



Spend a moment with Gladys Hola, a client support specialist with American Traffic Solutions, to learn how she turned a personal tragedy with red-light running into a force for good.

My cousin lost her husband in a red-light running accident. On the night of the accident family and friends filled the nearby parking lot waiting nearly four hours until police could confirm the victims. Two people were killed and one will never be the same. My cousin endured several trials in order to see her husband's offender prosecuted. Deemed a dangerous intersection, today there are red-light cameras installed which I am proud to say has changed driver behavior for the better.

Q: How do you share your story and message about the dangers of red light running?

This incident haunts me to this day. I share my story because I believe that if I can save one person from being killed, I've served the memory of my late cousin.

Q: Did ATS' involvement in road safety products and services influence your decision to work here?

I never thought I'd be working for a traffic safety company, but I love my job. I began in the Violations Processing department watching crash videos all day long, never letting me forget my family's tragedy. Then, I took escalated calls from irate violators who I shared my story with to dispel the myths that cameras are all about money, illegal configurations or that the real offenders are DUI related. I explained that I'm not just an employee of ATS, but a true believer in the safety our cameras provide drivers.

Q: Do you have any advice for drivers on our roads today?

Parents sit down with your teenagers and explain the consequences of red-light running and distracted driving. It's also important that you set an example for your kids. Ask yourself, why are you in such a rush? Slow down. It's better to be late than not to make it at all.