



Diamond Traffic Products worked in partnership with the owner of a community grocery store located at the intersection of a state highway and a rural farm road. The site averages about 8 deadly accidents a year and the owner wanted to collect traffic data to help get a traffic light to increase safety by reducing collisions.

The Most Dangerous Intersection in the County

The highway leads to a residential section of the county where the highway serves as a main artery between the city, adjacent subdivisions, and smaller towns in the county. With such a high rate of fatalities the store staff are first responders to accidents. The issue was how to get the funding needed for a traffic light. After two years of rallying for change to no avail, a tragic accident occurred where children died. A traffic warrant study was needed.

The Proof is in the Data

Texas has one of the highest speed limits in the nation at 75-80 MPH. The grocer wanted to purchase a counter that would be accurate, easy to use, and solid proof of the need for a light when presented to city/county/state officials. After two short traffic studies, traffic was found to be at an average speed of 80-90 MPH and over a 6 day period there where almost 21,000 cars passing. The data from the Unicorn Limited Counter and Classifier warranted that a traffic signal light was a necessity.

Safer Community

Due to the efforts of the grocer and community, the intersection has qualified for a traffic signal light. The outcome has allowed residents to begin to heal and the grocer said it best in the community call to action, "it isn't your responsibility, but it is your problem and together it can be fixed".

For more information contact sales@diamondtraffic.com

Case Study:

Private Business/Community Improvement

Location:

Intersection of West Texas, Hwy and Farm Road
Rural road, used as a main highway

Diamond Traffic Product Unit:

Unicorn Limited

Outcome:

Installation of traffic light

Benefits Delivered

- Easy to use counter and classifier
- Easy to install and easy to move
- Gather evidence of traffic issues
- Create traffic reports to hand out to officials
- Watch the vehicle data as traffic goes by
- Comprehensive reports

Project Partners

Grocery Store owners

