

RED-LIGHT CAMERAS: ACHIEVING 100% ENFORCEMENT

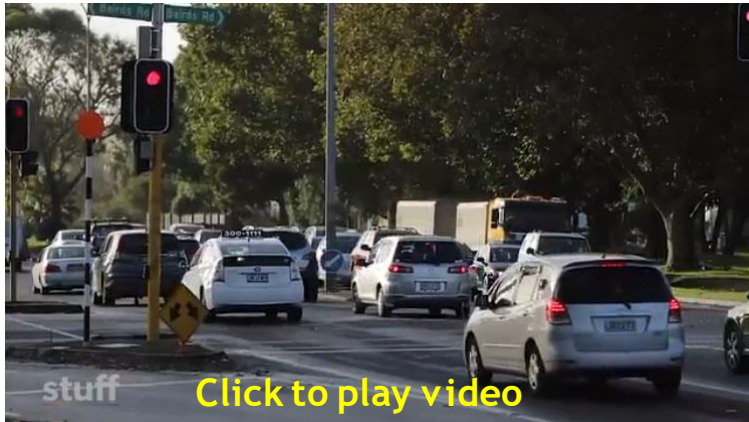
Improved road safety and generation of
additional annual revenue of NZD 320 million
for road-user awareness campaigns

BACKGROUND

- ◉ There were a total of 806 crashes at non-signalised intersections across Auckland between 2014 and 2018. These crashes resulted in 36 deaths, with 771 being seriously injured
- ◉ 58% of drivers involved had a full licence and 22% of drivers had a learner or restricted licence
- ◉ Most crashes happened from between 6am to 9am and 3pm to 9pm.

PROBLEM STATEMENT

- 2019 videos taken by Stuff (<http://stuff.co.nz>) show 109 cars jumping a fully red light in 90 minutes



- Auckland has 763 traffic lights ([source](#)), which translates to (conservatively) 38,000 violations daily
- Only 18 traffic light cameras are monitored ([source](#))

- Case in Point : Below are 4 infringement notices sent by post to the same individual at an outdated address. **None of these fines were paid on time**

[illegible]

SOLUTION

- ◉ *SV Mobile's solution monitors 100% of all traffic signal cameras across Auckland*
- ◉ Proper enforcement - against running red lights - protects people and saves lives
- ◉ At present, the constraint on monitoring these 763 traffic signals is the capacity of ageing technology in the Police Infringement Processing System
- ◉ We envisage 24/7 monitoring of red-light violators, and individually recording each offender
- ◉ This reduces the burden on existing police staff, and frees them up to handle other work streams

HOW IT WORKS

- ◉ Visually monitor every traffic signal 24/7 using a team of dedicated desk agents
- ◉ Log every violation on a centralised database
- ◉ **Replace postal paper notices with a text message and Payment URL** - *This is an international best practice*

HOW AN INFRINGEMENT NOTICE (TICKET/FINE) IS RECEIVED

Traffic offenders will receive an SMS notification from RTSA Notice.


The SMS will have the following information:

- 16-digit Offence Reference Number
- A link to the website
- Vehicle Registration Number

Speed kills, Cameras save!

#RTSA



 CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Digital Traffic Fine.
For your convenience, select the easy to use options below: View, download, email and pay.

Please verify that you are inserting your RSA ID Number. access is denied.
Have you read the [Privacy Policy](#)?

Please type in your ID number

UAE_TRAFFIC
7:20AM 02/19/2013

You have committed a traffic offence in ABU DHABI on 16-02-2013, while driving vehicle no: 80269 FIFTH CATEGORY PRIVATE ABU DHABI, You are kindly requested to observe the traffic rules.

ROGERS 10:37 AM 96%

[Inbox](#)

You have been issued with a driver's violation:

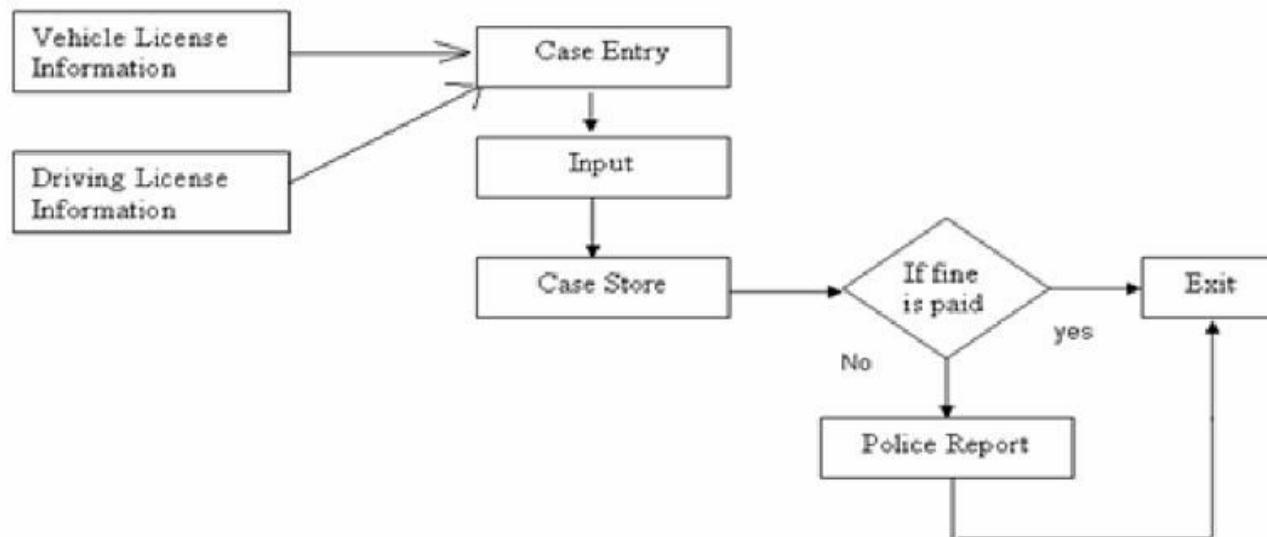
Type: negligent driving
Case No: [218805477](#)
Date of infringement: 19/11/2016
Amount due: 221 CAD

This fee will be forwarded by mail to your address. However you can screen it now, please press here [Driver Notification](#).

The penalty must be paid within the statutory period of up to 26.11.2016. This is an automatically generated message, please do not reply.

HOW IT WORKS

- Every violation will be uploaded onto a centralised database giving direct access to Auckland Transport, NZ Police and the Mayor's office
- Officers can scan records for repeat offenders , and escalate cases that require monitoring or legal action



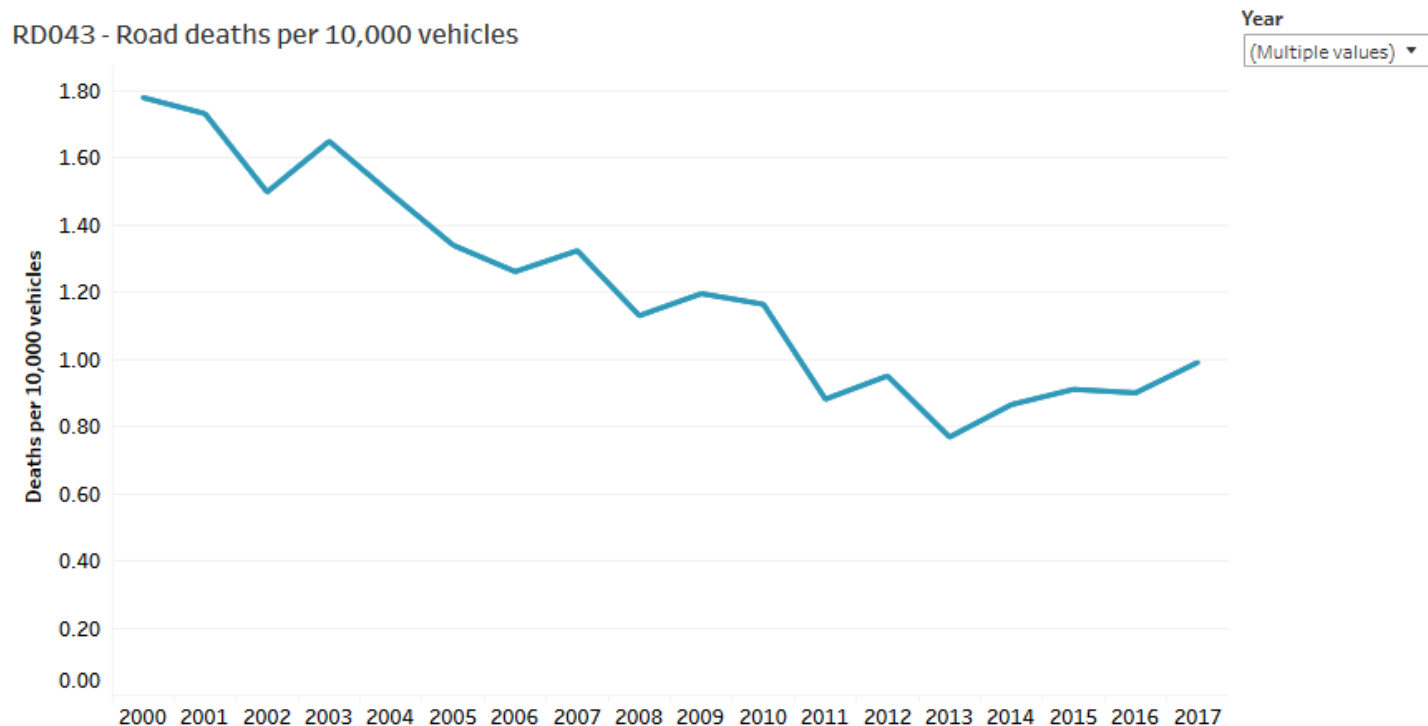
- Automated payment reminders for 100% compliance

ADDITIONAL REVENUE GENERATION

- ◉ The objective is to eliminate traffic violations and improve road safety in Auckland, not generate revenue.
- ◉ At present, NZ Police issues a \$150 infringement notice for :
 - Failure to stop at a red signalised traffic light
 - Failure to stop at a yellow/amber signalised traffic light.
- ◉ 5 cars per hour X 100 traffic lights = NZD 320 mn annually in additional revenue generated
- ◉ This money can be used to improve road safety, conduct public awareness campaigns and make Auckland a Vision Zero region, which means no deaths or serious injuries on Tamaki Makaurau roads by 2050

NZ GOVERNMENT INTENT

- New Zealand's rate of deaths per 10,000 vehicles declined between 2000 and 2013, but has increased since then ([source](#))



Source: NZ Transport Agency Crash Analysis System

NZ GOVERNMENT INTENT

- ◉ **NZTA Safer Journeys** (New Zealand's road safety strategy 2010-2020) and the Road Safety Action Plan both want safer intersections in Auckland
- ◉ AT's has tried to increase public awareness with campaigns such as “*Lost in Thought*” and “*One by One*”



- ◉ The Government has launched **Road to Zero: NZ's road safety strategy 2020-2030**. This aims for a 40 percent reduction in death and serious injuries by 2030 ([source](#))

PUBLIC SUPPORT FOR FINES

(source)

“Impound the vehicles and fine them at least \$500”

“TI RAKAU BOTANY TE IRIRANGI CAN USUALLY COUNT 4-5 CARS OR TRUCKS THAT GO THROUGH THE RED LIGHT, I USE THIS INTERSECTION EVERY DAY AND HAVE NEVR COUNTED LESS THAN 3”

“THE LACK OF LAW ENFORCEMENT IS THE ISSUE.”

“The intersection of Henderson Valley Road and Great North Road is incredibly dangerous”

“My husband very nearly got taken out by a truck hurtling through a red light a few weeks ago”

COST SAVINGS

- ◉ Our solutions carries out this 24/7 enforcement of traffic cameras in the most cost-effective manner possible, to maximise commercial returns for the government and minimise use of public funds
- ◉ We use a combination of algorithmic neural detection of violations, coupled with human monitoring of camera feeds by desk agents
- ◉ Our implementation processes are GDPR-compliant and use an optimised mix of our local and offshore capabilities

WHO WE ARE

- ◉ **SV Mobile Limited**
is incorporated in NZ,
with 15 years of prior
global experience
- ◉ Leader in mobile software
applications for local
governments and Fortune
500 clients across
countries



GOVERNMENT OF SINGAPORE	
LETTER OF ACCEPTANCE	
ISSUED	
The Ministry of Education - Schools (hereinafter referred to as "the Buyer") hereby accepts your offer via Invitation to Quote No. MOESCHETQ17301162 and issues this Letter Of Acceptance (hereinafter referred to as "LOA") for the Goods and Services listed in Annex A of the LOA.	
GENERAL INFORMATION	
Contract No. / Issue No.	MOESCHETQ17304912 / 1
Contract Reference No.	
Contract Origin	Quotation
Quotation No.	MOESCHETQ17301162
Quotation Reference No.	
Contract Description	WHITLEY SECONDARY SCHOOL - SMS SYSTEM PERIOD FROM 1st JANUARY 2018 TO 31st DECEMBER 2018 AND OPTIONAL PERIOD FROM 1st JANUARY 2019 TO 31st DECEMBER 2019.
Procurement Nature	Non Period Contract
Type of Purchase	Goods
Contract Start Date	
Contract End Date	
SUPPLIER INFORMATION	
Trading Partner Reference No.	201721096C
Supplier Name	SV MOBILE TELESOPPE PRIVATE LIMITED
GST Registered No.	
Address	121 MEYER ROAD, # 05 06, THE MAKENA, SINGAPORE, 437932
CONTACT PERSON'S DETAILS	

REFERENCES

- ◉ <https://at.govt.nz/driving-parking/road-safety/intersections/>
- ◉ <https://www.police.govt.nz/advice-services/driving-and-road-safety/speed-limits-cameras-and-enforcement/safe-speed-cameras#redlight>
- ◉ <https://www.stuff.co.nz/auckland/104887501/auckland-transport-to-switch-on-red-light-cameras-after-years-of-nonfunctionality>
- ◉ <https://www.stuff.co.nz/auckland/110006041/the-oddly-simple-fix-for-aucklands-red-light-camera-woes?rm=m>
- ◉ <https://www.stuff.co.nz/auckland/110006041/the-oddly-simple-fix-for-aucklands-red-light-camera-woes>
- ◉ <https://www.stuff.co.nz/auckland/119252827/auckland-redlight-cameras-dramatic-drop-in-offending>
- ◉ https://www.neighbourly.co.nz/message/view/64863954?utm_content=3-subject&utm_medium=email&utm_source=transactional&utm_campaign=user-email-digest
- ◉ <https://www.neighbourly.co.nz/message/view/64853175>