

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical that we communicate clearly, concisely, timely and accurately with customers.

RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Katie Bennett
Maryland Transportation Authority (MDTA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1A

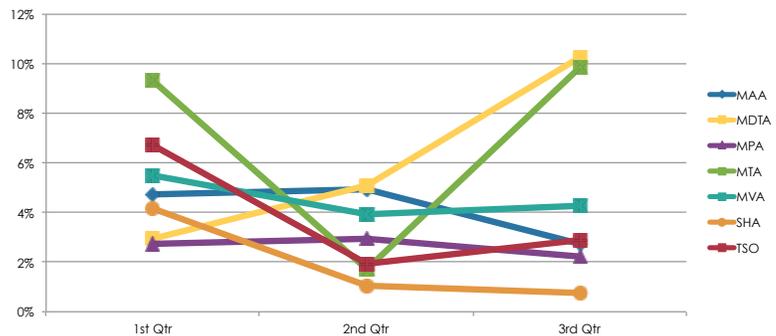
Communicate Effectively Utilizing Social Media: Social Reach

Social media has become a standard method for businesses to communicate with their customers. MDOT TBUs use social media channels to disburse clear and accurate information to their customers and the media in a timely manner.

“Social Reach” measures the number of customers who have seen a message. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance social reach.

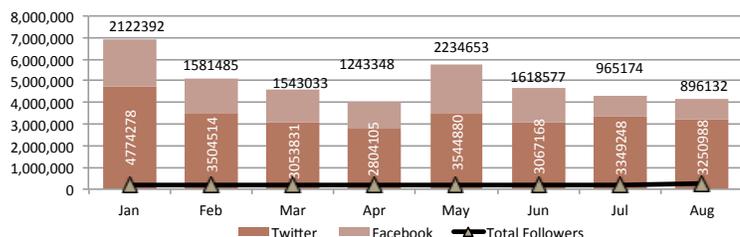
This quarter, Social Media Managers from each TBU attended a social media strategic workshop. In 2016 MDOT attracted over 50,000 new followers. To date, there are over 200,000 customers following MDOT social pages. Follower growth steadily increased at an average of 3.7% each month MDOT-wide.

MDOT Social Media Follower Growth Rate



* Overall MDOT-wide growth has increased on average 3.7% each month.

Number of Customers Reached Through Social Media (2016)



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TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher
Maryland Port Administration (MPA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1B

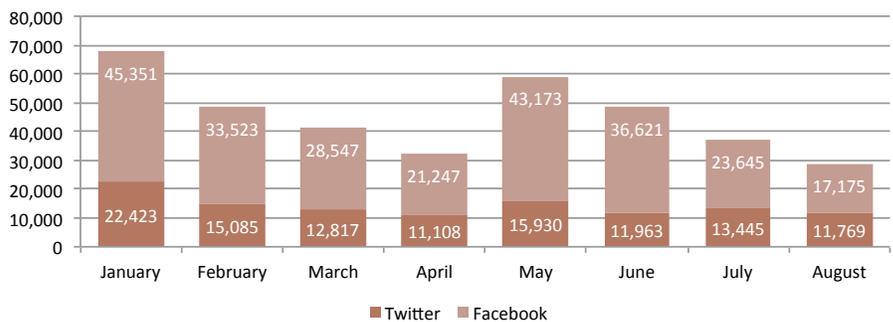
Communicate Effectively Utilizing Social Media: Social Engagement

While “social reach” measures the total number of people who have seen a message, “social engagement” recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

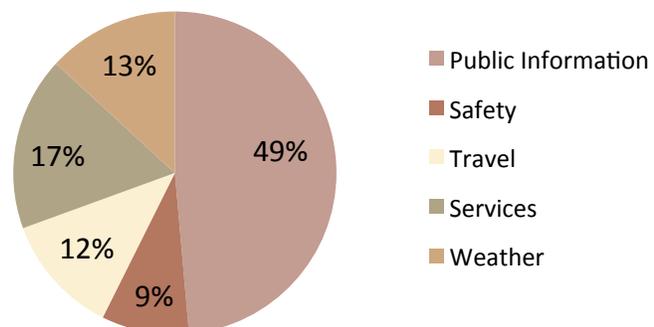
To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares in order to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

MDOT continues to learn the interests of its customers through social media channels in order to provide the content customers expect.

Number of Customer Engagements Through Social Media (2016)



Top Customer Engagement Topics



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Chuck Brown

Motor Vehicle Administration (MVA)

PURPOSE OF MEASURE:

To track how clearly and effectively MDOT communicates with customers at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data will be collected via survey at all public meetings hosted by MDOT business units. The data will be owned and housed by the business unit in charge of the public meetings and sent to TSO on a quarterly basis.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

Effective communication during public meetings can mean the difference between a project that moves forward and a project that ends up on the shelf. Transportation planners, engineers and construction professionals may unknowingly use language, graphics, maps and renderings that can be difficult for MDOT customers to understand.

When MDOT fails to effectively communicate important project details, misinformation can lead to the demise of the most beneficial projects. Effective communication also includes the ability to listen to customers to ensure they are heard and have the opportunity to comment. Through the use of a standardized survey across all TBUs, MDOT will measure and track customer perception of how clearly and effectively MDOT personnel communicate at public meetings, which will ensure that the Department is providing the right solution for everyone involved. The intent of survey feedback is to allow MDOT to adjust its presentation to better meet the needs of its customers.



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TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Annette Fisher
*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

News releases being picked up and editorialized by large news media outlets are still the most commonly used method by which customers receive information about MDOT products and services. This process also acts as an incredible cost-savings. News stories generated as a result of an MDOT release provide savings to the taxpayer and allows MDOT to maximize every transportation dollar.

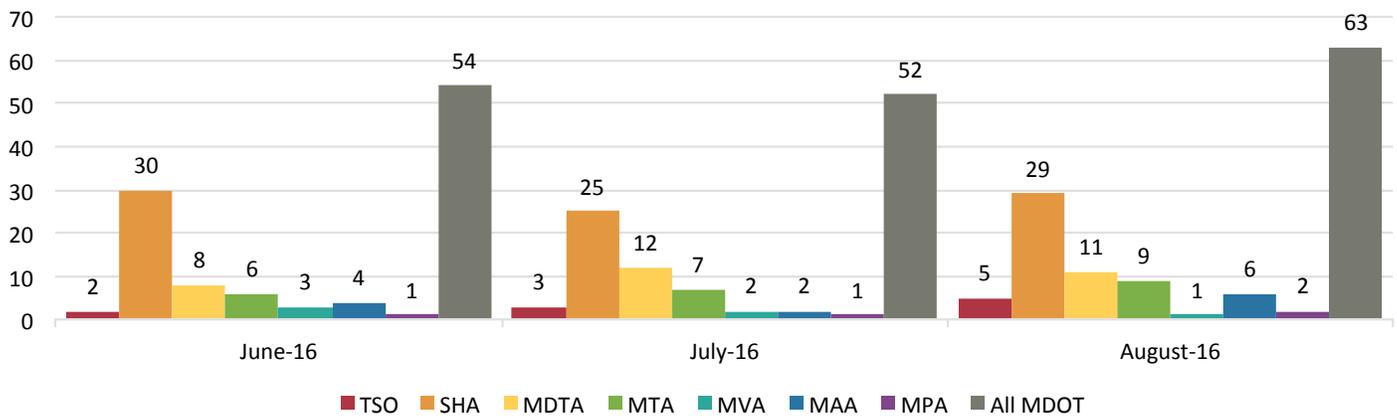
The agencies responsible for providing transportation access to the citizens of Maryland inform customers about "News You Can Use," information they need regarding transportation services and projects. This measure shows the value of news releases by determining the reach of news releases, thereby saving taxpayer dollars (reaching customers with news and information without purchasing advertising).

Communicate Effectively With Our Customers

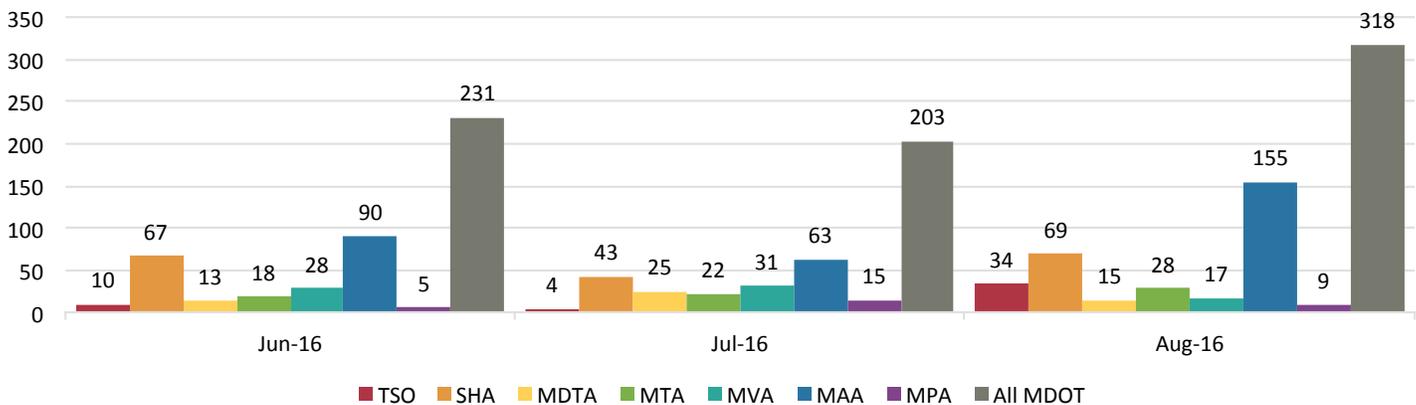
PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Number of News Releases



Number of News Placements



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar

State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Print and broadcast media are the industry standard for business to customer communication. To reach its customers, MDOT has the option to buy ad space in the market or to issue news releases that are then picked up and editorialized by large publications. The latter offers a significant cost-savings to MDOT and the tax-paying public while allowing for MDOT messages to reach more customers quickly and efficiently.

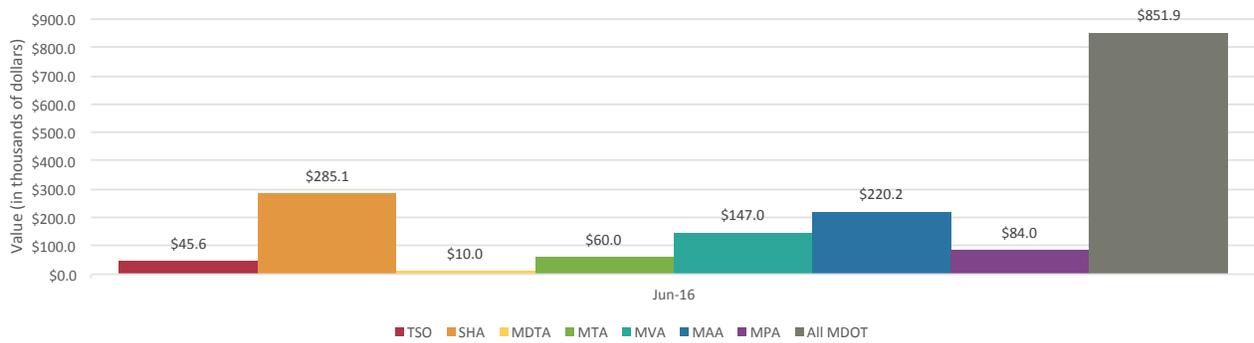
MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

Communicate Effectively With Our Customers

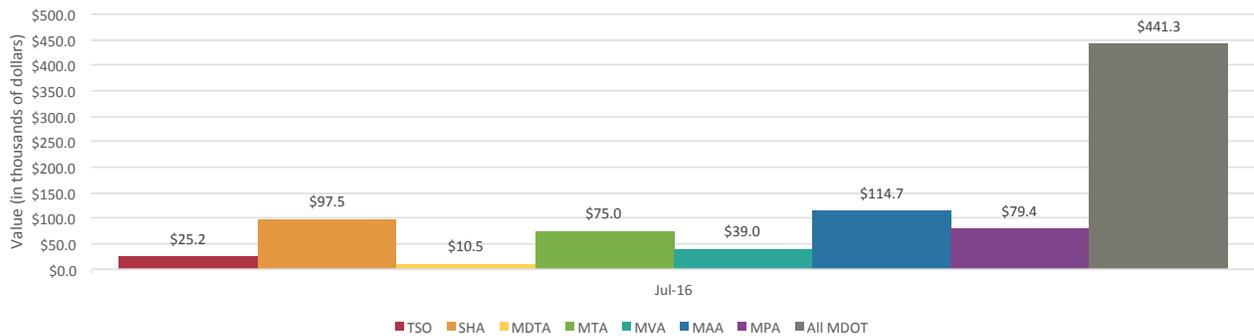
PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

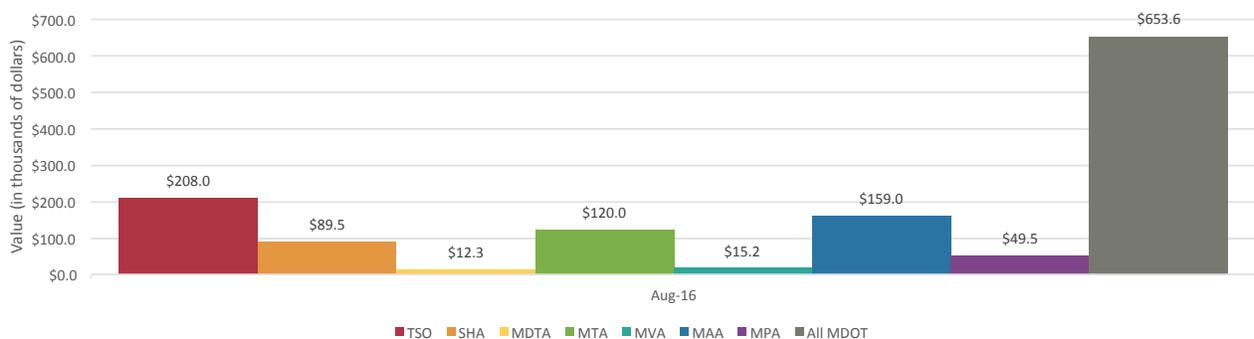
June 2016 Earned Media Value



July 2016 Earned Media Value



August 2016 Earned Media Value



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar

State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

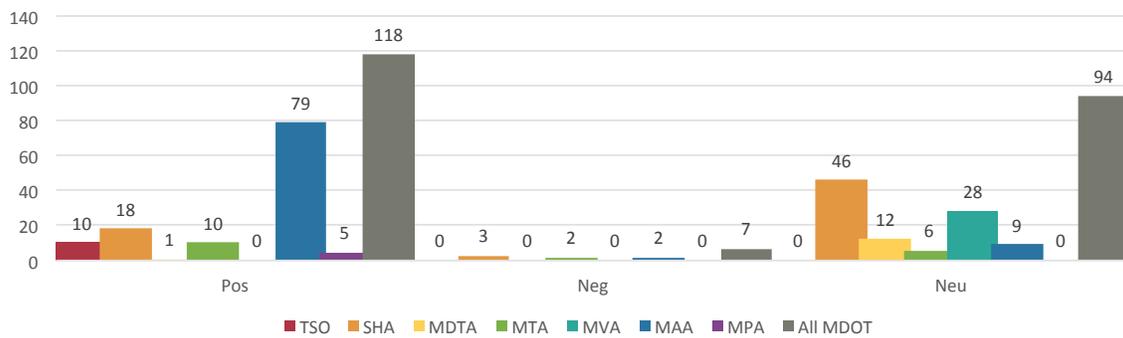
This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

Communicate Effectively With Our Customers

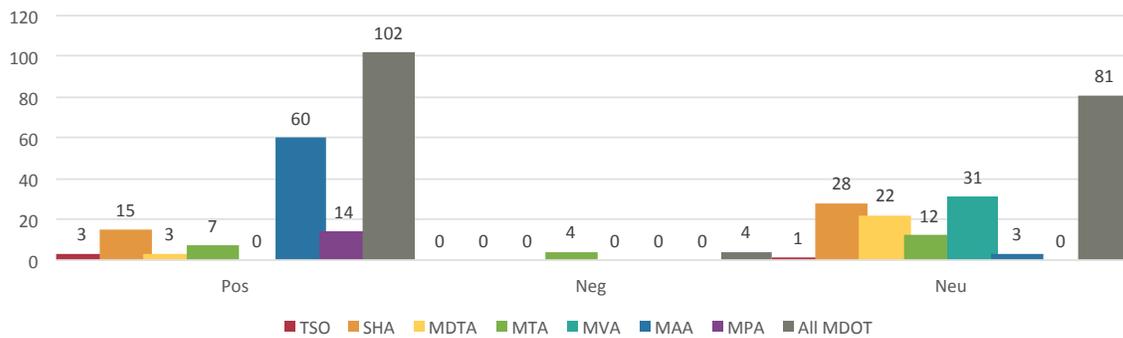
PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

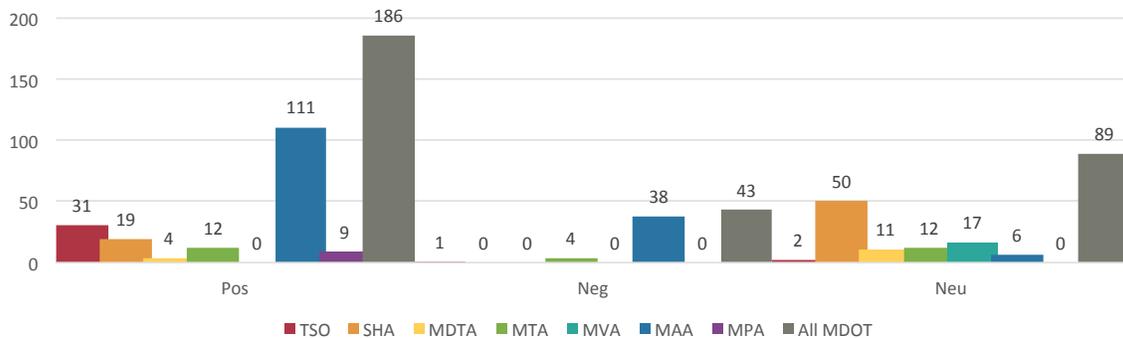
News Balance June 2016



News Balance July 2016



News Balance August 2016



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Lisa Dickerson

The Secretary's Office (TSO)

PURPOSE OF MEASURE:

To assess effective communication via translators at public meetings.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Translated customer survey deployed at the conclusion of each public meeting.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

Customers, regardless of their proficiency in English, should be able to actively participate in public meetings and review public documents. MDOT is working to provide translation services at all public meetings to ensure that public meetings meet the needs of all of customers, including those with limited English proficiency.

Public meetings are a valuable communication tool for MDOT and its customers. Whether it is a new project that will impact their community or new products and services that impact their transportation experience, public meetings are a place for MDOT customers to receive helpful information.

MDOT is maximizing the use of electronic and social media to achieve this performance measure. Significant progress was made to web sites throughout all of MDOT in July 2016. MDOT web sites currently allows for translation of over 160 languages and dialects via "Google Translation". Over two months, we tracked 135 Google Translations performed for those TBUs reporting more than 2 months. The top three translations were Spanish, Chinese, and French. Translations on the SHA web site appeared to coincide prior to high-travel weekends. Additionally, MDOT interpreted and posted the "Notice to the Public", "Complaint Procedures", and "Complaint Forms" documents, exceeding our legal requirement to communicate effectively with our customers with Limited English Proficiency.

MDOT is in the process of streamlining efforts so all TBUs are over the same services and collecting the same data.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers with English Language Barriers at Public Meetings

Total Translations on SHA Web Site

