



Rocky Mountain West Pavement Preservation Partnership Meeting

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Arizona Department of Transportation

Mafiz Mian, P.E.

Kevin Robertson, P.E.



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SWOT Analysis

SWOT analysis is a structured planning method used to organize information; to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project and to present solutions identifying the roadblocks and opportunities.

SWOT is meant to act primarily as an assessment technique, though its lengthy record of success among many businesses makes it an invaluable tool in project management.

SWOT ANALYSIS



SWOT analysis, with its four elements in a 2x2 matrix

SWOT Analysis for ADOT Pavement Program



Strengths internal, core capability advantage

Program Implementation

- employee experience & knowledge
- continuous improvement
- independent decision making
- management support

Key Decision Maker

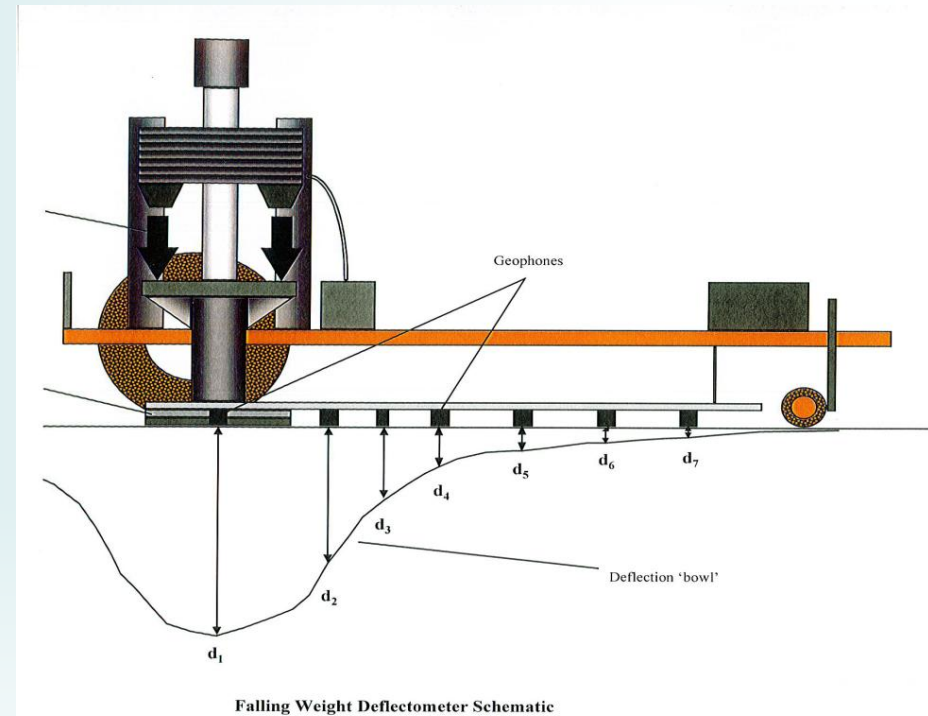
- more focused on preservation than capacity/expansion

Pavement Management System

- all required data & well structured database available
- large amount of historic data available

Preservation Treatments

- number of treatments (Micro-Surfacing, Chip seal, Slurry Seal, Crack Seal) are applied regularly, efficiently & properly
- treatments perform satisfactorily & as expected





Strengths internal, core capability advantage

Business Process

- standard business process in place
- competitive process

Quality Control & Quality Assurance

- standard quality control and quality assurance procedures are applied

Training

- scheduled training program in place

Materials

- materials for frequent used treatments are not an issue

Performance Monitoring

- performance data are collected and monitored regularly

R & D

- research project on PMS is underway





Weakness internal, core capability disadvantage

Public

- Citizen's lack of understanding or communication

PMS

- PMS application is hard for regular user to use
- it needs significant skill to use

Project Selection

- sometimes projects are not selected early enough due to funding

Preservation Treatments

- all the tools are not in the box
- useful, inexpensive & popular fog coat not in the treatment list
- ultra thin overlay not in practice

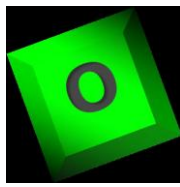
Business Process

- getting lengthier with more rules & procedures

Performance Monitoring

- some pave condition data are collected visually & manually on sample areas only





Opportunities external, ability to improve

Public

- creating public image and educating stakeholders
- Use of electronic and social media for community information

Legislator Relations

- build on our relationships with legislators

PMS

- working to procure more functional and up to date PMS application

Preservation Treatments

- expand type of projects
- expand tool box (fog coat, ultra thin overlay)

Performance Monitoring

- use electronic and automated system to collect data





Threats external, ability to harm

Funding

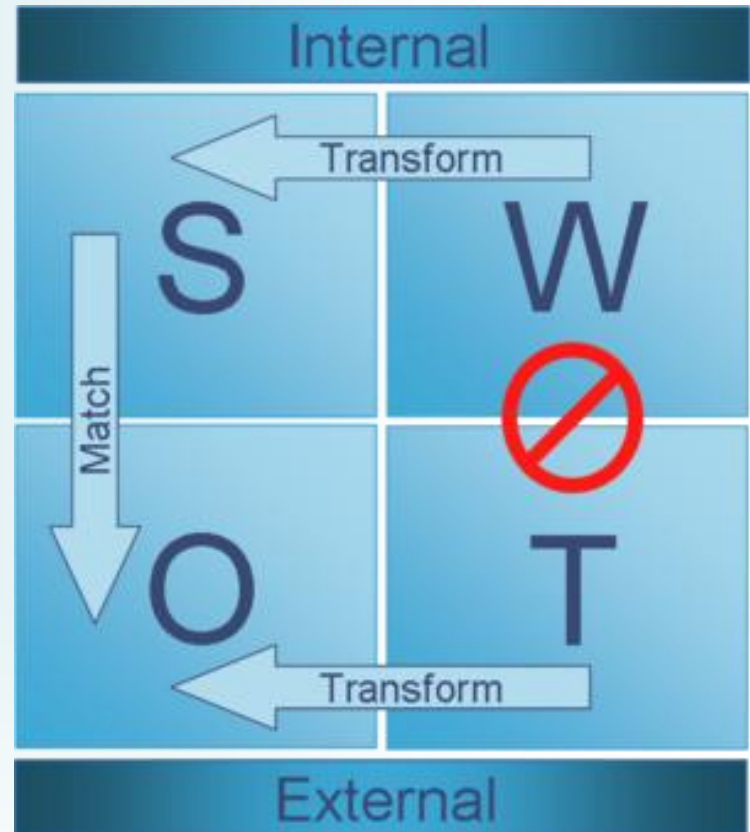
- reduced budget
- unable to keep up with need
- limited number of projects we can fund



Observations

SWOT analysis helps to focus on to –

- build on strengths
- minimize weaknesses
- seize opportunities
- counteract threats



Any Question?

