

Customer Case Study: Charles Schwab Golf Challenge – Teeing up Seamless Event Traffic Management

As North America's leading worksite safety partner, AWP Safety is trusted by utility, broadband, and transportation providers to protect the people who power critical infrastructure. Event organizers also rely on AWP Safety and its partner companies to elevate safety for major sporting events – from collegiate football to professional golf.

For nearly a decade, Site Barricades, an AWP Safety company, has partnered with organizers for the Charles Schwab Golf Challenge — a premier, annual PGA Tour golf tournament held at the historic Colonial Country Club in Fort Worth, Texas.

Leveraging deep industry-leading expertise, proactive traffic control planning, a broad portfolio of safety solutions, and operational scale, the team safely manages the event's road closures, parking operations, rideshare access, shuttle coordination, and neighborhood traffic flow.



Customer Challenge

Managing complex logistics for an elite sporting event

When tens of thousands of spectators descend on Fort Worth each year for the Charles Schwab Challenge, seamless traffic management is critical to the event's success and safety.

The tournament presents unique logistical challenges that require precision planning, rapid response capabilities, and close coordination with local stakeholders.

"The site is not just off a main road," says James Smith, inside sales representative at Site Barricades. "It's in a neighborhood, so one of the major challenges involves controlling traffic in the residential areas surrounding the country club."

The traffic control setup includes multiple layers of restrictions: outer detour routes to redirect general traffic, intermediate checkpoints that limit access to residents, and inner closures that allow access only to tournament attendees or homeowners. At the same time, the operation requires extensive coordination with multiple stakeholders, including tournament organizers, local law enforcement, city permitting officials, and residents.

The nature of the week-long event also mandates flexibility to respond to last-minute operational changes, evolving crowd patterns, and customer requests.





AWP Safety Solution

A highly responsive operational partner able to support large-scale events

Site Barricades, backed by AWP Safety's national resources and event management expertise, delivers an end-to-end traffic control solution that helps the Charles Schwab Challenge operate safely, efficiently, and on schedule.

The project begins weeks in advance with phased planning and deployment. Early warning message boards are installed to notify residents and commuters of upcoming restrictions and road closures. As tournament week approaches, crews deploy additional cones, barricades, signage, and directional controls throughout the surrounding area.

Using detailed traffic control plans and custom event layouts, the team coordinates:

- Restricted-access neighborhood zones
- Parking lot traffic flow
- Tournament ingress and egress
- Rideshare routing
- Shuttle staging
- Emergency access lanes
- Detour routes and public messaging



We have one of our supervisors load a truck with material and stay in the area," Smith says. "If they need something, the tournament director has my cell phone, and we'll get it out there."

Over the years, the partnership has evolved into a highly collaborative, trust-based relationship. What once required extensive planning meetings has become a streamlined process built on operational consistency and responsiveness.

"That shows good progress," Smith adds. "You're to the point where you don't really need to meet — it's just quick one-off adjustments."

Measurable Results

Safe and efficient tournament operations

Site Barricades successfully manages complex traffic patterns for one of Texas' premier PGA tour events while maintaining access for residents, spectators, vendors, and emergency responders.

Large-scale deployment

The 2026 tournament operation included approximately 700 cones, six message boards, multiple road closures, parking control zones, and staged response vehicles deployed across Fort Worth.

Enhanced customer confidence and partnership

After years of successful execution, tournament organizers rely on Site Barricades as a trusted operational partner capable of adapting quickly and delivering professional, high-quality service.

To discuss your next project with a dedicated AWP Safety sales representative, [request a quote](#).