

The Evolving State DOT Enterprise

Factors Shaping the Evolution and State DOTs' Response To It

presented to

**Tom Maze Memorial Seminar
at Iowa State University**

presented by

Cambridge Systematics, Inc.

Deb Miller

March 8, 2013

Transportation leadership you can trust.



Factors Shaping the DOT Enterprise

- It's *still* the economy stupid
- Belt tightening continues – but how tight is the belt?
- We're older, more urban, more diverse, and it matters
- Climate change, is it back?
- Focus is on performance and customers

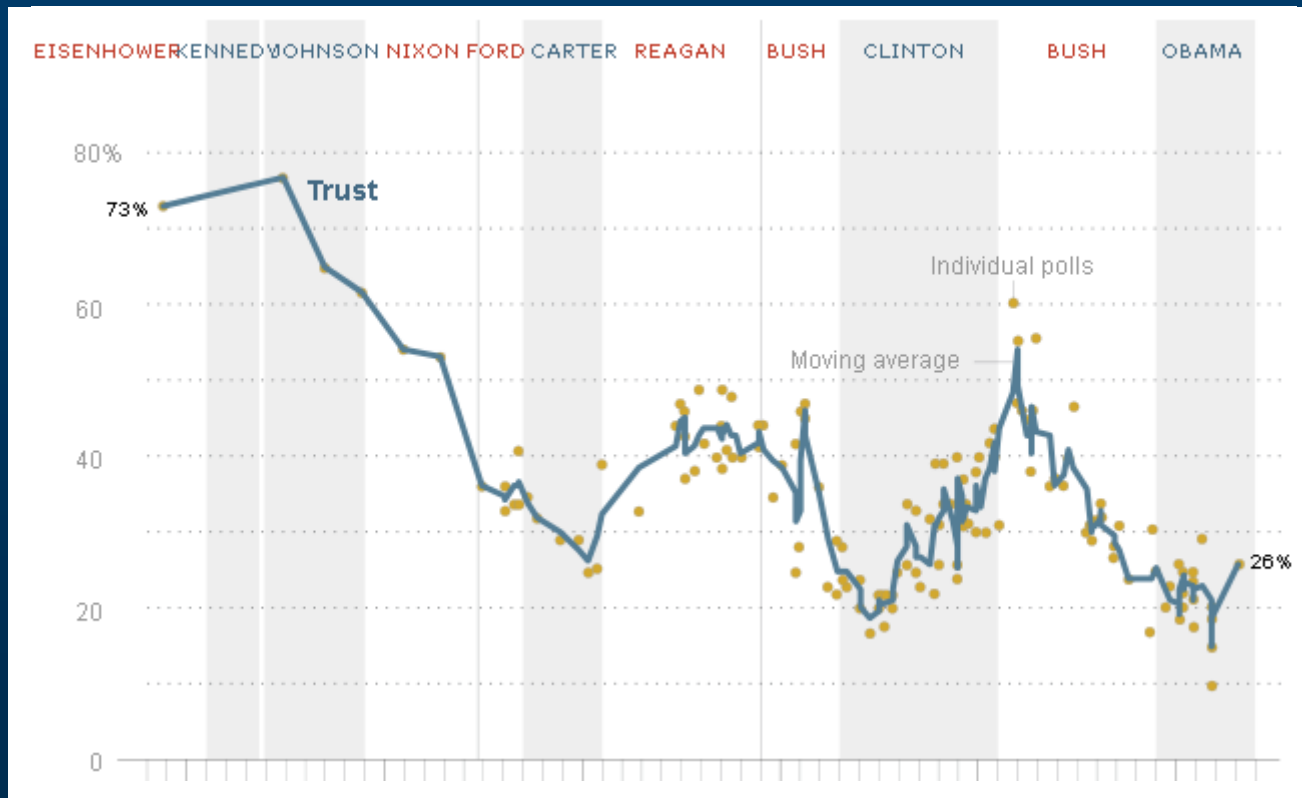
Catalyst for Change

- Social/Cultural
 - » How people spend their time
 - » Expectations of public/private
 - » View of government



Distrust of Experts/Suspicion of Experts

Distrust in Government at a Historic Low



Source: Pew Research Center for the People & the Press. <http://www.people-press.org/2013/01/31/trust-in-government-interactive/>.

Distrust of Experts/Suspicion of Experts

Democratization of Information

“Everyone is now an expert – from the user created content of Wikipedia to self-diagnosis of medical conditions to do-it-yourself legal documents. We have created a society that finds experts unnecessary and even faintly suspect.”

Suzanna Sherry, Harvard Law Review

24/7 World

Bank anytime you want

Shop anytime you want

But Government closes at 4:30 p.m.!



Expectations for Role in Decision-Making

LET'S VOTE!



Authenticity

“Authenticity is the benchmark against which all brands are now judged.”

John Grant
“The New York Marketing Manifesto”



*The Daily Show comes across as authentic
because it declares itself fake*



Authenticity (continued)

Generates Authenticity

Sense of Place

Strong Point of View

Serving a Larger Purpose

Integrity

Kills Authenticity

Inflexible

Unmovable

Stuck in Time

Adapting to Change

Examples of 3 Strategies

- On-Line Customer Community
- Social Media
- Open Data

What do they have in common?
They are Customer-Centric

Minnesota DOT Customer Community

- On-line community provider
 - » Communispace – 400 communities for 100 clients
- Recruit – Select a valid sample who commit to participate each week
- Pay small token of appreciation
- Multiple input methods
 - » Survey, brainstorm, discussion, live chat, image galleries

MnDOT On-Line Community

[Reports](#) | [Admin](#) | Your time zone: (GMT-05:00) Eastern Time (US / Canada) | Welcome, [Karla](#) | [Sign Out](#)

**Minnesota Department of Transportation**
Your Destination... Our Priority

Mn/DOT Talk

HOMEACTIVITIESPEOPLERESOURCES



Welcome to the Community

What's Happening This Week



Welcome back to Mn/DOT Talk
We hope you had a great 4th of July! This week in Mn/DOT Talk we have a new survey on logo signs posted along the interstates. Check out **Hungry yet?** to give us your thoughts on the topic. And if you didn't have a chance to log in last week, please take a moment to complete our other signs-themed activity, **What's Up?** and give your opinion about criteria being considered for alternative uses of our electronic overhead signs. Every member who completes both of these activities will be entered into a raffle to win **one of five \$15 Amazon e-gift certificates!**



Then, in our latest discussion, **What Do You Listen To?**, let us know what radio stations you listen to while you're in your car.

We'd also like to thank Lori T. for posting this delightful photo of a little visitor to her farm this spring. Feel free to add your favorite local photos in the **Minnesota Treasures** gallery so that we can feature more of what makes

Little Visitor - Lori T.

Since You've Been Gone

Your last visit was on 8-Jul-2010 3:14 PM

WHAT IS NEW
Some of the new activities since your last visit.

Discussion Contributions
What Do You Listen To?: 5
Bike riding and helmets!: 1

Survey Respondents
What's Up?: 2
Hungry yet?: 9

Who's Online



MnDOT On-Line Community (continued)

“A department of government pro-active; it must be mighty cold in hell! I love the fact that you are looking for input on how your department is run, the job it is doing, and what is expected in the future! Great job! For me this says it all.”

“I am most pleasantly surprised that a state agency would take the time and effort to get feedback from their clients.”

“It’s nice to see that at least one government program is taking a more direct approach in learning what people are thinking, rather than the same small group of decision-makers who may have gotten out of touch years ago. It’s refreshing.”

Social Media

“We need to think about how we engage. I don’t want people to come to us, we should go to them.”

Paul Trombino, Iowa DOT

- Social Media is
 - » Customer driven
 - » Transparent
 - » Engaging
 - » Inclusive
 - » Sincere

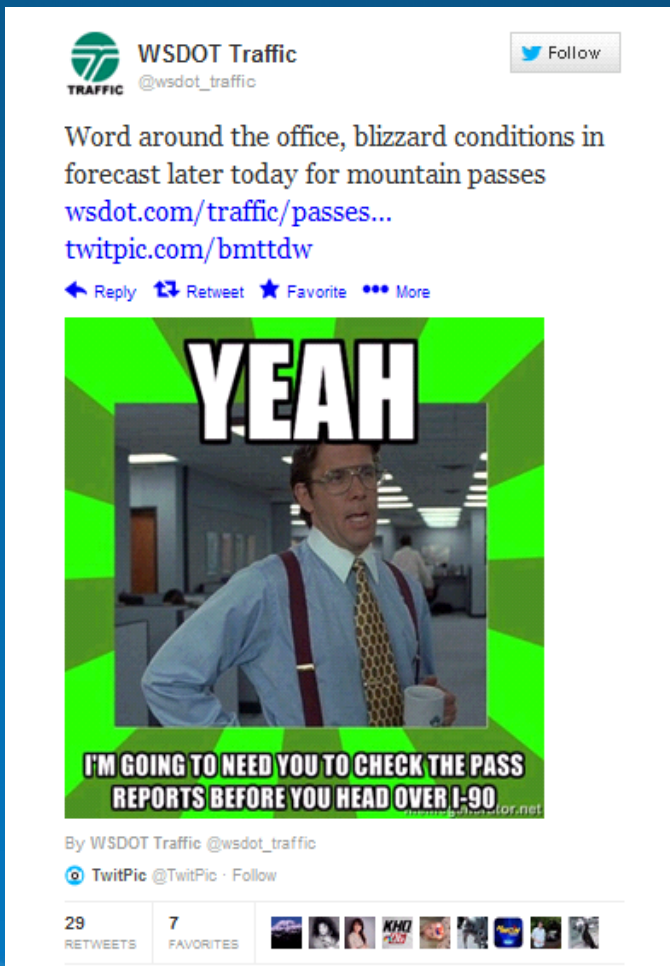
Social Media (*continued*)

The Goal of Social Media is Engagement

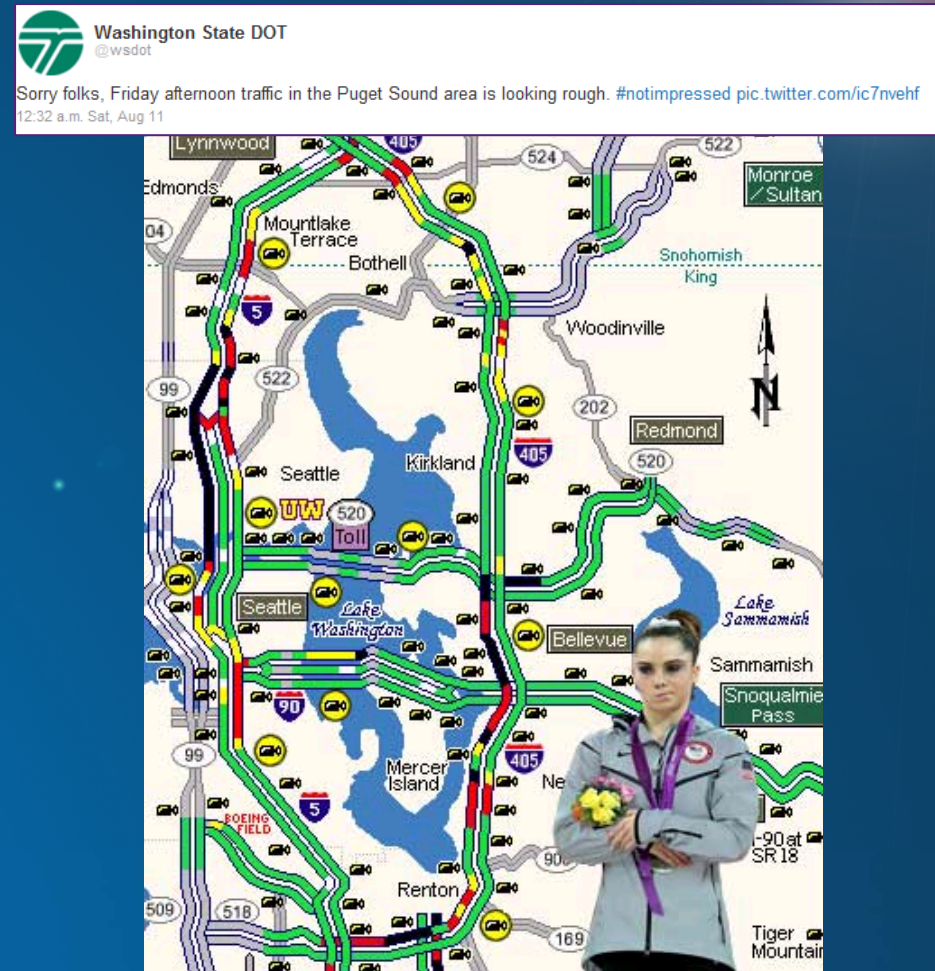
“You need to earn your followers. Engagement is more important than volume.”

Paul Trombino, Iowa DOT

Social Media (continued)





Source: https://twitter.com/wsdot_traffic/status/280707277500063747.





Source: <https://twitter.com/wsdot/status/234054694346059776>.


Social Media (continued)



WSDOT Traffic
@wsdot_traffic
This morning is kinda like a box of chocolates, you never know what you're gonna get. Snow falling near Everett, rain in Seattle.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



WSDOT Traffic
@wsdot_traffic
@wsdot_tacoma nobody wants that one...why do they even make chocolates with the yucky fruit/nut center?
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



Tami Bennett
@TamiBennettKMTT
@wsdot_tacoma @wsdot_sw @wsdot_traffic HONESTLY. The only thing anyone should put inside a chocolate is MORE chocolate.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



Adrienne Wilson
@awilson715
I love the caramel ones! RT @wsdot_traffic: This morning is kinda like a box of chocolates, you never know what you're gonna get.



WSDOT Tacoma Traffic
@wsdot_tacoma
@wsdot_traffic I know, righhhht?!?
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



WSDOT Traffic
@wsdot_traffic
@TamiBennettKMTT @wsdot_tacoma @wsdot_sw I don't understand why more tweeps don't feel the same way?
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



King5TracyT
@King5TracyT
Can I have the caramel? RT @wsdot_traffic: This am is like a box of chocolates, never know what you're gonna get.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



WSDOT Tacoma Traffic
@wsdot_tacoma
@wsdot_sw @wsdot_traffic OH MAN! Well enjoy. You may have your fair share of yucky fruit/nut filled chocolates b4 winter is over.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



Matt Stenovec
@mattsteno
@wsdot_traffic @wsdot_tacoma Just making a joke...love the banter.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE



Adrienne Wilson
@awilson715
I love the caramel ones! RT @wsdot_traffic: This morning is kinda like a box of chocolates, you never know what you're gonna get.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE


WSDOT - SW Region
@wsdot_sw
Too true. Hang in there, @wsdot_tacoma! @wsdot_traffic
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE


WSDOT Traffic
@wsdot_traffic
@mattsteno @wsdot_tacoma thanks! We have a great team! #GoTeamWSDOT
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE


WSDOT Tacoma Traffic
@wsdot_tacoma
@wsdot_traffic I think Kitsap Co. drivers got that yucky, unidentifiable fruit/nut center one. I think they should try again for a caramel.
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE


Matt Stenovec
@mattsteno
@wsdot_traffic @wsdot_tacoma I hope these accounts aren't run by the same person...
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE


Nick Finck
@nickf
@wsdot_sw @wsdot_tacoma @wsdot_traffic This thread is epic. Thank you for the good laugh! :)
2 MONTHS AGO · ORIGINAL LINK · REPLY · RETWEET · FAVORITE

Open Data

- Purpose – Increase public access to high-value, machine readable data sets
- Reasons to open data
 - » It's public data, paid for with public funds
 - » Open data might rebuild confidence in government
 - » A way to get really cool, innovative, customer-friendly apps at **no** cost to the public

Open Data (*continued*)

OPEN DATA SPOTLIGHT: FLYONTIME

FlyOnTime.us is a free resource for air travelers and anyone else interested in the on-time performance of the commercial air system in the United States. The flight and weather information presented on the web site is derived from data provided by the United States Federal government, while the security line times are submitted by air travelers. The FlyOnTime web site has four goals:

- Help American air travelers find the most on-time flights.
- Help the American public understand the data from government sources by presenting it in interesting and attractive ways.
- Tap the wisdom of crowds to collect data on airport security line delays.
- Allow developers to access flight on-time data in a simple, programmatic way.

Open Data (continued)

OPEN DATA SPOTLIGHT: FLYONTIME

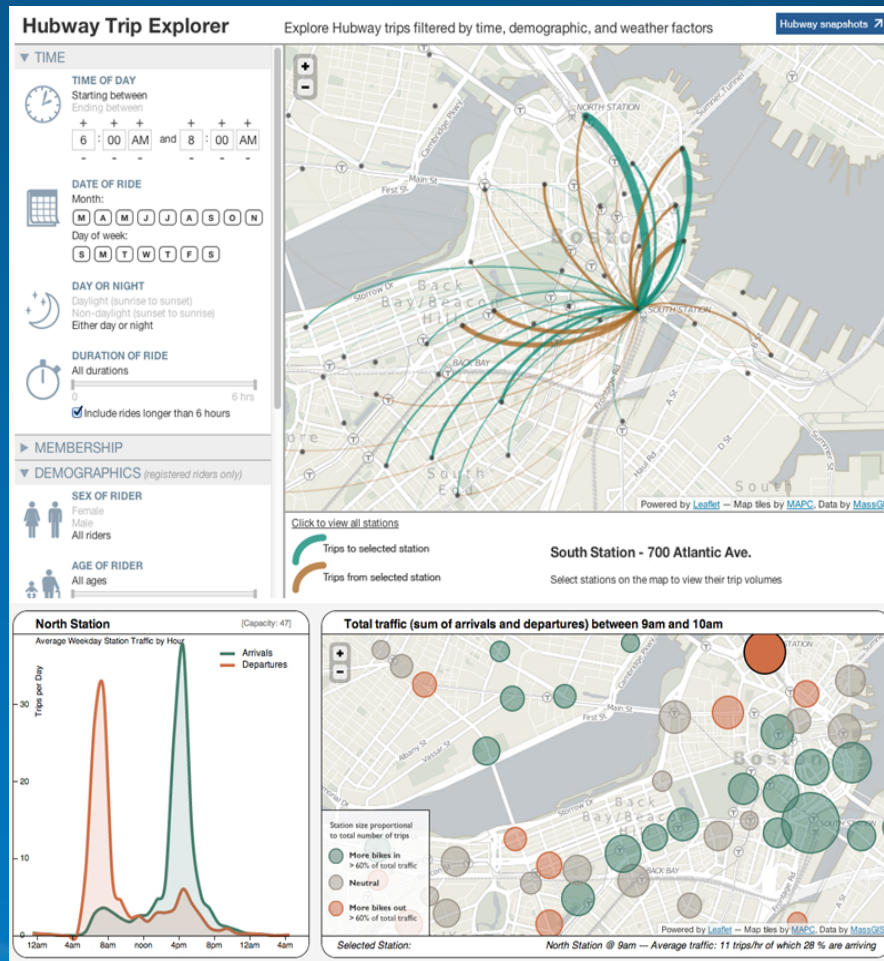
FlyOnTime.us was also created to prove a broader point: **when the government opens its data to the public, it saves tax dollars.** FlyOnTime.us is an independent project created by private citizens. It is not affiliated with any government, agency, or organization. The web site developers made use of open data from the Bureau of Transportation Statistics, the Federal Aviation Administration, the National Oceanic and Atmospheric Administration, and travelers on their cell phones to **create a service of real value to the traveling public at no cost to the tax payers.**

Source: <http://flyontime.us/>.

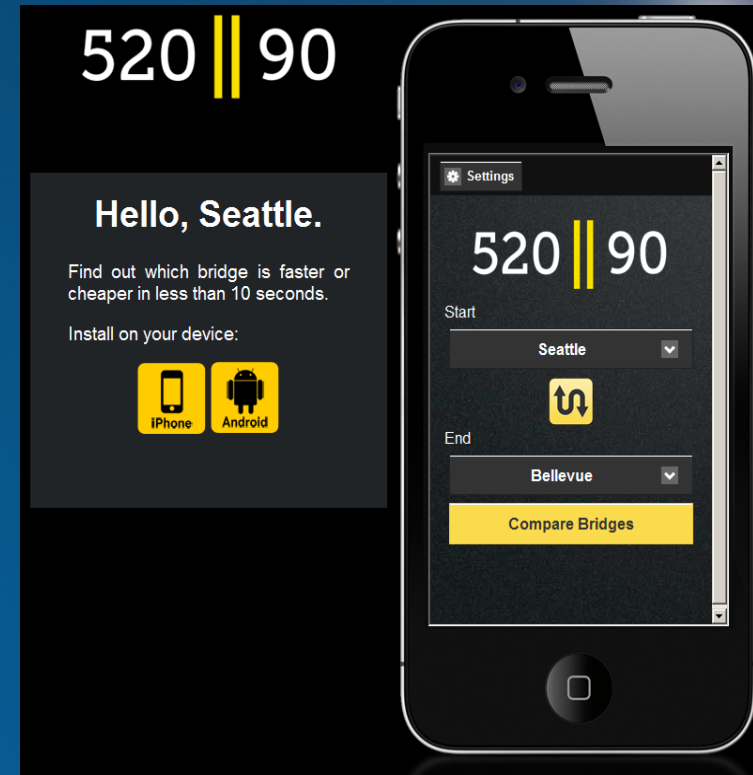


The screenshot shows the FlyOnTime.us website. At the top, there is a navigation bar with links: About, Statistics, Source/Data/API, and Airport Security. The main header features the FlyOnTime.us logo. Below the header, there are two main sections: 'Find a Route' and 'Find An Airline/Flight'. The 'Find a Route' section has input fields for 'From: (city or airport)' and 'To: (city or airport; optional)', with a 'Search' button. Below this, it shows an example route: 'Example route: OGG to JNL is 81% on-time and 2 min. early on average'. The 'Find An Airline/Flight' section has input fields for 'Airline:' and 'Flight #: (optional)', with a 'Search' button. To the left of these sections, there is a graphic of an airplane flying through clouds and a text box that reads: 'Find the most on-time flight between two airports or check how late your flight is on average, in good weather and bad, before you leave.' Below the graphic, there is a list of sources: 'See how FlyOnTime.us can save your tax dollars. Data on this site is derived from: The Bureau of Transportation Statistics via data.gov, The Federal Aviation Administration, The National Oceanic and Atmospheric Administration, People Like You.' To the right of the 'Find a Route' section, there is a 'Security Lines' section with a search bar for wait time statistics and a 'Site News' section with a list of recent mentions in the New York Times, National Public Radio, Washington Post, and Politico. At the bottom, there is a 'Terms of Use' link.

Open Data (continued)



Source: Hubway Data Visualization Challenge,
<http://hubwaydatachallenge.org/>.



Source: 520or90.com.

Conclusions

- Cultural change doesn't just impact us personally, it also impacts institutions
- To maintain support, government agencies must consider the culture and respond
- The goal isn't implementing a particular customer-centric program it's asking the question
 - » “Are we relevant?”
 - » If the answer is “not sure”, “maybe”, or “no”, its time to get to work