

## **HUNTINGDON, TN. TURNING TO CAMERAS TO DETER SPEEDERS AND RED-LIGHT RUNNERS ON STATE HIGHWAY 70 AND VETERANS DRIVE S American Traffic Solutions Selected to Manage Program**

HUNTINGDON, TN (Jan. 28, 2010) – The Town of Huntingdon, TN is implementing a new traffic enforcement program after a 2009 study revealed that speeding on State Highway 70 threatens public safety. Huntingdon selected American Traffic Solutions (ATS) of Scottsdale, AZ to develop, install and monitor an automated red-light and speed camera traffic enforcement program that Town officials expect will encourage drivers to decrease their speeds and stop for red lights.

The analysis done last year of traffic safety issues on two well-traveled roads in the community determined that:

- Approximately 43 percent of the average daily traffic flow of 2,053 vehicles traveling northbound on Veterans Drive S was in excess of 10 mph more than the posted speed limit of 40 mph.
- Approximately 30 percent of the average daily traffic flow of 2,355 vehicles traveling eastbound on West Main Street (State Highway 70) was in excess of 20 mph more than the posted speed limit of 30 mph.
- Red-light running was also determined to be a problem at this intersection.

“We think the new photo enforcement program will help our police department make the roads and intersections safer for our citizens,” said Police Chief Joe Parker. “The cameras will be a deterrent to the many motorists from outside Huntingdon who are exceeding the posted speed limits and ignoring the red lights. The program should also help us improve our overall community policing, as it will free officers to pursue criminal behavior beyond traffic infractions. Once drivers realize cameras will record if they speed through the intersection or neglect to stop on red lights, I expect they will be more careful and their driving behaviors will improve.”

Two cameras will be placed on Veterans Drive S to monitor speeders and red-light runners in each direction, according to Chief Parker. An analysis of where to place the cameras on West Main Street (State Highway 70) is still underway. A determination has not yet been made whether the Highway 70 cameras will just monitor speeders or both speeders and red-light runners. The results of the analysis will drive that decision.

“We are proud to partner with the Huntingdon team to provide a traffic enforcement tool that we know reduces crashes, improves traffic safety for residents and saves lives,” said James Tuton, ATS president and CEO. “In other parts of the country, the Insurance Institute of Highway Safety has found that intersection safety cameras reduce red-light running by 40 to 50 percent and speed cameras contribute to a crash reduction rate of up to 30 percent.”

Chief Parker also noted that the length of the yellow lights will remain the same as they are now. These are state highways and the timing of yellow lights is set by TDOT in accordance with state and national standards. If the Huntingdon program follows national trends and reaps the same benefits as the ATS program in Jackson, TN, the numbers of red-light runners and speeders will decrease as drivers become accustomed to the cameras and modify their behavior to avoid citations, according to

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ATS' Tuton. Jackson just announced that for the first time in 25 years, no deaths occurred in that city as a result of a traffic crash in 2009.

ATS has operated photo traffic safety programs in Tennessee since 2005. Currently, ATS serves the communities of Memphis, Bluff City, Gallatin, Germantown, Jackson, Mt. Juliet and Red Bank. ATS is also in the process of installing camera safety systems in Millington and Medina.

***About American Traffic Solutions™:***

As the innovators of the first photo-enforcement program in the United States in 1987, ATS is also the fastest growing provider in North America, serving more than 26 million people in more than 200 communities including New York City, Los Angeles, Philadelphia, Washington D.C., St. Louis, Houston, Seattle and San Diego. ATS also offers PlatePass®, an automated electronic toll payment service that enables rental vehicle customers to use high speed, cashless electronic toll lanes. ATS is a privately-owned, U.S. corporation headquartered in Scottsdale, Ariz. For more information, please visit: [www.RedLightCamera.com](http://www.RedLightCamera.com), [www.PlatePass.com](http://www.PlatePass.com) or [www.atsol.com](http://www.atsol.com).

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