Advancing Transportation in Kansas through Leadership, Innovation and Partnerships

DRIVING CHANGE 2025

FY 2020 – FY 2024
STRATEGIC PLAN

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The Kansas Turnpike Authority

KTA was created in 1953 as a quasi-public organization with the purpose of building a 236-mile toll road to connect the state’s three largest cities. It was literally built for the growth of Kansas.

The Turnpike was constructed prior to the Interstate system’s arrival in Kansas. Rather than constructing parallel roads, KTA agreed to meet federal standards. Since opening to traffic in 1956, KTA has been focused on delivering a safe, reliable and customer-valued turnpike system for the state of Kansas.

Although a separate entity, KTA works in collaboration and partnership with the Kansas Department of Transportation (KDOT). KTA is self-funded through toll revenues and concession rentals and does not receive state or federal tax funds, despite its designation as Interstate I-35, I-335, I-470 and I-70.

KTA Leadership

The KTA Board provides oversight and consults with the Chief Executive Officer in approving major contracts, policies and the annual budget. The Authority Board is comprised of five members, including the Secretary of the Kansas Department of Transportation, who also serves as the Director of the Turnpike. Two members are appointed by the Governor of Kansas and two members serve based on their legislative positions — the Chair of the Kansas Senate Transportation Committee, appointed by the Speaker of the House.

KTA employs nearly 450 people who preserve, maintain and modernize the turnpike system as a vital corridor to move people, freight and information across Kansas. These employees are led by CEO, Steve Hewitt and a multi-disciplined leadership team. The primary goal of safety is realized through a partnership with the Kansas Highway Patrol Troop G, assigned specifically to the Turnpike.
KTA’s philosophy has evolved to emphasize collaboration and customer driven improvement, while focusing on what it takes to be a best business for customers, employees and investors. As new opportunities developed, the need to position KTA for rapid growth and expanded partnerships became evident.

The Strategic Planning Process

In the midst of its 2015 Long Term Needs Study, KTA began a planning process to outline strategic initiatives. Driving Change 2025 prioritizes those initiatives over a five-year horizon with the goal of advancing transportation in Kansas. The process included:

- Reviewing and updating KTA’s vision, philosophy and guiding principles
- Developing strategic goals and initiatives
- Assessing the business’ strengths, weaknesses, opportunities and threats (S.W.O.T.) related to delivering needed Kansas transportation services
- Establishing measures for success
- Developing an action plan for implementation of near-term strategic initiatives
STRATEGIC INITIATIVES

Attain National Compatibility Between Toll Agencies

- Collaborate with the International Bridge, Tunnel and Turnpike Association (IBTTA) on national tolling compatibility initiatives
- Expand current central region compatibility agreements to include agreements with the southern, western, and E-Z Pass tolling regions of the U.S.
- Implement software to read multiple tolling transponder types

Increase Electronic Tolling Transponder Usage for State and Regional Customers

- Implement BancPass for customers that prefer a toll transponder with reloadable cash option
- Expand compatibility agreements, as described under national compatibility initiative
- Conduct targeted K-TAG marketing campaign in Kansas geographies with low K-TAG participation rates
- Conduct targeted K-TAG marketing campaign in neighboring states with frequent users of the Turnpike
- Implement smart phone and web convenience applications for customer account management

Modernize the Turnpike System with Cashless Efficiencies

- Open first cashless interchange at Exit 53A in Wichita
- Plan, design and construct civil and roadside technology infrastructure for cashless tolling
- Plan, design and deploy a new system for managing customer service, technology, tolling and video violations operations
- Implement internal and external career assistance strategies from Workforce Transition
Driving Change 2025 is a dynamic tool that allows the organization to help move Kansas forward in ways KTA has never done before – through leadership, innovation and partnerships – to make Kansas an even better place to travel, do business and call home.

As the organization transitions from the planning phase to implementation, KTA looks forward to sharing the organization’s progress, key milestones and success stories with its customers, employees and partners.

Partner with KDOT or Other Entities to Deliver Transportation Services in Kansas

- Participate with KDOT in local consult process to identify potential partnership opportunities
- Develop and implement process for evaluating projects for toll feasibility as potential projects are proposed by partners
- Develop and execute coordinated safety messaging for the state’s transportation system
- Evaluate and implement operations, maintenance and delivery practices to create efficiencies for the state
- Partner with KDOT to better integrate technology and other innovations into the state transportation system
KTA’s mission has never been clearer.

**Mission:** KTA moves Kansas forward by operating a safe, reliable and customer-valued turnpike system in a fiscally responsible, business-like manner.

**Vision:** KTA is committed to advancing transportation in Kansas through leadership, innovation and partnerships.

**Goals:** Preserve the turnpike system  
Sustain financial integrity and stability  
Improve safety and reliability  
Partner to deliver Kansas transportation solutions  
Modernize the turnpike system

**KTA Commitment**

**Deliver:** Provide tools and resources to effectively and efficiently build, operate and maintain a turnpike system that supports a thriving economy and an enhanced customer experience.

**Protect:** Conduct business in a fiscally sound and responsible manner to be good stewards of turnpike revenue.

**Partner:** Advance the Kansas transportation system through partnerships with KDOT, and other entities to move people, freight and information.

**Engaging with KTA**

In addition to the tools listed below, customers can view prior years’ annual reports, the Strategic Plan, blogs, newsletters and news releases at [www.ksturnpike.com](http://www.ksturnpike.com). Customers can also provide continuous feedback to KTA via the website.