

# Customer Case Study: Waste Management Phoenix Open

**Delivering comprehensive traffic control and safety solutions**

More than 700,000 fans attend the annual Waste Management (WM) Phoenix Open — one of the most popular golf tournaments in the world. For the ninth year in a row, AWP Safety is supporting the event with traffic control planning, equipment, and on-site coordination. The goal is simple: help get people in and out safely, keep traffic flowing, and reduce risk for event organizers and the community.



## **AWP Safety Solution**

Large events require a coordinated plan and fast response. AWP Safety manages the full traffic control program and works with local and state agencies to plan, permit, communicate, and adjust in real time.

### **Multi Agency Coordination for Safety and Compliance**

AWP Safety works with the Arizona Department of Transportation (ADOT) to acquire necessary permits and provides real-time traffic updates that ADOT can use on message boards to share with motorists. The company also collaborates with the Arizona Department of Public Safety to develop plans for rerouting traffic in the event of an accident, and with first responders in the City of Scottsdale to help clear traffic and support emergency access if an incident occurs.

### **Temporary Traffic Control Planning (TTCP) for Uninterrupted Mobility**

AWP Safety's TTCP outlines strategic event setup that covers seven streets surrounding the event venue, a ride share curb lane, and primary access points for parking. It also maps out pedestrian detours so walkers can avoid high-volume traffic and still have convenient access to bus stops.

### **Scaled Staffing, Staging and Equipment Deployment**

AWP Safety begins setup the week before the tournament with 10 trained Protectors and 10 trucks. More staff and vehicles support the event each day to solve issues quickly and coordinate with partner agencies. In total, AWP Safety uses 4,000+ pieces of equipment, including arrow and message boards, signs, spring stands, reflective cones, pennant flagging, pedestrian fencing, and speed radar trailers.



## **Customer Challenge**

Hosted by the Thunderbirds, the Phoenix Chamber of Commerce's special events and tourism committee, the WM Phoenix Open draws large crowds and supports tourism while raising millions for Arizona charities.

With five days of heavy traffic, the event needs clear detours and strong traffic management for parking, ride share, and pedestrian routes. Organizers also need to lower the chance of crashes or delays that could affect safety, operations, and the event's reputation. At the same time, nearby residents and businesses need as little disruption as possible.



### Why This Matters for Large-Scale Events

Big sports events need more than cones and signs. Organizers need a partner who can manage traffic end to end, work smoothly with multiple agencies, and scale staffing and equipment as conditions change—while limiting disruption to the surrounding area.

“

Our job is to make traffic feel predictable for the people running the event and for everyone who lives and works nearby,” says Jesus Duarte, operations manager for AWP Safety’s Mountain Division. “We plan every detail, stay in close contact with our agency partners, and adjust fast so fans get in and out safely and the community keeps moving.

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## Results

### Maximize safety



No major accidents in nine years supporting the event

### Reduce wait times



Strategic equipment placement makes arrival, parking and exit go faster

### Ensure safety compliance



All traffic control adheres to state and local requirements

### Save time



Event organizers and law enforcement can focus on other priorities

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