White Paper

Pay Per Ticket
e Citations

Table of Contents

Executive Summary

e Citations have been around for the better part of two decades however adoption rates are only now gaining momentum within the last 10 years.

This White Paper explores some of the barriers to e Citations and how to surmount them. Further, a review of alternatives to traditional technology adoption models seeks to open up dialogue on less conventional collaborations that may prove beneficial to multiple government agencies.

The pay per ticket model offers an alternative to costly capital investment that uses a pay as you go approach to attract smaller agencies lacking the financial heft of larger urban counterparts. Pay per ticket presents a solid business case on affordability for small to medium sized police agencies, suggesting a new frontier in terms of technology adoption for advanced road safety programs.

"As soon as the system was up and running, within only 2 hours we were able to recover $9,100 from scofflaw violations like unpaid registration. It was clear from the outset that pay per ticket was a low risk highly beneficial solution. We did not have the funds, but I believed the technology could bring our agency to the forefront in law enforcement. Now I can confirm that adopting this technology was the right move."

Police Chief Allen Cowart
Milledgeville, Georgia, Population 20,000

Pay Per Ticket: The New Frontier is Here

A Look at the Fiscal Challenges Ahead

It will take up to 6 years for the U.S. to get back to pre-recession levels. A slow moving economy means that city coffers will remain closely guarded

and any public spending activity highly scrutinized. Further, in the current political landscape combined with the issuance of federal sequesters, special funds for technology are more than ever, being challenged. This poses significant barriers to social services and programs aimed at improving quality of life including public safety initiatives by police agencies.

The conundrum that agencies such as law enforcement are faced with is that reduction in quality of service is simply unacceptable and in fact, cities and agencies are often asked to continue to do even more with much fewer resources.

That being said, technology manufacturers across industries need to be more creative in how to bring technologies to market in a way that accommodates for these economic shifts.

A solution is required that minimizes resource strain by ensuring that technology is used to maximize results for police agencies with no budget for sophisticated road safety programs.

With the right business case, owning e Citation software is now affordable for any sized municipality or police agency with value-add license plate recognition (LPR) programs to enhance productivity breathing new life into the traditional e ticketing model.

Pay Per Ticket – Zero Cost e Ticketing Systems

Pay per ticket involves only paying for what is used. Advanced traffic enforcement are no longer only for large cities. With the pay per ticket option, a growing list of technology leaders in parking enforcement and law enforcement, including the Milledgeville Police Department, have transformed their agency into a lean and profitable operation.

Milledgeville Police Department: Leading Smaller Agencies in the State of Georgia to a New Frontier in e Ticketing and Traffic Enforcement

Breaking the mold in the state of Georgia, the Milledgeville Police Department decided to explore advanced technologies to help improve its existing traffic enforcement operation.

Milledgeville equipped its unit of 35 traffic enforcement officers with a complete turnkey e Citations solution at no up front cost and outfitted two vehicles with 3 license plate recognition cameras.

The objectives were simple: improve road safety by encouraging better driving habits while closely monitoring repeat offenders at no cost to the public or police agency.

"As soon as the system was up and running,

within only 2 hours we were able to recover $9,100 from scofflaw violations like unpaid registration", stated Chief Swicord. "It was clear from the outset that pay-per-ticket was a low risk highly beneficial solution. We did not have

the funds, but I believed the technology could bring our agency to the forefront in law enforcement. Now I can confirm that adopting this technology was the right move."

Financial Benefits for Cities, Increased Safety for Citizens

Other cities similar to Milledgeville using a manual or incomplete ticketing solution can maximize productivity by eliminating costs related to transcription and handwritten errors. Further, by utilizing the automation of LPR higher scoff value tickets are generated since plate information on citizens driving unlawfully can be scanned quickly with minimal human intervention. The benefits are two fold since it is the offender paying the costs to implement the new technology. Better efficiency trans-

lates to increased public safety reducing accidents while keeping reckless drivers off the road.

With a pay per ticket model police agencies receive a complete end-to-end e Citations solution without paying out of pocket. The only transaction that takes place is on a per ticket fee which is levied at the end of each month. Allowing police agencies to only pay for what is used ensures that an advanced traffic enforcement operation is affordable to smaller cities and municipalities.

Corporate Profile

gtechna develops e-Citation software to automate law enforcement & parking activity as well as civil code regulations for police and public works departments in North America. For over 20 years, gtechna has built an impeccable track record with cities such as Pittsburgh, PA, Washington DC., Baltimore, MD and Milledgeville, GA police and parking divisions.