

# GDOT Strategic Plan



**Make GDOT  
a Great Place  
to Work**



**Make GDOT  
a Great  
Partner**



**Make Greensboro  
a Great Place to  
Get Around**



## **MISSION**

Provide Greensboro safe, seamless and equitable transportation choices.



## **VALUES**

Collaborative | Equitable | Innovative |  
Integrated | People-Centered | Safe

**Approved May 2021**



**Make GDOT  
a Great Place  
to Work**



# GDOT Strategic Plan

## Communicate, Collaborate and Innovate

- ▶ Review, update and document internal processes
- ▶ Actively engage employees
- ▶ Management actively invests time and resources

## Focus on the Future

- ▶ Centralize administrative functions
- ▶ Support professional growth
- ▶ Create ladders of opportunity
- ▶ Create a culture of recognition with formal and informal rewards
- ▶ Establish an equity implementation team

## Build and Sustain a Safety Culture

- ▶ Proactively met PPE needs
- ▶ Centralize safety training and continuing education
- ▶ Restructure and energize safety committee

FOCUS AREA	ACTION	IMPLEMENT	MEASURE	REPORTING FREQUENCY
<b>Communicate, Collaborate and Innovate</b>	Review, update and document internal processes	Now	# processes completed	Annual
	Actively engage employees			
	Share timely and relevant information	Now	% Improvement in employee engagement score	Annual
	Emphasize unity	Now	% Improvement in employee engagement score	Annual
	Hold regular department staff meetings	Now	# meetings	Annual
	Seek and use employee input on programs, policies and services	Now	# engagements	Annual
	Management actively invests time and resources			
	Leaders are visible and accessible, demonstrate support	Now	# engagements	Annual
	Focus on team building and collaborative approaches	Next 12	# cross-division teams, projects	Annual
	Leaders identify resource needs and actively address	Next 12	# issues identified	Annual
			# issues resolved	Annual
<b>Focus on the Future</b>	Centralize administrative functions	Next 12	# functions centralized	Annual
	Support professional growth and development	Now	# trainings/staff	Annual
	Create a culture of recognition with formal and informal rewards	Next 12	# programs	Annual
	Create ladders of opportunity			
	Review existing staffing levels in each division	Now	# positions/division completed	Annual
	Review and clarify roles and responsibilities	Now	# positions/divisions completed	Annual
	Refine and reclass positions to align with organizational goals	Next 12	# positions reclassified	Annual
	Advocate for competitive market rates for positions	Next 24	# pay/class studies	Annual
	Establish an equity implementation team	Now	Complete	Annual
<b>Build and Sustain a Safety Culture</b>	Proactively meet PPE needs	Now	# PPE distributed	Annual
	Centralize safety training and continuing education	Next 12	Completed? Y/N	Annual
	Restructure and energize safety committee	Next 24	Completed? Y/N	Annual



## Make GDOT a Great Partner



# GDOT Strategic Plan

### Plan, Implement and Maintain Together

- ▶ Engage with other department planning efforts
- ▶ Refine our holistic CIP approach
- ▶ Refine our holistic Bond approach
- ▶ Synchronize plans with Comprehensive Plan
- ▶ Establish a shared, long-term maintenance plan for assets and facilities

### Innovate and Collaborate

- ▶ Review, update and document interdepartmental processes
- ▶ Implement digital document routing and storage solutions
- ▶ Provide leadership for drone deployment
- ▶ Continue to invest in software solutions that support innovation
- ▶ Identify and fund smart city technology, projects and approaches
- ▶ Develop replacement for See-Click-Fix, Back to Basics

### Consistently Communicate

- ▶ Document and update project work flows to include key communication points
- ▶ Coordinate public involvement activities
- ▶ Coordinate data collection, maintenance, storage and access
- ▶ Coordinate and amplify shared messages
- ▶ Establish and maintain a data clearinghouse

FOCUS AREA	ACTION	IMPLEMENT	MEASURE	REPORTING FREQUENCY
<b>Plan, Implement and Maintain together</b>	Engage with other department planning efforts	Now	# planning efforts	Annual
	Refine the holistic CIP approach	Now	Established? Y/N	Annual
	Refine interdepartmental holistic bond approach	Now	Established? Y/N	Annual
	Synchronize plans with Comprehensive Plan	Next 12	# plans	Annual
	Establish a shared, long-term maintenance plan for assets and facilities	Next 24	Established? Y/N	Annual
<b>Innovate and Collaborate</b>	Review, update and document interdepartmental processes	Now	# processes completed	Annual
	Implement digital document routing and storage solutions	Now	Implemented? Y/N	Annual
	Provide leadership for drone deployment	Now	# policies created	Annual
			# programs created	Annual
	Continue to invest in software solutions that support innovation	Now	# programs	Annual
	Identify and fund smart city technology, projects and approaches	Next 12	# projects	Annual
	Develop replacement for See-Click-Fix, Back to Basics	Next 24	Developed? Y/N	Annual
<b>Consistently Communicate</b>	Document and update project work flows to include key communication points	Now	# work flow updates	Annual
	Coordinate public involvement activities	Now	# joint activities	Annual
	Coordinate data collection, maintenance, storage and access	Next 12	# data sets	Annual
	Coordinate and amplify shared messages	Next 24	# shared campaigns	Annual
	Establish and maintain a data clearinghouse	Next 24	Established? Y/N	Annual

# GDOT Strategic Plan



## Make Greensboro a Great Place to Get Around



### Promote a Safety Culture

- ▶ Implement Vision Zero Action Plan
- ▶ Manage speed and speed limits
- ▶ Use and share data

### Provide a Great Multimodal User Experience

- ▶ Update street design standards
- ▶ Create holistic programs and policies
- ▶ Train all staff to be ambassadors

### Engage Stakeholders

- ▶ Share the why
- ▶ Tell our story
- ▶ Educate and inform
- ▶ Seek and respond to stakeholder feedback

FOCUS AREA	ACTION	IMPLEMENT	MEASURE	REPORTING FREQUENCY
Promote a Safety Culture	Review, update and document internal processes	Now	# processes completed	Annual
			#/% Change in serious and fatal crashes	Annual
	<b>Manage Speed and Speed Limits</b>			
	Secure authority to set 25 MPH zones on local streets	Now	Established? Y/N (included in 2021 Legislative Agenda)	Annual
	Develop speed management plan	Next 12	Complete? Y/N	Annual
	Launch neighborhood traffic program	Next 12	# of neighborhood interventions	Annual
			# of neighborhood complaints	Annual
	<b>Use and Share Data</b>		# of analyses published	Annual
	Publish data layers on open data portal	Next 12	# of data layers available on open data portal	Annual
	Create story maps of key data sets	Next 12	# of story maps	Annual
Provide a Great Multimodal User Experience	Update Street Design Standards	Now	# of design standards updated	Annual
	Establish holistic multimodal programs and policies			Annual
	Complete CBD parking and access plan	Now	# plan recommendations implemented	Annual
	Establish cohesive parking, transit, micromobility policies	Next 12	# programs reviewed	Annual
	Review and update parking standards in LDO	Next 12	# of standards updated	Annual
	Train all staff to act as ambassadors	Next 24	# complaints/complements	Annual
Engage Stakeholders	<b>Share the Why</b>			
	Document policy interpretations to ensure consistency	Now	# of interpretations	Annual
	<b>Tell Our Story</b>			
	Establish and implement annual media campaign calendar	Now	Established? Y/N	Annual
	Effectively maintain website	Now	# pages reviewed/updated	Quarterly
	Establish holistic media and social media approach	Next 12	Established? Y/N	Annual
	<b>Educate and Inform</b>			
	Establish targeted education and information campaigns	Next 24	# of campaigns	Annual
			Impact on targeted issue (crashes, etc.)	Annual
Seek and respond to stakeholder feedback	Next 12	# surveys, responses	Annual	



[www.greensboro-nc.gov/gdot](http://www.greensboro-nc.gov/gdot)

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