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ADVOCATE FOR TRANSPORTATION ISSUES

Tangible Result Driver – Jay Wunderlich, Governmental Relations Director

Transportation issues can be extremely diverse and complex. An efficient transportation system requires leadership and, most importantly, a champion to ensure the resources support projects that will help the department fulfill its responsibilities to the taxpayers. MoDOT will be an advocate for transportation.



Percent of customers who view MoDOT as Missouri's transportation expert-16a

Result Driver: Jay Wunderlich, Governmental Relations Director

Measurement Driver: Amy Niederhelm, Intermediate Governmental Relations Specialist

Purpose of the Measure:

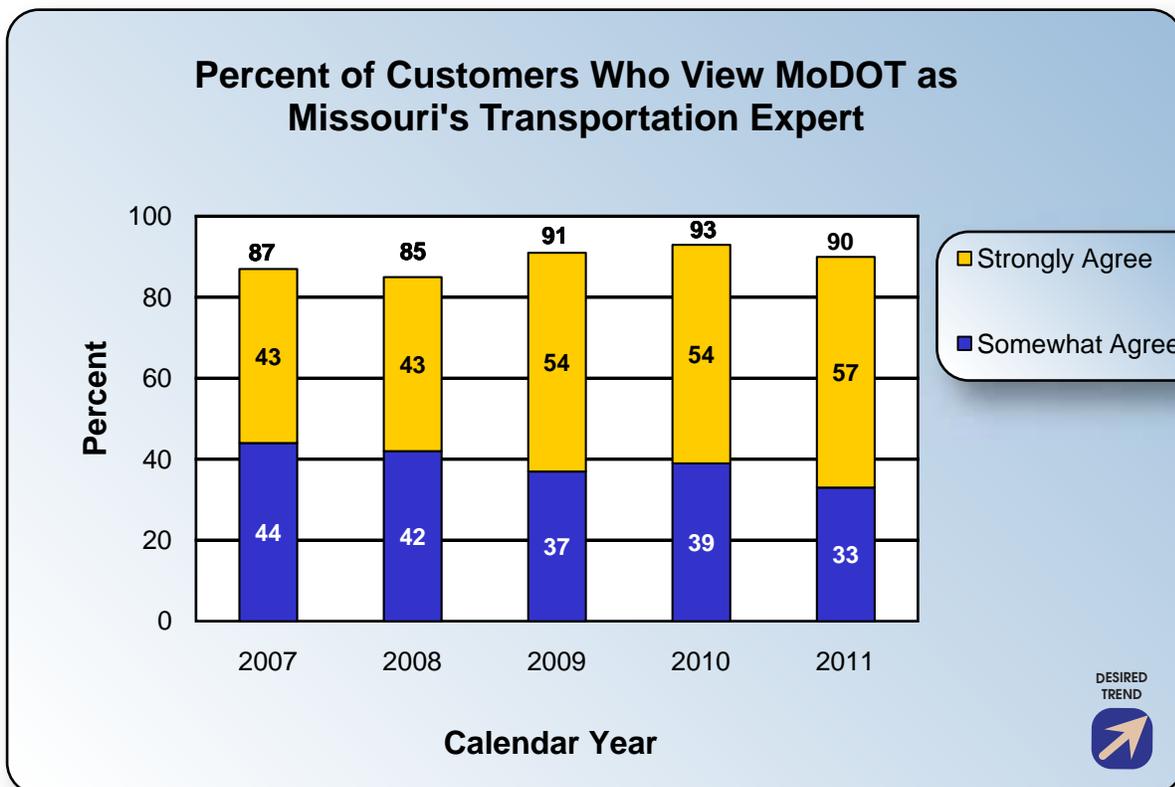
This measure tracks the percent of customers who view MoDOT as a leader and expert in transportation issues. The measure shows the department how effectively MoDOT conveys its expertise to the traveling public.

Measurement and Data Collection:

Data is collected each May when more than 3,500 randomly selected Missourians are interviewed. MoDOT surveys public opinion on a yearly basis to determine whether or not the public views MoDOT as the primary transportation expert in Missouri. This is an annual measure updated in July.

Improvement Status:

The current information shows that 90 percent of respondents indicate MoDOT is the transportation expert they rely upon. This represents a decrease of 3 percent since last surveyed in 2010. Through a questioning approach identical to the 2010 survey, the 2011 numbers decreased in the 'somewhat agree' responses, thus reflecting a greater percent of individuals that disagreed with this statement than previously (10 percent in 2011 vs. 7 percent in the last year). MoDOT must continue to work on improving partnerships with citizens, legislators and special interest groups promoting MoDOT as a transportation expert. Ways to accomplish this include increasing awareness of MoDOT's responsibilities and services for the traveling public.



Number of engagements with Missouri's congressional members, statewide elected officials and legislators-16b

Result Driver: Jay Wunderlich, Governmental Relations Director

Measurement Driver: Lisa LeMaster, Senior Governmental Relations Specialist

Purpose of the Measure:

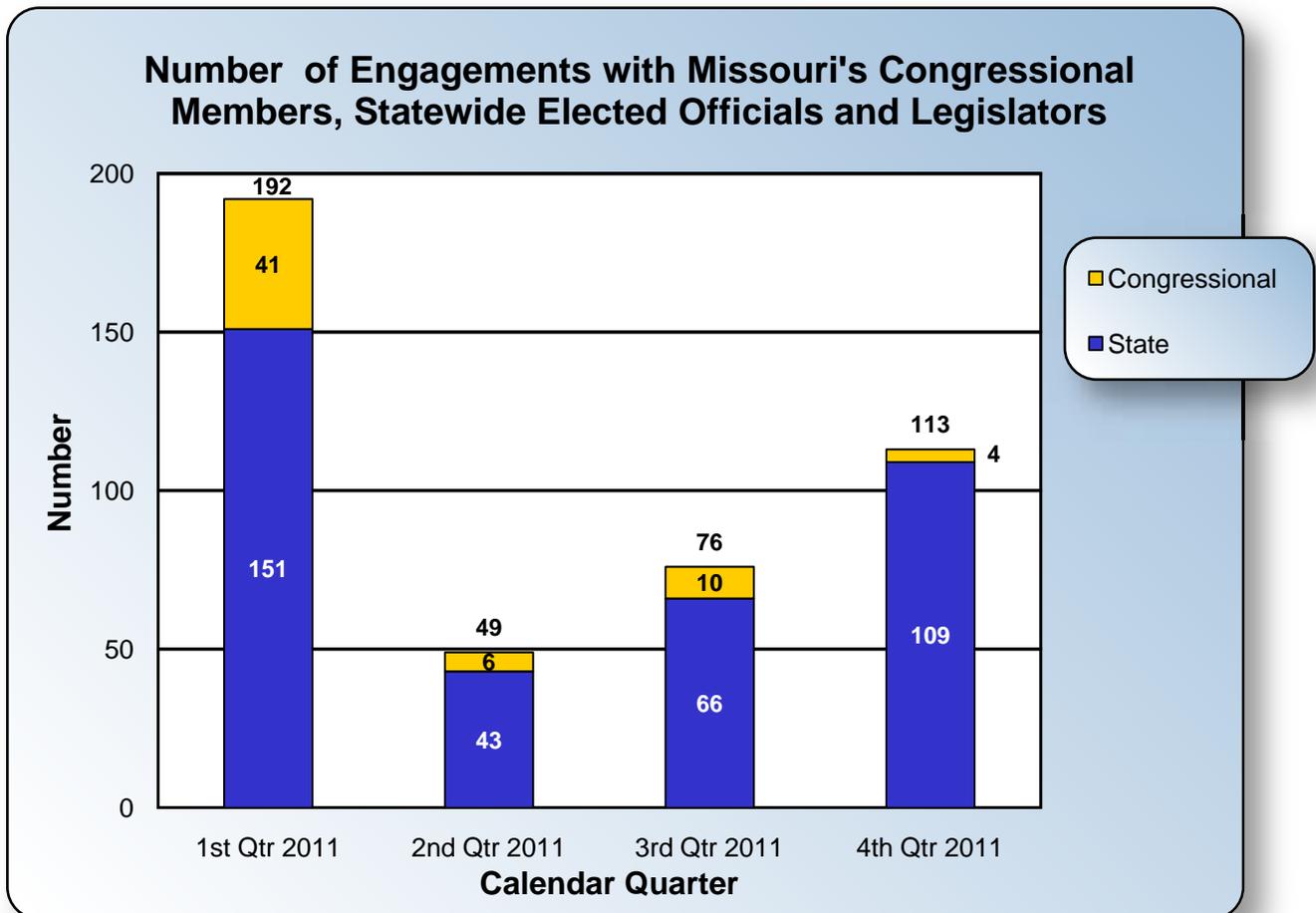
This measure tracks the number of formal legislative contacts between MoDOT and Missouri's congressional members, statewide elected officials and Missouri's legislators for the purpose of either responding to inquiries or to inform the elected officials of important transportation-related issues. This measure does not include contacts with the elected official's staff member.

Improvement Status:

During the fourth quarter of 2011, MoDOT reported 113 engagements with Missouri's congressional members, statewide elected officials and legislators. Of these 113 engagements, four were with congressional members and 109 were with statewide elected officials and legislators. The number of engagements with Missouri's congressional members decreased from the previous quarter while the number of engagements with statewide elected officials and legislators increased.

Measurement and Data Collection:

District customer relations managers and central office divisions collect contact information and report the information to the Governmental Relations Unit where the data is compiled to create a statewide report. This is a quarterly measure.



Number of transportation-related legislative issues-16c

Result Driver: Jay Wunderlich, Governmental Relations Director

Measurement Driver: Lisa LeMaster, Senior Governmental Relations Specialist

Purpose of the Measure:

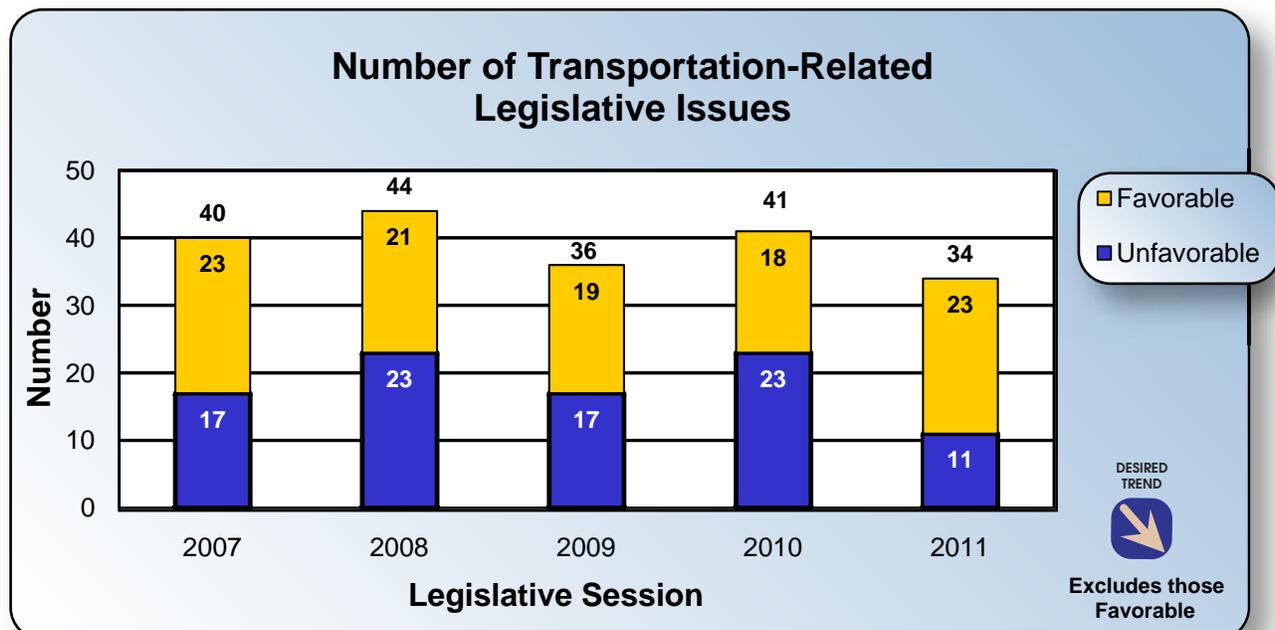
This measure tracks significant transportation-related legislative issues filed by the General Assembly. Significant transportation-related legislative issues are either favorable or unfavorable as they relate to transportation resources, supporting transportation projects, creating efficiency within the department, or promoting roadway safety. This measure reflects the need for continuous and effective communication between the department and Missouri legislators.

Measurement and Data Collection:

Data is obtained by reviewing both the Senate and House websites for legislation in the transportation subject categories. Each bill is then reviewed to determine whether it contains an issue(s) that is favorable or unfavorable to transportation. The graph illustrates the total favorable transportation-related issues filed compared to the total unfavorable transportation-related issues filed. This measure is updated in July.

Improvement Status:

MoDOT's desired trend as an advocate for transportation is to see a larger number of favorable transportation-related issues filed when compared to unfavorable transportation-related issues filed. Over the past five years, the percentage of transportation-related bills filed has remained fairly steady. During the 2011 session, of the total 1,581 bills filed, 10 percent were transportation-related, which equates to 154 transportation bills. Of the 154 transportation-related bills, there were 34 significant transportation-related issues contained in those bills. This is a decrease from the previous four sessions. Of the 34 significant issues, 23 were favorable and 11 were unfavorable. The number of favorable issues filed this session increased over the previous three sessions and the number of unfavorable issues filed dropped to half the number compared to the 2010 session.



Number of proactive communication efforts initiated specifically to advocate for key transportation issues-16d

Result Driver: Jay Wunderlich, Governmental Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

This measure tracks the number of proactive communication efforts initiated specifically to advocate for key transportation issues.

Measurement and Data Collection:

District customer relations managers will track any external communication efforts (e.g., news releases, public appearances, events) that are initiated specifically to communicate MoDOT’s Bolder Five-Year Direction and/or to discuss challenges related to transportation funding.

Improvement Status:

There were 237 instances in the fourth quarter of 2011 when MoDOT’s Bolder Five-Year Direction, our “It’s Personal” theme or transportation funding was specifically discussed as part of the outreach effort. The number is down from the second quarter when we were busy educating our customers about the Bolder Five-Year Direction, but is up from the other three previous quarters.

