What Counts

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Why I’m Here

• New federal requirements
• We can learn from each other
• A prophet is never appreciated . . .
What We Do

• Gather data
  – Continuous counts
    • 135 ATR
    • 25 WIM
What We Do

• Gather data
  – Short-term counts
    • 10,000 recorder sets
    • 900 manual counts
What We Do

- Gather data
  - Field Installation
  - Maintenance
What We Do

• **Data Analysis**
  
  – **Factors**
  
  • DOW by month
  • Axle correction
  • Design hour
What We Do

- **Data Analysis**
  - VMT
  - Truck traffic
  - ESAL
  - Short-term forecasting
What We Do

- **Products**
  - Traffic Book
  - Flow maps
  - Key leg statistics
Where We Were

- **Budget issues**
  - Zero training
  - Cutting programs
  - Freezing positions
Where We Were

• **Outlook**
  – Decentralization
  – Outsourcing
Where We Were

- Reputation
  - Entry level
  - Why we can’t help you
How We Changed

• Implosion – Lost leadership
  – Governor
  – Director
  – Division Director
  – Office Director
  – Section Manager
How We Changed

- Coup d'état
  - While the cat’s away . . .
  - Dream a little dream
How We Changed

• Filled positions
  – New blood
  – . . . as he smiled and waved, ”Goodbye.”
Planning For The Future

- **Focus**
  - External review
  - Customer needs
  - Inputs
Planning For The Future

- **Focus**
  - Internal review
    - Functions
    - Processes
    - Talents
Planning For The Future

• Model for growth

  – Advantages

  • Clean Slate

  • Working with a net. Your tax dollars
Planning For The Future

• Model for growth
  – Dangers
    • Out on a limb
    • Popularity
Business Model

• Marketing
  – Logo
  – Tours
  – Conference booths
  – Promotional items
  – www.iowadotmaps.com
  – Customer survey
Business Model

- **Human Resources** -
  - Reassigned employees
  - Workforce attrition
    - Under-employed (raises morale; lowers poison)
    - Technology replacements
      - Mobility
      - Accuracy
Business Model

- Human Resources -
  - Shared staff
  - Other sources
    - Garage personnel
    - Crossover projects
Business Model

- Production and Operations Management
  - Summer schedule
    - Length of season
    - Count hours
Business Model

- **Production and Operations Management**
  - New technology
    - Database storage
    - New sensors
    - Remote sensing
    - Velcro
Business Model

• **Diversification**
  
  – Bicycle trails

  – Airports
    • Crossover technology
    • Videolog
Business Model

- Diversification
  - RWIS
  - ITS
  - LRS
Where We Are

- www.iowadotmaps.com
- 2002 Design Guide
- ITS
- LRS
- TRADAS
- Christmas every day
What We’ve Discovered

Partnerships?
What We’ve Discovered

- **PLAN to take care of your own house**
  - Business vs. Government
  - Make the hard decisions
What We’ve Discovered

• **DEMAND support from your sources**
  
  – Don’t be satisfied with the usual
  
  – Communicate what you do and ask for their expertise
What We’ve Discovered

• REQUIRE demands from your customers
  – The fallacy of the “status quo”
  – Learn the “Why’s”
What We’ve Discovered

Always,

ALWAYS,

seek new customers