

ACTIONABLE TRAFFIC DATA FOR EFFECTIVE ENFORCEMENT

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Situated in the northwest quadrant of the greater Phoenix metropolitan area, Peoria AZ, has the distinction of being one of just three towns in the entire USA that span two counties. **Peoria Police Department**, with 300 sworn officers, is keenly focused on enforcement of traffic laws and responsiveness to the community, where the most common complaint is speeding. The department was looking for a modern, streamlined solution to quickly obtain actionable data on traffic at any location in Peoria.

CHALLENGE:

Getting Fresh Data on Traffic at Many Locations

“After our commander saw ATS radar signs at an industry conference, we acquired a Shield 12 radar speed sign and a SpeedAlert 18 (radar message sign),” explained Rick Hyde. As Vehicle Impound Coordinator for Peoria, Hyde’s responsibilities include maintaining the radar speed signs, deploying them to any location required, and maximizing the use of the data they generate.

“With other devices we used in the past,” said Hyde, “We’d have them up for a week, then we had to go collect their data recorders, and run them through the computer. Then I’d give the raw data to my sergeant, who would prepare the reports, and finally distribute them. It took up our time, and often the data was two weeks old before we had reports in hand and could act on them.”

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More efficient allocation of enforcement resources makes Peoria safer.

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SOLUTION:

From Complaint to Better Allocation of Enforcement

Peoria's two ATS signs were put on deployments of a week or longer at locations of speeding complaints and fed data automatically to ATS TrafficCloud® for near real-time analysis via ready-made reports. The data was immediately useful in separating mistaken complaints from true traffic problems. "Citizens usually complain after hearing sounds they perceive to be speeding, rather than actually seeing a speeder," said Hyde. "We know some vehicles are noisy at legal speeds, while a Tesla could race by and you'd never hear it."

The TrafficCloud reports also support the Peoria PD's decisions on allocating resources for enforcement.

"We are keenly interested in speed, traffic volume, the percentage who are speeding, and when the violations occur," said Hyde. "ATS signs give us that data we need to confirm where – and when – we have problems, so we can assign patrol officers, knowing their time will be productive."

BENEFIT:

Near Real-Time Response to Citizen Complaints

The TrafficCloud reports eliminate the work of downloading data from signs and manually building reports. "I can share report data very quickly with the city manager, city administrators, and my chain of command," Hyde said.

Peoria uses its Shield 12 in residential areas, and the SpeedAlert 18 on busier thoroughfares. "We install the ATS signs on poles wherever needed," said Hyde. "We installed the Shield on a tree once, and that actually worked fine."

According to Hyde, police commanders appreciate having the traffic data in near real-time. "The commander can be on the phone with a citizen, pull up the data from the



sign we deployed in response to their complaint, and say to the caller, 'I'm viewing the data right here, and you are right' or in many cases, 'Actually your street does not have a speeding issue'. When we explain the traffic data to complaining citizens, it works very well for our agency and for the community."

Community Response is Positive

The signs are popular with the community. "We have homeowner associations requesting they be placed inside gated communities to check on traffic behavior," said Hyde.

Partly in response to this demand, the Peoria Police Department plans to double its fleet of Shield and SpeedAlert radar message signs and link them to TrafficCloud. "We will assign two signs to the north end and the others to the south end of town, boosting our ability to analyze and respond to traffic issues," says Hyde.

RESULT:

Awareness, Precision Enforcement, and Community Safety

"Getting better traffic data, more quickly, in a form that we share and analyze easily, makes us more efficient in using police resources," said Hyde. "Motorists can lose awareness they are traveling fast. These signs are the best option. They give real-time feedback to drivers, we get reports in very close to real time, and our more efficient allocation of enforcement makes Peoria safer."

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