



Metro Edition

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## ST. LOUIS POST-DISPATCH

### Buckling down on buckling up

**WELL-GAINED MOMENTUM** • Police chief says momentum slowly  
building as wearing a seat belt. A hearing is scheduled for today.

**SAVING LIVES** • Suspect's car is still on road.  
It's still unclear if year. State police report on Monday  
and will be held a federal meeting.

#### TOP NEWS

##### NORTH KOREAN ARMS DEAL?

U.S. diplomat says he has had  
the other side has reached  
agreement under  
which they would end  
nuclear program.

#### LOCAL NEWS

##### CONGO CRIME?

Officials say the  
Mongolian government  
has been investigating  
the situation in the  
city of these events.

### A 31st 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-17a

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Specialist

### Purpose of the Measure:

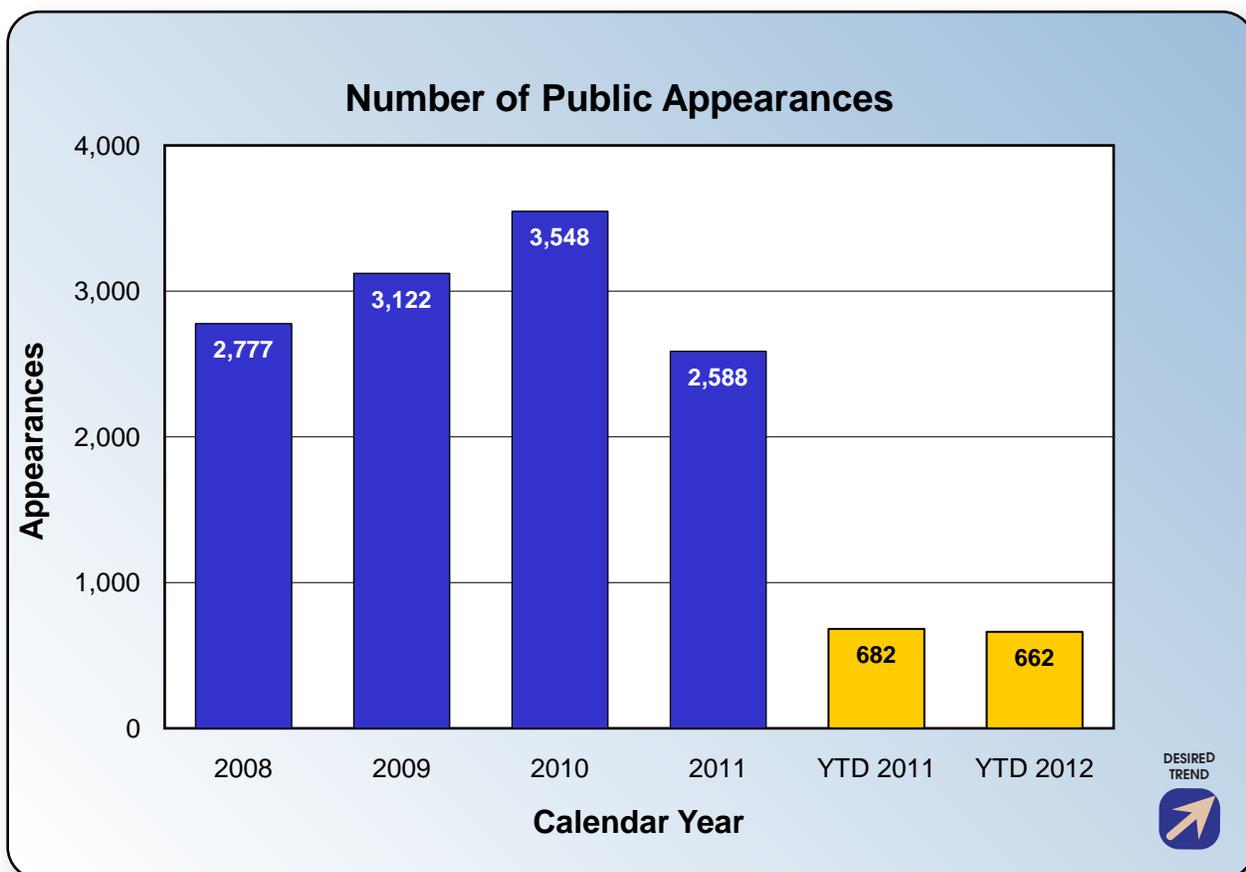
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs 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 662 public appearances for the first quarter of 2012. That number is down just slightly from the 682 appearances reported during the same period in 2011. It is however a fairly significant increase from the 508 and 554 appearances reported in the previous two quarters - the 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2011. This increasing trend shows a greater emphasis on outreach efforts.



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

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Outreach Coordinator

**Purpose of the Measure:**

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

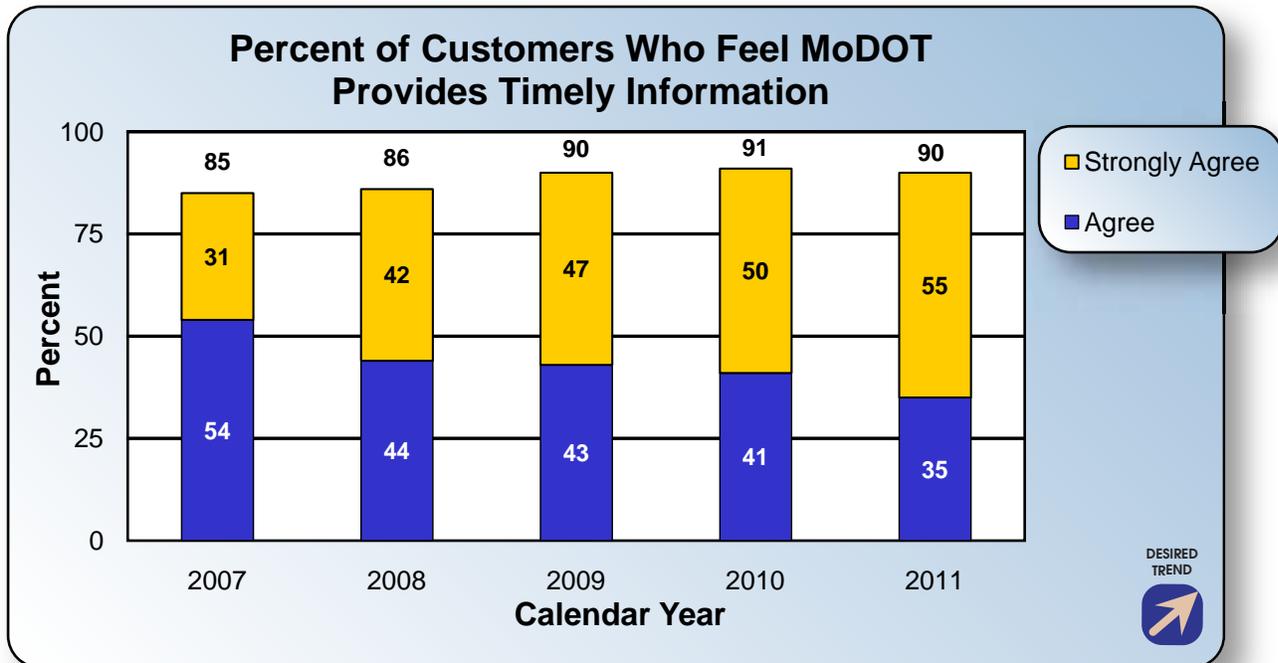
**Measurement and Data Collection:**

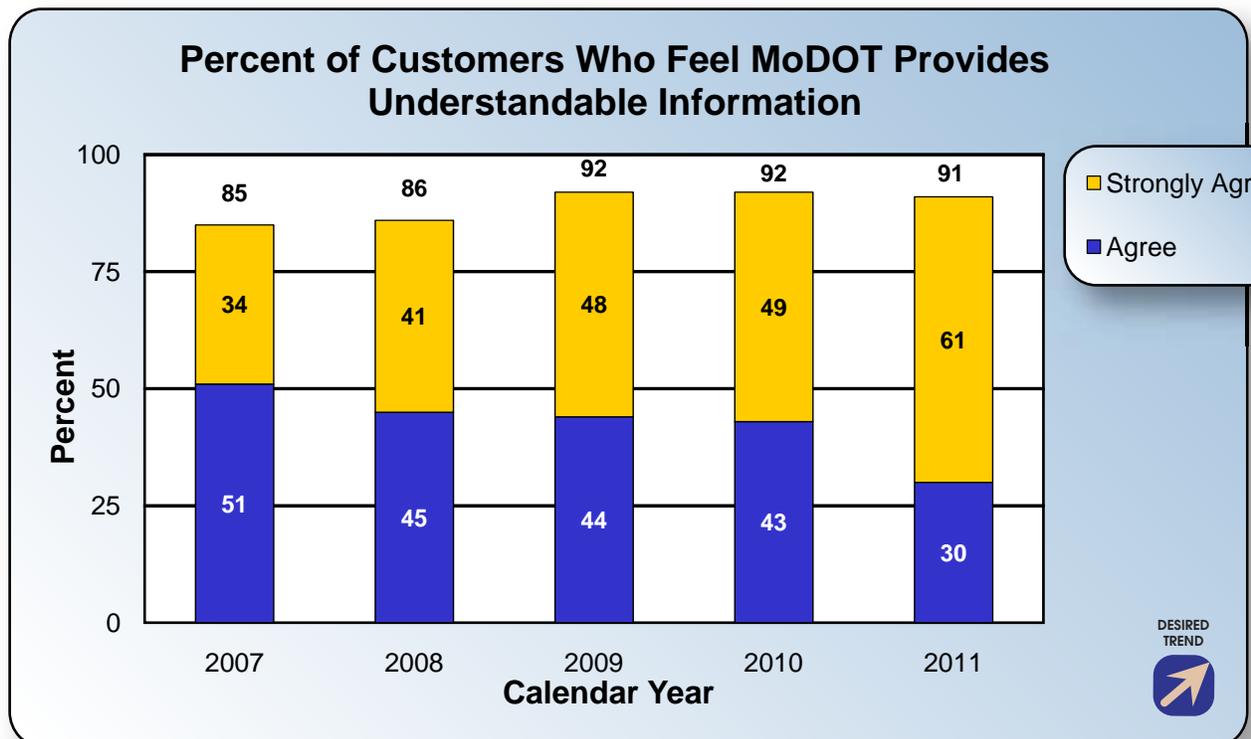
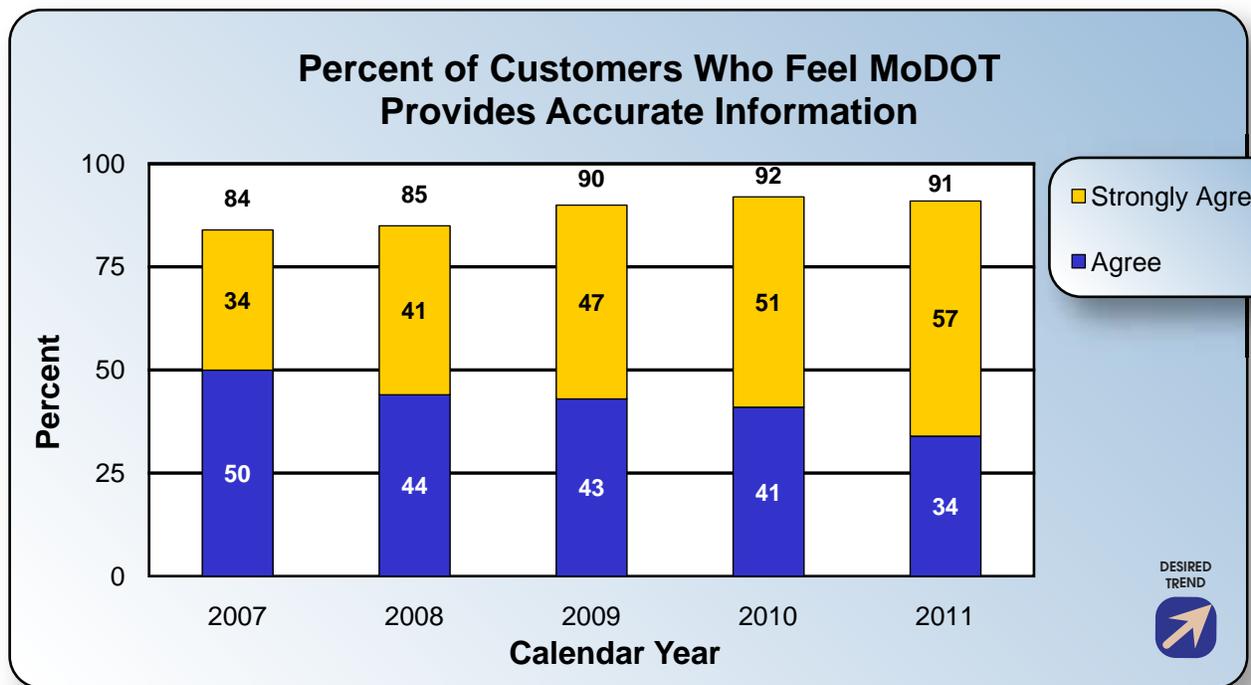
This is an annual measure, updated in July. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed 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. A total of 90 percent of Missourians agree MoDOT provides timely information, while 91 percent feel the department provides accurate and understandable information. These figures are all one percentage point lower than last year’s findings. However, the number of people who strongly agree MoDOT does a good job of conveying timely, accurate and understandable information rose in all three areas, with more than half of all respondents saying they strongly agree. MoDOT’s continuing 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 public meetings and media and personal contacts. It is likely that communications efforts during recent emergency response efforts helped contribute to the positive feedback.





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

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

### Purpose of the Measure:

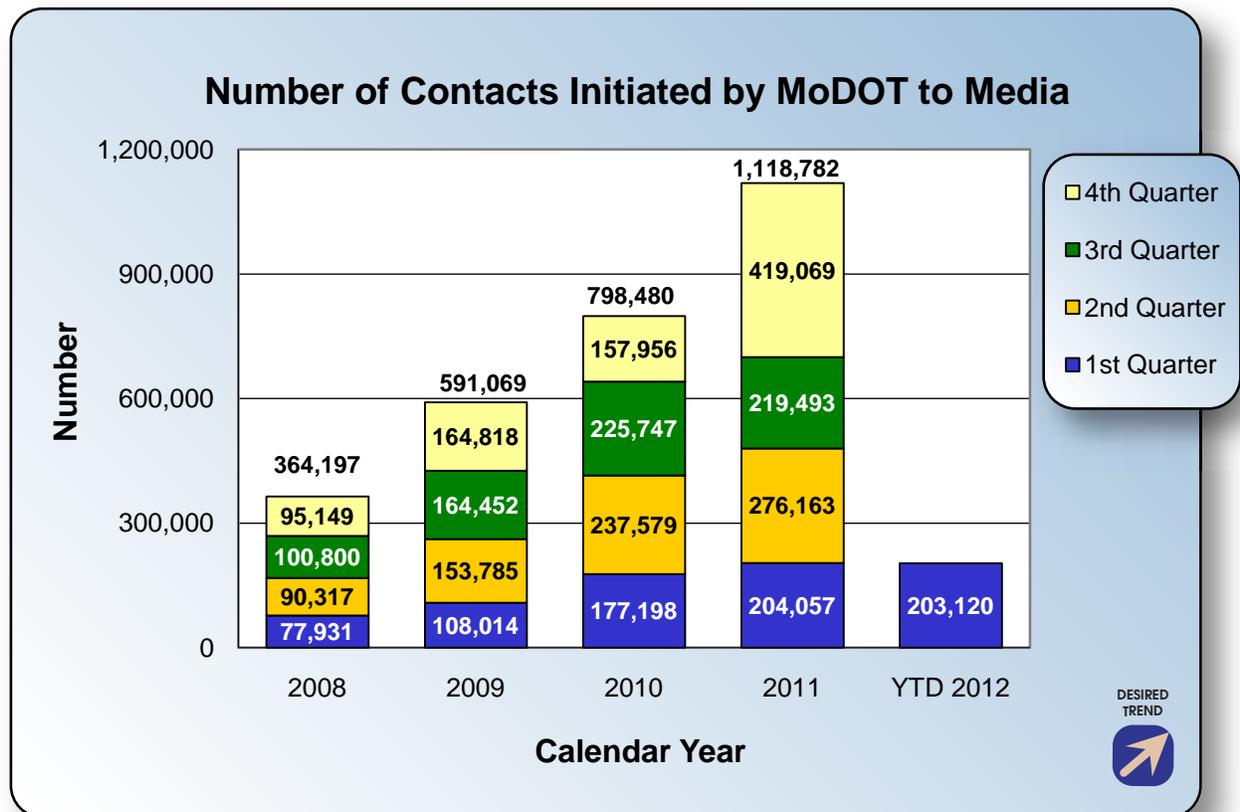
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

### Measurement and Data Collection:

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

### Improvement Status:

There were 203,120 media contacts made in the first quarter of 2012, just slightly less than the 204,057 contacts that were made in the first quarter of 2011. While the mild winter resulted in far less weather-related news coverage, the department continued to be aggressive in using both traditional and social media to provide information about important transportation issues.



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

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

**Purpose of the Measure:**

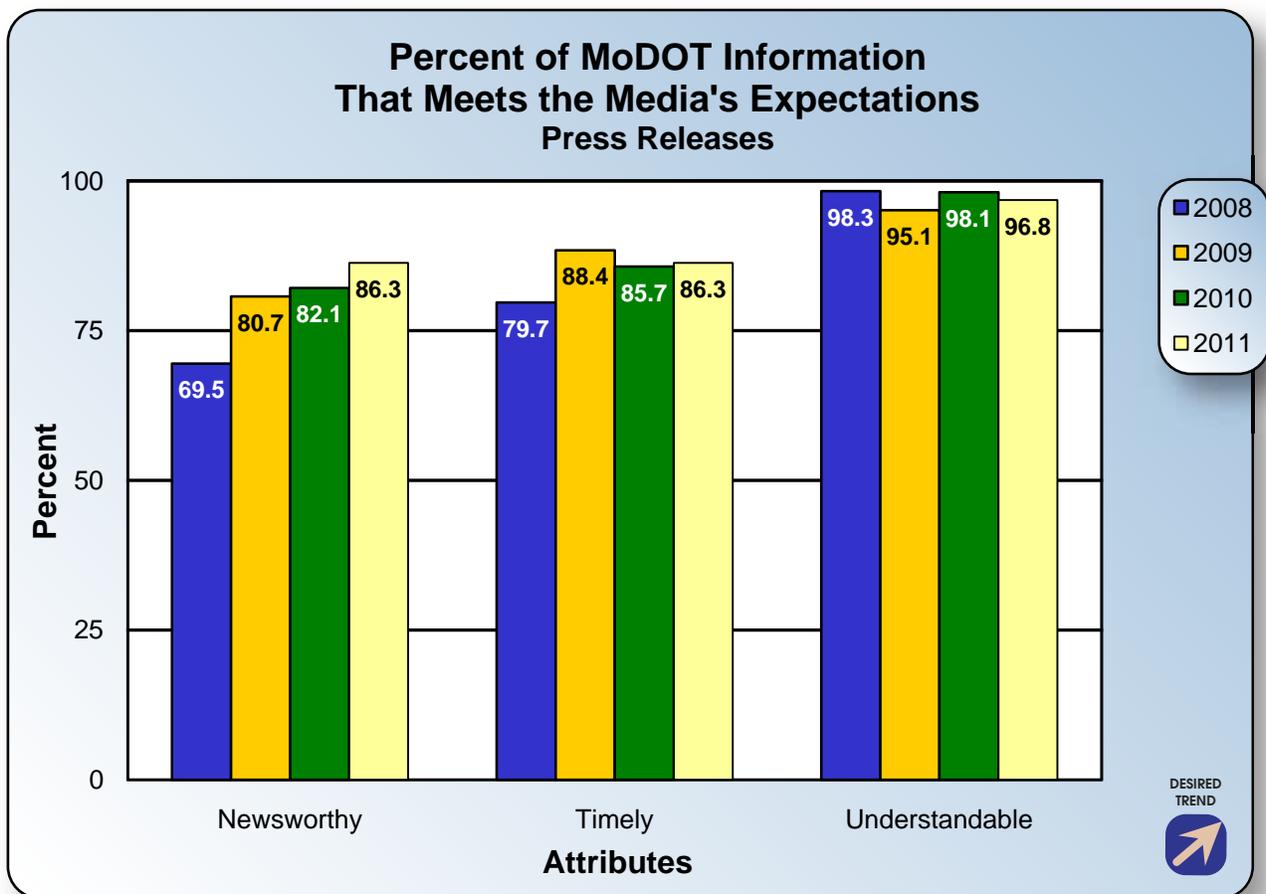
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**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:**

In 2011, 95 media outlets participated in the survey. Media satisfaction increased with MoDOT's newsworthiness and timeliness, with a minimal decrease in understandability when compared to 2010. Overall, results show MoDOT provides appropriate information and meets media expectations.



## Percent of positive newspaper editorials-17e

**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, and by extension the public.

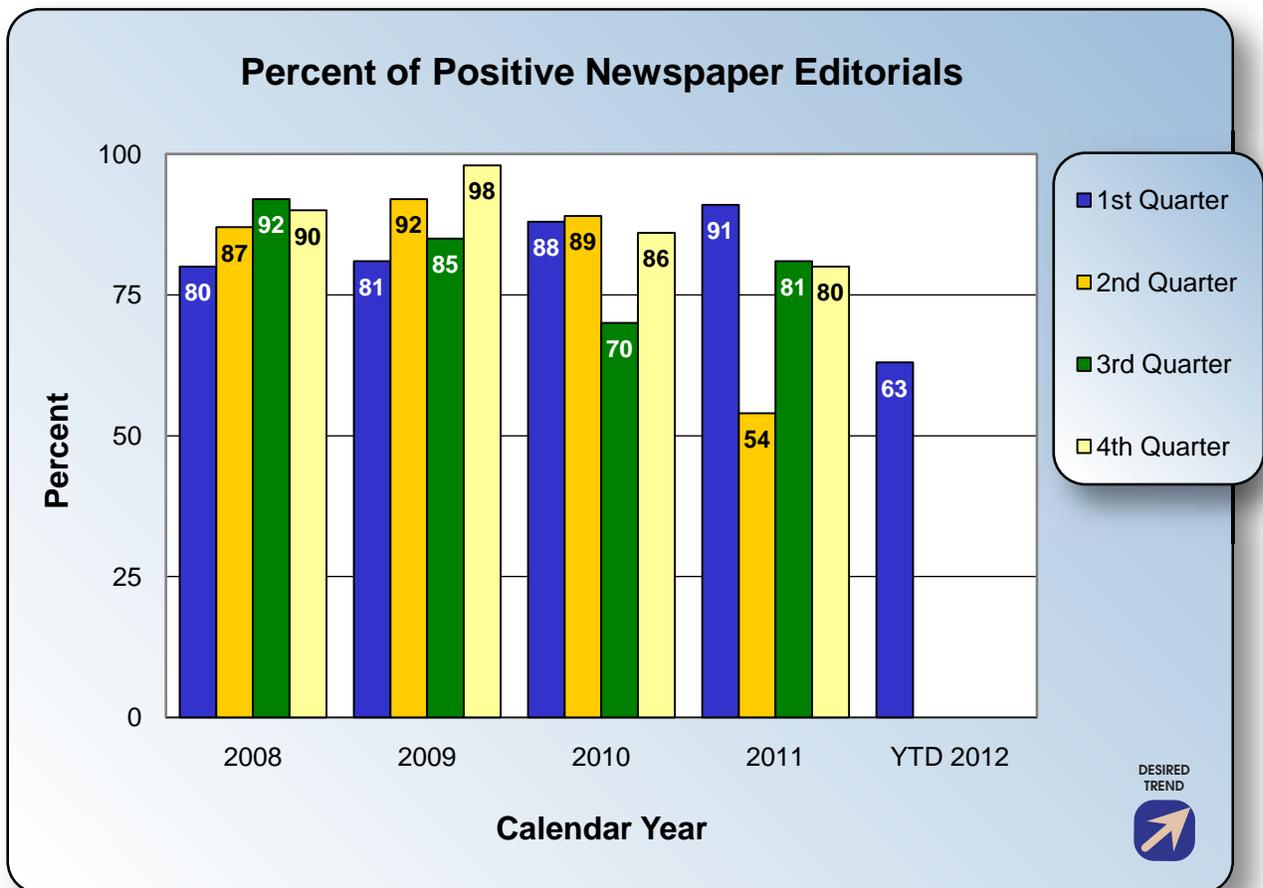
**Measurement and Data Collection:**

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 24 editorials regarding MoDOT or state transportation issues in the first quarter of 2012. Of those editorials, 63 percent (15) were positive.

The statewide discussion about rebuilding Interstate 70 using tolls generated the most negative – and the most positive – editorials during the period. Other negative editorials dealt with the Bolder Five-Year Direction and the snow/ice response in the St. Louis area.



## Percent of positive news reports-17f

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

### Purpose of the Measure:

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

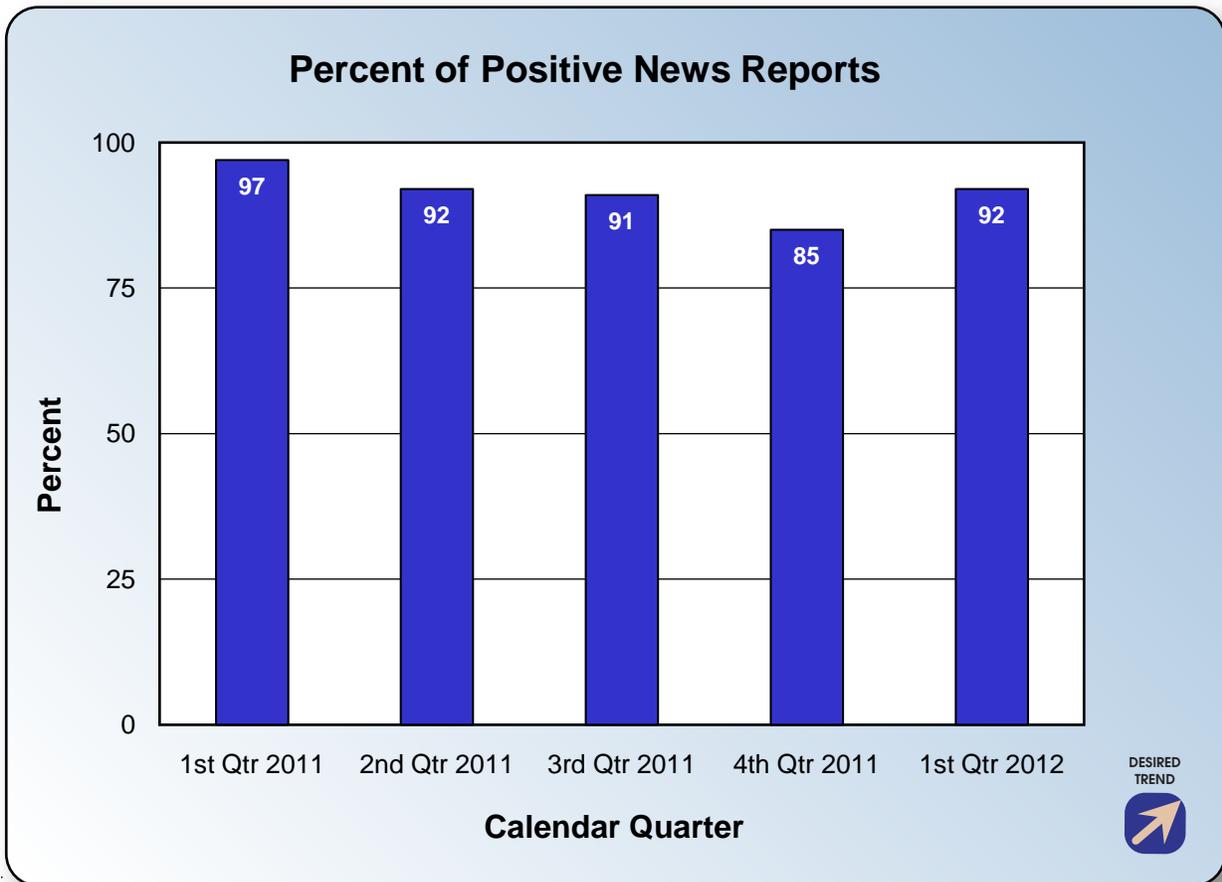
maintains clipping files resulting from those articles and stories. Every article or story that includes MoDOT is then given a positive or negative classification.

### 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. Customer Relations

### Improvement Status:

In the first quarter of 2012, 92 percent of the media coverage involving MoDOT was positive. Of the 2,230 news reports involving MoDOT, 2,161 were positive and 69 were negative.



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

**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. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

**Improvement Status:**

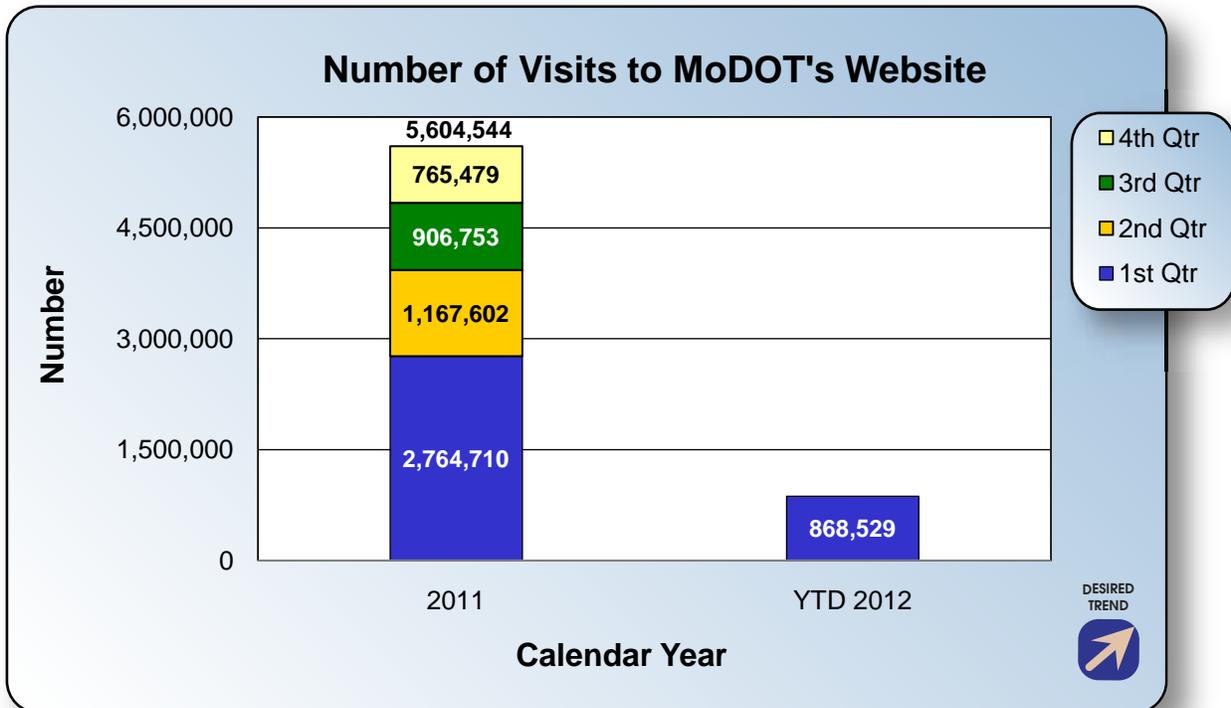
Although the site experienced a slight increase over last quarter, traffic is less than one-third of last year's record numbers. This was an expected variation based on the mild winter Missouri had.

**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 are:

- Traveler Information Map - 76,929
- Jobs - 35,132
- Facebook hub page - 33,360
- Surplus Auctions - 33,083
- Bid openings - 30,624



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

**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.

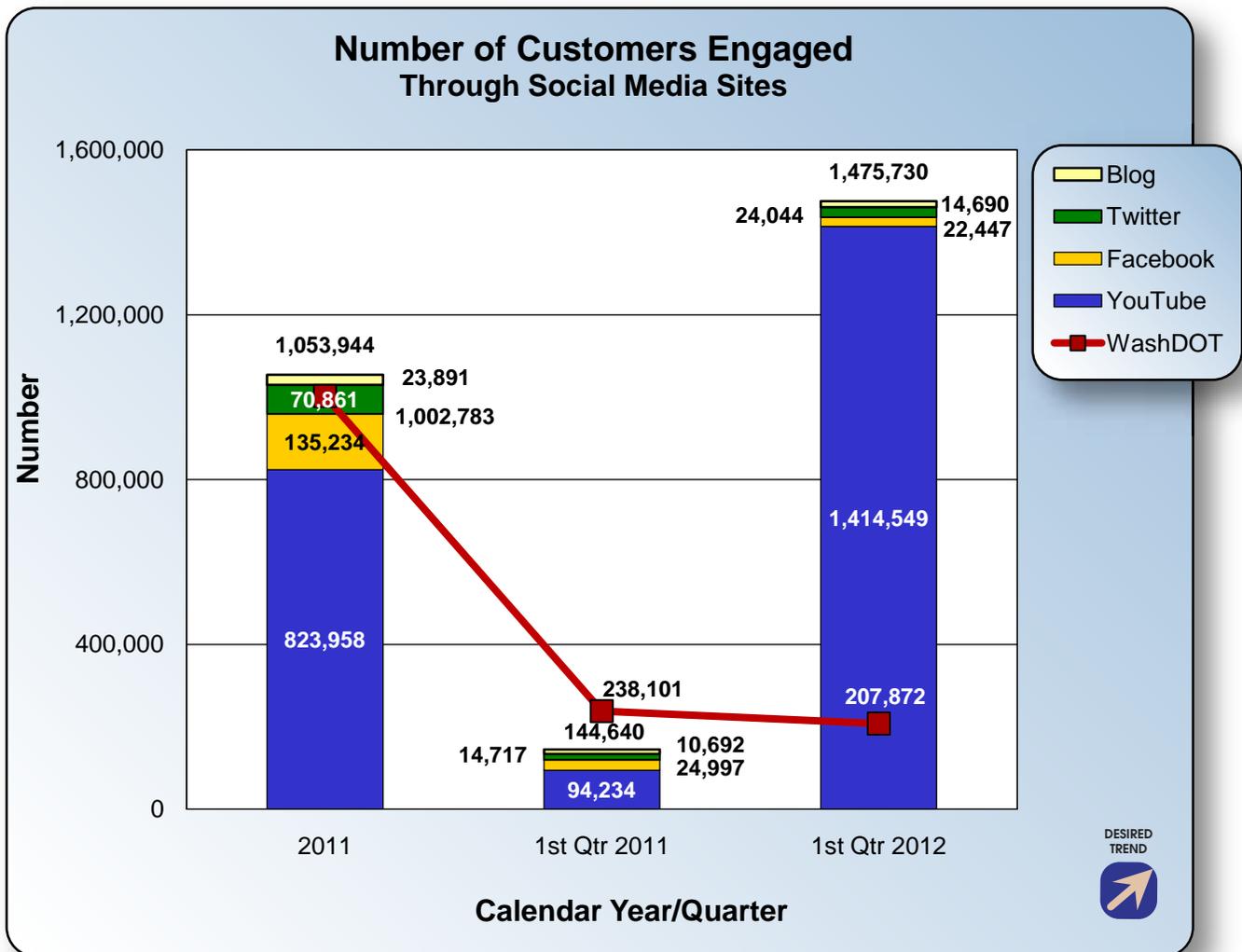
**Measurement and Data Collection:**

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.

**Improvement Status:**

There were 1,475,730 customers engaged during the first quarter of 2012 through MoDOT’s social media sites across the state. The largest number was from YouTube with 1,414,529.

Although other social media avenues have shown only slight increase and even decreased in some cases, this number surpasses even last quarter’s record-breaking numbers.



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