
*675 Wildwood Avenue
Rio Dell, CA 95562*



TO: Mayor and Members of the City Council

FROM: Josh Phinney, Chief of Police

THROUGH: Kyle Knopp, City Manager

DATE: August 11, 2025

Subject: Acceptance of All Traffic Solutions “ATS Gives Back” Award – Shield 12 Radar Sign with TraffiCloud® Software

Recommendation:

It is recommended that the City Council:

1. Accept the award of a Shield 12 Radar Speed Sign with two (2) years of TraffiCloud® software from All Traffic Solutions through their “ATS Gives Back” program; and
2. Authorize the Chief of Police to execute any required documentation to receive and deploy the awarded equipment.

Background and Discussion:

On July 17, 2025, the City of Rio Dell Police Department applied to the All Traffic Solutions “ATS Gives Back” program, which provides law enforcement agencies with donated traffic safety equipment. This program awards Shield 12 Radar Speed Signs with two years of TraffiCloud® software service to agencies demonstrating a community need and the ability to deploy the equipment promptly.

The Police Department’s application highlighted Wildwood Avenue as the City’s primary thoroughfare and a location with recurring vehicle speeding issues, particularly as vehicles enter the downtown business district. The radar speed sign will provide real-time speed feedback to drivers, encourage compliance with posted limits, and improve safety for pedestrians, bicyclists, and motorists.

On August 11, 2025, the City was notified that it was selected as the July winner of the “ATS Gives Back” award. The donation, valued at approximately \$3,500, will be provided to the City at no cost. The Police Department has committed to deploying the

radar speed sign within 60 days of receipt, sharing traffic data with All Traffic Solutions to demonstrate the sign's impact, and participating in a joint press release and social media announcement.

Fiscal Impact:

There is no cost to the City for the acquisition of this equipment. Minor installation costs will be coordinated with Public Works and if needed, a supplemental budget request submitted at that time.

Attachments:

1. Award Notification Email from All Traffic Solutions (dated August 11, 2025)
2. Completed ATS Gives Back Grant Application

Council Action:

By motion, accept the award and authorize the Chief of Police to complete all necessary steps to receive and deploy the donated equipment.



**2025 - ATS GIVES BACK
LAW ENFORCEMENT SIGN DONATION APPLICATION**

All Traffic Solutions recognizes the resource challenges faced by law enforcement agencies as they attempt to equip their organizations with much-needed traffic safety equipment. ATS respects the efforts of these agencies and values their partnerships in our collaborative efforts to save lives and make our roadways and communities safer. In response, ATS has established a sign donation application process that provides law enforcement agencies with an opportunity to submit requests for a Shield 12 Radar Speed Sign with TrafficCloud® Software.

This process allows us to evaluate requests based on a number of criteria to assure the most effective distribution of donated equipment.

To qualify for this program law enforcement agencies must be based in the USA, and must have the ability to deploy the donated sign within 60 days of receiving the shipment.

Please complete the requested information on the following pages. Attach additional sheets as necessary. Please reference item number on additional sheets. Providing relevant, detailed information will aid in the review and evaluation process and will assist in determining the areas of greatest need.

Date of Request: 07/17/2025

Name of Organization: City of Rio Dell/Rio Dell Police Department

Organization Address: 765 Wildwood Ave. Rio Dell, Ca. 95562

Contact Name: Josh Phinney

Contact Title: Chief of Police

Contact email: phinneyj@cityofriodell.ca.gov

Contact Phone: 707-764-5642

Are you willing to share traffic data with ATS to demonstrate the impact that the equipment is having to improve safety in your community?

YES ☒ NO ☐

Are you willing to do a joint press release and social media posts referencing your receipt of this donation?

YES ☒ NO ☐

Are you able to obtain the necessary permitting, approvals and installation to deploy the equipment within 60 days of receipt?

YES ☒ NO ☐

Are you willing to provide ATS with a high resolution logo for your department?

YES ☒ NO ☐

Are you willing to provide ATS with 5 department shoulder patches (or other logo patch for public use)?

YES ☒ NO ☐

Question 1: Current size of your agency (number of sworn officers)

6

Question 2: Please indicate, in detail, how this equipment will be used to make your community safer. Detailing specific roadways where there are significant speeding problems, or specific ways in which the signs will help improve overall safety in your community is encouraged.

Wildwood Avenue serves as the primary thoroughfare through Rio Dell and connects directly to our downtown business district. This corridor is frequently used by both residents and visitors and sees a mix of vehicle, pedestrian, and bicycle traffic, particularly around peak hours and community events. Despite posted speed limits, we have observed a recurring issue with vehicles entering town at excessive speeds before transitioning into this lower-speed, high-pedestrian area.

A radar feedback sign placed along this stretch will serve as a real-time visual reminder for drivers to slow down as they enter the heart of our community. The sign will not only help deter speeding, but also promote traffic calming and awareness near crosswalks, schools, businesses, and civic buildings. We believe this measure will enhance safety for pedestrians, increase driver accountability, and support our small businesses by making the area more walkable and welcoming.

Question 3: Please include any additional information that you think might be relevant to your request. ATS recognizes the vital importance of collaboration and teamwork. We encourage local coalition building and encourage you to attach letters of support from community partners such as government officials, healthcare facilities, neighborhood associations, law enforcement agencies and public safety organizations.

Rio Dell is designated as a Severely Disadvantaged Community (SDAC) and continues to recover from significant infrastructure damage caused by recent major earthquakes. These challenges have placed additional strain on our limited resources, making cost-effective public safety improvements—such as radar signs—all the more critical.

Our agency actively collaborates with local government, schools, and neighborhood groups to identify safety needs and implement community-based solutions. The radar sign project has support from both City leadership and the Rio Dell Police Department, as it aligns with broader goals of revitalizing our downtown, improving pedestrian safety, and reducing collisions.

In a small community like ours, even modest traffic-calming interventions can have a meaningful impact. A radar feedback sign will reinforce safe driving behavior in a key corridor and support our ongoing efforts to build a safer, more resilient, and economically stable



Submit form and any attachments to:
ATSGivesBack@alltrafficsolutions.com



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