



TRAFFICLOUD DATA GIVES SMALL-CITY POLICE A FORCE MULTIPLIER

Cedar Hill, Texas is a town of nearly 49,000 residents in Dallas County. Its police force has relied on All Traffic Solutions (ATS) radar speed signs and TraffiCloud® technology for several years. The accurate, cloud-delivered reports allow Cedar Hill Police Department to deploy patrol officers for maximum efficiency.

CHALLENGE: LEGACY EQUIPMENT COLLECTED NO DATA

Cedar Hill police officers were pleased in 2015 when their Police Department (CHPD) traded up to ATS Shield 12 radar speed signs from a different brand weighing 50 pounds. "Setting up our previous signs required two officers," says Chief Chad Cooley. "It was cumbersome and didn't give us speed or volume measurement."

Previously, CHPD relied on road-tube traffic counters, but the accuracy and reliability of data they provided was unknown, reducing confidence in reports.

SOLUTION: CONNECTED RADAR SIGNS GATHER ESSENTIAL DATA

In 2017, CHPD subscribed to ATS TraffiCloud for reporting and analysis that accurately pinpoints locations and times of chronic traffic issues. TraffiCloud reports contribute significantly to overall traffic safety, and even help the town of Cedar Hills predict road wear, to plan road repaving.

OFFICERS IN THE RIGHT LOCATIONS AT THE RIGHT TIMES

CHPD officers use TraffiCloud reports to schedule their positioning and timing based on the latest traffic findings and enforcement priorities. "We can now dedicate our resources more effectively," says Cooley. "Our traffic officers go through the priorities and schedule their time down to the hour because they know where they need to be."

Making the most of limited staff is important in Cedar Hill, which has four traffic enforcement motorcycle officers. Cooley emphasizes the gains from data-driven targeting of specific areas and times. "The TraffiCloud data is like a force multiplier for our team."



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Chief Chad Cooley
Cedar Hill Police Department

USING THE SPEEDALERT TRAILER FOR DRIVER NOTIFICATIONS

CHPD first deployed their SpeedAlert 24 speed trailer with flashing strobes for a holiday event that draws 3000 people to Cedar Hills' downtown square. A variable message sign, the SpeedAlert 24 also alerted drivers that an unmarked pedestrian crosswalk was ahead. The flashers immediately got drivers' attention if they did not slow down upon approach.

FLEXIBLE COMMUNICATION TO DRIVERS FROM ANYWHERE

Sign messages are easy to upload for CHPD. When deployed near City Hall, the trailer's speed-dependent message usually says, "Welcome to Cedar Hill. Thanks for driving safely". A warning message flashes instead if a vehicle is speeding.

The SpeedAlert 24 can also remind motorists to "Use Your Brakes" as they start down a hill. "The uses are limitless," says Cooley. "At high school football games, the SpeedAlert 24 helps direct visitors to parking areas. I can change the sign messages from anywhere, and it displays within 15 minutes – sometimes almost immediately."

SPEEDERS VS. SPEEDING PROBLEMS

"Before we dedicate resources to a location, we evaluate the situation with an ATS Shield or SpeedAlert unit to confirm there's a real issue. We deploy a radar speed sign for a week to each location identified in a complaint, then run reports to determine whether there's a need for targeted enforcement," says Cooley, adding, "The Shield units are great on smaller roads, help us resolve complaints quickly and show the community their police department is committed to traffic safety."

QUICK, ACCURATE RESPONSE TO COMMUNITY COMPLAINTS

Chief Cooley, who had not worked with traffic software before TraffiCloud, says, "The ease of use is amazing. It's set up to make sense. Everything is right there." TraffiCloud reports help solve a variety of challenges for CHPD, including citizens' concerns about perceived speeding issues.



Cooley shares TraffiCloud reports with citizens. "I explain the report findings—how their street compares to one that needs targeted enforcement. It's important that citizens know we did address their complaint, even if there's no officer at their location." The department also shares reports with city administrators for planning purposes.

"TraffiCloud is huge for us. Not having to dedicate even one resource hour to gain real-time data is a game-changer," Cooley says. "It would take forever to get round-the-clock data without it."

EXTENDED DEPLOYMENTS AND SIMPLIFIED MANAGEMENT

Long battery life makes deployments simpler because battery recharge can wait until it's time to redeploy the SpeedAlert 24, which can be moved by a single officer. "The SpeedAlert 24 trailers deploy easily and are versatile, for traffic calming and messaging," says Chief Cooley.



He can set the units to send SMS or email alerts if batteries are fading, the units are tampered with, or excessive speeding occurs.

"TraffiCloud gives us remote management and eliminates data file management chores. The Shield units are great on smaller roads, help us resolve complaints quickly, and show the community their police department is committed to traffic safety."

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