

CREATIVE TRAFFIC MANAGEMENT HELPS CHANGE STREETS OF LONGVIEW WASHINGTON FROM TRUCKERS' NIGHTMARE TO A DREAM

By Combining Synchronized Lights With Electronic Speed Sign Technology, City Finds They Can Keep Traffic Moving Smoothly And Safely Through Its Most Congested Thoroughfares

PORTLAND, Oregon, June 25, 2007 – The city of Longview, Washington has implemented a new traffic management strategy that has turned some of its most congested streets into smoothly flowing thoroughfares. By combining synchronized traffic lights with the latest speed sign technology, the city has been able to increase automotive and pedestrian safety while reducing traffic frustration.

With eight marine terminals, Longview is a bustling port town. Each work day hundreds of trucks loaded with everything from lumber to steel girders combine with cars and pedestrians as they all make their way down 15th Avenue, one of Longview's main connector routes through town.



To reduce the hazards associated with this potentially lethal combination, the city recently synchronized the traffic lights on 15th Ave.. Now, between the hours of 7am and 3pm, inbound drivers traveling on 15th at a constant speed of 28 mph are able to travel the six intersections through town without having to stop. Between the hours of 3pm and 7pm the synchronized lights change so that they are timed for the heavy traffic flow heading outbound. To ensure drivers take advantage of this system, electronic speed signs have been placed on each end of the thoroughfare and timed to automatically display the necessary speed required for drivers to make all the lights.

“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 to travel in order to take advantage of the arrangement. That’s where the electronic speed signs come in.”

According to city officials, the creative use of timed lights and scheduled speed display signs has been met with tremendous support by both drivers and pedestrians. The city is now studying the possibility of implementing similar solutions on other roadways in and around town.

The new speed signs cost the city \$3,600 a piece and were paid for through federal funds.

“Across the country, new traffic management technologies are providing real solutions to age old problems,” said Gary O’Dell, president of Information Display Company, the Portland, Oregon-based business that designs and manufactures the electronic signs being used by the City of Longview. “In just the last couple of years, this type of technology has moved from a testing phase to mainstream acceptance by safety professionals and traffic engineers throughout the U.S.. As a result, we are seeing a growing number of creative uses for the technology – uses that have made a real impact on safety and general city livability.”

For fifteen years, Information Display Company’s sole focus of attention has been expanding and perfecting traffic calming technology. As a result, “SpeedCheck” brand radar speed signs are now used in more cities than any other brand. For more information, go to www.informationdisplay.com or contact the company at (800) 421-8325.

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