

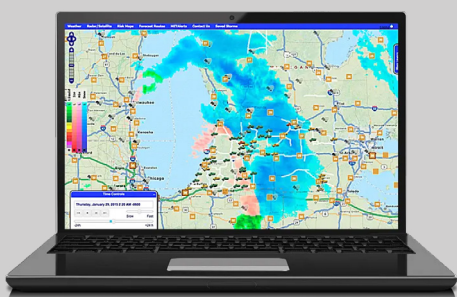
Top 3 winter road maintenance strategies

The goal of every road maintenance organization is to keep the roads safe no matter what the weather may bring. It's a simple goal, but finding the right strategy can be complex with shifting priorities, budgets and equipment demands.

Here are the top 3 approaches and the advantages of each.

Forecast approach

The forecast approach relies primarily on published weather forecasts from one or multiple sources. The forecast may be accurate, but offers no insight on current or changing road conditions.



- ✓ Logical and cost-efficient
- ✓ General weather information
- ✗ Requires human interpretation
- ✗ No road condition insight

Observation approach

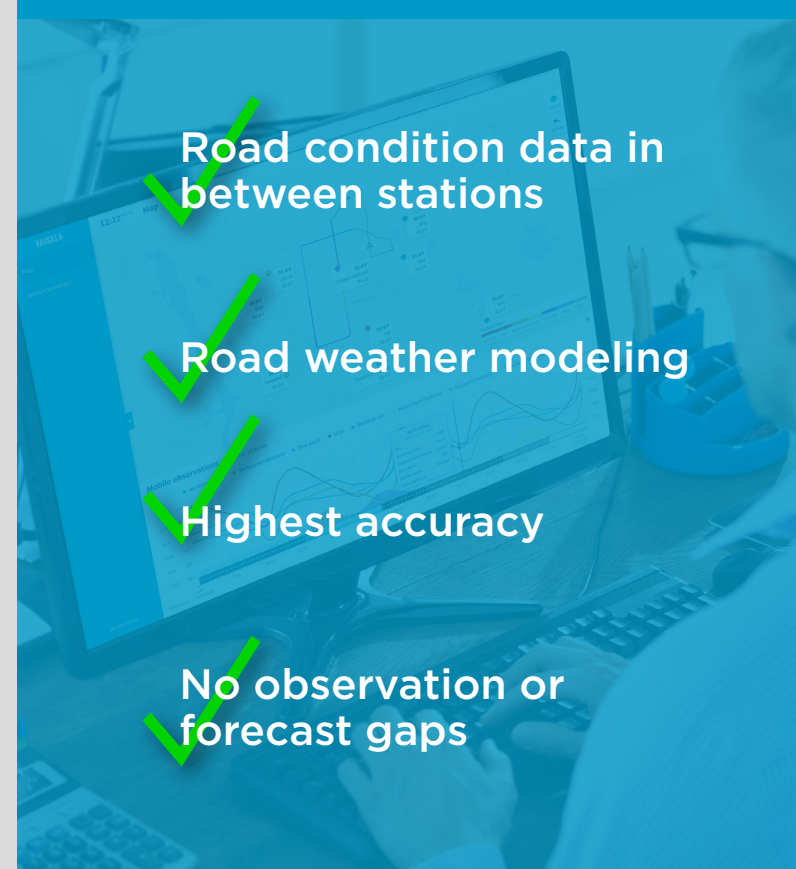
The observation approach uses fixed weather stations at strategic locations. These provide accurate measurement data on road conditions in that location but lack information between stations.



- ✓ Distributed weather stations and sensors
- ✓ Greater accuracy of road conditions
- ✓ Fixed observations
- ✗ No insight between stations

Operational approach

The operational approach is the best of both worlds: hyperlocal forecast data, road condition measurements, and powerful visualization. This enables data-driven decision making for proactive and efficient maintenance.



- ✓ Road condition data in between stations
- ✓ Road weather modeling
- ✓ Highest accuracy
- ✓ No observation or forecast gaps