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## **UPPER MERION TOWNSHIP, KING OF PRUSSIA MALL INSTALL ADAPATIVE TRAFFIC SIGNALS**

*Reduced Traffic Congestion & Travel Times Just In Time for the Holidays*

King of Prussia, PA (November 12, 2015) – In 2009, Upper Merion Township (UMT) embarked on a plan to transform King of Prussia’s most heavily traveled roadways with Adaptive Traffic Signal technology. Over the last six years, UMT has installed the technology at 30 traffic signals (40% of all traffic signals in UMT) along DeKalb Pike, Gulph Road and Mall Boulevard, significantly reducing traffic congestion and travel times during peak travel times.

In 2009, UMT installed the first **two traffic signals at DeKalb Pike and Gulph Rd.** In 2010, UMT was awarded a \$304,000 Automated Red Light Enforcement Grant (ARLE Grant) through PennDOT, to install the technology at the remaining eight traffic signals on DeKalb Pike. From 2013 to present, an additional **six intersections on N. Gulph Rd.**, from Mall Blvd. to Guthrie Rd., were installed in conjunction with The Village at Valley Forge development. **Three intersections on Henderson Rd.**, from Prince Frederick to Saulin Blvd., were installed in conjunction with the Target and Wawa developments in 2014. **Five intersections on DeKalb Pike and S. Gulph Rd.** were recently completed and **five additional intersections on Mall Blvd.** are currently being completed, as part of the King of Prussia Mall’s expansion project. The Mall Blvd. intersections are scheduled to be active by December 2015.

“As the first municipality in Pennsylvania to install the Traffic Adaptive System in 2009, Upper Merion has helped pioneer this technology to reduce traffic congestion and travel times on some of our most heavily traveled roadways,” said David Kraynik, Upper Merion Township Manager.

“While we work to expand our amenities and offerings to our customers, it is important that we continue to provide easy access,” said Bob Hart, King of Prussia Mall Manager (Simon Property Group). “With the Adaptive Traffic Signal technology being installed along Mall Blvd., guests can anticipate less traffic congestion during the holiday shopping season.”

Adaptive Traffic Signal technology is a video traffic management strategy, changing/adapting traffic signals based on real-time traffic patterns and congestion. It costs approximately \$35,000 to \$50,000 to install the technology at each intersection. Additionally, this technology helps to reduce emissions of hydrocarbons and carbon monoxide due to improved traffic flow.

“Improving traffic flows and reducing congestion is good for business,” said Eric Goldstein, King of Prussia District Executive Director. “The improved accessibility makes King of Prussia even more attractive to companies, employees, consumers and residents – and just in time for the holiday shopping season!”

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#### **ABOUT KING OF PRUSSIA DISTRICT**

King of Prussia District (KOP-BID) is a 501(c)(3) not-for-profit, special services organization. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous.

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