

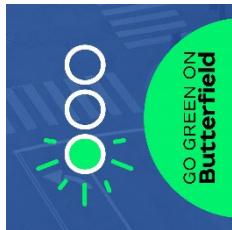


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GO GREEN ON BUTTERFIELD WITH OPTIMIZED SIGNALS



Morgan Hill, Calif., (May 13, 2022)—Last week, City staff took measures to optimize and improve traffic flow on the Butterfield Corridor by installing new signal controllers. Signal optimization has been implemented during peak travel times, Monday-Friday between the hours of 6-8 a.m. and 4-6 p.m. Vehicles are advised to “go green” on Butterfield during these times to increase their efficiency of moving from one end of town to the other.

To help evaluate and adjust the new controllers for optimum travel efficiency, we encourage drivers to begin “going green” on Butterfield. Signage communicating the optimization effort can be found throughout the Butterfield Corridor on electronic message boards and permanent roadway signs. The City is also launching an electronic, print, and social media campaign to educate residents and commuters.

“The City hopes continued improvements to the Butterfield Corridor will help us move traffic out of Downtown to an arterial designed to act as a bypass and improve traffic flow through the City,” stated Public Services Director Chris Ghione. “By encouraging traffic flow off Monterey and onto Butterfield, the City is making our Downtown safer while simultaneously improving travel times for our residents.”

Optimization will not always mean full synchronization, as the City intends to balance traffic flow on Butterfield Boulevard with major traffic flow for our residents traveling east and west across the City. We acknowledge that improvements made within the City can at times benefit some, while being bothersome for others. Although the signals have been optimized, there may be slightly longer waits at non-arterial street intersections. Adjustments to the signal programming will continue over the next few months as the City continues to evaluate and modify the traffic optimization strategy, looking for opportunities for continuous improvement.

If you regularly use Monterey Road to travel north and south through the City, we encourage you to change your travel pattern and give Butterfield a try over the next few weeks.

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