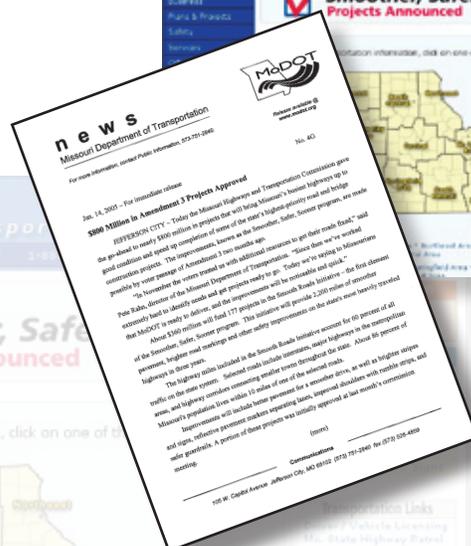


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*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.



## 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:**

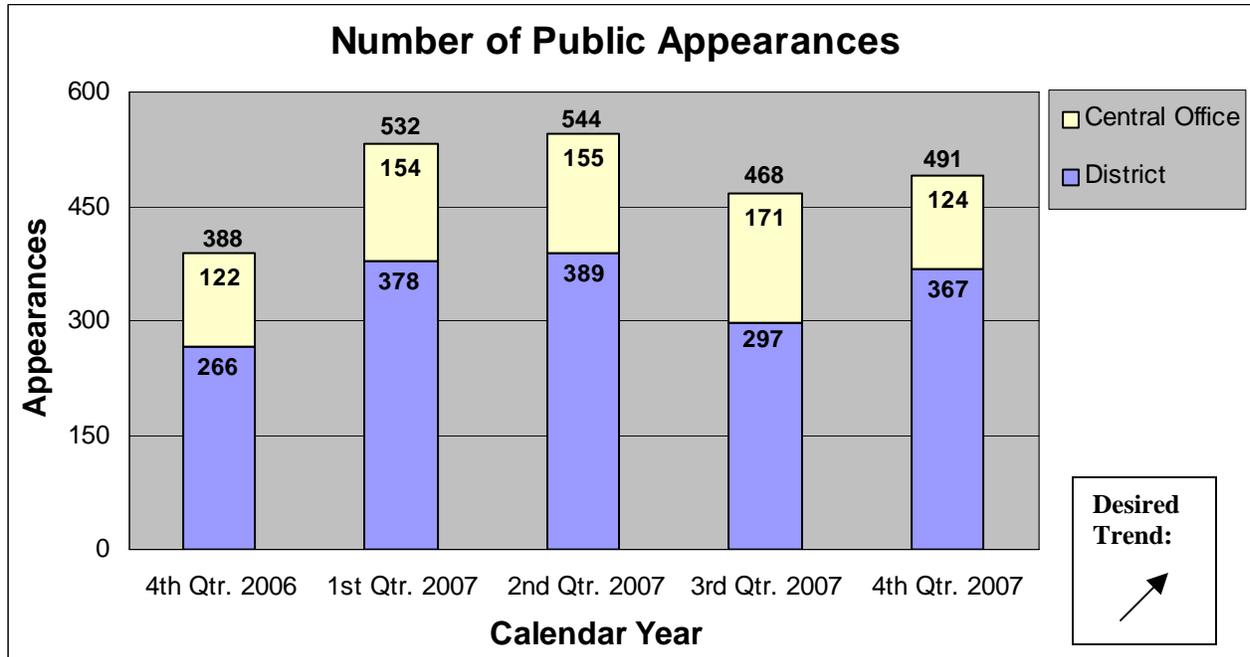
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs 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 491 public appearances during the fourth quarter of 2007, a slight increase from last quarter and a 27 percent increase over the same quarter last year. MoDOT staff reached more than 99,000 people through these public appearances. MoDOT's presence at a University of Missouri football game had a big impact on the number of people reached during this quarter. Outreach activities associated with kcICON and The New I-64, along with student presentations and transportation-related conferences, helped keep the public appearance number strong. Three districts doubled or almost doubled their public appearance numbers from last quarter.



## 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:**

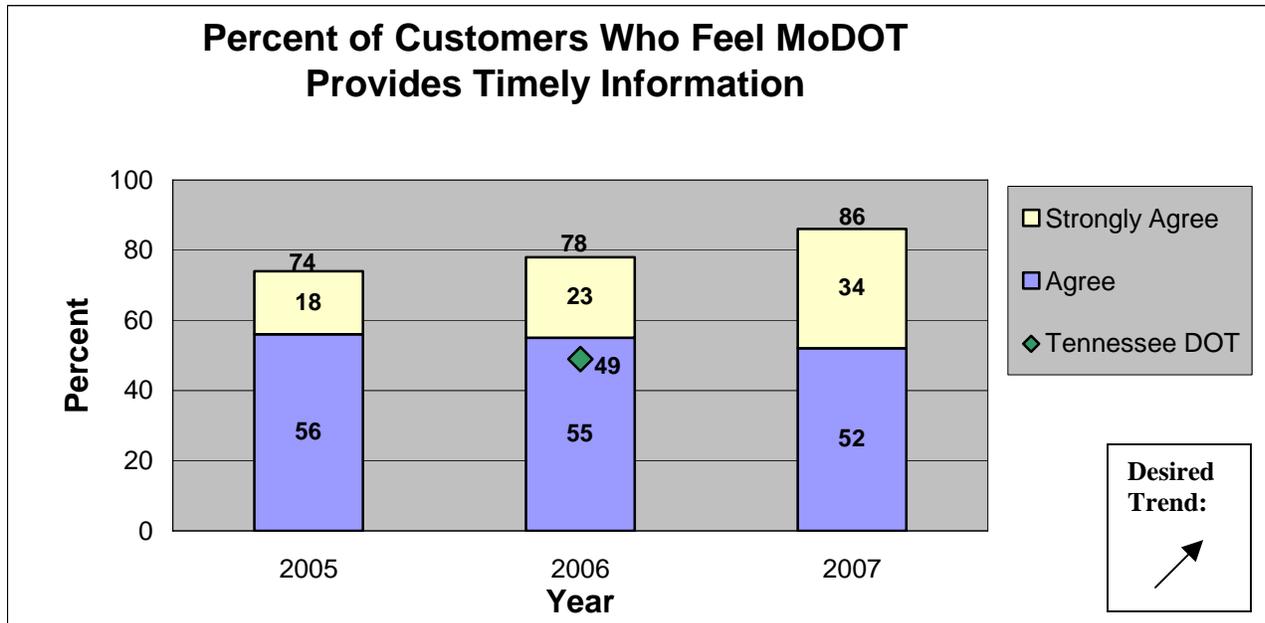
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

**Measurement and Data Collection:**

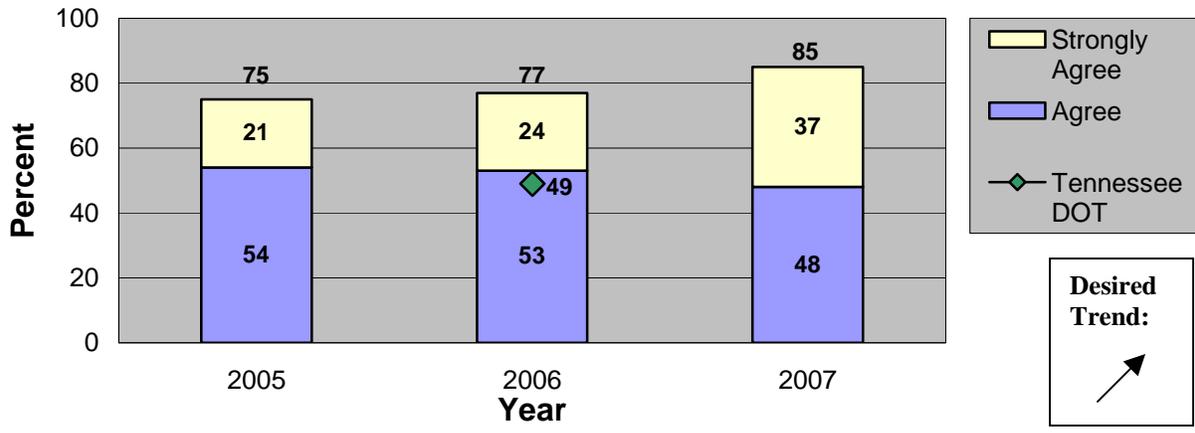
This is an annual measure. Data is collected from interviews with over 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 that 49 percent of residents surveyed said they were satisfied or very satisfied with the agency's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

**Improvement Status:**

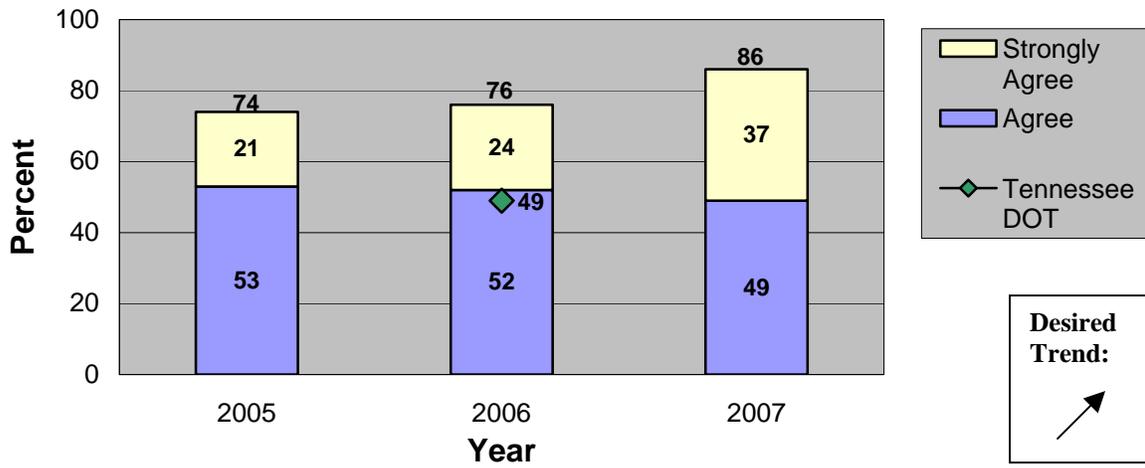
MoDOT saw a strong increase in the number of people who feel the agency provides timely, accurate and understandable information. The overall increase in the percentage of those who strongly agree was even greater: 12 percent. MoDOT's efforts to be a more transparent agency and the Department's stepped up outreach activities have likely contributed to the positive increase in these numbers. Communicating information about major initiatives, including the early completion of SRI; the Better Roads, Brighter Future program; the Safe & Sound Bridge Improvement Plan and the New I-64 also likely had a positive impact.



### 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:**

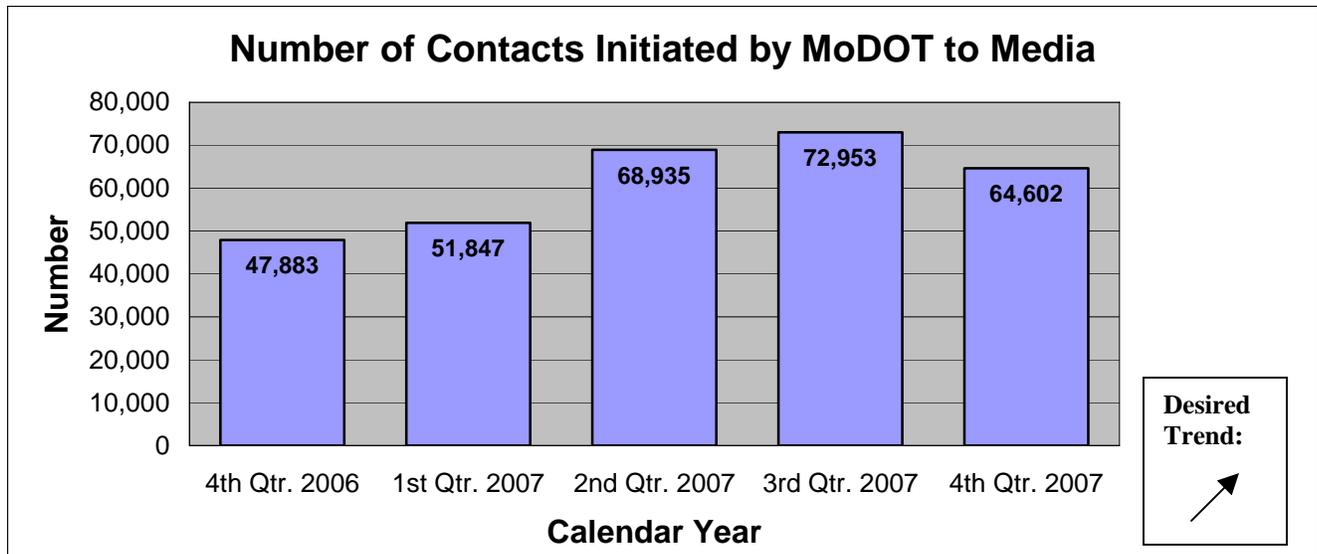
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**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 dropped this quarter, which is typical for the winter months with fewer active construction projects. However, contacts are up 35 percent over this time last year. Continued development of new media contacts helps grow MoDOT’s outreach, as well as more frequent project updates. Some winter weather also required additional media contacts.



## 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:**

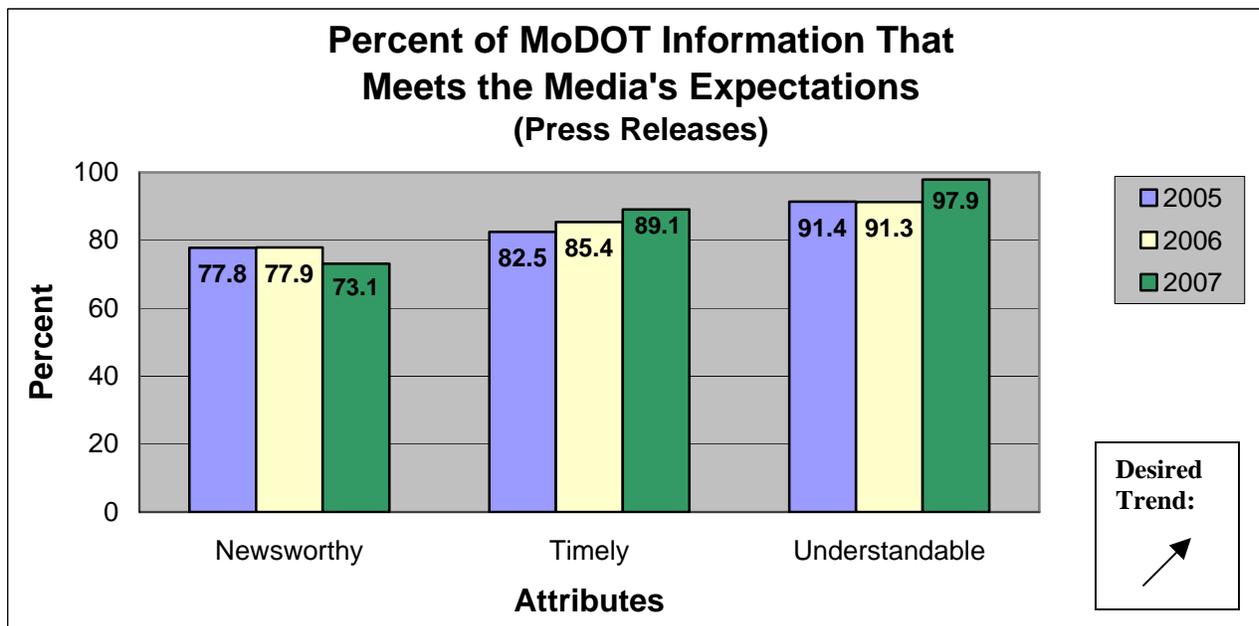
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

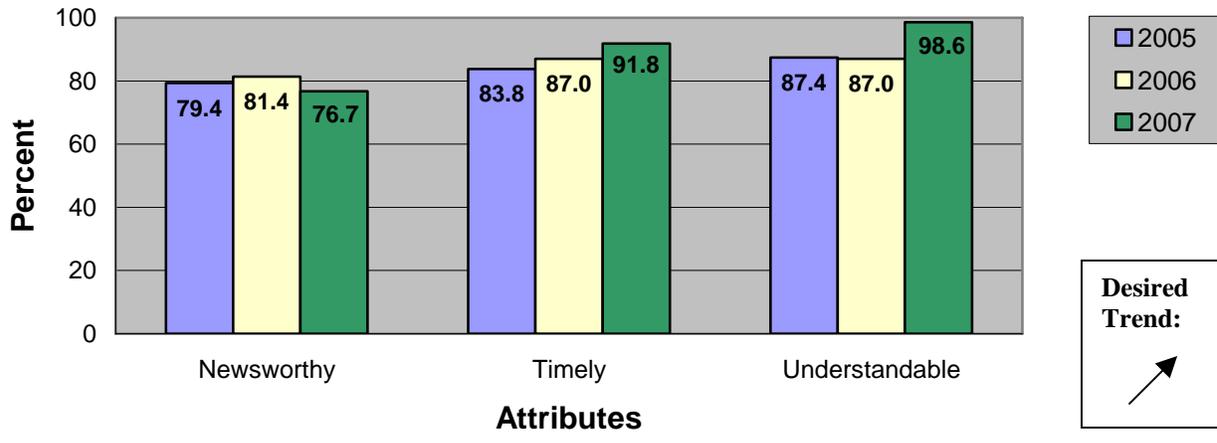
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

**Improvement Status:**

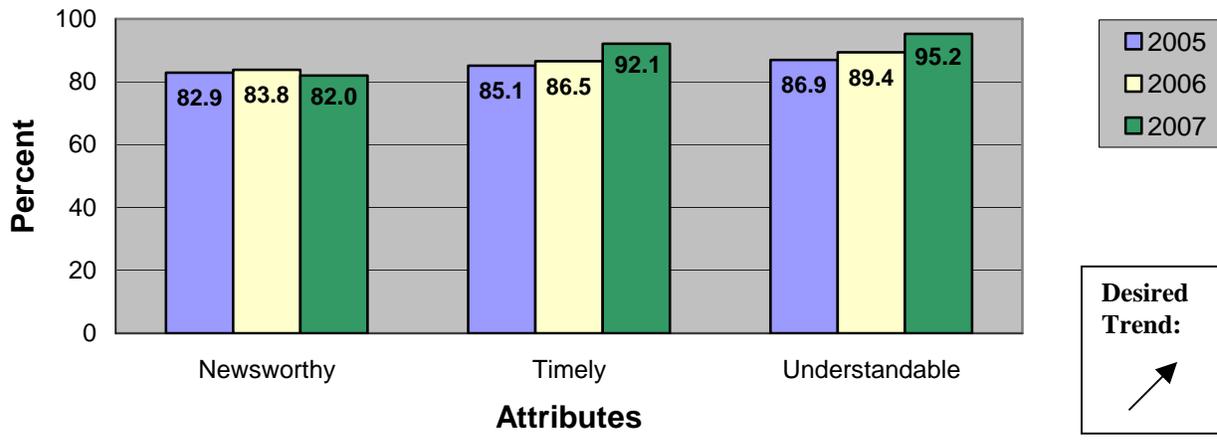
No new information for this annual measure. The 2008 annual survey is scheduled for July. Ninety-four media participated in our 2007 survey. Generally, newsworthiness declined while timeliness and understanding grew. Newsworthiness remains relatively high while media contacts have grown more than 50 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:**

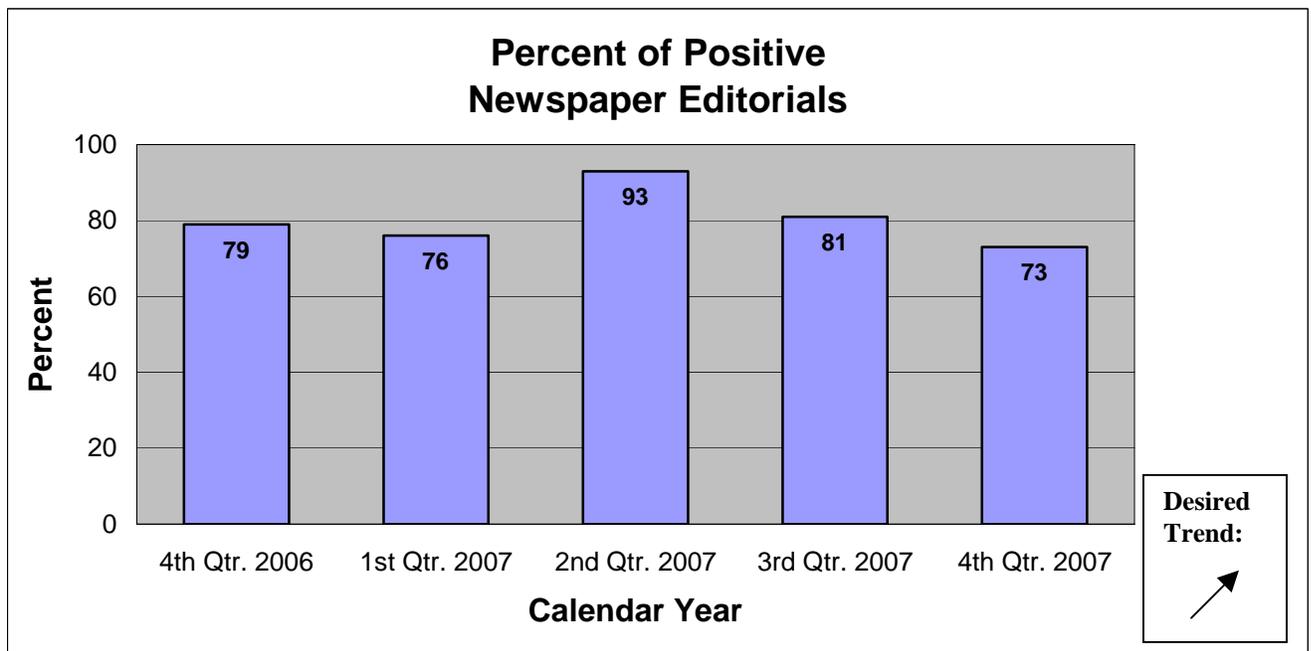
This measure tracks how MoDOT is perceived by the media, and by extension the public.

**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:**

State transportation was the topic of 22 editorials this quarter, 16 of which were positive. Transportation funding was featured in six editorials, all of them positive in supporting the need for additional resources. The I-64 project in St. Louis received three negative editorials late in the quarter, as the closure was imminent. Other editorials were isolated on various local issues.



## 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:**

Excluding the 28,805 repeat visitors for Gateway Guide, December numbers doubled the previous record for repeat visitors hitting 120,683 for the main site. A large e-mail campaign promoting Express Lane brought a measurable spike of newcomers in October, but the largest gains were seen in December for two notable reasons. The first was that the web address, [www.modot.com](http://www.modot.com), was acquired from an Italian firm, bringing in around 4,700 new overall visitors to the site. The second, and most substantial, reason was that winter weather drove 120,000 repeat visitors to the main site and around 60,000 repeats to the new Traveler Information Map, which was heavily promoted at the first indication of bad weather.

