

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 track the number of customers MDOT can communicate with through social media channels to improve our understanding of what content customers want

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. Maryland Department of Transportation (MDOT) Transportation Business Units (TBU) use social media channels to disburse clear and accurate information to their customers and the media in a timely manner.

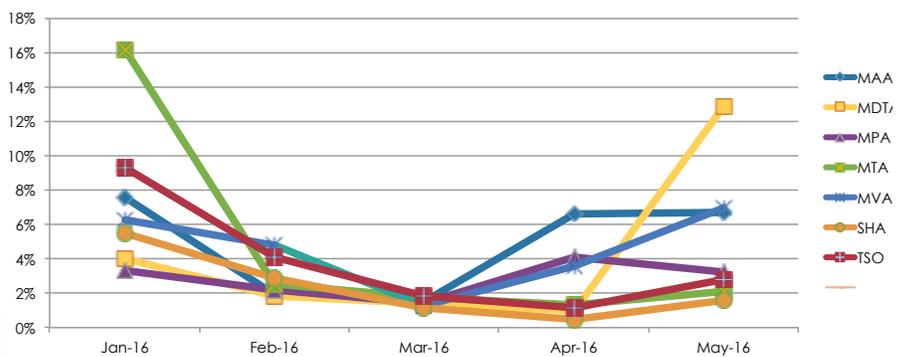
Interactive platforms such as Twitter and Facebook give MDOT an opportunity to invite input on issues, policies and programs, while building opportunities for collaboration.

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.

The data shows that social media can be extremely effective during emergencies and heavy travel periods. MDOT keeps traveling customers well-informed with constant updates and advanced notifications. A large percentage of customer reach on social media is attributed to the local news channels that follow our social media activities.

In 2016 our overall MDOT-wide follower growth has increased on average 3.4% each month.

MDOT 2016 Social Media Follower Growth Rate

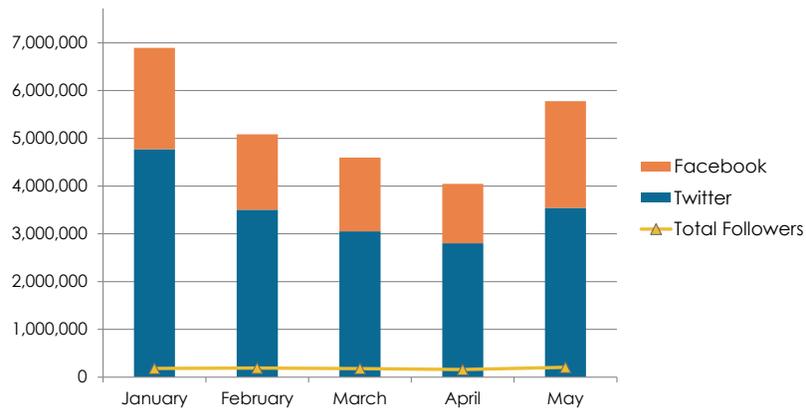


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicating Effectively Utilizing Social Media: Social Reach

Number of Customers Reached Through Social Media (2016)



Notable Twitter/Facebook Post from First Quarter



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher
Maryland Port Administration (MPA)

PURPOSE OF MEASURE:

To track the number and type of customer engagements through MDOT social media channels to improve understanding of social media behaviors provide the content customers expect.

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

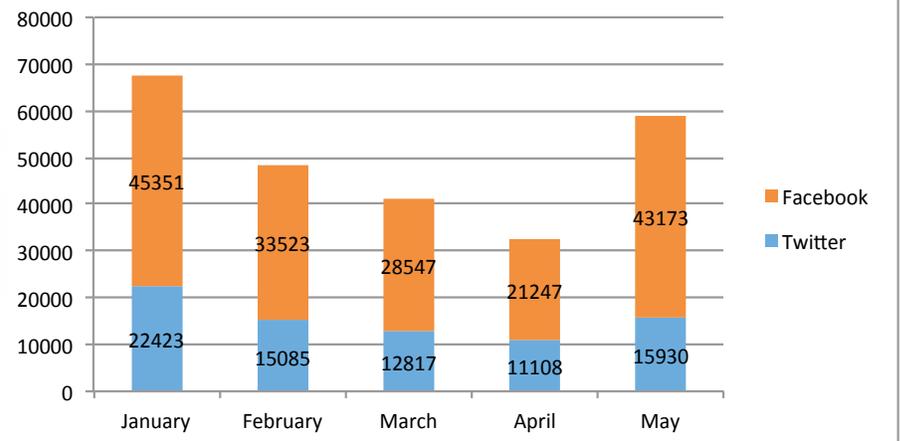
Social media platforms allow MDOT to connect directly with customers. Historically, this type of communication was only achieved by telephone and mail correspondence. Though traditional communication methods remain, social media engagement creates an environment where we can receive immediate feedback from our customers on how well we are communicating.

To determine the effectiveness of its social media communication, MDOT is now tracking 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.

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.

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

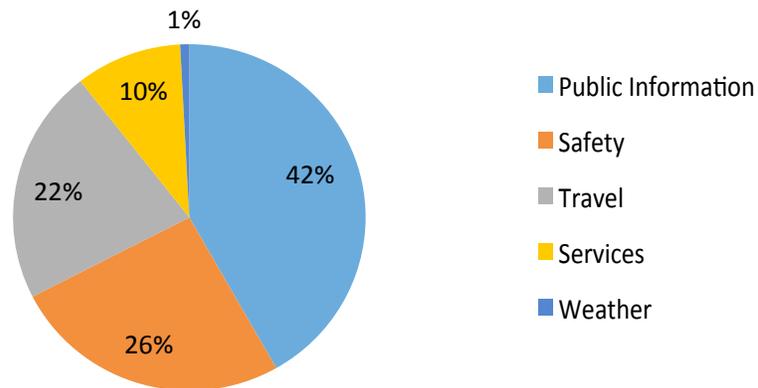
Number of Customer Engagements Through Social Media (2016)



PERFORMANCE MEASURE 6.1B

Communicating Effectively Utilizing Social Media: Social Engagement

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.



Communicate Effectively With Our Customers

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

New releases being picked up and editorialized by large news media outlets is 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 provides savings to the taxpayer and allows MDOT to maximize every transportation dollar.

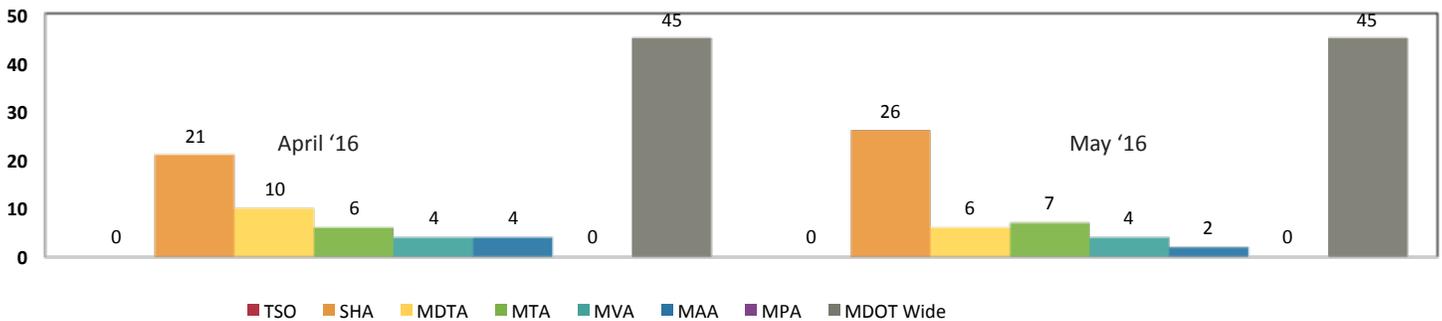
The agencies responsible for providing transportation access to the citizens of Maryland inform customers about important information they need regarding transportation services and projects. This measure shows the value of news releases by determining the reach of news releases, thereby saving taxpayer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

Communicate Effectively With Our Customers

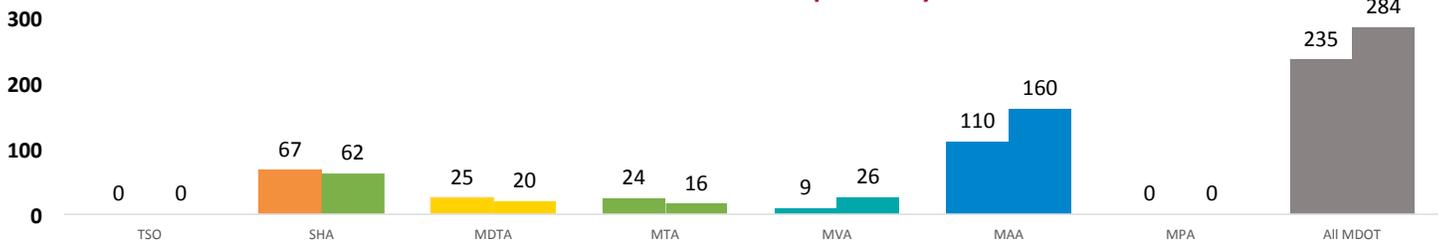
PERFORMANCE MEASURE 6.3A

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

Number of News Releases- April & May 2016



Number of News Placements- April & May 2016



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

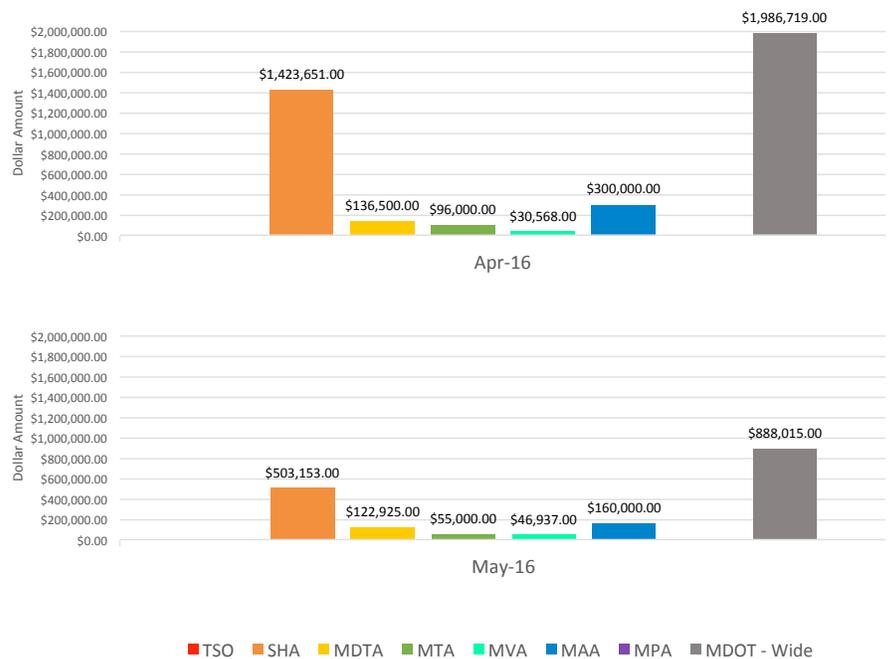
PERFORMANCE MEASURE 6.3B

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 which are then picked up and editorialized by large publications. The later 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).

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

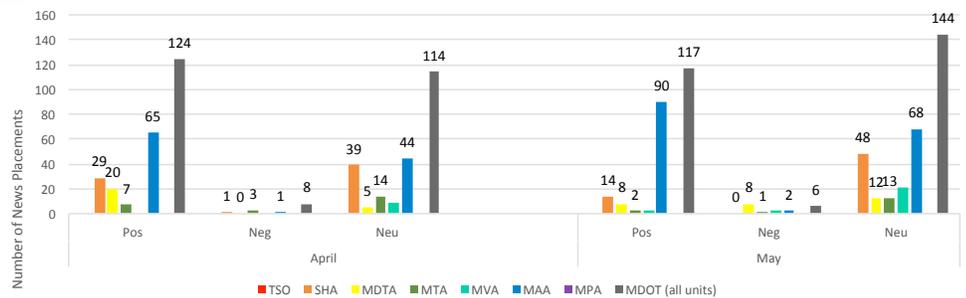
PERFORMANCE MEASURE 6.3C

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 is directly related to an MDOT news release 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.

Balance of News Coverage



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

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.

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

Significant progress was made to websites throughout all of MDOT by July 17, 2016. The TSO website currently allows for translation of over 160 languages via "Google Translation".

On Thursday, June 17, 2016, a Customer Service Survey card was made available at the SHA public meeting for Rt. 32 to Linden Avenue, via mobile device and in hardcopy. Accompanying the Customer Service Survey card was a flier with a notice to customers indicating the Project Manager name and contact information, along with our statement that the survey was available to customers. That statement was made available to our customers in nine (9) different languages. (See flier). Those languages are based on Statewide population statistics specific to the location of the project--Howard County.

We are implementing the language portion of the customer survey in conjunction with performance measure 6.2.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4

Communicate Effectively to Customers With English Language Barriers At Public Meetings

Maryland Department of Transportation

Communication Survey

This Customer Service Survey is available on request in Spanish, Chinese, Korean, African languages, Vietnamese, Portuguese, Japanese, Gujarati, Hindi and Arabic. Persons requiring assistance to participate (interpreter for hearing/speech difficulties or assistance with the English language) should contact Yujiong Bai at 410-545-8816.

Español
Este encuesta de servicio al cliente está disponible bajo petición en español, chino, coreano, idiomas africanos, vietnamita, portugués, japonés, gujarati, hindi y árabe.

中文
该客户服务调查可在西班牙语、中国、韩国、非洲语言、越南语、葡萄牙语、日语、古吉拉特语、印地文和阿拉伯文的请求。

한국어
이 고객 서비스 조사 설문인어, 중국어, 한국어, 아프리카 언어와 베트남어, 포르투갈어, 일본어, 구자라트어, 힌디어와 아랍어의 요청에 따라 제공할 수 있습니다.

Afrikaans
Dit Customer Service Opname is op aanvraag beskikbaar in Spaans, Chinees, Koreaans, Afrikaans, Vietnamees, Portugees, Japanees, Gujarati, Hindi en Arabies.

Việt Namese
Khảo sát dịch vụ khách hàng này có sẵn theo yêu cầu ở Tây Ban Nha, Trung Quốc, Hàn Quốc, ngôn ngữ châu Phi, Việt, Bồ Đào Nha, Nhật Bản, Gujarat, Tiếng Hin-đi và tiếng Ả Rập.

Bồ Đào Nha
Este exame Atendimento ao Cliente está disponível sob pedido em espanhol, chinês, coreano, línguas africanas, vietnamita, Português, Japonês, Gujarati, Hindi e árabe.

Japonés
この顧客サービスの調査はスペイン語、中国語、韓国語、アフリカの言語、ベトナム語、ポルトガル語、日本語、グジャラート語、ヒンディー語とアラビア語でリクエストに応じて利用可能です。

ગુજરાતી
આ ગ્રાહક સેવા સર્વે સ્પેનિશ, ચીની, શ્રેયિયન, અફ્રિકન ભાષાઓ, વિયેતનામીસ, વોટ્ટેમીસ, જાપાનીસ, ગુજરાતી, હિન્દી અને અરબી વિનંતી પર ઉપલબ્ધ છે.

हिंदी
यह ग्राहक सेवा सर्वेक्षण स्पेनिश, चीनी, कोरियाई, अफ्रीकी भाषाओं, वियतनामी, पुर्तगाली, जापानी, गुजराती, हिंदी और अरबी से अनुबंध पर उपलब्ध है।

العربية
هذا المسح خدمة العملاء هو متوفر عند الطلب باللغة الإسبانية، الصينية، الكورية، لغات إفريقيا، اللغويات، الفيتنامية، البرتغالية، اليابانية، الغوجاراتية والهندية والعربية.

Survey links: <http://ow.ly/3zqp30181v>