



**ENFORCEMENT
LOGIX**



CASE STUDY

THE CITY OF KOLKATA REDUCES RATE OF SPEED VIOLATIONS BY OVER 28% WITH ENFORCEMENT LOGIX SPEED CAMERAS AND TRAFFIC LOGIX RADAR SPEED SIGNS.

THE CITY

Kolkata (formerly Calcutta) is the capital of India's West Bengal state. It is the prime commercial, cultural, and educational center for East India with the oldest operating port in all of India. The city itself has an estimated population of 4.5 million; including the suburbs, it is home to 14.1 million. As the third most populated metropolitan area in India, the streets of Kolkata are crowded with cars, buses, taxis, and auto rickshaws.



THE CHALLENGE

With its densely inhabited roads and neighbourhoods, Kolkata faces significant challenges with overspeeding and resulting traffic accidents, injuries, and fatalities. In the year 2016 alone, the roads of Kolkata saw:



- 13,580 traffic accidents
- 11,859 injuries
- 6,544 deaths

With rampant overspeeding and disregard for basic traffic rules, the traffic police of Kolkata decided they needed to take action to reduce speeds and prevent road accidents and fatalities before they happened.

THE SOLUTION

The Kolkata traffic police explored several options to reduce speeds and encourage safer driving. They decided to use Enforcement Logix speed cameras and Traffic Logix radar speeds signs. The solutions are manufactured by Logix ITS, a Canadian based ITS (Intelligent Traffic Systems) company with local offices in India.

Speed display signs are used around the world and have proven to be highly effective in reducing speeds. Speed cameras offer the added element of enforcement. With precise photos of licence plates, traffic police can issue challans to speeding drivers to penalize them and discourage repeated offenses.

OVERSPEEDING CHALLAN		
Kolkata Traffic Police Kolkata West Bengal		
Notice Date:		
Notice Number:		
VIOLATION		
TICKET NUMBER	LICENSE PLATE	DATE/TIME OF VIOLATION
1182882	WB 37D 0506	2018-01-18 13:34:07:267
SPEED LIMIT	60	VIOLATION IMAGE
VIOLATION SPEED	91.1475	
LOCATION ADDRESS		
Eastern Metropolitan Bypass, Kolkata, West Bengal 700 010		
LOCATION MAP		
		
FINE AMOUNT	300 ₹	

The Traffic Logix SafePace radar signs:

- Display speed to oncoming vehicles with highly visible LED digits
- Flashing a bright strobe light at speeding drivers to encourage them to slow down
- Offer customized messaging that can respond to driver speed
- Gather detailed speed and traffic data that can be accessed remotely from anywhere

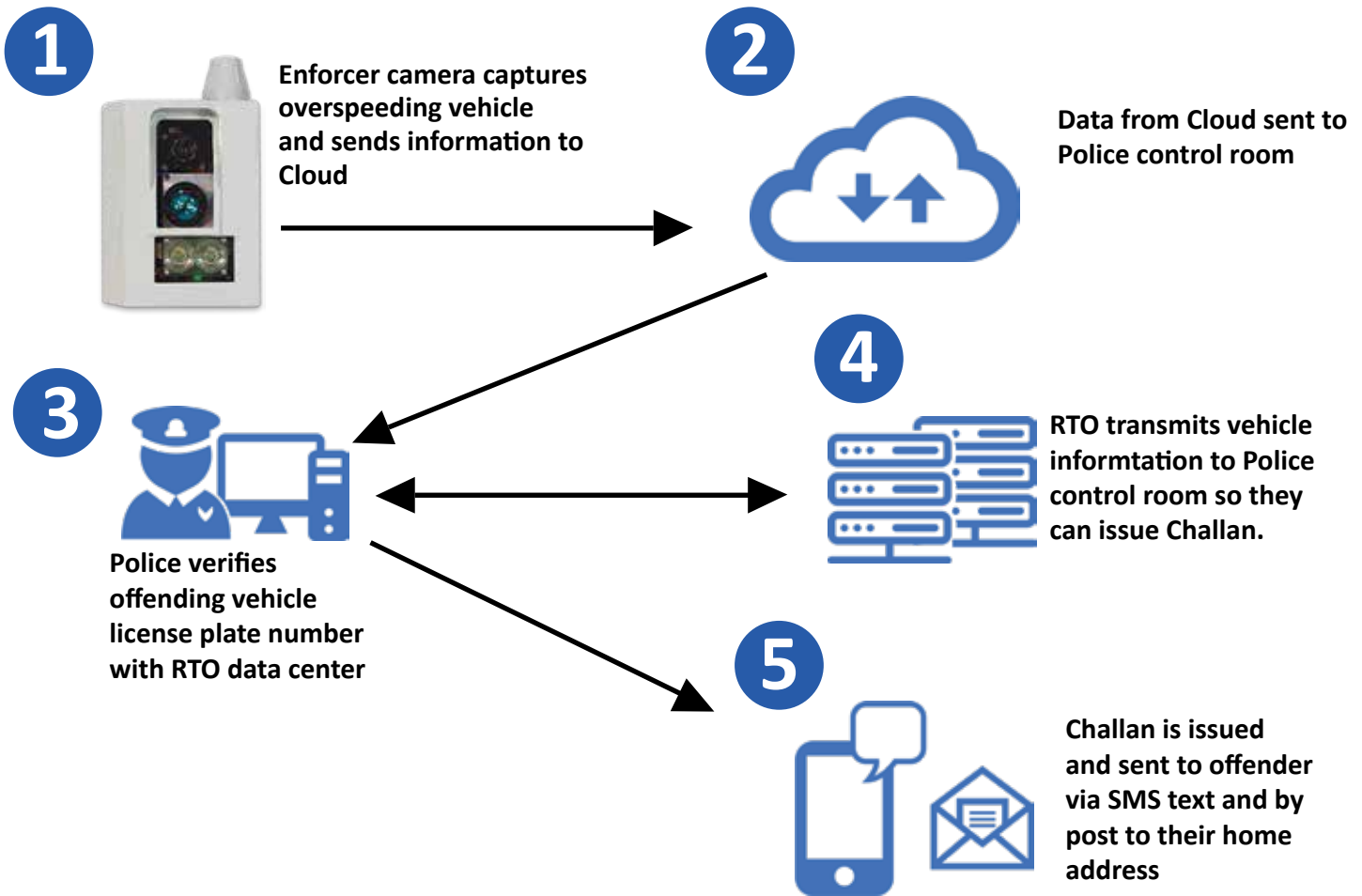
With a wealth of data on when, where, and how often speeding was occurring, the police department could assess whether the signs were making a difference. They could also target areas or times with more overspeeding and implement more significant intervention where it was needed most.

The Enforcement Logix Enforcer speed cameras:

- Provide precise images of speeding vehicles' license plates
- Can capture images of multiple vehicles in multiple lanes simultaneously
- Identify exact speed, location, data, and time
- Transmit data remotely via the cloud to issue challans to speeding drivers

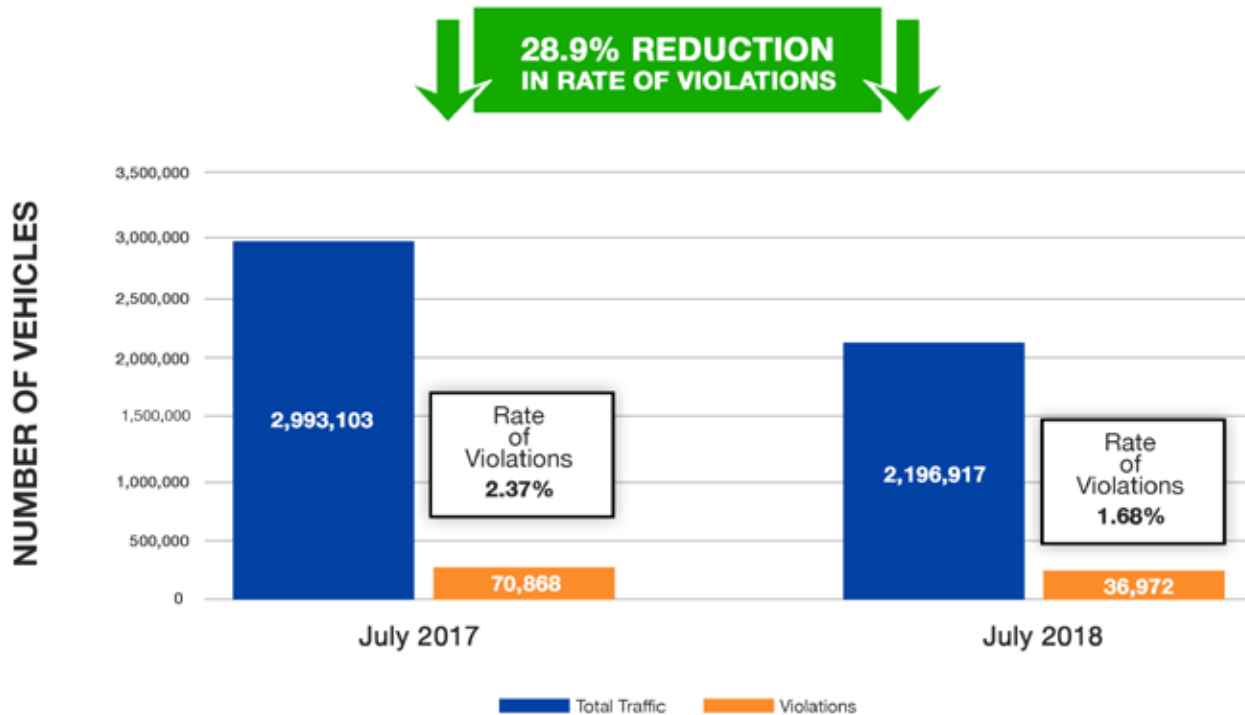
With images showing exact information on speeding vehicles, the Kolkata police is able to issue challans to drivers instantly, discouraging repeated speeding and improving safety on city roads.

PROCESS OF CHALLAN GENERATION SYSTEM KOLKATA TRAFFIC POLICE



PERCENTAGE OF VIOLATIONS OUT OF TOTAL TRAFFIC

Cumulative data, three locations



BENEFITS

The traffic data gathered by the Traffic Logix SafePace radar speed signs showed remarkable results. Shortly after the installation of the Enforcement Logix speed cameras and Traffic Logix signs, significant changes were already evident in the behaviour of Kolkata's drivers.

The powerful combination of speed awareness measures and enforcement tools on the road proved a very effective mix for drivers on Kolkata's roads. As shown in the above chart, **the rate of speed violations declined by over 28%** over the period from July 2017 to July 2018 over three locations. This translates to tens of thousands of vehicles driving slower - and safer - on the roads. Reduced speeds mean less road accidents, fewer and less severe injuries and more saved lives.