



At-a-glance

COMPANY TYPE

Asphalt paving

INDUSTRY

Construction

AVERAGE DAILY WORKFORCE

30–40 associates

FILL RATE

99%

JOB TYPE

Flaggers

CUSTOMER SUCCESS STORY

PeopleReady delivers dependable traffic control staffing

CHALLENGE

A growing asphalt paving company needed a staffing partner capable of supporting city and state roadway projects across multiple locations each day.

During peak construction season, the company required 30–40 trained flaggers and traffic control personnel daily to keep crews working safely and maintain compliance with local and state regulations.

Schedules frequently shifted due to weather delays, changing project timelines and prevailing wage requirements, adding complexity to staffing coordination. Leadership needed a partner who could manage workforce logistics independently so their teams could stay focused on paving projects and meeting deadlines.

SOLUTION

PeopleReady implemented a flexible staffing strategy to support the company's changing workforce needs. The team maintained a bench of 50+ trained flaggers and traffic control associates ready for rapid deployment during peak season and provided on-site orientation and site-specific training covering traffic management procedures, equipment, radios and PPE.

To streamline coordination, PeopleReady assigned a dedicated point of contact to manage scheduling, communications and prevailing wage documentation. As paving schedules shifted due to weather and project changes, crews were scaled up or down to match daily demand and maintain consistent coverage across job sites.

RESULTS

PeopleReady became a trusted workforce partner, delivering dependable staffing solutions throughout every construction season.

Since the partnership began in 2018, PeopleReady has expanded its support as the customer's operations grew, staffing projects across additional regions of the state. The results of this partnership include:

- 99% fill rate across peak-season staffing requests
- Zero on-site safety incidents during the partnership
- Prevailing wage compliance support for nearly 50% of projects in 2025
- Seasonal associates gained hands-on experience and OSHA certification

With trained workers, flexible scheduling and proactive communication, the paving company kept crews staffed and projects on schedule.

Visit peopleready.com to learn more about our staffing solutions.

