





## *A ripple effect*

By design, a **barcode** is intended to increase efficiency in manufacturing or retail. For the Kansas Turnpike Authority, a barcode represented new possibilities and efficiencies to be gained through the retail sale of K-TAGs. Some of the projects associated with the retail campaign included:

- ▶ Simplifying the K-TAG program options
- ▶ Launching retail sales of K-TAG statewide
- ▶ Implementing a toll structure with Cash/K-TAG rate differential
- ▶ Developing a customer outreach initiative
- ▶ Integrating new toll equipment technology
- ▶ Opening a new, fully automated interchange
- ▶ Enhancing the [www.myktag.com](http://www.myktag.com) web site

# *A message from Turnpike leadership*

## Efficiency plays integral role in 2009 management

For the past several years, Turnpike management has placed a high priority on reducing operating costs. In 2009, work continued in earnest to find ways to lower our operating costs, become more efficient, and provide safe, high-quality service to our customers.

The cover of this year's report, a simple barcode, is intended to represent our efforts to become operationally more efficient. In that regard, the K-TAG program is the most visible example of added efficiency in the Turnpike's history. In October of 2009, the turnpike restructured its toll design to provide economic incentive for our cash customers to become electronic (K-TAG) customers. At the same time, management launched an aggressive K-TAG marketing program, including tag sales through retail business partners such as Dillons, Walgreens and AAA of Kansas. These efforts, including K-TAG toll discounts, have substantially increased our K-TAG customer base.

As you will see in our financial section, our 2009 operating costs were \$2 million less than in 2008. This reduction was achieved through a variety of steps, most notably from reduced staffing. In fact, our number of full-time employees has declined 11 percent since 2006.

Despite the world economic climate and its impacts in our home state, the Kansas Turnpike continued to invest in the maintenance of our infrastructure in 2009. Work continued as planned on replacement of the bridges over the Kansas River in Lawrence, the most ambitious and expensive project in our history. In addition in 2009, KTA also opened a new interchange in Leavenworth County and reconstructed the EZ GO convenience/fuel store at the Lawrence Service Area.

As we go forward in 2010, we will continue to search for ways to operate more efficiently. Our approved operating budget for 2010 is more than \$600,000 less than what was actually spent in 2007. We expect to achieve further operating cost reductions over the next two years largely through the deployment of machines that will permit many of our cash customers to manage the toll payment themselves without the aid of toll collection employees.

We are proud to provide this vital link to the Kansas economy.

Sincerely,



**Mary E. Turkington**  
KTA Board Chairman



**Michael L. Johnston**  
KTA President/CEO



# *Leadership & Guidance*

## Turnpike Board of Directors provides varying expertise

The KTA acts through a five-member board of directors, one of which is elected chairman. Two members are each appointed by the Governor for four-year terms; two members serve by reason of their legislative positions — one is Chairman of the Senate Transportation and Utilities Committee and the other is a member of the House Transportation Committee; and the fifth member is the Secretary of the Kansas Department of Transportation. The latter three serve as Authority members for the duration of their state terms.

### **Mary E. Turkington, Chairman**

Mary E. Turkington, chairman, was appointed to serve a third four-year term on the Kansas Turnpike Authority Board. Turkington is retired as Executive Director of the Kansas Motor Carriers Association. She represented the highway transportation industry before the Kansas Legislature and worked with state and federal agencies on transportation issues during her tenure with KMCA. She serves on many civic and business boards and is active in various other organizations in highway safety and related industry fields. She is a graduate of the University of Kansas and is a trustee of the William Allen White Foundation.

### **Rep. Gary K. Hayzlett, Vice-Chairman**

Representative Gary K. Hayzlett serves as vice-chairman of the Authority. He was elected Chairman of the House Transportation Committee in 1997. He has served in the Legislature since 1990. He is a businessman in Lakin, and he and his wife, Helen, have three children and four grandchildren.

### **Paul V. Dugan Sr., Secretary-Treasurer**

Former Lt. Governor Paul Dugan Sr. was appointed to the Authority Board in May 2004. He was elected Secretary-Treasurer of the Authority Board in 2009. Having served as the Turnpike's General Counsel from 1993 to 1996, Dugan is familiar with Turnpike management and operations. He was a Lieutenant Governor under Governor Carlin from 1979 to 1983 and has practiced law in Wichita since 1964. Dugan's other civic duties include having served the state as a member of the Kansas House of Representatives from 1969 to 1973, and being Chairman of the board of Kansas Newman University, 1980 to 1985.

### **KDOT Secretary Deb Miller, Member**

Deb Miller was appointed Secretary of the Kansas Department of Transportation by Governor Kathleen Sebelius effective January 13, 2003. Miller is the first woman to lead KDOT and has more than 18 years of experience in the field of transportation. Prior to this position, Miller was Chief of Planning for HNTB, a nationwide firm of architects, engineers and planners. This is her second tour of duty for KDOT, having served the State from 1986 to 1997 as the Director of the Division of Planning and Development.

### **Sen. Dwayne Umbarger, Member**

Senator Dwayne Umbarger was appointed to the Kansas Turnpike Authority Board in January 2009. He is the Chairman of the Committee on Transportation. He has been a member of the Kansas Senate since 1996. Umbarger and wife, Toni, are the owners of the Dwayne and Toni Umbarger Farm in Thayer. They have four children.

*KTA Board members and staff overlook construction of the new westbound bridge over the Kansas River in Lawrence.*



# Repositioning for the Future

## Changes to toll rates have long-range effect

Although changes have been made for immediate effect and impact, many initiatives of the Kansas Turnpike were intended as part of long-range planning.

One of the largest projects of 2009, together with the restructured toll framework, was the Turnpike's retail campaign implemented on Sept. 1. The toll increase and restructuring, along with the retail campaign, were designed to economically encourage more K-TAG usage. Cash tolls for passenger vehicles increased an average of 15 percent, and cash tolls for larger trucks and trailers raised an average of 5 percent. K-TAG customers saw no increase.



*KTA President/CEO Michael Johnston announces changes to the toll structure and the addition of K-TAG retail sales.*

Prior to this toll increase, a marketing plan was initiated and included retail sales at Walgreens, Dillons stores and AAA Kansas. Because of the new Tonganoxie/Eudora interchange, K-TAGs are also being sold at the Leavenworth County annex in Tonganoxie and at Tonganoxie City Hall.

## New K-TAG accounts

*K-TAG accounts increased significantly after the announcement that cash tolls would increase and K-TAGs would be sold at retail outlets. Although four months later and at a somewhat slower rate, sales of K-TAGs continued to increase over the previous year into December.*

**320%**      **253%**      **175%**

*Percentage increase in accounts between Aug. 27, 2009 - Dec. 31, 2009, over same time period in 2008.*

*Percentage increase in accounts between Oct. 1, 2009 - Dec. 31, 2009, over same time period in 2008.*

*Percentage increase in accounts between Dec. 1, 2009 - Dec. 31, 2009, over same time period in 2008.*

# *Maintaining & Improving Infrastructure*

## Work continues despite poor economy

The Turnpike's primary objective and mission is to provide high-quality, highway transportation services for the lowest reasonable cost. To accomplish this goal, even in difficult economic conditions, the KTA must continue to invest in the roadway to keep it in the good condition our customers expect.

In December, the KTA opened its first fully automated interchange, providing new access to Leavenworth County. The Tonganoxie/Eudora: 222nd St. interchange construction began in mid-2008 and is expected to increase traffic on the Turnpike as well as allow for economic growth in the region.



*First customers and Leavenworth County residents Bill New, J.W. Evans and Bill Green enter the Turnpike westbound on Dec. 29, 2009, using the new Tonganoxie/Eudora interchange.*

KTA Maintenance crews continued their multi-year program to cover selected bridge decks with a polymer overlay designed to prolong the lives of the decks. In 2009, more than 30 bridges were covered. The polymer material seals the deck and prevents the penetration of potentially corrosive substances.

The multi-jurisdictional project to improve the connections from the Turnpike to Highway 50, I-35 and the City of Emporia was completed. While the majority of work – including the construction of a new, larger toll plaza – was completed in 2008, final tasks for the project concluded in May 2009.



*The last and largest section of the out-of-service Kansas River Bridges is dropped using explosives. The two bridges were dismantled in sections on six different dates between Nov. 15, 2009, and Jan. 13, 2010. Machines then "chewed" the large trusses up so the metal could be removed for recycling.*

Throughout the year, contractors continued to work on what will be the largest project undertaken by the Turnpike since its original construction. The project to replace the east- and westbound bridges over the Kansas River in Lawrence and improve bridges, ramps and interchanges in the vicinity will cost \$130 million — nearly what it cost to build the entire 236-mile roadway back in the mid-1950s. The project reached many milestones during the year, including the completion of the new westbound Kansas River bridge, demolition of the out-of-service bridges, and the immediate start of replacement of the eastbound bridge. At year's end, the project was on budget and on schedule for a fall 2011 completion.

The EZ GO fuel/convenience store complex at the Lawrence Service Area was replaced. The new facility, which opened in July 2009, includes additional gasoline pumps and a new, larger convenience store with a wide variety of consumer products.

# Investing in Technology

## Better efficiency and lower costs

KTA informational technology professionals met a complex challenge with the opening of the Tonganoxie/Eudora interchange, connecting to Leavenworth County's 222nd Street at milepost 212. Four self-pay machines were successfully installed at that location. The entire interchange is remotely managed from KTA's dispatch center in Wichita if customers need extra assistance. The self-pay and remote-management concepts are new to the Kansas Turnpike. Self-pay machines were installed at three other Turnpike interchanges in 2009 but are not yet in operation. In 2010, additional machines will be installed. KTA maintenance crews will continue fabricating and installing larger tollbooths to accommodate the machines. Although the remote management of these machines is intended to ease the customer's transaction, the quickest and easiest way to use the Turnpike remains the K-TAG electronic toll collection program.



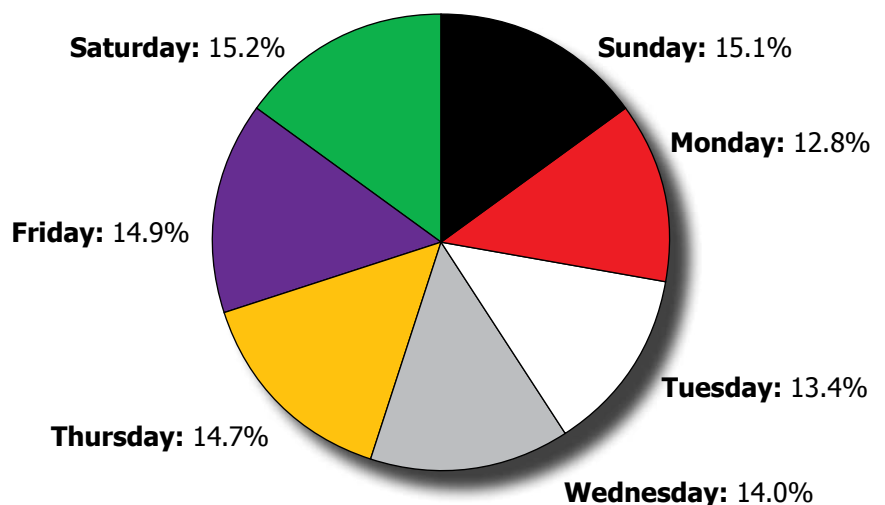
*Informational Services crews worked diligently to program the self-pay machines.*

In 2009, the Turnpike's dispatch center — which serves the Kansas Highway Patrol's Troop G as well as Turnpike maintenance and toll functions — fielded an increasing volume of telephone and radio traffic, in addition to managing multiple communications systems. To better manage responses, the KTA installed a computer-aided dispatch (CAD) system in August. The CAD system will continue to increase efficiency within the dispatch center and allow supervisors to better monitor trends that help determine staffing levels in the future.

## KTA Dispatch Calls Received by Day

*Call breakdown by day from Sept. 1 - Dec. 31, 2009.*

*The CAD system allows tracking and eases the creation of reports such as this one. Data like this helps increase efficiency of scheduling and planning.*



In May, staff members began providing information via Twitter.com about construction and weather events, answering questions about tolls and K-TAG, and communicating directly with customers. In addition, crews in the field easily post photos taken with their cell phones to Twitter by using a free photo service called Twitpic. These additional services allow current communication from the job site.

In the fall of 2009, KTA President/CEO Michael Johnston began blogging on the Turnpike's web site. "Looking Down the Road" provides firsthand communication through this social networking medium. In 2009, Johnston covered topics such as his hesitation to starting the blog, the toll increase and differential between cash and electronic rates, the demolition of the Turnpike's historic Kansas River Bridges in Lawrence, and a Christmas Eve blizzard that changed travel plans across the state and kept crews busy throughout the holiday.

After several severe winters, the KTA added some communication features to enhance customer service in these types of situations. In January, KTA offered text message alerts for communicating emergency information about weather and roadway conditions. This service is provided free-of-charge by the Turnpike so customers can plan their trips in advance.



KRB - We are getting ready for tomorrow's blast. The picture shows our barge work platform where ice pack is starting to move in.

Recent *@KansasTurnpike* Twitter posts.

#lawrence bridge project mgr rex says kta/i-70 project is half done!



# ***We'll Get You There***

## Ensuring the safety of the roadway and its travelers

Because travel on the Turnpike never stops, neither can operations of toll collection, law enforcement and emergency response. In 2009, the Kansas Highway Patrol's Troop G continued to provide service to the Kansas Turnpike in accordance with the Turnpike's paid contract.

Forty-seven troopers patrol the 236-mile roadway and provided the following results for law enforcement in 2009:

- ▶ 1,786 accidents investigated, down 1.6% from 2008 and a 17.2% decrease from 2007
- ▶ 634 impaired drivers arrested, down 4.8% over a record-setting 666 arrests in 2008
- ▶ 5 fatal injuries, a 50% decrease from 2008
- ▶ 17,502 motorists assisted
- ▶ 1.7 million miles traveled

# 17%

*reduction in accident investigation compared to 2007.*

# 2nd

*highest year of impaired driver arrests.*

# 50%

*reduction in fatal injury accidents compared to 2008.*

Troop G personnel and KTA staff again provided valuable safety information to Turnpike travelers at the start of the Memorial Day holiday weekend. The Highway Patrol's rollover demonstration vehicle was on-site to give travelers a firsthand look at what can happen to vehicle occupants who are not wearing their safety belts during a rollover accident. The Turnpike's DUI goggles were also available so travelers could see just how impaired a person is at varying blood-alcohol levels.