

SynchroGreen Manages Congestion Caused By Vehicle and Pedestrian Traffic



>>Project Background

Seawall Boulevard is a major arterial in Galveston, Texas, serving as one of the primary routes to travel from east-west on the island. One of the City's newest attractions, Pleasure Pier, is located on Seawall Boulevard. Pleasure Pier is an amusement park with rides and games, attracting visitors from all over Texas to the island. Additionally, the amusement park also generates substantial pedestrian traffic that must cross Seawall Boulevard and can have a substantial impact on traffic operations. The Seawall Boulevard SynchroGreen system consists of five intersections over 0.75 miles on a four-lane divided arterial. The average daily traffic (ADT) along Seawall Boulevard is 25,000 vehicles, however, Seawall Boulevard may accommodate more than 50,000 vehicles per day during busy event and summer weekends.



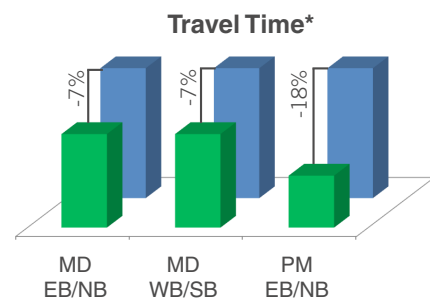
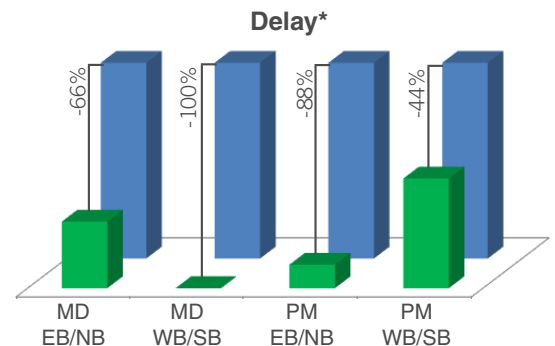
>>Objective

SynchroGreen was deployed in late 2012 along Seawall Boulevard to manage vehicle and pedestrian traffic while also improving the overall flow along the arterial. Specifically, the objectives were to:

- Reduce Arterial Travel Time
- Better Manage Pedestrian Traffic
- Reduce Arterial Delay
- Better Manage Special Event Traffic

>>Results

Since activation, SynchroGreen has continued to successfully improve and manage vehicle and pedestrian traffic along Seawall Boulevard. The most significant impact can be observed in mid-day traffic delay, with a 66 percent reduction eastbound and 100 percent reduction westbound. In the evenings, the delay was reduced by 88 percent eastbound and 44 percent westbound.



*Data depicts the percent reduction in the Delay and Travel Times.