

INCREASING SCHOOL-YEAR ROAD SAFETY: PROVEN STRATEGIES YOU CAN USE NOW

**ALL TRAFFIC
SOLUTIONS**



A sign of the future.™

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Territory Manager
All Traffic Solutions





ABOUT CAM REED

Cam spent 15 years in law enforcement, most of those years in traffic enforcement as an officer or traffic supervisor, and achieved the rank of captain. He then left law enforcement to work for the Georgia Governor's Office of Highway Safety. Cam holds a number of instructor certifications including in radar, lidar and standardized field sobriety, and he is a crash reconstructionist.

WHAT YOU'LL HEAR

- How traffic is impacted during the school year
- Challenges for law enforcement, public safety and public works agencies
- Strategies for improving traffic safety
- How to use data analytics to solve traffic issues
- Products that calm traffic and improve safety

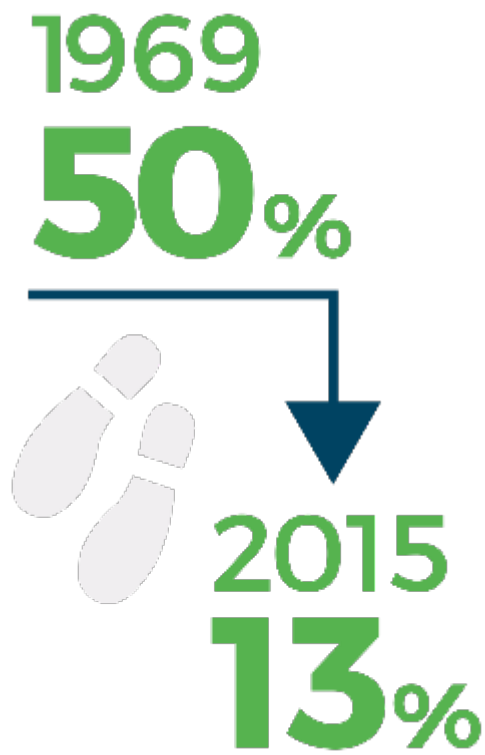


ITS SCHOOL TIME!

- Increased morning and afternoon rush traffic
- Parents rushing to drop off or collect the kids
- New teen drivers on the road
- School buses making frequent stops
- Distracted drivers and pedestrians
 - phones, texts, conversations



SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP



IN 1969, 50% OF ALL SCHOOL KIDS WALKED OR BIKED TO SCHOOL. IN 2015 IT WAS 13%



IN 2015, 75% OF SCHOOL-AGED KIDS IN US GOT TO AND FROM SCHOOL BY CAR



UP TO 30 PERCENT OF MORNING TRAFFIC CAN BE GENERATED BY PARENTS DRIVING THEIR CHILDREN TO SCHOOL

MORE DEMANDS ON LAW ENFORCEMENT

CITIZENS WANT:

- More officers on the road
- Police cruisers at schools
- Speeders stopped
- To lower the speed limits, particularly in school zones





**HOW CAN YOU
RESPOND EFFECTIVELY?**

MAKE SMART USE OF TRAFFIC DEVICES

- Your staff can't be everywhere, let your traffic devices do the work



TRAFFIC CALMING

- Many drivers are not aware that they are speeding
- Radar speed displays and variable message signs remind them to slow down



01

USE RADAR SPEED DISPLAYS TO GATHER DATA TO SEE IF YOU REALLY HAVE A SPEEDING PROBLEM

- With sign in stealth mode, gather and analyze speed data from areas with high complaints
- Drivers will assume sign is not turned “ON” and drive normally

RESULT: NEED OFFICER ON THE ROAD? IF YES

1. Use handheld Lidar
2. Conduct traffic study to determine if speed limit should change
3. Utilize Lidar app for traffic study



02

USE RADAR SPEED DISPLAYS TO SLOW TRAFFIC

TEXAS TRANSPORTATION INSTITUTE STUDY FOUND

- Prior to installing RSD, average speed was nearly 10 mph over posted speed limit
- After installation, average speed decreased more than 9 mph
- Average speeds were still 9 mph lower four months after RSD installation

Traffic engineers ranked RSDS as the MOST

EFFECTIVE traffic calming method for neighborhoods and school zones



03

USE RADAR SPEED DISPLAYS TO AUGMENT OFFICER ENFORCEMENT AT THE SCENE

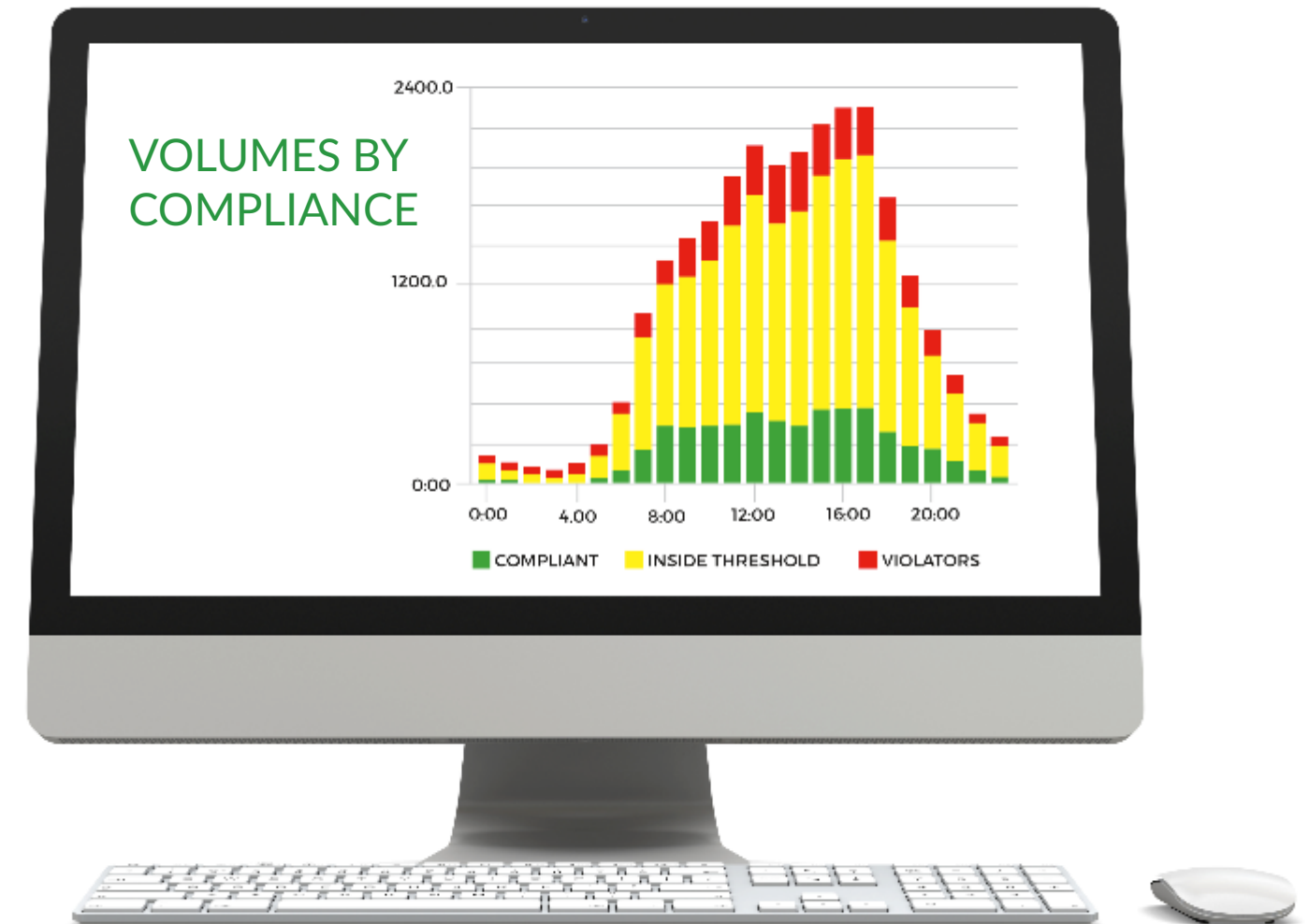
- Reallocate resources to other critical duties
- Reduce budget overhead
- RSDs are proven to slow traffic even after sign is relocated



04

USE RADAR SPEED DISPLAYS TO RESPOND TO CLEAR COMPLAINTS WITHOUT ADDED PERSONNEL

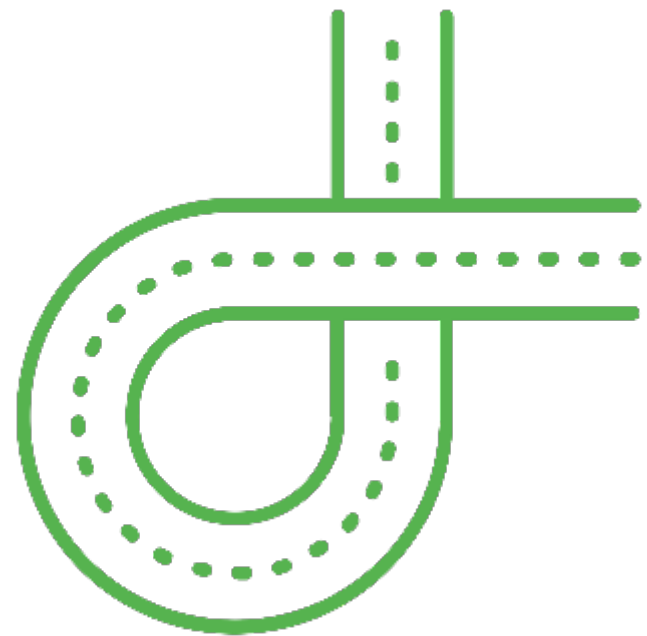
- Share timely speed reports with municipality, law enforcement and citizens
- Improve community relations
- Display speed reports on your website for public review



05

USE RADAR SPEED DISPLAYS TO CONDUCT MINI TRAFFIC STUDIES

✓ PROVE NEED FOR ROAD EXPANSION, TRAFFIC LIGHT OR SPEED LIMIT CHANGE



PLACE DISPLAY ON ROAD



RECORD NUMBER OF VEHICLES FOR TIME PERIOD



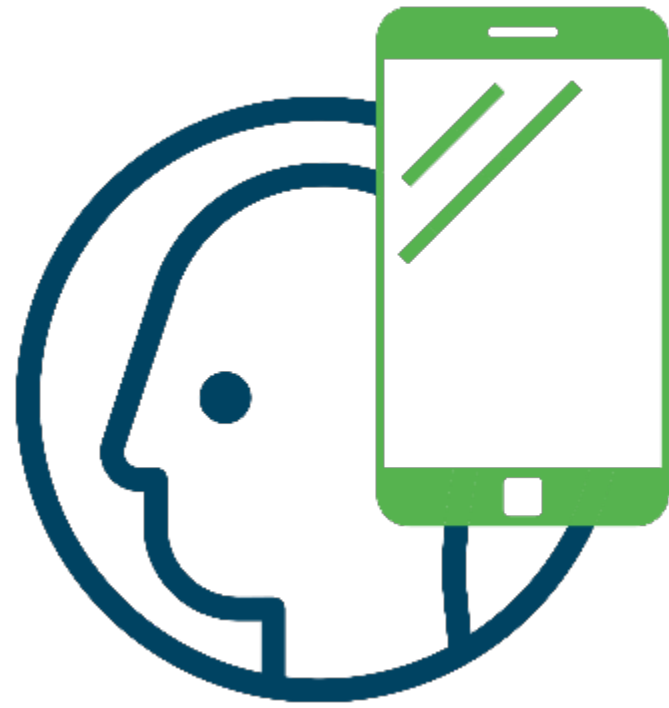
COMPILE TRAFFIC VOLUME REPORT FOR DOT

DEMONSTRATE THE NEED FOR FUNDING

- Collect benchmarking data for grant applications
- Measure success after program is in place



SCHOOL ZONE SAFETY



“

One in five high school students and one in eight middle school kids were distracted by a mobile device.

”

Safe Kids study



“

In Chicago from 2007 to 2011, nearly 1,700 children and youths ages 5-18 were struck by vehicles within about a block of a school.

”

Chicago Tribune study

AUDIBLE ALERTS SMARTZONE FOR SCHOOLS

- Radar Speed Displays with Audible Alerts
- Audible Alerts warn students
- Beacon flashes at speeder
- School Zone wrap and Your Speed sign
- Remote access to set schedules, Audible Alerts, beacon and speed limits
- Gather data to gauge safety levels



SAFE COMMUNITY EVENTS AND PARKING

CHALLENGE

1. Increased congestion at ballgames, school events, parades, concerts, etc.
2. No budget for more onsite personnel

SOLUTION: VARIABLE MESSAGE SIGNS

- ✓ Direct drivers to event location and parking
- ✓ Notify of delays, detours and road closures
- ✓ Calm traffic
- ✓ Event information: Dates, times, location, ticket info etc.



CONDITIONAL MESSAGING FOR TRAFFIC SAFETY

- ✓ Road Closures
- ✓ Emergency Information
- ✓ Variable speed limits
- ✓ Construction notices
- ✓ Messaging to students and drivers
- ✓ Weather and incident alerts
- ✓ Checkpoints



CONDUCT HIGH-VOLUME TRAFFIC STUDIES

VEHICLE COUNTER CLASSIFIERS FREE UP RESOURCES

- Non-invasive sensor technology
- Multi-lane, bi-directional
- Safe off-road installation
- Download device data



STATTRAK



CROSSTRAK

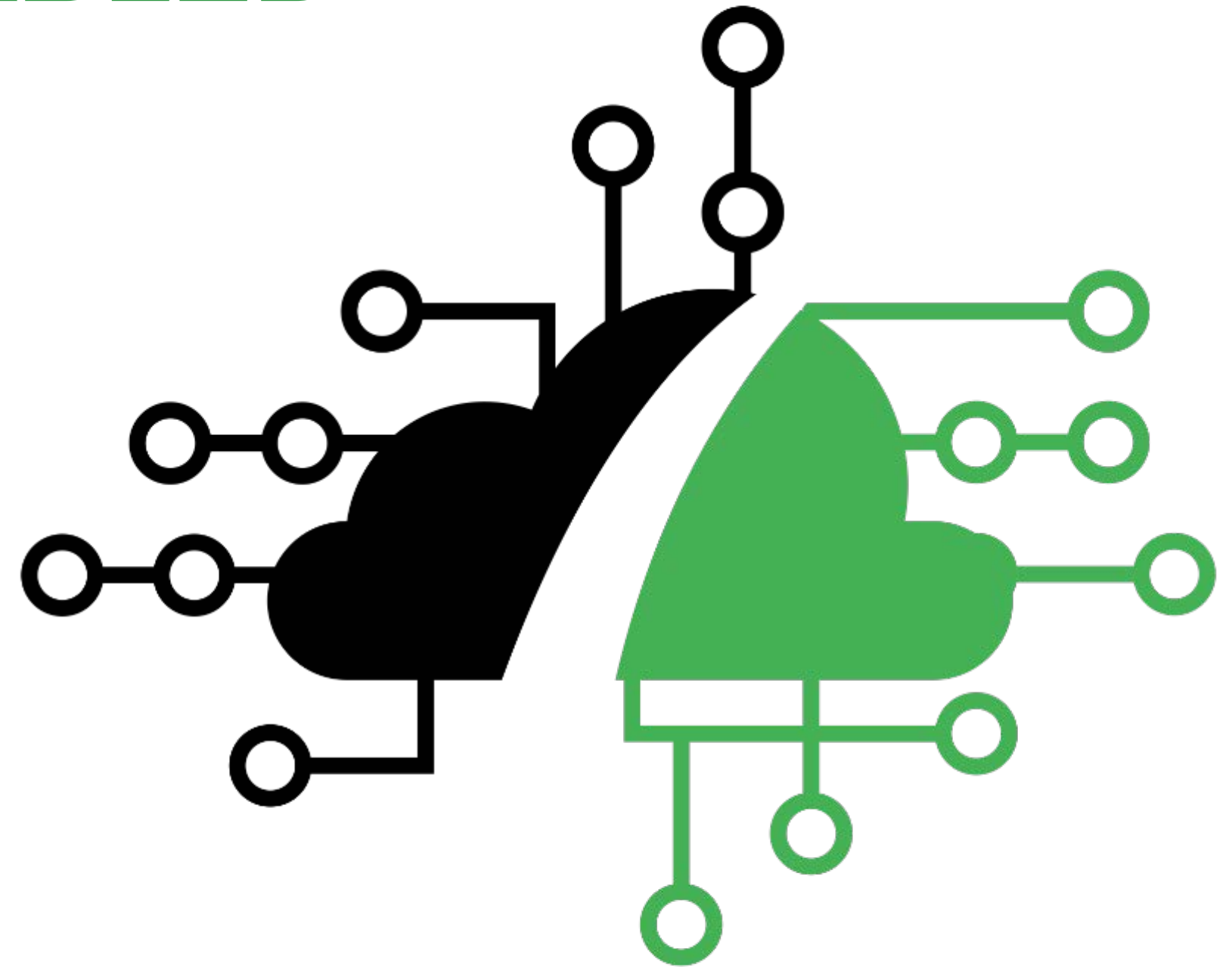


SPEEDLANE

VERSATILE WEB-ENABLED TRAFFIC DEVICES

BENEFITS

- Download data to Internet-ready device
- Collect, sort and manage data files
- Produce and share reports, charts and graphs
- Check batteries, monitor for tampering
- Receive alerts for speed, low batteries, tampering
- Change speed limit on sign or multiple signs
- Change messages remotely in real-time
- Track sign locations with GPS



VERSATILE WEB-ENABLED TRAFFIC DEVICES

BENEFITS

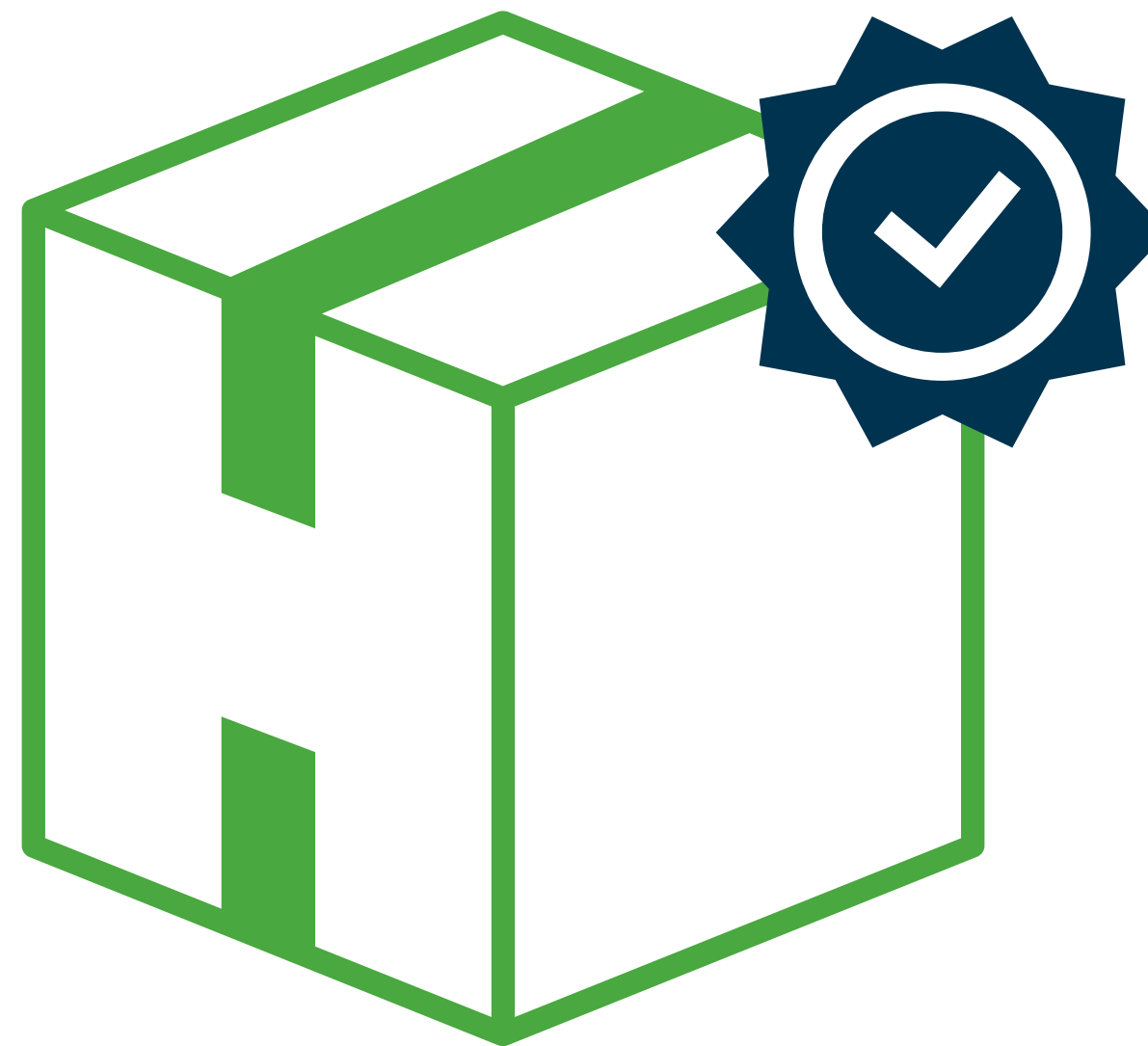
- Save time
- Don't have to drive to each sign
- Prioritize resources
- Insure data accuracy
- Prove funding need
- Measure results of safety programs
- Share timely info with drivers and pedestrians
- Know locations of all equipment



WE'RE HERE TO HELP

INDUSTRY-LEADING SOLUTIONS FOR INTELLIGENT TRAFFIC MANAGEMENT

- **SOLUTIONS** Intelligent traffic management for a connected world
- **PRODUCTS** Web-based radar displays, radar message signs and variable message signs
- **TRAFFICLOUD** All your equipment and data in one place



Q&A

THANK YOU

CONTACT US FOR A QUOTE

Visit us at AllTrafficSolutions.com

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