



SMALL POLICE UNIT RESOLVES COMPLAINTS, KEEPS TRAFFIC AT 25 MPH

“Hilltown” is a small, residential village in California’s San Francisco Bay area with two dedicated traffic officers and a top speed limit of 25 mph throughout the town.

Like many towns large and small, as Hilltown’s population has grown, traffic has increased significantly. Hilltown needed a traffic calming solution to maximize resources and calm traffic effectively.

“Our number one complaint is speeding,” explains the Police Captain dedicated to traffic control. “We’ve had visible jumps in the volume of traffic in recent years as the population increased and more people commuted through town.”

“We can quickly produce detailed TrafficCloud reports and show residents definitively whether or not there is a speeding problem.”

Hilltown Police Department

Shield 15 portable radar speed signs from All Traffic Solutions (ATS), mounted along the town’s busier streets since 2015, keep drivers aware of their speed in those areas. “The strobe and flashing driver speeds ensure that everyone knows the speed limit is 25 MPH,” says a traffic officer.

For flexible traffic calming and communication anywhere in the village, Hilltown evaluated the solar-powered ATS SpeedAlert 24 trailer-based unit.

The traffic captain liked its maneuverability, lighter weight, battery life, and access from anywhere via ATS TrafficCloud™ remote management software. Hilltown acquired one SpeedAlert trailer and maximized its potential with TrafficCloud, which is also a system for reporting and analyzing data from radar signs.

These days, Hilltown Police Department keeps traffic moving safely with 11 Shield 15 radar speed signs, a portable SpeedAlert 18 radar message sign and the SpeedAlert 24 speed trailer from ATS, along with time-saving ATS TrafficCloud software.

Police Save Time with Ready-made Reports

TrafficCloud enables remote access and management of Hilltown’s ATS signs, including changing the messages and checking batteries. “Beyond collecting



data on traffic volume, speed, and time of day, I can change the three-line message display right from my desk,” explains the captain. “It’s easy to deliver information on the street directly to drivers about traffic congestion, accidents, or special events.”

Accurate, ready-made TraffiCloud reports provide additional value to Hilltown Police and city government. The City Engineer, for example, requested traffic data to plan a project. “The Engineer was definitely surprised to receive the full report from me, five minutes after he phoned to ask for it,” said a traffic officer.

“Residents would protest loudly if the pole-mounted Shield radar signs were taken down.”

Hilltown Police Department

Easy Deployment and Solar Power

“The ATS trailer sign is lighter than other models and really easy to deploy on the scene. We have two traffic officers, either of whom can deploy and operate the SpeedAlert trailer alone.”



The Hilltown Police Department added an LPR (license plate reader) to the SpeedAlert. “Now the trailer serves two purposes, calming traffic and looking for stolen cars or other cars involved in criminal activity.”

Using the solar option, the SpeedAlert 24 trailer is deployed for long periods without a recharge, even when running a license plate reader. Hilltown officers say that even with the supplemental LPR running, Hilltown’s SpeedAlert operates six full days before needing a battery charge – or indefinitely if the LPR is off, given a typical amount of sunshine.

Positive Engagement with the Community

The community response to Hilltown’s use of ATS equipment and software has been very positive. “With the trailer in place,” says the traffic captain, “We can quickly produce TraffiCloud reports which show residents definitively whether or not there is a speeding problem.”

The ATS Shield deployments have had outstanding results. “We definitely notice a positive response to the signs,” said a traffic officer. As for the SpeedAlert 24, a contractor who works throughout Hilltown approached the traffic officers to say, “I see that cars really slow down when that trailer sign flashes at them.” Based on its effectiveness for traffic calming and communication, Hilltown plans to acquire a second SpeedAlert 24.

Data-enabled Collaboration with Other Towns and Counties

The county in which Hilltown is located encourages proactive information sharing between agencies. The Hilltown Police Department has informed other agencies about the performance of its ATS radar speed signs and solar-powered trailer and recommended them along with TraffiCloud reporting and remote sign management.