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THURSDAY, FEBRUARY 13, 2007 | 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.

WORKS | A1

LOCAL NEWS

CONGO CRIME?

Grateful residents of the Congo Mayor's inauguration want to give their association president little gifts for all his work. They say he stole more than \$100 million from the state.

TO EXPAND

Center St. ...

A grim anniversary in Iraq Blasts resound during



PROACTIVE TRANSPORTATION INFORMATION

Tangible Result Driver – Shane Peck, Community 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: 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.

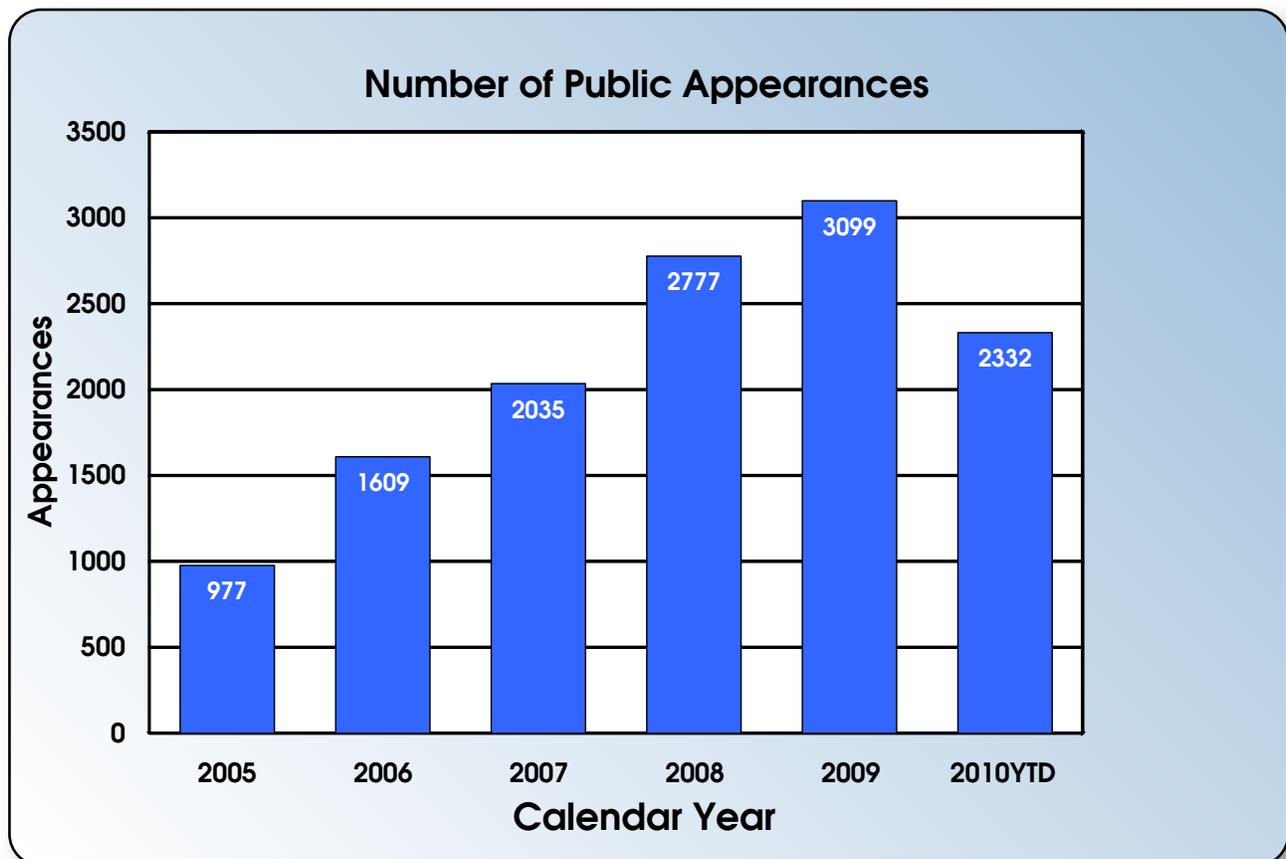
Measurement and Data Collection:

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.

Improvement Status:

After a steady increase for the past five years, public appearances seem to be on the decline. For the year to date in 2010, MoDOT staff made 2,332 public appearances. That's compared to 2,436 for the same period in 2009.



Percent of customers who feel MoDOT provides timely, accurate and understandable information-17b

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.

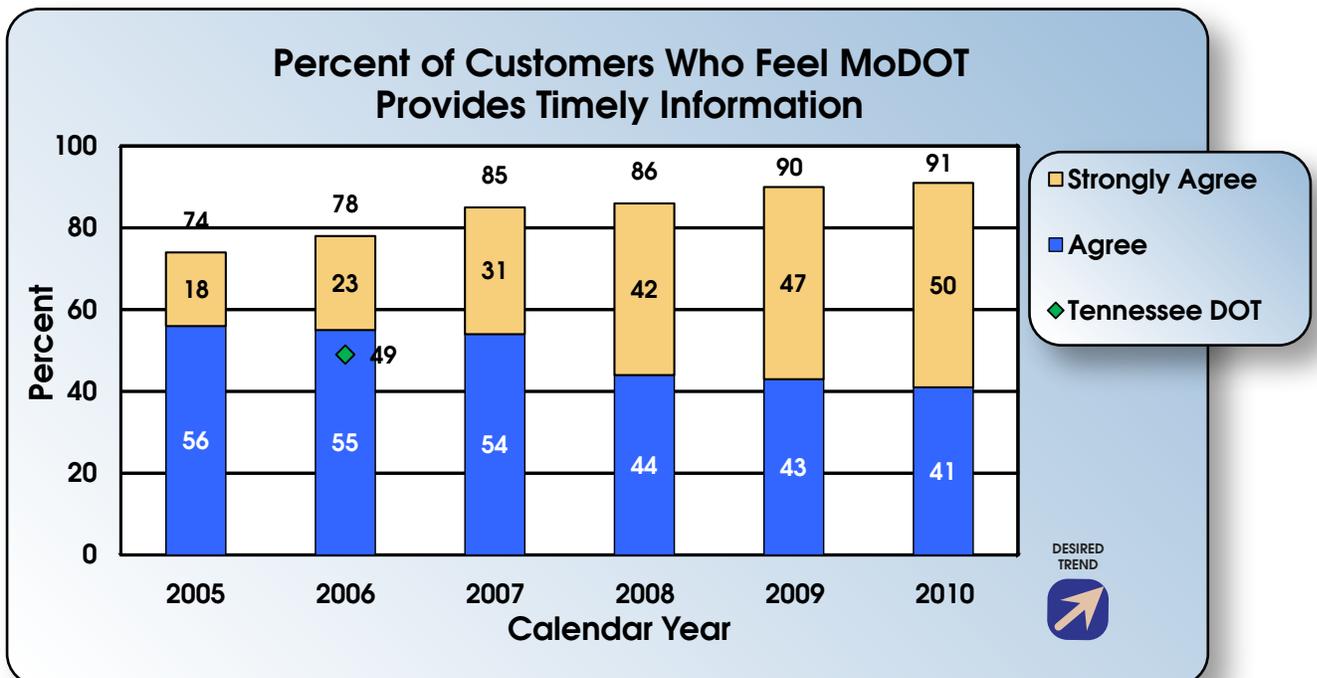
Measurement and Data Collection:

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.

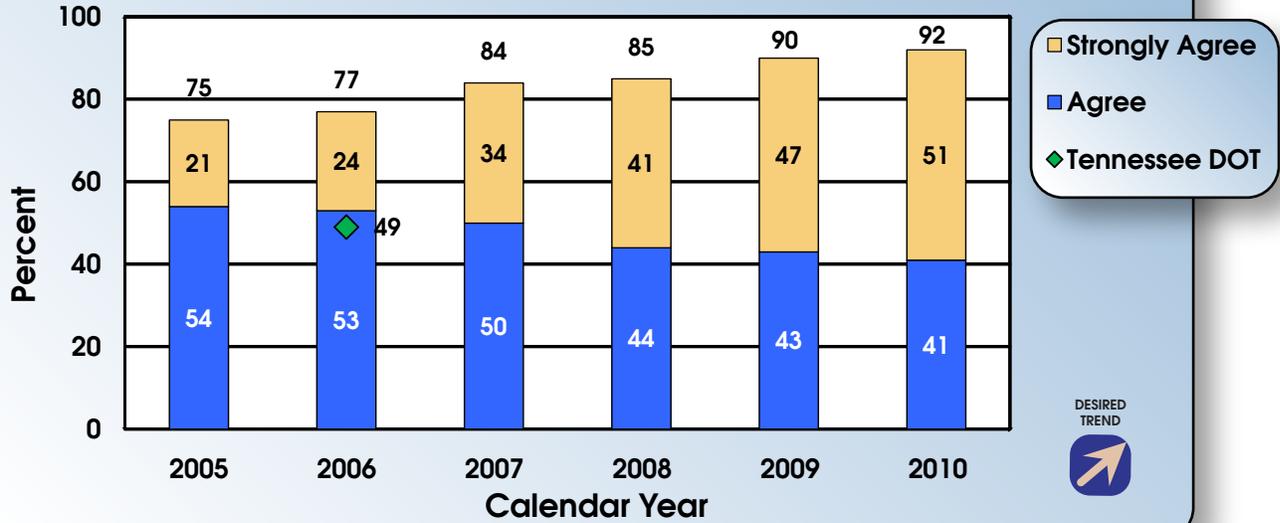
Improvement Status:

The percentage of Missourians who agree MoDOT provides timely, accurate and understandable

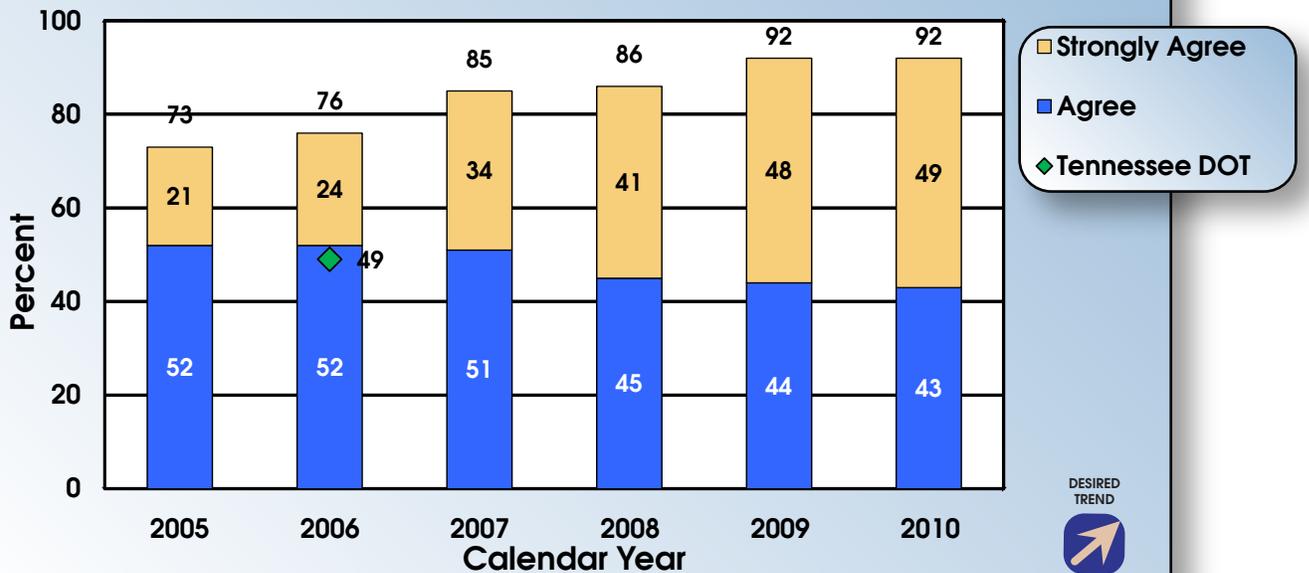
information remains extremely high. Ninety-one percent of Missourians agree MoDOT provides timely information, while 92 percent feel the department provides accurate and understandable information. The number of people who strongly agree that MoDOT does a good job of conveying timely, accurate and understandable information rose in all three areas. MoDOT's 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 a record number of media contacts and virtual public meetings. Efforts to communicate local project information and major initiatives likely contributed to the positive responses as well.



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



Number of contacts initiated by MoDOT to media-17c

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jorma Duran, Community Relations Coordinator

Purpose of the Measure:

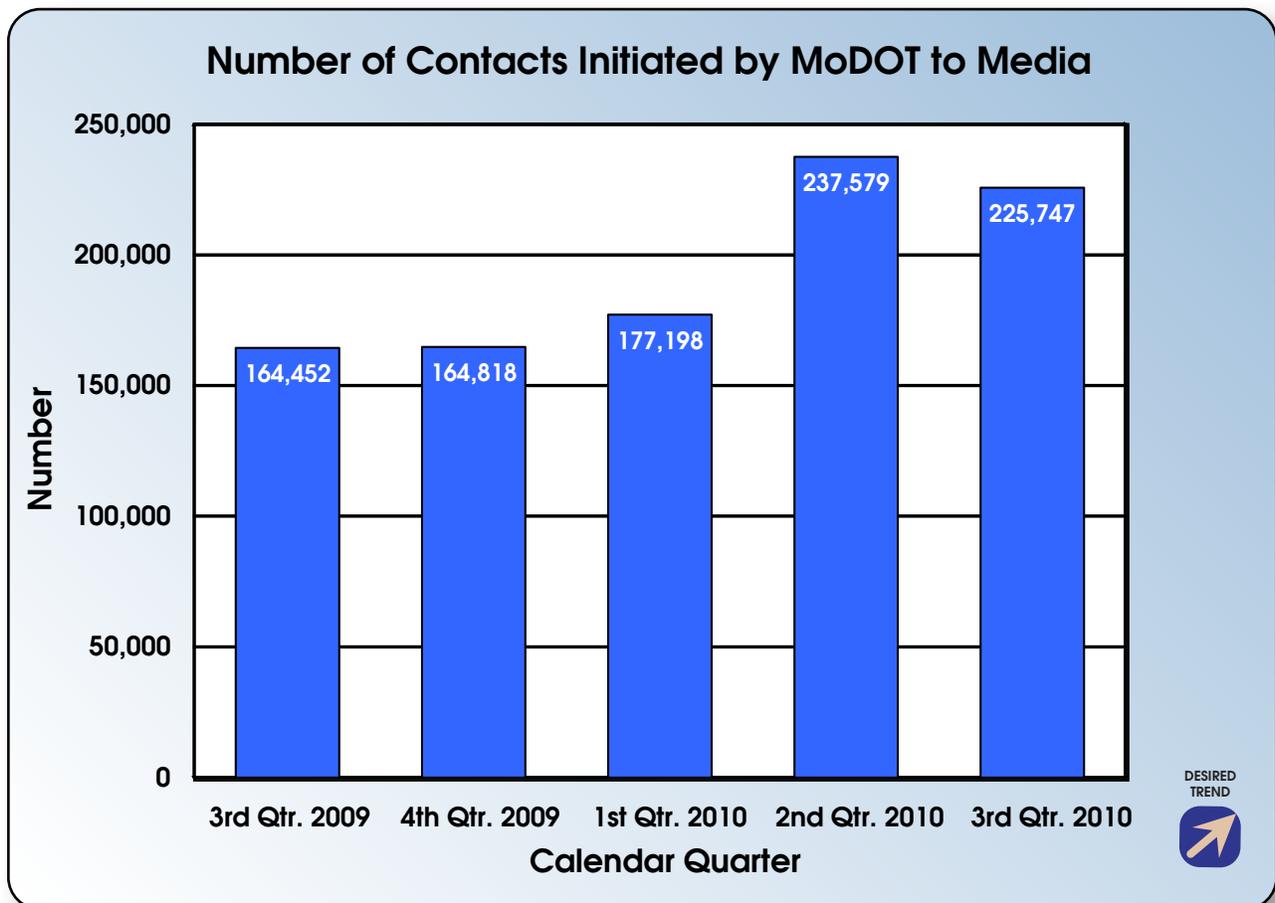
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

Improvement Status:

There were 225,747 media contacts made in the third quarter of 2010. This represents a decrease of 11,832 when compared to the second quarter of 2010, but an increase of 61,295 when compared to the third quarter of 2009.

Measurement and Data Collection:

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



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

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jorma Duran, Community Relations Coordinator

Purpose of the Measure:

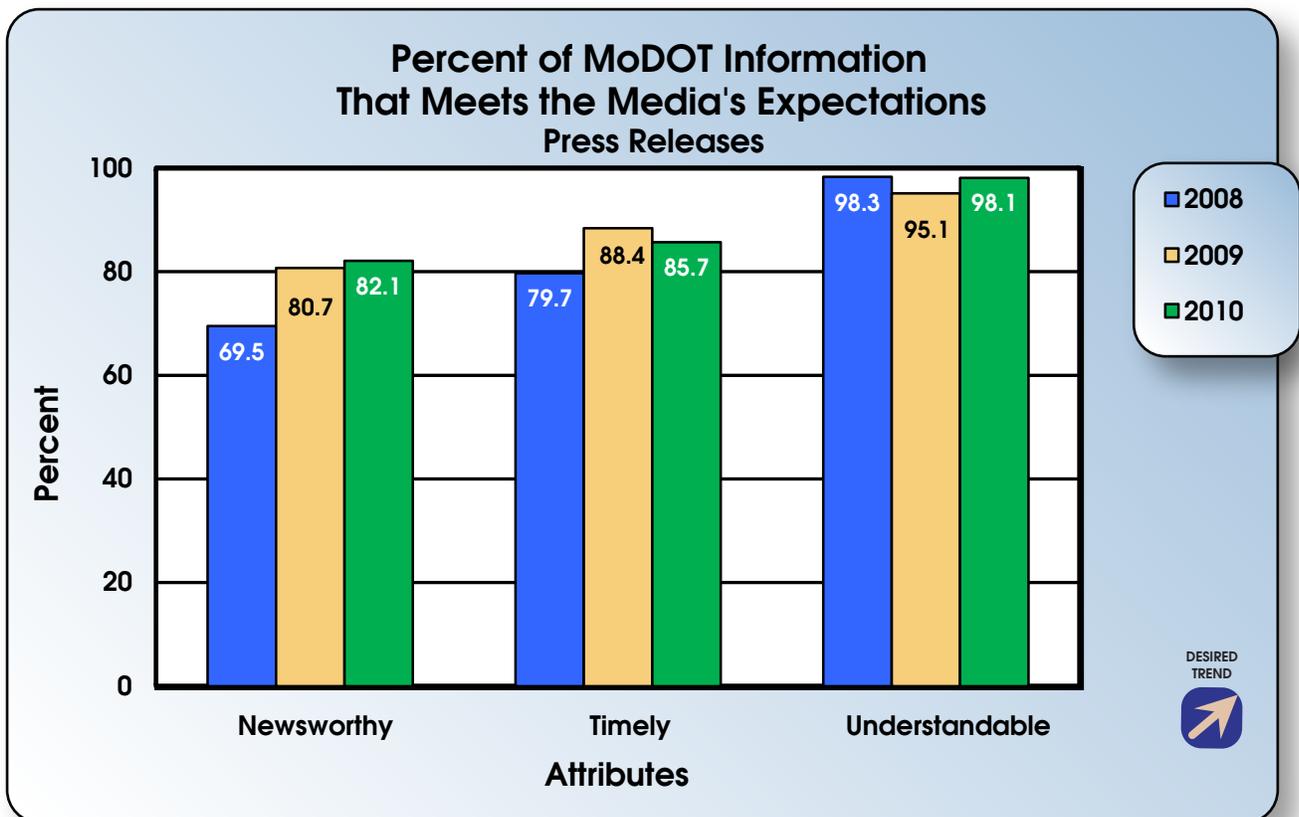
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. Each media outlet rates their level of satisfaction on how newsworthy, timely, and understandable news generated from MoDOT is.

Improvement Status:

The annual statewide media survey is conducted each June. There were 106 media outlets that participated in the 2010 survey. Media satisfaction increased with MoDOT's newsworthiness and understandability, with a slight decrease in timeliness when compared to 2009. Overall, results show MoDOT is providing appropriate information and meeting media expectations.



Percent of positive newspaper editorials-17e

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Jorma Duran, 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.

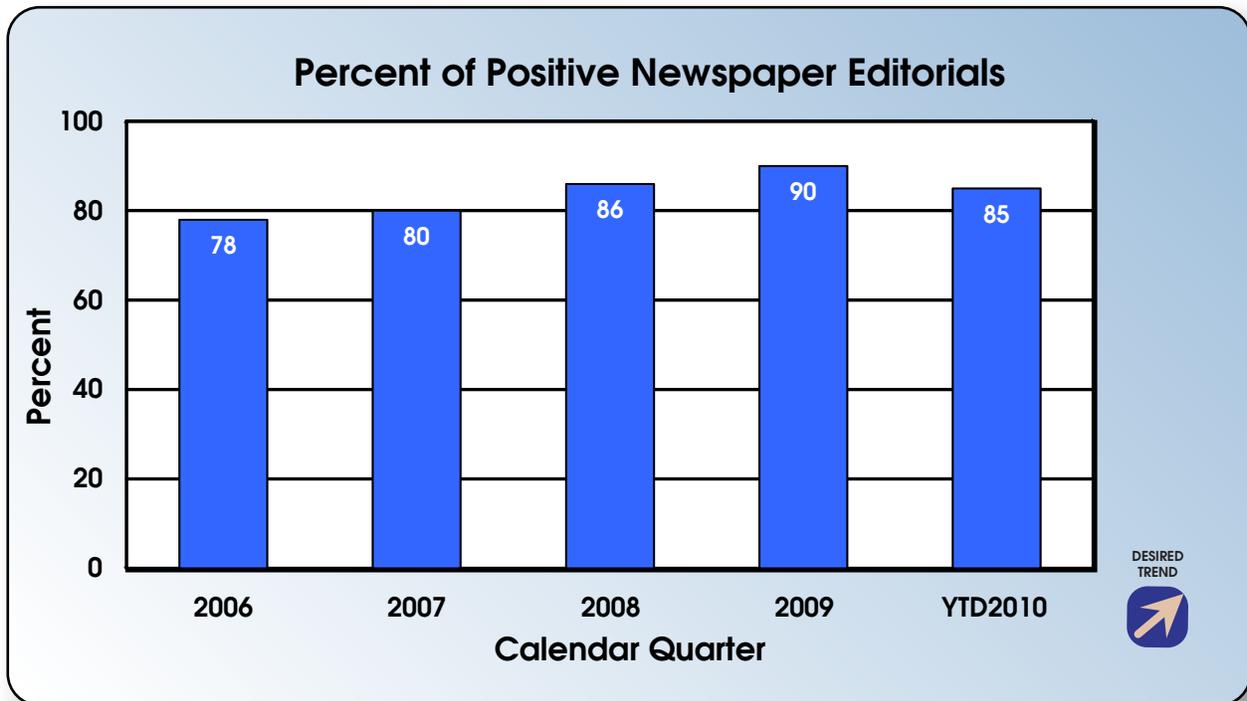
Improvement Status:

There were 10 editorials regarding MoDOT or state transportation issues in the third quarter of 2010. Of those editorials, 70 percent (7) were positive. Positive editorials covered issues including the promotion to

stop distracted driving, involving public opinion for certain projects, MoDOT's increased efforts for bicyclists and pedestrians and how 'green' we are.

There were three negative editorials. The Miller County Autogram Sentinel disagreed with our decision to close the Osage River Bridge, The Lee Summit Journal was upset about the Grandview Triangle collapse and the Savannah Reporter disagreed with MoDOT for helping to sponsor a Missouri Western State football game.

So far in 2010 there has been 52 editorials regarding MoDOT or state transportation issues, of those editorials, 85 percent (44) were positive.



Number of overall visitors to MoDOT's website-17f

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Matt Hiebert, Community Relations Coordinator

Purpose of the Measure:

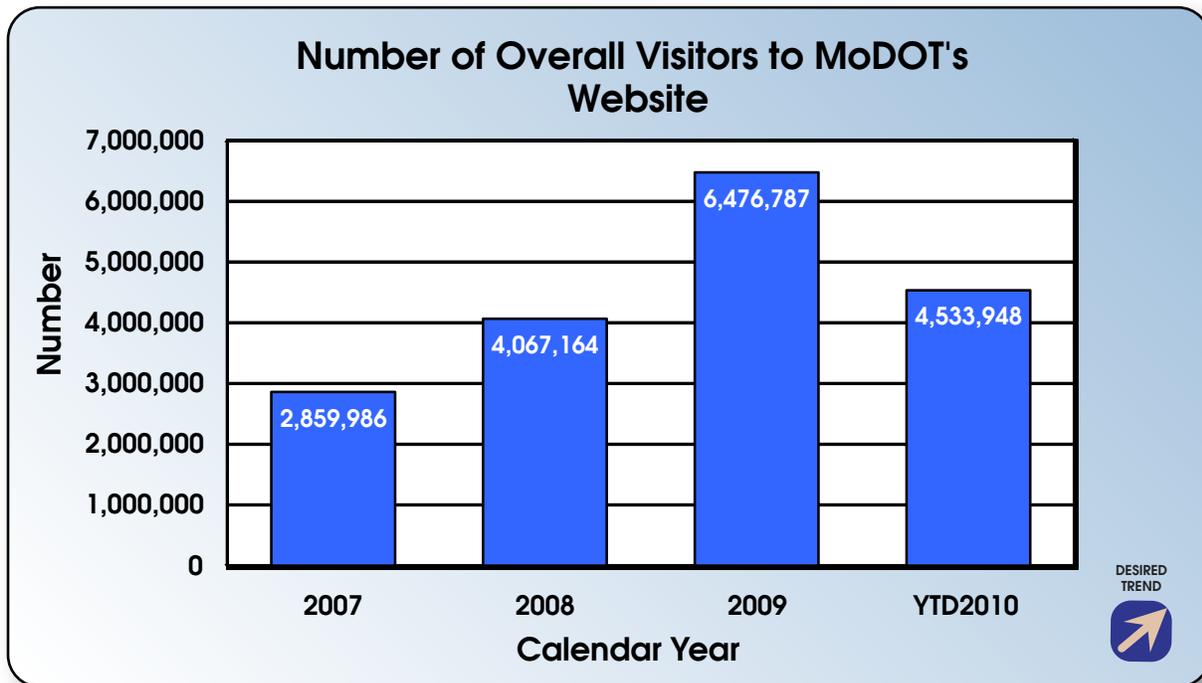
This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

Improvement Status:

We have changed this measure to show year to date information. The website has had 4.5 million visitors for the calendar year 2010. Traffic for Mississippi Bridge and kcICON were added in 2009.

Measurement and Data Collection:

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats.



Number of customers engaged through social media-17g

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Laura Holloway, Community Relations Coordinator

Purpose of the Measure:

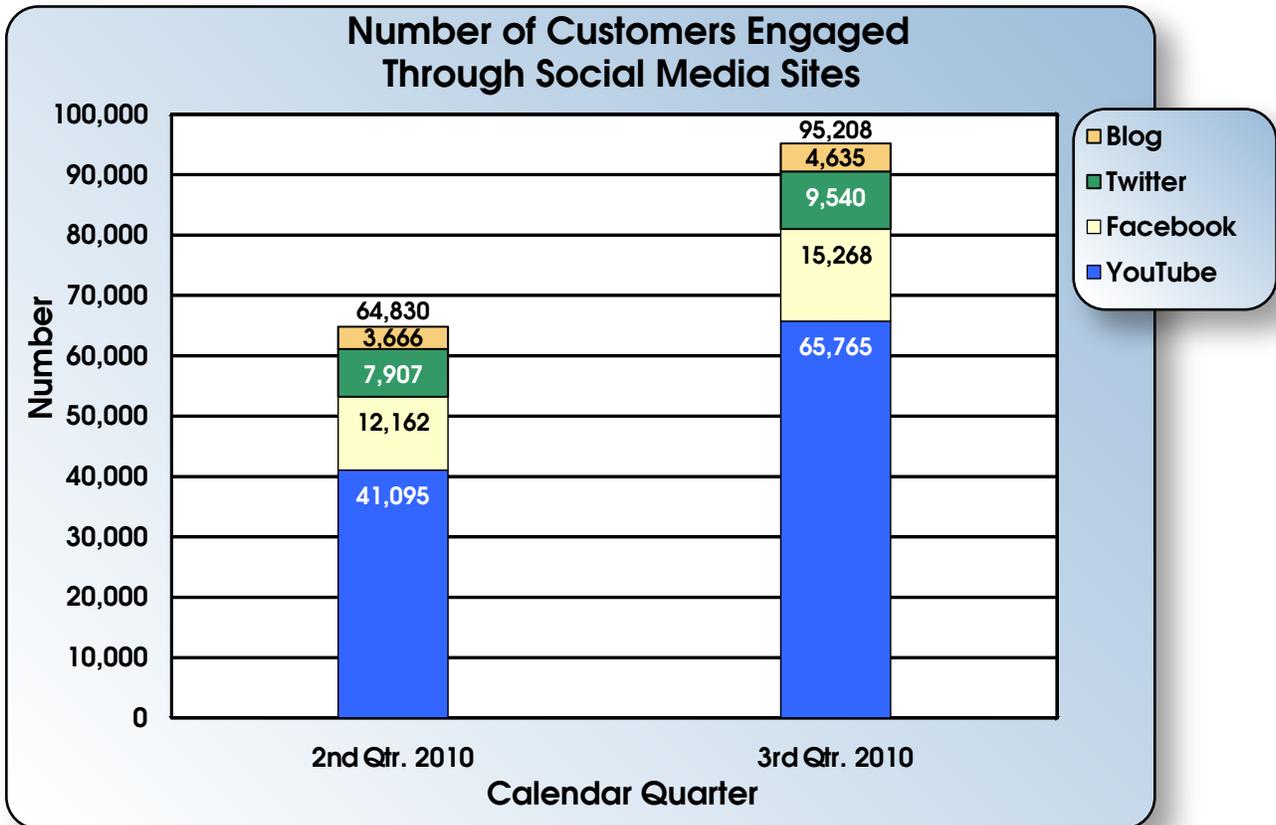
This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

Improvement Status:

There were 95,208 customers engaged during the third quarter of 2010 through MoDOT’s social media sites across the state. During the third quarter, two new Facebook pages, one new Twitter account, three new blogs and four new YouTube channels were added.

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.



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