



QOL Pilot Study & MnDOT's Online Community

June 29, 2010

MnDOT CSS in Construction,
Operations, and Maintenance Forum

Your Destination... Our Priority





QOL Pilot Study





QOL Pilot Study

MnDOT's QOL Goal:

Understand – from a customer perspective – what QOL is and how transportation both detracts from and contributes to this life view. Once understood, this information will inform MnDOT measurement planning and track our performance against QOL targets.

Pilot Study Objectives:

To test and an approach (method, question flow) that we can carry to the next, statewide phase.





Understanding & Applying QOL Knowledge

1. What does QOL mean to our customers (Minnesotans)?
2. Which (major) factors do they align with QOL?
3. How does transportation fit into this larger QOL mix?
4. Which (specific) transportation-related factors influence QOL in MN?
(Transportation-related QOL Contributors & Detractors)

Steps 1-4:
Focus Groups begin with a metro pilot, then move to a larger scale, statewide

5. Which of these transportation QOL influencers are in alignment with MnDOT's Strategic Directions and which are not?

Where is MnDOT in alignment and actively contributing to the QOL in MN?
(Communication Opportunity)

Which influencers are not being addressed today? Explore these influencers for alignment with our long term plans and Strategic Directions.

Step 5:
Review and align the new learning to MnDOT's Current Service Delivery and Strategic Directions

6. Among those influencers in alignment with Strategic Directions, list expectations, draft outcomes, create measures and then baseline MnDOT's performance.

7. Create an *ongoing* measurement plan to track MnDOT's progress against the factors influencing QOL in MN

Steps 6-7:
Quantitative Measurement Plan (Baseline & Ongoing Tracking)

Arrow indicates this is a journey, we'll be paving a new path and open to modifying our approach as the process unfolds -- should new learning expose a better way...





Creating Customer Driven Measures

Expectation



Outcome



Measure

"I expect Mn/DOT to make good, informed decisions about how the money is spent!"

Minnesotans are informed of MnDOT's plans & investments and trusts its use of resources

•Frequency: Annual
•Source: Omnibus
•Scale: 4 point Agreement
•Target: TBE
•Measure:
"MnDOT acts in a financially responsible manner"

Planning Strategy:

1. Does the expectation align with MnDOT's Strategic Directions? YES (Continue)
2. Understand what (specifically) citizens want to know about Mn/DOT on an ongoing basis.
Define the elements that are useful and meaningful to achieve transparency.
Use OLC to define what transparency means to the public.
3. Create communications plan to inform public of these activities, update as needed.
4. Measure progress - public trust with resources. Omnibus study, annually.
5. Report/Update MnDOT leaders on progress toward outcome [establish targets].





Pilot Study Decisions

Methodology:

- q Utilized multiple focus groups
- q Segmented by community and *within* Life Stage:
 - § Younger (20-34 yrs)
 - § Middle (35–59 yrs)
 - § Older (60+ yrs)
- q To ensure good representation within each focus group the following criteria was managed against:
 - q Live within community, 3 yrs
 - q Live MN, 5 yrs
 - q Ages 20-75 [designated life stage]
 - q Drive or travel 20 mil or more in a typical week
 - q Mix of income, ethnic diversity, gender, occupation, mode of travel and education
 - q Security Screen [no MnDOT, Media, Government, Market Research]





q Elements QOL...What exactly is QOL to Minnesotans?

The following factors were created *on their own without prompting* -- to describe their QOL categories:

Education

Employment/finances
sports]

Environment

Family

Friends/neighbors

Health

Individual Psyche

(freedom/peace/serenity)

Local amenities

Recreation [entertainment, the arts,

Safety

Spirituality

Stress

Transportation (mentioned without prompting, every group)

-Reasonable access to parks, bike paths, walking trails, LRT, and the bus system.

-Connections: Roadways/freeways for key medical, shopping, work, airports and family.

trips:

entertainment, restaurants,





Q QOL Major Elements and Voting Results

Relative Importance of Factors that Affect Quality of Life

Contributors (in descending order) Inhibitors/Detractors

A contributor to QOL

- Family Life
- Health
- Friends
- Social Life / Leisure Time / Recreation / Entertainment
- Present Job / Employment
- Education
- Spiritual
- Housing / Accommodations
- Income
- Safety
- Transportation**
- Present Standard of Living
- Environment
- Neighbors
- Economy's Impact of Your Life

An inhibitor /detractor to QOL

- Economy's Impact of Your Life
- Transportation**
- Health
- Safety
- Neighbors
- Present Job / Employment Opportunities
- Environment
- Education
- Spiritual
- Income
- Present Standard of Living
- Social Life / Leisure Time /Recreation / Entertainment
- Friends
- Housing Accommodations
- Family Life



Where Do QOL and Transportation Intersect?



2006 Strategic Plan	
Strategic Goals	Strategic Measures
Strengthen Neighbourhoods	Percentage of residents indicating high quality life in neighbourhoods
Expand Local Jobs, Local Prosperity	Number of local jobs created
Increase active participation	20% Physical Activity Challenge
Enhance Sustainability of City Services & Infrastructure	Number of assets associated with Reserve Replacement Funds
Achieve Excellence in Governance	Taxpayer confidence in value for tax dollars

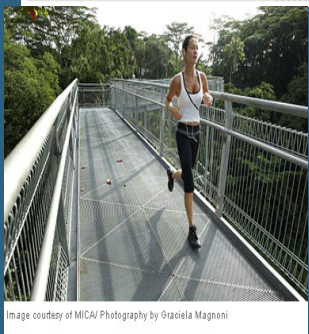


Image courtesy of MICAV/ Photography by Graziela Magnoni





q Transportation System QOL Contributors & Detractors (as known, to date)

Participants were asked to write down factors related to the transportation system that contributes to or detracts from their own QOL.

Contributors (not in descending order) Inhibitors/Detractors

A Contributor to QOL

An Inhibitor / Detractor to QOL

- | | |
|--|--|
| <input checked="" type="checkbox"/> Access to major highways | <input checked="" type="checkbox"/> Congestion/crowded roads |
| <input checked="" type="checkbox"/> High quality roads/Road conditions (upkeep) | <input checked="" type="checkbox"/> Quality of the roads |
| <input checked="" type="checkbox"/> Safe roads | <input checked="" type="checkbox"/> Potholes |
| <input checked="" type="checkbox"/> Traffic control/Law enforcement schedules limited/spotty | <input checked="" type="checkbox"/> Bus routes cut/ |
| <input checked="" type="checkbox"/> Prompt snow removal | <input checked="" type="checkbox"/> Public transit to limited destinations |
| <input checked="" type="checkbox"/> Road signs | <input checked="" type="checkbox"/> Limited public transit options |
| <input checked="" type="checkbox"/> Bus schedules/bus system | <input checked="" type="checkbox"/> Stress of rush hours |
| <input checked="" type="checkbox"/> Light rail system | <input checked="" type="checkbox"/> Unsafe roads |
| <input checked="" type="checkbox"/> Evolving public transit system | <input checked="" type="checkbox"/> Crazy drivers |
| <input checked="" type="checkbox"/> Bike/walking trails | <input checked="" type="checkbox"/> Travel time to some destinations |
| <input checked="" type="checkbox"/> Parking | <input checked="" type="checkbox"/> Construction |
| <input checked="" type="checkbox"/> Construction | <input checked="" type="checkbox"/> High cost |
| <input checked="" type="checkbox"/> No toll booths | <input checked="" type="checkbox"/> Traffic lights/arrows |
| <input checked="" type="checkbox"/> Good mobility – in general | <input checked="" type="checkbox"/> Politicians |





q MnDOT Perceptions & Expectations

There is some confusion about MnDOT's role and responsibilities (clearly recognized for roads, construction and plowing)

MnDOT is viewed as the 'experts' and perceived to be responsible for 'everything transportation.'

Each group was highly complimentary of MnDOT for the services it provides the state.

MnDOT Questions / Concerns:

√Lack of funding and lack of a vision for the long term [which they believed were highly related]. They want MnDOT to focus on system connectivity [Roads/LRT/Northstar Commuter /Bus System /Paths/Trails]

"be visionaries -- develop a plan that coordinates all of the different options"

√There was both concern and compassion for MnDOT in trying to deliver a coordinated system with limited funds and ongoing political challenges.

√There was frustration expressed for a perceived lack of project-related communication



•What MnDOT is doing? When will they be done / Why does it take so long? [Wakota Bridge site]



q MnDOT and QOL

q QOL is...

- “What matters to me!”
- “Everything that is important!”
- “What provides me: security, happiness and joy!”
- “What ‘s appreciated in my life!”

v It’s subjective, personal, and much more than transportation (but related in a significant way)

- ∅ Transportation is critically important to them *because* it’s their connection to ‘what matters’
- ∅ Which helps to explain the passion/emotion related to these issues

v During the pilot, there wasn’t *profound* learning terms of transportation and QOL; rather we learned about specific things MnDOT could do differently (sometimes better), and how important it is their QOL. Examples:

- ∅ Communications: about projects, timing, delays, detours (possibly new methods that get their through and get their attention)
- ∅ Planning: multi-modal and more connected – system planning (as we’re doing now)



**THIS IS STRONG START: WE’LL EXPAND OUR
UNDERSTANDING AS WE BUILD OUR STATEWIDE
PERSPECTIVE**



MnDOT's Online Community





Online Community of MnDOT Customers

What is it?

- § Opportunity for ongoing, customer feedback and interactions
- § Sample of 600 MN invited to participate (about a year)
 - Community Target:
 - half greater MN, half metro
 - Selected to reflect MN pop. (gender, age, income, geo., ethnicity)
 - Bump up (augmented): transit, ethnicity (and possibly disabled community)
- § Private (not public) for Mn/DOT's purposes only
- § 3 –Way Communications
- § Uses online tools to interact with customers:
 - Surveys, brainstorm, discussions, live chats, image galleries
 - New tools to interact: video clips, attachments
- § Consultant: Communispace – built/managed 350+ communities





Online Community of MnDOT Customers

How does it work?

- § 600 will agree to journey with us for about a year
- § Sign on weekly and see what the topics of discussion, surveys are posted for that week
- § Member appreciation (nominal incentives)
 - \$10 Amazon gift card/mo for 'regular contributions'
- § Intended to be useful for us; interesting, engaging and somewhat fun for them.

Mn/DOT Process:

- § Building lists of objectives [meetings: districts/offices, Steering Comm.]
- § Creating a 12 month, rolling input plan
 - Goal two fold: be planful AND nimble (last minute feedback)
- § Reporting results monthly





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



QUICK TOUR....



[HOME](#) [ACTIVITIES](#) [PEOPLE](#) [RESOURCES](#)



Welcome to the Community

What's Happening This Week



Since You've Been Gone

Your last visit was on 10-Mar-2010 11:46 AM

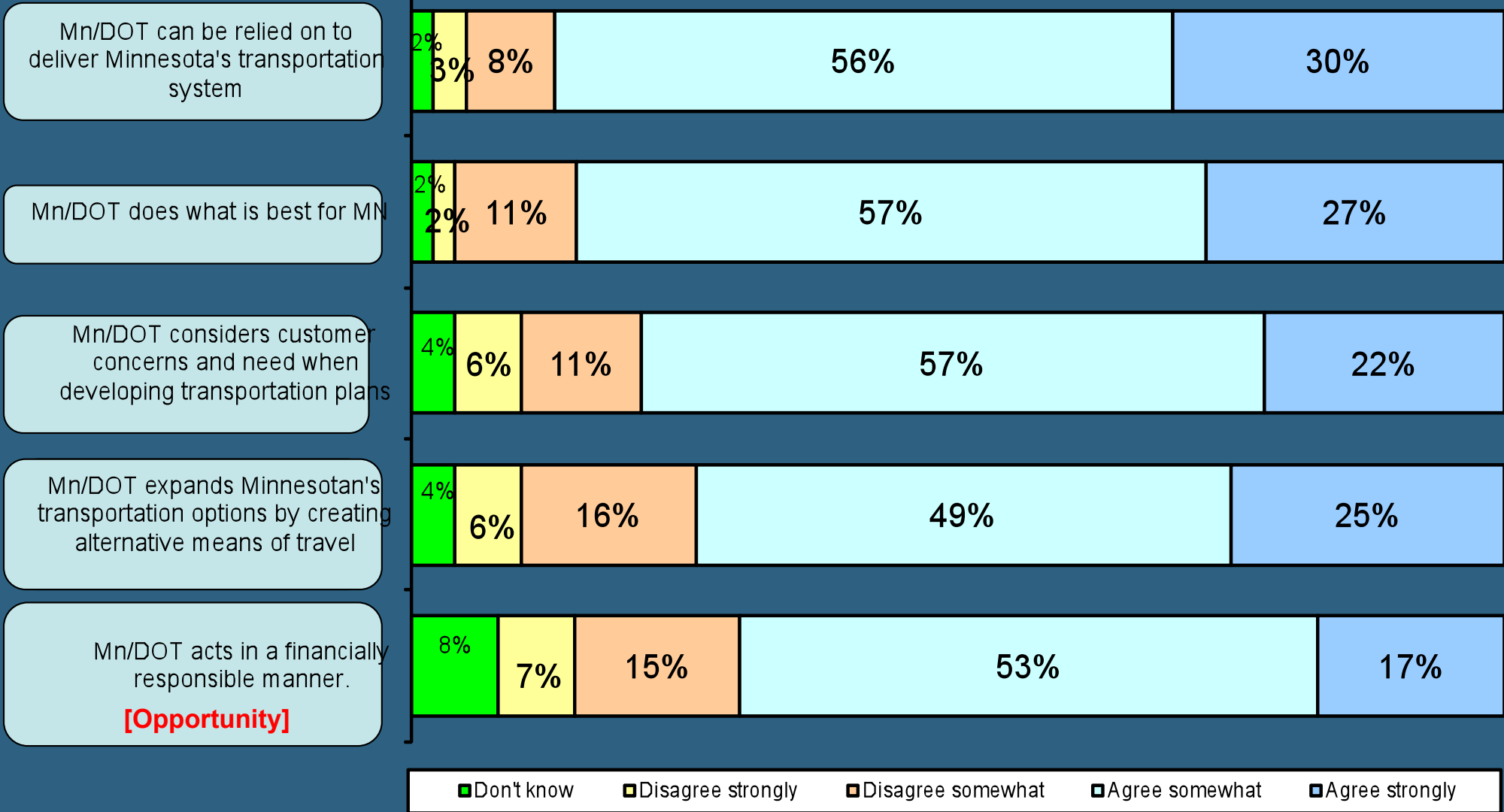
No new activities

Who's Online





Perceived Trust in Mn/DOT By Rating Level of Agreement



Number of Respondents = 800





Transparency: Our Understanding Grows....(OLC)

What Transparency Means:

...an honest and open effort by an organization to present its business to the public in an easy to understand manner...

Qualities of Transparency:

- **Honesty**
- **Accessibility**
- **Disclosure**
- **Partnership; shared responsibility**
- **Timely**

Topics of Highest (transparency) Interest:

- ü **Where transportation funds come from**
- ü **How transportation funds are spent**
- ü **Department goals and progress toward these goals (over time)**
- ü **How projects are determined (prioritized) and by whom**
- ü **Project timelines (and project progress updates)**





MnDOT Personified

How do our customers describe us....?

- q **We have more work to do in the areas of: transparency & innovation**
- q **We are making inroads with ‘trustworthiness’**
- q **We should be proud of their view of MnDOT!**

source: Mn/DOT's Online Customer Community. June 2010





MnDOT PERSONIFIED:

Customers select characteristics that reflect their view of

MnDOT

HIGH

(Highest)

Hardworking

Reliable

Dependable

Complicated

Responsive

Cautious

Serious

Slow

Forward

Thinking

Accountable

Conscientious

MODERATE

Trustworthy

Collaborative

Efficient

Fair

Timely

Objective

Flexible

Innovative

Smart

Frugal

Visionary

Creative

LOW

Outdated

Energized

Assertive

Kind

Demanding

Green

Contentious

Open-Book

Intimidating

Transparent

Disinterested

(Lowest)

Impressive





Summary Assessment from MR (listening and responding)

TOPIC:

ACTIONS/CONSIDERATION:

Public Trust

- Good news [generally] from the new trust measures
- Opportunity to increase trust through increased transparency about costs [“operates in a financially responsible manner”]

Transparency

- Understanding what it is and what they want to know is step one (underway in June).
- Key messages/marketing this information on an ongoing basis is the next, important step (which will be an ongoing effort)

Your Destination...Our Priority





THANK YOU!!

Your Destination... Our Priority

