

DATA-DRIVEN TRAFFIC MANAGEMENT SOLUTIONS FOR SAFER ROADS



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THE SITUATION

If every police department in the nation were polled, they'd all say just about the same thing: "We have way more people to answer to. The population has doubled, tripled, or quadrupled over recent years, but my department size hasn't increased. We've got the same amount of personnel, but our budgets have been slashed. They're expecting us to do more and more with less and less." These factors result in an increase in service calls and, unfortunately, an increase in response times. All the while, there is significant top-down pressure to handle every call as quickly as possible. Typically, the reaction is to just throw more officers into the field. But is that really the best solution?

In this paper, we will examine a different approach—that centers around using traffic data and turning it into traffic intelligence—to tackle challenges faced by law enforcement and make it easier and more cost-effective to achieve traffic management and safety goals.



Technology Holds the Key

When we examine how traffic safety programs are currently managed—the tools, the resources, the personnel that are devoted to the cause—we usually find that it isn't nearly as efficient as it could be. Because a lot of departments operate under the motto, "If it ain't broke, don't fix it," things tend to remain the same over time, even though the technology and the means to handle some of your biggest challenges have changed for the better. It's time to modernize. As individuals, we've come to rely heavily on technology in our personal lives, so doesn't it make sense for police departments to integrate technology into operations as well? The truth is technology can be used to make tasks easier and more efficient, to address a wider range of challenges in a streamlined fashion and to create positive, lasting changes for law enforcement and the communities it serves.

To streamline traffic management operations, you need to start with a central platform, rather than the patched-together systems we often see. The platform needs to be open, flexible and cloud-based so that you can access it from anywhere via computer, tablet or smartphone. It needs to be able to work with your existing equipment and adapt to work with new technology going forward.

That's the philosophy behind All Traffic Solutions' web-based traffic management solution known as TrafficCloud™. TrafficCloud helps law enforcement by streamlining processes and providing decision makers the ability to gain real traffic intelligence—information that is gathered in one central location, shows departments how, when and where to deploy enforcement personnel, how to best utilize speed equipment, and how to make the absolute most of limited resources.

The data collected and stored in

TrafficCloud is essentially evidence, and when evidence is manageable and actionable, it's meaningful. The traffic data that TrafficCloud collects and analyzes in ready-to-download reports provides exactly what your traffic safety programs need. Metrics in those reports show how you can best deploy resources where they will have the most impact. Speed summaries collected at specific locations address the community's concerns about traffic calming. Graphs allow departments to identify the areas that may require additional enforcement.

All decisions can be backed up using data as evidence to prove need as well as to demonstrate positive results to your efforts. As improvements become apparent, traffic programs gain widespread acceptance. Generally, that acceptance comes as a result of a reduction in complaints and response times. It's noticed by citizens and supported by clear documentation.



Practical Applications for Law Enforcement

Speeding complaints are known as the bane of all law enforcement because, historically, they've been really difficult to address. The complaints come in, and no matter what officers do, the complaining citizen is never happy. Not to mention, taking time to monitor speed on a given road to determine if a complaint is warranted and not simply a perception issue takes personnel away from other pressing duties. What we have found, however, is that providing efficient, effective tools to respond to speeding complaints actually gives law enforcement an opportunity to have more positive interactions with the community. Basically, when complainants' concerns are heard and then the department follows up, providing them with the results of a speed study regarding their complaints, the outcomes are great. Citizens are satisfied that police are listening and making roads safer, and police departments are building positive relationships with the public.

The tools to make that happen are traffic data reports.



An InstAlert 24 variable message sign mounted on an ATS 5 trailer is an effective and portable traffic calming method. Messages can be changed remotely and the trailer can be equipped with ALPR for additional enforcement capability.



Best Practices

Through our extensive experience working with law enforcement across the country, we have determined three best practices that center around implementing a consistent data-driven traffic management program that drives lasting results.

#1 DOCUMENTATION

Documentation is key. For traffic complaints, your department should create a log and assign incident numbers to each case. Record the date an officer responded and the name and contact information of the complainant. Also, record the date that you review the related traffic data and the date on which the complaint is resolved with the complainant.

#2 DATA COLLECTION

Since resources are stretched and it can be both difficult and costly to send an officer with Lidar equipment to every location in question, you can deploy a portable radar speed sign that operates in “stealth” mode to collect speed data over a set period of time, and use that data to generate a report to confirm—or refute—that there is a speeding problem. All Traffic Solutions makes portable web-enabled radar signs that weigh as little as 12 pounds and can be moved easily to the next location. They connect to the TrafficCloud web-based remote management service, which eliminates both traffic data file management and manual data collection. You can generate and share reports over the Internet via email with management and other agencies. You can do all this without ever physically going to the sign, except to move it or to change batteries.

Following are examples of some of the easy-to-read, graphical reports you can generate through TrafficCloud.



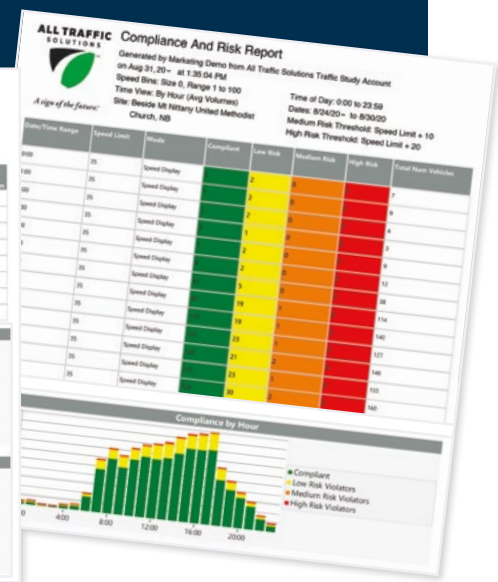
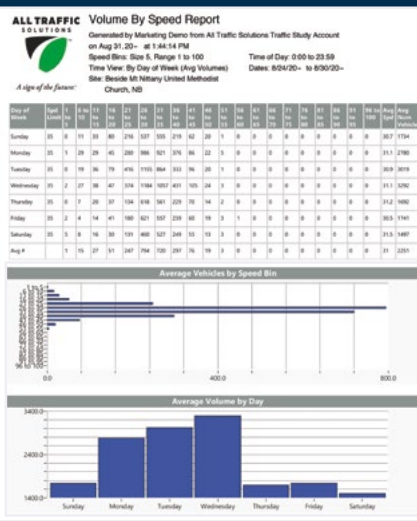
ALL TRAFFIC SOLUTIONS Enforcement Priorities Report
Generated by Marketing Demo from All Traffic Solutions Traffic Study Account
on Aug 31, 20- at 1:56:38 PM
Speed Bin: Size 0, Range 1 to 100
Time of Day: 0:00 to 23:59
Date: 8/24/20- to 8/30/20-
Park Results By 85% Speed
Site: Beside Mt Victory United Methodist Church, NB
Violation Threshold: Speed Limit + 10

A slice of the future:

#	Site	Day of Week	Time	Speed Limit	Average Speed	Average Violator Speed	85% Speed	Average # Violators	Average # Vehicles
1	Beside Mt Victory United Methodist	Saturday	12:00 - 13:00	35	32.0	47.0	40.0	124.0	4.0
2	Beside Mt Victory United Methodist	Tuesday	5:00 - 6:00	35	32.0	0.0	39.0	20.0	0.0
3	Beside Mt Victory United Methodist	Saturday	13:00 - 14:00	35	33.5	51.0	36.5	112.0	1.0
4	Beside Mt Victory United Methodist	Sunday	17:00 - 18:00	35	31.0	0.0	36.0	190.0	0.0
5	Beside Mt Victory United Methodist	Monday	6:00 - 7:00	35	33.0	0.0	36.0	42.0	0.0
6	Beside Mt Victory United Methodist	Monday	23:00 - 24:00	35	33.0	49.0	36.0	20.0	1.0
7	Beside Mt Victory United Methodist	Tuesday	23:00 - 24:00	35	32.0	48.0	36.0	26.0	1.0
8	Beside Mt Victory United Methodist	Wednesday	14:00 - 15:00	35	31.0	48.0	36.0	280.0	1.0
9	Beside Mt Victory United Methodist	Wednesday	21:00 - 22:00	35	32.0	47.0	36.0	81.0	3.0
10	Beside Mt Victory United Methodist	Thursday	8:00 - 9:00	35	31.0	45.0	36.0	141.0	3.0
11	Beside Mt Victory United Methodist	Thursday	9:00 - 10:00	35	32.0	48.0	36.0	117.0	2.0
12	Beside Mt Victory United Methodist	Thursday	18:00 - 19:00	35	33.0	0.0	36.0	82.0	0.0
13	Beside Mt Victory United Methodist	Thursday	7:00 - 8:00	35	32.0	0.0	37.5	37.0	0.0
14	Beside Mt Victory United Methodist	Saturday	16:00 - 17:00	35	32.5	0.0	37.5	111.0	0.0
15	Beside Mt Victory United Methodist	Sunday	9:00 - 10:00	35	31.0	47.0	37.0	87.0	2.0
16	Beside Mt Victory United Methodist	Sunday	13:00 - 14:00	35	31.0	48.0	37.0	131.0	3.0
17	Beside Mt Victory United Methodist	Sunday	14:00 - 15:00	35	30.0	47.0	37.0	188.0	3.0
18	Beside Mt Victory United Methodist	Sunday	16:00 - 17:00	35	31.0	47.0	37.0	87.0	1.0
19	Beside Mt Victory United Methodist	Monday	8:00 - 9:00	35	30.0	47.0	37.0	181.0	2.0
20	Beside Mt Victory United Methodist	Monday	9:00 - 10:00	35	31.0	0.0	37.0	145.0	0.0
21	Beside Mt Victory United Methodist	Monday	12:00 - 13:00	35	32.0	45.5	37.0	199.0	2.0
22	Beside Mt Victory United Methodist	Monday	13:00 - 14:00	35	31.0	46.0	37.0	186.0	2.0
23	Beside Mt Victory United Methodist	Tuesday	12:00 - 13:00	35	31.0	49.5	37.0	176.0	4.0
24	Beside Mt Victory United Methodist	Tuesday	17:00 - 18:00	35	31.0	0.0	37.0	280.0	0.0
25	Beside Mt Victory United Methodist	Wednesday	23:00 - 24:00	35	32.0	52.0	37.0	24.0	1.0

The Enforcement Priority Report allows you to select locations and identifies the average number of violators and their average speed at that location on different days of the week and hours of the day. The report ranks results for you so personnel can be deployed more efficiently.

You can also group locations and rank them together in a single report.





#3 FOLLOW UP

After reports are examined and a complaint is either deemed to be valid, requiring additional action, or proven to be a false alarm, the citizen should be notified. Your department can follow up with either an email or a letter stating when an officer visited the scene, that a traffic study was conducted, and the results of the study. Because of the information recorded and the data collected as evidence through TrafficCloud, you can provide the citizen with sufficient information in the form of data, and the complaint can be cleared.



Use Data to Secure Funding

Budget requests are more likely to be funded if the need can be proven to support the request and if evidence of success can be demonstrated after the request is granted. Decision makers and department heads love to see data that supports claims for funding. It makes their jobs easier, and when data as evidence is shared with the public as discussed above, citizens are more satisfied with their local governments.

When it comes to grants, the funding is great, but the process is very hard. Larger departments will often enlist professional grant writers to handle the process. Smaller police departments who can't afford outside help are tasked with writing grant applications in-house and are often intimidated. The good news is, traffic data provides exactly what is needed to justify grant requests, and not only that, but once the grant is awarded, the data stored in TrafficCloud makes it easy to meet those ongoing grant reporting requirements.

Sharing Data

Traffic data is not just for law enforcement. As budgets are stretched and resources are pooled, cooperation among multiple departments within city and town governments is important as well as mutually beneficial. Government agencies often notice this trend when applying for grant funding. Many of the really high-dollar grants require multi-agency participation, and that can be difficult when not all agencies share the same mindset or commitment to the partnership. By sharing traffic data with other agencies, partnerships can be formed, and groups can work together toward funding solutions that benefit everyone.

Not only that, but sharing data that is current and accurate within a department and with its surrounding agencies forms alliances that profoundly impact the safety and well-being of our communities.

Traffic intelligence enables coordination between traffic engineers who design roadways, public works departments who manage all the signage and road marking, and police departments who are responsible for traffic calming and enforcement.

If there's an area that experiences a lot of accidents annually, maybe that's because the road markings or signs are inadequate, or because the speed limit is too high, or because the intersection signal timing is too rapid. There are a number of reasons why those accidents may be occurring that have little to do with policing. Sharing traffic data helps departments share in the burden and responsibility of calming traffic, reducing accidents, and making roadways safer for the public.



Conclusion

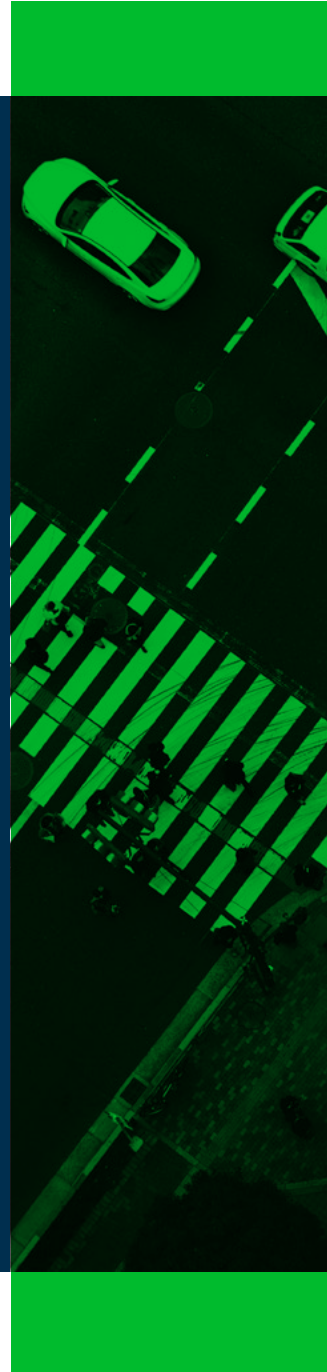
Police work related to traffic management and safety continues to be a challenge that is not going to become easier as the population continues to grow. By embracing new technology, new devices and a new approach, law enforcement can be more effective in speed enforcement and traffic calming and safety while building stronger bonds with the community and other agencies.

Going in a new direction and taking risks are never easy, especially in the police culture. By trusting the evidence contained in accurate traffic data, law enforcement can have a significant impact on improving safety in the communities it serves.



Ask us for a personal demo of **TraffiCloud™**, our traffic management solution that lets you control your traffic devices and data from any Internet-ready device 24/7, providing a new level of awareness while reducing the amount of time needed to manage your equipment and information.

Call 866 366 6602 or email us at sales@alltrafficsolutions.com or visit [online](#).



ALL TRAFFIC SOLUTIONS



All Traffic Solutions delivers cloud-based traffic management solutions, including radar speed and variable message displays, imaging products and intelligent transportation systems for law enforcement, transportation and communities.

Our innovative TraffiCloud™ traffic management platform is changing the way communities solve their most complex traffic, transportation and parking challenges by allowing them to manage all their traffic equipment remotely, as well as leverage data to increase traffic safety, streamline their operations and achieve lasting results.