

CASE STUDY: TRAFFIC CALMING

PRAIRIE VIEW MUNICIPALITY

CASE STUDY

Prairie View Municipality (PVM)



OVERVIEW

Prairie View Municipality is a municipality in Manitoba that was incorporated on January 1, 2015, via the amalgamation of the RMs of Birtle and Miniota and the Town of Birtle. PVM contacted ATS Traffic in 2019 to find a solution to slow traffic entering Miniota (from North to South). ATS Traffic helped PVM improve traffic safety by providing International Road Dynamics Inc.'s (IRD) I-SAFE 1 digital radar feedback signs.

CHALLENGE

Similar to other rural communities, there was little warning of the drastic speed reduction (from 100 km/h to 50 km/h) as motorists entered the community of Miniota. PVM needed additional traffic safety measures to help drivers' behaviours and reduce their speed when entering Miniota.

PVM initially looked to install permanent traffic signs to help address the problem. PVM worked diligently with Manitoba Infrastructure (MI), Manitoba's provincial department responsible for the management of the province's vast infrastructure network and the development of transportation policy and legislation. However, mainly due to PVM's lack of sufficient resources, the efforts for the installation of permanent signs were unsuccessful. This is when PVM turned to ATS Traffic for consultation and support.



ABOUT THE PVM

Prairie View Municipality (PVM) is a municipality located in South Western Manitoba that governs the communities of Birtle, Miniota, Foxwarren, Beulah, Solsgirth, Isabella, Arrow River, and Crandall.

PVM ensures the economic growth and development of communities while promoting strong rural and positive values to instill a sense of pride for all residents.

“To start, we were very impressed with ATS Traffic's options and inventory. The ordering, delivery, and installation process was seamless. We are pleased with the success of the I-SAFE-1 signs in our communities and the service received by ATS Traffic.”

- Stuart Duncan, Public Works Manager, Prairie View Municipality

Contact us today for more information.

T 800.661.7346

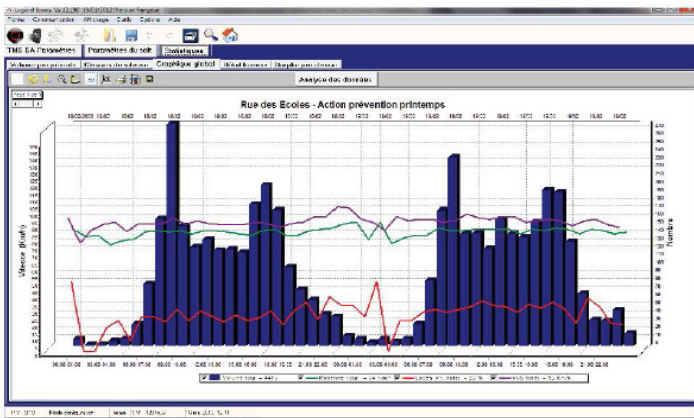
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OUTCOME

Stuart Duncan, PVM's Public Works Manager, noted that the I-SAFE-1 signs work very well as they were highly visible both in the day- and night-time. Additionally, the I-SAFE-1 signs' flashing of speed (based on driver's behaviour) are more noticeable than any other resource PVM have used in the past. PVM is pleased that the I-SAFE-1 signs have Bluetooth data retrieval with no monthly data plan as it is the most cost-effective method of retrieving data. PVM was so satisfied with the signs and service from ATS Traffic that they purchased 2 additional units for the town of Birtle in March 2021.

SOLUTION

PVM reached out to ATS Traffic in November of 2019 to address safety concerns in their municipality. After a careful review and assessment of the traffic safety issues in PVM, ATS Traffic recommended the use of I-RD's I-SAFE 1 sign.

The I-SAFE 1 sign by I-RD compact variable message sign (VSM) with alternating speed and text/images. This vehicle-activated traffic calming device shows the speed of approaching vehicles on an amber LED or 3-LED colour display. The sign's 15" display with a 95 Watt solar panel is not only highly visible but sustainable as well. The I-SAFE 1 sign is mobile-compatible, and user-friendly; providing comprehensive data analysis, and can be used for multiple purposes. The I-SAFE 1 sign has settings that are fully customizable and is especially effective in addressing public complaints by improving road traffic safety and collecting data for traffic studies.

As the AMM's (Association of Manitoba Municipalities) preferred supplier, ATS Traffic offers exclusive pricing on signage and traffic products, including I-RD's I-SAFE-1 signs. As a result, PVM connected with ATS Traffic again in the summer of 2020 to place an order for 2 I-SAFE-1 Signs. In September 2020, the I-RD I-SAFE-1 Signs were installed and are presently in use.

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