



HOW ATS CUSTOMERS ARE USING THEIR VARIABLE MESSAGING SIGNS

DISASTER PREPAREDNESS

Each September, **National Preparedness Month** encourages and reminds Americans to be prepared for disasters or emergencies in their communities, homes and facilities. One **mayor's office in Massachusetts** lends their InstAlert signs to neighboring towns when an emergency occurs, to share important messages with drivers. Counties across New Jersey also make good use of their variable message signs during National Preparedness Month, especially since September is in the middle of hurricane season. They share warnings with drivers about impending storms, flooding and road closures.

EMERGENCY NOTIFICATIONS AND PSA's

Besides using the remote messaging functionality on their SpeedAlert radar message display for notifications at large campus events, the **Florida International University Police Department** uses their SpeedAlert 24 to promote the FIU Ready emergency notification system phone app to students, faculty and staff. Sign messages remind passersby to download the app and, in the case of an actual emergency, the Department could push important messages to the sign in real time.

VISITOR NOTIFICATIONS

Haleakalā National Park in Hawaii is an International Biosphere Reserve that supports native ecosystems in a maturing volcanic landscape. Haleakalā National Park owns three InstAlert 24 signs, all permanently installed at their locations, where they are used to direct visitors, share information about upcoming events and post announcements. The Park uses TraffiCloud to remotely update messages in real time as they manage 30,183 acres of public land that range from 10,023 feet to sea level.

DIRECT TRAFFIC

For most of the year, the **Village of Floral Park, NY** utilize their SpeedAlert 18 radar message displays to resolve neighborhood speed complaints, but each June the signs are brought to Belmont Racetrack for the Belmont Stakes. The SpeedAlerts are used to gather traffic data, including incoming traffic volume, to understand how the event affects the community. During the event, the signs are switched to message mode to direct vehicles in, out and around the venue.



EVENTS

Many ATS customers use the TrafficCloud to remotely manage their InstAlert and SpeedAlert signs during events, including several **national major league teams**. The signs' messages direct drivers to parking areas and manage traffic flow throughout the stadium, which can be tricky when you consider how quickly a stadium can fill up on game days! Because the signs can be managed remotely, messages can be changed fast without having to drive to each device; for example changing from directing incoming fans to helping them exit the stadium quickly and safely.

DUI CHECKPOINTS

The **Costa Mesa Police Department** deploys their SpeedAlert 24 mounted on an ATS 5 Trailer so it can be moved easily wherever needed. In addition to speed calming and gathering speed data in response to neighborhood complaints (they're big fans of the speed reports they run in TrafficCloud), the SpeedAlert is used as a variable message sign at events including the Orange County Fair, to direct people to available parking, and to share notifications. The CMPD also sets up the sign to notify drivers as they approach DUI checkpoints so vehicles know to slow down for officers.