



PROVIDE OUTSTANDING CUSTOMER SERVICE

Dan Niec, District Engineer

Tracker

MEASURES OF DEPARTMENTAL PERFORMANCE



Every MoDOT employee is responsible for delivering outstanding customer service. We strive to be respectful, responsive, and clear in all our communication. We want to build strong relationships with our transportation partners, our customers and each other.

RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

**MEASUREMENT
DRIVER:**
Tammy Wallace,
Senior Communications
Specialist

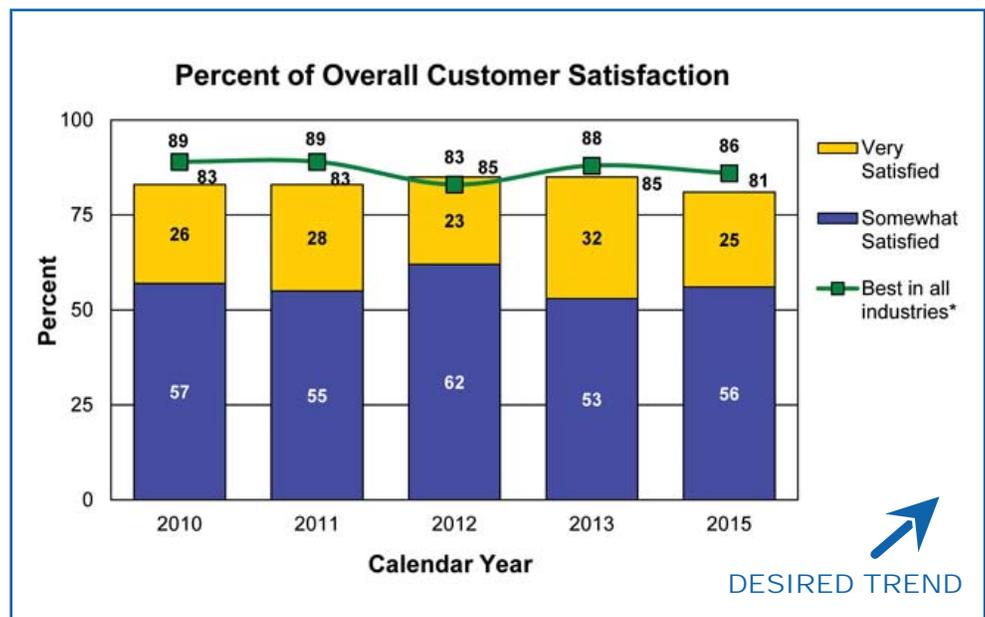
**PURPOSE OF
THE MEASURE:**
This measure tracks
MoDOT's progress toward
the mission of delighting its
customers.

**MEASUREMENT
AND DATA
COLLECTION:**
Data is collected through a
telephone survey of ap-
proximately 3,500 randomly
selected Missourians.
Benchmarking data is pro-
vided by the American Cu-
stomer Satisfaction Index.

Percent of overall customer satisfaction-3a

Over the past few years, customer satisfaction has remained high. In 2015, 81 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which is a 4 percent decline from 2013. There also was a 7 percent decline in very satisfied customers. Data compiled by the American Customer Satisfaction Index in 2015 shows Chick-fil-A having the highest customer satisfaction rate – 86 percent – out of the hundreds of companies and government agencies the ACSI scores.

The condition of our roads and bridges and customer satisfaction are closely tied together. In the 2015 Report Card from Missourians, customers told MoDOT the condition of roads and bridges were the most important transportation service to them. However, even with present system conditions remaining good, the department's message of declining system conditions and limited funds to maintain it in the next few years potentially impacted customer perceptions and satisfaction scores.



* 2010-11 – Lincoln Mercury, 2012 – Apple, Inc., 2013 – Mercedes-Benz, 2015 – Chick-fil-A

RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Jennifer Williams,
Communications Manager

PURPOSE OF
THE MEASURE:
This measure tracks the
percent of customers who
view MoDOT as a leader
and expert in transportation
issues. The measure shows
how effectively MoDOT
conveys its expertise to the
traveling public.

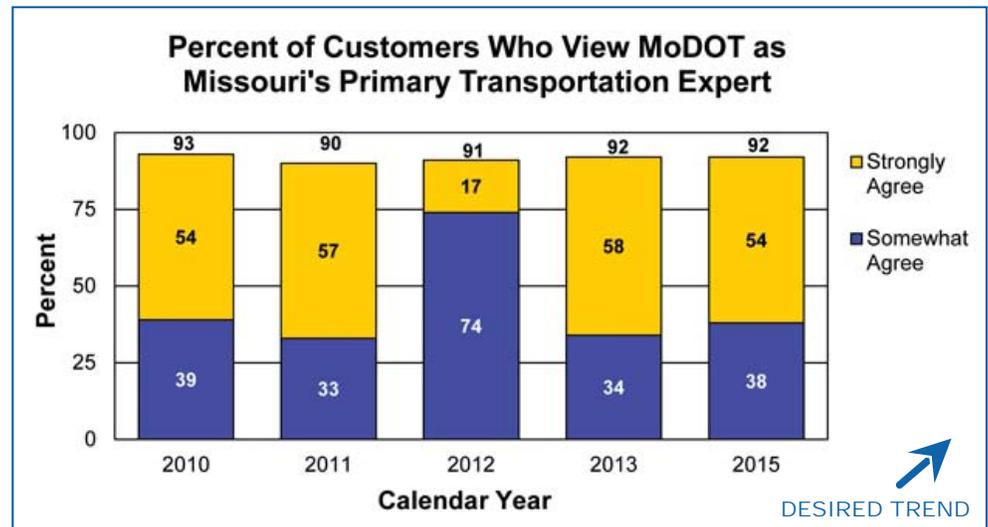
MEASUREMENT
AND DATA
COLLECTION:
Data is collected through a
telephone survey of ap-
proximately 3,500 randomly
selected Missourians.

Percent of customers who view MoDOT as Missouri's transportation expert-3b

As the agency responsible for transportation in Missouri, MoDOT must hold its lead as an expert in the field. The department should serve as the front-runner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2015 survey shows an overwhelming majority of customers perceive the department as Missouri's transportation expert. Ninety-two percent of those surveyed agreed MoDOT serves this role, a percentage the department has consistently maintained since 2009. Of the 92 percent, 54 percent of respondents "strongly agreed" and 38 percent "somewhat agreed" MoDOT serves as the state's primary transportation expert.

The department continues to work on improving partnerships with all Missourians, including local government, legislators and other elected officials, and transportation-related groups and organizations. With the suspension of the cost share program coupled with Missouri's insufficient transportation funding issues, these relationships will likely face further challenges.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Melissa Black,
Communications
Manager

PURPOSE OF THE MEASURE:

This measure tracks the percent of customers who trust MoDOT to keep its commitments. Public trust is an important component in building support for transportation issues.

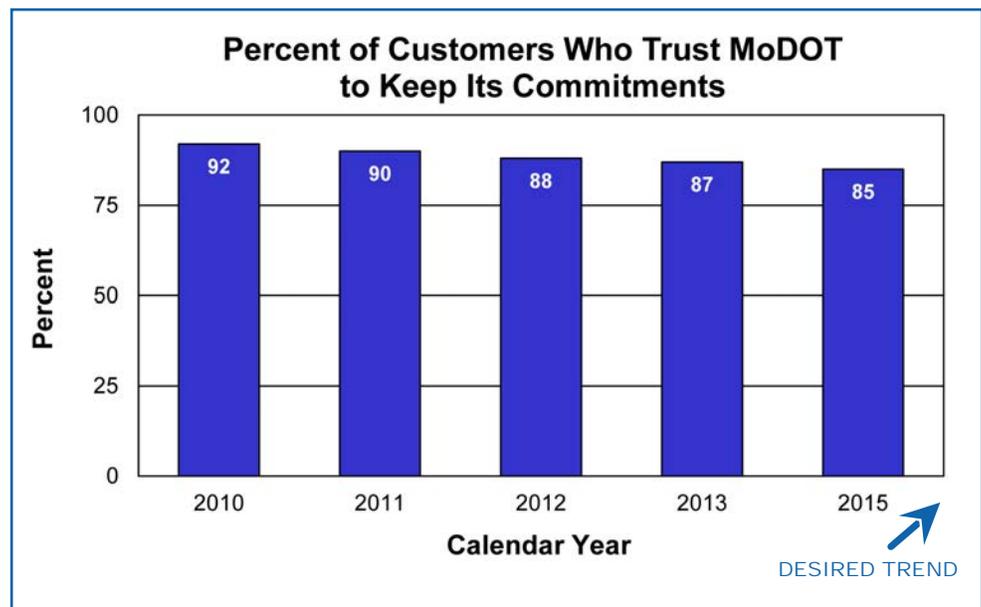
MEASUREMENT AND DATA COLLECTION:

Data is collected through a telephone survey of approximately 3,500 randomly selected Missourians. Until 2013, this measure was a yes/no question. Beginning in 2013, customers responded to a satisfaction scale. The sum of the positive responses – Somewhat Agree and Strongly Agree – provides the comparative data.

Percent of customers who trust MoDOT to keep its commitments to the public-3c

Gaining and keeping the public's trust is key to MoDOT's overall success. The best way MoDOT can accomplish this is to deliver on the commitments it makes. The department's annual construction program has continued to decrease in recent years, and the department is struggling with how to maintain and care for its system with insufficient funding. Missourians tell MoDOT they want more from their transportation system, but the reality is they are going to get less – and what they have will get worse. MoDOT has spent years educating the public, legislators and media on the reality of transportation funding and what insufficient funding means to Missouri's system. With less funding, fewer projects and opportunities to meet the needs of our customers, the percentage of customers who trust us to keep our commitments is likely to decrease.

This year's report card indicated 85 percent of the residents trust MoDOT to keep its commitments to the public compared to 87 percent in the previous survey. Although this is only a 2 percent decrease, it is the lowest score ever recorded on this measure. Furthermore, there is a continued five-year downward trend from 92 percent in 2010 that is statistically significant.



RESULT DRIVER:
Dan Niec,
District Engineer

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MEASUREMENT
DRIVER:
Jennifer Williams,
Communications
Manager

PURPOSE OF
THE MEASURE:
This measure tracks
whether customers feel
MoDOT provides timely,
accurate and understand-
able information about road
projects, highway conditions
and work zones they need
and use.

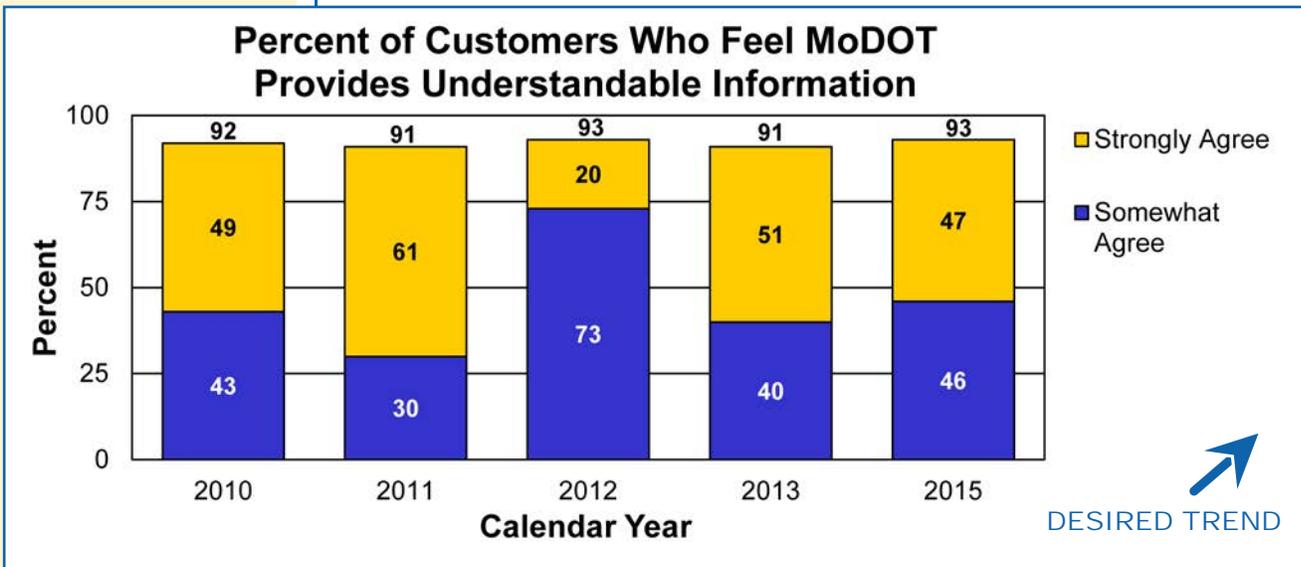
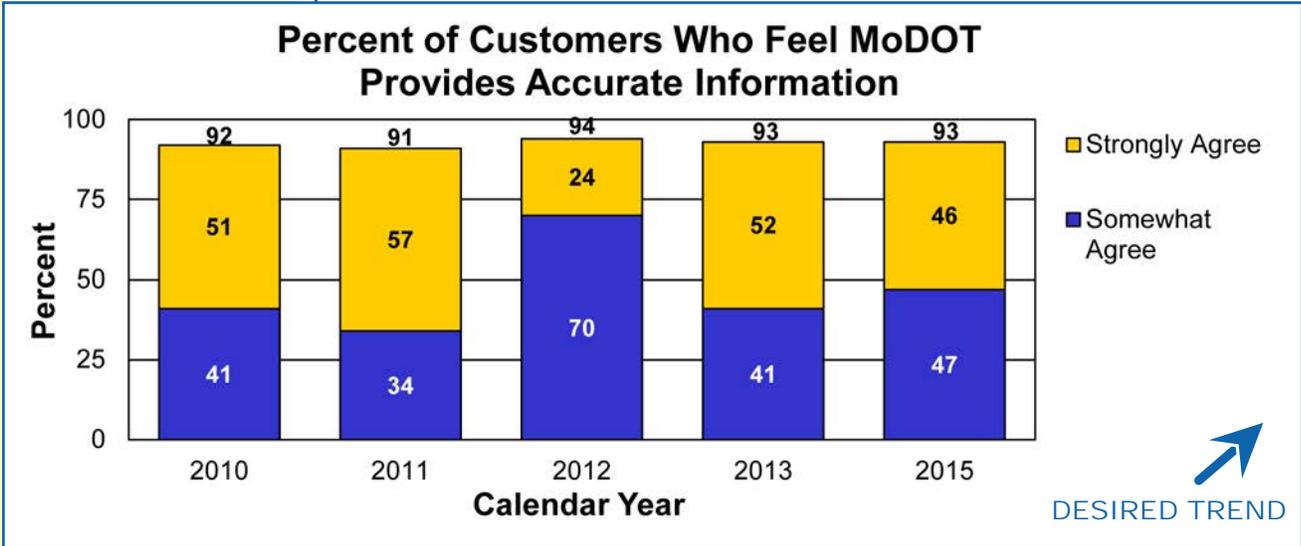
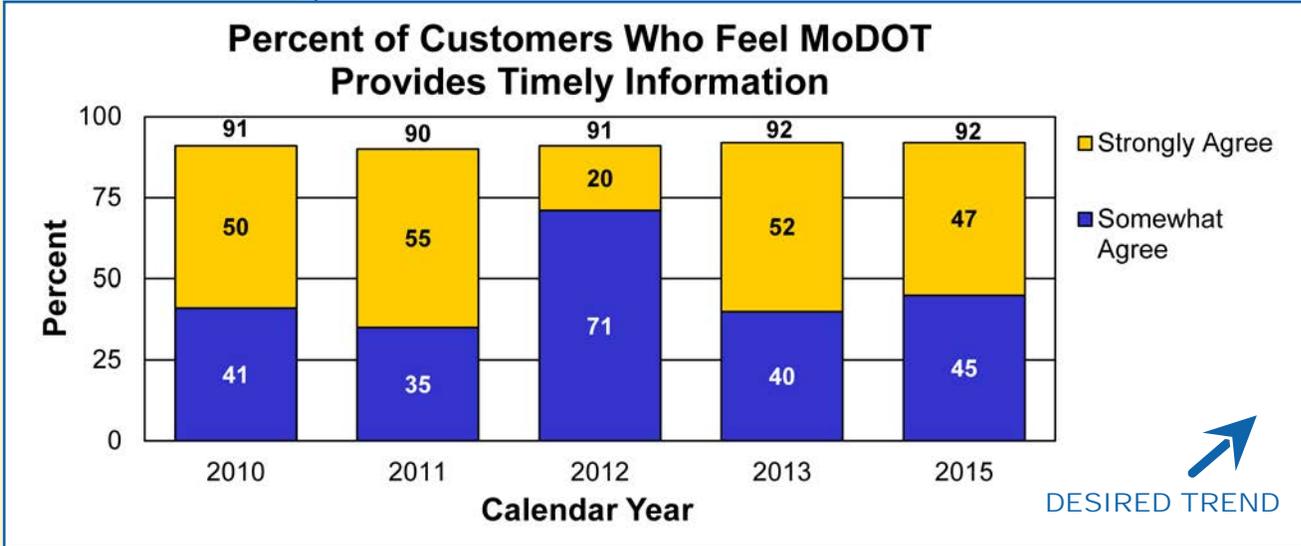
MEASUREMENT
AND DATA
COLLECTION:
Data is collected through a
telephone survey of ap-
proximately 3,500 randomly
selected Missourians.

Percent of customers who feel MoDOT provides timely, accurate and understandable information-3d

Just like well-maintained roads and bridges, MoDOT delivers information. The citizens of Missouri expect timely, accurate and understandable information from their department of transportation. Whether it's a press release, e-update, text alert or a notice of a public meeting, MoDOT makes every effort to get the word out as quickly and as clearly as possible. The results of this effort are public trust and respect. With numbers consistently above 90 percent agreement for the past five years, this measure shows that the department meets our customers' high expectations.



PROVIDE OUTSTANDING CUSTOMER SERVICE



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Nicole Hood,
Assistant State Design
Engineer

PURPOSE OF
THE MEASURE:
This measure provides
information regarding
the public's perception of
MoDOT's performance in
providing the right transpor-
tation solutions.

MEASUREMENT
AND DATA
COLLECTION:
Data for this measure is
collected through an annual
survey sent to users of proj-
ects completed and opened
to traffic within the previous
year. The districts iden-
tify 21 projects – three per
district – in three categories:
large, medium and small.
Large projects are defined
as those involving a major
route or one that is funded
through major project dol-
lars. Medium projects are
of district-wide importance.
Small projects have only
local significance. A sample
of residents is drawn from
zip code areas adjoining the
recently completed project.
The samples include 500
addresses per project area.

Percent of customers who believe completed projects are the right transportation solutions-3e

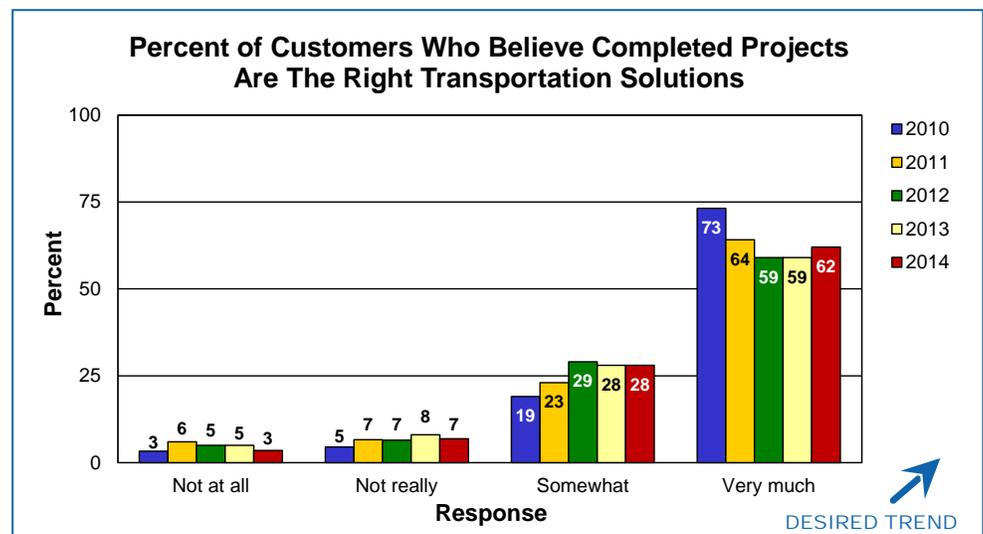
One of the most prominent products MoDOT delivers to its customers is a highway construction project. While the department tries to involve local residents in planning and designing local projects, the real impact of the project isn't known until people actually use the results of the project. The 2014 survey results continue to show most Missourians are very satisfied with local projects and believe that MoDOT provides the right transportation solutions.

The majority of respondents thought that the project made the roadway:

- safer (88.2 percent),
- more convenient (88.1 percent),
- less congested (81.9 percent),
- easier to travel (88.6 percent),
- better marked (85.2 percent), and
- the right transportation solution (89.6 percent).

As part of the questionnaire, each respondent has the opportunity to provide comments about why the local project was – or was not – the right transportation solution. Each comment is shared with the local district for evaluation and to guide future projects.

MoDOT expects the funding available for the annual construction program to drop until it reaches \$325 million in fiscal year 2017. At that level, the department will not be able to keep the highway and bridge system in the shape it is in today and undertaking projects that solve transportation problems will be out of the question. Because of this, the results of this measure are likely to decline in the near future.



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MEASUREMENT
DRIVER:
Melissa Black,
Communications
Manager

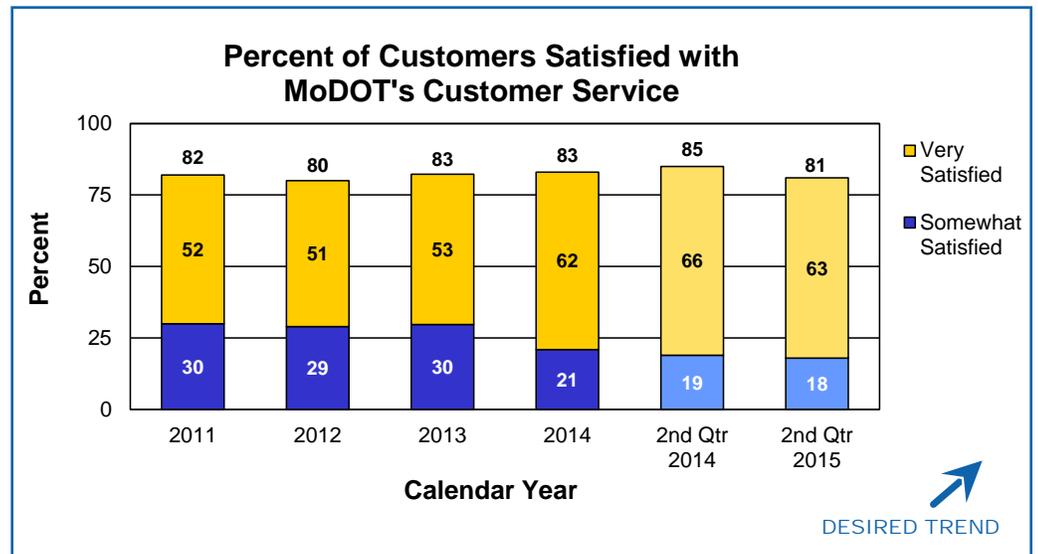
PURPOSE OF
THE MEASURE:
This measure shows how
satisfied customers who
contact MoDOT are with the
politeness, clarity and re-
sponsiveness they receive.

MEASUREMENT
AND DATA
COLLECTION:
The data for this measure
is obtained from a monthly
telephone and e-mail
survey of 200 customers
who contacted a MoDOT
customer service center in
the previous month. The
customer contacts come
from call reports logged into
the customer service data-
base. Survey participants
are asked to respond on a
Strongly Agree to Strongly
Disagree scale regarding
representative politeness
and how quickly and clearly
MoDOT responded to and
answered questions or
concerns. A fourth question
asks for a rating of overall
satisfaction. This measure
also includes the average
time to complete requests
logged into the customer
service database. Requests
that require more than
30 days to complete are
removed to prevent skewing
overall results.

Percent of customers satisfied with MoDOT's customer service – 3f

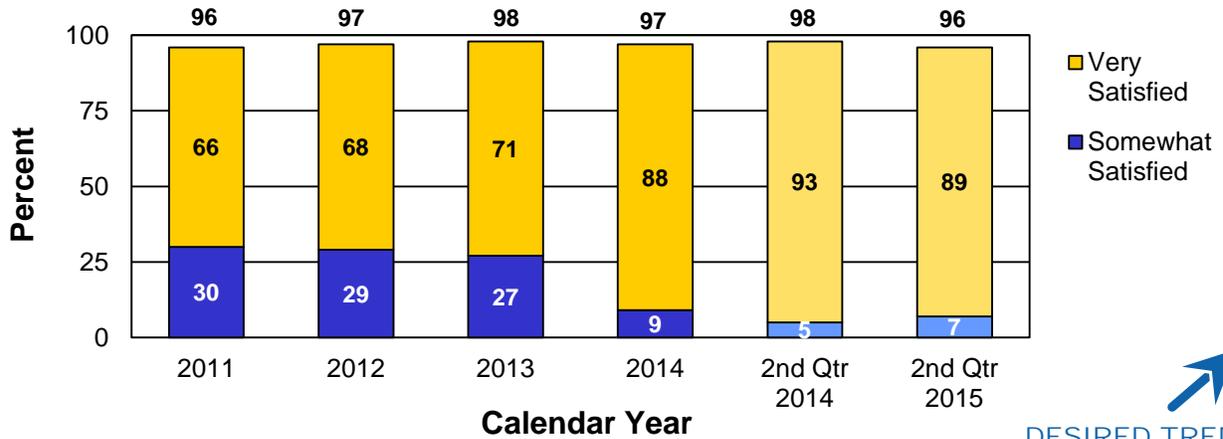
MoDOT actively seeks feedback from the people it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions of MoDOT's politeness, responsiveness and clarity increased, resulting in an overall improved customer satisfaction.

In the second quarter of 2015, all four categories decreased when compared to the second quarter of 2014. Customers surveyed indicated 81 percent overall satisfaction with MoDOT's handling of their questions or concerns when compared to 85 percent in the same quarter of 2014. Customers who were satisfied with politeness of responses decreased to 96 percent from 98 percent. Clarity of responses decreased from 91 percent to 86 percent. Satisfaction with responsiveness decreased from 93 percent to 89 percent. The average time to complete customer requests during this quarter increased to 1.7 days. Until this quarter, the trend had been an increase of very satisfied customers in all areas, but there was a decrease in every category.

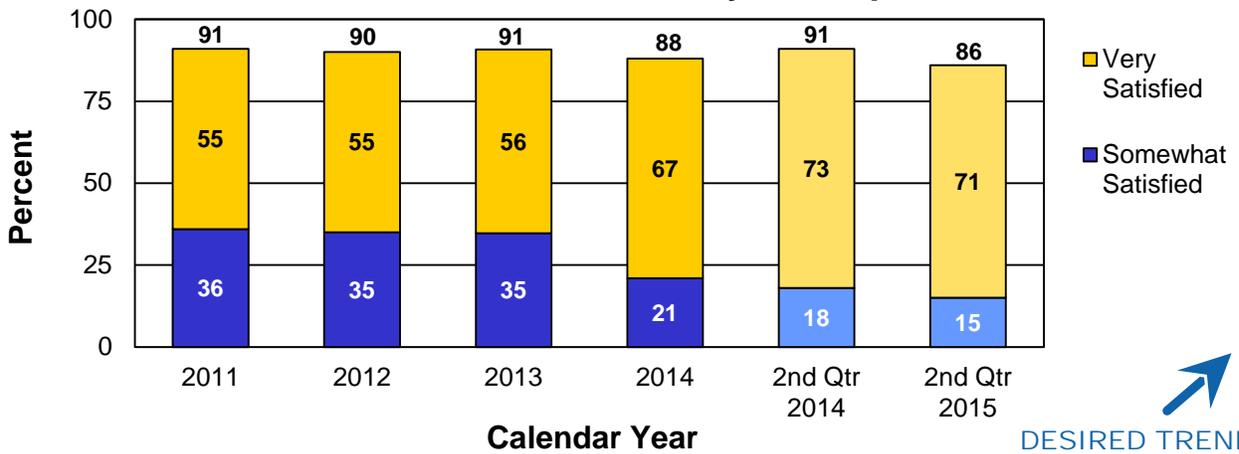


PROVIDE OUTSTANDING CUSTOMER SERVICE

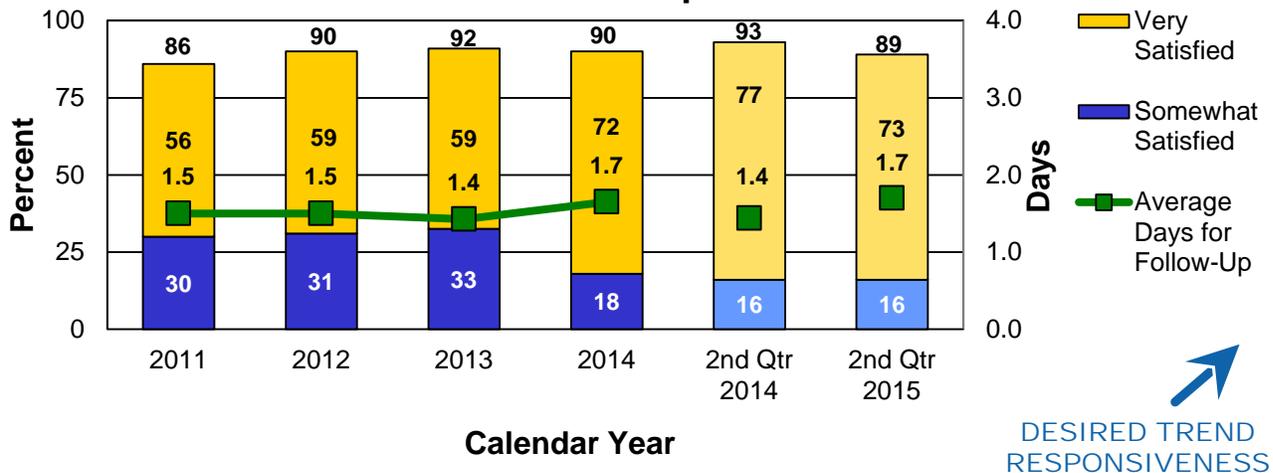
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Patrick Wood,
Communications
Specialist

PURPOSE OF
THE MEASURE:
This measure tracks how
MoDOT customers receive
and exchange information
with the agency.

MEASUREMENT
AND DATA
COLLECTION:
MoDOT gathers informa-
tion for this measure from a
variety of sources including
Google Analytics. Web-
site traffic and YouTube
information are cumulative
based on visits. Facebook
and Twitter information is
denoted based on followers
to the accounts.

Percent of customer communication engagement-3g

Good organizations share information with the people they serve. The best, most trusted organizations engage customers in conversation. It is easier these days for MoDOT to interact with its customers through Internet-based social media networking websites and applications. However, as platforms for storytelling and accountability, print, television and radio continue to serve as vital information-sharing services.

MoDOT's social media accounts continue to attract followers. When comparing fiscal years 2014 and 2015, there was a growth of 37,518 followers on Facebook statewide and 21,833 additional followers to Twitter statewide. During the fourth quarter, the Facebook post with the highest reach, or highest viewership, was a road hazard warning reaching 552,192 people with 19,464 total likes and 7,226 total shares. The second most popular post was a Dynamic Message Sign message about turn signals, which reached 498,944 people with 21,240 total likes and 5,470 total shares. Posts containing images and wording from the statewide DMS messages continue to cultivate the highest engagement for the accounts outside of weather related messaging.

MoDOT's websites had over 4,740,000 sessions in FY 2015. This was an increase of 641,000 over the FY 2014 sessions. In the last quarter, the top five pages on MoDOT's website were:

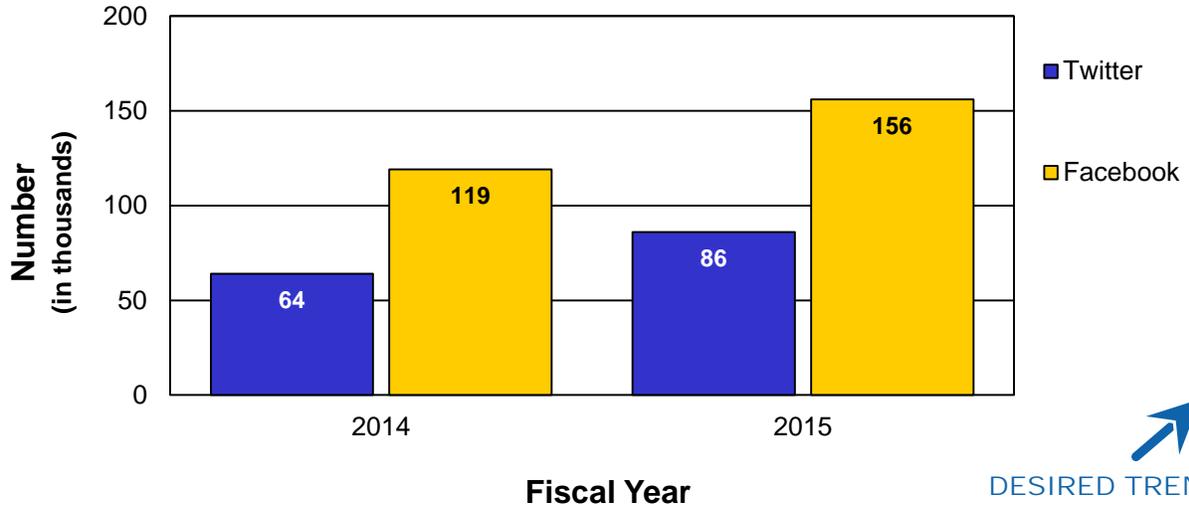
- MoDOT homepage
- Traveler Information Map
- Job Listings
- St. Louis Road Construction Weekly Update
- Motor Carriers

YouTube visitors to MoDOT videos increased by 308,000 in FY 2015 over last year's total. The top videos viewed in the last quarter were:

- TowPlow Action Missouri
- What Does A Diverging Diamond Interchange Look Like
- MoDOT Tow Plow In Action
- All About a Roundabout
- Flashing Yellow Traffic Signals

PROVIDE OUTSTANDING CUSTOMER SERVICE

Social Media Followers



MoDOT Website and YouTube Visitors

