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## ST. LOUIS POST-DISPATCH

THURSDAY, FEBRUARY 13, 2008 | FOUNDED BY JOSEPH PULITZER IN 1878 | STLtoday.com

### Buckling down On buckling up

**BILL GAINS MOMENTUM** • Police could stop motorists solely for not wearing a seat belt. A hearing is scheduled for today.  
**SAVING LIVES** • Supporters say it could prevent 90 traffic deaths a year, save money spent on law suits and bring in extra federal money.

#### TOP NEWS

##### NORTH KOREAN ARMS DEAL?

U.S. diplomat says the North and five other nations have reached a tentative agreement under which Pyongyang would end its nuclear program.

#### LOCAL NEWS

##### CONGO CRIME?

Grateful residents of the Congo's Mbandaka town are ready to give their association president a gift for all his work. They say he stole more than 100 of these money...

### A grim anniversary in Iraq Blasts resound during



#### TO EXPAND

# 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 Outreach Coordinator

### Purpose of the Measure:

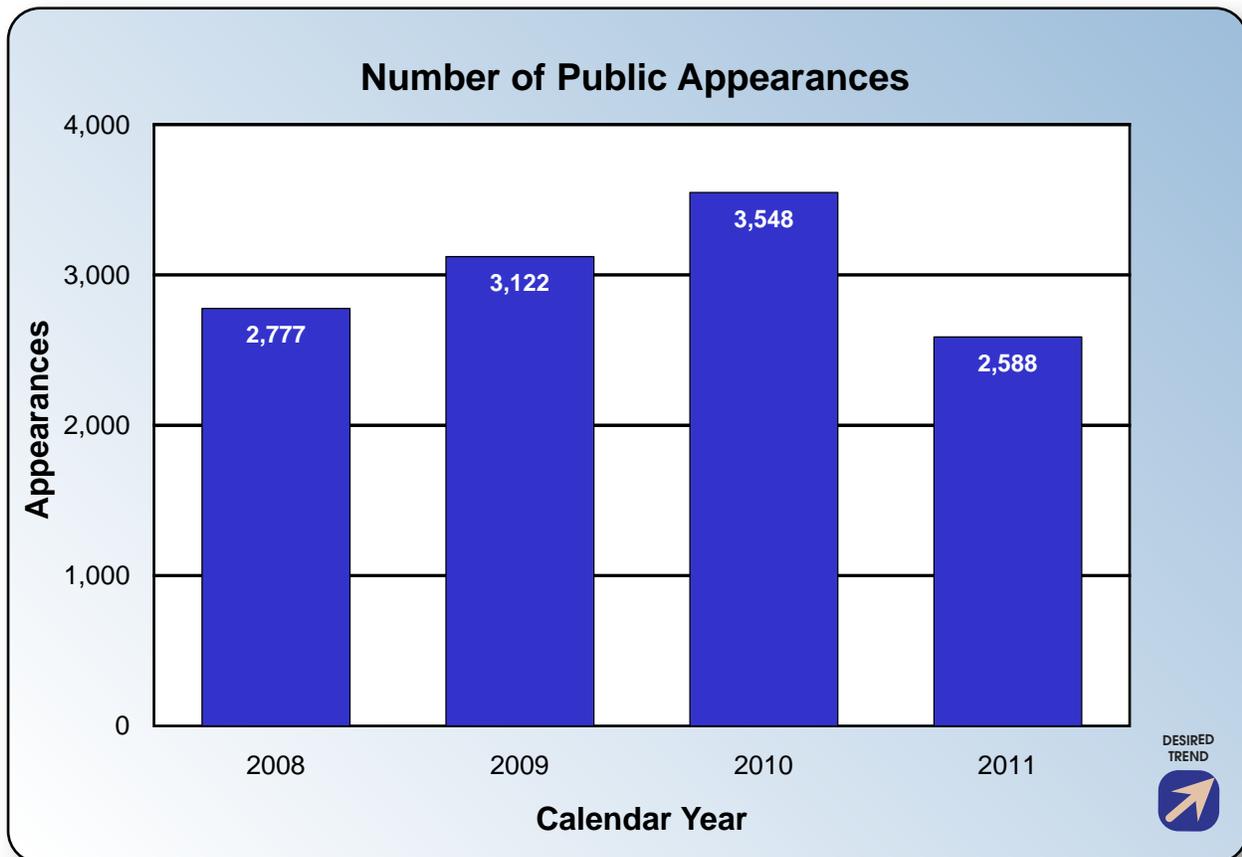
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

### Improvement Status:

MoDOT staff reported 2,588 public appearances for 2011. That number is down from the 3,548 public appearances reported for the same time period in 2010. There were 554 public appearances reported for the fourth quarter of 2011, an increase from the 508 public appearances made in the previous quarter.

### Measurement and Data Collection:

For this quarterly measure, district Community Relations Managers collect appearance information from their administrators and send it to Central Office Community Relations, where it is combined with data from divisions and business offices to create a statewide report.



## 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.

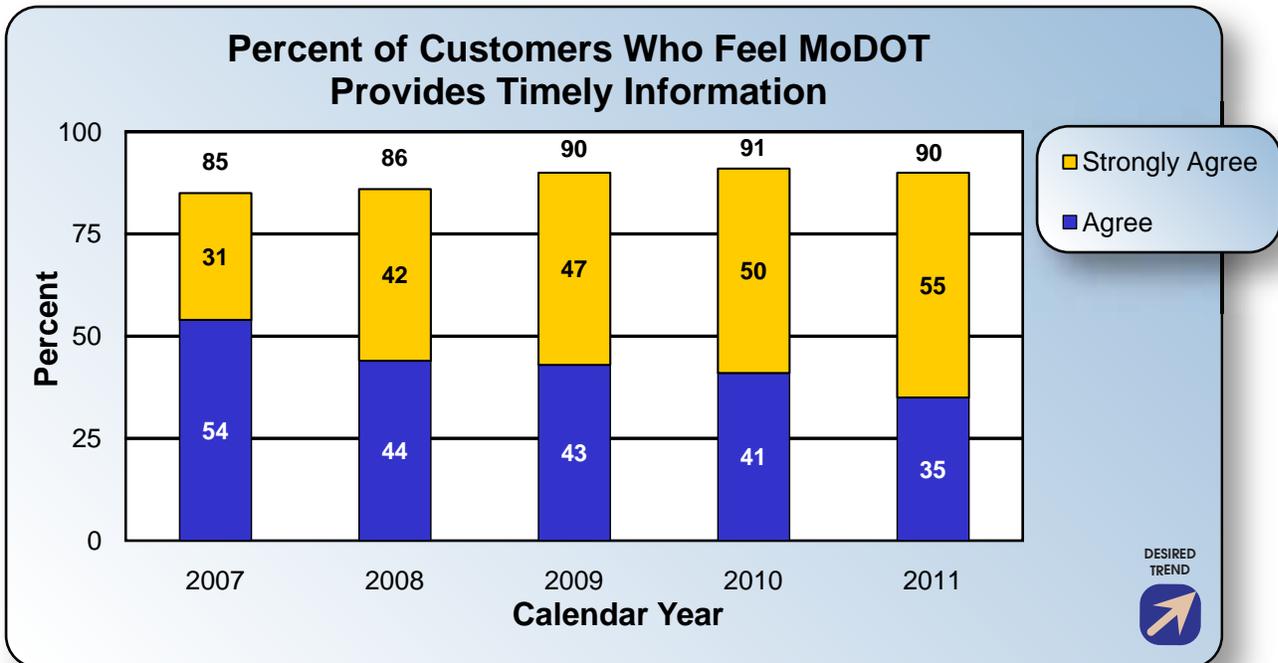
**Measurement and Data Collection:**

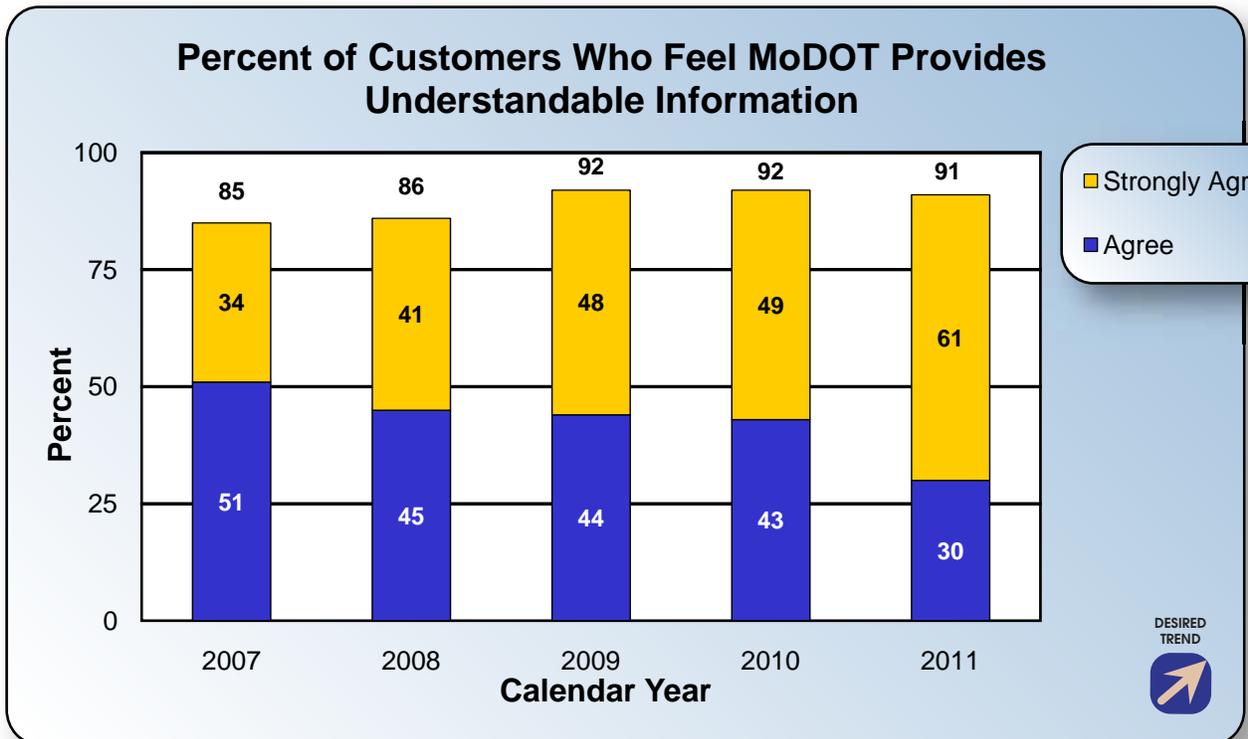
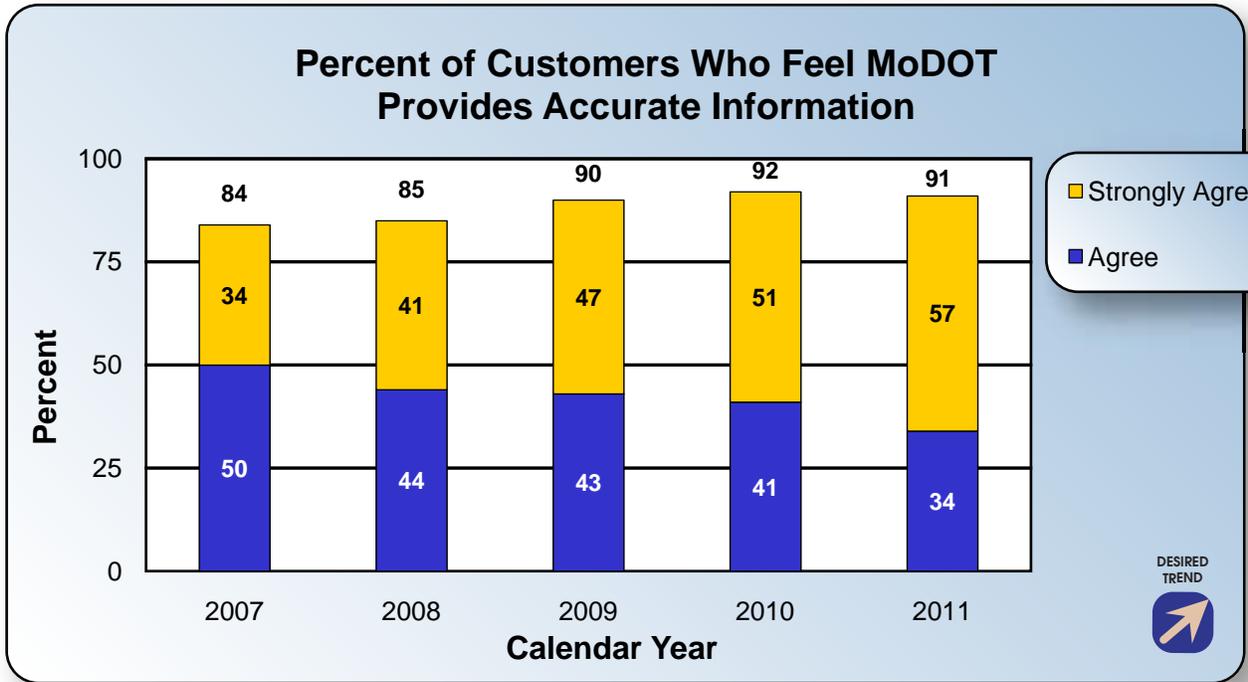
This is an annual measure, updated in July. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed 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:** Sally Oxenhandler, Customer Relations Manager

**Purpose of the Measure:**

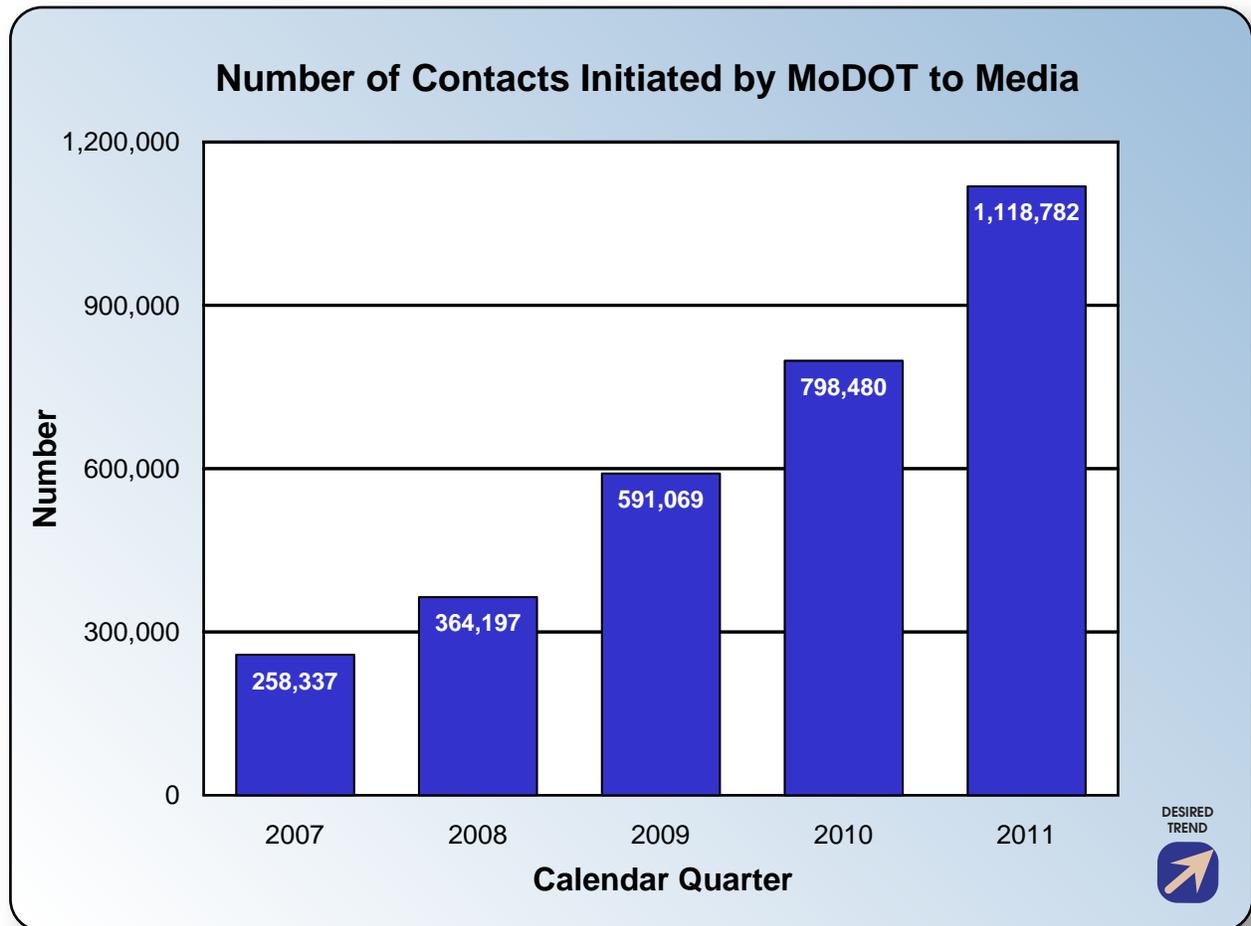
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**Measurement and Data Collection:**

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

**Improvement Status:**

There were 419,069 media contacts made in the fourth quarter of 2011, bringing the total number of media contacts for 2011 to more than one million. This is an increase of more than 300,000 media contacts compared to the year before. The department continues to be aggressive in using both traditional and social media to provide information about what MoDOT is doing when, where and why.



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

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

**Measurement Driver:** Sally Oxenhandler, Customer Relations Manager

**Purpose of the Measure:**

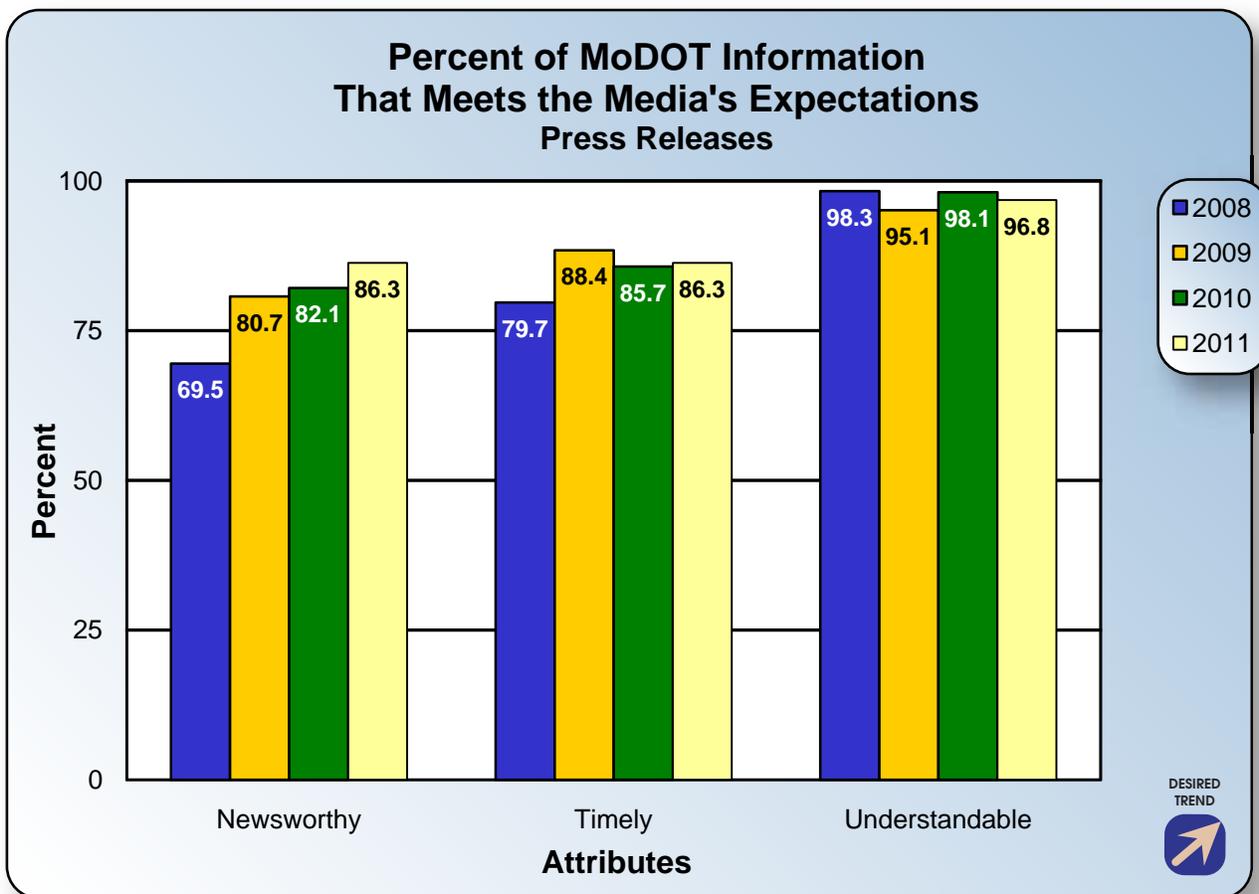
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. 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:** Sally Oxenhandler, Customer Relations Manager

**Purpose of the Measure:**

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

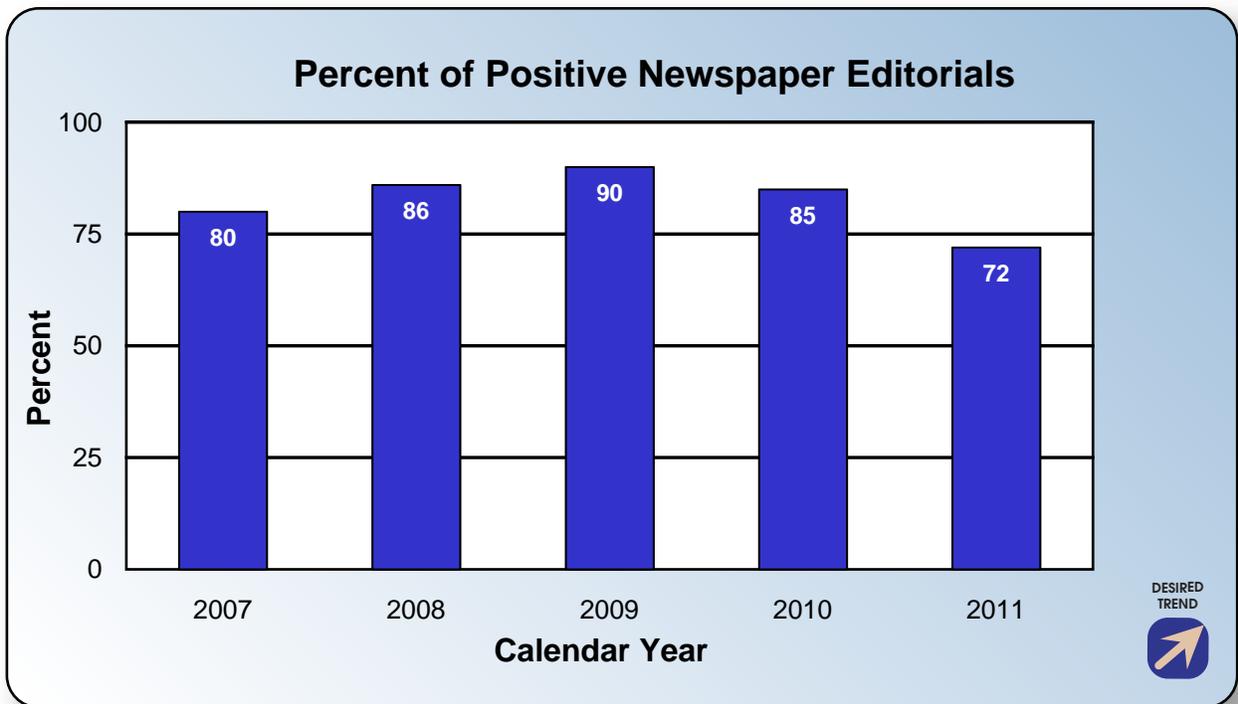
**Measurement and Data Collection:**

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:**

There were 15 editorials regarding MoDOT or state transportation issues in the fourth quarter of 2011. Of those editorials, 80 percent (12) were positive. For the year, 77 percent of editorials published regarding MoDOT-related issues were positive, the lowest percentage in the past five years.

The department's proposal to rebuild Interstate 70 using tolls, the decline in traffic fatalities and the lack of funding for transportation were the topics of positive editorials. Tolling I-70 and the International Walk to School Day generated negative editorials.



## Percent of positive news reports-17f

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

**Measurement Driver:** Sally Oxenhandler, Customer Relations Manager

**Purpose of the Measure:**

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

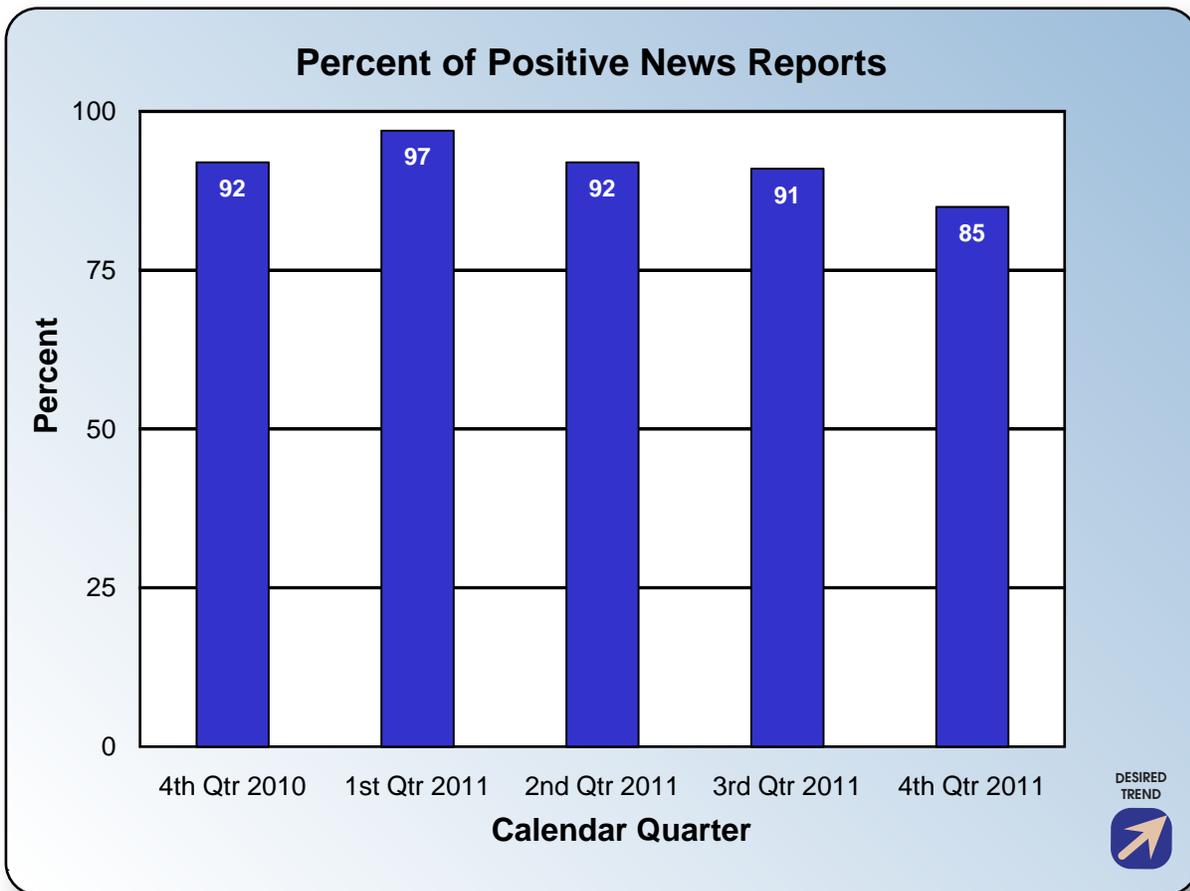
and stories. Every article or story that includes MoDOT is then given a positive or negative classification.

**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 maintains clipping files resulting from those articles

**Improvement Status:**

In the fourth quarter of 2011, there were 1,578 news reports involving MoDOT captured in the clips database. A total of 1,341 of the news reports were positive and 237 were negative. Of the media coverage during the fourth quarter of 2011, 85 percent was positive.



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

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

**Measurement Driver:** Matt Hiebert, Community 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.

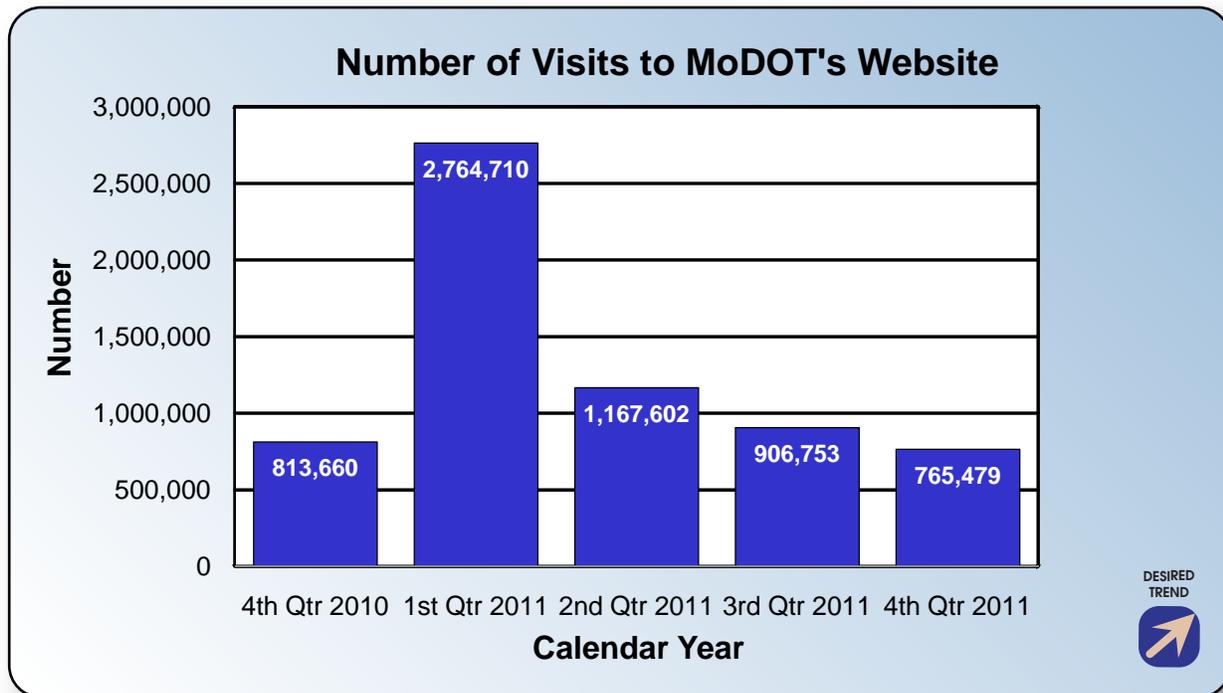
**Measurement and Data Collection:**

For this quarterly measure, data is gathered using Google Analytics which measures site activity and produces reports in graphic and tabular formats.

**Improvement Status:**

Complete historical data for visits is only available beginning with the fourth quarter of 2010 since MoDOT adopted Google Analytics in September of that year and did not start tracking "visits" until that quarter.

Web site traffic for fourth quarter 2011 was 51,000 visits fewer than for the same time last year. Such fluctuations can be traced back to weather conditions. During 2011, MoDOT logged 5,604,544 visits.



## 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.

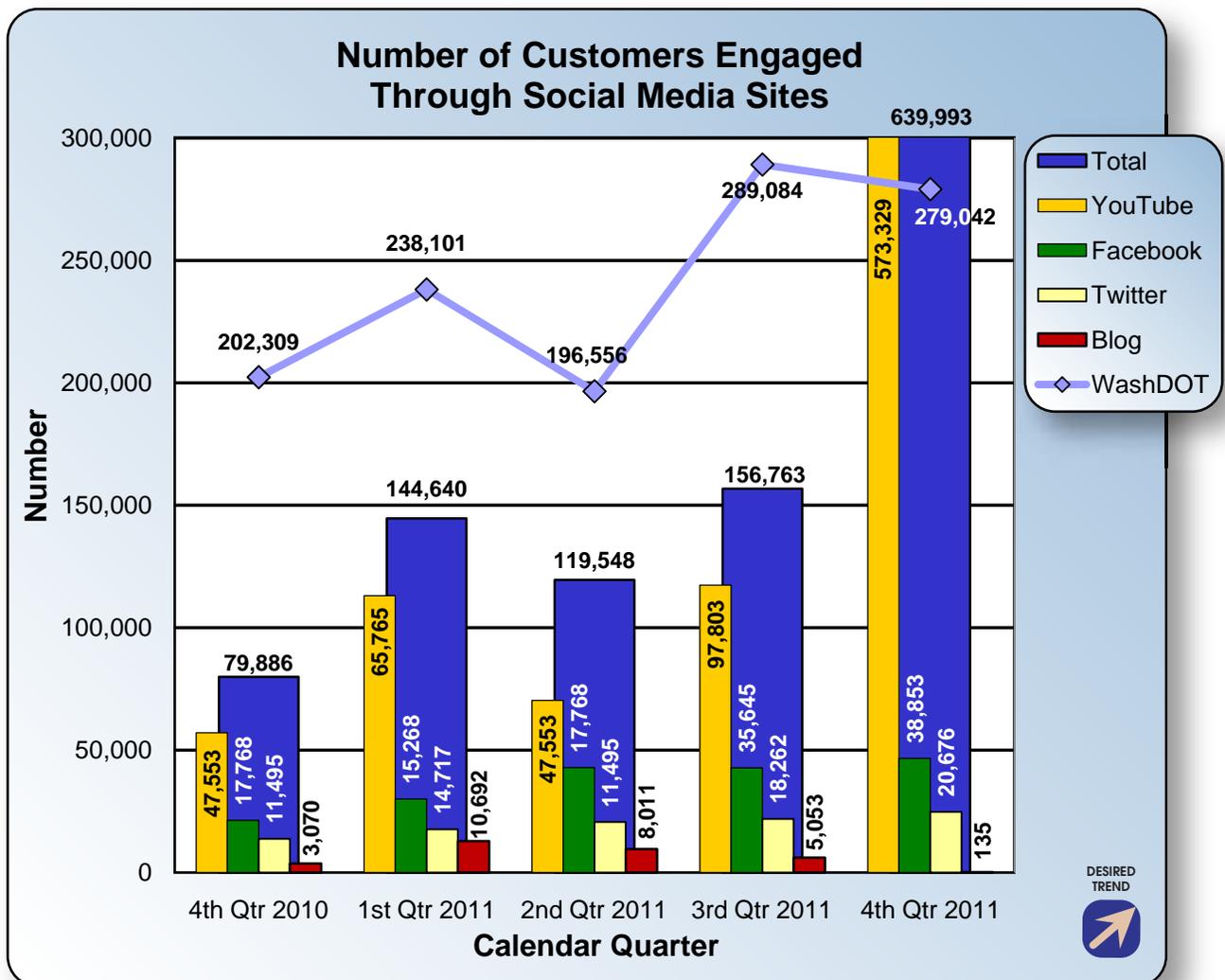
**Measurement and Data Collection:**

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 639,993 customers engaged during the fourth quarter of 2011 through MoDOT's social media sites across the state.

This number surpasses all previous records due to the fact that a TowPlow video went viral and received more than 570,000 YouTube views.



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