

# SPEEDCHECK™

## ≡ CASE STUDY ≡

### SANTA CLARA COUNTY EQUIPS ITS 13 CITIES WITH RADAR SPEED SIGNS

#### IDC's Data Collection Feature Helps Document The Signs' Effectiveness; TimeSync Technology Ensures All 50 Signs Operate Simultaneously

**Situation:** Santa Clara County was looking for an economic yet effective way to increase traffic safety around neighborhoods, parks and school zones throughout its thirteen Northern-California-city jurisdiction. It was important to city officials that they document the effectiveness of the signs. They also wanted to ensure all signs around schools zones automatically displayed the same speed limit at the exact same time.

**Solution:** After researching various options, the county purchased 50 SpeedCheck radar speed signs. The signs include a data collection feature that records the number of cars passing by at any given time and the speed of each vehicle. IDC also equipped some of the signs with a GPS-controlled time synchronization feature. Used around school zones, all of these specially equipped signs simultaneously change their display during school-zone hours to reflect the proper speed limit.

Few if any cities in the United States understand traffic better than those of Santa Clara County in Northern California. For the past several years, each city participates in the county's Traffic Safe Communities Network (TSCN) – an organization that researches and implements traffic-safety solutions for its member cities. Their research showed that radar speed signs were a highly effective means of slowing traffic – particularly on neighborhood collector streets and near activity centers such as libraries, parks and school yards. Armed with a grant from the California State Office of Traffic Safety, the network purchased and posted 50 SpeedCheck radar speed signs including several with GPS-timed setting schedulers.



“We’re very concerned about measuring and monitoring results of our projects and with the signs’ data collection capabilities we can do just that,” said Susan Lowery, Project Manager, TSCN. “By comparing average traffic speeds before and after the units are installed we see that the radar speed signs have an immediate and long-lasting impact on driving behavior. The GPS-controlled auto timer ensures that all school zone-area signs simultaneously change to a slower posted limit during school hours.” Improved safety. Measurable Results. **Problem Solved.**