

## ACCOMMODATING ROADSIDES

*Tangible Result Driver – Beth Wright, State Maintenance Engineer*

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:** Beth Wright, State Maintenance Engineer

**Measurement Driver:** Kim Tipton, Senior General Services Specialist

### Purpose of the Measure:

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

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.

### Measurement and Data Collection:

The data for this measure is collected from both internal and external sources. MoDOT receives external feedback from survey cards offered at all rest areas. These cards are retained for one quarter in arrears. The survey card has a variety of questions with three of the questions specifically targeting the convenience, cleanliness and safety of the rest areas. This provides direct input from our customers. All comments from the cards are sent to the districts and sheltered workshop contractor to ensure concerns are addressed.

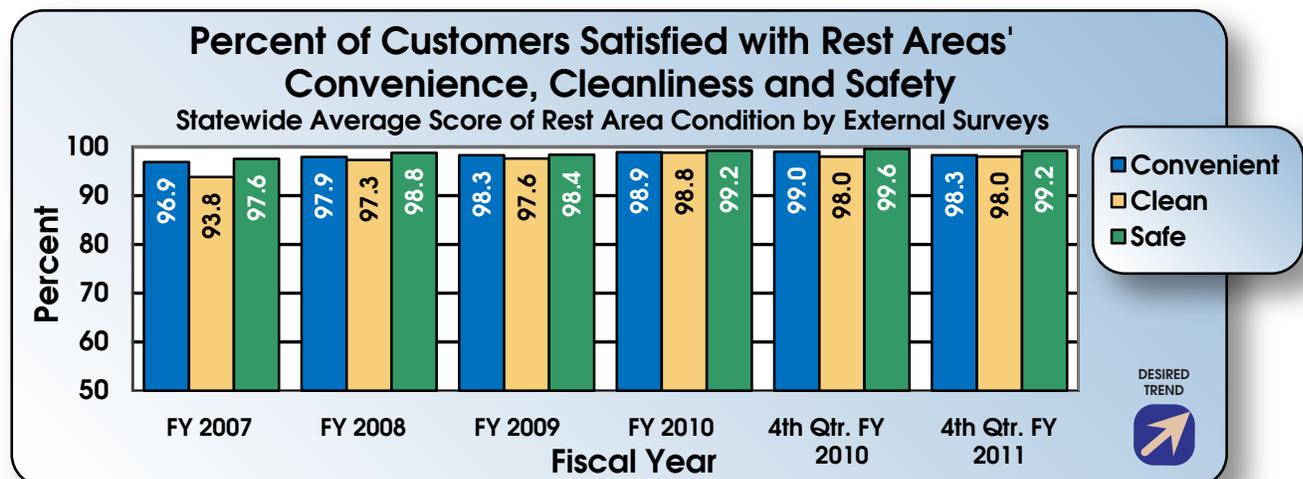
### Improvement Status:

The department received 3,066 surveys this quarter with Joplin, Eagleville and Conway providing the majority of the feedback.

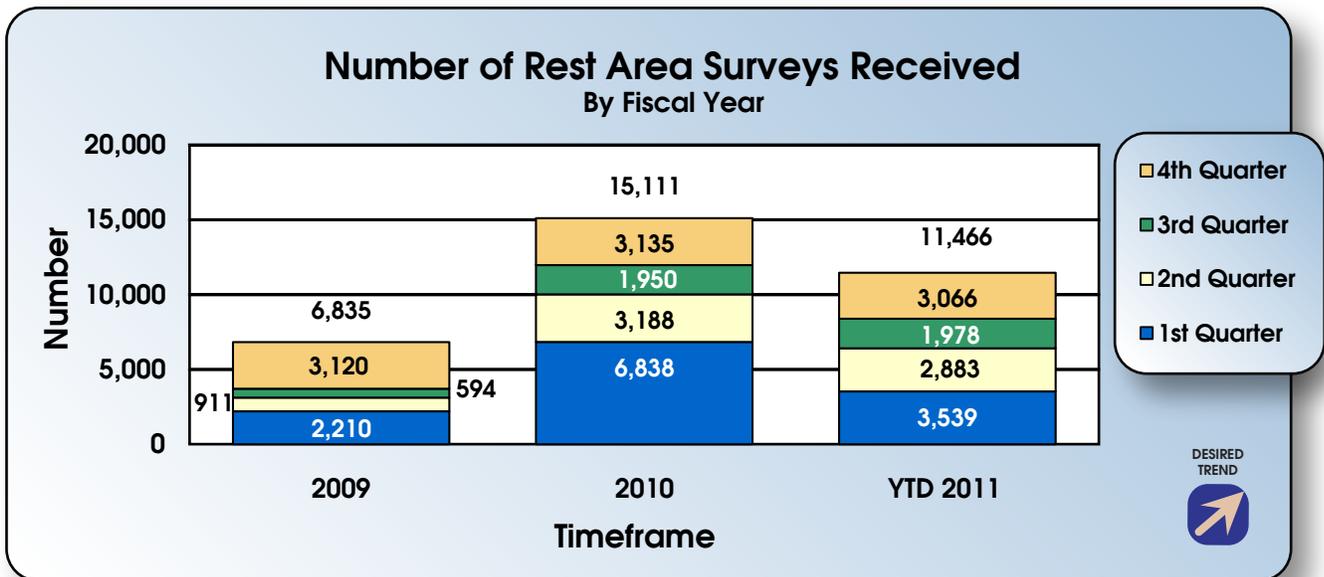
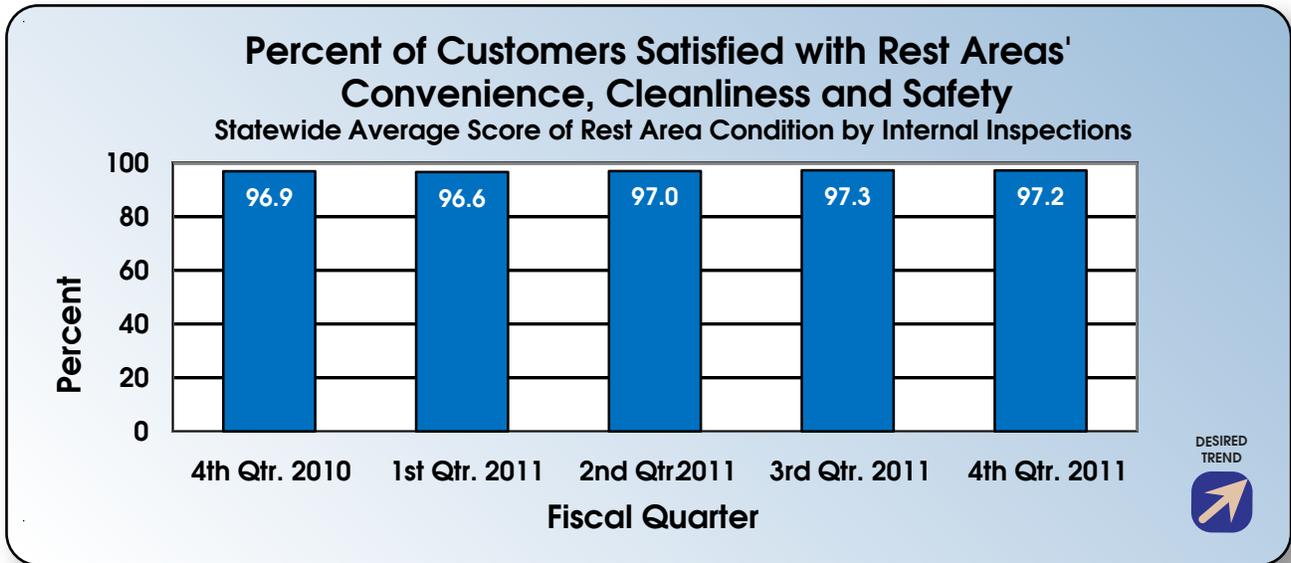
To ensure customer satisfaction, all rest areas are inspected using an attribute list developed and based on an industry-wide literature review. The attribute list includes characteristics rest-area users identified as what they consider convenient, clean and safe. MoDOT maintenance employees inspect 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.

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. MoDOT implements actions to improve the cleanliness at rest areas with lower satisfaction ratings through direct contact with the contractor and district personnel.

The internal inspection scores remained relatively the same at 97.2 percent for the fourth quarter of fiscal year 2011. 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:** Beth Wright, State Maintenance Engineer

**Measurement Driver:** Kim Tipton, Senior General Services Specialist

### Purpose of the Measure:

This measure tracks the number of vehicles visiting rest areas which is 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:

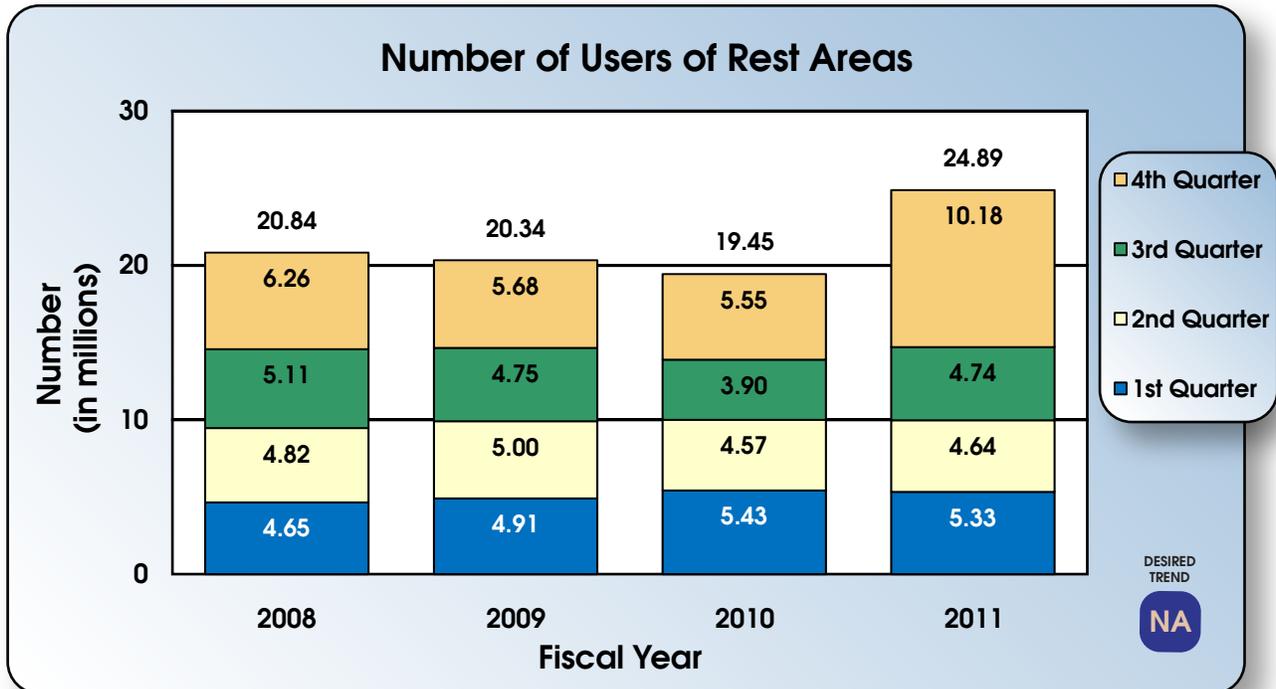
Permanent counters transfer data from seven different rest areas located throughout the state. Pavement sensors send data from a solar-powered wireless transfer station to a central database. These counters track the number of vehicles that enter the rest areas.

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 27 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 seven sites with

operational counters. The quarterly estimation is determined by adding the grand totals for each of the seven rest area sites, dividing by the 11 stopping opportunities at the seven rest areas and multiplying by the total number of stopping opportunities (27) in the entire system. This gives the estimated number of vehicles entering the rest areas for the quarter.

### Improvement Status:

A total of 1,659,121 vehicles were counted at those rest area sites with the seven operational pavement sensors. It is estimated that 4,072,388 vehicles used Missouri rest areas this quarter. Using a conservative estimate of 2.5 passengers per vehicle, the rest areas had approximately 10,180,970 visitors for the quarter. Based on averages of the last four quarters (July 1, 2010 – June 30, 2011), Missouri rest areas provided service to 24.89 million visitors. The increase can be attributed to the new Hayti facility, as well as westbound Conway during the month following the Joplin tornado.



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

**Result Driver:** Beth Wright, State Maintenance Engineer

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

### Purpose of the Measure:

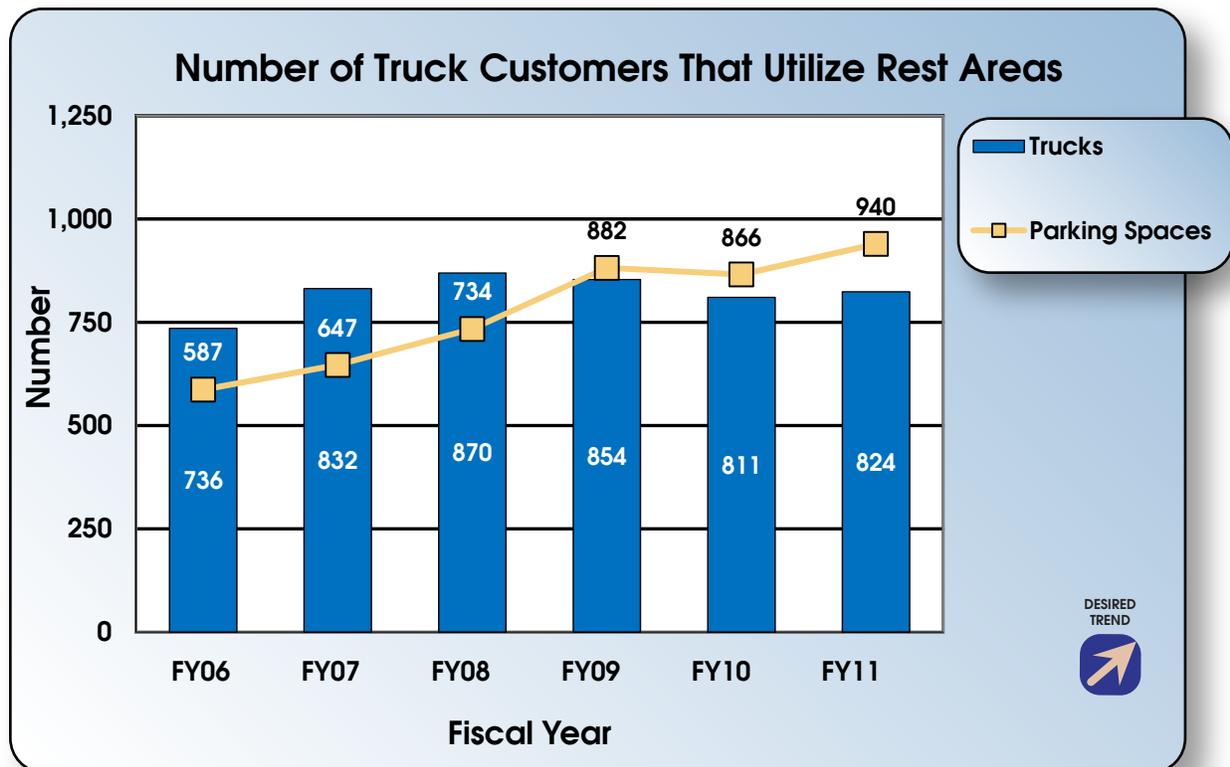
This measure tracks the number of trucks at rest areas, welcome centers and truck parking facilities. The number of trucks using the rest areas could be used to help determine how many spaces are needed to provide convenient parking facilities at each rest area.

### 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:** Fiscal year 2011 showed a two percent increase 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 nine percent increase in the number of available truck parking spaces.

The Marston southbound I-55 welcome center and the Hayti northbound I-55 welcome center opened up this quarter adding 124 spaces. Work was also finished at the Coffey I-35 north and southbound truck parking facilities that added another 20 spaces. Constructing welcome centers with additional truck parking spaces and converting abandoned weigh stations into truck parking facilities continues to be a way to accommodate the truck parking needs.



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

**Result Driver:** Beth Wright, State Maintenance Engineer

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

### Purpose of the Measure:

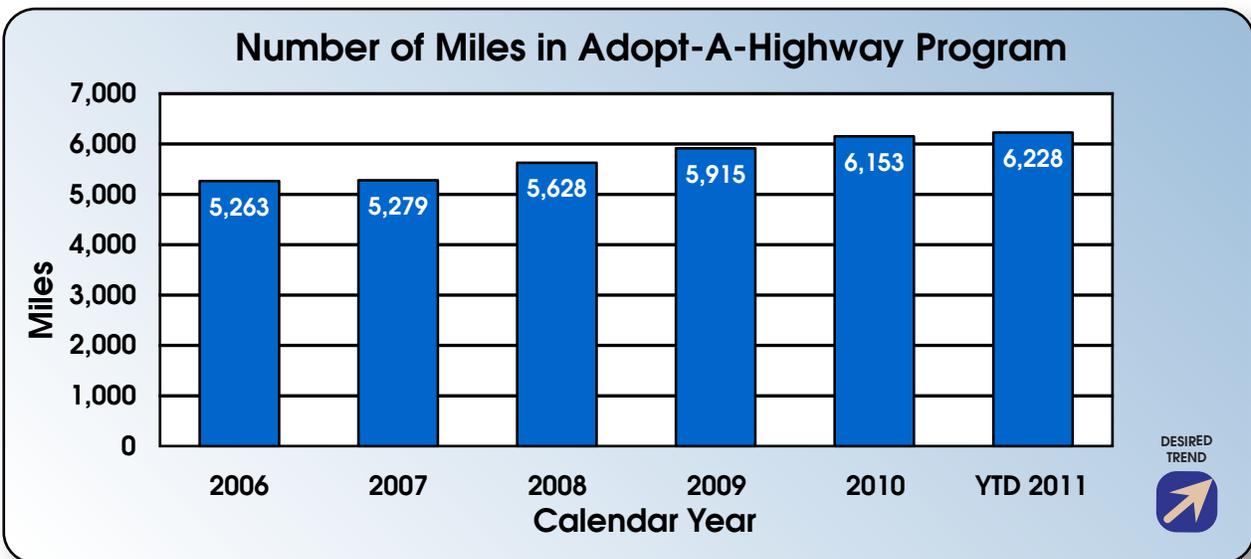
This measure tracks public involvement in taking care of Missouri’s roadsides through the Adopt-A-Highway program. Missouri has one of the largest and oldest Adopt-A-Highway programs in the nation. The volunteers learn about litter awareness and some of the challenges MoDOT faces, while allowing maintenance 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 have been 197 new adoptions thus far in 2011.

Sponsor-A-Highway, a complementary program to Adopt-A-Highway, was launched on September 17, 2008. Currently 42 miles are sponsored for litter cleanup in the Kansas City and St. Louis areas. A landscape sponsorship option is available on I-64 in the St. Louis area as of September 2010. Currently, 13 sections have landscape sponsors. 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:** Beth Wright, State Maintenance Engineer

**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 an increase in the number of available spaces and the number of parked vehicles this quarter. The number of available spaces statewide is 6,772 at 117 lots. The number of parked vehicles is 2,922, up from 2,494 last quarter. Data from the most 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 stakeholders meeting was held in May to collaborate on strategies to improve carpooling statewide.

