



2018 INNOVATIVE TRANSPORTATION SOLUTIONS AWARD

SUMMARY FORM

Nominee: Texas Department of Transportation Project Tracker Outreach– Delivering Customer-Centric Transparency

Title (if nominee is not a company):

Company (if nominee is not a company):

Describe why this nominee deserves to win.

Today's legislators and citizens demand transparency from government. That means more than just providing access to data – it often requires bold leadership to restructure information in a way that is easy to understand and meets customers' diverse needs. The Texas Department of Transportation (TxDOT) is undertaking an extensive effort to improve their online information tool, Project Tracker. From customer and employee surveys to focus groups to a high-tech user analysis tool, improvements are directly informed by customer needs. With these improvements, the agency will deliver information more effectively and present it in a more useful format, which will better serve its customers.



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SUPPLEMENTAL INFORMATION

Nominee: TxDOT

Describe the purpose of the transportation initiative, solution, project or policy and the number of women involved from initiation to completion.

In 2017 TxDOT underwent an extensive outreach effort to improve its online tool, Project Tracker. This tool, available at www.txdot.gov/pt, consolidates project-specific information from several TxDOT databases and maps into one publicly accessible location – creating a seamless and transparent way to view information for more than 14,000 TxDOT projects. Whether you're a city planner who needs to coordinate construction schedules, a public works director looking for the TxDOT contact person or a citizen who wants to know projects which are planned for your area, Project Tracker can be a helpful resource for you.

What can you find on Project Tracker?

- A map of a single project or all the work being completed along a corridor
- The TxDOT contact for each project
- A description of the project
- How the project is being funded
- Project schedule
- And much more!

Identify the key elements of the project and how the female project manager successfully implemented those elements.

New, easier-to-use version of Project Tracker

Recognizing how important Project Tracker is to many people to do their jobs, TxDOT conducted an extensive outreach effort to identify ways to improve the tool and increase its usage. To improve any product, it's best to ask customers what they like about it and how it could be better. To gather input directly from customers, TxDOT emailed a survey to more than 7,450 stakeholders and tweeted a survey link to its more than 200,000 Twitter followers. Following the survey, a series of focus groups were held across the state where participants completed real-time tasks on Project Tracker and provided feedback on their experiences.

Illustrate how the female project manager successfully met and overcame challenges.

Please note that this nomination is for the transportation solution and not for any one individual. This effort was led by staff from the TxDOT Transportation Planning and Programming Division. Representatives from the following section are key to the project's success; Data Management, Statewide Planning and Project Management, Mapping and Public Involvement. Laura Perez and Dione Albert serve as the TxDOT Project

Managers for this outreach effort and the Project Tracker tool respectively. Other TxDOT women serving on this project team include Shana Thomas, Grace Richey and Julie Jerome.

Explain how the project achieved its purpose.

Through the survey and focus groups, more than 560 stakeholders and 1,750 TxDOT employees provided input for how to make the tool work better.

Based on that input, Project Tracker is being improved through:

- **Improved search function**
- **More intuitive web design**
- **At-a-glance project summaries**

To make sure TxDOT was on the right track, a second round of focus groups was conducted to review potential improvements. Participants were very supportive of the changes and offered minor refinements. The new version of Project Tracker will be available in 2018.