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Presentation title:

ENSURING AND QUANTIFYING RETURN ON INVESTMENT THROUGH THE DEVELOPMENT OF WINTER MAINTENANCE PERFORMANCE MEASURES

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Summary:

Many ITS deployments are costly and it can be difficult to quantify the return on investment. This has largely been the case for Road Weather Information Systems (RWIS) which can have a huge impact on timely and efficient winter road maintenance. All road users are becoming more demanding and it is a priority for road authorities to not only provide a high level of winter maintenance, but also to justify their cost. For example the Idaho Transportation Department (ITD) budget is approximately \$7.5 million annually for winter maintenance materials, \$12 million for snow plow operations and \$6 million in operator salaries. However until recently it was difficult to assess how well the money was being spent and what efficiencies in terms of mobility and safety were being realized on their road network.

