

## STRATEGIC AREAS OF FOCUS

The Iowa DOT will use the following strategic areas of focus, or lenses, to coordinate its efforts to set and meet expectations for system reliability, resiliency, predictability and safety.

- **MODERNIZATION** Rejuvenating the state's transportation systems centered on long-term serviceability and comprehensive asset management.
- **MOBILITY** Maximizing opportunities for travel choices through modal development and real-time, accurate information.
- **INNOVATION** Applying new techniques and processes throughout the department to maximize efficiency.
- **PRIORITIZATION** Making tactical investments that implement coordinated and well-timed solutions maximizing the capital return across transportation systems.
- **COST ACCOUNTABILITY** Improving the delivery of projects and programs to accomplish goals ahead of schedule and under budget.
- **ECONOMIC DEVELOPMENT** Enhancing opportunities for commerce through strategic investment in transportation infrastructure designed to meet current and future needs of businesses.

## GOALS AND STRATEGIES

### 1 GOAL Improving safety across all transportation systems.

#### STRATEGIES

**HIGHWAY SAFETY PLAN** A review focused on impact, collaboration and education.

**IMPLEMENTATION OF SAFETY STRATEGIES** A multi-modal/division approach.

**EMERGENCY PREPAREDNESS** Improving effectiveness through coordination and training.

### 2 GOAL Enhancing the transportation system.

#### STRATEGIES

**IMPLEMENT ASSET MANAGEMENT** Improving transportation and information systems.

**COMPREHENSIVE BUDGET MANAGEMENT** Cross-department focus on delivering programs and projects.

**STRATEGIC MODAL INVESTMENTS** Maximizing efforts to improve mobility.

**PERFORMANCE MANAGEMENT AND REPORTING** Enhancing decision-making through improved information management.

### 3 GOAL Streamlining customer service.

#### STRATEGIES

**STREAMLINE POLICIES AND PROCESSES** A focus on efficiency and effectiveness.

**TRANSPARENT AND RESPONSIVE SERVICE** A focus on partnerships and communication.

**REGULAR AND EFFECTIVE COMMUNICATION** A focus on accessibility and clarity.

### 4 GOAL Developing a responsive and adaptive organization.

#### STRATEGIES

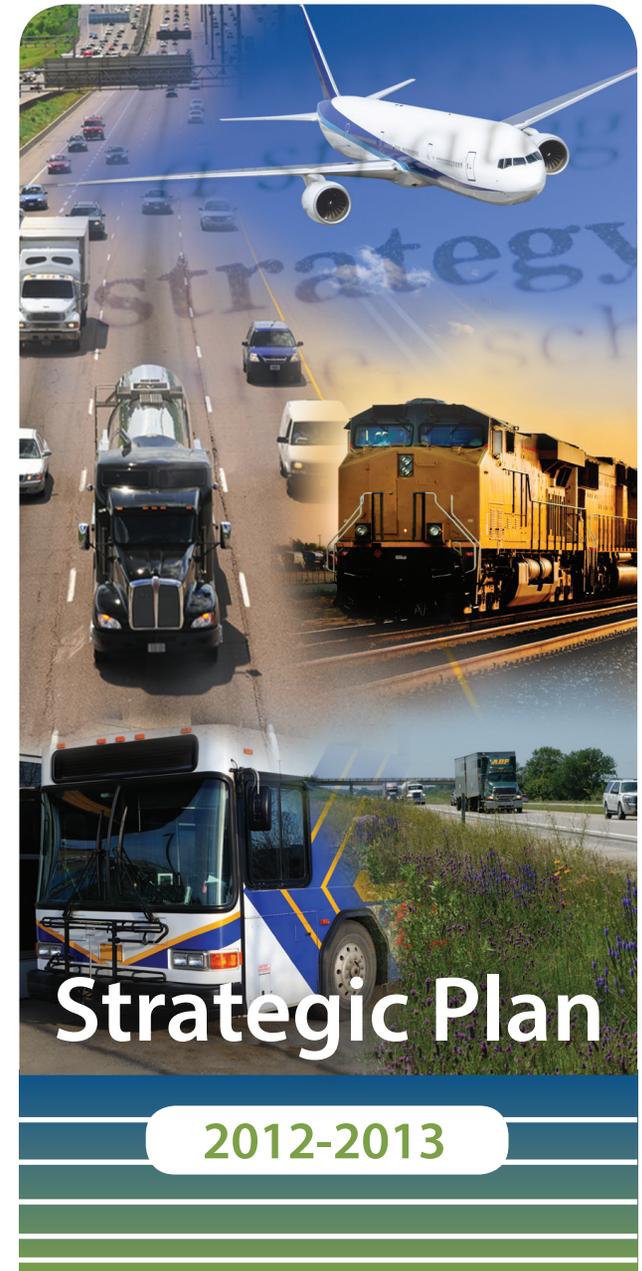
**LEADERSHIP TRAINING** Investing in improved decision making and outcomes.

**SERVICE INTEGRATION** A focus on improving service delivery.

**WORKPLACE ENVIRONMENT** Supporting a productive and innovative workforce.

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## VISION

Enhancing mobility for Iowans through innovation, infrastructure and information.

## MISSION

Delivering a modern transportation system that provides pathways for the social and economic vitality of Iowa, increases safety and maximizes customer satisfaction.

## GUIDING PRINCIPLES

The Iowa Department of Transportation (DOT) holds the following principles as critical to successfully fulfilling our mission and achieving our vision.

- **INTEGRITY** Our dealings with each other and our partners and customers are conducted to the highest ethical standard.
- **TRANSPARENCY** Our decisions, actions and processes are open, accessible and understandable – both internally and externally.
- **OUTSTANDING SERVICE** We provide excellent service by: 1) continually developing our skills, tools and expertise; 2) forming internal and external partnerships; 3) finding innovative methods of doing things better; and 4) adapting rapidly to opportunities and challenges.
- **QUALITY WORK CULTURE** Our employees are safe, respected and treated equitably; diversity is promoted to enrich and strengthen the workforce; and employees are given opportunities for personal and professional growth.

## CORE BUSINESS FUNCTIONS

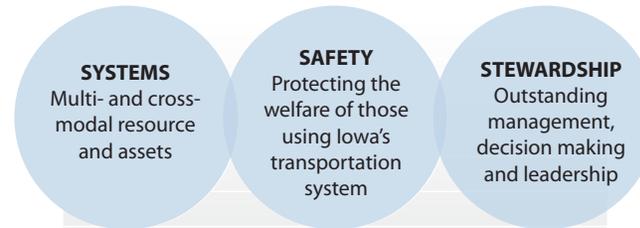
The Iowa DOT holds the following functions as vital to effectively serving the public.

- **SAFETY** Protecting the welfare of those using Iowa's transportation systems.
- **SYSTEMS** Maintaining and developing multi- and cross-modal systems through resource and asset management.
- **STEWARDSHIP** Providing outstanding management, decision making and leadership.

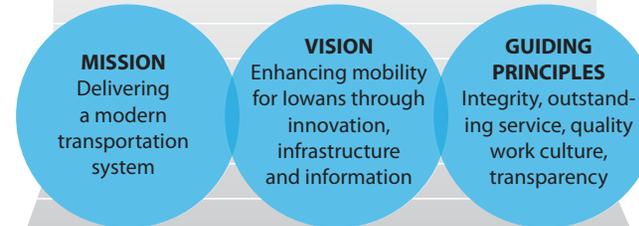
## Iowa Department of Transportation

### 2012-2013 Strategic Plan Framework

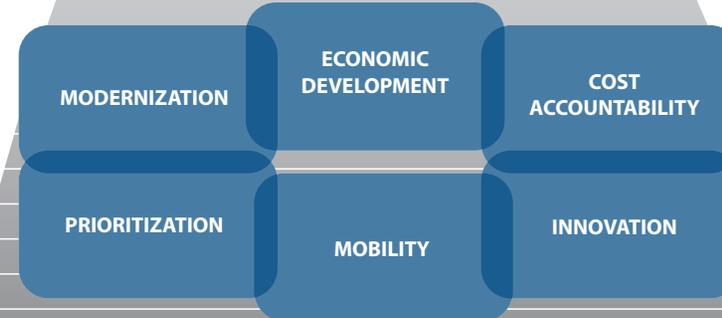
#### Core business functions



#### Department fundamentals



#### Areas of strategic focus



#### Iowa DOT's 2012-2013 strategic goals

