



PRESS RELEASE

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GPCID, Gwinnett County Working Together On Traffic

CID and county transportation department joining forces to address signal timing

(Duluth)—While there are no quick-fix solutions to traffic congestion, the Gwinnett Place CID and Gwinnett County Department of Transportation are working to introduce new relief measures in Gwinnett's central business district.

CID leaders recently authorized a project to optimize the traffic signal timings at 45 intersections throughout greater Gwinnett Place.

The CID contracted with Wolverton & Associates, a local transportation consulting firm, to independently evaluate the signals and supply their findings to county transportation officials for final implementation.

The work will primarily address Pleasant Hill Road, Steve Reynolds Boulevard and Club Drive, according to Joe Allen, CID executive director.

"This process is centered on getting the most capacity possible out of existing roadways," Allen said. "With increasing numbers of drivers visiting the area, we believe we can improve transportation infrastructure performance on our busiest streets through this partnership."

The CID's funding commitment for the project will be matched by Gwinnett County resources and other efforts. The public-private partnership is facilitating the retiming years ahead of time.

The evaluation process and resulting changes should be completed in advance of the busy holiday shopping season.

