

# The INSIDE

# LANE

A newsletter for employees of the Arizona Department of Transportation

APRIL 2023

VOLUME 7, ISSUE 4

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snowstorms**

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**ADOT**

## LEADERSHIP

## MATTERS

**HAVE BEEN WITH** ADOT since 2002 in several roles, and I am fortunate to have worked under great leadership within the agency. I've served as a highway operations technician, highway operations supervisor, highway operations superintendent, emergency manager and I am currently the statewide **road weather manager**. I prepare for and mitigate weather events. Working in the Transportation Systems Management and Operations Division, I am lucky to have an opportunity to enhance our weather operations statewide.



*Kevin Duby  
Statewide Road  
Weather Manager*

### Why are you passionate about the job you do?

I consider my position to be a vital part of what we do. My job also provides me with the opportunity to lead, support and make a difference throughout ADOT. I see weather impacting all of Arizona, from dust storms to winter snowstorms. I am excited to be part of something special, to apply new technologies that make us the best at what we do and give our traveling public some of the best customer service nationwide. Being part of that is a career that is both rewarding and special.

### How do you take time to reflect on how your actions may impact other groups?

I work closely with several divisions and districts. My role helps team members in these areas make informative decisions. This information can be from our dust analytics, working with our communications group about weather messaging, to-action and after-action reviews with districts after winter storms, and using our automated vehicle location data and in-house dashboard. Some of our processes have gained attention from other states. It is a privilege to report on what we are doing here in Arizona and give other states feedback on how we are successful in our overall process for weather. It is something special to be part of. ■

# The INSIDE LANE

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## Share your best cover shot

Do you have photos showing off the scenic side of transportation in Arizona? Share them with us and we might put your photograph on the next cover of The Inside Lane. It can be a great picture of an MVD office, a beautiful highway shot or even an artsy photo of construction materials. Whatever the subject, the photo should highlight some aspect of the work happening here at ADOT. Submit your original, digital photographs to [InsideLane@azdot.gov](mailto:InsideLane@azdot.gov) in JPEG format (no larger than 10MB). Along with the photo, please provide a brief description and your name/title.



## On the cover

Payson Maintenance Supervisor **Brett Rupp** of the Infrastructure Delivery and Operations Division took this photo of snowplow drivers **Harley Taylor** and **Bobby Millard** clearing snow on northbound State Route 87 in March. Learn more about how ADOT weathers snowstorms on **Page 3**.

# KEEPING MOTORISTS SAFE AND INFORMED DURING WINTER WEATHER

**W**ITH RECORD-BREAKING winter storms hammering Arizona's high country, ADOT's response goes beyond the hard work performed by snowplow operators and equipment operators to keep the traveling public safe.

Behind the scenes, employees have been coordinating efforts across units and districts statewide. For example, plow operators from the Southern districts brought staff and, in some cases their trucks, to northern Arizona to help wherever needed.

ADOT has been working closely with the Arizona Department of Public Safety, the National Weather Service, and California, New Mexico and Nevada DOTs to alert the public of road conditions and closures. Highways were proactively closed when it looked like the storms were about to produce severe weather and hazardous driving conditions. Motorists were able to stay in their communities rather than being stuck along the highways overnight in extreme conditions.

"Thanks to the efforts of countless ADOT employees, the roadways were open when conditions would allow and safely closed when conditions were too severe to maintain safe travel conditions," said Deputy Director for Transportation/State Engineer **Greg Byres**. "My hat goes off to all of these individuals for their amazing efforts."

Northcentral District Administrator **Brenden Foley** from the Infrastructure Delivery and Operations Division thanked the many ADOT employees who have worked tirelessly before, during and after storms.

"Recent winter weather events have had significant impacts throughout northern Arizona. However, communication between districts, leadership, DPS, Communications, Transportation Systems Management and Operations, and others has led to great success for these record events," he said.

Communications staff keep the public informed through networking with key stakeholders, social media, the Arizona 511 Traveler Information System, news releases and news media interviews.

"The record-setting use of the Arizona 511 Traveler Information System is a credit to the ADOT staff who entered and updated incidents, ensuring that accurate information was available to the public, and public information officers who promoted and encouraged its use on social media, in news releases and in interviews with media," said Assistant Communications Director for Digital Communications **Doug Pacey**.

~ Lori Baker, Senior Communication Specialist

Northwest District's Flagstaff Maintenance Unit Highway Operation Tech 4 **Daryl Gorges** took this photo of a snow blower working on US 180 at milepost 237.

## Winter Storm Communications By the Numbers

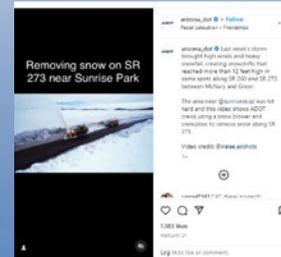
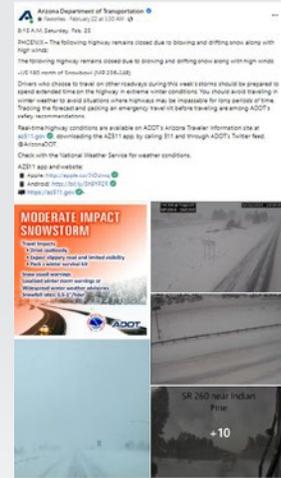
From Jan. 1 to March 2, ADOT reached millions of people and during this winter's storms through social media, the [az511.gov](http://az511.gov) website and the ADOT AZ511 app.

### AZ511.GOV

Due to snowstorms, March 2 had 90,401 users, the most for a single day in the past two years; and Feb. 22 had 80,207 users, the second-most in a single day.

### AZ511 APP

February 2023 totaled an all-time monthly high for active users (48,000) and January 2023 was second-best (42,000). The previous monthly high was December 2021 (23,000).



### FACEBOOK

Reached more than 4 million people, up 82% over the previous two-month period.

### TWITTER

Reached more than 30 million people. Seven of the top 10 tweets of the period were related to winter storms.

### INSTAGRAM

Reached nearly 430,000 people, up nearly 90% from the previous 66 days.



◀ Pictured (left to right): CEO **Kelly Mero**, Accountant 2 **Tanya Barney**, Director of Sales and Marketing **Karen Farugia**, Production Director **Peter Stawnyczy**, Program Specialist **Heather Hammitt**, Sales Manager **Mary Kampmeyer** and Divisional Finance Officer **Matt Bailey**.

2022 to get more Arizona wineries involved in the logo sign program. In January, we emailed approximately 80 winery contacts to gauge their interest in the logo program and communicate that AOT would provide some financial support for qualifying winery locations. We are excited to have 23 Arizona winery locations participating in the logo sign program by July 1, 2023.

# GRAND CANYON STATE LOGO SIGNS

*The Grand Canyon State Logo Signs team includes seven employees, three of whom are also part of the Arizona Highways team. Director of Sales and Marketing **Karen Farugia** describes the group below:*

## Explain what your team does.

The Grand Canyon State Logo Signs (GCSLS) administers the operations for the Arizona Logo Sign program on urban interstate highways and rural state highways. We offer qualified businesses an opportunity to promote their business on blue signs along state highways and interstates in Arizona. Logo signs provide important information to motorists on the availability and location of food/restaurants, lodging, gas, camping, 24-hour pharmacies and attractions. These signs enhance the experience of traveling motorists and provide businesses an affordable, effective way to attract those motorists.

## What is one thing you'd like employees to know about your team?

This team's commitment to serving our customers has allowed us to maintain a 96% or higher retention rate. Great customer service, coupled with a sign program that is very effective,

often results in customers reaching out to us for additional signs for their new locations before they are even built.

## What is unique about your team?

The logo sign program goes back to the Eisenhower administration. For a long time, ADOT had an outside contractor handling logo sign sponsorship. The contractor, located out of state, was reaping all the financial benefits of these advertising sponsorships. In 2012, ADOT took the program in house, and out of that decision, GCSLS was created.

## What is a recent success story for your team?

We began working with the Arizona Office of Tourism (AOT) in November

## How does your team respond to customer needs?

We respond to general inquiries such as cost information, as well as very specific inquiries such as "how do I get that space on the food sign located on I-17 Exit 232 in Anthem?" We vet each business to determine if they meet the program qualifications and provide information on lease and fabrication costs, lease terms and timing required to get a logo sign posted. We also respond to calls that a business is closing, being sold, has a new name or the customer wants to change their logo artwork. We work to ensure that a traveling motorist is never driving to a location that we've heard is no longer open. When a business is sold, we offer the new owner a lease, with the goal to gain a new customer and retain the business.

## Tell us about an innovation or idea that improved a process for your team.

Just after joining the GCSLS team, **Heather Hammitt** proposed we move away from routing customer leases in paper (hard copy) form to DocuSign. We tested using DocuSign and implemented this as the standard in April 2020. Waste was reduced in inventory, wait time and motion. This was a significant improvement considering we issue more than 2,000 leases each year, and each lease is routed to three logo team members as well as the external customer. ■

~ Ashley Richards, Senior Communications Specialist



# KAIZEN KORNER

## KAIZEN MARKETPLACE

With the new [Kaizen Marketplace on ADOTNet](#), employees can share their kaizen improvement ideas with other ADOT groups or adopt a shareable kaizen idea from someone else.

This year's Kaizen Challenge goals are:



- 7,200 overall agency kaizen target
- 100% of team members will implement at least one kaizen
- 100% of team members will identify at least one kaizen that could be implemented by another team
- Leaders will continue to support and recognize kaizen thinking

## KAIZEN COUNT

The number of kaizens submitted by ADOT employees so far in fiscal year 2022-23.

# 4,380

(including 2,465 shareable kaizens)

For more information, visit the [Kaizen Challenge page](#) and the [Kaizen Marketplace page](#) on ADOT Net.

## IN CASE YOU'RE ASKED ABOUT IT

# Driver licenses and ID cards redesigned with enhanced security

**ADOT's** NEWLY DESIGNED driver licenses and ID cards sport several new security features to help prevent counterfeit reproductions or fraudulent use.

With the previous vendor's contract expiring, Motor Vehicle Division team members used the opportunity to proactively update card security features. During the procurement process, Arizona became the 13th state in the nation to secure a new contract with Thales Group to provide the new driver license and ID cards.

Led by MVD Director **Eric Jorgenson**, key MVD team members who transitioned to a new vendor and got the design approved and completed within just six months included **Bill Beckett, Madelene Carbajal, Mike Cryderman, Jay Chilton, Christy Hood, Amanda Kindle, Bill Lamoreaux** and **Sue Trask**.

The new driver license and Arizona ID cards were introduced on March 1 for both the Travel ID and the standard ID. More than 6,400 requests for the new card were processed on the first day. While the current card is valid until it expires, photos are required to be updated every 12 years.

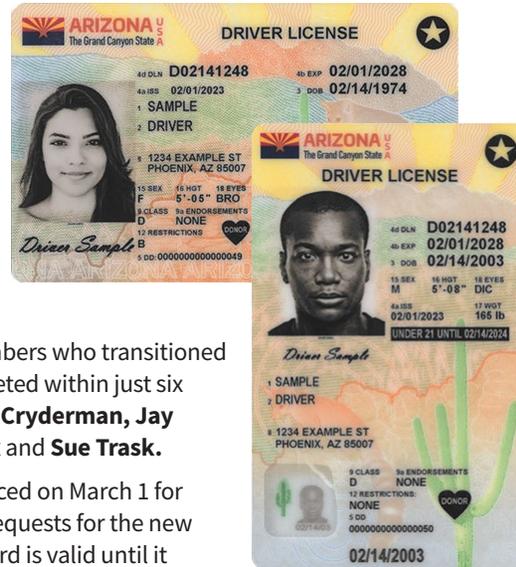
Lamoreaux, assistant communications director for MVD customer outreach, noted that the cost of each card with the added security features remained nearly unchanged.

"The new card will cost just a penny more, while incorporating the updated security features, such as 100% polycarbonate material, laser-engraved personal information and a black-and-white photo," he added.

The front of the new card displays the state cactus, saguaro, and state mammal, **ringtail**, along with scenes from across Arizona within the artwork. The new card also features art on the back for the first time, highlighting Monument Valley.

Visit [azdot.gov](http://azdot.gov) for more information about the new card design. Read more in this [news release](#).

~ Lori Baker, Senior Communications Specialist



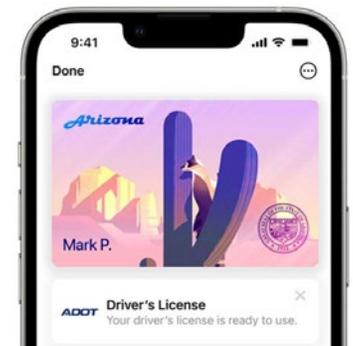
## DID YOU KNOW?

### Arizona ID can be added on iPhone and Apple Watch Devices

**ARIZONA RESIDENTS** can choose to add their driver license or ID card to their Apple Wallet on their iPhone and Apple Watch, and present it at select TSA airport checkpoints.

Residents should continue to carry their physical ID for use with law enforcement and venues where proof of age is required. Acceptance of the ID in Apple Wallet is expected to grow in the future.

More information and how-to videos can be found on [azdot.gov/applewallet](http://azdot.gov/applewallet).





AT ADOT, it's difficult to sum up anyone's job in just a few words. That's why we're giving employees across the agency the chance to share a little bit about what they do every day. If you'd like to be featured in a future issue, please send an email to [InsideLane@azdot.gov](mailto:InsideLane@azdot.gov) and we'll provide you with a questionnaire.

**Sara Thompson has worked at ADOT for about 18 months. She is the Geospatial Analysis Section Manager in the Multimodal Planning Division.**

**How do you describe your job to someone outside the agency?**

I am responsible for managing the digital representation of ADOT's roads and using that data to provide maps and information to the public. Instead of something like spreadsheets, we manage the digital representation using spatial software, which gives roadway characteristics like surface type or conditions so we can put it on a map!

**What do you want other ADOT employees to know about your job?**

I want other ADOT employees to know that my team is here to support the agency in visualizing their work. Everything we do as an agency has a location on the road, and my team can provide not only maps of that work for reports or display, but also interactive web maps that you can zoom into and click on to get more information, and even dashboards that can track your work with relevant metrics.

**What do you enjoy most about your job?**

What I enjoy most about my job is helping people answer their questions. It's very fulfilling to hear the problems teams are facing and being able to use humble inquiry and see how location-based solutions can make their processes better, or provide a visual that helps convince stakeholders to approve additional funds for a project.

**What's on the top of your bucket list?**

Seeing the Northern Lights is definitely on my bucket list!

**Do you use emojis? Which one is your favorite or most-used?**

I love emojis! My favorite emoji is probably 🤔, the thinking face.

**What's your favorite dessert?**

My favorite dessert might be pecan pie... but it's difficult to pick just one!

**Best concert you've seen?**

The most memorable was seeing Local Natives — they put on a super energetic show that I was not expecting from listening to their albums. 🎵

*~ Compiled by Kathy Boyle, Assistant Communications Director for Internal Communications*

**WINNER, WINNER!** **ADOT JUMBLE**

**WE HAD A GREAT** response to last month's ADOT Jumble! Many of you solved the puzzle and submitted your answers, however there can only be one winner. Congratulations to Accounting 3 **Dilyara Underhill** (pictured below) of Financial Management Services whose name was selected from a random draw of entries. Assistant Communications Director for Internal Communications **Kathy Boyle** presented her with a special Inside Lane gift bag, including a copy of an Arizona Highways Magazine, Arizona Highways southwest coaster set, stress ball, candy and other goodies.

**Answers:** 1) Electric; 2) Infrastructure; 3) Hybrid; 4) Range; 5) Fuel

**Final answer:** After the electric vehicle salesperson went on vacation, he came back to work feeling FULLY CHARGED. 🎵



**NOW PLAYING**

**Gila River Bridge Slide**

**CHECK OUT THIS** time-lapse video showing how the two newly constructed halves of the 1,500-foot-long State Route 79 **Gila River Bridge** were slid together into their permanent position over two consecutive weekends.



The new bridge piers were built while the existing bridge remained in use. After traffic was temporarily switched to the new bridge halves, the existing bridge was removed. The new bridge has two 12-foot lanes, two 8-foot shoulders on each side and a 6-foot sidewalk on the west side.

The video was produced by Videographer **Charles Cull** featuring Southcentral District Assistant District Engineer **Doug Moseke**, Construction Lead Inspector **Emmanuel Camacho** and Public Information Officer **Garin Groff**. Read more on the SR 79 Gila River bridge [project page](#). 🎵

*~ Lori Baker, Senior Communications Specialist*