All Traffic Solutions Debuts Give Back Program to Donate Message Signs for Police Departments to Create Safer Communities

The leader in traffic safety becomes the go-to tech for public safety communications during COVID-19

HERNDON, Va. -- August 20, 2020 -- All Traffic Solutions (ATS), a leader in traffic safety and data analytics for Intelligent Transportation System (ITS) and smart parking applications, today launched the ATS Gives Back program to expand its support during COVID-19 to create safer communities. Smaller police departments that do not qualify for grant funding can apply to ATS for a chance to receive either a free radar or message sign. Two radar message signs will be donated each month for the next 12 months to support the growing challenges facing local police departments.

"We have been donating free signs and support for years, especially during natural disasters, but we are taking it up a notch during this global crisis with this new program that is formalizing what we were already doing," said Andy Souders, CEO of ATS. "We are always looking for new ways to collaborate with our law enforcement partners and give back to those in need right now. This program will bridge the gap between stretched police budgets and limited grant funding."

The pandemic has spurred an increase in demand for message boards that share public information as cities are looking for ways to communicate with the public about best practices to flatten the curve. ATS has quickly responded by supporting local city officials and law enforcement with new signage, which provide emergency updates, COVID testing sites messages, park closures and hazard alerts. Communities can promote coronavirus safety measures broadly and safely. ATS' solutions have grown to more than 5,000 municipalities and law enforcement programs in all 50 states.

"As a public safety provider, communication is a key component of our everyday operation," said Sheriff Jay Jones of Lee County Sheriff in Alabama. "The InstAlert24 Message sign has enhanced our ability to provide information to our citizens at high visibility locations and at incident-specific scenes. We believe it has given us an additional component to work toward the goal of providing for the safety of our community."

ATS continues to be focused on road safety in addition to public safety messaging. The company recently provided a report showing the effectiveness of radar message signs in keeping speeds in check, resulting in safer neighborhoods during COVID. Leveraging data from TraffiCloud, ATS conducted an extensive analysis of a handful of communities and found that an overwhelming majority are still responding to digital signs that show a driver's speed. The report shows that average speeds have decreased along with the decrease in traffic volumes.

Local police departments can get more information on the program at:
https://www.alltrafficsolutions.com/atsgivesback/

About All Traffic Solutions

All Traffic Solutions (ATS) is a leader in traffic safety and data analytics for Intelligent Transportation System (ITS) and smart parking applications. We help law enforcement, municipal agencies and commercial organizations use data and cloud-supported devices such as web-enabled radar speed displays, conditional messaging technology, and lidar technology to calm traffic, optimize parking availability, share notifications, and improve traffic safety— while maximizing resources and budget. For more information, visit http://www.alltrafficsolutions.com.