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## ST. LOUIS POST-DISPATCH

THURSDAY, FEBRUARY 13, 2007 | 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 90 traffic deaths a year, save money spent on lawroads 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 | A4

#### LOCAL NEWS

##### CONGO CRIME?

Grateful residents of the Congo's Mankar town welcome news to give their association providing little gifts for all its work, they say they have more than 100 of these means.

#### TO EXPAND

Center St.

### A grim anniversary in Iraq Blasts resound during



# PROACTIVE TRANSPORTATION INFORMATION

*Tangible Result Driver – Shane Peck, Community 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-17a

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Manager

### Purpose of the Measure:

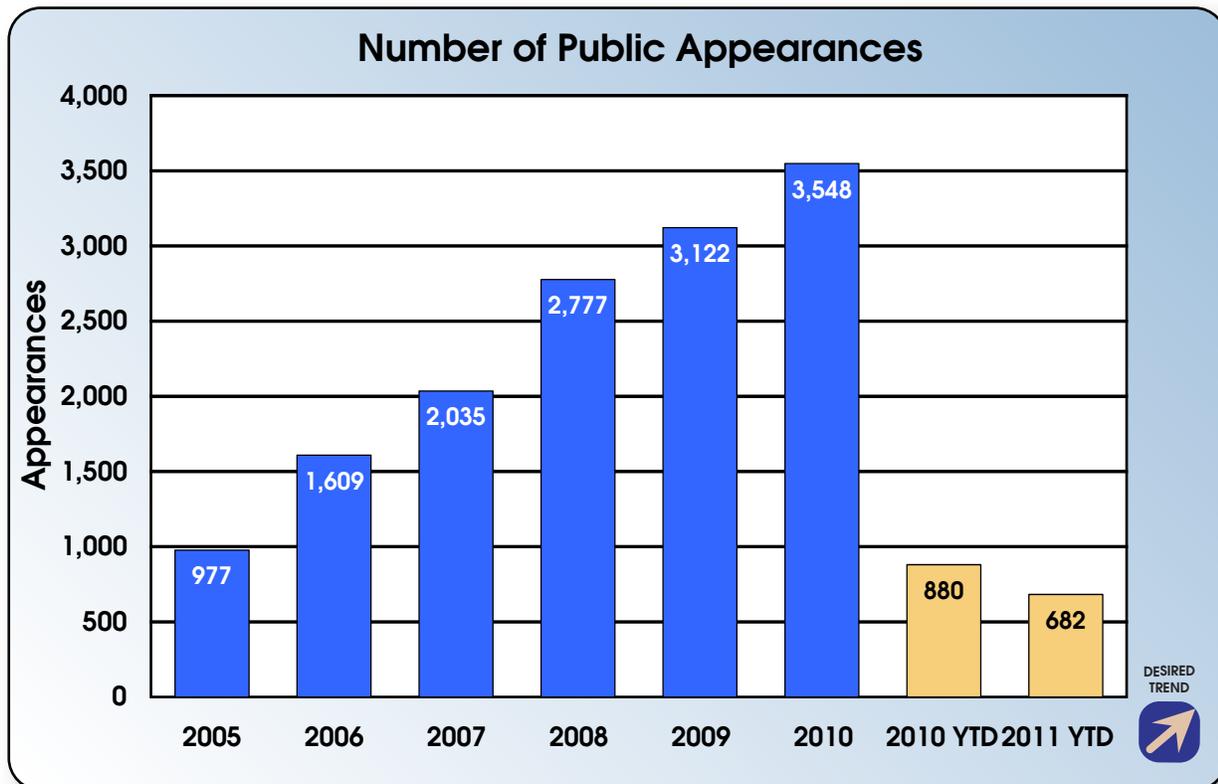
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs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

### Measurement and Data Collection:

This is an annual measure with quarterly updates. 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.

### Improvement Status:

MoDOT staff reported 682 public appearances for the 2011 year to date. That number is down from the 880 public appearances reported for the same time period in 2010. The decrease is likely attributed to the decline in the construction program. However, the It's Personal communications effort provides an opportunity for outreach. In addition to district activities, a letter was sent to about 2,000 stakeholders statewide in March encouraging them to contact us for speakers regarding the It's Personal campaign.



## Percent of customers who feel MoDOT provides timely, accurate and understandable information-17b

**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.

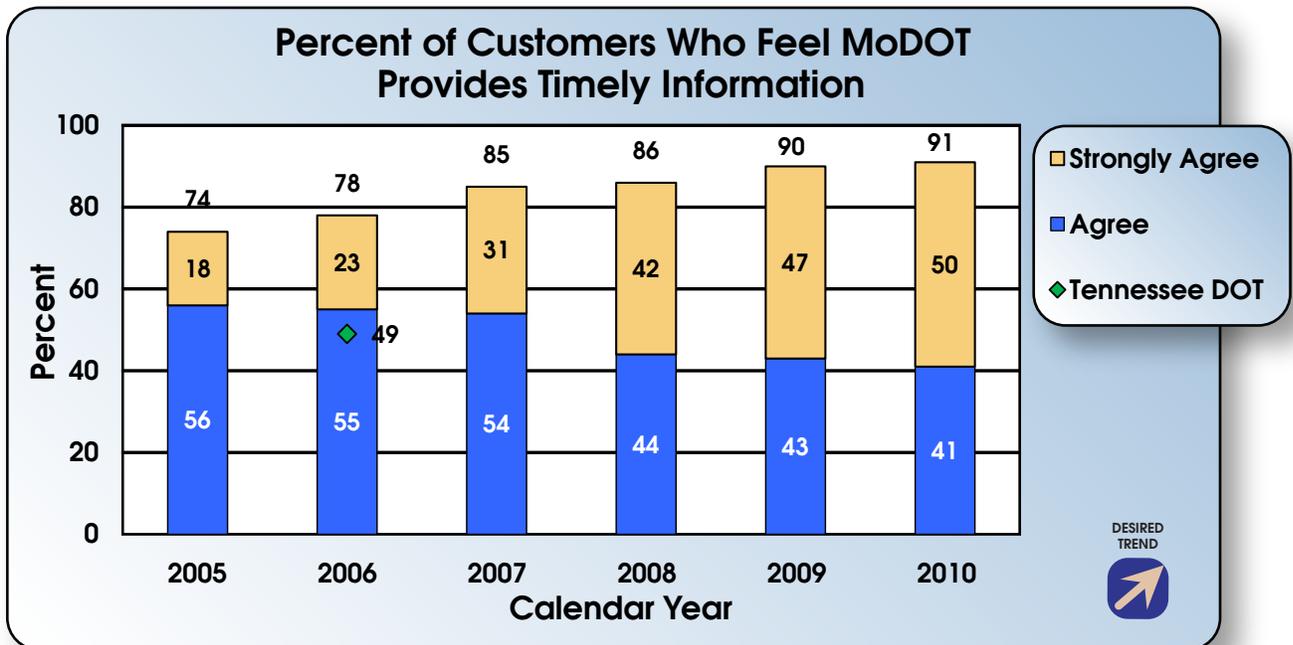
### Measurement and Data Collection:

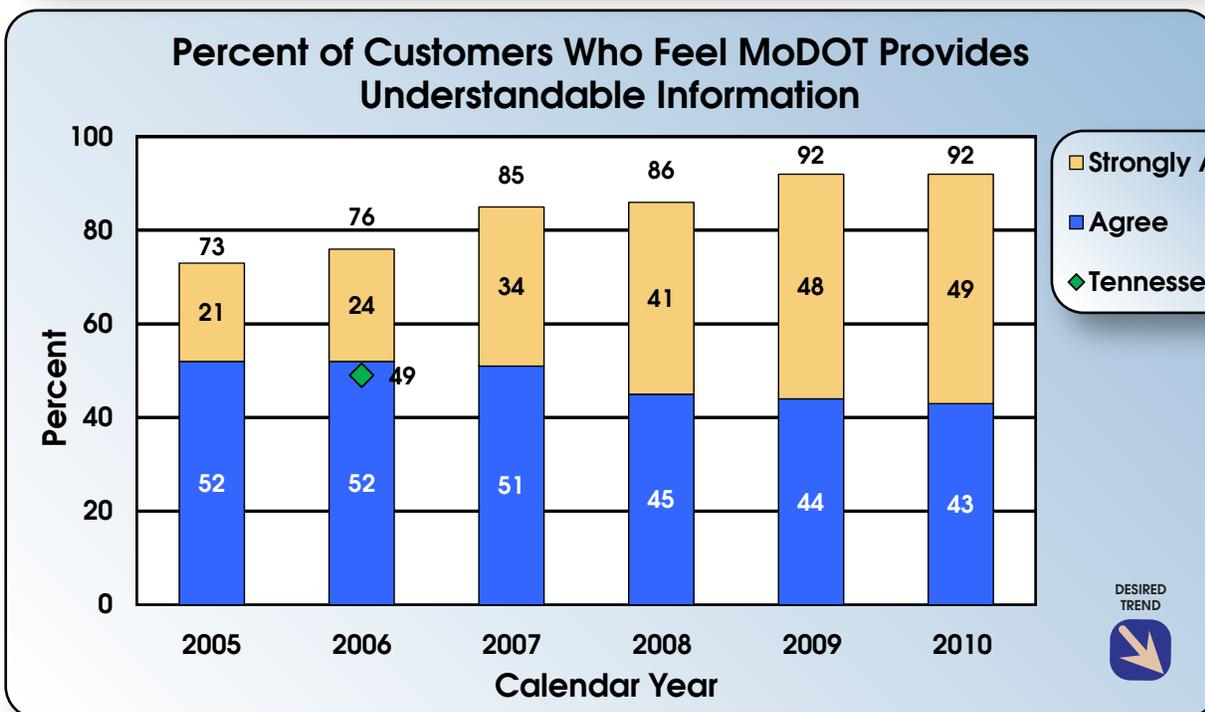
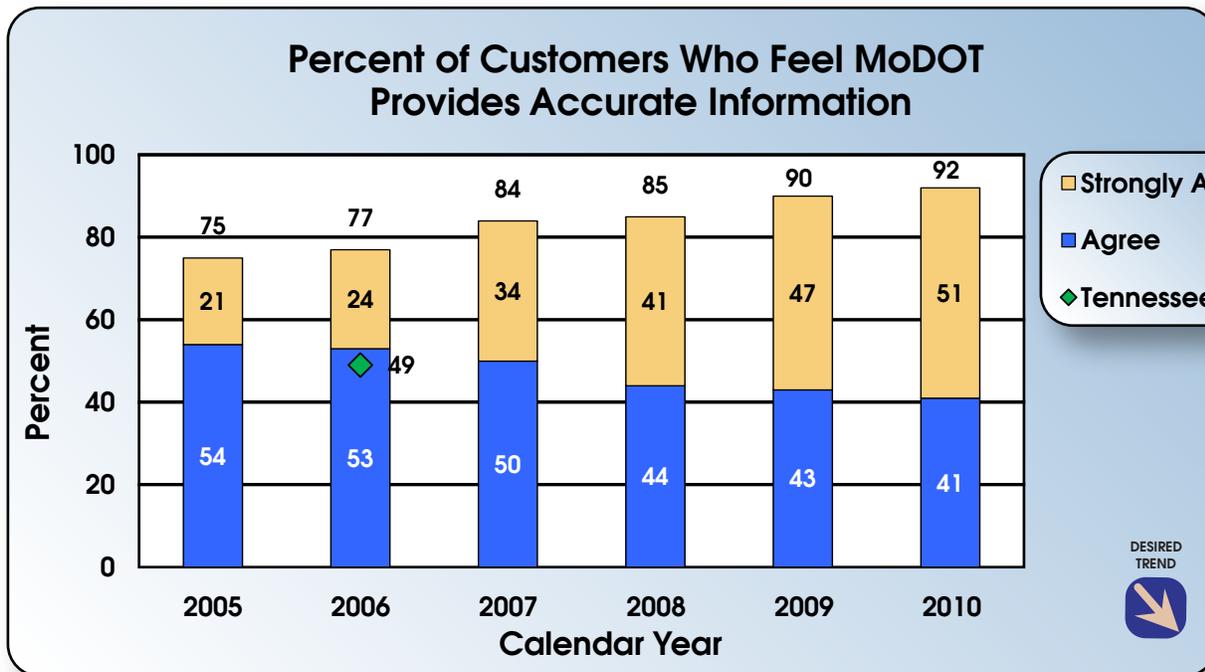
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they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

### Improvement Status:

The percentage of Missourians who agree MoDOT provides timely, accurate and understandable

information remains extremely high. Ninety-one percent of Missourians agree MoDOT provides timely information, while 92 percent feel the department provides accurate and understandable information. The number of people who strongly agree that MoDOT does a good job of conveying timely, accurate and understandable information rose in all three areas. MoDOT's efforts to be open and transparent are reflected in these results, as are a variety of outreach activities ranging from the Traveler Information Map and social media communications to a record number of media contacts and virtual public meetings. Efforts to communicate local project information and major initiatives likely contributed to the positive responses as well.





## Number of contacts initiated by MoDOT to media-17c

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jorma Duran, 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.

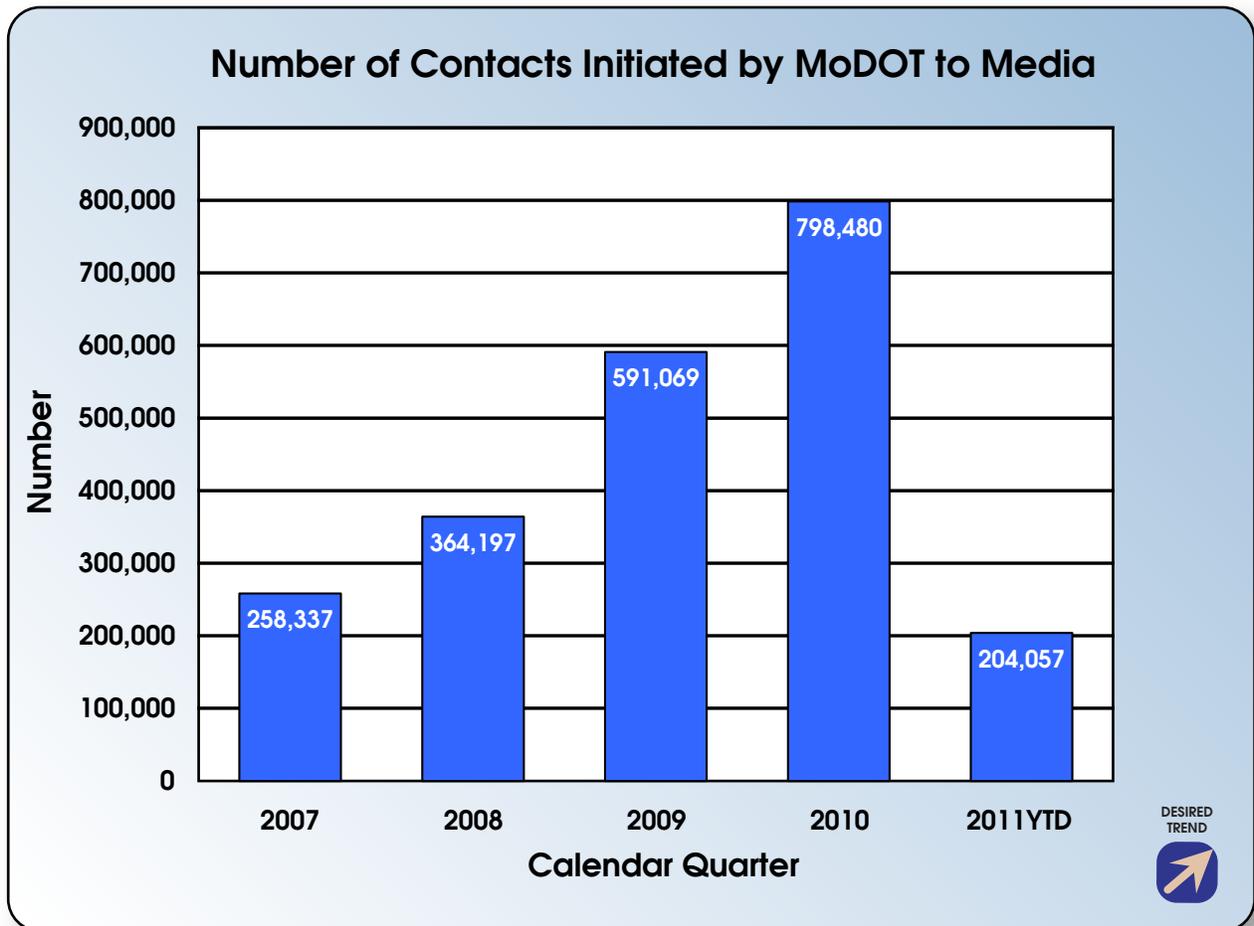
**Improvement Status:**

There were 204,057 media contacts made in the first quarter of 2011. This represents an increase of 46,101 when compared to the fourth quarter of 2010.

**Measurement and Data Collection:**

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

Social media, especially Twitter, has continued to grow and keep our connection to the media healthy and strong, allowing the public to be aware of MoDOT news and announcements instantly.



## Percent of MoDOT information that meets the media's expectations-17d

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jorma Duran, Community Relations Coordinator

**Purpose of the Measure:**

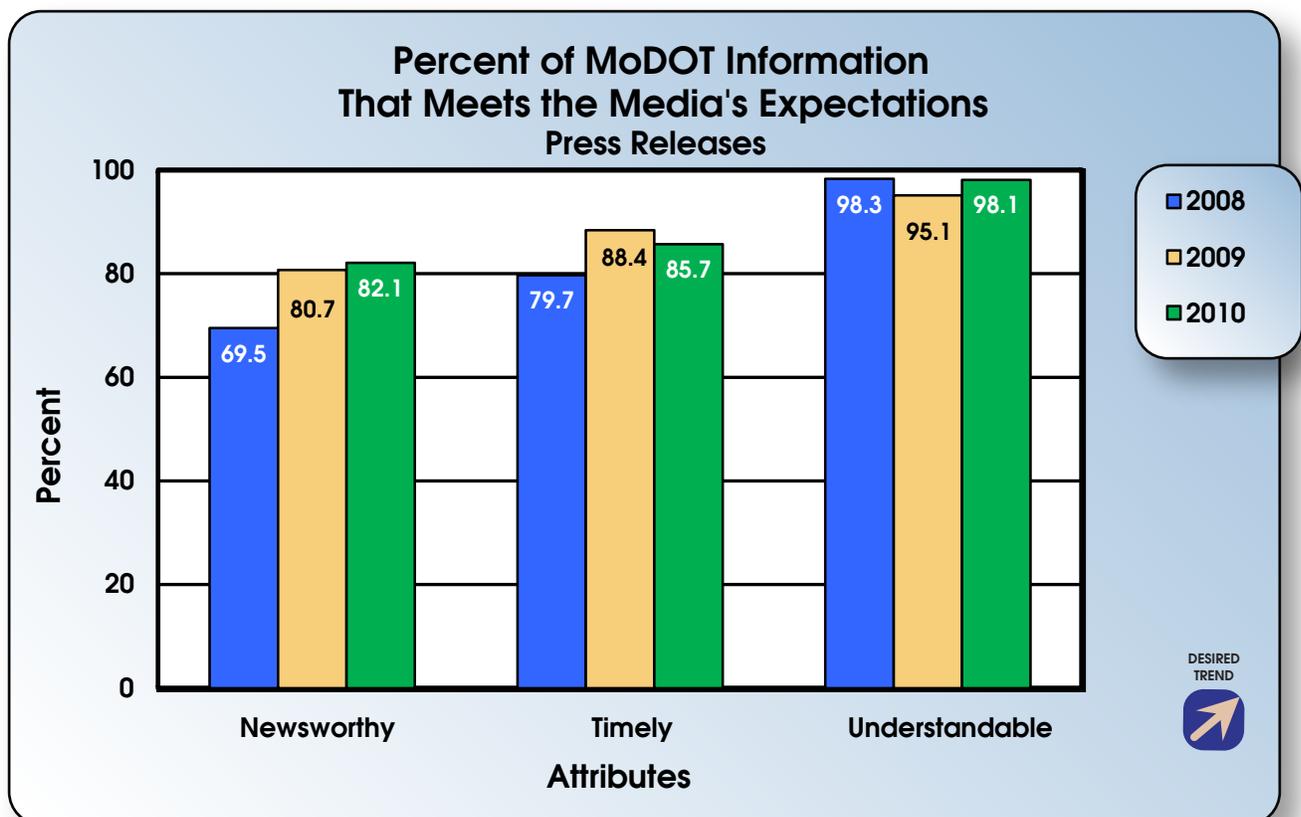
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. Each media outlet rates their level of satisfaction on how newsworthy, timely, and understandable news generated from MoDOT is.

**Improvement Status:**

The annual statewide media survey is conducted each June. There were 106 media outlets that participated in the 2010 survey. Media satisfaction increased with MoDOT's newsworthiness and understandability, with a slight decrease in timeliness when compared to 2009. Overall, results show MoDOT is providing appropriate information and meeting media expectations.



## Percent of positive newspaper editorials-17e

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jorma Duran, 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:

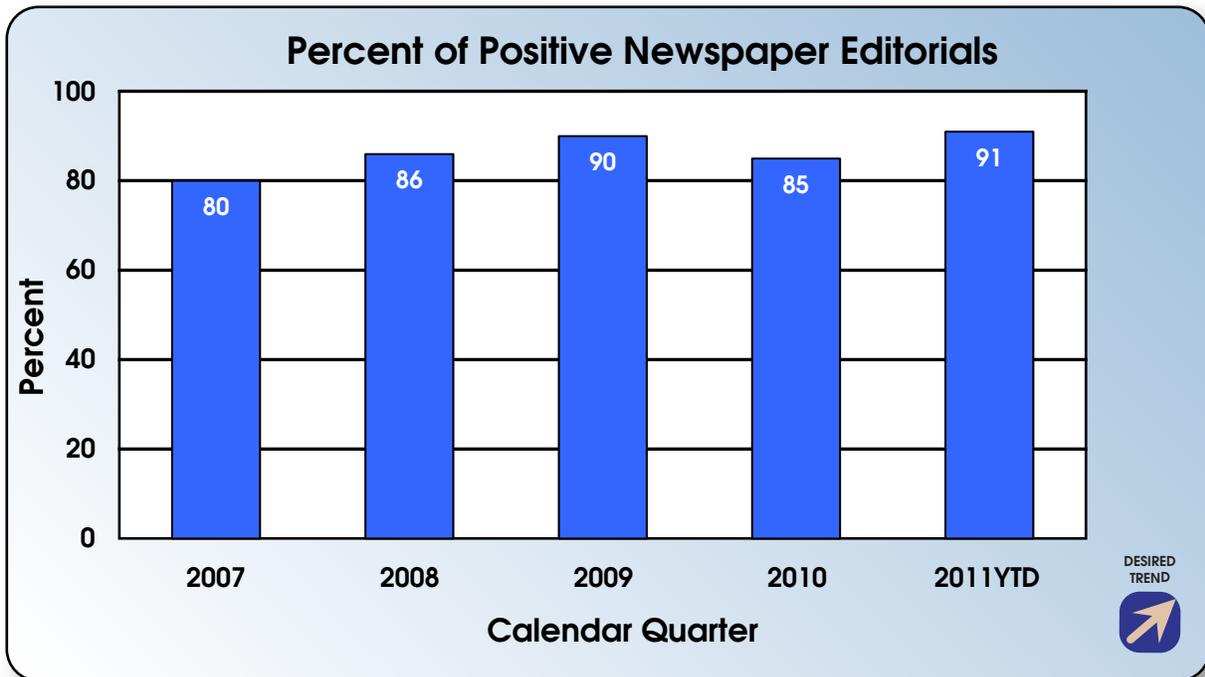
Using a newspaper clips database, MoDOT staff reviews statewide newspaper editorials and determines whether they're positive or negative toward MoDOT and/or the issues it advocates. Only editorials written by newspaper staff are included; guest editorials and letters to the editor are not. Results are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

### Improvement Status:

There were 23 editorials regarding MoDOT or state transportation issues in the first quarter of 2011. Of those editorials, 91 percent (21) were positive.

Positive editorials included aggressive action to stop texting and driving, how red-light cameras should be used across Missouri, and praise for how MoDOT handled the blizzard in early February.

There were two negative editorials that included MoDOT. Lake News Online feels MoDOT has fallen behind in maintenance and improvements in their area and believe the Soap Creek bridge project is just another patchwork fix. The Hannibal Courier Post questioned another delay for the upgrade where U.S. 61 meets up with West Ely Road and Pleasant Street.



## Percent of positive news reports-17f

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jorma Duran, Community Relations Coordinator

### Purpose of the Measure:

This measure tracks media coverage MoDOT is receiving from local, state, regional and national outlets.

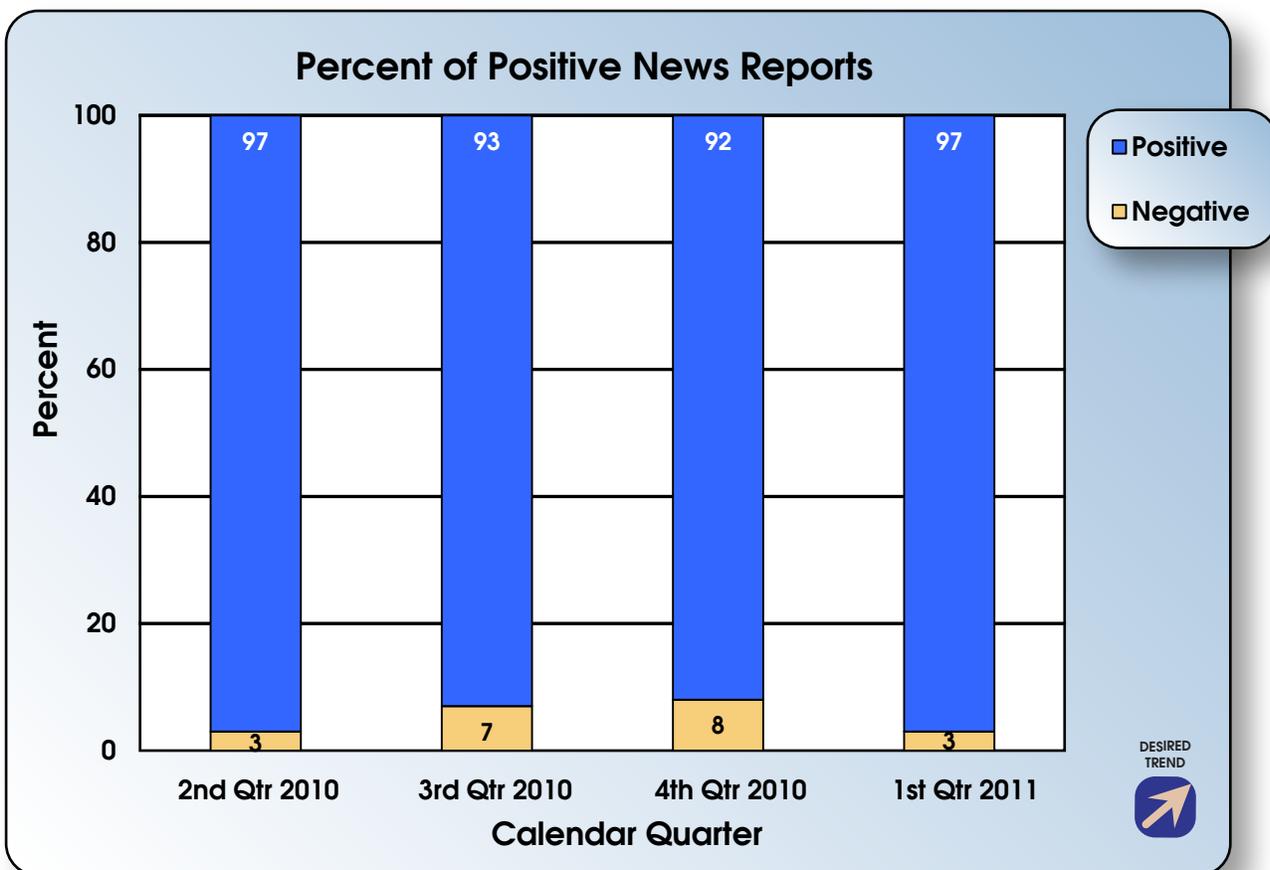
### Measurement and Data Collection:

News articles about MoDOT projects, innovations or leadership are gathered, organized and reported on a quarterly basis. Media coverage includes stories generated directly and indirectly from our communications efforts. Community Relations maintains clipping files resulting from those articles and stories. Every article or story that includes MoDOT is then given a positive or negative classification.

### Improvement Status:

In the first quarter of 2011, there were a total of 3,049 news reports involving MoDOT captured through our clips database. 2,964 of the news reports were positive and 85 were negative. 97.2 percent of media coverage during the first quarter of 2011 was positive.

The stories that contributed to the majority of the negative press included: The Soap Creek bridge project in the Lake of the Ozarks area, emergency repairs to highway 109 in Wildwood, and lack of rural area snow plowing.



## Number of visits to MoDOT's website-17g

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Matt Hiebert, Community Relations Coordinator

### Purpose of the Measure:

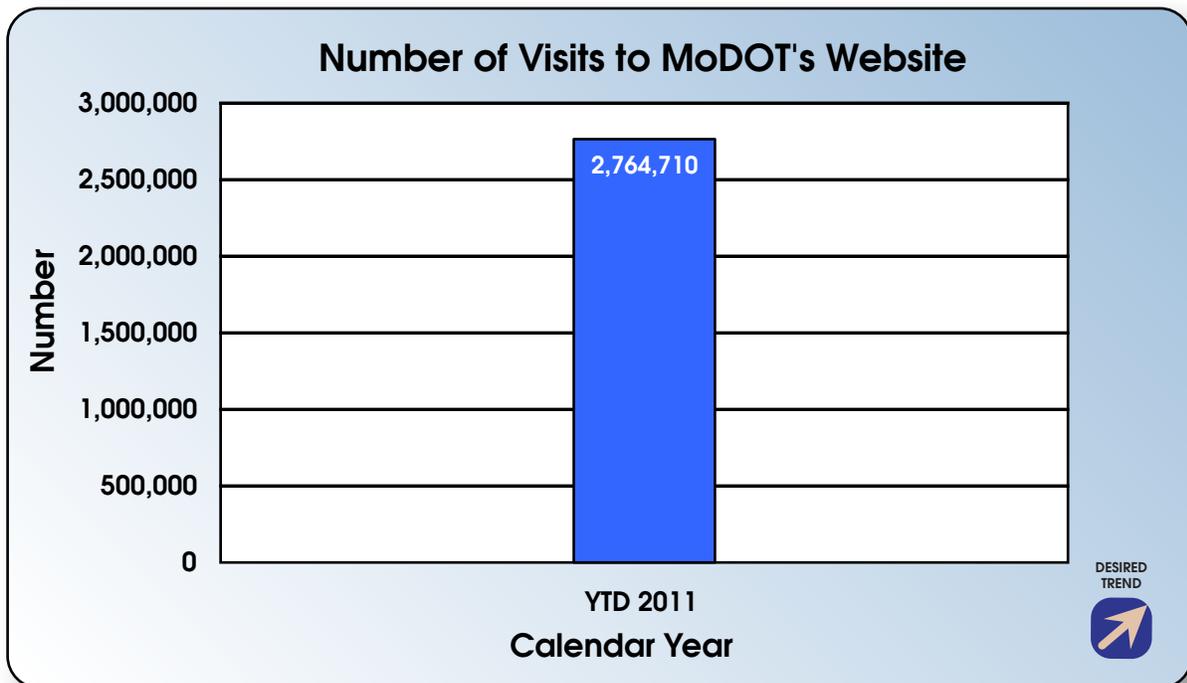
This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

### Improvement Status:

Google Analytics has replaced WebTrends for tracking MoDOT's Web site, and we have started tracking "visits" rather than "visitors" in an effort to reflect best practices found among other government agencies and private industry.

### Measurement and Data Collection:

Data is gathered using Google Analytic which measures site activity and produces reports in graphic and tabular formats.



## Number of customers engaged through social media-17h

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Laura Holloway, Community Relations Coordinator

### Purpose of the Measure:

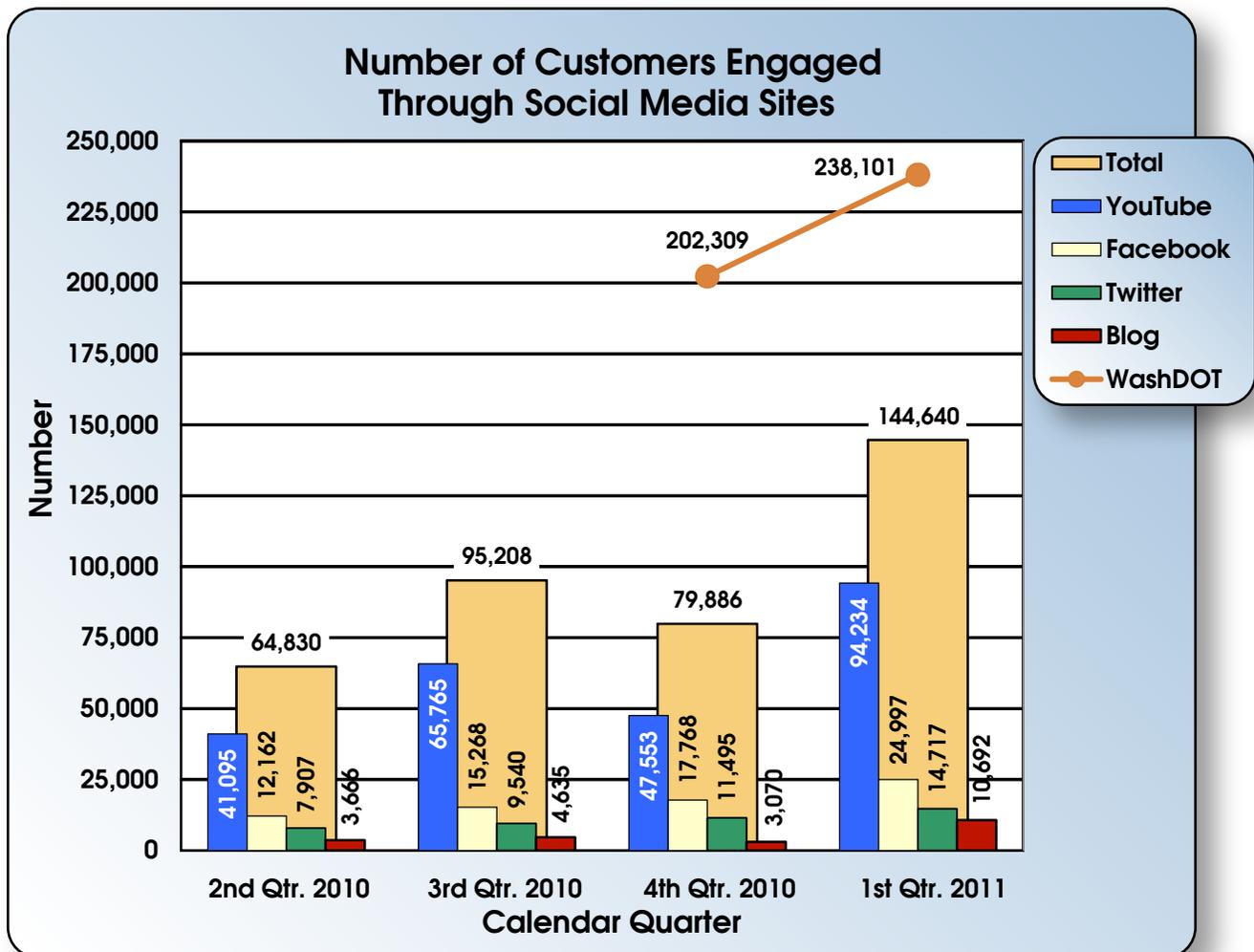
This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

### Improvement Status:

There were 144,640 customers engaged during the first quarter of 2011 through MoDOT's social media sites across the state. During the fourth quarter, a new Facebook page was added for Barrel Bob.

### 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.



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