



# POLICE IN MILWAUKEE SUBURB USE TRAFFICLOUD DATA FOR BETTER ENFORCEMENT

## STIUATION

Greenfield, Wisconsin, a low-density suburb of Milwaukee, is home to about 37,000 residents. Many commuters drive through Greenfield each day, filling the town’s main thoroughfares. Speeding complaints from residents are often sparked when frustrated commuters travel through one of the city’s many residential areas. Greenfield’s police force of 60 does not have a dedicated traffic enforcement unit, so every officer may be involved in traffic control.

## SOLUTION: PORTABLE RADAR SIGNS AND REAL-TIME DATA

To reduce its reliance on antiquated speed warning equipment, Greenfield acquired a SpeedAlert 24 speed trailer, a SpeedAlert 18 radar message display and two Shield 12 radar signs from All Traffic Solutions (ATS). Greenfield also subscribed to the ATS TrafficCloud service for remotely managing all three devices, receiving their data, and delivering it via ready-made downloadable reports.



## FAST, EASY DEPLOYMENT

For Patrol Sergeant Matt Borchart, his first experience with the ATS equipment was deploying the units the field. “They are incredibly easy to use and move. It takes just one person to get the SpeedAlert 24 up and running,” he said. “We move the ATS signs and trailer around as needed, responding to complaints about speeding in a particular area.”

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The Extended Speed Summary Report shows that when the ATS sign is switched on, up to 76% of vehicles slow down as they approach...

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Patrol Sergeant Matt Borchart  
Greenfield, WI Police Department



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Our ATS equipment and software enables us to respond better to public concerns and fulfill our commitment to keep the community safe...

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Patrol Sergeant Matt Borchart  
Greenfield, WI Police Department



## USING TRAFFICLOUD TO ADDRESS SPEEDING CONCERNS

"With our main thoroughfares, we are concerned with the high traffic volumes coupled with relatively low posted speed limits. Commuter through traffic on residential streets tends to trigger speeding complaints," says Borchardt.

The Greenfield Police Department typically deploys a radar sign to the site of a citizen complaint. In some cases, they start by switching off the display and using the sign in stealth mode for two weeks to gather statistics and determine if and when there is a chronic speeding problem.

After collecting sufficient data with the display in stealth mode, Greenfield PD then switches it on to calm traffic. They may leave the ATS sign or trailer in speed display mode for up to several weeks, making sure all habitual users of the street are aware of speed limits. "We can pull traffic data from TraffiCloud at any time to see the location(s), hours, and scope of speeding problems," said Borchardt.

Greenfield PD can then determine where to direct patrols, to ensure that officers' time results in productive enforcement. "There's tremendous value in these reports being very easy to share," said Borchardt. "I can pass them to the assistant police chief, and we have the ability to generate these reports for whoever may request them."

## OUTCOME: ATS RADAR SIGNS SLOW TRAFFIC

Simply deploying an ATS Shield or SpeedAlert unit has a calming impact. "Even with the sign displays switched off, we see vehicles slow down as they approach. In one location, 25% to 55% of drivers – depending on the time and conditions - slowed down as they approached the ATS sign," says Borchardt.

Switching the radar flash warning on has a more dramatic effect. Borchardt noted, "The TraffiCloud Extended Speed Summary Report shows that when the sign is switched on, up to 76% of vehicles slow down as they approach." These results held true in multiple locations from an extended time sample in Greenfield.



## EASE OF USE AND SUPPORT

Borchardt found TraffiCloud straightforward to learn. "I was able to navigate TraffiCloud with barely any help, and there are instructional videos online if I need them. ATS resolved my questions remotely, which was very convenient for us."

## THE VALUE OF DATA FOR ANALYSIS AND COMMUNITY SAFETY

The easy deployment, fast access to detailed traffic volume and speed data, and the help in answering community concerns while allocating police resources very productively has made the ATS signs and TraffiCloud increasingly valuable to Greenfield Police Department.

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