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The Lifecycle of an Automated Traffic Enforcement Program

Planning an automated traffic enforcement program can be complex. This overview outlines the key phases agencies typically navigate, from pilot to long-term policy, and how a structured, end-to-end approach supports risk-free, transparent implementation.

Why Pilot-to-Policy Matters

Automated traffic enforcement programs are most effective when they are designed with long-term operation in mind. Beyond technology, successful programs rely on clear governance, thoughtful planning, and transparent execution that builds public confidence over time.

Programs that begin with structure and accountability are better positioned to scale responsibly and deliver measurable safety benefits.

From Contract Award to Go-Live

A Structured Path to Program Delivery

100–180 DAYS

Typical timeline: Programs are commonly delivered within a time span of 100 days to 6 months from contract award to initial go-live. Proper thought and planning to your project scope, design and testing requirements can help set expectations with the public, the vendor, and your internal stakeholders.

PHASE 1: PLANNING & PROGRAM DESIGN

Program Kickoff & Alignment

1

- Formal project kickoff following contract award
- Roles, responsibilities, and communication protocols established
- Project management cadence and oversight structure defined

Why this matters: Early alignment supports coordination, accountability, and efficient decision-making throughout implementation.
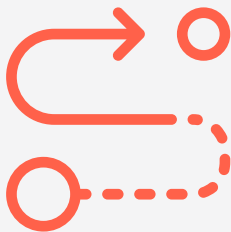
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Program Design & Readiness

2

- Site-level design assessments conducted
- Program governance and operating rules established
- Alignment with applicable local and state requirements

Why this matters: Programs are designed to be defensible, consistent, and aligned with public policy objectives.
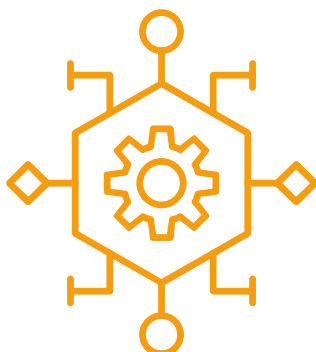
Planning & Coordination

3

- Stakeholder coordination across participating agencies
- Deployment sequencing planned to support safe installation
- Readiness checks completed prior to execution

Why this matters: Proactive planning reduces disruption and helps programs move forward predictably.

PHASE 2: IMPLEMENTATION & EXECUTION

Deployment Preparation

4

- Final installation planning and coordination
- Permitting and standards alignment, as required
- Training and operational readiness scheduled

Why this matters: Preparation supports safe deployment and minimizes impacts to road users and communities.
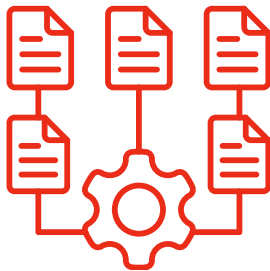
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Installation & System Validation

5

- Phased installation approach
- System testing and quality checks completed
- Validation performed prior to activation

Why this matters: Systems are reviewed and confirmed before entering operation.

Go-Live & Program Delivery

6

- Locations activated in planned phases
- Monitoring and support provided during launch
- Transition into steady-state operations

Why this matters: Program delivery includes stabilization and ongoing support, not just activation.

What "Turnkey" Means in Practice

One Partner Supporting the Full Program Lifecycle

Elovate supports agencies across the full lifecycle of an automated traffic enforcement program, from early planning through ongoing operations.

- Program planning and governance support
- Engineering and deployment coordination
- Public education and outreach assistance

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- Citation processing and adjudication services
- Customer service operations
- Reporting, monitoring, and continuous improvement

Why this matters: A coordinated, end-to-end approach reduces complexity and supports long-term program sustainability.

Customer Service Commitment

Supporting Drivers, Agencies, and Communities

Public trust depends on how automated traffic enforcement programs operate day to day. Beyond accessibility, program credibility relies on accuracy, consistency, and a commitment to continuous improvement. Elovate's customer service model is designed to support fair outcomes, transparent processes, and long-term program confidence.

Planned Deployment — Not Disruption

- Site-specific engineering review
- Coordination with existing infrastructure
- Phased deployment to limit roadway impacts
- Alignment with local standards and practices

Why this matters: Safety initiatives should integrate smoothly into existing communities.

Accessible & Timely

- 24/7 phone and online access for drivers and stakeholders
- Consistent, one-stop inquiry handling
- Clear communication throughout the citation and review process
- Online, real-time updates and automated correspondence

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Accurate & Transparent

- Detailed citation information with supporting evidence
- High-res imagery and comprehensive data captured for each event
- Documented audit trails for all inquiries and actions
- Integrated processing systems and comprehensive record retention
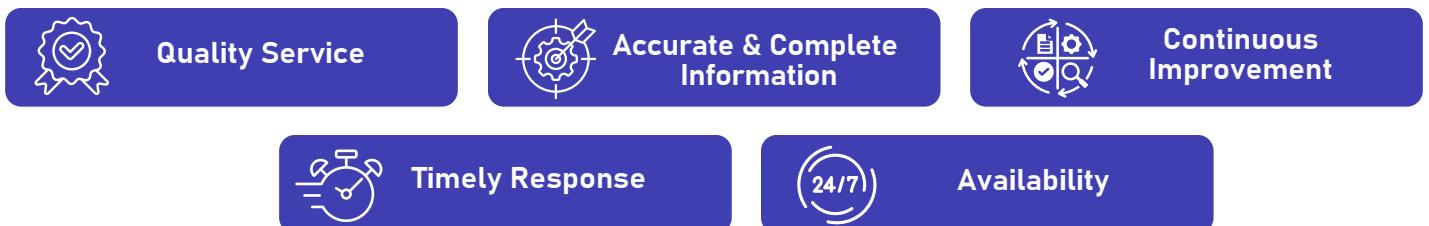- Quality control procedures with low error tolerance

Accountable & Continuously Improving

- Detailed citation information with supporting evidence
- High-res imagery and comprehensive data captured for each event
- Documented audit trails for all inquiries and actions
- Integrated processing systems and comprehensive record retention
- Quality control procedures with low error tolerance

Elovate's Customer Service Commitment

Quality Service	Accurate & Complete Information	Continuous Improvement

Timely Response	Availability

Elovate's customer service approach is designed to support not only program operations, but long-term public confidence in automated traffic enforcement.

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