

A man in a green polo shirt is seated at a table, looking towards the right. On the table in front of him are several documents, a yellow highlighter, and a small map of a region. The background shows a blue carpeted floor and a dark, patterned chair. The image is framed by a blue border at the top and bottom.

CUSTOMER INVOLVEMENT IN TRANSPORTATION DECISION- MAKING

Tangible Result Driver – Paula Gough, District Engineer

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Number of customers who participate in transportation-related meetings-13a

Result Driver: Paula Gough, District Engineer

Measurement Driver: Sandy Hentges, Outreach Coordinator

Purpose of the Measure:

This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers advised of project status and potential impacts that could be experienced.

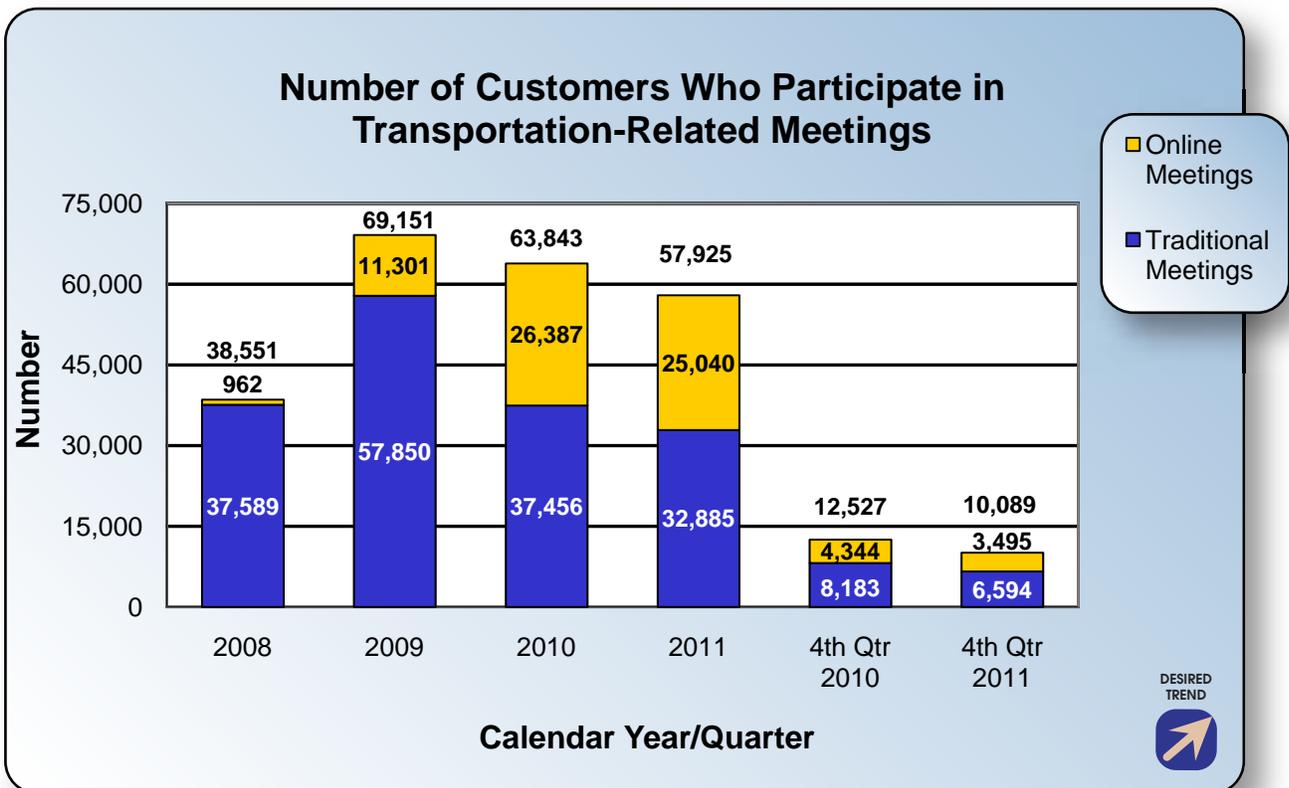
Measurement and Data Collection:

Participation is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. Participation in online

meetings is gauged by using “Google Analytics” software. This measure is updated quarterly.

Improvement Status:

Attendance of transportation-related meetings in the fourth quarter of 2011 rose by 29 percent from the third quarter, but fell by 19 percent from the same quarter last year. Online meetings grew by 167 percent from the third quarter of 2011 to the fourth quarter. For overall calendar year 2011, the number fell by 9 percent compared to 2010. The increase in online meetings shows good participation by our customers in this type of meeting.



Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments-13b

Result Driver: Paula Gough, District Engineer

Measurement Driver: Sandy Hentges, Outreach Coordinator

Purpose of the Measure:

This measure tracks MoDOT's responses to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

Measurement and Data Collection:

MoDOT routinely coordinates a survey for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project reaches the official public hearing milestone. This is an annual measure based upon a fiscal year, and data is analyzed twice each year in January and July.

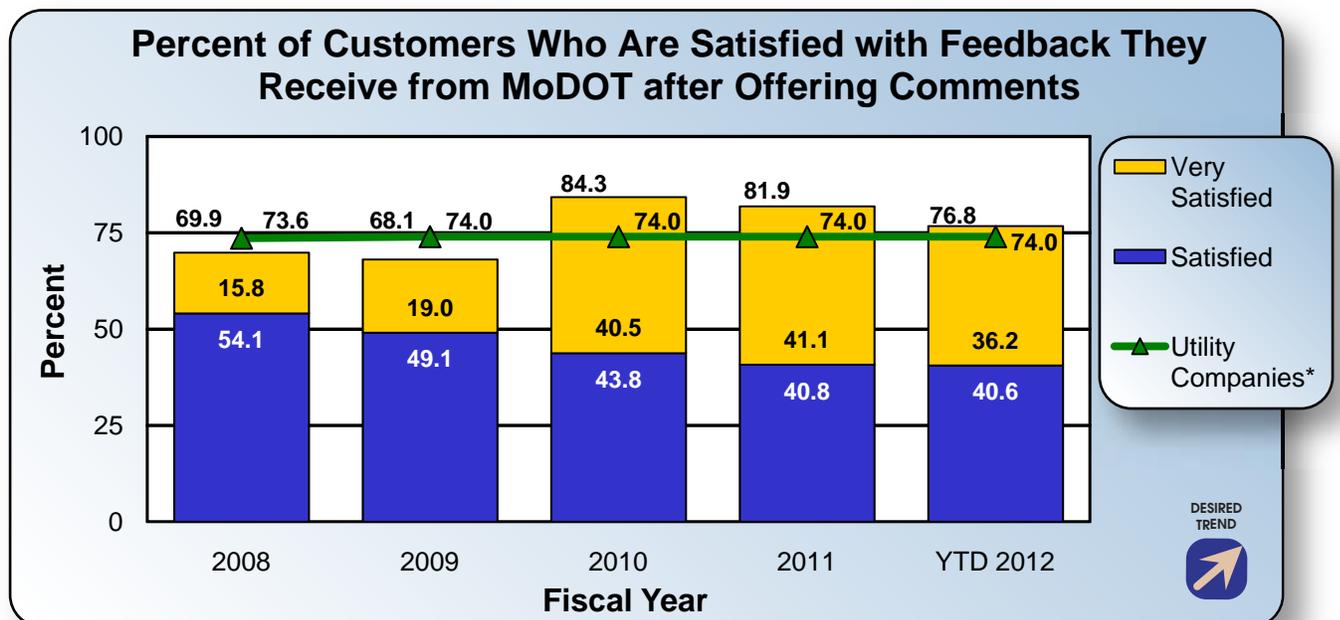
Improvement Status:

Customer satisfaction in the survey decreased by 5.1 percent in the first half of FY2012 compared to FY2011. However, the margin of error is 11.8

percent for the satisfaction measure because only ten projects were surveyed across two districts compared to 46 projects in the last survey period. However, of these 10 projects 76.8 percent of the survey respondents said they were satisfied or very satisfied with MoDOT's responsiveness to their needs and concerns.

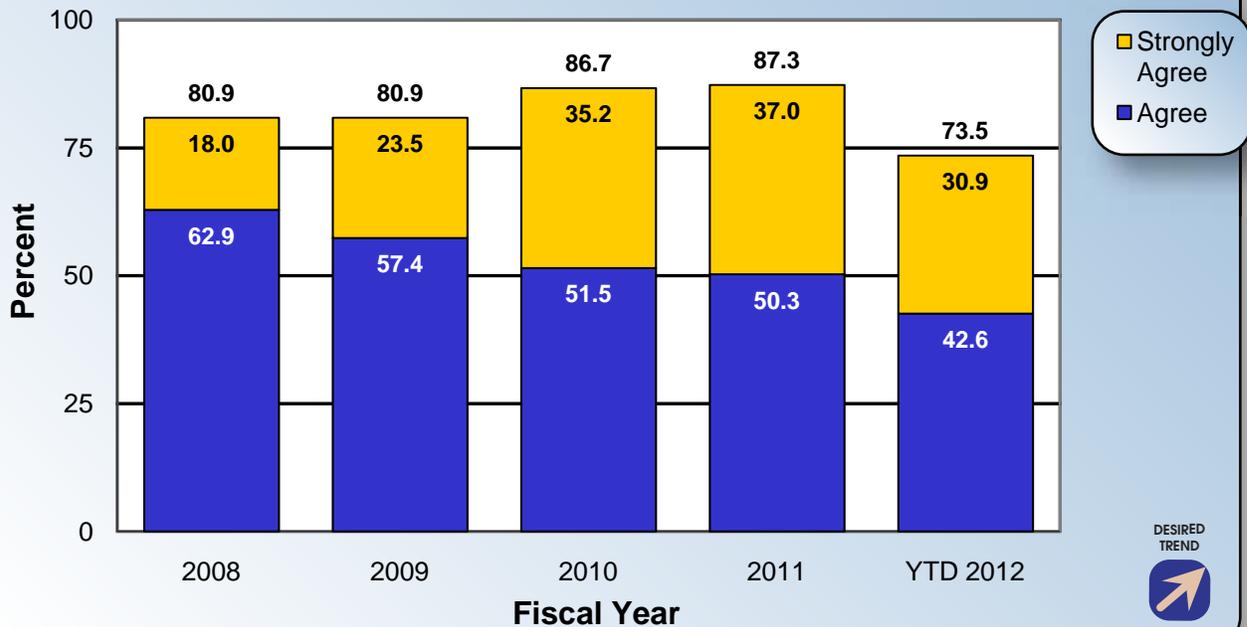
Extremely positive feedback was received on four projects with ratings of 100 percent. Two projects had satisfaction rates below what is normal. One is a Safe & Sound bridge which requires a road closure.

The other two key indicators associated with this measure also dropped compared to the previous year. In 2011, 87.3 percent of the participants credited MoDOT with providing clear explanations, while just 73.5 did in the first half of FY2012. And the number of people who thought the decision-making process was open, transparent and fair dropped by three percent. It is difficult to determine the statistical validity of these numbers because of the small sample size.

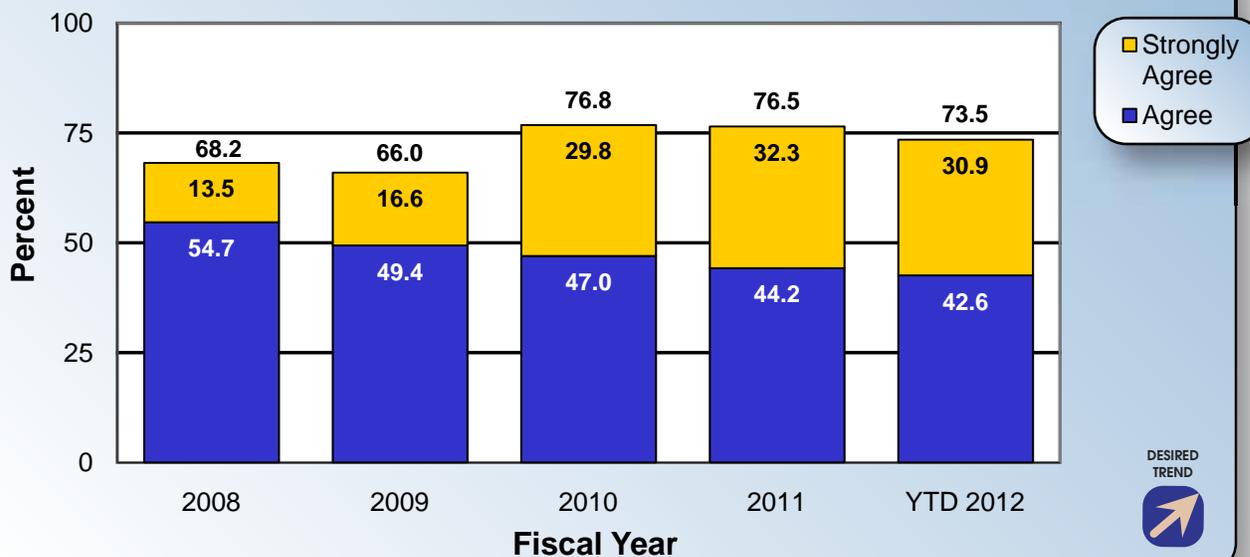


*As measured by the American Customer Satisfaction Index.

MoDOT Representatives Explained the Project and the Decision-Making Process in Such a Way that I Completely Understood It



The Decision-Making Process was Completely Open, Transparent and Fair



MoDOT takes into consideration customers' needs and views in transportation decision-making-13c

Result Driver: Paula Gough, District Engineer

Measurement Driver: Troy Pinkerton, Long-Range Transportation Planning Coordinator

Purpose of the Measure:

This measure helps determine the effectiveness of MoDOT's project planning outreach efforts.

customer concerns and needs when developing transportation decisions. This is a 5 percent decrease from 2010.

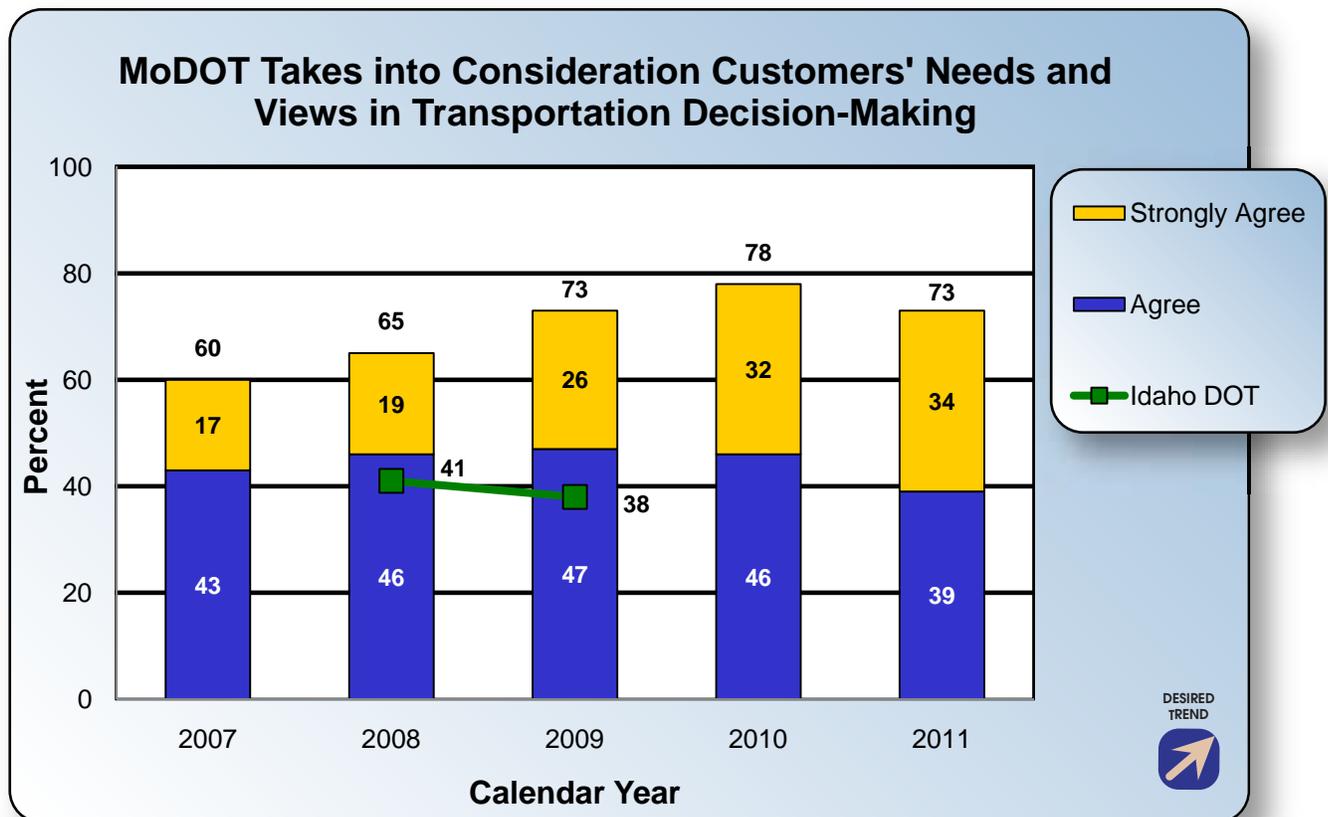
Measurement and Data Collection:

This year's data was collected in May 2011 through statewide random telephone survey of approximately 3,500 Missourians. Two comparisons are made to the Tennessee and Idaho departments of transportation, which also measure customers' perceptions regarding involvement in transportation decision-making. This is an annual measure updated in July.

To continuously improve in this area, MoDOT identifies additional opportunities to use techniques as outlined in the planning framework decision-making and public involvement process. These efforts are targeted to local officials, planning partners, community leaders, elected officials and the general public. Media interviews, social media, website publicity, news releases, newsletters, specific project surveys, public involvement surveys and community meetings continually provide new opportunities to interact with the public, share MoDOT's direction and discuss transportation priorities.

Improvement Status:

MoDOT learned in the 2011 customer survey that 73 percent of the survey sample feels MoDOT considers



Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making-13d

Result Driver: Paula Gough, District Engineer

Measurement Driver: Troy Pinkerton, Long-Range Transportation Planning Coordinator

Purpose of the Measure:

This measure tracks MoDOT’s efforts to include statewide planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making.

MoDOT’s planning framework is a process used to ensure planning partners are able to influence transportation decisions regarding how transportation funds are spent in their areas. It is based on achieving informed consent rather than consensus. To continuously improve in this area, MoDOT focuses primarily on effective communication, and public involvement tools and techniques.

Measurement and Data Collection:

Transportation Planning works with Construction & Materials-Research and Heartland Market Research LLC to administer an annual survey each January that evaluates planning partners’ involvement in the transportation decision-making process for the previous year. The survey scale measures those who agree, strongly agree, disagree and strongly disagree. This is an annual measure updated in April.

Improvement Status:

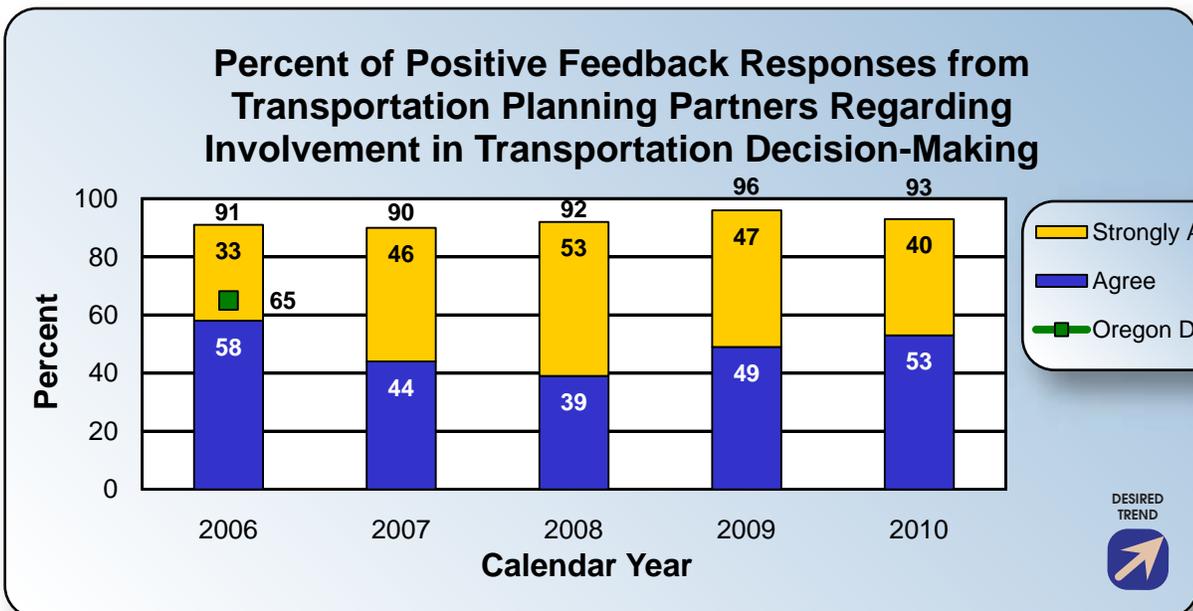
The 2010 survey received 85 responses out of 438 invitations to planning partners resulting in a 19.4

percent response rate. The percent of strongly agree and agree answers decreased from 96 percent in 2009 to 93 percent in 2010. A change in the method of delivery may have impacted the response rate. For example, planning partners had choices to provide survey feedback to other MoDOT partners and may not have chosen to respond to the survey as a planning partner.

Feedback helps MoDOT learn new ways to achieve better involvement, fine-tune communication and try out ideas. Survey results were shared with planning partners and co-efforts were initiated to act on concerns, solve problems and provide clarifying information.

Transportation Planning continues working with each district to assess how the planning framework process works in the field, to identify strengths and weaknesses of the planning outreach process and to share best practices.

For comparison purposes, the Oregon Department of Transportation measured a similar involvement in 2006 – indicating 65 percent of all respondents involved in transportation planning felt their involvement in decision-making was effective. Oregon reports it will update this data about every five years.



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