

# ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

## Number of public appearances-18a

**Result Driver:** Shane Peck, Community Relations Director

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

### 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.

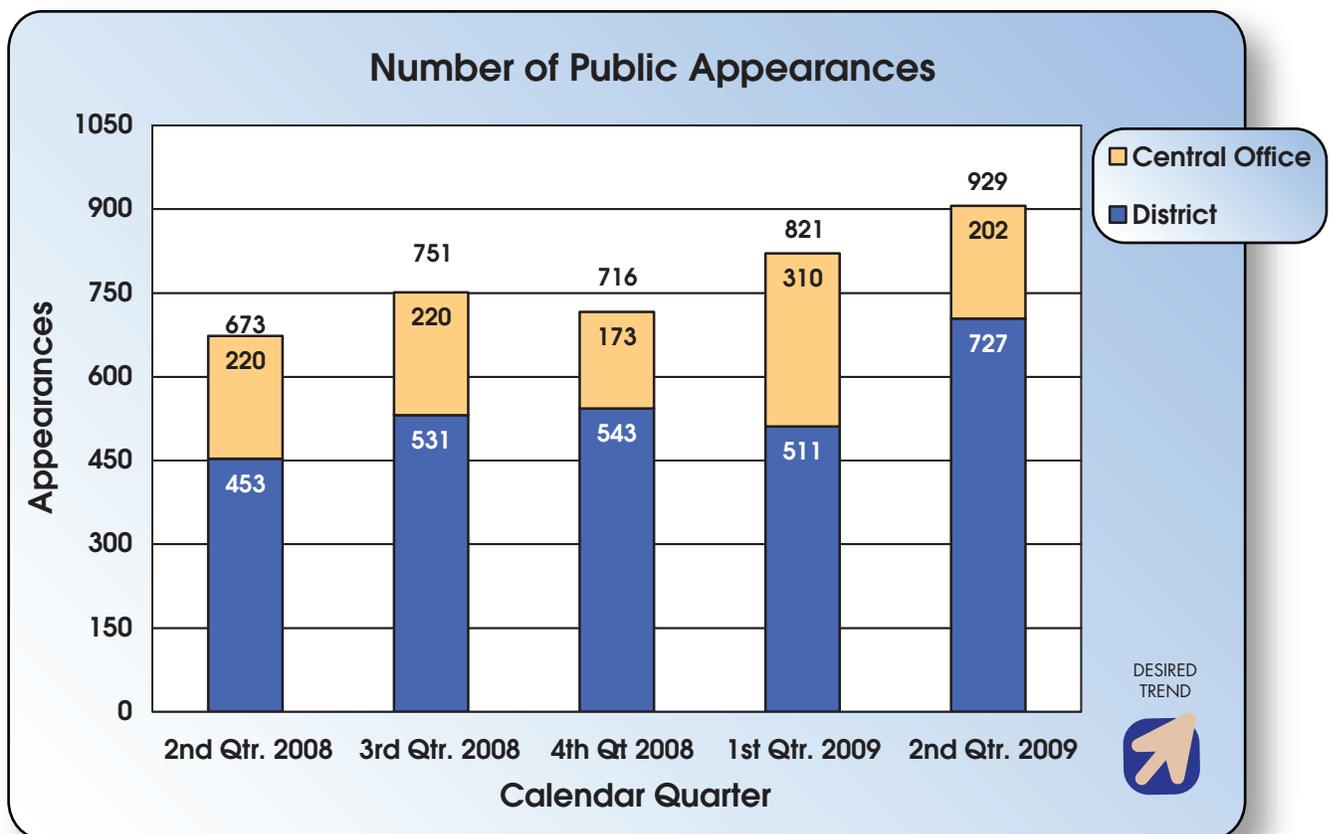
### Measurement and Data Collection:

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:

This quarter's number of public appearances is another record. MoDOT employees documented 906 public appearances during the second quarter of 2009 and conservatively reached at least 61,000 people. The public appearances ran the gamut from safety presentations to school talks. Outreach efforts regarding recovery act projects and the Safe & Sound Bridge Improvement Program also helped keep the numbers strong.



## Percent of customers who feel MoDOT provides timely, accurate and understandable information-18b

**Result Driver:** Shane Peck, Community Relations Director

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

### Purpose of the Measure:

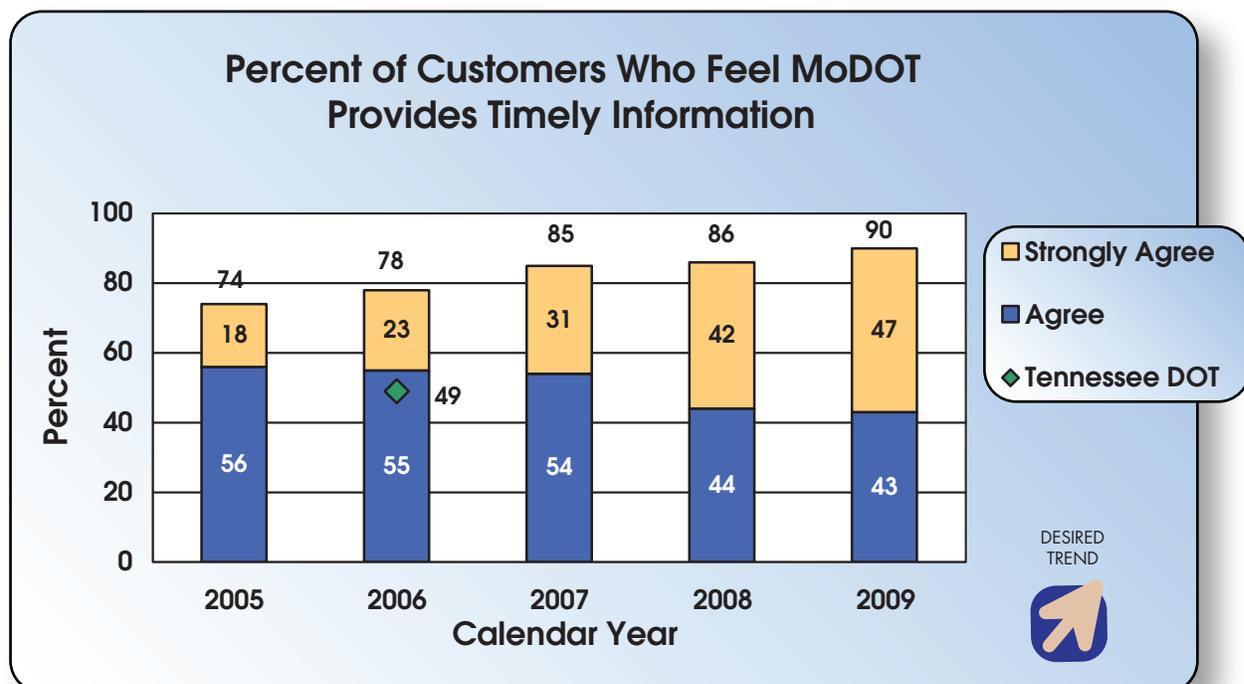
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

### Measurement and Data Collection:

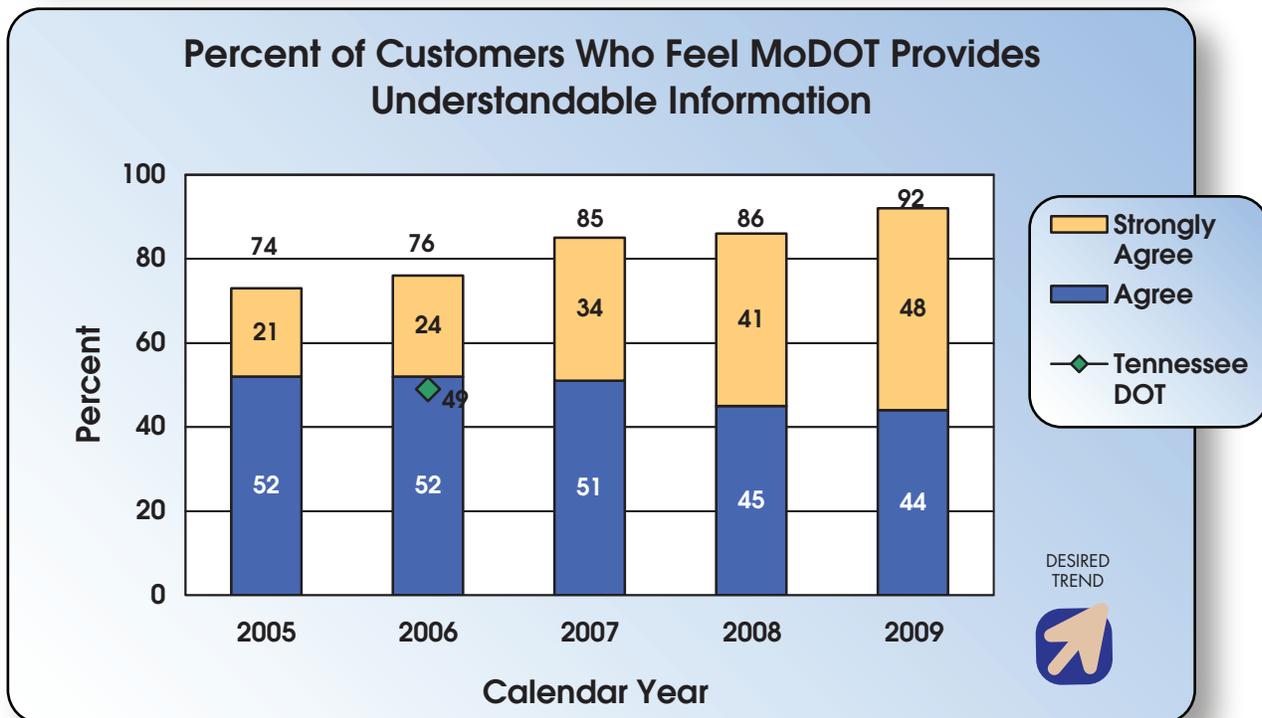
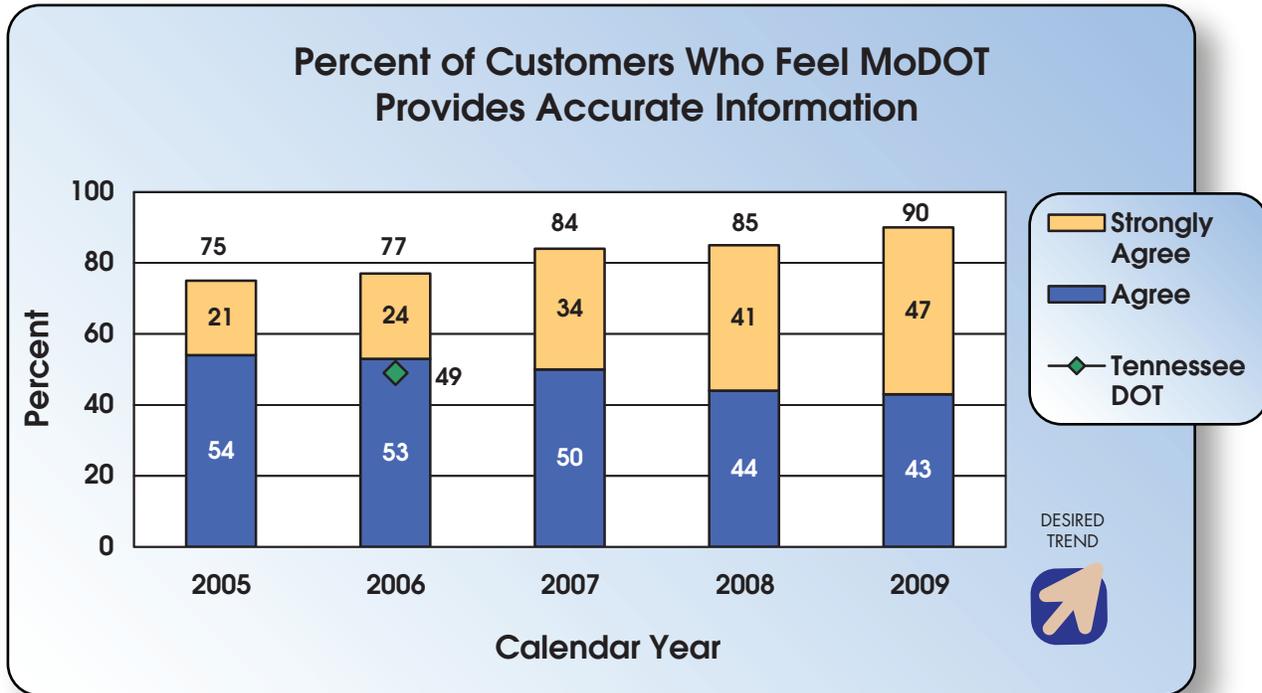
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they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

### Improvement Status:

An outstanding 92 percent of Missourians agree that MoDOT provides understandable information, while 90 percent feel the department provides timely and accurate information. These figures represent a 4-6 percent increase over last year and a 15-18 percent jump since 2005. MoDOT's efforts to be open and transparent can be seen in these results, as can a variety of outreach activities ranging from the Traveler Information Map and electronic message boards to YouTube videos and virtual public meetings. Efforts to communicate major initiatives such as the American Recovery and Reinvestment Act, the Safe & Sound Bridge Improvement Program, the New I-64, kcICON and A Conversation for Moving Missouri Forward also contributed to the positive responses.



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## Number of contacts initiated by MoDOT to media-18c

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Kristi Jamison, Community Relations Coordinator

### Purpose of the Measure:

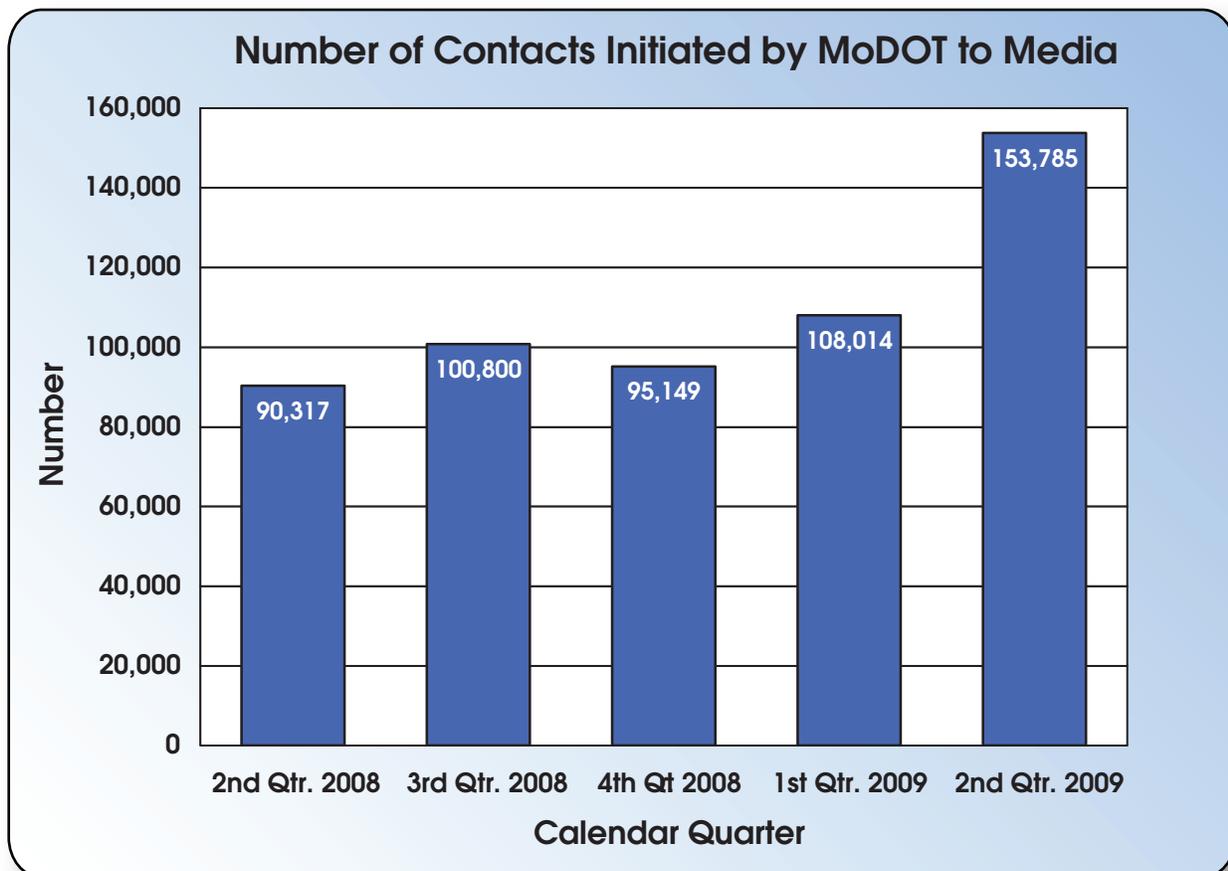
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

### Measurement and Data Collection:

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

### Improvement Status:

Media contacts increased to another new all-time high of 153,785 in the second quarter of 2009. That is an increase of 45,771 media contacts between the first and second quarters of 2009. The implementation of several MoDOT Twitter accounts had a significant impact on the number of media contacts this quarter. Increased efforts to report day-to-day roadwork and progress on Safe & Sound and Recovery Act projects also helped boost the number of contacts to the media during this period.



# ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

## Percent of MoDOT information that meets the media's expectations-18d

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Kristi Jamison, Community Relations Coordinator

### Purpose of the Measure:

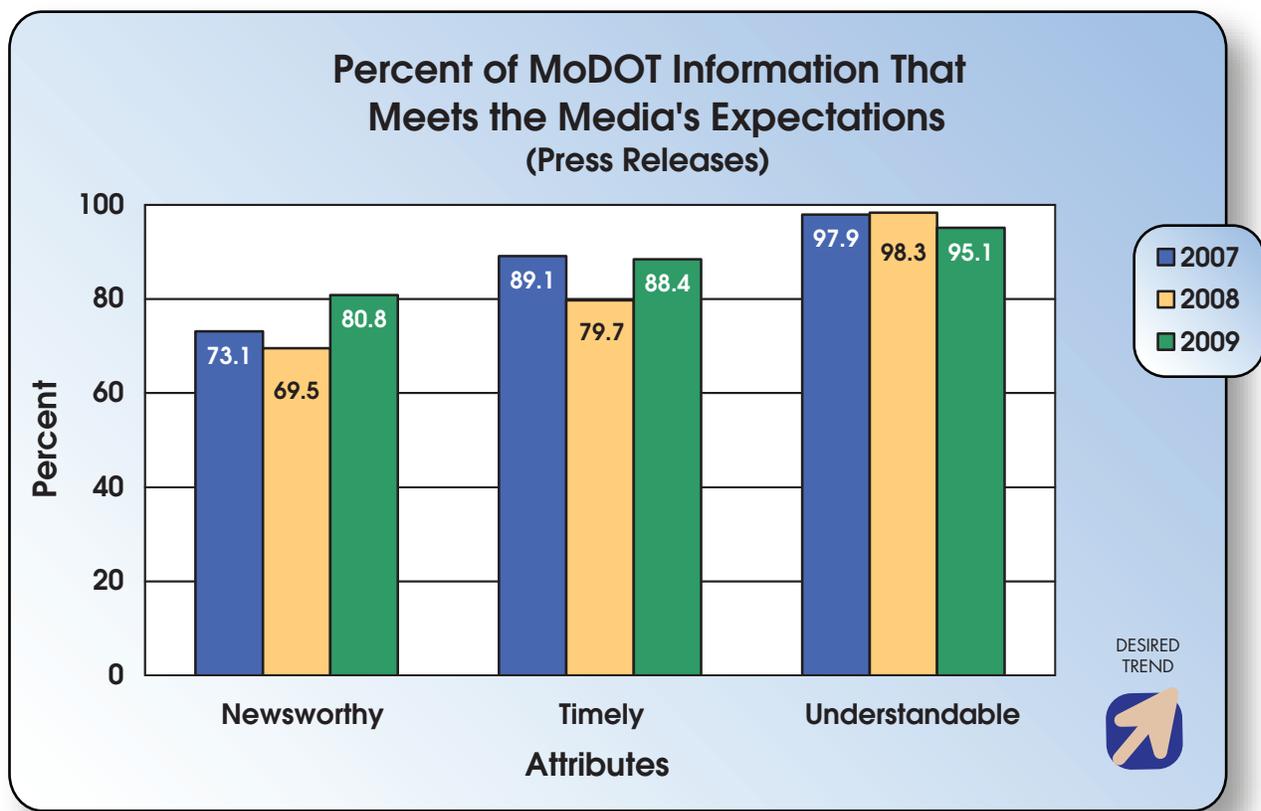
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

### Measurement and Data Collection:

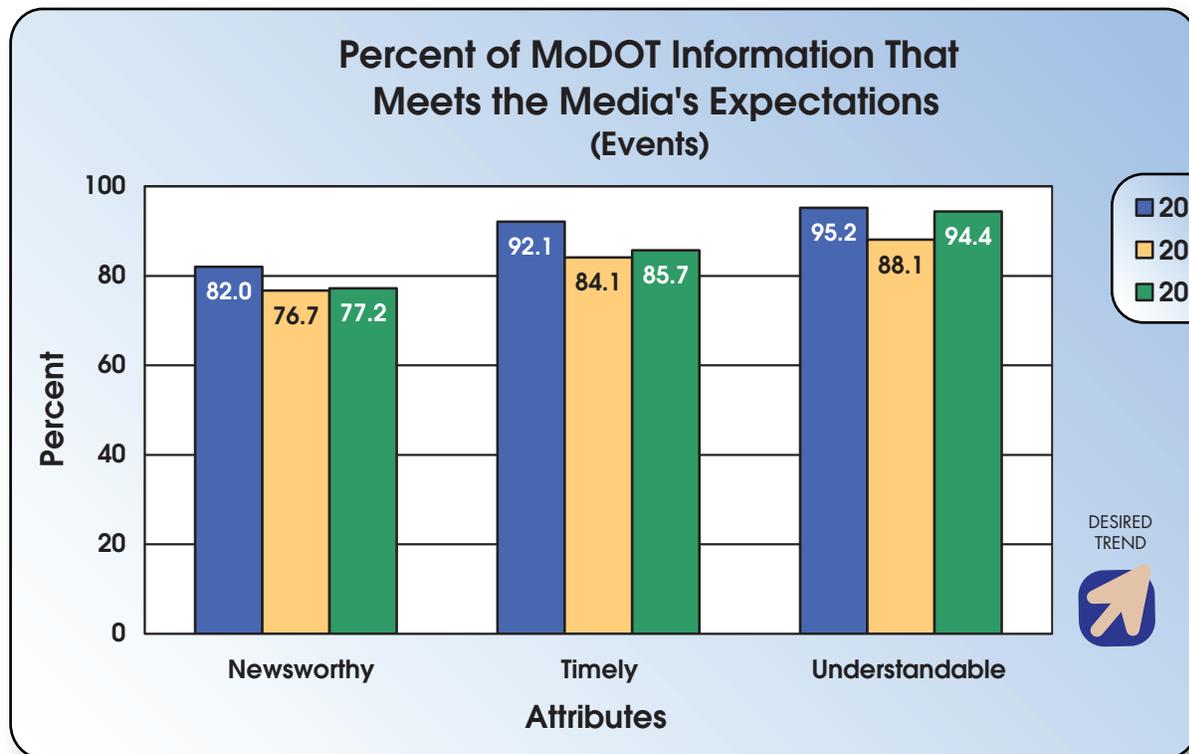
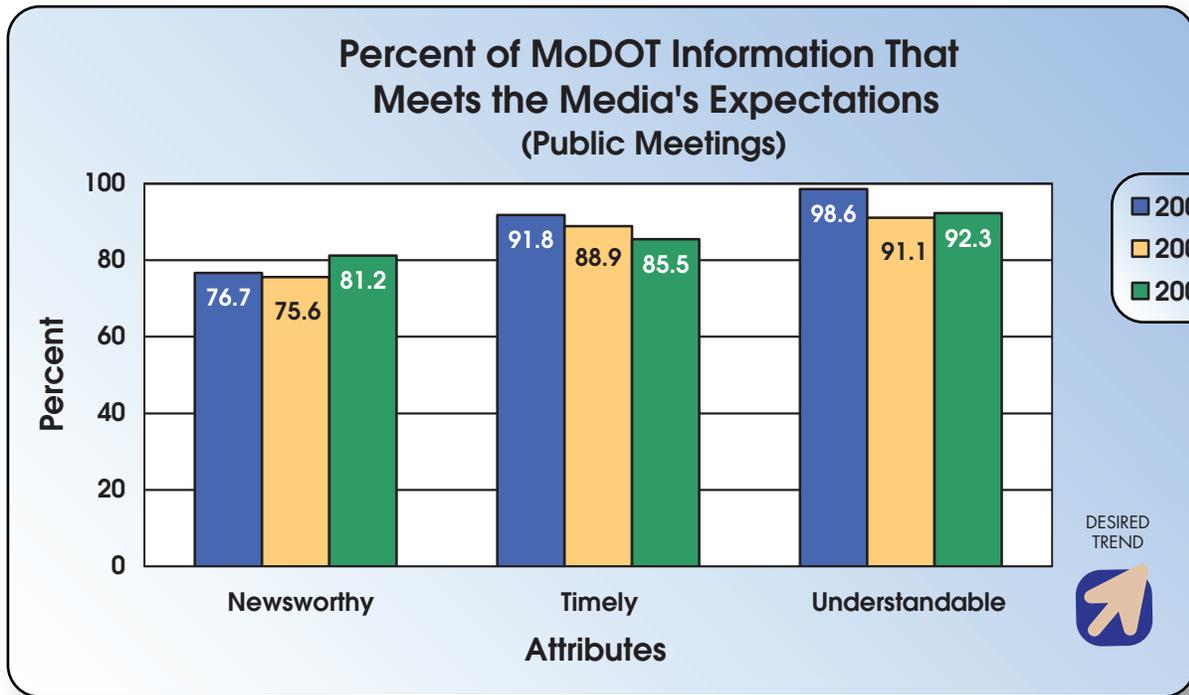
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

### Improvement Status:

The annual statewide media survey is conducted each June. There were 105 media outlets that participated in the 2009 survey, a 78 percent increase from last year. To increase responses, the survey was shortened and distributed by District staff to the media outlets in their respective areas. MoDOT is generally meeting the media's expectations. There were positive increases in all but two categories. Press releases were rated slightly less understandable, due in part to distribution formats that have now been addressed. Plus, several weekly papers again stated they aren't getting information in time. In the ratings, the timeliness of public meetings also decreased slightly.



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# ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

## Percent of positive newspaper editorials-18e

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Kristi Jamison, Community Relations Coordinator

### Purpose of the Measure:

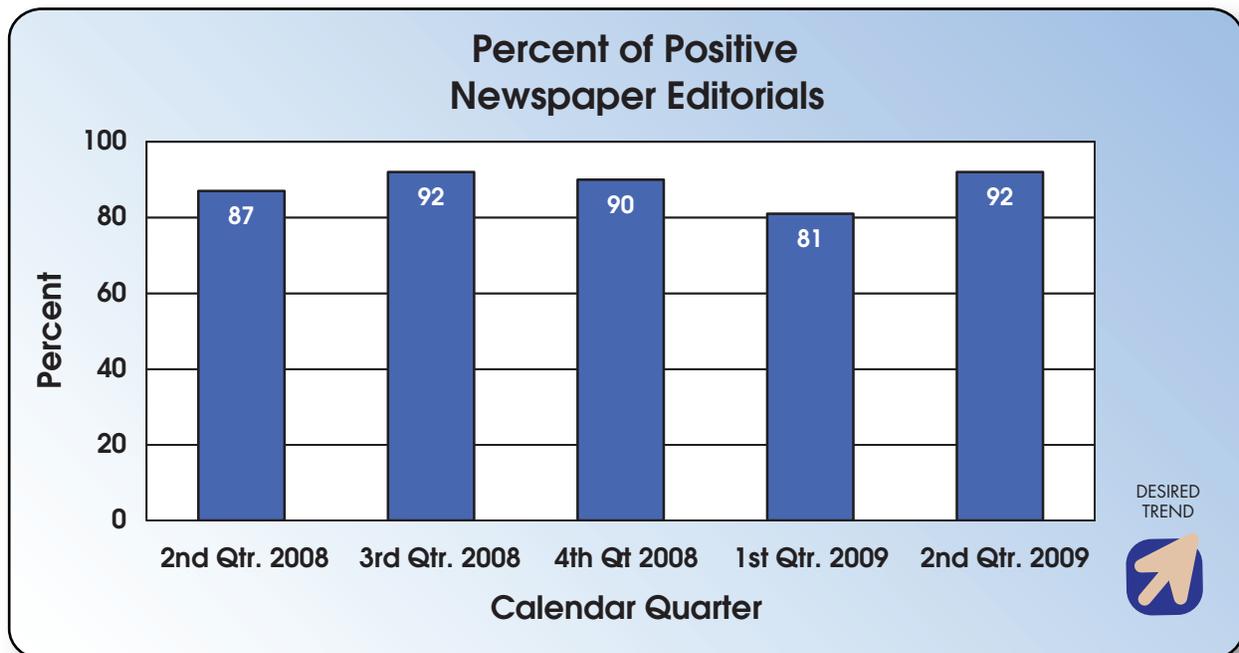
This measure tracks how MoDOT is perceived by the media, and by extension the public.

### 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 37 editorials regarding MoDOT or state transportation issues in the second quarter of 2009, up from 31 in the first quarter. Of those editorials, 92 percent were positive. A call to amend the safety belt law to primary enforcement and a call to veto the bill repealing the helmet law received the strongest support with a total of 20 editorials. Other topics included a mix of funding, high-speed rail and transportation improvements. Three editorials were negative, including two in favor of the helmet law repeal and one in opposition to the use of stimulus funds to expand Route 141 in St. Louis.



## Number of repeat visitors to MoDOT's Web site-18f

**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:

Repeat visitors to the Web site rose by more than 60,000 over the same quarter last year. Weather patterns were similar, although this year we had more flooding in May while last year, more flooding occurred in June.

