



# Defining Organizational Mission, Values, Goals, and Objectives

Program Management for Traffic Signals Systems  
Professional Development Series Course NTOC 01

December 14, 2011

# Course Instructor:

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# Purpose of the Session

1. Add perspective beyond technical duties
2. Understand roles / responsibilities
  - Within the government structure
  - For the community it serves
3. Improve success by better understanding the stakeholder's needs
4. Map a plan for success by the definition of mission, values, goals, and objectives
5. Improve your organization's program management

# Training Sessions

- NTOC 01: Defining Organizational Mission, Values, Goals, and Objectives
- NTOC 02A Organizational Structure
- NTOC 02B: Organizational Management

# Learning Outcomes

- Understand / define your organization's purpose within the government agency and community
- Recognize your current organization's culture and formulate a path forward via your organization's mission statement and goals
- Identify major stakeholders
- Understand the need for mission, values, goals and objectives in your organization

# Why Does Your Organization Exist?

- To operate and maintain a traffic signal system

**OR**

- To ensure the values and goals of the community and jurisdiction are reflected on the city streets

# Exploring the Purpose of Your Organization

## Internal Demands

- What does the government need from you?
- What role do you play in the organization?
- What responsibilities do you have sole vs. shared ownership?

# Exploring the Purpose of Your Organization

## External Demands

- What does the community expect from you?
- What role do you play in the community?
- What is the perception of your organization in the community?
  - By stakeholder?
  - By activity?

# Exploring the Purpose of Your Organization

## External Demands / Stakeholders

- How do stakeholders influence your operations?
- Is the feedback from the public consistent with direction from your elected officials and supervisors?

# Define the Purpose of Your Organization

## Government Perspective:

- Keep roadways safe and efficient
- Possess technical expertise
- Respond to citizen requests / complaints
- Implement elected officials initiatives
- Manage infrastructure
- Monitor system performance

# Define the Purpose of your Organization (continued)

## Community Perspective:

- Efficient transportation infrastructure
- Ensure children are safe (school zones)
- Respond quickly to complaints
- Support commerce
- Protect neighborhoods
- Connect neighborhoods

# What is Your Organization's Culture?

- Values of the organization?
- Values of the community?

# Identify Stakeholders Critical to the Organization

- Within the organization
- Throughout the community

# Identify Internal Stakeholders

- Elected / Appointed Officials
- Senior Management
- Transportation Commission and other agency established commissions / committees
- Advisors
- Police
- Parks & Recreation

# Identify External Stakeholders

- Citizens
- Advocacy groups
- Strong neighborhood leaders
- ITE / Industry rules / regulations
- Federal agencies
- Other agencies with shared responsibilities
- State, County, City
- School system
- Business owners
- Transit agencies
- Pedestrian / bike advocates

# Mission, Values, Goals and Objectives

- Why have a Mission Statement?
- Does your organization have one?
- Does the statement reflect your community values?

# Mission, Values, Goals and Objectives

- Why does an organization have goals, objectives, and measures?

# Mission, Values, Goals and Objectives

Why are they important for your organization?

- Reflect stakeholder interests?
- Help you run your division?

# Mission, Values, Goals and Objectives

Why are they important for your organization?

- Clear direction
- Reflects stakeholder needs
- Establishes priorities

# Colorado DOT

**Safety – Services, programs and projects that reduce fatalities, injuries and property damage for all users and providers of the system.**

**System Quality – Activities, programs and projects that maintain the physical (integrity/condition) function and aesthetics of the existing transportation infrastructure.**

**Mobility – Programs, services and projects that enhance the movement of people, goods and information.**

**Program Delivery – Functions that enable the successful delivery of CDOT's programs, projects and services.**

# Recreate your Mission, Values, Goals, and Objectives

# Background and Experiences on Improving Traffic Signal Management

- Traffic Signal Management and Operations Programs
- “Improving Traffic Signal Management and Operation : A Basic Service Model”
- AASHTO System Operations and Management Guide

# Module 1

## Learning Outcomes

- Understand / define your organization's purpose within the government agency and community
- Recognize your current organization's culture and formulate responses based on your organization's mission statement and goals
- Identify major stakeholders
- Understand need for Mission, Values, Goals, and Objectives in your organization



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