

# Case Study

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## **Dell Corporate Campus Crosswalks, Round Rock, Texas**

### **Background**

Many of America's corporate campuses have "trouble spots" when it comes to pedestrian safety. Dell Computer's sprawling corporate headquarters in Round Rock, Texas houses thousands of employees. These employees faced a dangerous challenge when crossing the busy thoroughfare – Dell Way – that intersects the middle of the campus.

### **Problem**

City roadways separate building complexes on the Dell campus, and the blocks are long so the mid-block crosswalks are heavily used. According to Bobby Mercer, Traffic Signal Supervisor for the city of Round Rock, "There is quite a bit of pedestrian traffic crossing this particular road, and the vehicle traffic volume is high as well."

"Prior to this system being installed, we had a pedestrian hit in the roadway," says Mercer. Both the city and Dell were seeking a solution to the problem at hand. "Dell played a huge part in getting something done here for their employees and visitors. Originally, they wanted a pedestrian overpass over the roadway."



### **The Solution**

In Road Warning Lights (IRWLs) are street-tough lighting devices that get embedded in the pavement at mid-block crosswalks. Pedestrians activate the lights, which flash along the roadway to alert oncoming motorists.



The City of Round Rock decided to use pushbutton-activated IRWL systems to address their problem. They felt the systems should also include LED-enhanced signs placed a few hundred feet in advance of each IRWL crosswalk. When the crosswalk lights are activated these advance warning signs also flash, giving motorists earlier notice of pedestrians ahead. Such advance warning is especially important when a curved road approaches a crosswalk.

Mercer is not aware of any accidents -- or even near misses -- since installing the IRWL systems.

### **The Reaction**

Mercer says he has heard nothing but good things from Dell since the installation of the lights. When asked if IRWLs have made crossing Dell Way safer, Mercer replies that he believes they have. "Installing the IRWLs here produced a similar result (to the overpass) at a fraction of the cost."

With Spot Devices lighted crosswalks and advance warning LED signs, the City of Round Rock has helped ensure that Dell's employees and visitors will arrive safely for years to come.

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