Communication from Public

Name: Joseph Oliva
Date Submitted: 03/24/2026 04:24 PM
Council File No: 23-1168
Comments for Public Posting: Hello, I am writing in regard to the speed safety system pilot program. I only agree with speed camera use if the proceeds from the camera is directly tied to funding only revisions to the road it is installed on. A camera that makes a lot of money by collecting fees from speeders means that there are a lot of vehicles moving too fast on that road during the collection period. Proper street design that puts a higher priority to non-car users can make a huge difference in restraining vehicles from dangerous behavior, though revisions are understandably expensive. A speed camera should be installed to solve the problem at that specific location. Prior to installing a camera, a plan should be developed for what it will take to fix the street, so that the cost can be estimated. The camera can assist on the costs for that street. Once the funding is secure and construction on revisions is complete on the street it was installed on, then the camera should be removed and moved to another street in need. There should be no incentive to leave a street dangerous so that other streets can get funding. This would lead to speed safety systems resolving the core problem directly. Any installed camera should be a limited time installation.

Communication from Public

Name:	David lutz
Date Submitted:	03/24/2026 08:17 PM
Council File No:	23-1168
Comments for Public Posting:	I am not in favor of speed cameras and don't want one on the corner of Balboa and San fernando mission by my house. Extreme speeding is certainly an issue, but the speed limit is very low, 35 miles an hour on a 6 lane road. Giving tickets to people going 46 miles an hour operates as an unapproved tax on local residents, which I oppose. If the goal is truly to improve safety then the speed limit of any street being considered for speed cameras should also be reviewed. Even apart from that I find the idea of cameras invasive and unwanted. I'm a father of three with young kids, I drive the speed of traffic with their safety in mind. I don't want cameras watching us more than they already do.

Communication from Public

Name:	CS
Date Submitted:	03/24/2026 10:38 PM
Council File No:	23-1168
Comments for Public Posting:	I have major concerns about this program. I don't believe in cameras tracking the public. Moreover, I have extreme doubts that you will set a fair fine. Based on the outrageous amount the city charges for mere parking tickets, I have no doubt you will set the fine at probably far more than the lower income citizens of LA can afford and the optional community service alternative isn't a solution either. I'm so tired of this big brother attempt to governing and rising funds in the back of your citizens that are already broke down and tired.

Communication from Public

Name: Yitzhak Nevo
Date Submitted: 03/24/2026 10:59 AM
Council File No: 23-1168
Comments for Public Posting: I understand and agree that intention of installing speed cameras is to improve safety. But I think it may be similar to the debunked red-light camera. A similar system was used to improve safety in intersections , but Los Angeles officially removed its controversial red-light camera program, unanimous City Council vote to terminate the system, after 7 years of operation. The program was shut down due to high costs, lack of proven safety improvements, and poor ticket collection. The public needs additional information and technical details about the technical aspect of speed camera program and it effect on its financial viability.: • What assurances do we have that the speed camera program will not fail the way the red-light camera failed? • I am concerned about enforcement loop holes and/or questionable enforcement such as: ? Aggressive Calibration: Many systems, such as these cameras, have a "margin of error" or accuracy. Aggressive calibration of overly sensitive system may trigger the speed camera to issue a citation when a driver exceeds the speed limit by a fraction of a second, or a fraction of a mph, especially in cases to prevent/avoid accidents.. How will the system handle excess speed by a fraction of a second? Or by reading mph inaccuracy of 2, 3 or 4 decimal places? i.e. creating reasonable doubt about a speeding driver, which will be impossible to prove. ? Questionable Evidence: In some cases, cameras can misidentify vehicles, leading to tickets for cars that were not speeding requiring owners to fight the citation. Owners will have a hard time fighting the citation and prove reasonable doubt ? Speed cameras can be subject to abuse or misuse by their operators, with questionable ticket issuance, though they are technically operated within legal frameworks, to be used for more of a revenue gaining and not a speeding prevention. The program needs to prove that lack of financial viability will not lead to overly aggressive citation issuance, because as safety improves and number of citations decreases, revenue will decrease. ? Issuing a citation for speeding require human judgement. A camera does not have a human judgement element. ? Will AI be used in the program to analyze a photo and issue a citation no matter how much the posted speed is exceeded.? See attached an article about Safety Technology

economy

The traffic light that knows you: Israeli technology will make you stop standing at red lights for no reason

Israeli startup Nutrafik has raised $90 million to develop a smart traffic light system that manages traffic in real time. The company presents data on improvements in congestion and traffic violations, but admits that it does not yet have long-term data on reducing accidents. In a market where tech giants also operate, it is aiming for rapid expansion in the US and eventually an IPO.

27 comments

04:30 | Tal Shahaf

cork High-tech Tags

Have you ever stood at an empty intersection at night, stuck at a red light, wondering why, when there are no vehicles or pedestrians around? That's because most of the world's intersections are 27 - programmed, stupid intersections. Israeli company NoTraffic has developed smart intersection technology that can analyze traffic according to needs in real time, and it is already in the midst of a massive deployment in the US.

Today, the company announces the completion of a $90 million Series C funding round led by the American growth equity giant PSG, with participation from M&G Investments, Grove Ventures, LifeX, Next Gear Ventures, and Meitav Investment House. The round brings the company's total capital raised to $165 million since its inception. According to calculations based on the amount raised and earning les, it can be estimated that the company's value is set at approximately half a billion dollars. E the company's business performance, it can be assumed that it is on the path to Nasdaq.

Corks

)Photo: Tal Shahar (

NoTraffic's smart intersection technology allows traffic to flow according to changing loads in real time, rather than on a pre-programmed basis. The platform it developed is based on IoT sensors, the cloud, and artificial intelligence, and is installed in traffic light networks and provides the basis for a long line of traffic management capabilities that did not exist before. The platform knows how to share and receive information from the vehicle itself, identify, categorize, and map road users – cars, scooters, buses, ambulances, and all the rest, and assign priority according to decisions made by the traffic department in the operating municipality.

NoTraffic's tools make it possible to optimize traffic flow and improve road user safety at a time when traffic infrastructure in many cities is approaching capacity while congestion is reaching new heights. The company says that the system allows, among other things, to reduce crossing intersections at red lights by identifying drivers who are planning to commit a violation and passing through red lights early when they are still far away, and in particularly dangerous cases, extending the green light and delaying traffic from other directions until the danger passes.

Reducing traffic accidents is one of the drivers of the ROI (return on investment) that the company promises to its customers. The company's data shows, for example, a 70% decrease in red light violations in Phoenix and a 24% reduction in delays in Oklahoma City. For municipalities, this not only saves lives, but also huge economic savings: each fatal accident in the US is estimated to cost taxpayers about $10 million.

The AI model for managing traffic light controllers using a smart digital layer enables continuous learning of traffic patterns in the city, giving priority to emergency vehicles, clearing the travel lane from schools when classes end, opening a quick exit route from the stadium after the game, all under remote control. In cities with autonomous cars, the system knows how to make it easier for them to integrate into traffic.

)Photo: Gil Nehushtan (

"We are leading a revolution"

NoTraffic was founded in 2017 by Tal Kreizler (CEO), Uriel Katz (CTO) and Or Sela (CSO). The company employs 180 people, 100 of whom are in Israel. The company has opened a new North American headquarters in Kansas City. It operates in more than 40 states in the US and Canada, has been tested and approved by several US Departments of Transportation, and is installed in hundreds of cities in North America, including major cities such as Houston, Phoenix, and Oklahoma.

Tal Kreizler, co-founder and CEO of the company, believes that the old infrastructure is simply no longer relevant: "We are leading a revolution in the way traffic is managed, by moving to a smart, software-based digital system. The current round of funding will allow us to accelerate deployment in North America and expand the portfolio of solutions we offer to cities."

Or Sela (right), Uriel Katz and Tal Kreizler

)Photo: Hadar Gul (

Does your platform reduce accidents with injuries or fatalities?

"To reach clear empirical conclusions about a decrease in fatalities and serious injuries, a multi-year sample is required that has not yet been accumulated in our projects. However, today we are already seeing strong indications of safety improvements, such as a decrease of approximately 70% in red light violations in Phoenix. There is broad agreement in the professional literature on the direct link between red light violations and serious and fatal accidents at intersections."

How do you convince a municipality to prefer your system over a 'stupid' but cheap traffic light system?

"Municipalities invest budgets every year in purchasing traffic management solutions, which are usually primitive and limited in their capabilities. The value of NoTraffic allows cities, with the same budget, to move to a complete traffic management system, connected to the cloud and based on artificial intelligence. In other words, the same money generates much more value and benefit for the city. In many cases, the system returns hundreds of dollars for every dollar invested in it."

Chrysler's goal is aggressive: to reach 10% of cities in the US and Canada in the coming months. That means hundreds of customers beyond the existing 400. "When the network of interchanges becomes a software-managed digital infrastructure, transportation departments benefit from real-time control and the ability to implement traffic policies in line with city goals, while continuously improving performance through," he says.

Competitive market

The company faces a number of competitors, from traffic light companies like Iteris and Miovision to Google, which is developing a similar system based on reading data from drivers' phones. Nutrapic claims that it is impossible to manage an intersection safely without physical sensors that see everything, including pedestrians without phones.

Meanwhile, NoTraffic is managing to conquer territory in this industry and is establishing a new standard for node management as a digital infrastructure managed by software. NoTraffic's business model is interesting: in a market where traditional infrastructure companies sell "hardware" and move on, NoTraffic has built a recurring revenue model (SaaS) with municipalities and charges usage fees based on the services the municipality wishes to operate.

Nutrapic

)Photo: Notraffic (

Ronen Nir, Managing Director of the PSG Fund and the person who led the investment, believes that this is an excellent investment that will prove itself in the near future: "I think that what investors are looking for today are two parameters: companies that grow quickly and know how to exploit the artificial intelligence revolution to their advantage, and the company's ability to produce unique data that constitutes a technological moat. The reactions we received in the due diligence checks we conducted in the market were very, very enthusiastic."

According to Nir, NoTraffic's financial model relies on the company's entrenchment with customers: "One of the things we examined in depth is the profitability of a single node, and it comes very quickly. We're talking about long-term contracts, which guarantees the company's revenue for years, okay? Every node we sign guarantees us both revenue and cash flow for five to ten years to come. This visibility allows us to both continue to grow quickly and reach operating profitability within the framework of the round of money raised now."

Lior Handelsman, a partner at the Grove Foundation and a board member, notes that the system allows the municipality "layers of value" beyond managing the traffic light: "There is no limit to how many layers of value you can put on this basic product - safety at the intersection, preventing red light crossings, and a green wave for emergency vehicles. This is simply a real revolution."

Deep pockets

With a healthy cash pile and a recent $8 billion raise, PSG has the deep pockets to invest heavily in companies in the expectation of seeing much higher returns in the foreseeable future. Which means a stock offering or a flashy multi-billion dollar exit.

Ronen Nir, Partner at PSG Fund
(Photo: PSG)

Nir is keeping his cool regarding the timing of the IPO: "You know, we just got in, which means we don't intend to exit the company in the next year or two. This is a phase of a few years where we want to grow together with the company. We believe that the company has a chance to succeed in the long term, which is one of the biggest questions investors have. Our expectations for profitability and cash flow make it an attractive target both as an independent company and as a traded company. What will the exit markets look like when we want to exit? It's almost irresponsible to announce it today."

Meanwhile, the company continues to deepen its hold on the American market, including moving final assembly of products to New York to meet "Buy America" standards and enable participation in huge federal tenders. If this momentum continues, it is not impossible that in two years we will find Notraffic not only on the intersections in Houston and Phoenix, but also on the trading screens on Wall Street.