BETTER ROADS CASE STUDY

CITY OF GADSDEN, AL

Gadsden, a mid-sized city in northeast Alabama, was founded in 1846 and experienced significant growth during the industrial age. However, with the decline of initial industries, the city has faced challenges in maintaining its aging infrastructure, including roads, sanitary sewers, and water mains. The city sought to improve its road maintenance processes and ensure efficient use of resources.

CHALLENGES

Gadsden's infrastructure, particularly its roadways, had become outdated and required significant attention. The city managed approximately 350 centerline miles of roads, but its traditional, reactive approach to road maintenance—often initiated by resident complaints—led to inconsistent and inefficient efforts.

In 2019, Gadsden collaborated with a consultant to conduct a comprehensive assessment and implement a Geographic Information System (GIS) for their road network, costing $165,000. This initiative provided a more objective foundation for road maintenance. However, the city aimed to continue this process internally. Additionally, funding constraints made it challenging to allocate resources effectively for thorough road assessments and repairs.
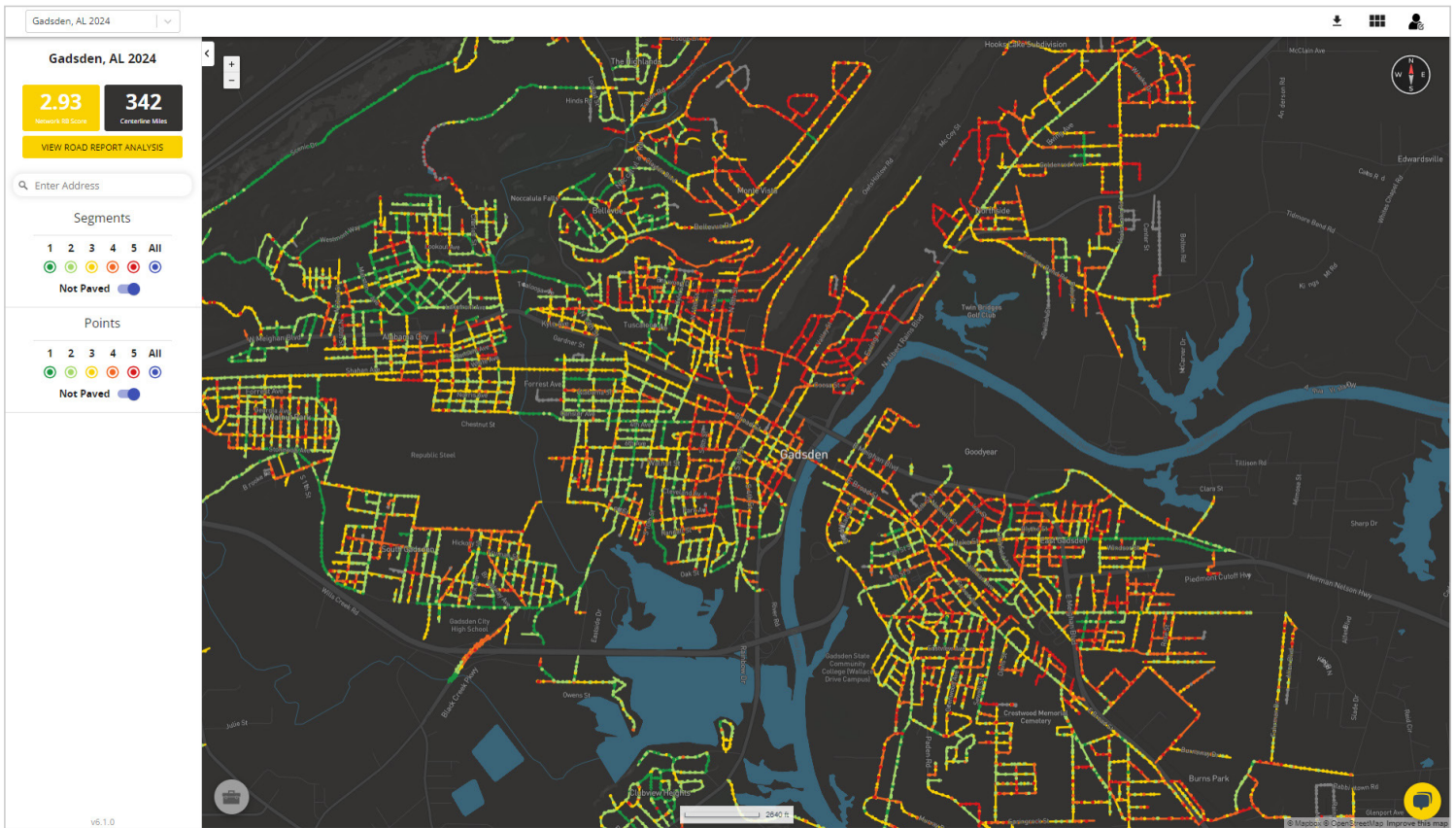
CHALLENGES

- Outdated and manual system for road maintenance
- Funding constraints

SOLUTION
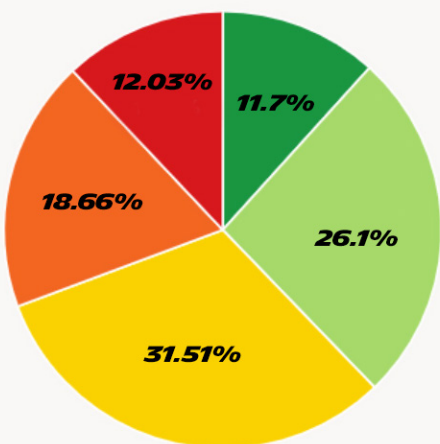
- Automated road assessment

RESULTS

- **79%** cost savings
- Conducted assessment **40%** faster
- A streamlined assessment process
- Better communication and decision making

View of Michelin Better Roads' online platform

NETWORK RATINGS BREAKDOWN

- RATING 1
- RATING 2
- RATING 3
- RATING 4
- RATING 5

SOLUTION

Gadsden adopted Michelin Better Roads' technology to provide a cost-effective and efficient method for assessing road conditions across the city. By utilizing advanced data collection and analysis tools, Michelin Better Roads enabled Gadsden to transition from a reactive to a proactive approach in road maintenance.

Instead of waiting for citizens to report an issue, the technology allowed for a comprehensive assessment of all roads, identifying areas that required immediate attention and those that could be scheduled for future maintenance. Plus, data collection could be streamlined and completed internally.

❝ WE CAN EVALUATE TO SEE HOW HOW EFFECTIVE OUR PAVEMENT MAINTENANCE IS, WHAT'S WORKING, WHAT'S NOT, WHAT AREAS HAVE WE NOT TOUCHED. IT'S BEEN GREAT. IT HELPS US ON A DAILY BASIS. ❞

- Heath Williamson
Director of Engineering, City of Gadsden

This systematic approach ensured that resources were allocated based on actual road conditions rather than subjective assessments. In integrating this tool into their approach, the city was able to reduce the time and funds spent on the assessment process.

RESULTS

The implementation of Michelin Better Roads brought several significant benefits to Gadsden:

1. **Cost Savings:**
   The city saved approximately $130,000, **reducing assessment costs by 79%** compared to previous methods.

2. **Improved Efficiency:**
   The technology streamlined the entire pavement assessment process, allowing the city to complete data collection and **receive their assessment 40% faster.**

3. **Enhanced Decision-Making:**
   The comprehensive data provided by Michelin Better Roads enabled city officials to make informed decisions about road maintenance priorities. This included considering traffic volumes and the condition of roads to ensure the most critical areas were addressed first.

4. **Better Communication:**
   The data visualization platform also help residents and officials better understand the rationale for how maintenance is prioritized.

Overall, the partnership with Michelin Better Roads has empowered Gadsden to maintain its road infrastructure more effectively, ensuring safer and more reliable transportation for its residents.

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