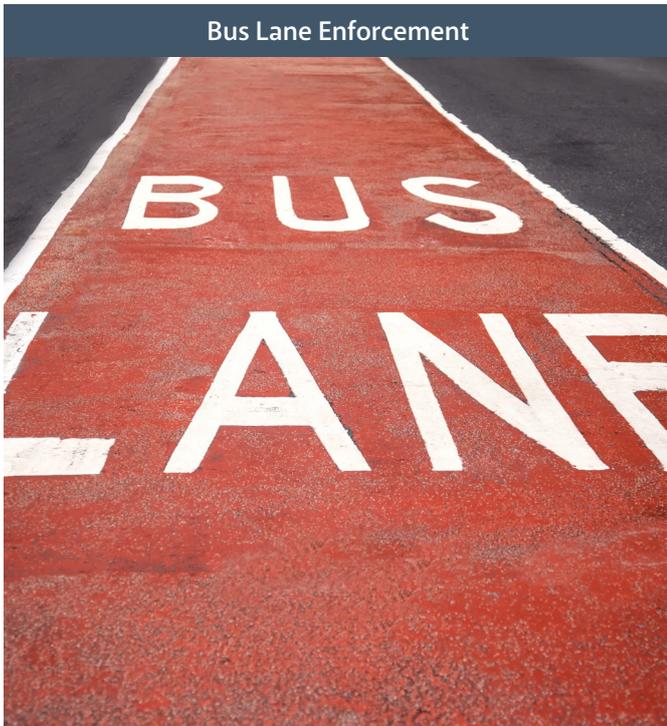


# Application Study

## Bus Lane Enforcement

*Keep your city moving*



Bus Lane Enforcement

Any usage violation data can be passed on through web-services or exported from the camera to a specific network location.

### HOW WE HELP

#### 1. Generate revenue

As budgets become stretched at all levels of government, Bus Lane Enforcement offers the ability to generate money from bad or inconsiderate drivers. A system in a congested part of Glasgow was able to generate £1.3 million in revenue from fines in just over a year, through a single enforcement camera.

#### 2. Improve driving habits

It is noteworthy that the Glasgow system, mentioned above, has had a dramatic reduction in offences since the system was first installed. The number of violations fell from over 16,000 in the first month of implementation to under 2,000 within 12 months.

#### 3. Increase public transport usage and reduce emissions

Prior to the installation of an ANPR Bus Lane Enforcement system non-authorized vehicles can block the passage of buses with almost impunity. With the bus lanes protected, the bus service becomes faster more reliable which encourages commuters to ditch their cars in favour of public transport. As public transport use increases, the emissions in the city decrease along with the carbon footprint. This provides health benefits to the population and helps protect our children's future.

#### 4. Help save lives

Buses are not the only road users to benefit from bus lane enforcement as emergency service vehicles are normally permitted to use the lanes to help get to incidents. In life or death situations, every second counts and a clearer bus lane means ambulances, fire engines and police can assist faster.

### OVERVIEW

All over the World, at every level of government, departments are trying to reduce congestion on the roads and encourage the use of more efficient and green public transport. The creation of bus lanes in and around major cities is a key component of this and CitySync has solutions in hundreds of bus lane enforcement systems which help:

1. Generate revenue
2. Improve driving habits
3. Increase public transport usage and reduce emissions
4. Help save lives

### HOW IT WORKS

CitySync's system can accurately capture the plates of all vehicles travelling down a bus lane and compare them to a list of allowed, registered, vehicles in real-time. For each plate-read the system can take multiple images from an in-built overview camera to prove the vehicle was moving along the lane. Further analytics can estimate the speed of the captured vehicle.

The camera can be scheduled to operate at certain times of day, allowing flexibility for local government to limit the system to operate only when bus schedules are busiest.

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### PRODUCTS USED

CitySync 50	All-in-one HD ANPR camera
JetManagementSuite	ANPR software

