



For Immediate Release

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## Baton Rouge Gets the Green Light for Hurricane Traffic

**Anaheim, CA, May 5, 2006** – The City of Baton Rouge and Parish of East Baton Rouge reached an impressive milestone in May 2006 with their traffic system and the installation of the 500th video detection device. This installation addressed the increase of traffic after Hurricanes Katrina and Rita, allowing over 163 intersections to more effectively respond to the increased traffic demand.

The Autoscope Solo® Pro video vehicle detection system senses traffic waiting to pass the intersection and simultaneously collects travel data volume, occupancy and speed per lane. The systems are being deployed at all new signals and at existing signals as the in-ground vehicle detection loops go bad.

“The Autoscope® system has helped us quickly respond to our dramatically increased traffic. The system is easy and quick to install, provides extremely accurate traffic counts and is a very reliable detection device. These cameras have greatly improved the efficiency of our congested intersections, which means less delay for the motorist, and the improvement is not just on paper, but has been noticed by the motoring public as well,” stated Ingolf Partenheimer, P.E., P.T.O.E. Chief Traffic Engineer, City of Baton Rouge – Parish of East Baton Rouge.

The City & Parish currently maintains 465 signalized intersections. “By installing a reliable detection system, we have seen a tremendous drop in detector-related complaints and we have received quite a few positive responses from the motoring public,” says Partenheimer.

Partenheimer adds, “As a bonus, we quickly collect traffic data to help our engineers change timing plans for the increased traffic we are experiencing since Hurricanes Katrina and Rita. In response to the hurricanes and the additional traffic generated, we did 278 timing changes throughout the City-Parish in two weeks. We plan to add another 300 Autoscope cameras in the next two years and automate the data collection process into a real-time system which will be viewable to the public. I would also mention that given the increased traffic of 52% in some areas and 42% in others, it was truly a dramatic, virtually overnight event. Much thanks to Econolite for all of their help, as well as the incredible patience of the motoring public during the two weeks it took us to square away the traffic issues.”

“Econolite is pleased to assist in the hurricane recovery efforts,” states Paul Misticawi, Econolite ITS Business Development Specialist. “The program to improve the safety and efficiency of the roadways within Baton Rouge began several years ago. It is especially important now with the influx of traffic experienced since the last two hurricanes. This catastrophic event has shown the importance of teamwork and partnering with the City-Parish.”

For more information on how Econolite can assist in your traffic management goals, please contact the Econolite representative in your area or visit [www.econolite.com](http://www.econolite.com).

**About Econolite** – In business since 1933, Econolite is a leading transportation solution provider and manufacturer of advanced traffic management products and systems, including traffic controllers (NEMA and ATC/2070), traffic management systems - **Aries**®, **icons**® and **PYRAMIDS**™, Autoscope® video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, Data Collection and Management Services (DCMS), and a full line of transportation maintenance services. Econolite is committed to employing advanced technologies that reduce traveler time, ease congestion, enhance transit operations, provide safer mobility, and improve quality of life.

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