

Customer Case Study: Austin Marathon

Traffic control solutions for America's 25th largest annual marathon

From the Super Bowl to the Waste Management Phoenix Open, the biggest events in sports rely on AWP Safety experts for comprehensive traffic control solutions that keep participants, spectators and communities safe.



Challenge

Moving massive crowds and traffic safely

Held in Austin, Texas, the Ascension Seton Austin Marathon is a Boston Marathon qualifier and one of America's largest races. The event attracts runners from all 50 U.S. states and more than 35 countries. Approximately 17,000 runners, 100,000 live spectators and 75,000 visitors to a related Health & Fitness Expo attend events over a period of three days, culminating with all races on Sunday.

During that time, the event requires multiple street closures and strategic traffic control management to ensure visitors and local residents remain safe, and local churches and businesses experience minimal disruption.



Solution

Expertly designed traffic control plans

For the 2024 race, AWP Safety developed an extensive traffic control plan, with detailed setups for 20 street closures. More than 40 on-site Protectors set up the road closures using more than 4,000 pieces of equipment, including crucial devices to communicate with motorists, like closure signs, message boards and arrow boards.



Results

**Improved safety
for runners,
spectators and
the community**



Coordinated traffic control plans reduce the risk of accidents involving motor vehicles, cyclists, pedestrians and runners.

**Better
traffic flow**



Traffic congestion is minimized and parking is easier due to directional and road closed signage.

**Reduced risk
and liability**



The city of Austin and organizers of the Austin Marathon are protected from potential litigation due to increased road safety during the event.



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