



Iteris Offers Three Tiers of Safety

Keep communities safe with three tiers of success, for any budget and whatever your readiness

SOFTWARE

Cloud-based software instantly available to reduce speeding and measure the benefits of safety projects

SENSORS

Modern intersection technologies, alerts and analytics to reduce red-light running crashes and protect vulnerable road users, all while reducing signal delay and emissions

SERVICES

Human expertise for equitable, cost effective policy decisions and project implementations that make travel safe for all

Iteris Safety - **SOFTWARE**

Start Now. No Hardware Needed.

The software-as-a-service (SaaS) safety package is ideal for Vision Zero agencies looking to capture federal IIJA funding, starting today.

The Iteris Safety - Software package helps reduce speeding and crashes, protect vulnerable road users (VRUs) and promote

greater equity through powerful analytics unpacking the ways in which people and goods move through communities.

Powered by ClearGuide® smart mobility software, this cloud-based package is instantly available anywhere, with no need to deploy or integrate any infrastructure, operating more efficiently and at greater cost savings.

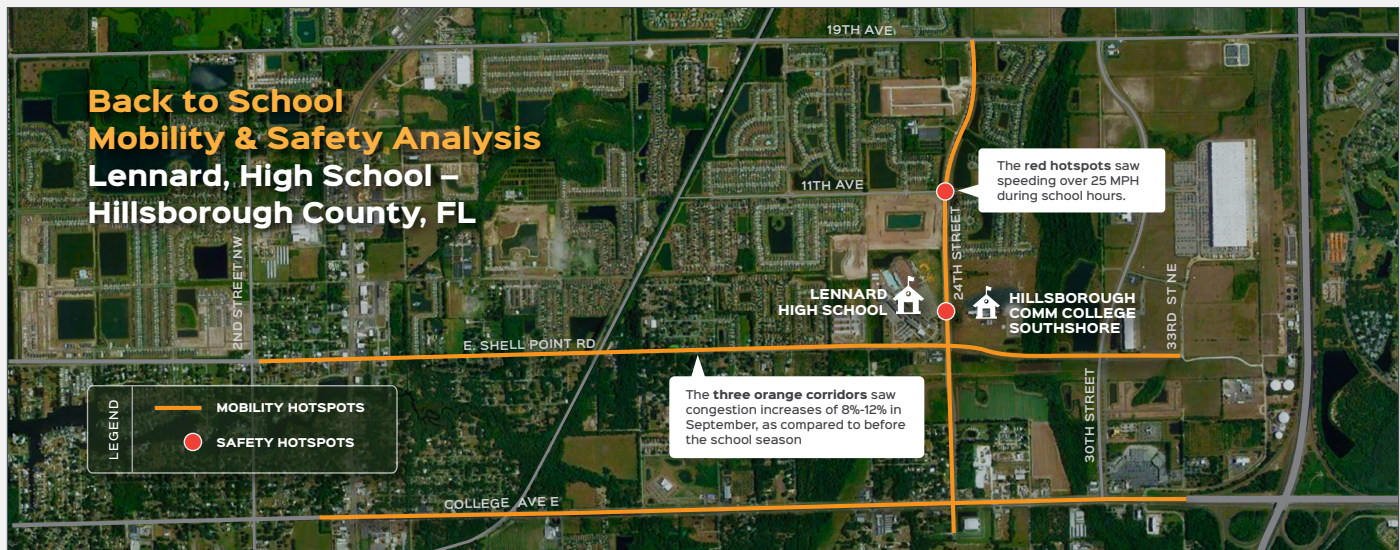
iteris®

- ✓ Identify where speeding is increasing and by how much
- ✓ Implement the right countermeasures in the right places
- ✓ See how back-to-school changes in congestion and speeding affect VRUs
- ✓ Prioritize safety projects and better allocate funds
- ✓ Enable more equitable decision-making
- ✓ Build public trust through safer communities

Iteris Safety - Software features include:

- Speeding hotspot discovery and reporting
- Customized maps showing changes between user-selected date ranges
- Corridor reports on changes in roadway use over time
- Exporting and integration with agency data such as:
 - High Injury Network mapping
 - Public transit hotspots
 - Community demographics

Before a concerned and angry public lights up your switchboards, know where your new hotspots are



Prioritize underserved communities

Vulnerable road users cluster around public transit hubs such as bus and railway stops.

By easily exporting Iteris speeding data and integrating it with transit agency data on the location of public transit stops, dense bike and foot traffic, and local schools, cities can make better and more equitable policy decisions to keep communities safer.



Iteris Safety - SENSORS

Do More at the Intersection Level with Iteris Cameras and Sensors.

Add bicycle and pedestrian detection to level up roadway safety throughout the community.

The sensor package adds innovative intersection safety features unique to the interaction of Iteris software and industry-leading in-field hardware technology.

Proactively optimized intersections prevent hotspots and reduce crash risk. Iteris Safety-Sensors identifies corridors where speed-limit changes may be warranted.

The addition of red-light running detection further promotes VRU safety in communities that rely heavily upon public transit, improving equity across regions aligned with SS4A values.

- ✓ Deploy state-of-the-art intersection-level crash prevention
- ✓ Identify pedestrian crossing conflicts with turning vehicles
- ✓ Add bicycle detection to your most vulnerable intersections
- ✓ Discover the prevalence of red-light running throughout the community
- ✓ Aid law enforcement in allocating personnel resources effectively
- ✓ Evaluate countermeasure efficacy and cut costs by only using what's working

Iteris Safety - Sensors features include:

- All Software package features
- Intersection Safety powered by Iteris SPM
- Signal alerts trends
- Red-light running detection
- Pedestrian crossing counts and behavior
- Bicycle detection
- Vehicle-to-VRU intersection conflicts
- Red Protect real-time signal delay

Iteris helps prevent intersection traffic crashes in real time

Automated real-time signal adjustments can drastically reduce the amount of red-light running crashes in your city.

A 2019 AAA survey reported that 31% of drivers admitted to running a red light within the last 30 days. When vehicles dangerously accelerate upon approaching a stale green signal, what if you could hold the opposing traffic's red light until the offending vehicle was safely through the intersection? Now you can.

Iteris Red Extend aims Vantage Vector® camera-radar hybrid sensors strategically in front of signals such that when a vehicle is detected above a customizable speed at a certain distance in front of a traffic signal, the traffic controller is alerted by the Red Extend function to automatically extend the opposing red light until that vehicle is safely through the intersection.

In the city of Lakeland, FL, for example, Vantage Vector red-light running cameras were added that could detect speeding in the "dilemma zone" — the stretch of pavement before the intersection when a stale green turns yellow with potential time enough for a vehicle caught within the zone to pass through the yellow rather than brake for the light.

The Iteris Vantage Vector provides advanced radar detection for speed and distance, enabling it to communicate to the traffic signal controller when a vehicle is approaching that, due to its speed and proximity to the signal, will not stop for the light.

According to World Population Review, Lakeland, FL, is home to approximately 117,000 people, with just under 89,000 adults. Data USA reports that as of 2019 the economy of Lakeland employed 46,000 people. The same firm confirms that, much like many places in the U.S., the vast majority of people in Lakeland drive alone to work, and that the average car ownership in Lakeland is two per household.

Extrapolating from this and the alarming AAA driver survey data on red-light running, cities like Lakeland that have over 170 signalized intersections and approximately 46,000 people driving alone to work daily could possibly avoid up to 14,000 red-light runs per month with Iteris Red Extend.

Intersections in cities with red-light prevention need only Iteris' Vantage Vector hybrid sensor, ClearGuide® SPM software and a modern traffic signal controller.

Iteris Safety - SERVICES

Complete the Suite of Safety Solutions by Adding Consulting Expertise.

Combine it all for the most comprehensive, cost-effective and scalable answers to your region's safety needs.

Iteris Safety - Services adds over two decades of consulting knowledge to the combined forces of signal-level vehicle, pedestrian and cyclist detection, connected vehicle-to-infrastructure communications, and smart mobility software to deliver fully connected, 21st-century cities that keep citizens safe while moving them more efficiently and sustainably now and into the future.

- ✓ Combine Iteris SaaS, sensors and human operational expertise superior to traditional signal timing and safety optimization
- ✓ Proactively monitor streets 24/7 to avoid unsafe conditions before they can take hold
- ✓ Leverage Iteris maintenance of traffic (MOT) operations for safer, more efficient highway construction projects
- ✓ Inventory and manage in-field hardware for intersections, arterials and highways
- ✓ Avoid costly and infrequent per project signal retiming
- ✓ Demonstrate compliance with federal safety benchmarks to secure grant funding

Iteris Safety - Services features include:

- All the tools in the Software and Sensors packages
- ClearAsset™ field hardware maintenance
- Human expertise for the safest, most cost-effective and equitable policy decisions:
 - Before-and-after analysis of speeding remedies
 - Roadway/signal optimization recommendations for VRUs
 - Problem area prediction with Hard Braking and Sudden Acceleration CV data
 - Additional Congestion Analytics offer insights into community air quality
 - 24/7 Network Operations Center support
 - Disaster preparedness and evacuation management
 - Federal grant funding acquisition support

Iteris Safety offers scalability

Because Iteris software virtualizes the infrastructure management process, safety is scalable.

What one set of data can do, a hundred sets do better. The Iteris mobility data-management engine, the ClearMobility® Cloud, collects and shares data and never stops adding and improving it — new data sets are added regularly once they are available.

Simple to manage and easy to use, the ClearMobility Cloud provides access to data that is validated, current and granular; both historical and real-time; from multiple data sets including signal controllers, Iteris sensors, CVs, GPS, Bluetooth and third-party providers; and aggregated and presented in customized ways based upon client need. Such scalability allows Iteris to provide agencies with new and better product features and services at an appreciably lower cost than the agency could on their own.

Federal IIJA funds are available. Let's talk.

Iteris staffers have years of experience helping agencies secure grant funding, and are now offering to help clients meet IIJA grant application deadlines in 2022 and beyond.

If you have questions about the grant application process, [connect with an Iteris expert](#) and we'll assist you ASAP.

