

Mayor Goode's Letter for March 1, 2024

Signal Timing Coordination to Improve Traffic Flow

We have all noticed an increase in traffic in Prescott over the past few years. As more automobiles and other vehicles use our roads, it is important to keep traffic flowing smoothly and safely. The Prescott Public Works Department, Streets Division, has employed some high technology solutions, and has managed signal light timing to optimize traffic flow, keeping traffic moving as efficiently as possible.

The main effort in this regard has been on Willow Creek Road (WCR), one of the busier streets in Prescott. The 9.5 mile stretch of Willow Creek Road from Gurley Street, north to Lone Elk Trail in the Deep Well Ranch area, has been the subject of the City's traffic monitoring and flow efforts. There has also been a new coordinated traffic signal system on Miller Valley Road and Grove Avenue.

Here is some information from the Public Works question and answer sheet that was recently published, in a questions and answer format.

- **How does the system work?** Signal coordination is the linking together of consecutive traffic signals along a road to minimize stops and delays. The signals communicate between one another to synchronize the signal timing to allow vehicles to arrive on green and continue along the corridor efficiently. Typically, this is done by direction, ie. in the morning inbound traffic is prioritized and, in the afternoon, outbound traffic is prioritized. The timing is variable by time of day and day of the week.
- **What was the cost of the new system?** The detection, radio communication and controller equipment upgrades cost approximately \$450,000.
- **How was the system funded?** The timing plans were developed as part of the scope for CYMPO's "Regional Adaptive Signal Control Technology Assessment of Need, Benefit, and Implementation Plan" The study cost was \$243,000; this included analysis of WCR, Glassford Hill Road and SR69. The equipment upgrades to the signals cost \$450,000 and were paid for by the city from the Streets 1% fund and Highway User Revenue Funds (HURF).
- **Do you have an estimate about how much time the system might save for drivers?** With the WCR coordinated system installed in September we do not yet have data on the travel time improvement. This information will be available as we collect data and compare pre and post travel times, and study results will be published when completed.

As we continue to gather data and see success, the City will seek to implement this system in other areas around Prescott. For more information about this new traffic management system, call the traffic engineering department at 928-777-1130 or email traffic@prescott-az.gov.