



StarTraq case study

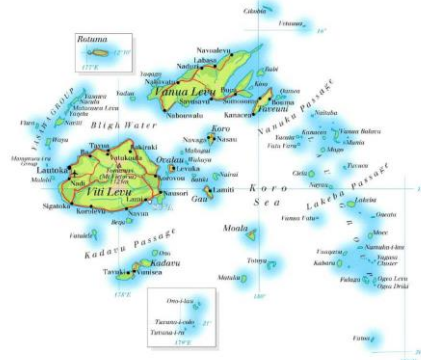
Fijian Land Transport Authority (LTA)



How **StarTraq (UK) Limited** and **The Fijian Land Transport Authority** overcame a distance of over **10,000 miles** to deliver a dynamic offence management system to help Fiji achieve the lowest road fatality rates in the last twenty five years.

Background

Fiji is made up of over 200 islands with a population of just over 837,000 people. With such a small population and only 2,050 miles of road (of which only 1,200 miles are tar sealed), you would not think that road safety would be a top priority.



It might come as a surprise to most that Fiji’s road death statistics are actually worse than that in the United Kingdom. In 2010 the World Health Organisation (WHO) reported that Fiji had an estimated 6.3% road death rate per 100,000 of the population. This is compared to the United Kingdom where there was an estimated 3.7% road death rate per 100,000 of the population.

Fiji had no prior legislation in place for the enforcement of speeding offences.

The Challenges

Following on from the WHO report, in 2011 The Fijian Land Transport Authority (LTA) decided to take action and implement a new traffic enforcement programme, with a simple goal to reduce road deaths and improve overall road safety, the LTA faced some key challenges. The first and perhaps the biggest challenge the LTA had to overcome was the introduction of new legislation to approve new road traffic enforcement laws. The second hurdle to overcome was the distance between the LTA and StarTraq (over 10,000 miles), this would prove to have a significant effect on the overall cost of the project. Finally the LTA needed a solution that was flexible, could work with multiple camera manufacturers, was easy to deploy across several islands and would be able to interface with their existing systems.

The Solution

After finding a camera manufacturer (Truvelo) in 2011, the LTA needed to make sure that the back office solution they picked would not only work with the cameras they purchased now, but also any further cameras they may look to purchase in the future. The LTA decided to choose StarTraq’s back office solution, Dome (Dynamic Offence Management & Enforcement).

The LTA needed a solution that could be accessed from multiple locations across the Islands of Fiji.

The StarTraq Dome was the perfect fit for the LTA; because of its flexibility, the Dome was easily adapted to fit the LTA’s business process. Being a browser-based system meant that the LTA didn’t need to invest heavily in IT infrastructure, a compatible desktop machine with a web browser is all that was required for users to access the Dome. With it being delivered as a Software as a Service (SAAS) it



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meant that it was installed at one central location that allowed users to log on to the system from multiple locations across the many Fijian Islands. The graphical workflow engine made it easy for even the least technical of individuals to make secure changes to the system.

Installation

The installation of the StarTraq Dome was all done remotely from StarTraq’s main offices in Banbury, Oxfordshire. By using the latest remote control desktop software to overcome the 12 hour time difference between the UK and Fiji the installation was completed by only one StarTraq engineer working either early in the morning or late at night. The installation was completed around the LTA’s schedule with no disruption to their existing systems or infrastructure. This installation method saved the LTA thousands of pounds in transportation and accommodation costs. It also reduced StarTraq’s carbon footprint to nothing.

With every installation that StarTraq completes, full training on the solution is given. Because of how easy it is to create an instance of StarTraq Dome, the LTA was given a fully working test instance that they could use to train with. Training was also done remotely over the internet.

A future proofed solution

The LTA’s current version of the StarTraq Dome allows them to capture and verify offences using its sophisticated image manipulation tools. Dome also handles the printing of all Notices of Intended Prosecution (NIPs). In the future if the LTA decide they want to also streamline the way they handle response letters, StarTraq Dome has a full Document Management System (DMS) to help them achieve this. If the LTA decide to take up the option to use the DMS, they will be able to capture, adjudicate, print and handle letters and responses all in one system.

The significant impact of StarTraq Dome and speed cameras

In 2012, when the Fijian LTA started a massive awareness campaign about its Automated Speed Camera Enforcement System, **it achieved the lowest road fatality rate in the last twenty five (25) years; figures showed a reduction of 24% from 54 road deaths in 2011 to 41 in 2012.** With the continued use of automated enforcement, the road death toll in 2013 remained at 41. The system has truly and successfully contributed greatly in saving lives on Fiji Roads which would have otherwise been lost.

“We decided to implement a new traffic enforcement programme, with a simple goal to reduce road deaths and improve overall road safety. StarTraq specified, customised, and installed their system remotely whilst training and support was delivered online.”

Rajeshwar Prasad, Manager ICT, Fijian Land Transport Authority

Year	2009	2010	2011	2012	2013
Count	47	52	54	41	41

Table 1: Road Fatalities on Fiji Roads

The Fijian LTA, through its use of automated enforcement, has almost doubled the number of motorists booked for speeding compared to five years ago.

Only specially trained Police officers have been using Radar Guns for capturing speeding vehicles. The sophisticated back office system ensures that all offenders are dealt with in a fair and transparent manner. Table 2 below shows the significant increase in the number of speed related bookings now being processed by the Fijian LTA’s automated camera system. This not only

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acts an important to deterrent to speeding motorists but it is fair that those who break the law are paying more to support road safety initiatives through increased ticket revenues, rather than all funding coming from the LTA and the Fijian Government through general taxation.

Year	2009	2010	2011	2012	2013
Count	22828	24888	31211	35251	46241

Table 2: Bookings of speeding motorists

In Conclusion

The LTA’s decision to start enforcing speeding offences was ambitious, without any legislation and limited prior knowledge of enforcement they have been able to source and implement a solution that will allow them to enforce efficiently. The StarTraq Dome is the perfect solution to any enforcement programme. Its flexibility (being able to work with all camera types) and powerful features such as its graphical workflow engine will allow the LTA to refine and change its processes, the possible addition of a full DMS and online offence viewing gives the LTA a future proofed solution.

With the installation taking place over the internet, the need to send engineers out to apply upgrades to the system is non-existent. This has saved significant costs for the LTA and allowed them to use that money saved for more important projects such as upgrading its internal IT infrastructure or purchasing additional camera hardware.

“What is really remarkable though is the fact that in 2012, and again in 2013, Fiji reported the lowest number of road deaths (41) in 25 years, without StarTraq we would not have achieved this.”

Rajeshwar Prasad, Manager ICT, Fijian Land Transport Authority

Most importantly the solution gives the LTA the resources it needs to improve road safety for the 837,000 islanders who live there. It has already proven a huge success by directly helping the LTA achieve the lowest number of deaths of Fiji’s roads in 25 years.

Allan Freinkel, CEO of StarTraq (UK) Limited reflects on what StarTraq and the LTA have achieved: “Our continuing investment in modern technology enabled StarTraq to deliver an enforcement solution to the Islands of Fiji to the same level of quality that we deliver throughout the UK”.