

**Number of customers who attend transportation-related meetings-13a**

**Result Driver:** Dave Nichols, Director of Program Delivery

**Measurement Driver:** Bob Brendel, Outreach Coordinator

**Purpose of the Measure:**

This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers advised of project status and potential impacts that could be experienced.

**Measurement and Data Collection:**

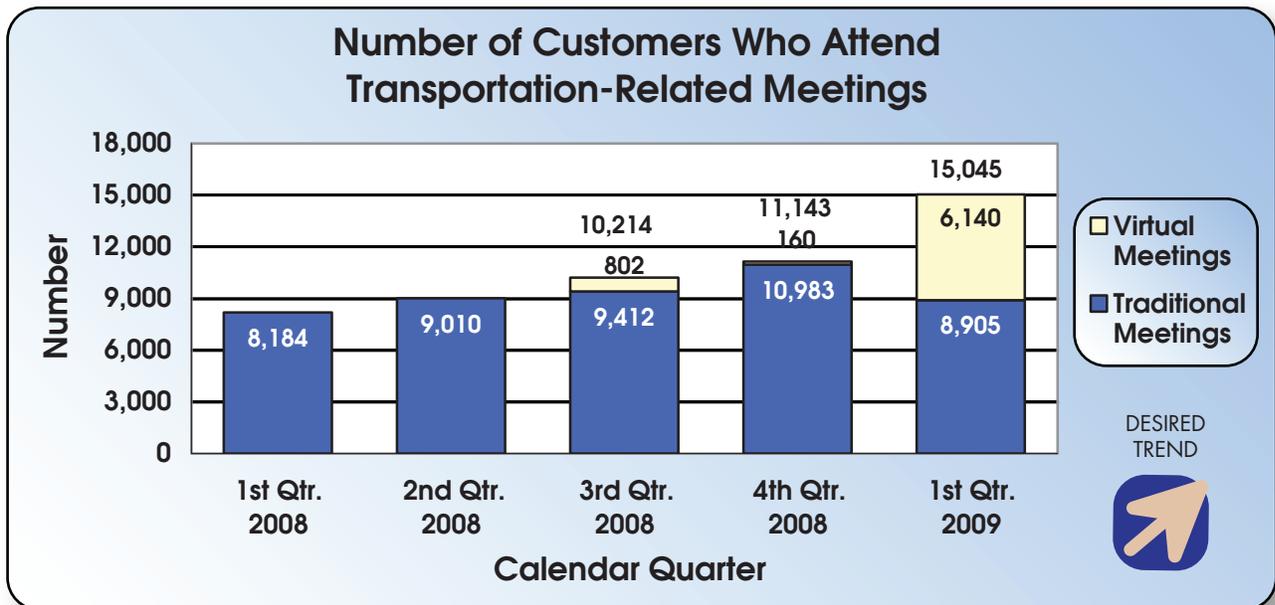
Attendance is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. This measure is updated quarterly. Participation in recent online meetings was gauged by using “Web Trends” software.

**Improvement Status:**

Four “virtual” events – creative ways to broaden MoDOT’s outreach efforts associated with three environmental studies and with far-flung Safe & Sound bridge projects in remote areas – pushed

attendance figures at transportation-related meetings over 15,000 in the first quarter of 2009. Online public meetings/hearings for the Jackson County I-70 First Tier Environmental Impact Statement (FTEIS), US 63 Environmental Impact Statement (EIS) and the statewide I-70 Supplemental Environmental Impact Statement (SEIS) attracted 943, 872 and 338 participants, respectively. The traditional meetings associated with those three studies attracted a total of 542 attendees.

The widely spread out Safe & Sound projects in the Northwest District, caused the district to take a different “virtual” approach. They packaged all of the pertinent information that would be shared at a community briefing into a brochure and target-mailed residents in the vicinity of each bridge. That effort reached 3,400 persons. In all, 39 Safe & Sound events reached more than 3,800 persons in January-February-March.



## Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments-13b

**Result Driver:** Dave Nichols, Director of Program Delivery  
**Measurement Driver:** Bob Brendel, Outreach Coordinator

### Purpose of the Measure:

This measure tracks MoDOT's responses to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

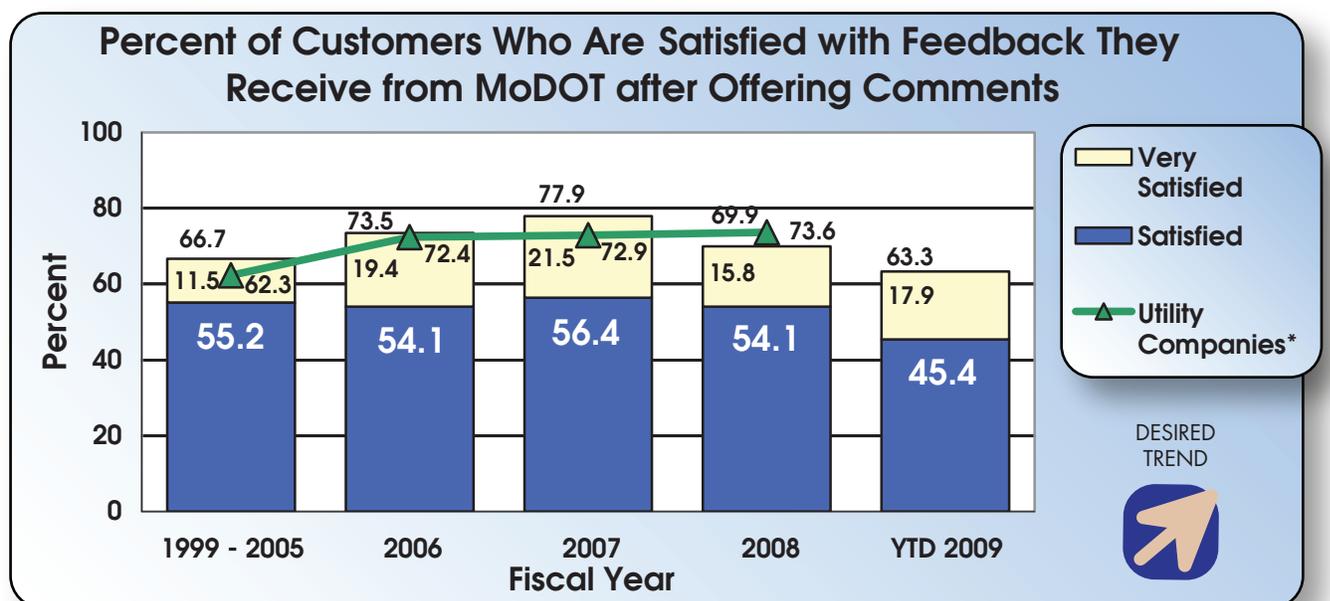
### Measurement and Data Collection:

MoDOT routinely coordinates a survey in cooperation with university partners for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project reaches the official public hearing milestone. This is an annual measure based upon a fiscal year, and data is analyzed twice each year.

### Improvement Status:

Eleven projects were surveyed across five MoDOT districts (2-3-5-6-10) and all of the key measures continued the downward trend identified in FY2008. Overall satisfaction fell to 63.3 percent, while 76.3

percent felt that projects were explained clearly and 57.8 percent felt that the decision-making process was open, transparent and fair. Because MoDOT's other customer satisfaction measures are performing well, the results of this measure could be as simple as the fact that some projects are more controversial than others, and the people most likely to attend public hearings are those who stand to be personally impacted by the project. Analysis of the survey data reveals that the most important factor for overall satisfaction is whether or not the respondent feels that the process is open, transparent and fair. If they feel that the decision has already been made, they are 24 percent more likely to be dissatisfied. The survey provider has recommended that the survey tool be revised to include a comment area to solicit comments from respondents that may help MoDOT better understand the concerns of the public. Best practices from the districts have also suggested that on controversial projects, early coordination with elected officials, stakeholders and other community leaders can be beneficial, as can consistent use of e-updates and regular updates of project information on the district Web site.



\*As measured by the American Customer Satisfaction Index.

## MoDOT takes into consideration customers' needs and views in transportation decision-making-13c

**Result Driver:** Dave Nichols, Director of Program Delivery

**Measurement Driver:** Sue Cox, Transportation Planning Special Projects Coordinator

**Purpose of the Measure:**

This data helps determine the effectiveness of MoDOT's project planning outreach efforts.

**Measurement and Data Collection:**

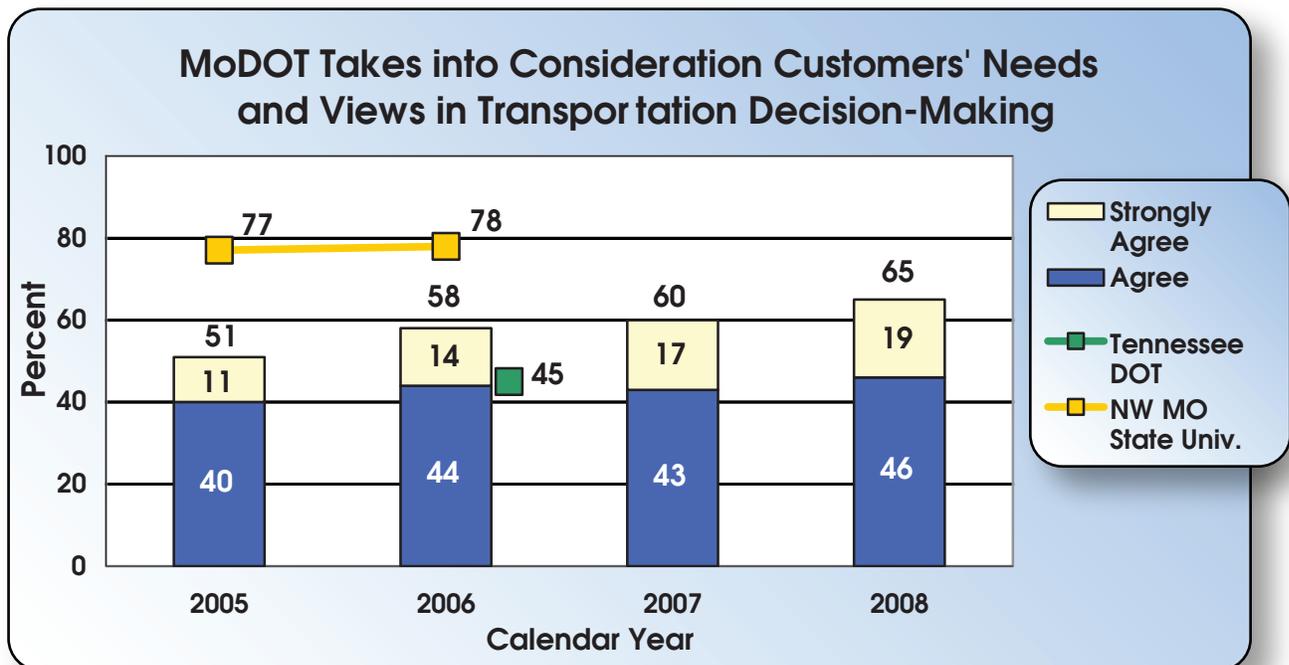
This is an annual measure, and this year's data, gathered from a statewide random telephone survey of approximately 3,500 Missourians, was collected in May 2008. A comparison is made to the Tennessee Department of Transportation, which also measures customers' perceptions regarding involvement in transportation decision-making. Tennessee's 2006 performance data is the most recent available data.

**Improvement Status:**

MoDOT learned in the 2008 customer survey that 65 percent of the survey sample feels MoDOT considers customer concerns and needs when developing transportation decisions. This is an increase of 5 percent, moving up from 60 percent in 2007. A new benchmark has been identified. Northwest Missouri

State University measures student satisfaction concerning student opportunities to provide input regarding student affairs by surveying NMSU freshmen and juniors using a scale from 1 to 7 with 7 being the best performance. Data from 2006 is the most current information available due to the university's one-year lag time in gathering results.

To continuously improve in this area, MoDOT identifies additional opportunities to use techniques as outlined in the planning framework decision-making and public involvement process with local officials, planning partners, community leaders, elected officials and the general public. Media interviews, Web site publicity, news releases, newsletters, specific project surveys, public involvement surveys and community meetings continually provide new opportunities to interact with the public, share MoDOT's direction and discuss transportation priorities.



## Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making-13d

**Result Driver:** Dave Nichols, Director of Program Delivery

**Measurement Driver:** Sue Cox, Transportation Planning Special Projects Coordinator

### Purpose of the Measure:

This measure tracks MoDOT’s efforts to include statewide planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making.

MoDOT’s planning framework is a process used to ensure planning partners are able to influence transportation decisions regarding how transportation funds are spent in their areas. It is based on achieving informed consent rather than consensus. To continuously improve in this area, MoDOT focuses primarily on effective communication, and public involvement tools and techniques.

### Measurement and Data Collection:

Transportation Planning works with Organizational Results to administer an annual survey in January that evaluates planning partners’ involvement in the transportation decision-making process for the previous year. The survey scale measures those who agree, strongly agree, disagree and strongly disagree.

### Improvement Status:

The 2008 survey received 77 responses from 158 distributed e-mails resulting in a 48.7 percent response rate. The percent of strongly agree answers increased from 46 percent in 2007 to 53 percent in 2008. The

survey focuses on feedback regarding the overall involvement of planning partners in the planning process rather than on individual MoDOT outreach activities.

Feedback helps MoDOT learn new ways to achieve better involvement, fine-tune communication and try out ideas. This past year, survey improvements, including content adjustments and distribution processes, resulted in helpful feedback and a strong response rate. Survey results were shared with planning partners and co-efforts were initiated to act on concerns, solve problems and provide clarifying information.

Transportation Planning also worked with each district to assess how the process works in the field. The strengths and weaknesses of the planning outreach process, the improvement areas and the best practices were identified. An action team is reviewing the information and selecting priorities for implementation.

For comparison purposes, the Oregon Department of Transportation measured a similar involvement in 2006 – indicating 65 percent of all respondents involved in transportation planning felt their involvement in decision-making was effective; however, Oregon reports it will not update this data again until 2011.

