

ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

Number of public appearances-18a

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Manager

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.

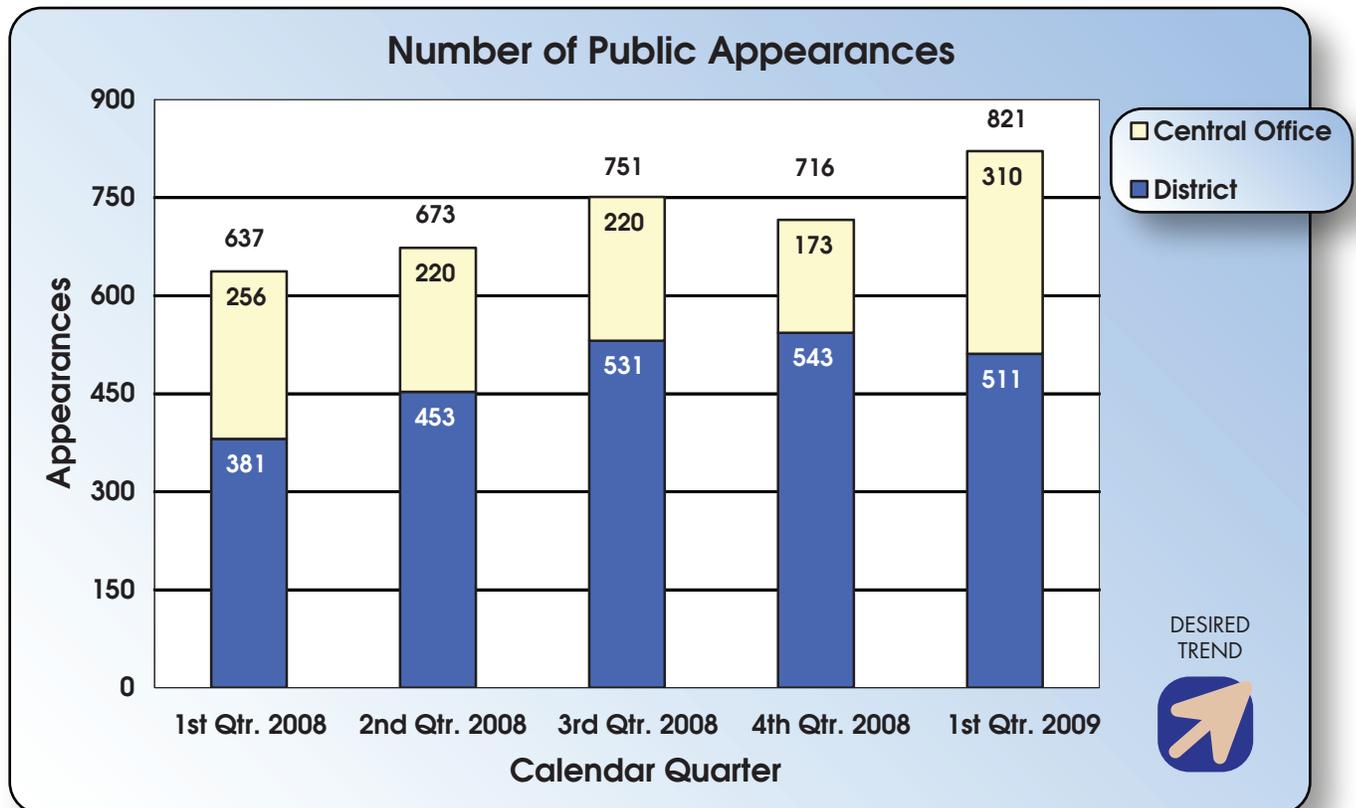
Measurement and Data Collection:

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:

The number of public appearances for the first quarter of 2009 rose to an all-time high. Presentations and public meetings regarding the American Recovery and Reinvestment Act helped drive the numbers, as did initiatives such as the Safe & Sound Bridge Improvement Program, *A Conversation for Moving Missouri Forward* and the push for a primary safety belt law. Nearly every Central Office division reported public appearances this quarter, which is an indicator of a growing awareness for this measure and its impact. MoDOT staff conservatively reached at least 67,000 Missourians through public appearances this quarter.



Percent of customers who feel MoDOT provides timely, accurate and understandable information-18b

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Manager

Purpose of the Measure:

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

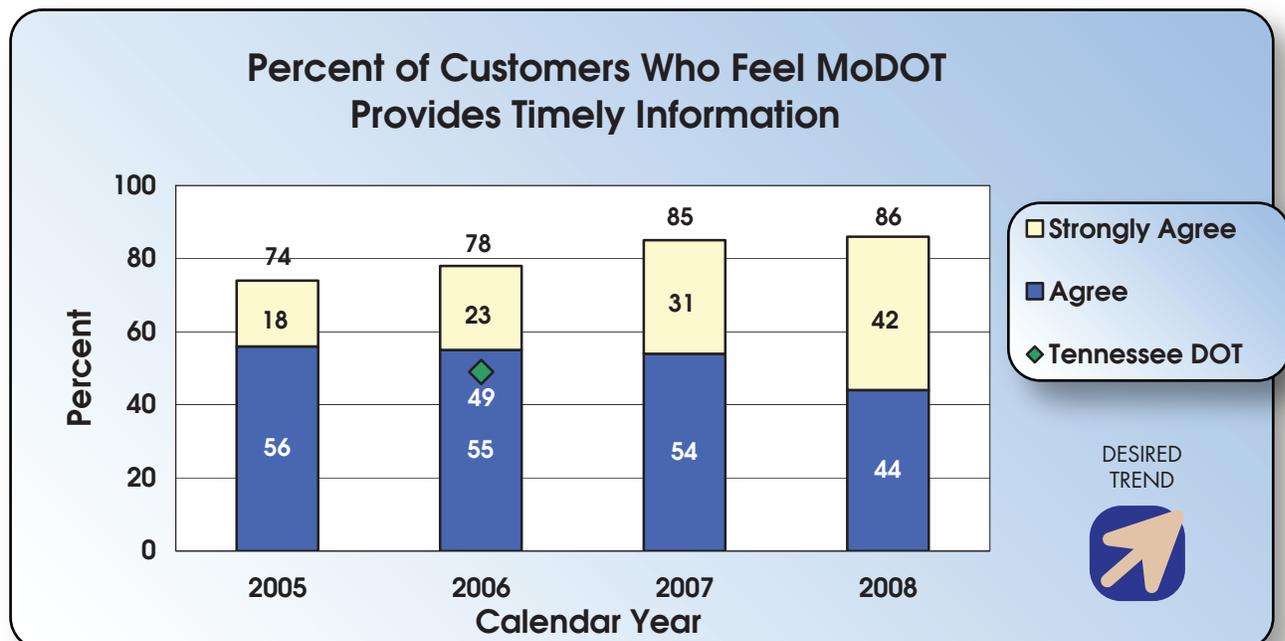
Measurement and Data Collection:

This is an annual measure. Data is collected from telephone interviews with more than 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.

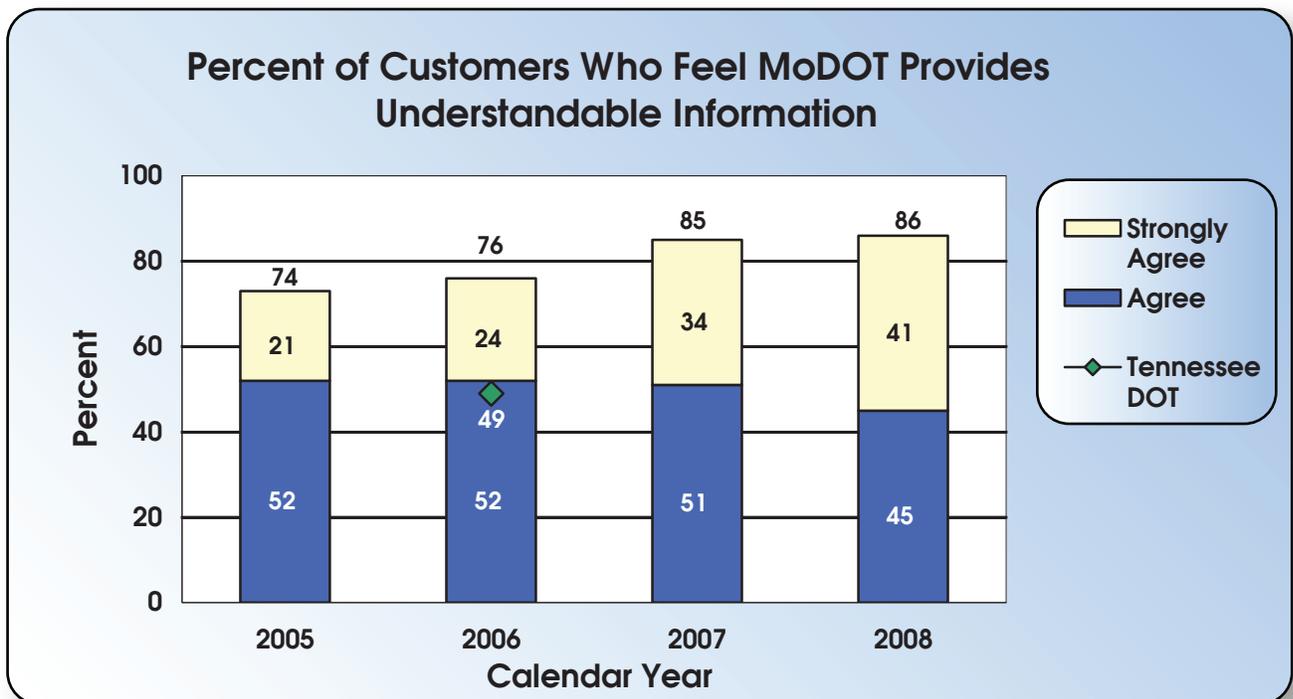
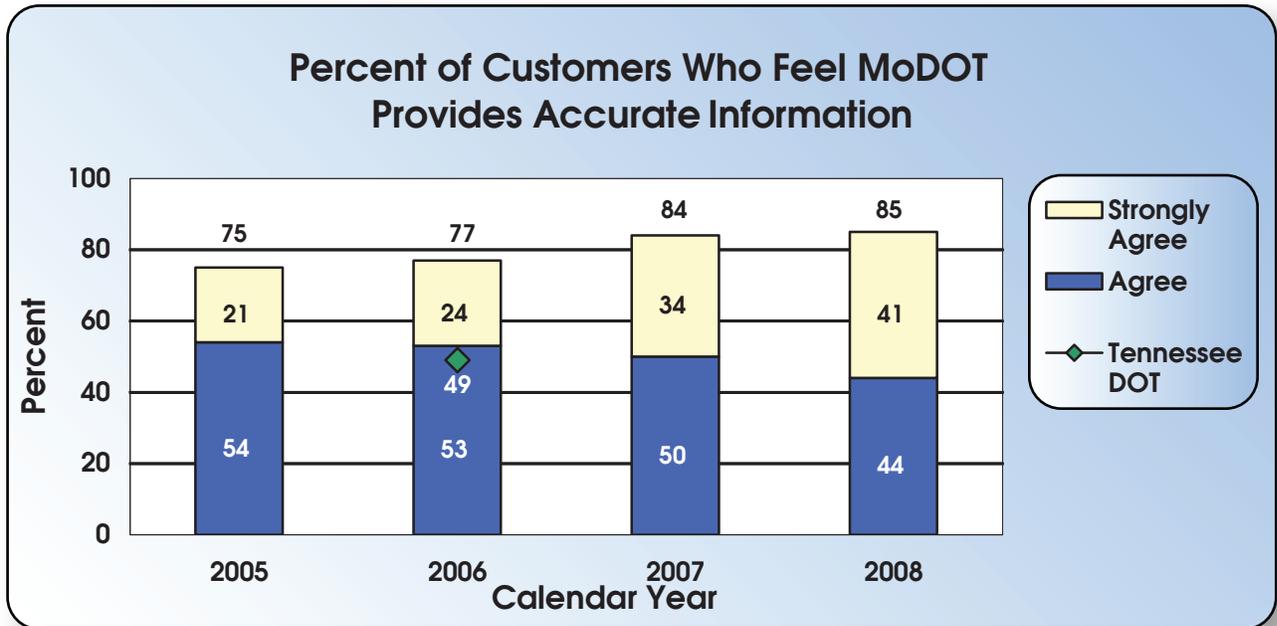
Improvement Status:

The number of customers who agree or strongly agree that MoDOT provides timely, accurate and understandable information remains strong and

continues to grow. There were increases in the strongly agree section in all three areas, with the percentage of those who strongly agree that MoDOT provides timely information rising 11 percent. Efforts to focus on transparency and outreach activities have contributed to the increase, as have communications tools such as the Traveler Information Map, the electronic message boards, MoDOT's blog and YouTube presence and the MoDOT Minute. Providing information on major projects including the Better Roads, Brighter Future program, the Safe & Sound Bridge Improvement Plan, the New I-64 and kcICON, in addition to achieving fewer highway fatalities and receiving the Missouri Quality Award, contributed to the positive responses.



ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE
TRANSPORTATION INFORMATION (OUTBOUND)



Number of contacts initiated by MoDOT to media-18c

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

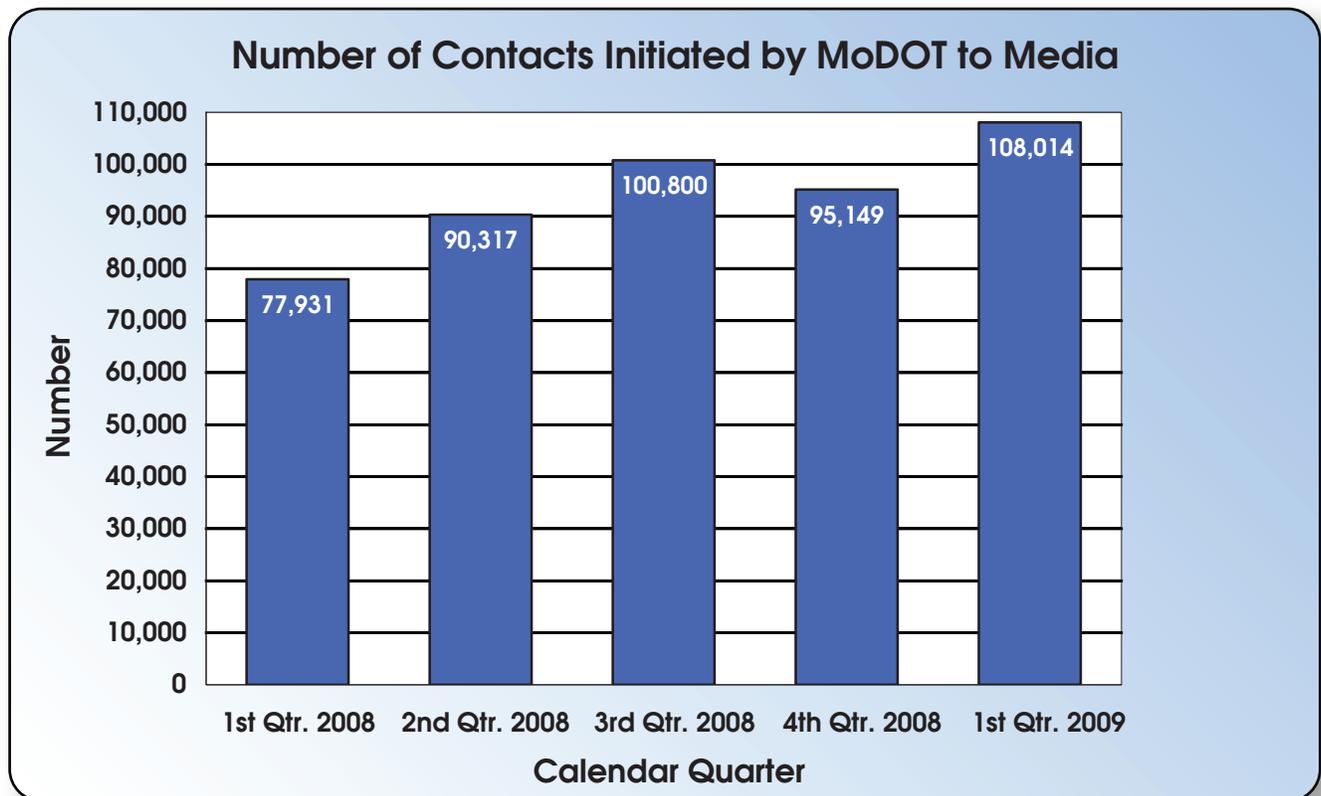
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

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:

Media contacts increased to a new all-time high of 108,014 in the first quarter of 2009. That is an increase of 12,865 media contacts between the first quarter of 2009 and the fourth quarter of 2008. Along with standard information provided to the media about day-to-day roadwork, Safe & Sound, weather-related road conditions and various programs, additional communications due to the American Recovery and Reinvestment Act also helped boost media numbers in this quarter.



ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

Percent of MoDOT information that meets the media's expectations- 18d

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

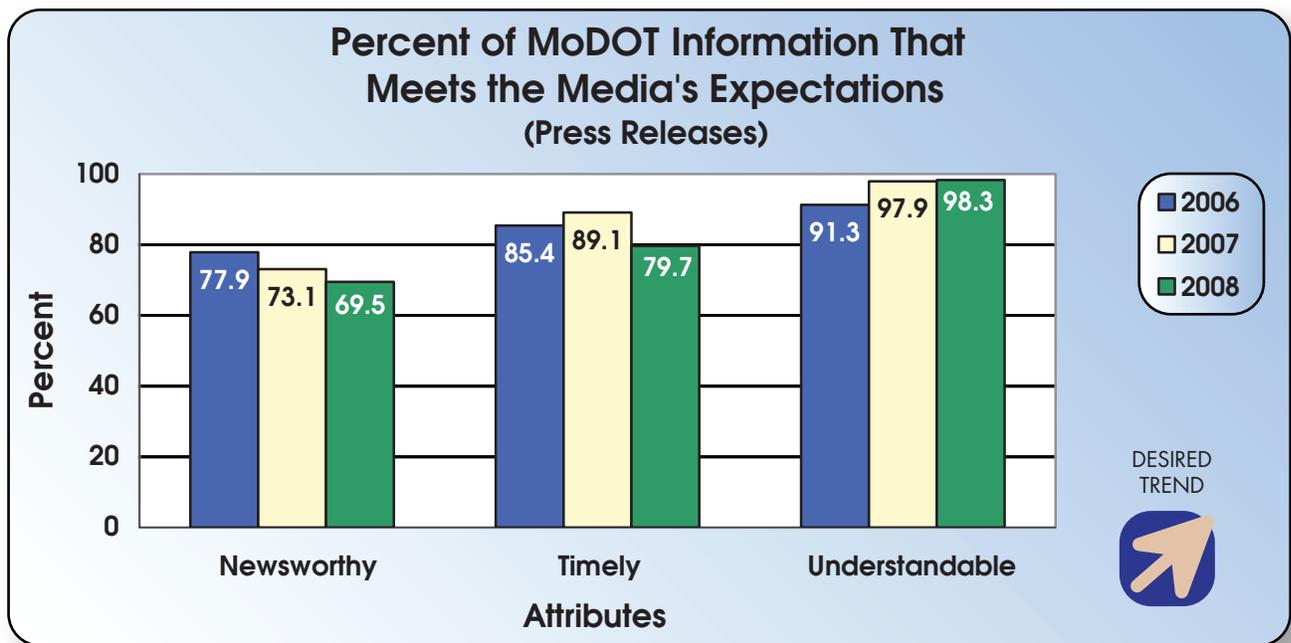
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

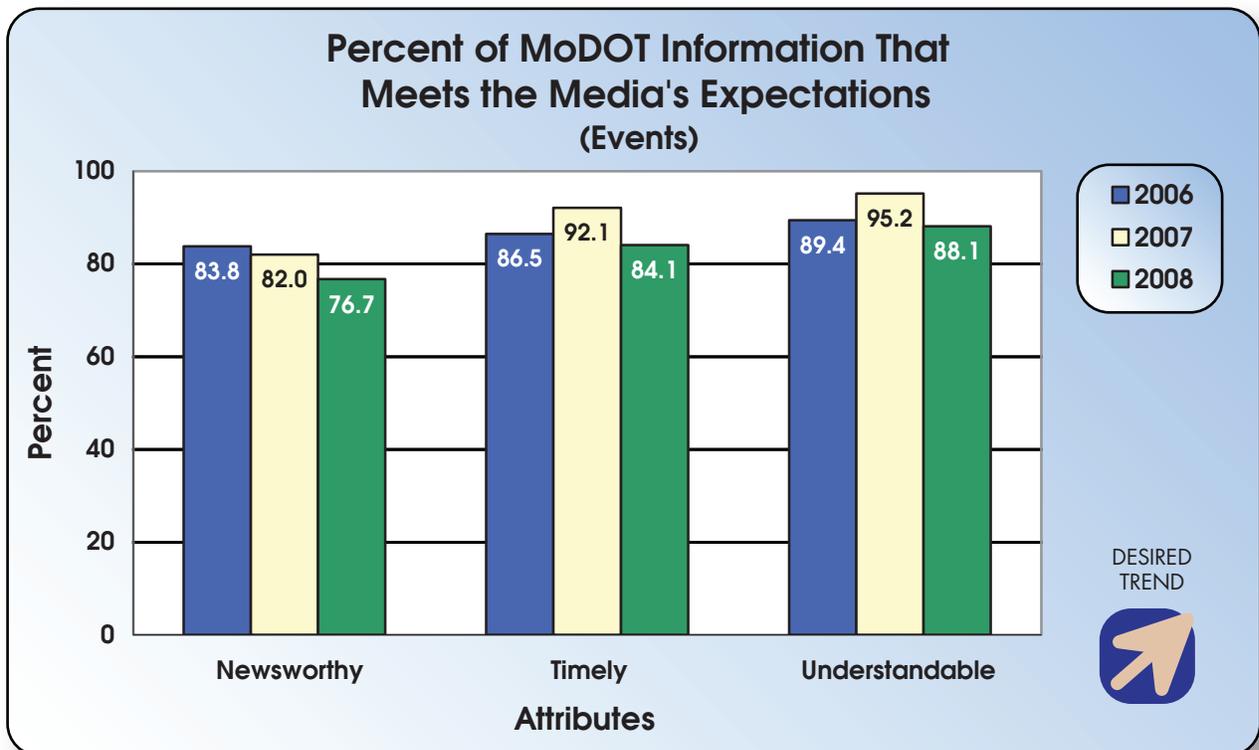
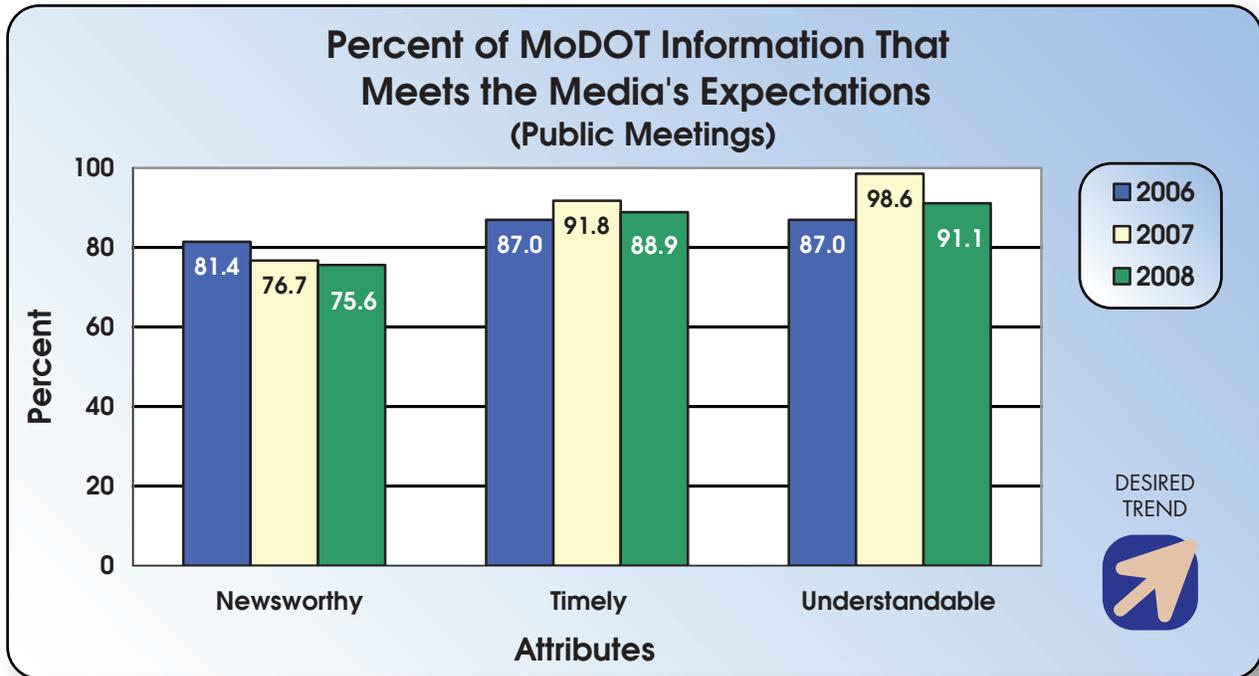
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

Improvement Status:

The annual survey is conducted each July. Fifty-nine media participated in our 2008 survey, a 39 percent decline in response from a year ago. The respondents indicated our press releases, public meetings and events have generally declined in their newsworthiness, timeliness and in being understandable. The timely attribute tended to decline the most in each of the three categories, with several weekly newspapers commenting that they are not receiving information in time to print it prior to their publishing deadline.



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ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

Percent of positive newspaper editorials-18e

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

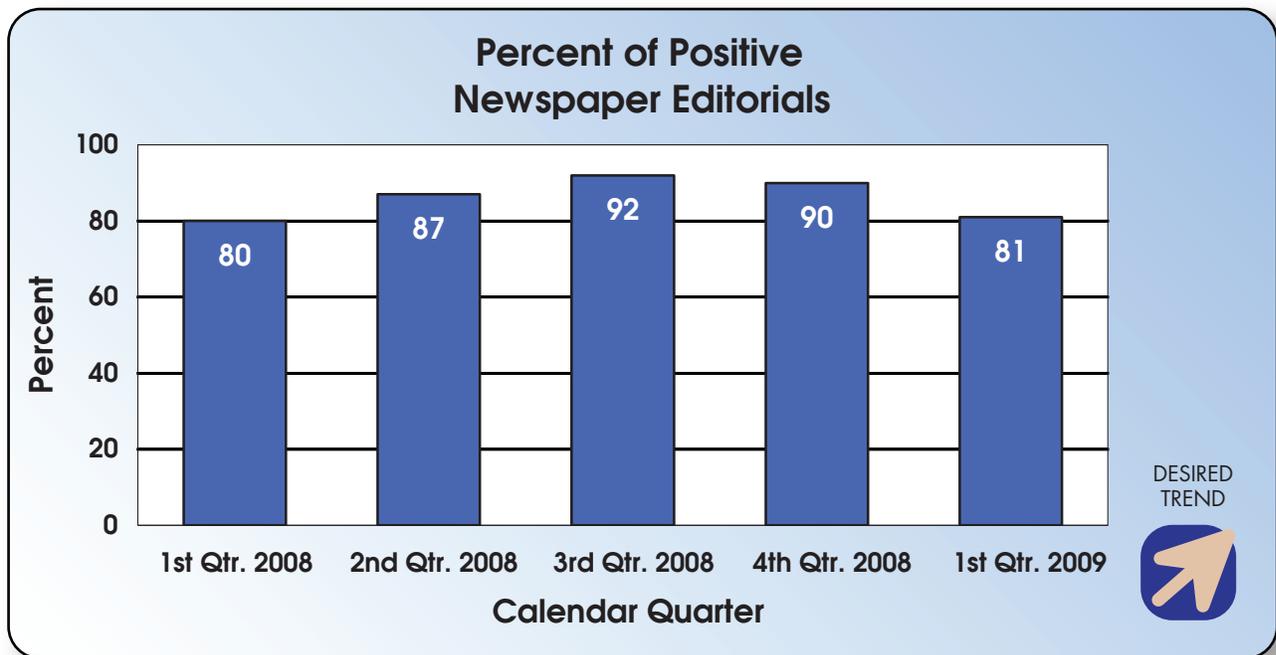
This measure tracks how MoDOT is perceived by the media, and by extension the public.

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:

There were 31 editorials regarding MoDOT or state transportation in the first quarter of 2009, up from 20 in the fourth quarter of 2008. Twenty-five, or 81 percent, were positive. Two topics had the strongest support: strengthening Missouri's safety belt law (nine) and advocating for safer roads from the use of guard cables to discouraging distracted driving (eight). Six editorials were negative, including three on changing the safety belt law, two on use of stimulus funds and one on perceived lobbying.



Number of repeat visitors to MoDOT's Web site-18f

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.

Improvement Status:

Milder weather in February and March brought fewer visitors to the Traveler Information Map, dropping repeat visitors from last year's record-breaking numbers. However, one area of the main site, job listings, has more than doubled in traffic. This quarter also marks the first time Kansas City Scout numbers are in the report.

Measurement and Data Collection:

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

