



GVMC **Traffic Counting Program**

One of the benefits to our members is our very successful Traffic Counting Program. Each year, GVMC helps coordinate and finance over 300 traffic counts within the MPO.

This program is financed through Surface Transportation Program Funds granted to GVMC and covers 81% of the cost of conducting the traffic counts. In most cases, GVMC contracts with road agencies through collaborative agreements.

In other cases where our GVMC members may not have the necessary equipment, we use our equipment. All the equipment being used in our MPO for traffic counting was purchased by GVMC and provided to the local units of government.

Wayland City Manager Mike Selden recently asked GVMC to assist him with some traffic counts.

According to Michael, *"We received a request from the State to provide updated traffic counts for our rail crossings in town, so I contacted GVMC about conducting the counts, and immediately heard back and a week later, we have counters in place. The entire process has been nice and easy with great communication and very affordable considering what other agencies charge for traffic counts."*

If your community is in need of traffic counts or would like independent validation of traffic counts that may be done by developers or others, do not hesitate to contact us to assist you. We can be reached at john.weiss@gvmc.org or email Abed at Itania@gvmc.org

Highway Safety: Michigan's **"Click It or Ticket Campaign"**

We have all heard the radio and television commercials about the "Click It or Ticket" Campaign. With all that press coverage, just how successful is the program? The answer is VERY!

From May 20 to June 2 law enforcement agencies in 26 counties operated the program. These included those in our GVMC region. Over this Memorial Day Holiday 13,453 vehicles were stopped. A total of 8,701 tickets were issued for seat belt and child seat violations.

In addition to seat belt violations, 15 drunk drivers were arrested and 29 drug arrests were made. More than 1,000 tickets for uninsured motorists and 415 for suspended licenses were written.

Over \$30,000 worth of drugs were also seized from vehicles stopped for seat belt violations.

This highly effective program will be operating this July 4th Holiday and again over the Labor Day Weekend.



GVMC Transportation Planner Mike Zonyk Places a Traffic Counting Device in the City of Wayland



*Have a Great 4th of July
Weekend and Remember*
**There Is No Board of
Directors Meeting
Next Week!**