



WELCOME

**Transportation Bonanza 15
February 15, 2024**

wifi password:

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FITNESS
FOUNDATION**



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ASSOCIATES, INC.



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giffels 
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Planning, Engineering &
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Thank You!
2024 MAP
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Transportation Bonanza

Director Bradley Wieferich, P.E. | February 15, 2024

Updating our Strategic Plan

The Case for Change and Path Forward





Former MDOT Mission

Providing the highest quality integrated transportation services for economic benefit and improved quality of life.

What has changed since our last Strategic Plan update in 2016?

- User expectations to address mobility and access issues
- Reliance on technology
- Employee expectations of employers and resources
- Climate change consciousness, more accepted, more recognition of its impact
- Diversity (race/culture/ethnicity, gender, disability status, generational differences) and impact on what is recognized/focused on
- Use/availability of data
- Evolving social and political climate

It's no longer just about the infrastructure; it's about how PEOPLE USE infrastructure systems to improve their economic opportunity and quality of life.



- We need to make decisions and investment priorities through a lens of equity, inclusion, and social justice.
- We need to build on our strengths and abilities to partner with others even more, both traditional and non-traditional transportation partners, to develop creative and flexible solutions.
- We need to develop new revenue and funding models that meet investment priorities.
- We need to accelerate our ability to leverage data and technology advancements.
- We need to develop new skill sets and knowledge to keep pace with emerging technologies while maintaining our traditional core competencies.



MDOT Mission **moving forward:**

Serving and connecting people, communities,
and the economy through transportation.

WHO WE ARE, WHAT WE DO

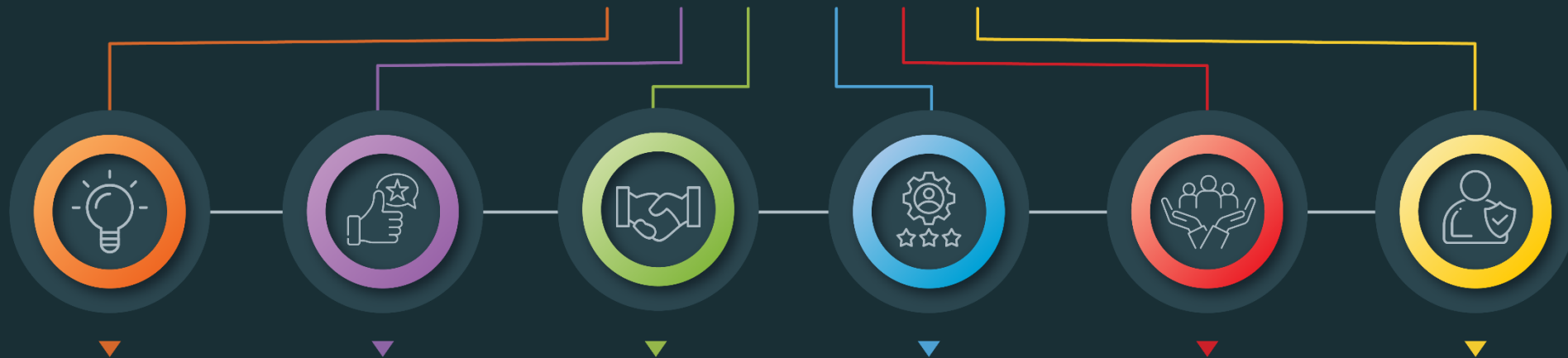
OUR MISSION



SERVING AND CONNECTING PEOPLE,
COMMUNITIES, AND THE ECONOMY
THROUGH TRANSPORTATION.

WHAT WE STAND FOR

OUR VALUES



VISIONARY

Anticipate, imagine,
and implement
creative solutions.

ENSURING POSITIVE OUTCOMES

Collaborate, align,
and deliver results.

PEOPLE FIRST

Value others, set clear
expectations, and
show appreciation
and gratitude.

PROFESSIONAL EXCELLENCE

Know your role, make
sound decisions,
and continuously
learn and share.

DIVERSITY, EQUITY, AND INCLUSION

Value all people, seek to
understand, and be
open to all voices.

CHARACTER AND INTEGRITY

Be honest, fair,
and trustworthy.

WHERE WE ARE GOING

OUR VISION



TO PROVIDE PEOPLE WITH A SAFE,
FUTURE-DRIVEN, INTERCONNECTED
MULTIMODAL TRANSPORTATION
NETWORK THAT ENSURES
EQUITABLE OPTIONS.

People-focused

Adaptable

Efficient

Safe

Mobile

Accessible

Reliable

Convenient

Economic,
Freight and
Societal Vitality

Resilient

Quality of Life

Well-maintained

Sustainably
Funded

Supports
Public Health



Thank You!