

CASE STUDY

Corona Police Department: A Ticket to Better Management



Systems, Inc.

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The Corona (CA) Police Department issues approximately 1,100 traffic citations every month. The process of writing the ticket, shipping the paper copy to the courthouse, and entering the data into the system was all done manually. This method not only allowed room for error—including keystroke mistakes and misplaced copies—but also provided no means for obtaining statistical data, such as accident frequencies in specific areas or time frames, without incurring extensive research.

In early 2009, the Traffic Division set out to find a more efficient solution to its ticketing challenges. Officer Jacob Westall, who has been on the force for nine years, spoke with other law enforcement agencies to determine what they had implemented and he learned about an innovative solution from Crossroads Software and Zebra Technologies®. He contacted MSA Systems in San Jose, CA, for a demonstration.

A Software Program in Sync with Its Users

MSA Systems is a specialist in field mobility solutions, bar coding and radio frequency identification (RFID) hardware and software, and wired and wireless infrastructure. MSA Systems had recently partnered with Crossroads Software, developer of powerful, easy-to-use database solution for traffic engineering, public safety, and police departments.



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The Crossroads Software Handheld Citation and Report Writing Program replaces traditional citation-writing and traffic-reporting methods with a more efficient, accurate system that allows users to write citations, collision reports, and DUI arrest reports in the field, to sync all collected data to individual workstations or central data servers, and to submit citations to court. Using a handheld computer that runs Microsoft® Windows Mobile Operating System, users complete a traffic citation and then print it with a wireless, Bluetooth-enabled printer. The system captures electronic signatures and information stored on the driver's license magnetic stripe. For traffic collisions, users can create and edit collision reports using an easily navigable report-writing module. Collision reports can easily be synced with records management systems such as the Crossroads Software Traffic Collision Database System. With the DUI arrest reporting module, officers can conduct standard DUI tests and write complete DUI arrest reports.

The Crossroads Software Handheld Citation and Report Writing Program is an intuitive, user-friendly, modular system that meets today's traffic safety, enforcement, and reporting needs.

MSA and Partners Find the Answer

While the Handheld Citation and Report Writing Program delivers a valuable tool for the public safety and law enforcement markets, Crossroads Software lacked the necessary hardware for the type of turnkey solution its clients really needed. MSA Systems provided the missing link, thanks to its long-standing relationship with global mobility leaders Zebra Technologies and Motorola.

By joining these forces together, MSA Systems created a successful solution for inefficiency in the ticketing process. Zebra Technologies' RW 420™ mobile printer and 4000D™ receipt labels, coupled with the Motorola MC35 handheld computer, became the perfect complement to the feature-rich electronic ticketing and reporting software program to suit Temecula Police Department's needs and budget.



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According to Officer Westall, the system has enhanced efficiency because a driver's license can now be swiped through the electronic reader on the Zebra printer, which saves time and reduces the possibility of error on either entering the correct number on the violation or into the computer system later. He says, on average, it would take an officer five minutes to write up a citation using the manual method. With the Crossroads/Zebra/Motorola solution from MSA Systems, that time has been cut to about three minutes. Multiply that two-minute savings by 1,100 violations per month and the new system saves the Corona Police Department more than 440 man-hours each year. That time can now be spent more productively by these patrol officers.

In addition to this efficiency, the electronic ticketing system delivers more time savings. With manual ticketing, the violations were gathered at the police station and mailed to the courthouse, where the information was then entered into the computer system. Officer Westall says that some tickets were lost in the transfer. In addition, none of the data was entered into the system at the Corona Police Department. The paper copies were simply stuck into a file. The new system not only saves time but also storage space and paper.

"Data entry didn't exist here, and the department is current auditing keystroke errors to determine that impact as well," he explains. "With this system, every record is entered into the handheld computer and automatically transmitted to the court."



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Zebra Printer Hits the Road

Officer Westall says the Zebra printer's design has also proven to be a key asset. Its compact size and rugged durability fits perfectly with a motorcycle patrol officer's needs. "I can mount the Zebra printer on the cycle and it doesn't interfere with riding. I've ridden in rain and had no problem with the printer not working."

The Zebra RW 420 has endured the bike's vibration, dust, and even falling off a moving motorcycle—and it keeps on printing. Kim Wilson, Director of Business Development for MSA Systems, says that Zebra's printer was the only one certified by Crossroads Software for use with its Handheld Citation and Report Writing Program, which required a four-inch wide ticket. Larger printers were too cumbersome for motorcycle patrols to carry.

The Corona Police Department deployed 12 Zebra and Motorola units on January 1, 2010, along with the Crossroads Software Handheld Citation and Report Writing Program. Officer Westall says the software integration was easy because the City was already utilizing Crossroads Software in its Traffic Engineering Department. The hardware was equally easy to implement because the units are designed to be user-friendly.

Fully in tune with the ongoing challenges of the law enforcement community, Crossroads Software also offers a citation-writing program for Windows CE/Pocket PC devices and mobile printers.

MSA Goes the Full Route

MSA Systems, a woman-owned and certified small business, takes its role as a provider very seriously. In addition to building the electronic ticketing hardware/software solution that is now being used in more than 20 police departments, MSA helps law enforcement agencies find funding for the equipment. Kim has created a downloadable webinar that explains the grant funding process and identifies grants that may currently be available.

"We make it as easy as possible to implement a solution that saves time and money, and improves accuracy," says Kim. She adds that the electronic citation program is now in use in cities throughout California, Nevada (including all of Las Vegas), Oregon, and Washington.

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About MSA Systems

MSA Systems, Inc. was founded in 1996 and is headquartered in San Jose, CA with offices in Anaheim CA, Portland OR, Phoenix, Sierra Vista AZ, Boise ID, and Denver CO. MSA Systems provides turnkey field mobility solutions, E-citation/Ticketwriters and printers for government agencies, including federal, state, and local departments, warehouse management solutions, bar-coding and RFID software and hardware, as well as the related wireless infrastructure services. MSA Systems is a certified Women Owned and Small Business DBVE company that works with government agencies procuring hardware and software solutions. For more information, visit www.msasys.com.

About Zebra Technologies

Zebra Technologies Corporation (NASDAQ: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time.

About Crossroads Software

We specialize in developing powerful, easy-to-use database solutions for traffic collision, citation, and DUI records for traffic engineering, public safety, and police departments.

We also offer a citation-writing program for Windows CE/Pocket PC devices and Mobile printers.



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