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ST. LOUIS POST-DISPATCH

THURSDAY, FEBRUARY 13, 2008 | FOUNDED BY JOSEPH PULITZER IN 1878 | STLtoday.com

Buckling down On buckling up

BILL GAINS MOMENTUM • Police could stop motorists solely for not wearing a seat belt. A hearing is scheduled for today.

SAVING LIVES • Supporters say it could prevent 100 traffic deaths a year, save money spent on lawsuits and bring in extra federal money.

TOP NEWS

NORTH KOREAN ARMS DEAL?

U.S. diplomat says the North and five other nations have reached a tentative agreement under which Pyongyang would end its nuclear program.

WORKS 1 A

LOCAL NEWS

CONGO CRIME?

Gratified members of the Congolese Master Technicians want to give their association priority rights for all its work, but they say they desire more than just a share of these means.

TO EXPAND

A grim anniversary in Iraq Blasts resound during



PROACTIVE TRANSPORTATION INFORMATION

Tangible Result Driver – Mara Campbell, Customer Relations Director

Accurate, consistent and timely information is critical to accomplishing MoDOT's mission. By providing this information to its customers, MoDOT becomes the first and best source for transportation information in Missouri. Openness and honesty build trust with our customers.

Number of public appearances-18a

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Tammy Wallace, Customer Relations Specialist

Purpose of the Measure:

This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

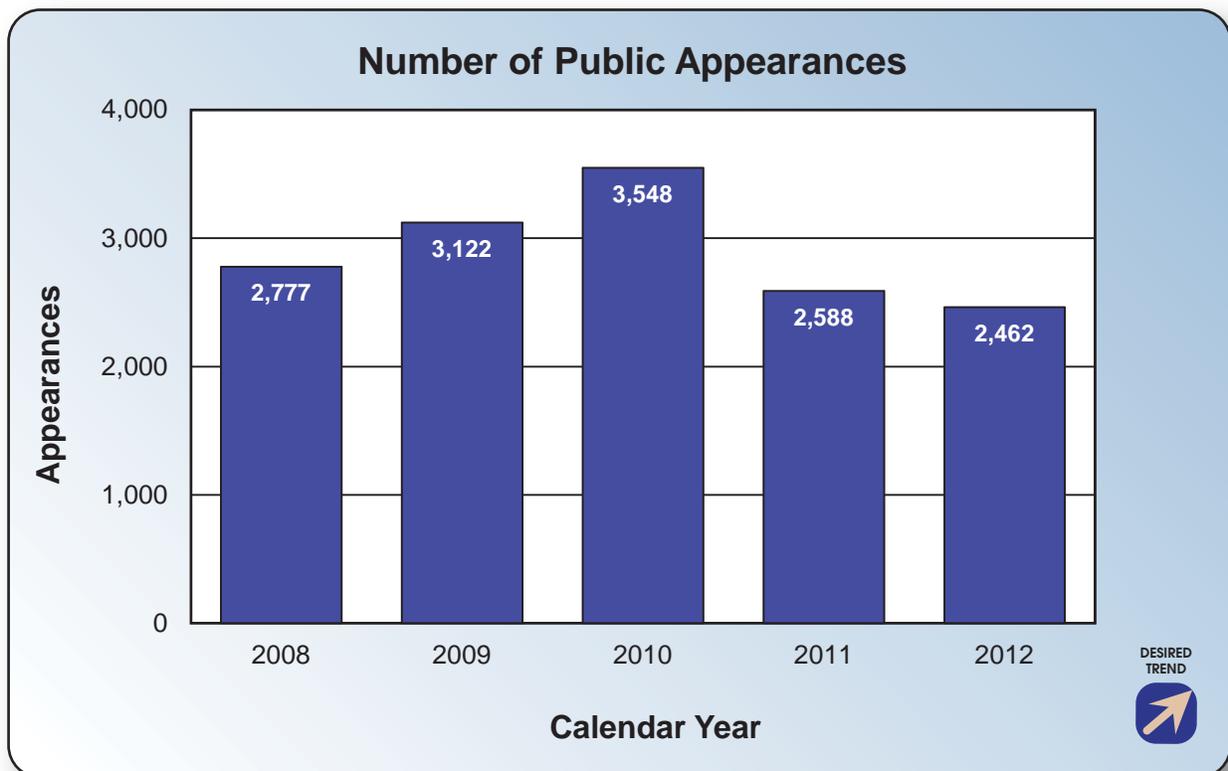
Measurement and Data Collection:

For this quarterly measure, district customer relations managers collect appearance information from their administrators and send it to Central Office Customer Relations, where it is combined with data from divisions and business offices to create a statewide report.

Improvement Status:

MoDOT staff reported 2,462 public appearances for 2012. The number was very close to last year's total, which included the record high 844 appearances in the second quarter of 2011 for outreach regarding the Bolder Five-Year Direction.

For the fourth quarter of 2012, 564 public appearances were reported. Estimates show more than 125,000 customers attended public meetings and events in 2012.



Percent of MoDOT information that meets media expectations-18b

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Bob Brendel, Special Assignments Coordinator

Purpose of the Measure:

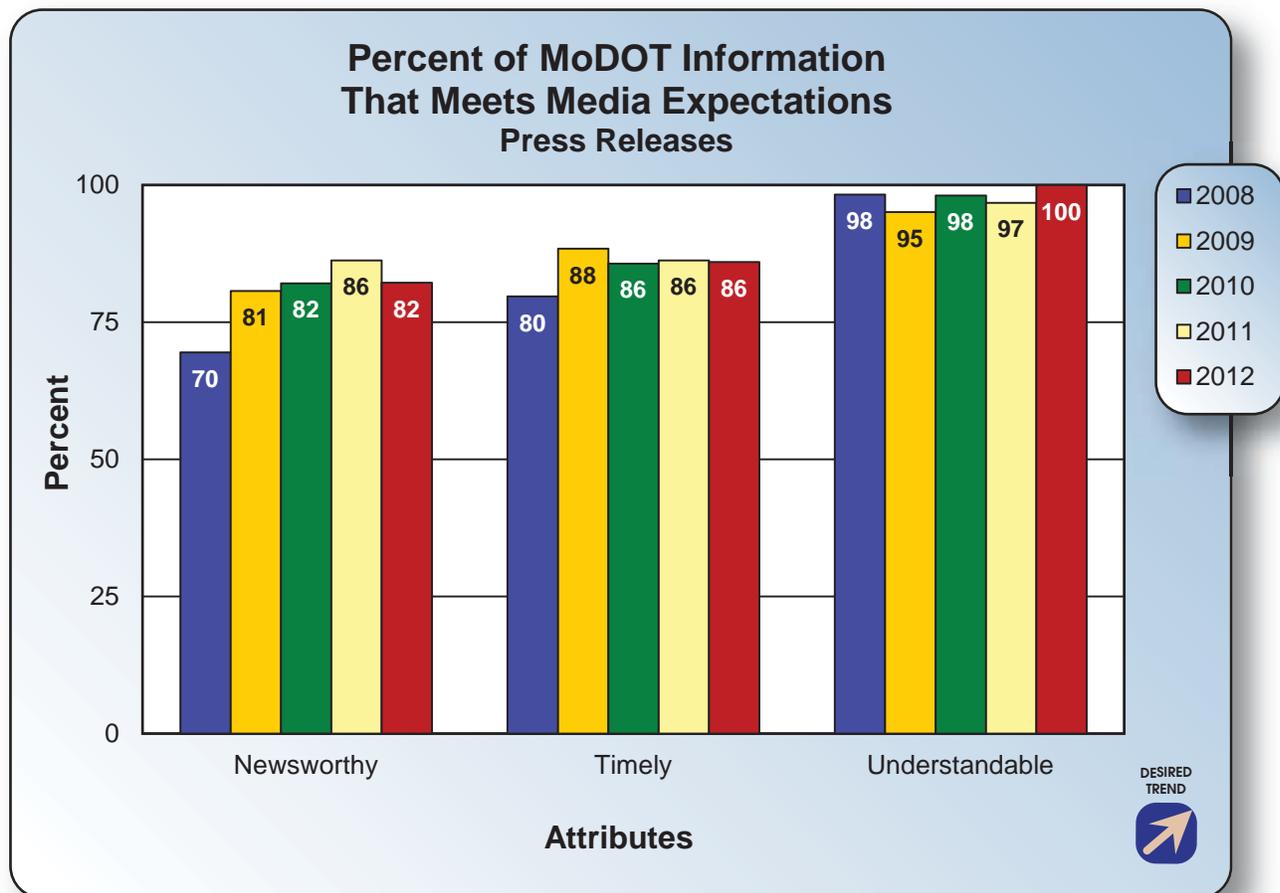
This measure tracks how MoDOT is meeting the media’s needs by providing appropriate information.

Measurement and Data Collection:

MoDOT sends out an annual survey asking statewide media if MoDOT’s outreach efforts meet their expectations. Each media outlet rates their level of satisfaction with MoDOT news regarding newsworthiness, timeliness and understandability. The annual statewide media survey is conducted each June and is reported in July.

Improvement Status:

Despite reorganization and reduction of Customer Relations staff as a result of the Bolder Five-Year Direction, MoDOT continued to provide valued service to the state’s media in the past year. The 2012 survey results are based on a 25-percent participation rate (107 news outlets statewide).



Percent of positive newspaper editorials and news reports-18c New!

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Bob Brendel, Special Assignments Coordinator

Purpose of the Measure:

This measure tracks how MoDOT is perceived by the media – in the daily news and on the editorial pages – and by extension the public.

Measurement and Data Collection:

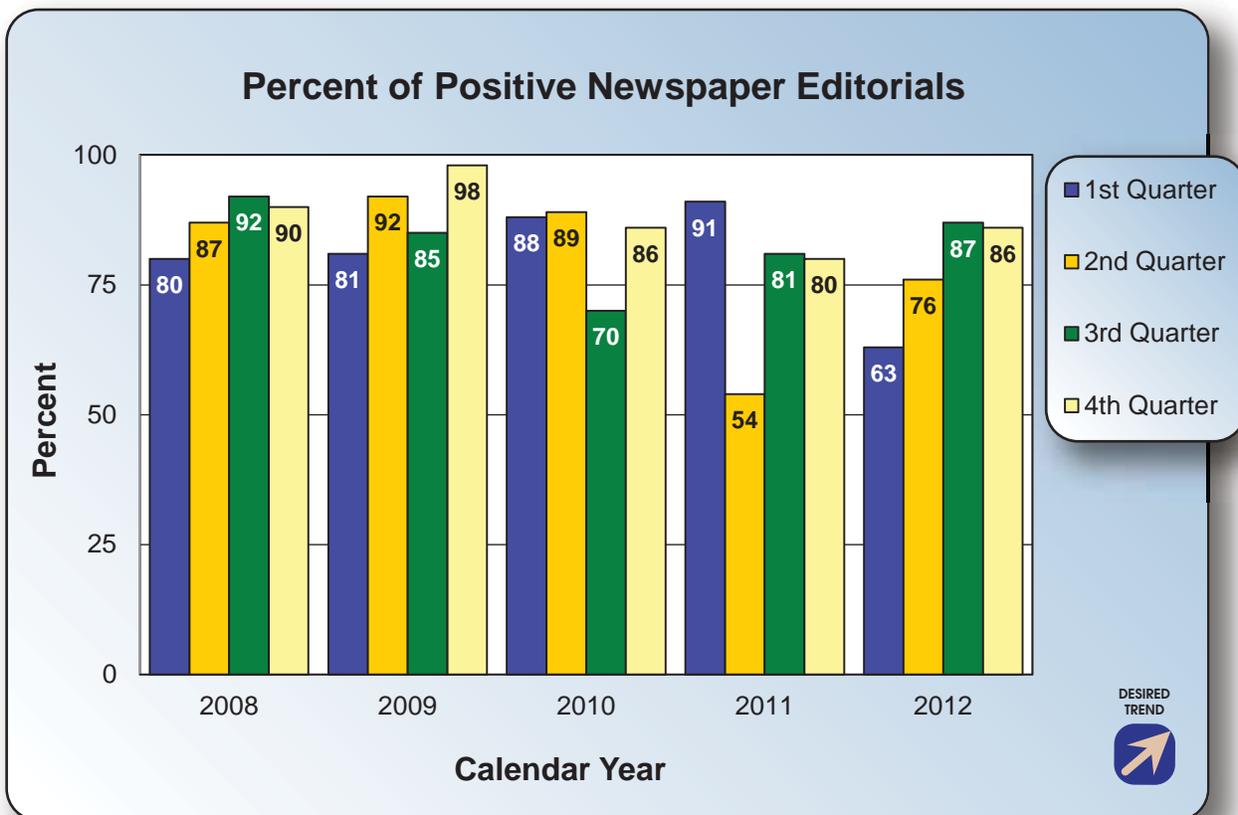
Using a combination of newspaper clippings and an online media search engine, MoDOT staff reviews the daily news coverage that MoDOT receives – looking both at editorials written by newspaper staff and at news coverage that is generated directly or indirectly from our communications efforts. Every article or story is given a positive or negative classification and results are charted quarterly.

Improvement Status:

There were 19 editorials regarding MoDOT or state transportation issues in the fourth quarter of 2012, and 86 percent (16) were positive.

Safety initiatives, the need for investment in transportation, the early completion of the Safe & Sound Bridge Improvement Program and the debut of the new Traveler Information Map app were among the topics of positive editorials. The three negative editorials dealt with local issues that loosely dealt with MoDOT.

Positive news coverage published and aired this quarter involving MoDOT climbed to 98 percent.



Percent of Positive News Reports



Calendar Quarter



Number of visits to MoDOT's website-18d

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Matt Hiebert, Customer Relations Manager

Purpose of the Measure:

This measure tracks the number of customers who have used MoDOT's website: <http://www.modot.mo.gov/>. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

Improvement Status:

Although the site was already performing better than last quarter, snow events at the end of December lifted MoDOT website traffic beyond every quarter this year and surpassed the fourth quarter of 2011.

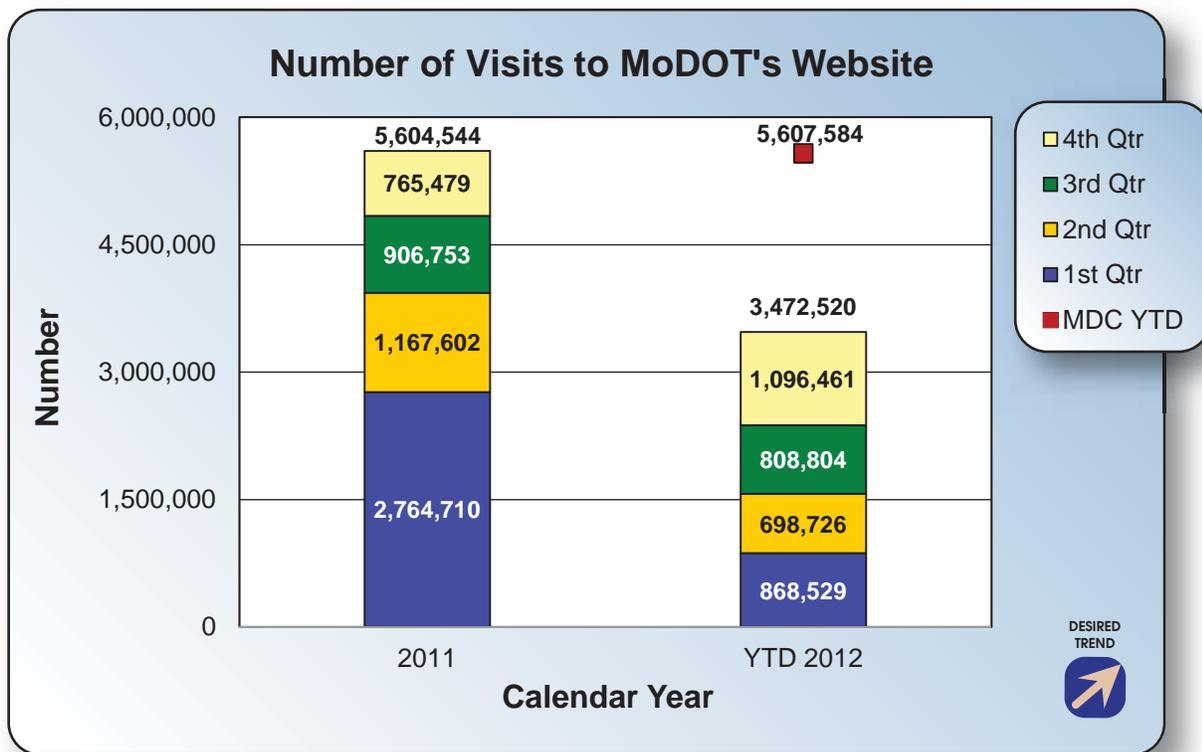
Measurement and Data Collection:

For this quarterly measure, data is gathered using Google Analytics which measures site activity and produces reports in graphic and tabular formats.

The top five pages on MoDOT's website for this quarter are:

- Traveler Information Map – 167,081
- Facebook Hub Page – 120,347
- Blanchette Bridge 38,752
- Jobs – 36,425
- Motor Carriers – 31,358

The Missouri Department of Conservation is used as a benchmark for this measure.



Number of customers engaged through social media-18e

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Matt Hiebert, Customer Relations Manager

Purpose of the Measure:

This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

Improvement Status:

There were over 2.5 million customers engaged in social media with MoDOT during calendar year 2012. The largest number was from YouTube with just more than 2.2 million people viewing our videos with the Tow Plow video still dominating traffic. Facebook had the next highest rate of visits with 140,271 people and Twitter came in third with 104,577.

Measurement and Data Collection:

All followers, visits and views from each site are combined for the quarterly measure. It includes customers that follow the statewide sites as well as all district accounts.

