police officer, Mark shares the poignant reason he launched BLS, how his company helps police agencies get the job done and what's on the forefront in the industry.

Tell us about Blue Line Solutions. Why did you start your company and what makes it so different?

My first experience with a traffic fatality was haunting and unforgettable. He was a little boy named Matthew, only 10 years old, unbelted in the back seat – with his father legally drunk up front. When I arrived at the scene, I worked to keep Matthew alive as long as I could – but he died in my arms before the paramedics reached us. I had vivid dreams about Matthew for months. Every detail, over and over. I knew that his death could have been prevented...so I decided to make traffic safety my life's work. Traffic enforcement is the only thing a cop can do that's proactive, the only thing that can stop a death before it happens. That's why I started Blue Line Solutions.

Automated enforcement multiplies manpower, allowing officers to be elsewhere. And it's always there, making a difference, slowing traffic down, making an area safer. But studies confirm that enforcement without education impacts only those stopped by

police. There's more we can do. At BLS, we're unique because we combine engaging public information and education (PI&E) with enforcement to increase effectiveness by impacting more people.

Technology is a huge player in school-zone safety. What tools do you use to help police agencies?

We offer TrueBlue, our photo speed enforcement system featuring cutting-edge LIDAR. LIDAR is much more defensible in court than radar – especially in automated enforcement – because it uses a **single laser beam** to capture speeds of vehicles. Other companies rely on radar, which emits a Doppler beam, records multiple vehicles at once, then attempts to identify and determine the speed of each. With TrueBlue, LIDAR pinpoints the speed of only one vehicle at a time, so we can prove that the vehicle captured was the only vehicle in question.

So how does it work? Does an agency still have to write and process citations?

TrueBlue's LIDAR equipment communicates with a camera to capture multiple images of a speeding vehicle and other data, which is then sent to a processing center for review. NLETS immediately returns owner registration, and if it matches the make and model in the photo, the police agency is then notified that a violation is ready for approval. A POST-certified officer reviews the photo and speed, verifies that a speeding violation did in fact did occur and approves the violation. (He/she can choose not to approve or "spoil" the infraction.) Once approved, we mail it out as a citation on behalf of the police agency, and we also oversee payment and collection. It's very simple – freeing up officers for more important work.



Can you share any success stories that demonstrate how your company helps save more lives every day?

We recently conducted a TrueBlue speed study in South Fulton, GA, showing an **82% reduction** in speeders in the first 90 days of the program among 10 school zones. Our research also illustrated that 64% of the reduction occurred during the program's PI&E and warning phase without writing the first citation – reinforcing that this isn't about money; it's about saving lives. Only 18% of violations captured in the program's first 90 days were cited. Furthermore, overall traffic count dropped by 25,098, inferring that people were taking alternative routes to avoid speed detection. All these factors come together to prove that our program creates a safer environment for children.

Elsewhere, a mid-program study in Jefferson, GA, established a **95% speeding reduction** in the elementary school zone and an **86% reduction** in the high school zone. These studies were conducted during the warning phase...before a single ticket was written. Our speed reports are available for review – just ask us.

What's the next big thing in speed enforcement?

For us, it's combining invaluable automated license plate recognition (ALPR) and surveillance with automated speed enforcement. That means that a single camera can serve three purposes: **speed enforcement, area surveillance** and **ALPR**. Now we can enforce speeds, capture crimes or events through video management and identify stolen vehicles that pass the camera. This allows police to apprehend wanted individuals, locate amber alerts and much more. So we're not just reducing speeds but also providing criminal investigation resources which are normally too expensive for law enforcement – all at zero cost.



**"FOR US, IT'S NOT A BUSINESS...IT'S
A PASSION," SAYS BLS FOUNDER
MARK HUTCHINSON.
"TOGETHER, WE WILL SAVE LIVES!"**



Our goal is **ZERO** crashes, **ZERO** Injuries and, **ZERO** endangered lives

For you, it's a superior way to reduce speed in school zones – leveraging unmatched laser technology and community engagement for **ZERO COST**. But to our kids, it's a promise that they get home from school alive. Every day.

Built by cops for cops, we're here to:

- ▶ Prevent school-zone accidents, freeing up your officers to capture wanted felons and recover stolen vehicles
- ▶ Deploy a compelling public education phase that dramatically boosts success
- ▶ Provide an all-in-one program, from equipment to citations to collection

Best of all, TrueBlue gets you ALPR, for free.



92%
reduced
speeding

\$0 cost
to your
agency

100%
effective
LIDAR

106 yrs
law enforcement
experience

**FREE
ALPR**

Find out more today. (423) 541-9316 | bluelinesolutions.org/TrueBlue

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