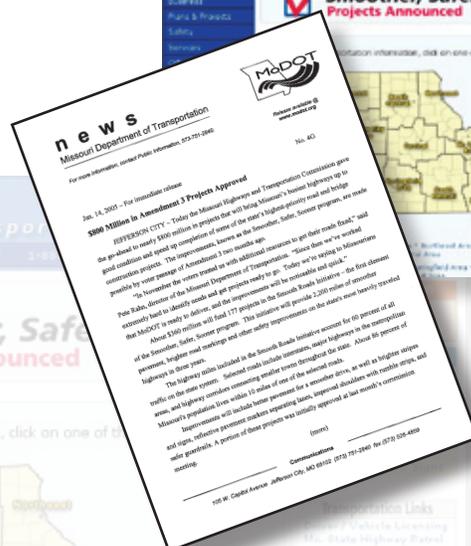


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*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.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of public appearances*

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

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

**Purpose of the Measure:**

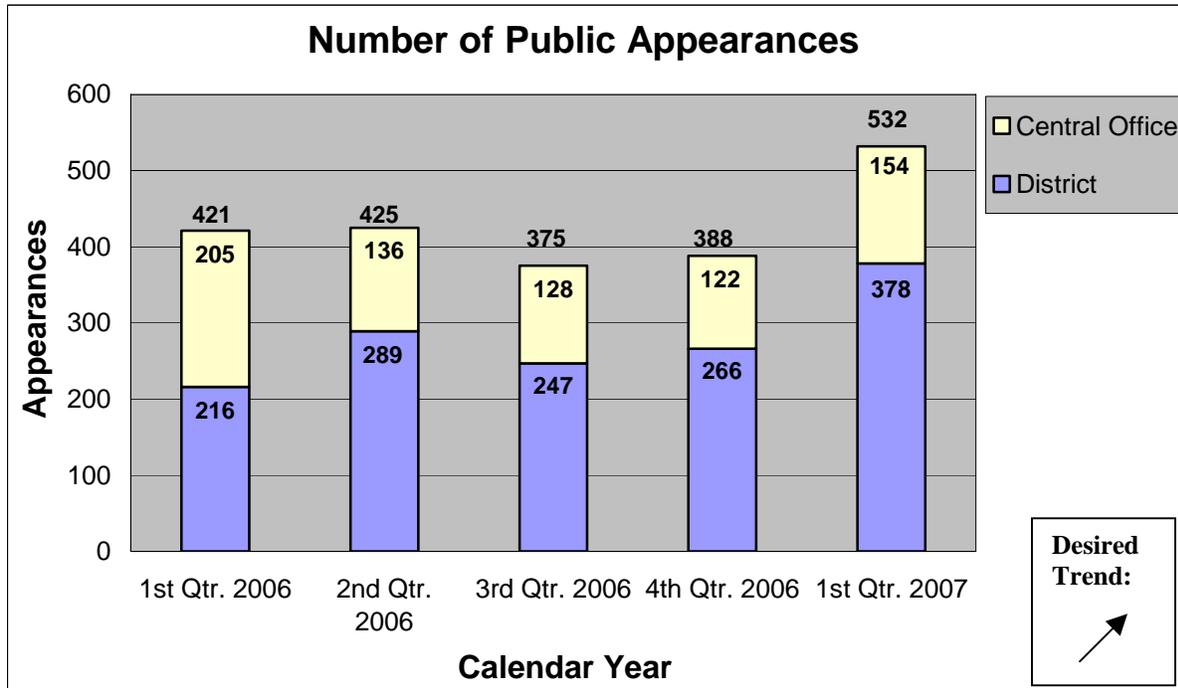
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to inform the public of projects that are of concern to them. Examples include speeches and presentations; conferences and 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:**

MoDOT's districts and Central Office reported a total of 532 public appearances during January, February and March of 2007, a sizeable increase from last quarter and the same period last year. MoDOT staff reached more than 36,000 people through public appearances in the first quarter of 2007. Some of the gain is attributed to outreach activities associated with The New I-64 project. There also seemed to be a slight increase in safety-related presentations, career fairs and school visits. MoDOT continues to promote opportunities for public appearances through Express Lane, the Web site and community contacts.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides timely, accurate and understandable information*

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

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

**Purpose of the Measure:**

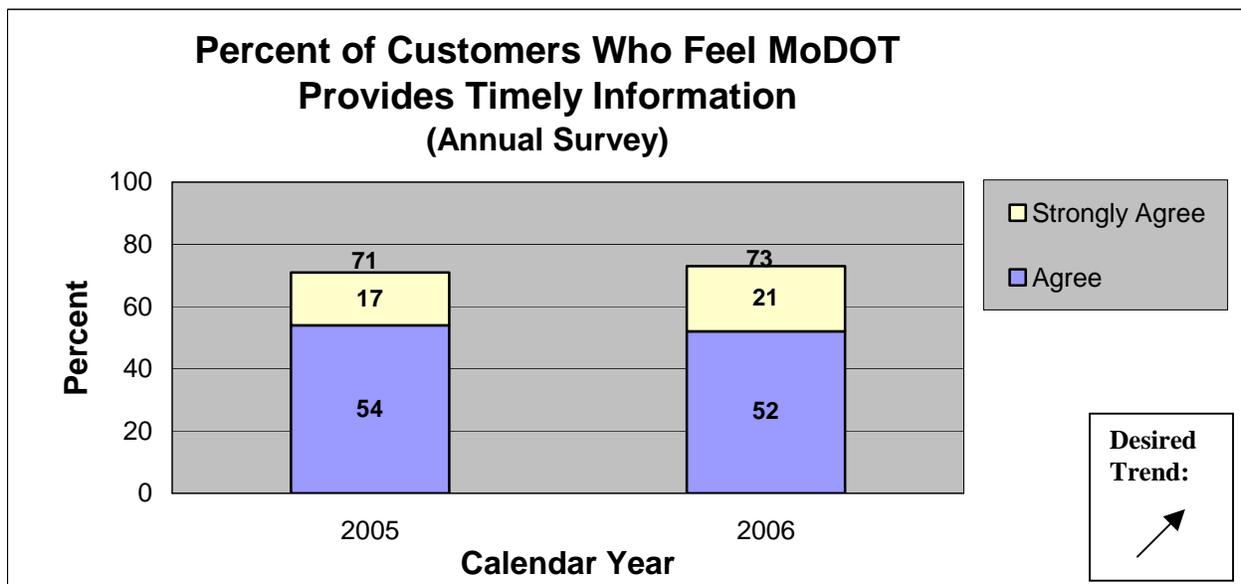
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

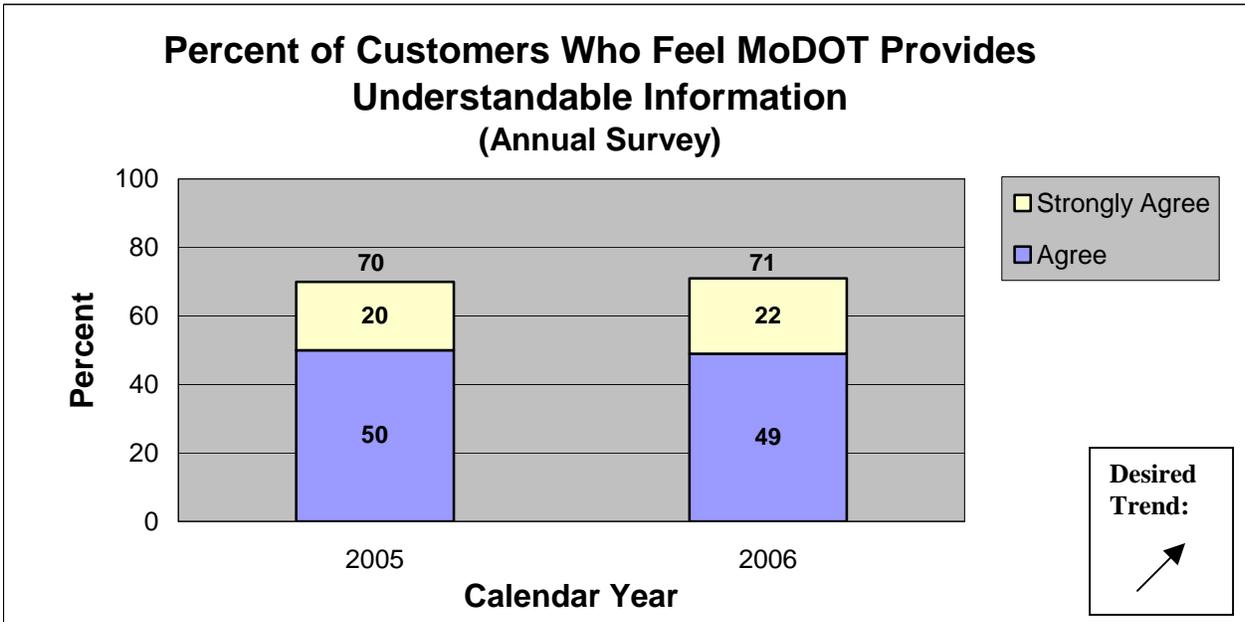
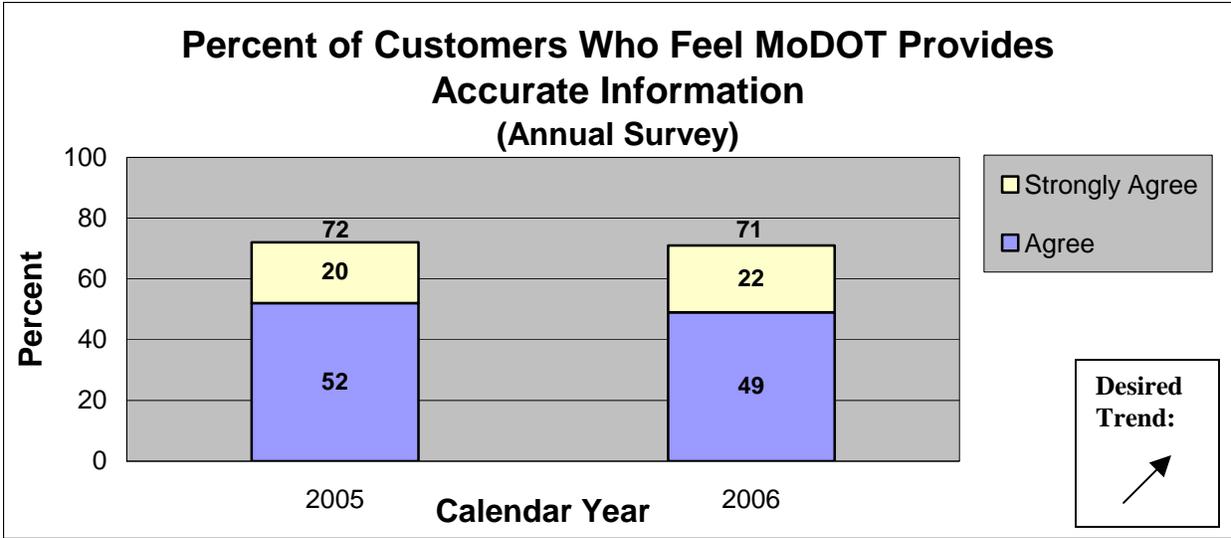
**Measurement and Data Collection:**

This is an annual measure. New data will be available in May 2007. Data is collected as part of a study commissioned by the Missouri Transportation Institute each May. The study interviews 3,500 randomly selected adult Missourians.

**Improvement Status:**

Changeable message boards, incident management teams, public meetings, paid advertising, news releases, ExpressLane and the Web site are just a few of the ways MoDOT works to provide accurate, timely, understandable and proactive information to customers. Public outreach activities such as news conferences to introduce the new state map and the Safe & Sound Bridge Improvement Plan and lighting state landmarks orange during Work Zone Awareness Week also help get important transportation information to Missouri citizens.





## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of contacts initiated by MoDOT to media*

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

**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**

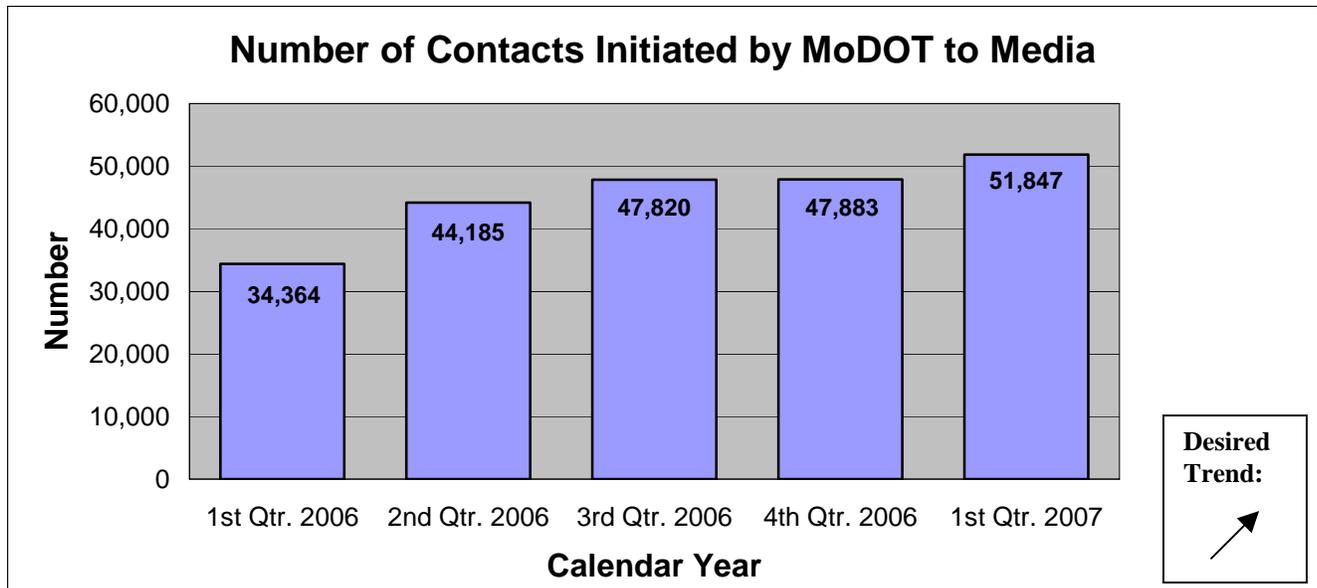
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**Measurement and Data Collection:**

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

**Improvement Status:**

Contacts increased 51 percent over this time last year. Although contacts are typically less frequent during the winter months, several heavy snowstorms required frequent media updates. The rollout of the Better Roads, Brighter Future Program also helped, as did continued expansion of non-traditional media contacts such as e-mail databases and Express Lane subscriptions.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of MoDOT information that meets the media's expectations*

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

**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**

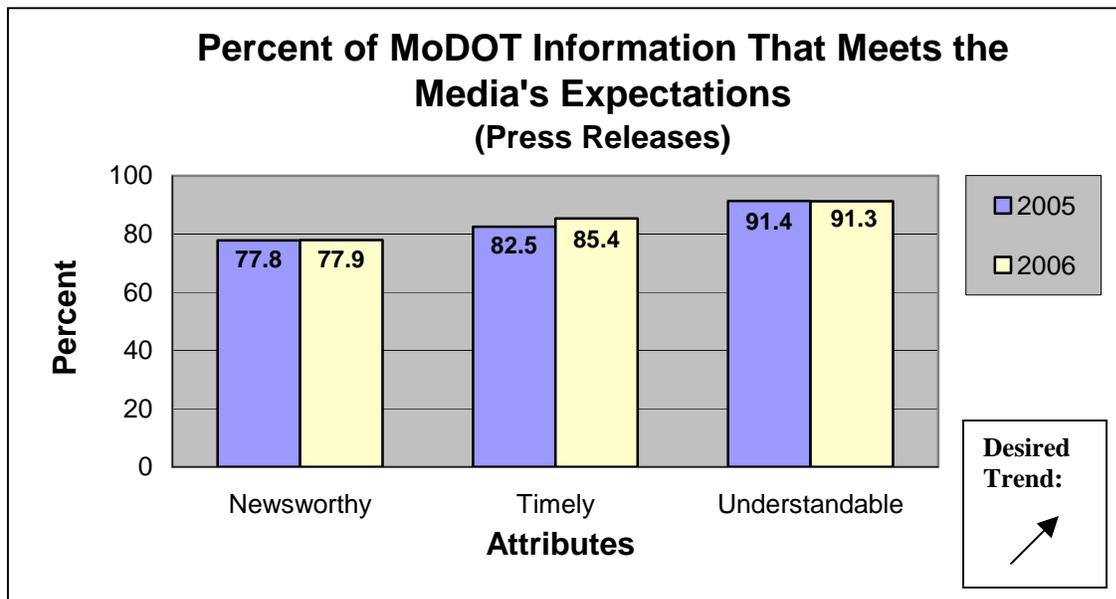
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

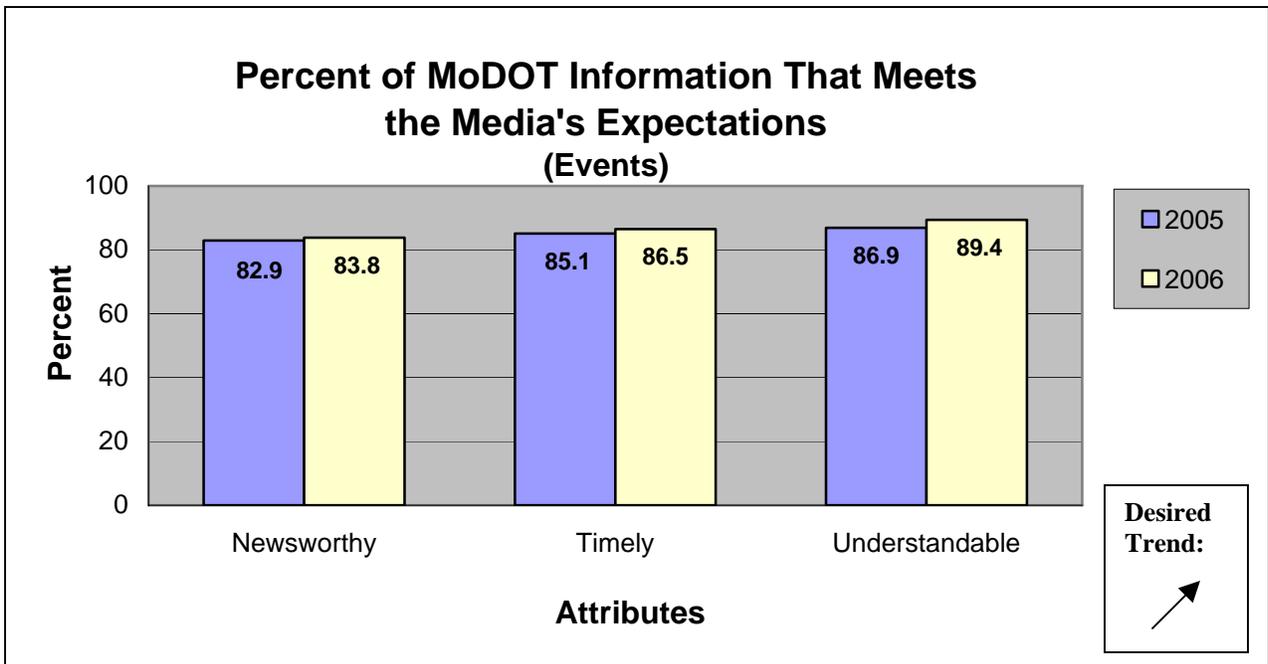
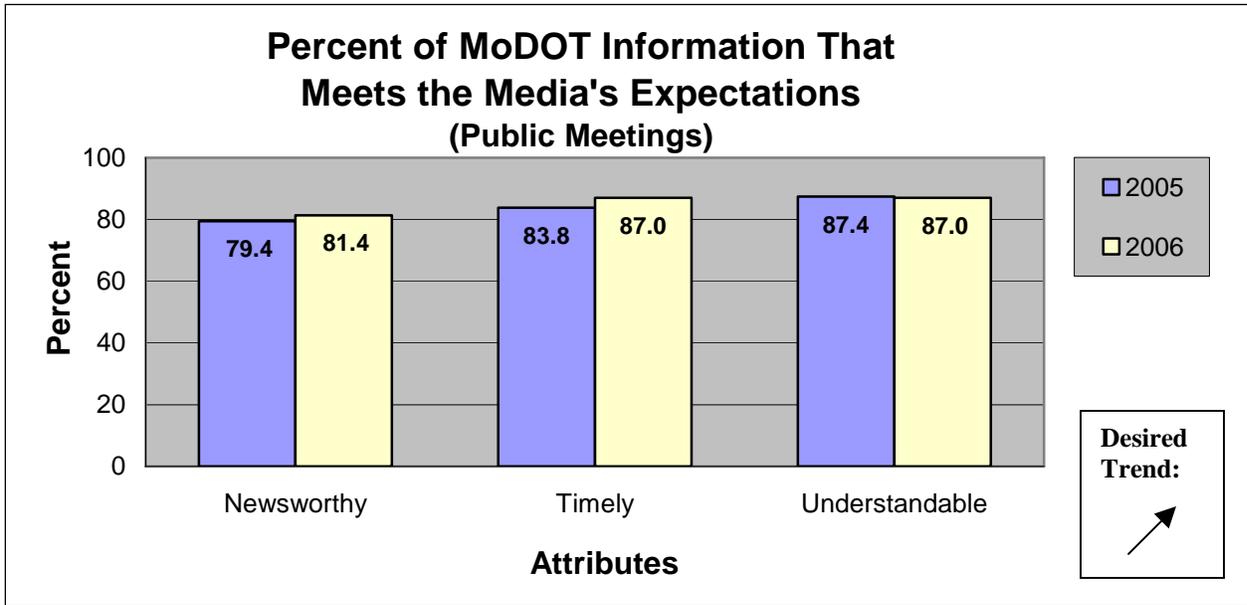
**Measurement and Data Collection:**

MoDOT sends out surveys 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:**

There is no new data for this annual measure. The 2006 annual survey was completed in June and July of that year, and showed continuing high numbers along with growth in some areas. Continued emphasis on electronic distribution to improve timeliness as well as newsworthy events such as the Safe & Sound and Better Roads, Brighter Future programs will help next year's results.





## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of positive newspaper editorials*

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

**Measurement Driver:** Jeff Briggs, Community Relations Manager

**Purpose of the Measure:**

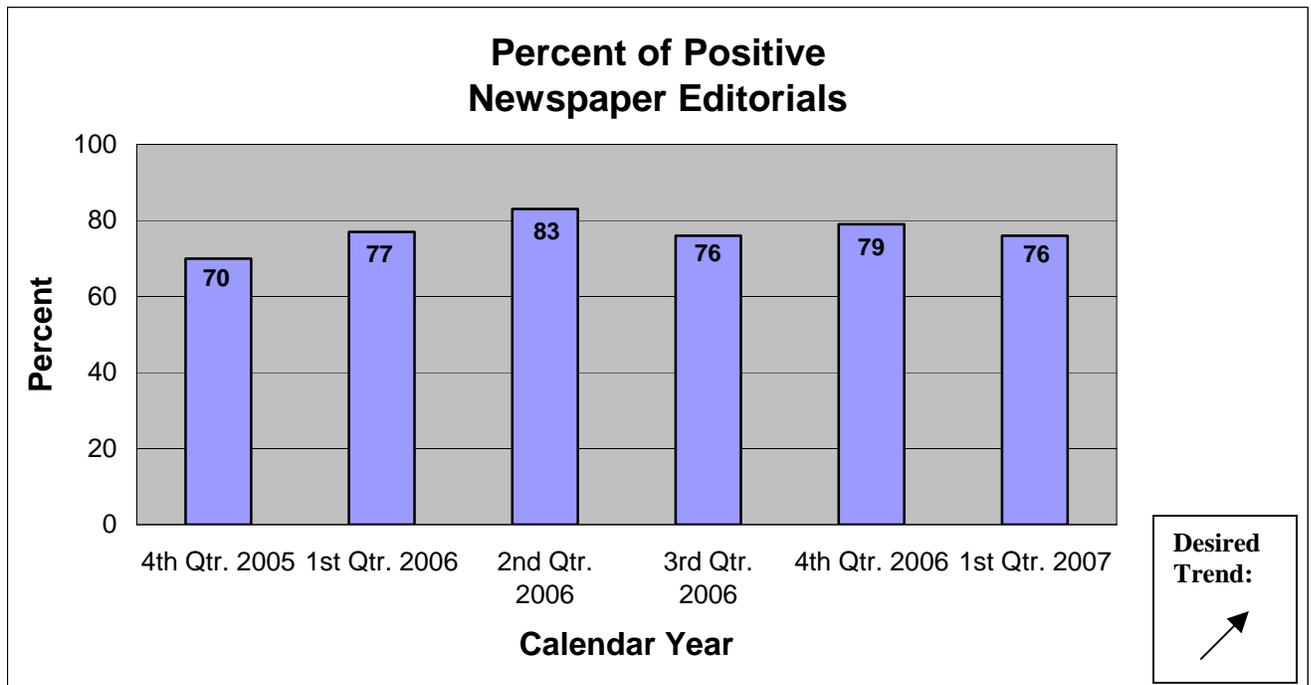
This measure tracks how MoDOT is perceived by the media, and by extension the public.

**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:**

Editorial activity was very high this quarter, with 35 of 46 editorials positive. MoDOT's push for a primary seat belt law generated 16 editorials, which were all positive. Numerous editorials discussed additional funding for transportation, including toll road possibilities, with nine of 12 funding editorials positive. Snow removal and work zone efforts also received positive coverage. The proposed Mississippi River crossing and I-64 work in St. Louis received some negative editorials.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of repeat visitors to MoDOT's web site*

**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:**

The extremely high repeat visitor numbers for January and February are largely due to the traffic to the Road Conditions map and text reports. Also this is the first report that includes figures from Gateway Guide. Repeat visitors from that site ranged from 5,752 in March to 10,471 in February. Although there was some repeat traffic to the Road Conditions map due to the snowstorm in Iowa, most of the repeat visitors for March were looking at other pages of the site, particularly in the Careers and Business areas. MoDOT recently added a direct link to the project bidding information page on the homepage and have added images that cycle upon refresh to give more "real estate" to other MoDOT divisions and projects.

