

Unique Collaboration

- Federal
(NWS – Salt Lake City / Grand Junction)
- State
(UDOT)
- Private Meteorologists
(WeatherNet)
- Academia
(University of Utah)

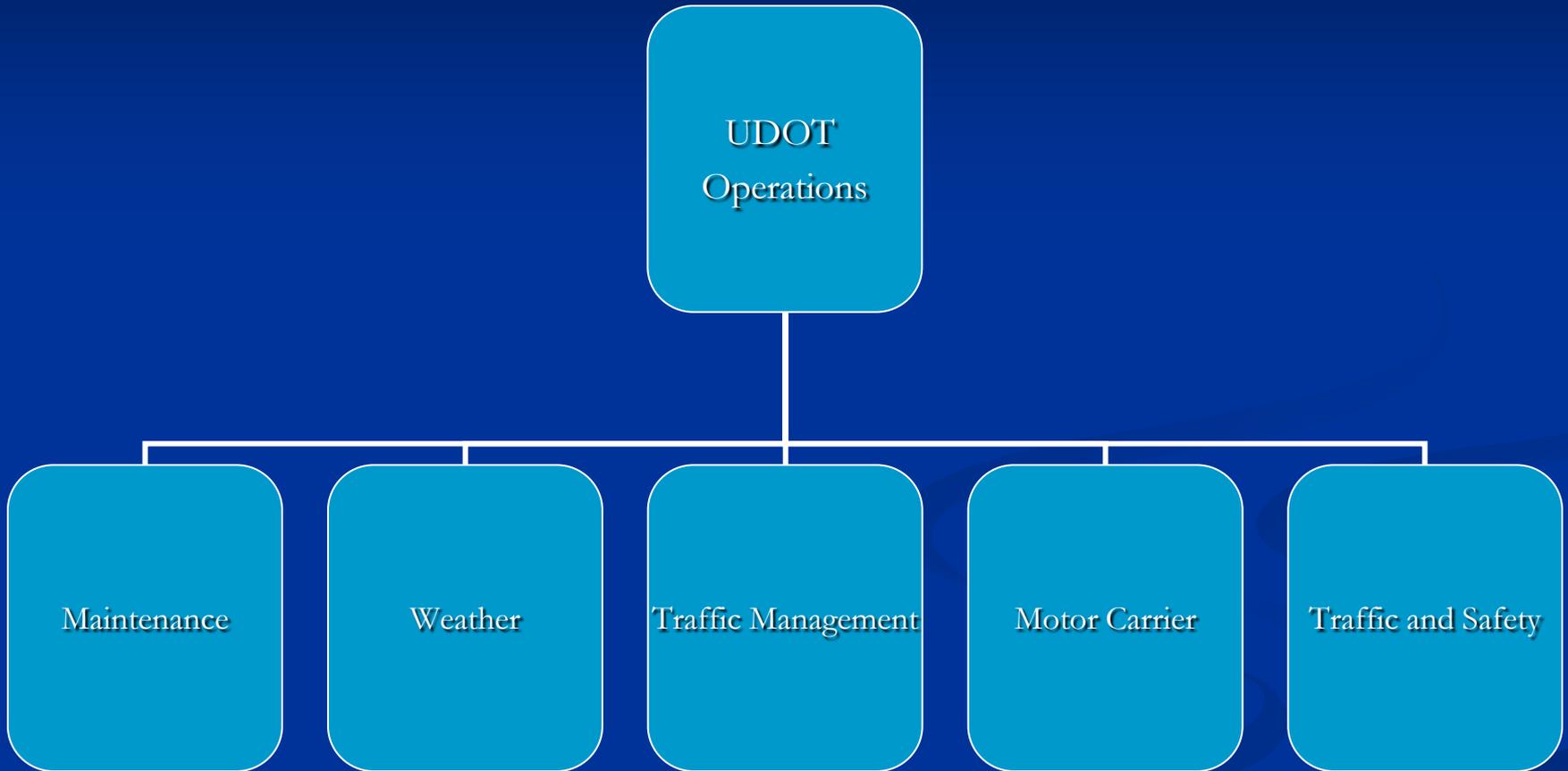


UDOT Weather

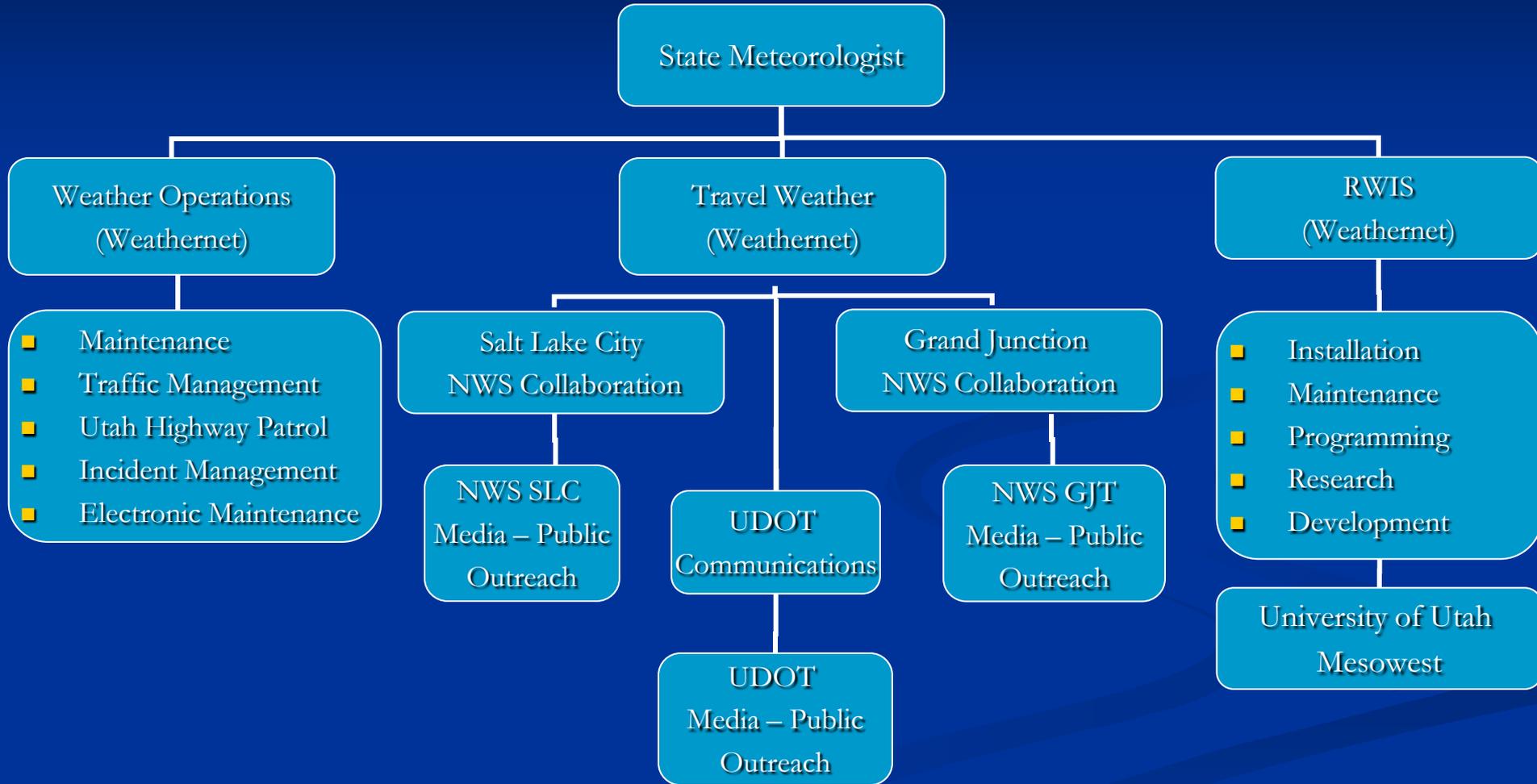


NWS Salt Lake City

UDOT Operations



UDOT Weather



Public Information

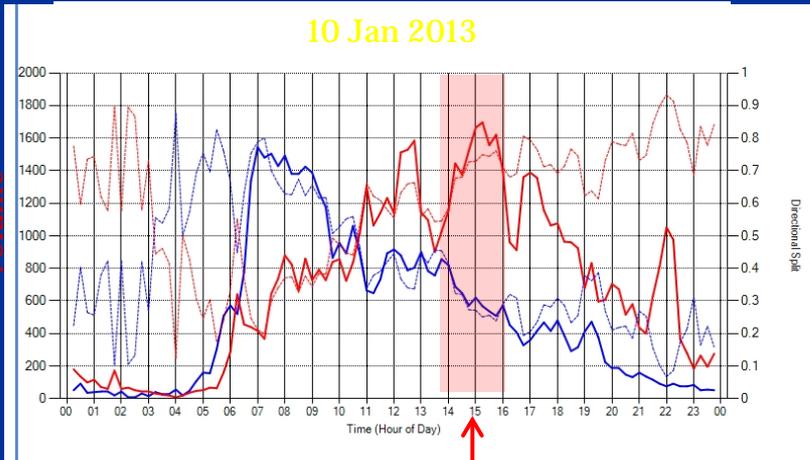
- 511 Message System
- Variable Message Signs (VMS)
- Highway Advisory Radio (HARS)
- NWS watches, warnings, advisories
- UDOT Communications direct media contact
- UDOT / NWS Websites
- UDOT / NWS Twitter
- UDOT / NWS Facebook



Impact of a Unified Public Message



Typical commute peak



Early commute peak

— Southbound — Northbound

- 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)