

Case Study: Galveston, TX

Daily Travelers

50k

Mid-day Delay
Reduced By
As Much As

100%

Evening Delay
Reduced By
As Much As

88%

The Setup

The island of Galveston, Texas, ranks as one of the top tourist destinations in the United States, attracting travelers from all over the nation. Although quiet in the off-season, Seawall Boulevard, the main East-West arterial, funnels more than 50,000 daily travelers to Galveston's beaches and attractions, causing significant seasonal congestion.

Tourists must walk across Seawall Boulevard to visit Pleasure Pier, a newly-added amusement park, creating delays for vehicles waiting on pedestrians to cross safely. The mix of heavy pedestrian and vehicle traffic surrounding Pleasure Pier had an enormous impact on traffic operations.

To manage the heavy seasonal traffic and improve the overall flow of the arterial, the City of Galveston turned to Trafficware's SynchroGreen®, a Real-time Adaptive Signal Control Technology (ASCT) solution. The revolutionary, software-based ASCT collects traffic data at signalized intersections, analyzes the data for changing trends, and adjusts traffic signal timing in real-time based on the current demand.

SynchroGreen collects and analyzes intersection traffic data and adjusts traffic signal timing in real time.

The Solution

The City of Galveston deployed SynchroGreen at five intersections along 0.75 miles of a four-lane, divided arterial on Seawall Boulevard. SynchroGreen provided the most congestion relief mid-day with a 66 percent reduction in delay for westbound traffic and a 100 percent reduction in delay for eastbound traffic. During the evening, SynchroGreen reduced the eastbound delay by 88 percent and westbound delay by 44 percent. Since activation, SynchroGreen has continued to improve and manage vehicle and pedestrian traffic successfully along Seawall Boulevard.

Delay and Travel Time on Seawall Boulevard in Galveston, TX

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

