

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



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

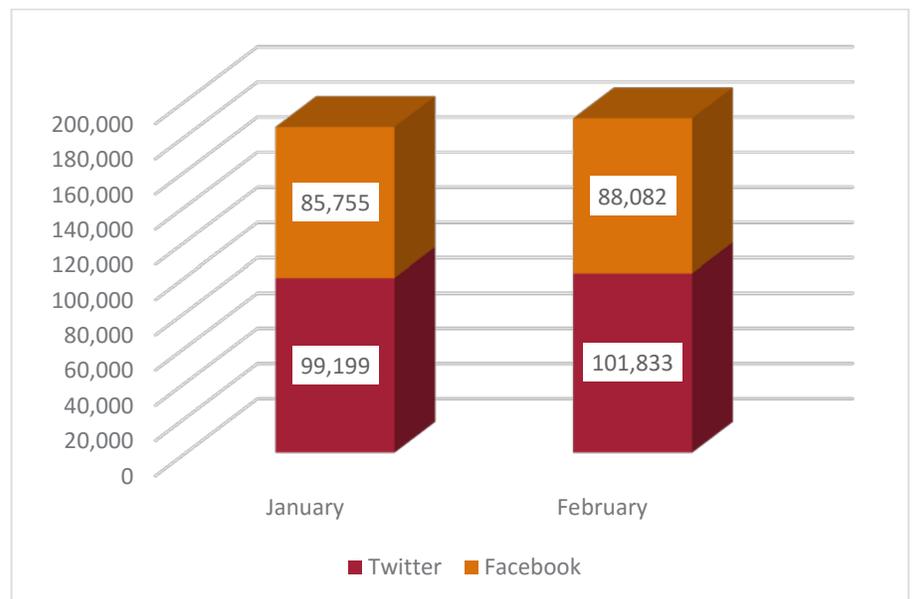
Communicate Effectively Utilizing Social Media: Social Reach

Social media has become a standard method for businesses to communicate with their customers. MDOT TBUs 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.

The data shows that social media can also be extremely effective during emergencies. In January 2016, MDOT dealt with the impact of Winter Storm Jonas and kept customers informed before, during and immediately following the significant weather event.

Number of Customers Following MDOT Social Media Channels (2016)

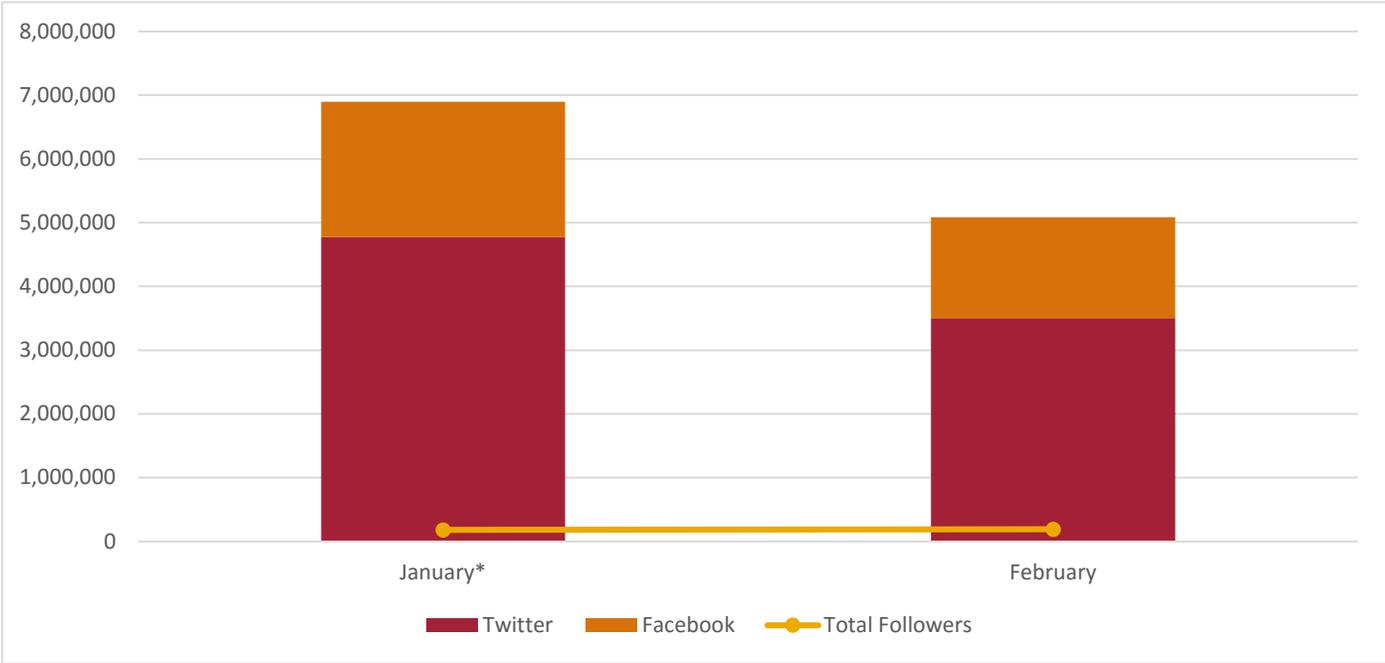


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicating Effectively Utilizing Social Media: Social Reach

Number of Customers Reached Through Social Media (2016)



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 our understanding of social media behaviors in order to 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

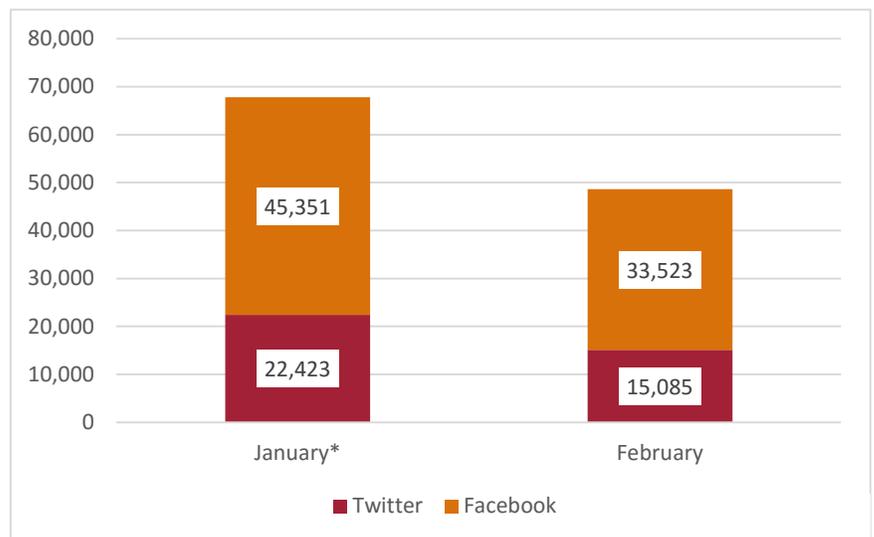
Social media platforms allow MDOT to connect directly with customers. Social media platforms allow MDOT to connect directly with customers. Historically, this type of communication was only achieved by telephone and mail correspondence. Though traditional communication methods remain, social media engagement creates a more informal environment for interacting with customers.

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 Engagements Through Social Media (2016)

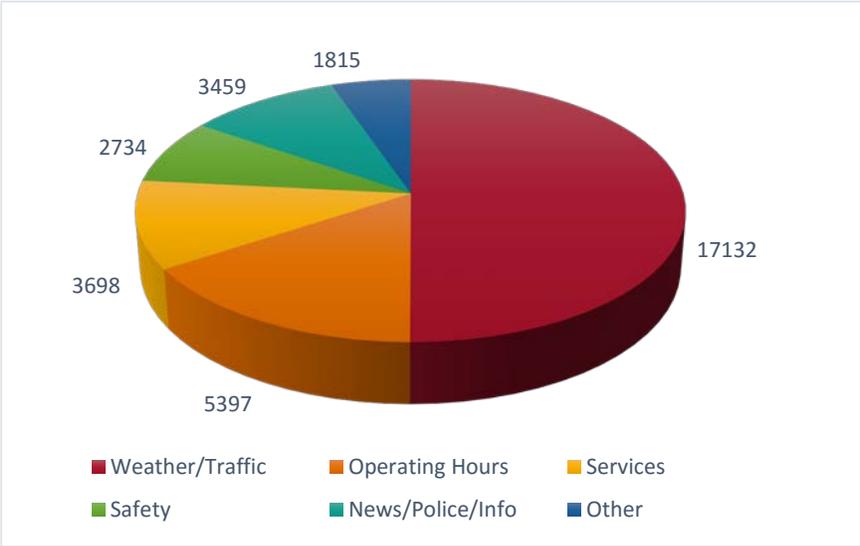


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1B

Communicating Effectively Utilizing Social Media: Social Engagement

Number of Engagement by Interest Category



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:

Chuck Browna

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 all 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

Effective Communication at Public Meetings: Hearings & Workshops

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 we are providing the right solution for everyone involved. Based on survey feedback, MDOT will 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:

Tony Storck
*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. Some data is calculated per news story by individuals using advertising rates of media outlets

NATIONAL BENCHMARK:

N/A

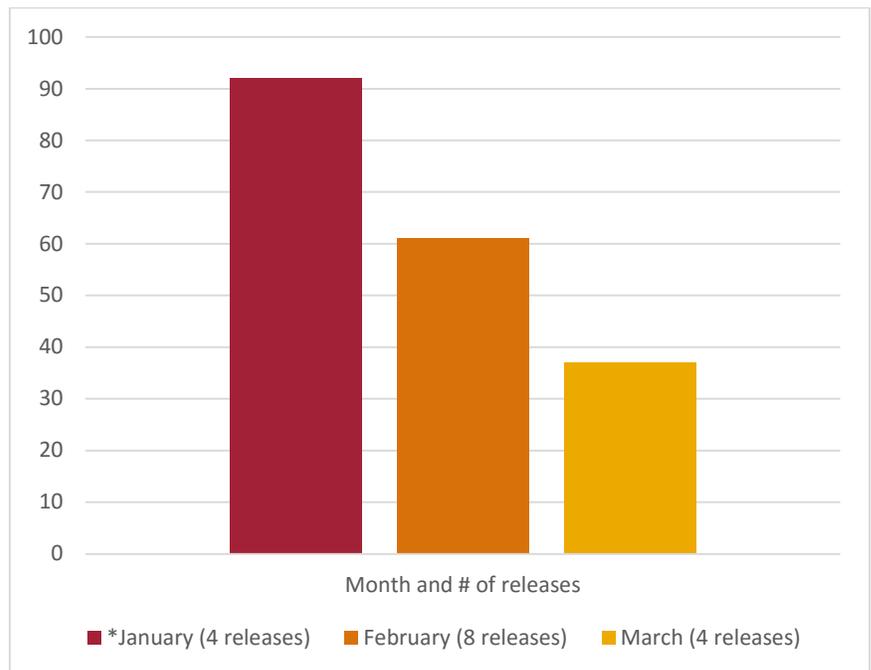
PERFORMANCE MEASURE 6.3A

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).

SHA Number of Releases and 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

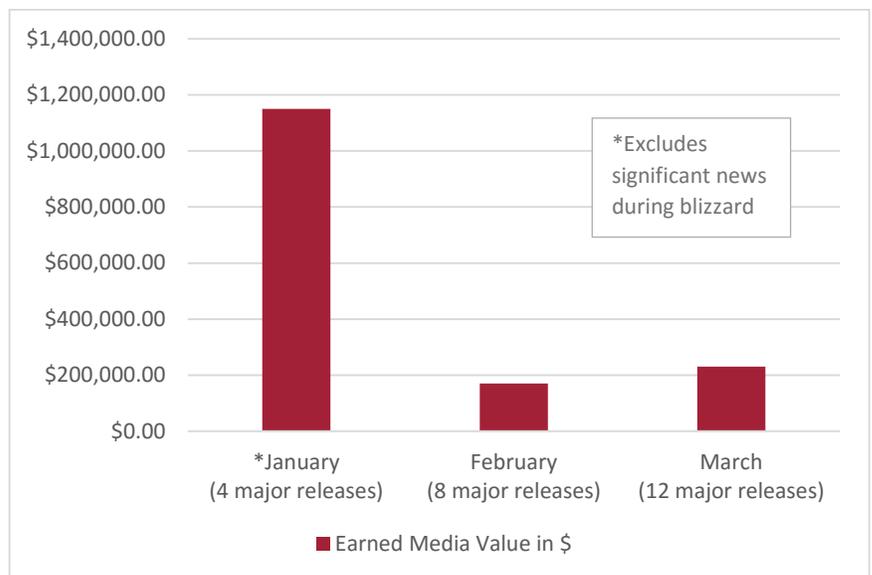
PERFORMANCE MEASURE 6.3B

Communicate Effectively Through New 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 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).

SHA 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 news stories

NATIONAL BENCHMARK:

N/A

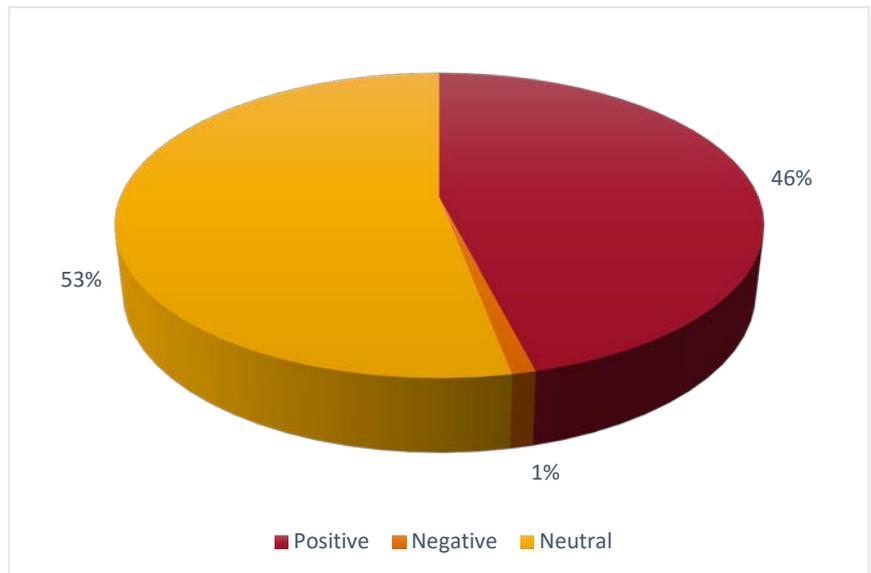
PERFORMANCE MEASURE 6.3C

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 in order to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less or different information is needed in order to ensure customers are receiving factual information via news outlets.

SHA News by Tone Chart



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

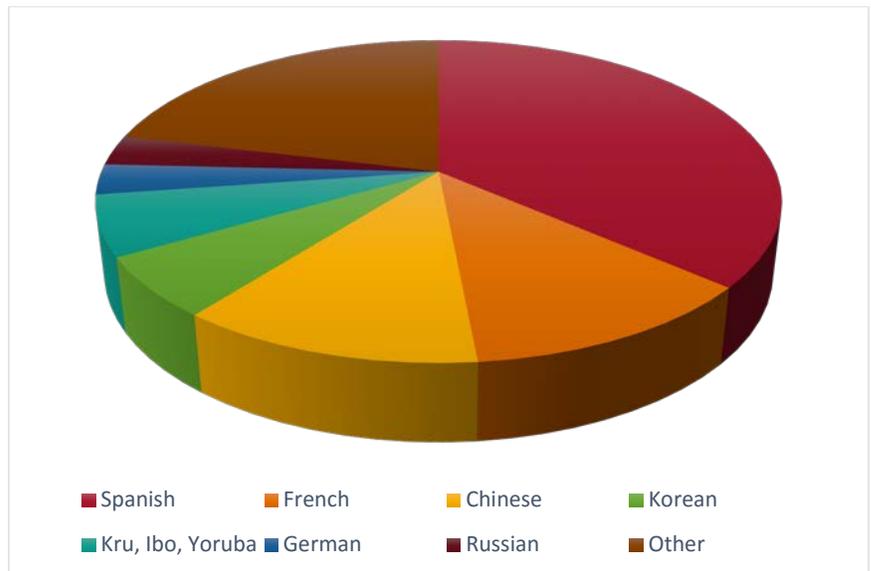
Public meetings are a valuable communication tool for MDOT and its customers. Whether it is a new project that will impact their community or new products and services that impact their transportation experience, public meetings are a place for MDOT customers to receive helpful information.

These public meetings are a service MDOT provides to its customers and, as such, MDOT believes that customers, regardless of their native language, should be able to actively participate in public meetings.

MDOT is working to provide translation services at all public meetings across the organization to ensure that it is meeting the needs of all of its customers.

Most Spoken Languages in Maryland in 2010

Source: American Community Survey

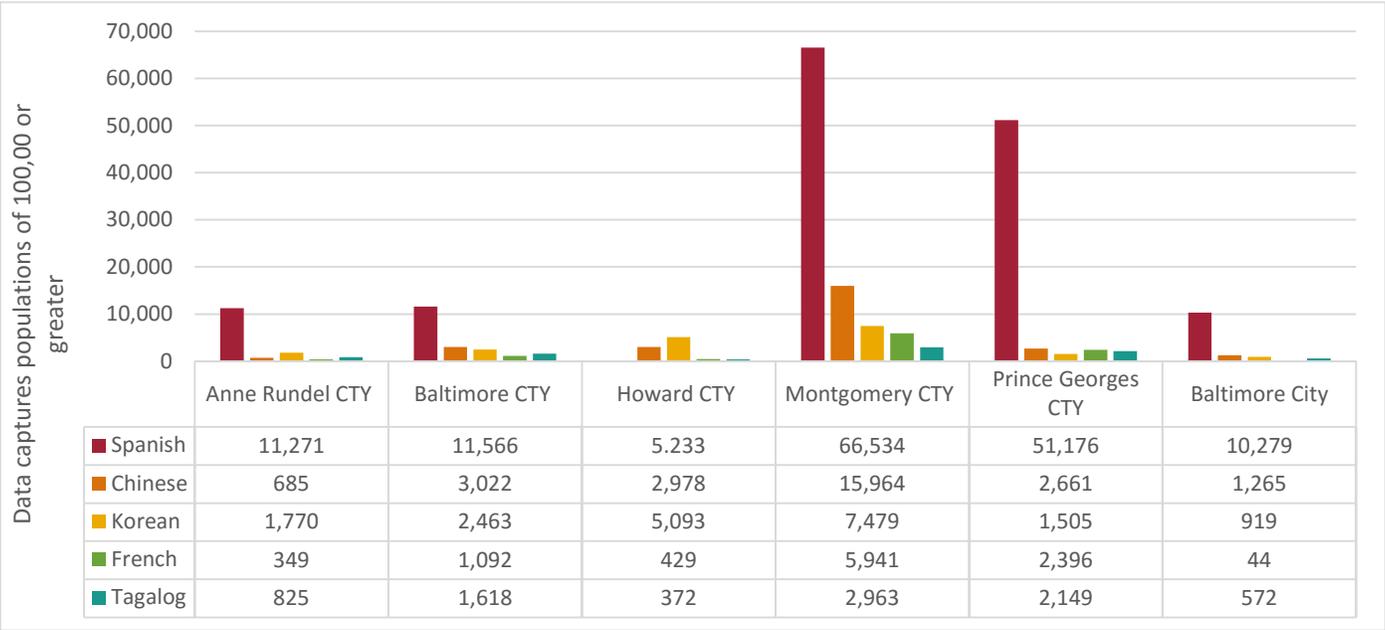


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4

Communicate Effectively With Customers With English Language Barriers At Public Meetings

Detailed Languages Spoken in Maryland (Top 5) by County/City



Source: US Census Data 2009-2013

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Chrys Wilson
Maryland Transit Administration (MTA)

PURPOSE OF MEASURE:

To assess effective customer communications during MD Relay711 and TTY interactions

FREQUENCY:

Annually

DATA COLLECTION METHODOLOGY:

Survey spoken at the end of each MD Relay & TTY interaction

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.5

Communicate Effectively to Customers with Hearing Loss or Difficulty Speaking

MDOT communicates with its customers every single day. Aside from web, telephone communications are still among the most popular forms of communications between MDOT and its customers.

Through Maryland Relay 711 and teletypewriter (TTY) services, MDOT customers who have difficulty using a standard telephone are able to connect with MDOT to receive the information they need. Customers who are deaf, hard of hearing or have difficulty speaking can also use TTY services. To ensure that MDOT continues to meet the needs of its customers, a survey is taken at the conclusion of each MD Relay & TTY interaction.

2015 MTA Text Telephone (TTY) Calls

