

Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

Number of public appearances

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Coordinator

Purpose of the Measure:

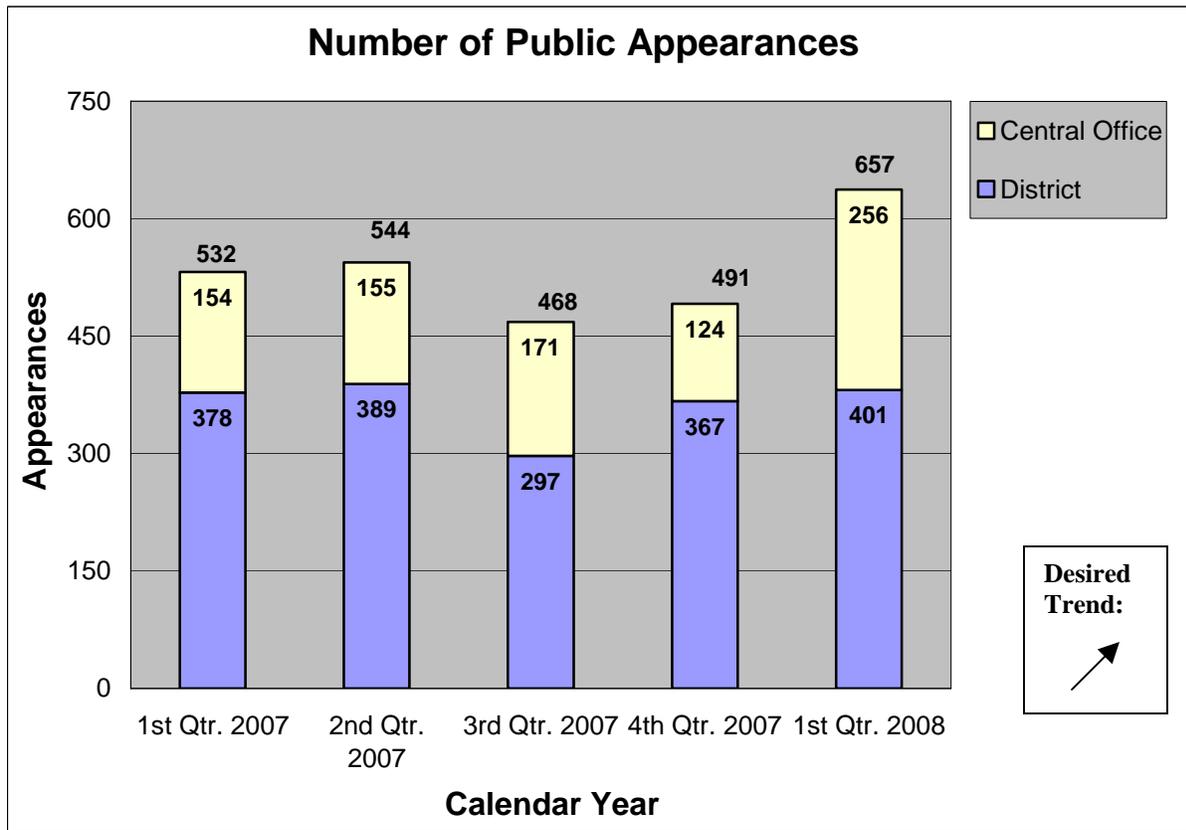
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs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

Measurement and Data Collection:

This is a quarterly measure. District Community Relations managers collect appearance information from their administrators on a quarterly basis and send it to Central Office Community Relations where it is combined with data from divisions and business offices to create a statewide report. The numbers change from quarter to quarter because certain events and other public appearance opportunities are seasonal, such as school visits and fairs.

Improvement Status:

MoDOT’s districts and Central Office reported a total of 657 public appearances during the first quarter of 2008, the most public appearances ever reported in a quarter. The number of Central Office appearances was also the highest ever – 256. MoDOT staff reached more than 53,000 people through these public appearances. Transportation-related conferences, legislative activities, training and school presentations, along with project outreach activities, helped boost the numbers.



Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

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

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Coordinator

Purpose of the Measure:

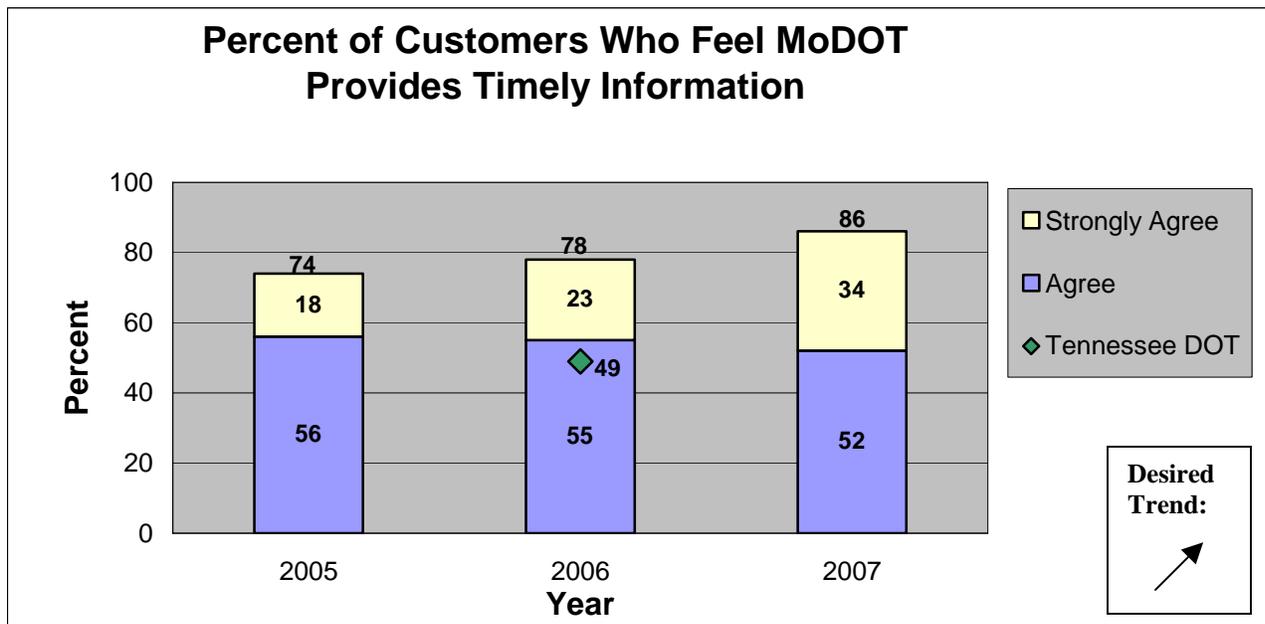
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

Measurement and Data Collection:

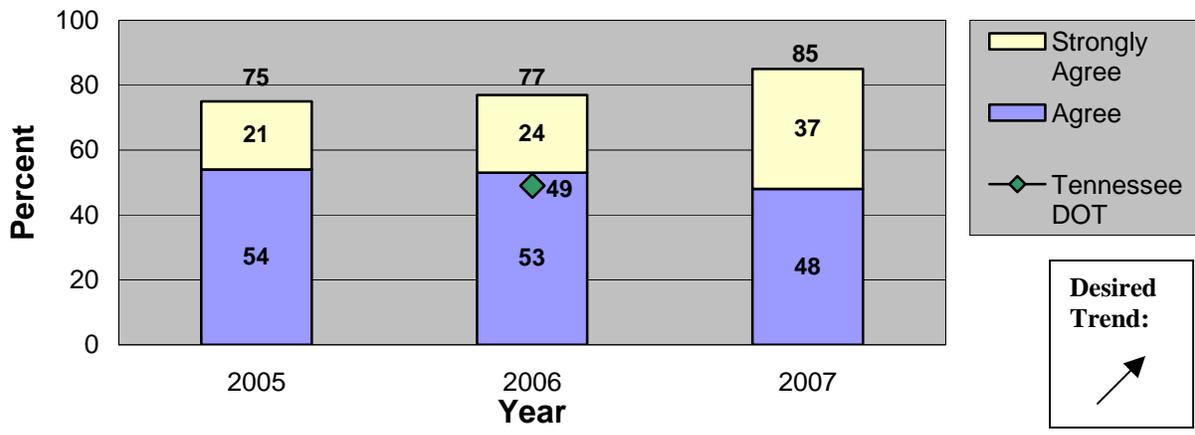
This is an annual measure. Data is collected from interviews with over 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 that 49 percent of residents surveyed said they were satisfied or very satisfied with the agency's efforts to keep them informed about transportation-related issues.

Improvement Status:

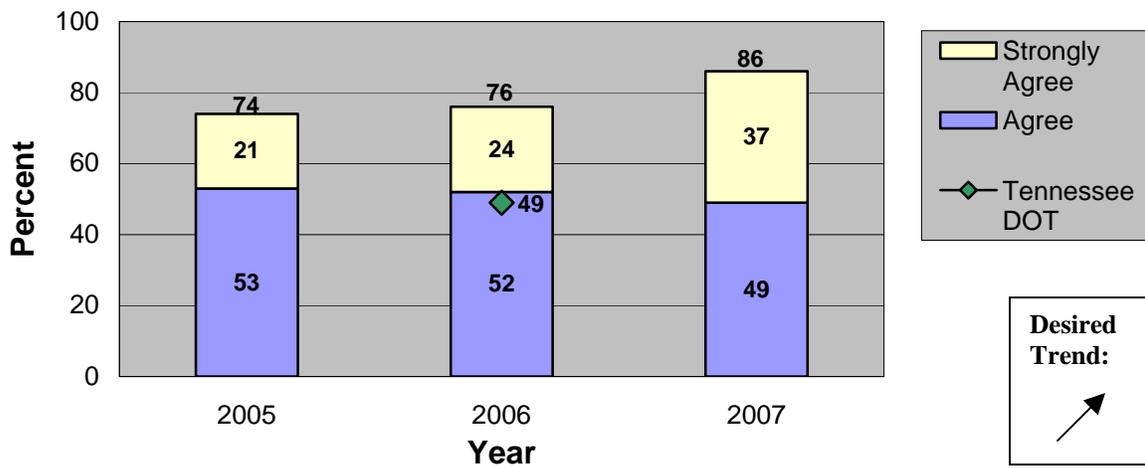
There was a 12 percent increase in the number of customers who strongly agree that MoDOT provides timely, accurate and understandable information. Initiatives within the department to focus on transparency and outreach activities have contributed to the increase. (e.g., early completion of SRI; the Better Roads, Brighter Future program; the Safe & Sound Bridge Improvement Plan and the New I-64)



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

Number of contacts initiated by MoDOT to media

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jeff Briggs, Community Relations Manager

Purpose of the Measure:

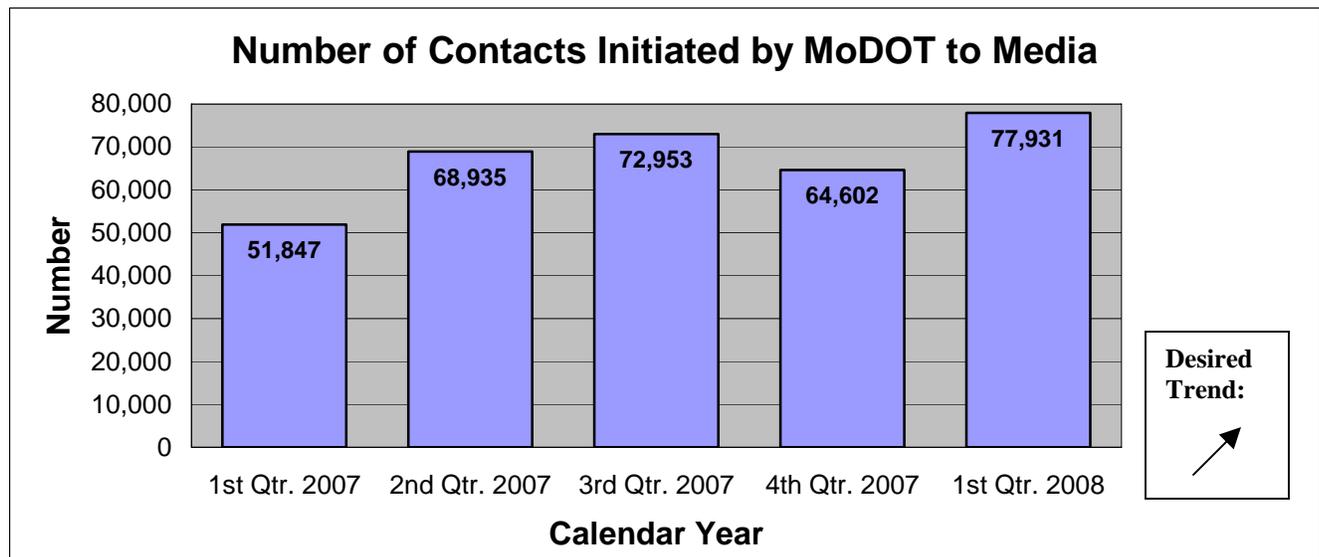
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

All contacts (news releases, e-mail, phone and correspondence) initiated by MoDOT staff are included. Central Office Community Relations collects quarterly results, including submissions from districts.

Improvement Status:

Contacts were at an all-time high this quarter, despite the fact that the winter months are typically a slower period with fewer active projects. Media contacts are up 50 percent over this time last year. Weather updates were a substantial part of the growth, with several snow and ice events requiring frequent media updates, as well as flooding in March. MoDOT placed more emphasis on a series of quick updates during these events, routing people to the website and toll-free number, to keep media and the public informed of breaking news.



Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

Percent of MoDOT information that meets the media's expectations

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jeff Briggs, Community Relations Manager

Purpose of the Measure:

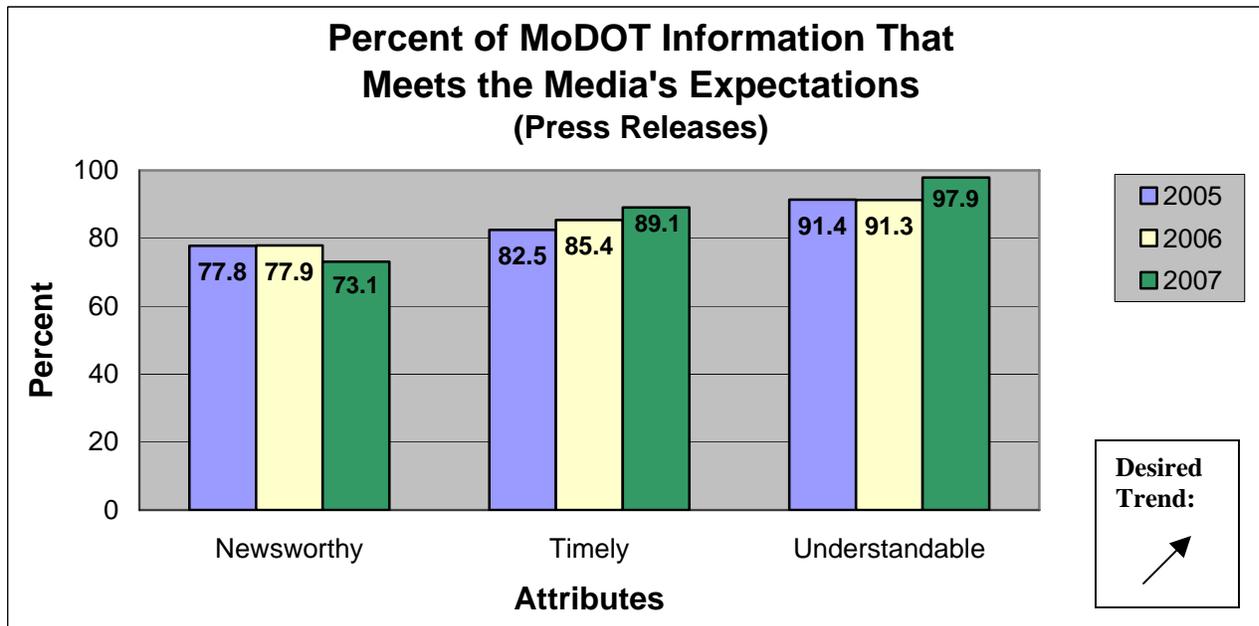
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

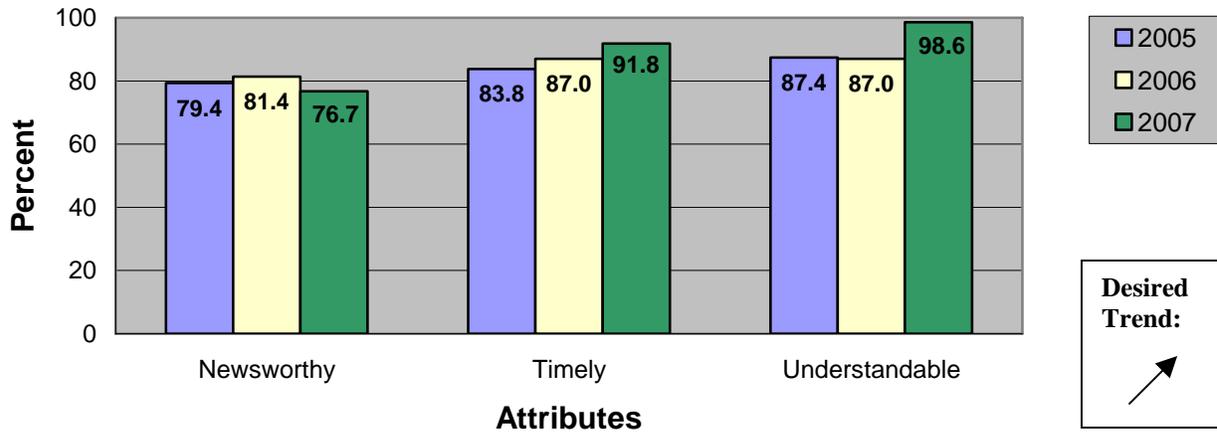
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable it is.

Improvement Status:

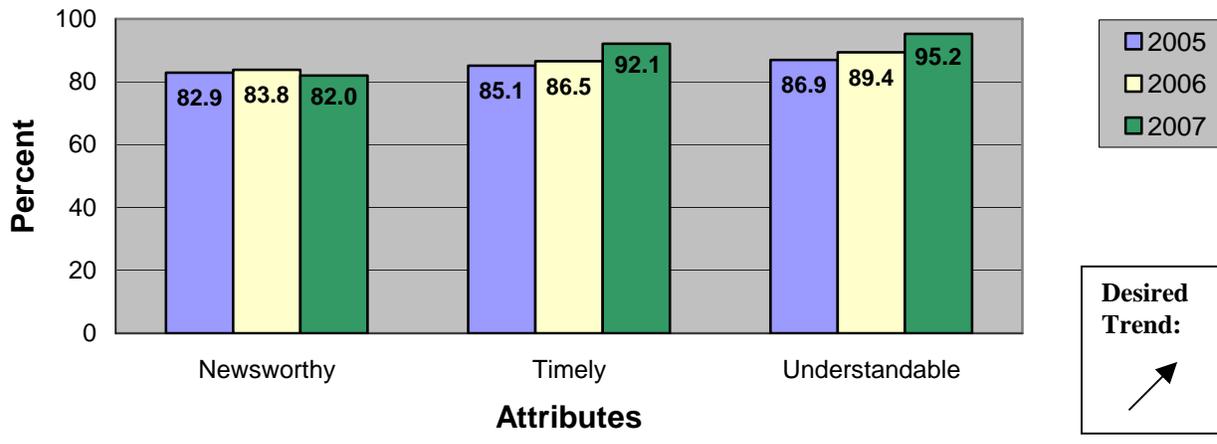
No new information for this annual measure. The 2008 annual survey is scheduled for July. Ninety-four media participated in our 2007 survey. Generally, newsworthiness declined while timeliness and understanding grew. Newsworthiness remains relatively high while media contacts have grown more than 50 percent in the past year. MoDOT is monitoring releases to make sure increased frequency doesn't mean a decline in news value.



Percent of MoDOT Information That Meets the Media's Expectations (Public Meetings)



Percent of MoDOT Information That Meets the Media's Expectations (Events)



Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

Percent of positive newspaper editorials

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jeff Briggs, Community Relations Manager

Purpose of the Measure:

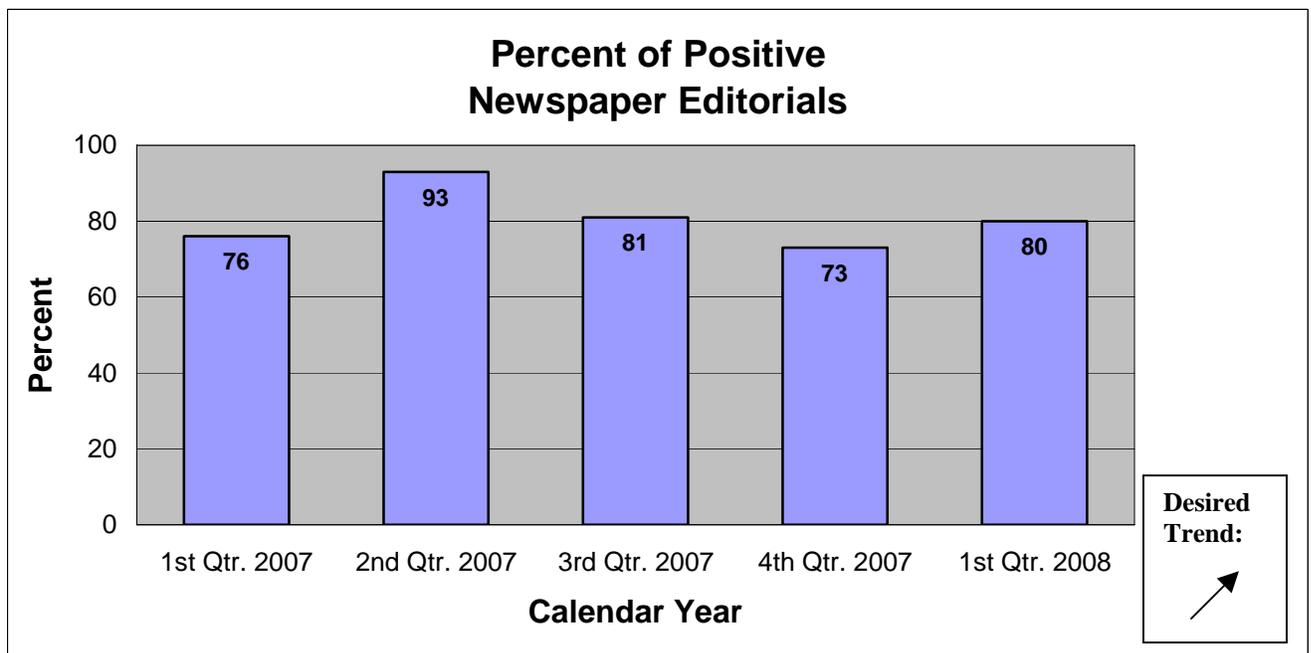
This measure tracks how MoDOT is perceived by the media, and by extension the public.

Measurement and Data Collection:

Using a newspaper clips database, MoDOT staff reviews statewide newspaper editorials and determines whether they're positive or negative toward MoDOT and/or the issues it advocates. Only editorials written by newspaper staff are included; guest editorials and letters to the editor are not. Results are charted quarterly.

Improvement Status:

Of 40 editorials regarding MoDOT or state transportation, 32 were positive (80 percent). Many editorials discussed the need for increased transportation funding, with 16 of 19 positive about the need to find additional resources. Six editorials also praised MoDOT for its role in last year's drop in highway fatalities.



Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

Number of repeat visitors to MoDOT's web site

Result Driver: Shane Peck, Community Relations Director
Measurement Driver: Matt Hiebert, Community Relations Coordinator

Purpose of the Measure:

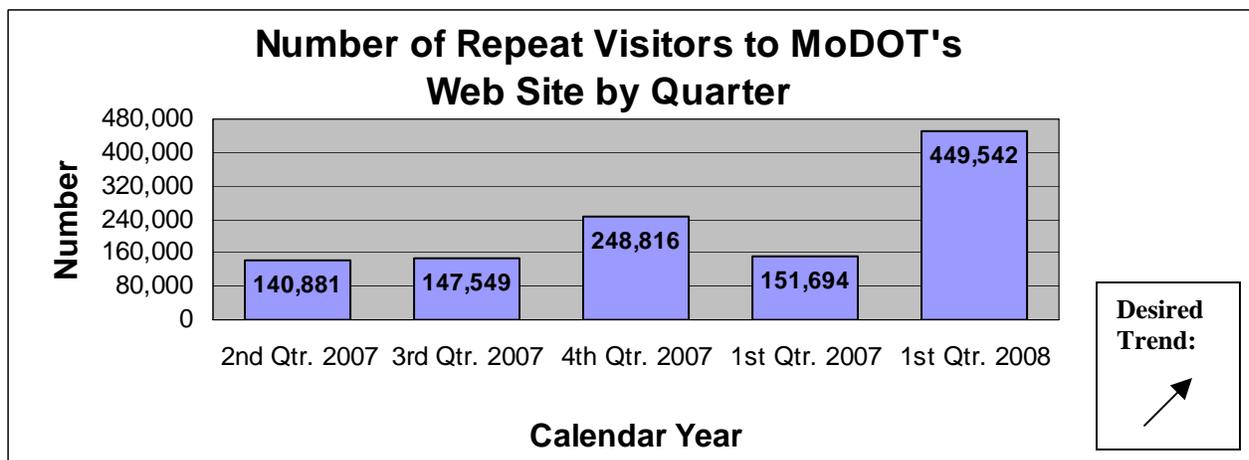
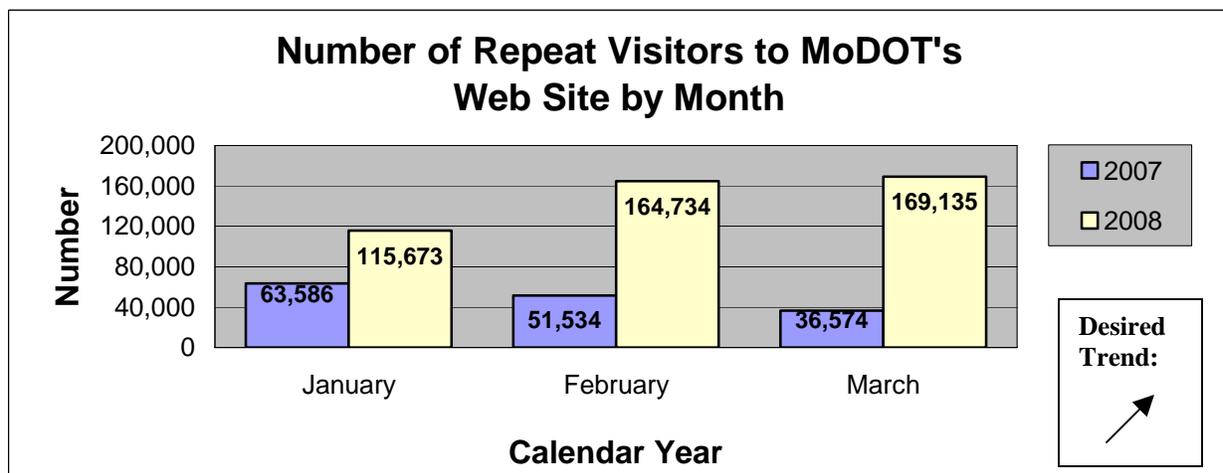
This measure tracks the number of customers who have used MoDOT's Web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time online.

Measurement and Data Collection:

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats.

Improvement Status:

Repeat visitor numbers continue to climb for the MoDOT web site. Harsh weather conditions, coupled with marketing and promotion efforts of site applications, have led larger numbers of citizens to depend on the Traveler Information Map, E-update system and district sites for current road condition information. Repeat traffic increases range from 81 percent in January to 362 percent in March.



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