

BUILDING THE CASE FOR NEW RADAR SPEED DISPLAYS



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About This Guide

You may know all the ways that radar speed displays could help you to calm traffic, gather speed data and make roads safer, but how can you prove your case to your budget-holders?

This guide provides you with information you can use in your presentation or proposal to enable you to build a strong case for the purchase of radar speed displays for your community. We've also included information about the advantages of the portable, web-enabled SpeedAlert 24 radar speed display from All Traffic Solutions.

Radar speed displays offer many benefits to our community

"Seeing radar speed displays in use in our community demonstrates that law enforcement is doing something positive to make roads safer. That's good for community relations. "

Over ninety percent of most communities' interaction with law enforcement is related to traffic—whether that's by being pulled over, seeing a police car monitoring traffic from the side of the road or when residents call to report that too many vehicles are speeding on their street. Traffic affects residents' daily lives and, for many, it's a high-priority issue.

Variable radar message displays, like the SpeedAlert 24 from All Traffic Solutions, can benefit the community and the Department or Agency as a whole. They provide an accurate picture of what is happening on our roads related to speed and volume. Because the SpeedAlert 24 is both portable and web-enabled, it gives us many advantages over other displays, and can be deployed in different situations to support our community's traffic safety mission.



The SpeedAlert 24 is highly effective for:

- Calming traffic on our neighborhood roads
- Alerting drivers to slow down in school zones, work zones and near parks
- Gathering data for quick speed studies
- Gathering data in stealth mode to record true driver behavior

SPEED ENFORCEMENT

- The devices provide immediate radar feedback to drivers to show how fast they are going.
- Most drivers are unaware that they are speeding, and seeing their speed on the display is a gentle reminder that they need to slow down.
- We can program speed-dependent messages to display. For example, a speeding driver could see SLOW DOWN or TOO FAST as they pass, while non-speeders could see HAVE A NICE DAY or DRIVE SAFE.
- We can program the signs to blink when drivers go over the speed limit by a certain percentage, or program optional red and blue strobe lights that flash when drivers go over the speed limit by a higher amount.

SAVE FUNDS AND OPTIMIZE RESOURCES

- The SpeedAlert 24 provides passive speed enforcement on our roads so that officers can be deployed elsewhere where they're needed most.
- They will save the department money by saving on officer overtime costs related to traffic enforcement.
- We will be able to strategically deploy our officers during peak violator times for maximum traffic enforcement per hour spent on the road.
- We can deploy the devices to gather speed data in response to a citizen or HOA complaint.
- We can run quick reports in TrafficCloud to rank our enforcement priorities for a specific location where we have the most speed violators, by date, time and day of the week, so we can deploy resources when and where they are needed most.



SAVE FUNDS AND OPTIMIZE RESOURCES (cont'd)

- We can deploy the devices to run speed studies. We can gather speed and volume data accurately and safely, and run reports to support a request for an official traffic study
- We can program our signs remotely to change variable messages, speed limits for specific times of the day or day of the week, to check batteries and check for tampering, and confirm their locations.
- The Speed Alert 24 can also be used as a full matrix variable message board anywhere we need to communicate with the public.
- The signs are portable, which means we will use them more often and maximize our investment.
- The signs are versatile, and mount quickly and easily on post, pole, vehicle or trailer for a variety of applications.

TRAFFIC GRANTS

- We can run speed and volume reports using data gathered by the SpeedAlert 24 to submit with our grant applications for traffic devices and safety-related initiatives.
- Reports can also be used to satisfy documentation requirements for submitting results data in conjunction with grants we have already received.

AUTOMATIC DATA COLLECTION AND REPORT GENERATION

- We can gather data remotely, run reports fast and share them with the community resource officers to help clear complaints, and share with the community to improve community relations.
- Our department spends a good deal of time with file management. We can save time by gathering data with the SpeedAlert 24 and uploading it automatically to TraffiCloud, All Traffic Solutions' web-based traffic management system. TraffiCloud stores all our data for access and reporting any time we want.
- No more driving to our sign to collect data because we can download data anytime, from anywhere with an Internet connection and web browser.
- We can generate reports in seconds and distribute them via email and even scheduled reports to be emailed at specific intervals to stakeholders such as senior management, community relations officers, and other agencies.
- Reports are customizable by dates, day of the week, time of day, 85th percentile, number of violators per hour, average speed traveled, average violator speed, road volume, and location.
- Many of the reports include color graphs and charts which makes it easier to spot trends, anomalies and problem areas



Extended Speed Summary Report

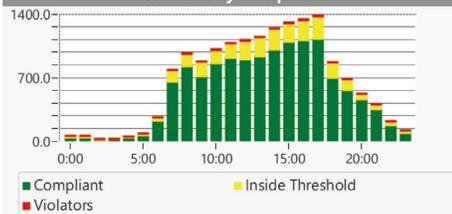
Generated by Marketing Demo from All Traffic Solutions Traffic Study Account on Aug 31, 20-- at 2:57:24 PM
 Site: Beside Mt Nittany United Methodist Church, NB
 Time of Day: 0:00 to 23:59
 Dates: 8/24/20-- to 8/30/20--

Overall Summary

Total Days of Data: 7
 Speed Limit: 35
 Average Speed: 31.05
 50th Percentile Speed: 30.50
 85th Percentile Speed: 35.86
 Pace Speed Range: 26 to 36
 Minimum Speed: 5
 Maximum Speed: 57
 Display Status: Displayed Vehicle Speeds
 Average Volume per Day: 2235.0
 Total Volume: 15645

Hours	Sign Mode	Speed Limit	Total # Vehicles	Total # Violations	% Violations	Avg # Vehicles	Avg # Violations	Minimum Speed Recorded	Maximum Speed Recorded	Avg Spd	50% Spd	85% Spd	Sign Effectiveness
0:00	Speed	35	54.0	1.0	1.9 %	6.8	0.1	9.0	47.0	31.0	29.3	35.0	59.5 %
1:00	Speed	35	52.0	1.0	1.9 %	8.7	0.2	22.0	46.0	32.0	30.4	34.4	70.4 %
2:00	Speed	35	25.0	2.0	8.0 %	3.6	0.3	26.0	46.0	36.7	35.6	39.7	63.7 %
3:00	Speed	35	20.0	0.0	0.0 %	3.3	0.0	18.0	44.0	30.8	29.3	34.5	65.0 %
4:00	Speed	35	51.0	2.0	3.9 %	8.5	0.3	18.0	50.0	32.2	30.5	35.6	68.8 %

Volumes by Compliance



Sign Effectiveness



IMPORTANT TRAFFIC SAFETY STATISTICS

Statistics are an effective way to drive home your points related to traffic safety. It's a good idea to include pertinent stats in your presentation or proposal.

- The chance of a person dying as a result of being struck by a vehicle decreases 5 percent when the speed of the vehicle is just five mph lower. But if you double the vehicle speed from 20 mph to 40 mph, the chance of death skyrockets to 85 percent. Slowing traffic by even five mph saves lives and reduces the number and severity of accidents. (National Transportation Safety Board 2017 study)
- The risk of fatality is four to five times greater when a driver travels at 40 mph than at 30 mph. (London DOT study)
- A 2017 study presented at the University of California at Berkeley found that for every one percent increase in speed, a driver's chance of an accident increases by two percent, the chance of serious injury increases by three percent, and the chance of a fatality increases by about four percent

Statistics related to radar speed displays:

- Radar speed displays have as much as a 72% effectiveness rate in slowing vehicles down and keep citizens safe from speeding
- Radar speed signs have a lasting effect on traffic calming. In a 2004 Texas Transportation Institute study, the average reduction in vehicle speed four months after a radar speed sign was permanently installed in a school zone was 9 mph.
- All Traffic Solutions customers are seeing reductions in speed of as much as 23% and more after installing a radar speed display

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TRAFFIC CALMING IN SCHOOL ZONES

- Thousands of children are injured or worse each year when struck by vehicles speeding in school zones. We need an effective, lasting solution to protect students and pedestrians.
- We currently receive _____ complaints from citizens each year regarding vehicles speeding through school zones, which indicates we could have a significant issue we need to address.
- Placing a SpeedAlert 24 radar message display within a 20 mph school zone will have an immediate impact on the number of school zone complaints received by the Traffic Unit each year.
- We will have the ability to program our sign messages, speed settings, and strobe features for school zone hours only, and turn them off during vacation days or months, or when school is closed for any reason.
- The radar speed displays are highly visible and demonstrate that we are working towards improving school zone traffic safety.
- We can use our signs similarly in areas approaching work zones to slow drivers down as they drive through the area.

NOTE:

All Traffic Solutions also offers a SmartZones for Schools radar speed display with Audible Alerts that sounds an effective warning to students when a speeding vehicle approaches. They come equipped with a yellow “School Zone” wrap and a “Your Speed” sign to display vehicle speeds as they pass. Like the SpeedAlert 24, the signs mount easily on pole, trailer or vehicle. They can be integrated with beacons you already own, and both the Audible Alerts and the beacons can be programmed to activate at certain speeds and on specific days and times.



MESSAGING CAPABILITIES

- Because the Speed Alert 24 also functions as a **full matrix variable message board**, we can use devices in many situations where roadside messaging is required, such as:
 - Direct traffic at events
 - Inform the public of delays, adverse road conditions and inclement weather
 - Broadcast emergency alerts
 - Display public service announcements
- Using TraffiCloud's remote messaging capabilities we can respond to any situation in real time.
- Messages can be stored in TraffiCloud for future use, without having to reenter the information each time.
- We can utilize the signs on any size street as well as on fast-traffic roadways.



Next Steps

If you would like more information on the **SpeedAlert 24** or **SmartZones for Schools** radar speed displays, or any of our web-enabled traffic devices or traffic management solutions, visit AllTrafficSolutions.com.

Request a quote.

Ask us for a personal demo of **TraffiCloud™**, our traffic management solution that lets you control your traffic equipment 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. For more information on how a web-enabled radar speed display can help with your traffic calming challenges, talk to an ATS traffic management specialist.

Call 866 366 6602 or email us at sales@alltrafficsolutions.com



TraffiCloud leverages our patented technology (US Patents 8,417,442; 8,755,990; 9,070,287; 9,411,893) to deliver unique cloud-based management, features and functionality.

All Traffic Solutions is a leading innovator of cloud-based traffic management solutions that help government agencies, organizations and communities solve their most complex traffic, transportation and parking challenges.

Our patented **TraffiCloud™** platform allows our customers to reduce costs, maximize resources, enable proactive decision making and achieve even better traffic safety and efficiency outcomes.

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