Unique Collaboration

- Federal
  (NWS – Salt Lake City / Grand Junction)

- State
  (UDOT)

- Private Meteorologists
  (WeatherNet)

- Academia
  (University of Utah)
UDOT Operations

- Maintenance
- Weather
- Traffic Management
- Motor Carrier
- Traffic and Safety
Public Information

- 511 Message System
- Variable Message Signs (VMS)
- Highway Advisory Radio (HARS)
- NWS watches, warnings, advisories
- UDOT Communications direct media contact
- UDOT / NWS Websites
- UDOT / NWS Twitter
- UDOT / NWS Facebook
Impact of a Unified Public Message

- Major commuter route near University of Utah shows impact of messaging
- Afternoon peak commute (southbound) time was shifted based on forecast
  - Typical peak is 400-600 PM
  - On January 10th peak was 300-400 PM
- Reduced afternoon and evening (Noon-800 PM) travel based on forecast
  - 17 Jan – Total Volume 17,871
  - 10 Jan – Total Volume 13,540
- 35-40% altered their travel route or timing because of storm (NWS/UDOT Survey)