

SPEEDCHECK™

≡ CASE STUDY ≡

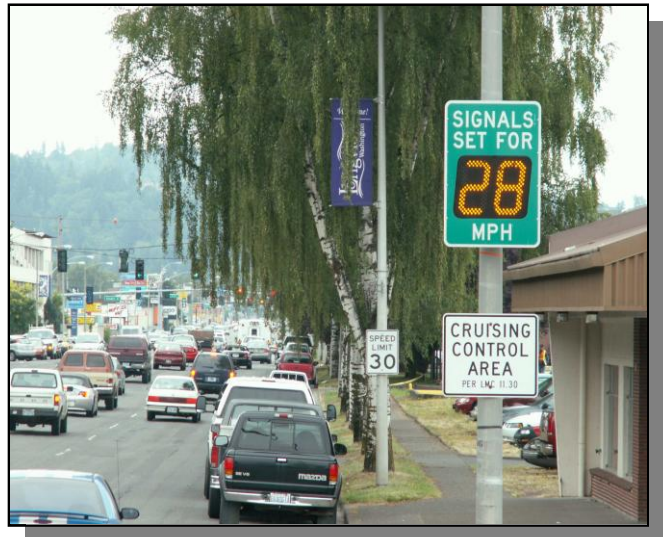
RADAR SPEED SIGNS HELP CHANGE “TRUCKERS NIGHTMARE” INTO A DREAM

By Combining Timed Lights With Electronic Speed Sign Technology, The City Of Longview, Reduces Commute Time, Relieves Congestion & Improves City’s Rep.

Situation: The city of Longview, Washington has several long streets that leads from the main highway to the city center. During morning and afternoon rush hour, traffic would back up from one light to the next. A typical three-minute drive could easily take forty-five minutes or more.

Solution: The city decided to time the lights on the main streets so that drivers traveling at the proper speed limit could easily travel through each intersection without having to stop. The timing changed depending upon the flow of traffic. To ensure that traffic moved smoothly, SpeedCheck electronic signs are used to inform drivers of the proper speed they need to travel in order to hit all the green lights

The city of Longview had a reputation for being a driver’s nightmare during rush hour. The main roads of this port town would bog down with a mixture of cars, pedestrians, semi trucks and vans. During peak hours, a simple three-minute trip could take an hour or more to complete.



City officials found that if they timed the many traffic lights that lined the route, they could keep traffic flowing slowly from one end of town to the other.

Since the direction of the heavy morning commuter traffic was different from that of the evening commute, the timing of the lights changed depending upon time of day. To ensure drivers knew the proper speed at any given time, the city posted and scheduled several electronic speed signs on the streets. The posted limit automatically changed to reflect the best speed to travel at any given time of the day or night.

“By synchronizing the lights, we’ve been able to both increase safety and reduce driver frustration,” said John Bean, traffic engineer for the city of Longview. “The key is ensuring that drivers understand that the lights are timed and what speed they need to travel in order to take advantage of the arrangement. That’s where the SpeedCheck electronic signs come in.” Now – day or night – traffic moves through Longview like a breeze.

Less congestion. Safer streets. **Problem Solved.**