

CASE STUDY:

Sevierville, Tennessee

Background

The City of Sevierville, Tennessee has long been known as the “Gateway to the Great Smoky Mountain Tourism Area” including Pigeon Forge and the Great Smoky Mountain National Park. One of the top tourism destinations in the United States, the area boasts more than 13 million visitors annually. The main route into the area is Highway 66. Highway 66 has long been a congested route due to the volume of traffic entering the area, coupled with the irregular flow created by an abundance of entertainment, dining and shopping options along the way.

Historically, Sevierville had relied on in-ground inductive loops for vehicle detection. While the loops worked well, maintenance on the loops proved almost impossible given the volume of vehicles travelling this corridor. A road widening effort was made possible by the American Recovery and Reinvestment Act, and Highway 66 grew from four to six lanes to add more capacity. With this construction project requiring lane relocation, the use of loops was even less practical as loops were often destroyed and/or moved so other non-intrusive vehicle detection alternatives had to be investigated as traffic signal timing plans did not work well without fully actuated detection.

The lack of detection was creating manpower and expense issues for the Police Department. “We were having to maintain officers at the lights most of the day for about 5 days each week,” says Police Chief Don Myers. “We were expending a good amount of overtime monies just keeping up with these traffic issues.”

Solution

Video detection appeared to be the solution, removing the sensor from the roadway to above-ground, and virtually eliminating maintenance. But, the City did not have a positive perception of video detection based on earlier implementations. “Our original video detection system didn’t work very well, and it is not conducive to the lane shifts that occur during construction as they require re-positioning or re-aiming,” says Bryon Fortner, Director of Public Works.



GridSmart was introduced to the City, and the City immediately saw opportunity. “There were many benefits that were obvious...the ease of installation, reduction of equipment and cost, the ability to re-draw detection zones anywhere within the camera’s 360-degree view to accommodate the lane shifts taking place, and the annual savings that we would realize in maintenance...all of these are definite advantages to the GridSmart approach,” says Fortner. “The traffic data available from GridSmart was an added benefit to us, as we are frequently asked for counts for tourism purposes as well as construction planning.”

The City deployed the initial GridSmart system at one of its busiest intersections in the heart of Sevierville and quickly saw the benefit. Due to the ease of re-drawing zones

CUSTOMER PROFILE



LOCATION

Sevierville is the “Gateway to the Great Smoky Mountain Tourism Area” which boasts over 13 million visitors annually.

BENEFITS

Of using a GridSmart System...

- « Ease of installation
- « Cost reduction provides annual savings
- « Ability to adapt detection zones to changing traffic patterns



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without camera movement, GridSmart was able to provide fully activated detection and traffic data during the construction efforts, which was not a part of the original plan. **Less than one year later, there are now seven GridSmart-equipped intersections.** Fortner adds, "We have a couple of additional intersections that we want to transition from traditional video detection over to GridSmart."

Bill Medley of Progression Electric, authorized GridSmart reseller for the City, comments, "We have installed numerous video detection systems and found Aldis' GridSmart to be the fastest and most intuitive system available. Cabinet hookup is fast with a minimal number of connections, and you have only one wire to the camera. The GridSmart software is very user friendly, and Aldis is always available with top-notch technical support to answer any questions. We highly recommend the GridSmart solution."

Results

The results seen by the City are remarkable. When considering the ongoing maintenance expenses with loops, and the high initial purchase and install costs of traditional video, the City is realizing **projected savings between \$125,000 - \$175,000 over the next ten years** by deploying GridSmart at these seven locations.

In addition to the projected savings and enhanced functionality, GridSmart has also contributed to an **80% reduction in police overtime associated with traffic control**, an improvement in travel time through the corridor, the availability of traffic data (counts, average speed, classification, incidents, and more) for better decision making, and reduced hardware on the roadway for better aesthetics in this beautiful tourism area.

Contact Aldis today for a free consultation of how GridSmart can help you.

 **Aldis**TM *Solutions for Smart Cities of All Sizes*



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Bryon Fortner, Director of Public Works, City of Sevierville