The Evolving State DOT Enterprise
Factors Shaping the Evolution and State DOTs’ Response To It

presented to
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at Iowa State University

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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

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!

VOTE FOR YOUR FAVOURITE CANDIDATE
TICK YOUR CANDIDATE’S BOX AND VOTE NOW!

YELLOW
GREEN
RED
Orange
BLUE

VOTE NOW

PEOPLE’S CHOICE AWARDS
VOTE NOW
FOR YOUR FAVORITES IN MOVIES, TV AND MUSIC!

You can also cast official votes on Facebook, Twitter and your mobile device.
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
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 sign-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...
“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
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)

Word around the office, blizzard conditions in forecast later today for mountain passes wsdot.com/traffic/passes...
twitpic.com/bnttdw

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

Source: https://twitter.com/wsdot/status/234054694346059776.
Social Media (continued)

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
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.
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/](http://flyontime.us/).*
Open Data (continued)


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”, it’s time to get to work.