

## CASE STUDY: PARKING SOLUTIONS

# NATIONWIDE CHILDREN'S HOSPITAL

**ALL TRAFFIC**  
SOLUTIONS



Hospital improves safety in and around high-traffic parking facilities with web-enabled traffic signs.

Ranked as one of America's Best Children's Hospitals by US News and World Report, Nationwide Children's Hospital is a primary pediatric hospital in Columbus, Ohio, with more than 1,280 medical staff members and over 10,000 total employees.

With staff and visitors arriving at the main hospital campus around the clock, often in a hurry, maintaining the safety of parkers is a prime concern for Dan Yaross, Director of Security. Yaross needed an effective way to slow vehicles as they approached the parking facilities from the hospital's main road. After hearing of Cincinnati Children's Hospital's success with radar display signs from All Traffic Solutions (ATS), he knew he had found the solution he was looking for.

Nationwide Children's purchased the ATS Shield 12 radar display sign. The sign was first deployed in the staff garage where vehicles often entered and circled, traveling over the speed limit. It was programmed to flash when drivers approached at unsafe speeds.

"The results were very good," says Yaross. "The flashing lights really grab people's attention. People hit the garage gate and step on the gas. Once they see those strobe lights flashing, they hit the brakes."



The Shield 12 worked so well to calm traffic in the staff parking garage that the hospital purchased another ATS sign, this time a portable InstAlert 24 variable message display.

"We move the signs around the campus or on the roadway that we own right next to the hospital. You can see people slow down when they see signs. The signs are easy to program and are very intelligent. They have performed well for what we wanted them to do, which is to slow people down."

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### Signs Instruct Parkers Where to Go

In addition to enlisting the signs to calm traffic, Yaross programs the InstAlert 24 to display instructions to parkers as they approach the parking facility.

“When entering the two-lane garage, everyone played follow the leader—no one was using the second lane, which caused traffic to back up. We programed the sign to read ‘Please use both lanes’ along with an arrow, and it was very effective.”

Because InstAlert 24 is portable, Yaross often deploys it inside the visitors’ garage, as well, to instruct parkers to go straight rather than turn right, which used to cause backups and parking delays. The sign is hung from a ceiling beam so parkers can see it on the entry ramp and respond accordingly.

### Using Data to Report on Parking Outcomes

Yaross also likes the ease with which he can access data to run reports. His team recently used the data for a briefing with the hospital’s management committee to report on unsafe driving by employees. Reports furnished via the TraffiCloud cloud-based traffic management ecosystem, enabled the committee to review average traveling speeds, the number of vehicles traveling over the speed limit, and the hours where each garage experienced the greatest and fewest speeders.

By utilizing the ATS Shield 12 radar speed display and InstAlert 24 variable message sign, together with TraffiCloud’s robust remote functionality, Nationwide Children’s Hospital can more effectively manage its high-traffic parking facilities, improving both garage and road safety and reducing the time it takes for staff and visitors to park.

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