



GOAL 4

Customer Experience & Engagement

Objective 4.1: Provide reliable and accessible real-time modal choice information to our customers

Strategy 4.1a: Continue to improve CHART's capabilities for providing traffic information to regional integrated transportation data collection and distribution systems

Strategy 4.1b: Launch a One MDOT traveler information application in partnership with other MDOT TBUs

Strategy 4.1c: Work in partnership with private-sector information providers, to share data on real-time operational conditions on the transportation network

Strategy 4.1d: Collaborate with other modes, MPOs, local agencies, major employers, and businesses for active travel demand management, including incentivization of travel choices and Mobility on Demand services

Objective 4.2: Raise awareness of TSMO and its general understanding by the traveling public

Strategy 4.2a: Develop education and outreach tools, including use of public-facing websites, social media applications etc.

Strategy 4.2b: Conduct market research to determine customer level of satisfaction with MDOT SHA TSMO Program implementation

Strategy 4.2c: Develop user groups, focus groups and charettes to foster continued engagement with customers on various TSMO focus areas

Strategy 4.2d: Develop tools and interfaces to seek customer perspectives and inputs