

## ACCOMMODATING ROADSIDES

*Tangible Result Driver – Don Hillis, Director of System Management*

Many Missouri motorists depend on roadside parks, rest areas and commuter parking lots during their travels for the opportunity to rest and refresh themselves in a safe environment. Providing safe, clean and convenient roadside accommodations allows motorists to travel more safely and comfortably.



### Percent of customers satisfied with rest areas' convenience, cleanliness and safety- 14a

**Result Driver:** Don Hillis, Director of System Management

**Measurement Driver:** Jim Carney, State Maintenance Engineer

#### Purpose of the Measure:

This measure helps MoDOT understand customer expectations concerning the convenience, cleanliness and safety of its rest areas. This information will provide insight to rest area location, lighting and security as well as the overall cleanliness expectations.

#### Measurement and Data Collection:

MoDOT measures this attribute with both internal and external data collection. MoDOT receives information from a survey card offered at all rest areas. The survey card asks a variety of questions with three of the questions specifically asking if the rest area is convenient, clean and safe. This provides direct input from our customers and is considered the external source. All comments from the cards are sent to the districts and sheltered workshop contractor to ensure concerns are addressed in a timely manner.

To ensure customer satisfaction, all rest areas are inspected using an attribute list developed and based on an industry-wide literature review. The attribute list includes characteristics rest-area users identified as what they consider convenient, clean and safe. MoDOT maintenance employees inspect all rest areas and the work of the sheltered workshop contractor at least two times per month using this list and are considered the internal source.

MoDOT works with Extended Employment Sheltered Workshops to provide the cleaning at all 17 rest areas in the system. The sheltered workshop employees provide this service 365 days a year, many from early morning (6 a.m.) to late in the evening (10 p.m.). This measure is updated quarterly.

#### Improvement Status:

The rest area survey cards were first made available in May 2005. A total of 15,111 were returned in fiscal year 2010 compared to 6,835 cards in fiscal year 2009, and 9,774 in fiscal year 2008. We

received 2,883 surveys this quarter with Joplin, Eagleville and Conway providing the majority of cards.

Second Quarter fiscal year 2010

– 3,188 surveys received

Third Quarter fiscal year 2010

– 1,950 surveys received

Fourth Quarter fiscal year 2010

– 3,135 surveys received

First Quarter fiscal year 2011

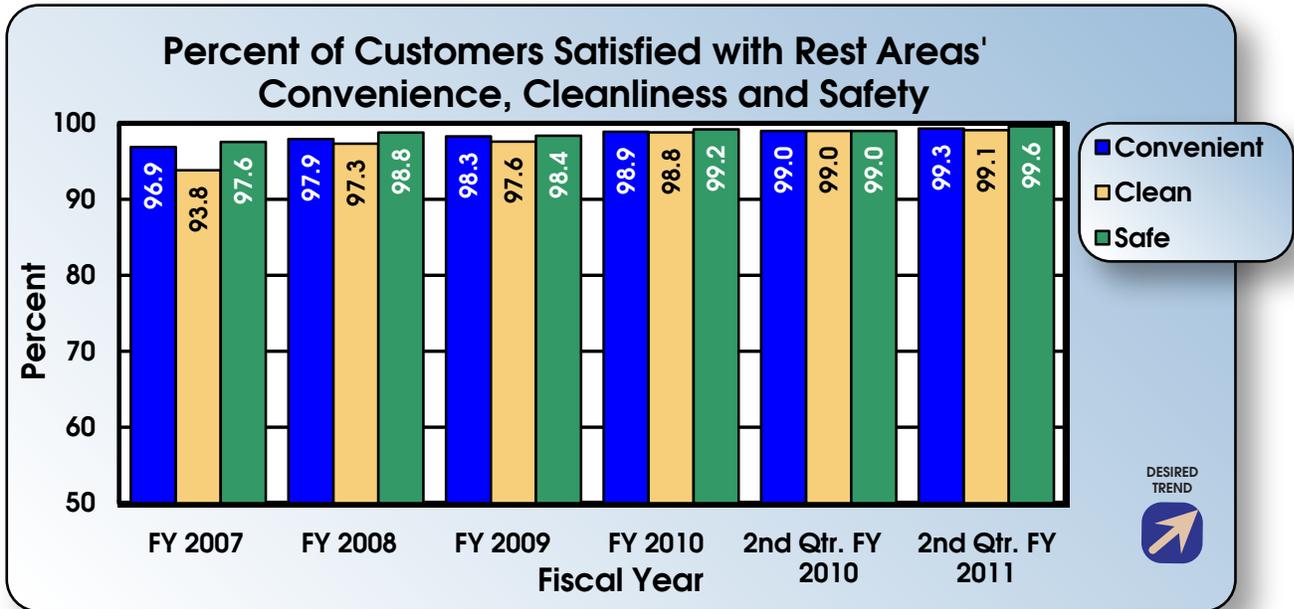
– 3,539 surveys received

Second Quarter fiscal year 2011

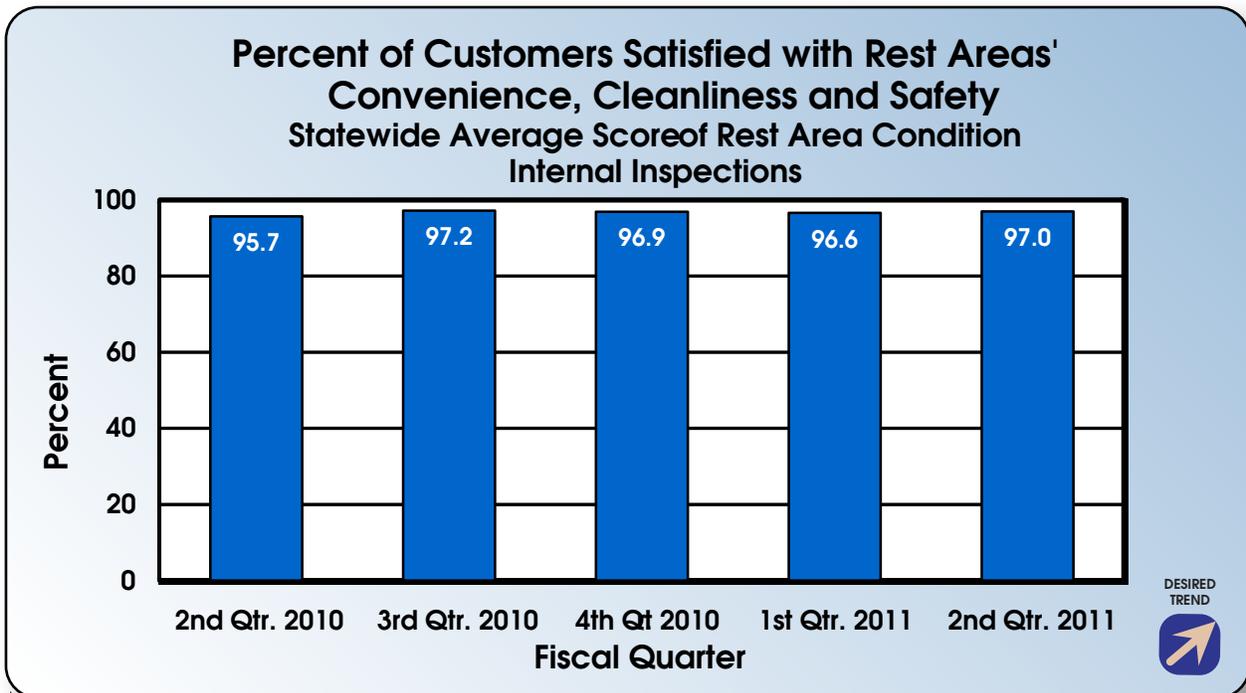
– 2,883 surveys received

Customer satisfaction for the three attributes is nearly the same in all of the factors when compared to the same quarter one year earlier. All three attributes are at or near the 99 percent level for the fourth consecutive quarter. The number of rest areas total 17 statewide. MoDOT implements actions to improve the cleanliness at rest areas with lower satisfaction ratings by direct contact with the responsible contractor and district personnel. Cards have been returned from 49 states, Canada, Ireland, the United Kingdom, Switzerland, Mongolia, China and Spain.

MoDOT is doing extremely well at meeting the customers' expectations for convenient, clean and safe facilities; largely in part to these inspections conducted a minimum of two times per month. The inspection scores increased slightly from 96.6 percent to 97.0 percent for the second quarter of fiscal year 2011. The rest area sites with significant number of unacceptable comments are contacted immediately upon receipt of the survey card. MoDOT takes care of maintenance concerns in a timely manner to keep the rest areas open for use.



Note: Rest area customer satisfaction benchmarks are limited. Florida's 2007 rest area customer survey results found: 80 percent said the rest areas were clean, 72 percent said there were enough rest areas and 84 percent said the rest areas were safe. New Mexico has a benchmark of 95 percent in their efforts to monitor rest area satisfaction and reached a level of 96 percent for FY08.



## Number of users of rest areas-14b

**Result Driver:** Don Hillis, Director of System Management

**Measurement Driver:** Stacy Armstrong, Roadside Management Supervisor

### Purpose of the Measure:

This measure tracks the number of vehicles visiting rest areas which is then used to estimate the number of visitors. This information helps MoDOT better understand the visitor use patterns at the rest areas, impacting staffing decisions. MoDOT estimates the rest areas have more than 20 million visitors each year when all sites are operational.

### Measurement and Data Collection:

Rest areas at Concordia, Wright City and Boonville on I-70, Eagleville and Lathrop on I-35, Dearborn and Rock Port on I-29, and St. Clair, Conway, and Joplin on I-44 have permanent counters providing data daily. Pavement sensors send data from a solar-powered wireless transfer station.

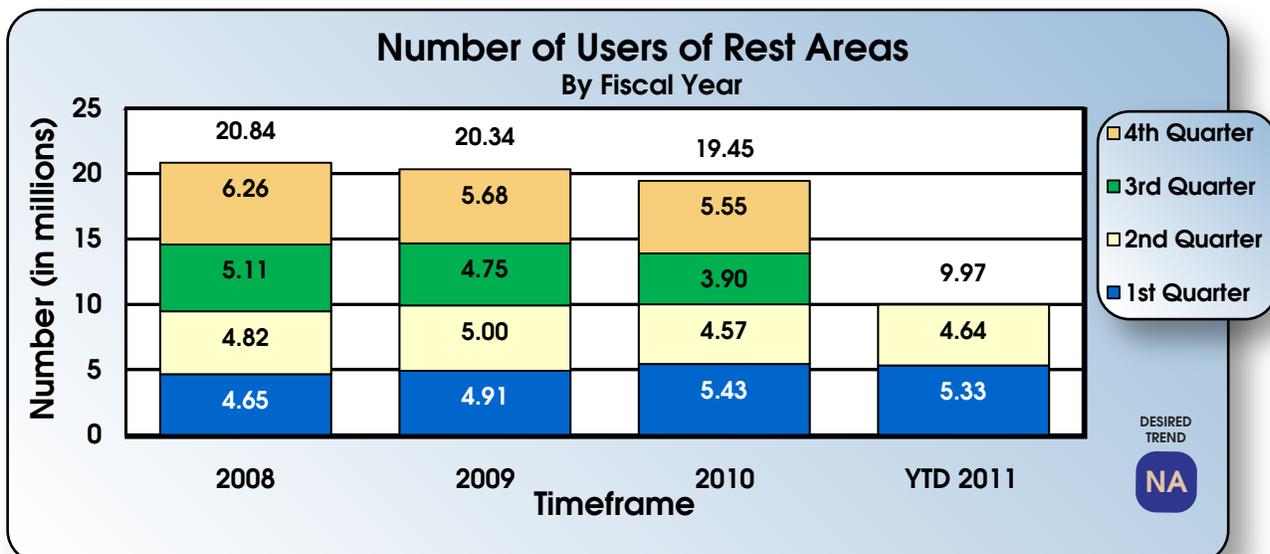
Permanent counters are transferring data from six different rest areas located throughout the state rest area system. Marston southbound is under new construction. This data is updated quarterly.

### Improvement Status:

There are 17 rest area sites operational this quarter. Some of the sites have only one building servicing one direction while others have two, serving both

directions. The 17 sites offer 28 rest room buildings or stopping opportunities. The number of users in the graph is the quarterly estimation for all 17 rest areas based on the data from the six sites with permanent counters. The quarterly estimation is determined by adding the grand totals for each of the six rest area sites, dividing by the 11 stopping opportunities at the six rest areas and multiplying by the total number of stopping opportunities (28) in the entire system. This gives the estimated number of vehicles entering the rest areas for the quarter.

The permanent counters were operational at six of the 17 rest areas this quarter. A total of 728,966 vehicles were counted at those rest area sites. It is estimated that 1,855,551 vehicles used Missouri rest areas this quarter. Using a conservative estimate of 2.5 passengers per vehicle, the rest areas had approximately 4,638,877 visitors for the quarter. Based on averages the last four quarters (January 1, 2010 – December 31, 2010), Missouri rest areas provided service to 19.4 million visitors. The first and fourth quarters of the fiscal year traditionally have the highest visitor count and Friday continues to be the busiest day of the week at the rest area.



## Number of truck customers that utilize rest areas-14c

**Result Driver:** Don Hillis, Director of System Management

**Measurement Driver:** Tim Jackson, Maintenance Liaison Engineer

### Purpose of the Measure:

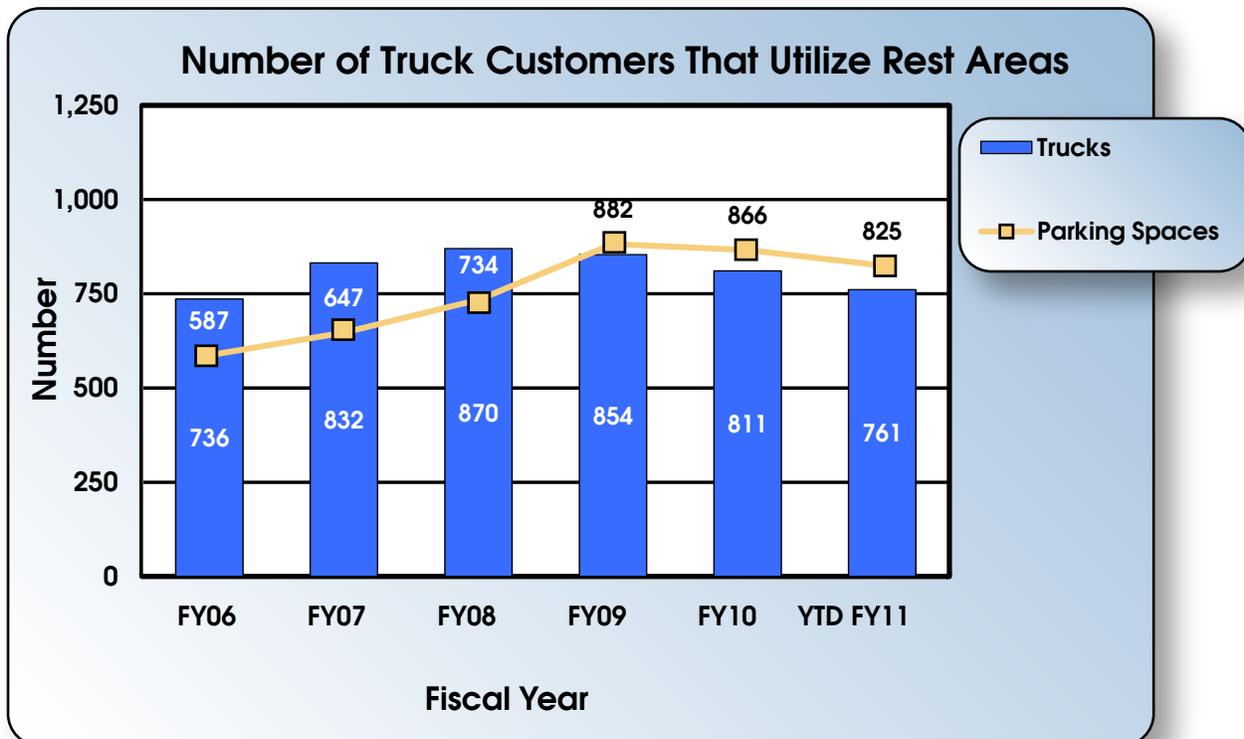
This measure tracks the number of trucks at rest areas, welcome centers and truck parking facilities. The number of trucks using the rest areas could be used to help determine how many spaces are needed to provide convenient parking facilities at each rest area.

### Measurement and Data Collection:

On a monthly basis, district maintenance personnel count the number of trucks parked at welcome centers, rest areas and at designated truck parking facilities. The count is done between 4 and 6 a.m., which is typically the busiest time. Data is collected from every rest area and truck parking facility to create a statewide report which is updated quarterly.

**Improvement Status:** The first half of fiscal year 2011 showed a 6 percent decrease in the average

number of trucks using the rest areas and truck parking facilities compared to the previous year's average. There was also a 5 percent decrease in the number of available truck parking spaces. Both sides of the Steele I-55 rest area opened up as truck parking only facilities. The Fruitland northbound I-55 rest area reopened this quarter also. The Marston southbound I-55 rest area remains closed for construction of a new welcome center. Additionally, the Bloomsdale southbound I-55 rest area remains closed for construction of a weigh station at this location. These closures have resulted in a temporary decrease of 41 truck parking spaces. Constructing welcome centers with additional truck parking spaces and converting abandoned weigh stations into truck parking facilities continues to be a way to add parking spaces across the state to accommodate the need for additional truck parking.



## Number of miles in Adopt-A-Highway program-14d

**Result Driver:** Don Hillis, Director of System Management

**Measurement Driver:** Stacy Armstrong, Roadside Management Supervisor

### Purpose of the Measure:

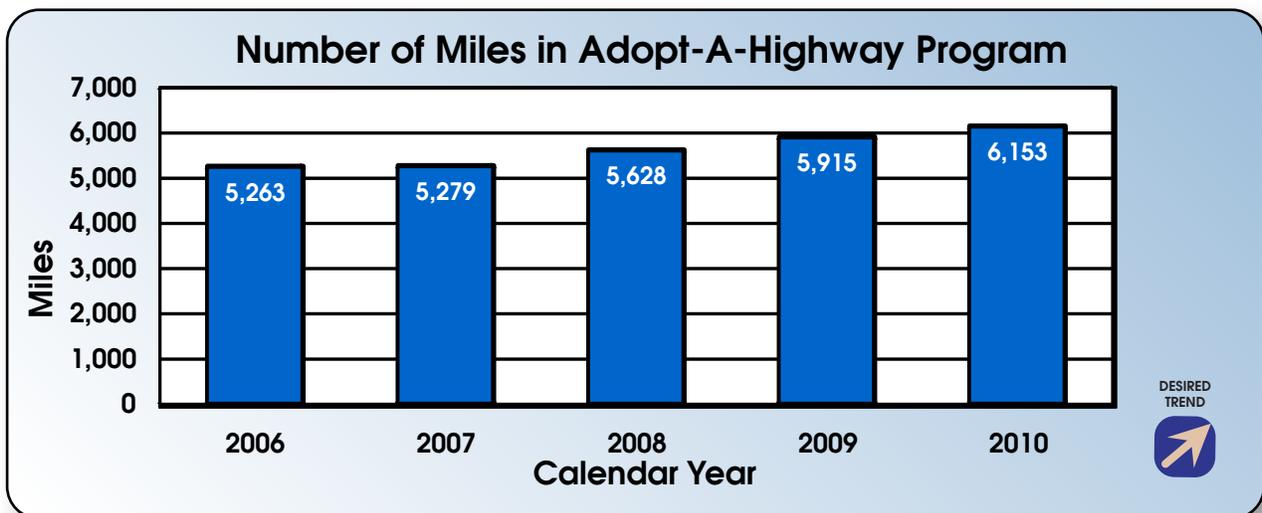
This measure tracks public involvement in taking care of Missouri's roadsides through the Adopt-A-Highway program. Missouri has one of the largest and oldest Adopt-A-Highway programs in the nation. The volunteers learn about litter awareness and some of the challenges MoDOT faces, while allowing maintenance crews to do more critical activities.

### Measurement and Data Collection:

Adopters agree to pick up litter on a designated roadway section for a minimum of four times a year and report their results. Adopters commit to a three-year agreement when they join the program. Urban adoptions are for a minimum of one-half mile and rural adoptions are for at least two miles. Miles are measured by the centerline, however, volunteers are responsible for both sides of the roadway. Adopter-related information is maintained in an Adopt-A-Highway database using the Transportation

Management System. This is an annual measure updated quarterly.

**Improvement Status:** The number of miles adopted has increased in recent years. This may be due to increased public awareness through No MORE Trash!, a litter-prevention campaign coordinated by MoDOT and the Department of Conservation. Adopt-A-Highway will continue to be promoted at Earth Day, state and county fairs, and other events. There are 418 new adoptions in 2010. Sponsor-A-Highway, a complementary program to Adopt-A-Highway, was launched on September 17, 2008. Currently 36 miles are sponsored for litter cleanup in the Kansas City and St. Louis areas. New Adopt-A-Highway safety vests were introduced in January 2009. A web-based Adopt-A-Highway database was implemented in April 2009.



## Number of users of commuter parking lots- 14e

**Result Driver:** Don Hillis, Director of System Management

**Measurement Driver:** Tim Chojnacki, Maintenance Liaison Engineer

### Purpose of the Measure:

This measure tracks the number of commuter parking lot users. It will help the department determine whether its commuter parking lots are adequate at current locations and whether lots are fulfilling the needs of the traveling public.

### Measurement and Data Collection:

District maintenance personnel count the number of vehicles parked in each commuter lot in conjunction with quarterly condition inspections. Data is collected from every district to create a statewide report. This measure is updated quarterly.

### Improvement Status:

There was a decrease in the number of available spaces this quarter while the number of parked vehicles remained the same as last quarter. The number of available spaces statewide is 6,598 at 111 lots. The number of available spaces decreased due to the closing of the lot at Routes 60 and 39 in Lawrence County. Data from the recent customer survey indicates that 93 percent of those surveyed think our lots are clean, up from 89 percent last year. Ninety-two percent of respondents believe our lots are safe, which is the same as last year. A team has been formed including Multi Modal, Maintenance, Organizational Results and Community Relations to develop additional strategies to increase carpooling statewide.

