



Metro Edition

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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 lawsuits 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.

WORLD 1 A

LOCAL NEWS

CONGO CRIME?

Grateful residents of the Congo's Mbari townships want 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

Center St.

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-18a

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 provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

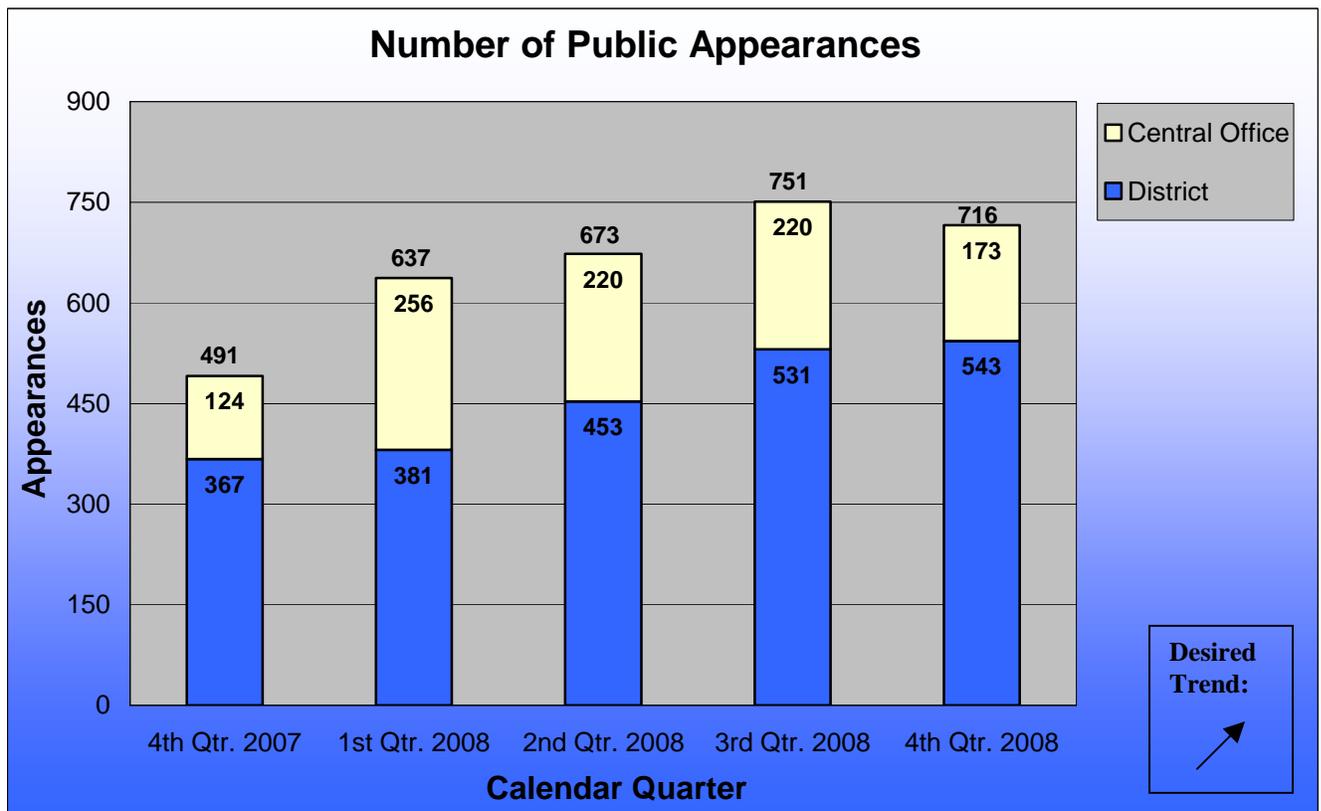
Measurement and Data Collection:

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:

The number of public appearances for the fourth quarter of 2008 continued to be very high. Initiatives such as the Safe & Sound Bridge Program, *A Conversation for Moving Missouri Forward* and the I-64 project, along with safety-related presentations, contributed to the overall results. MoDOT staff reached more than 65,000 Missourians through public appearances this quarter.



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 Coordinator

Purpose of the Measure:

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

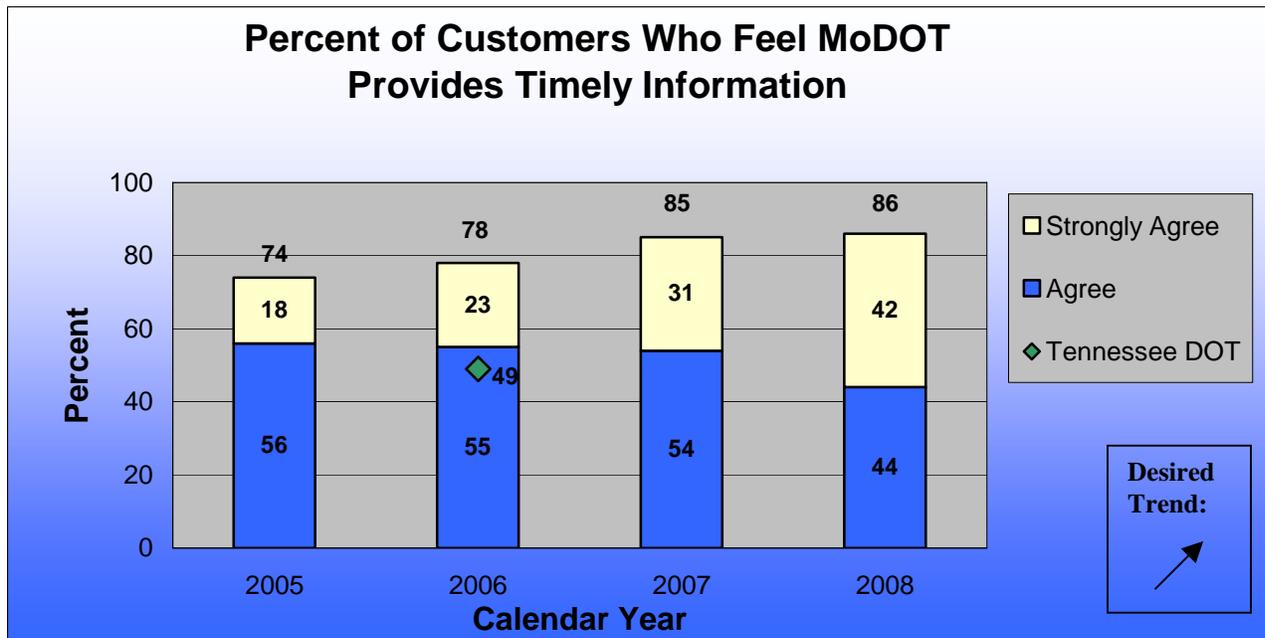
Measurement and Data Collection:

This is an annual measure. 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 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.

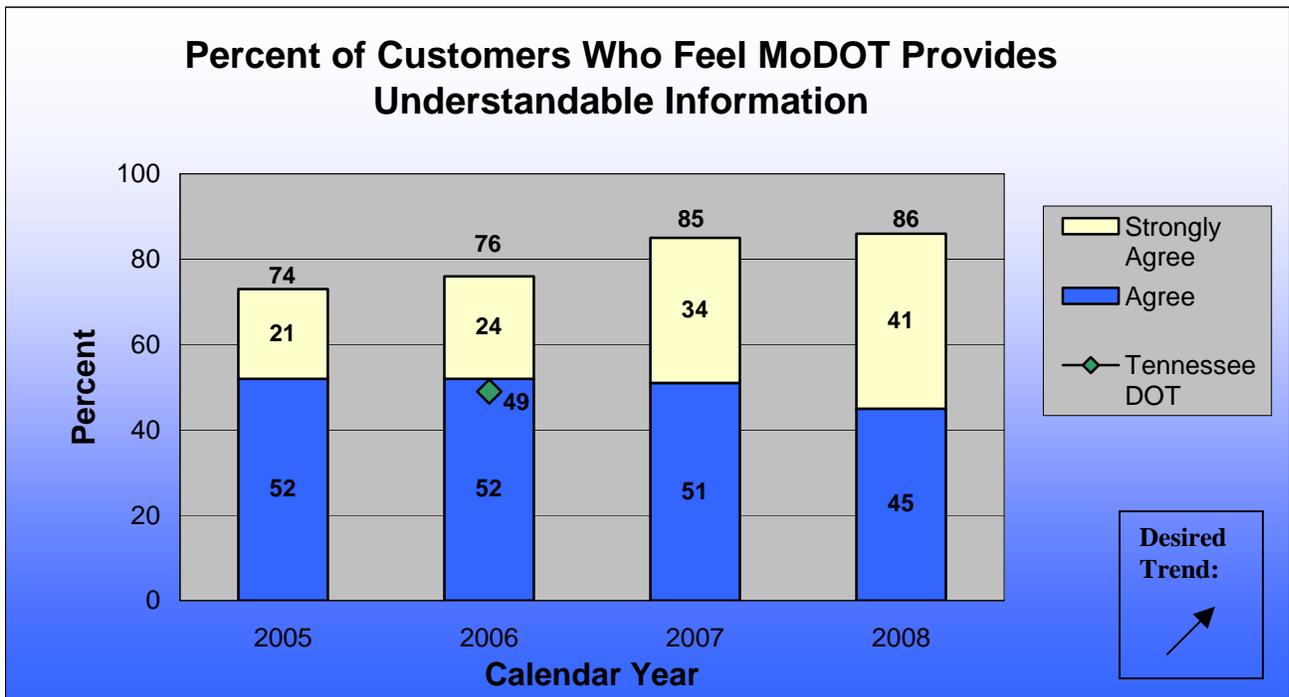
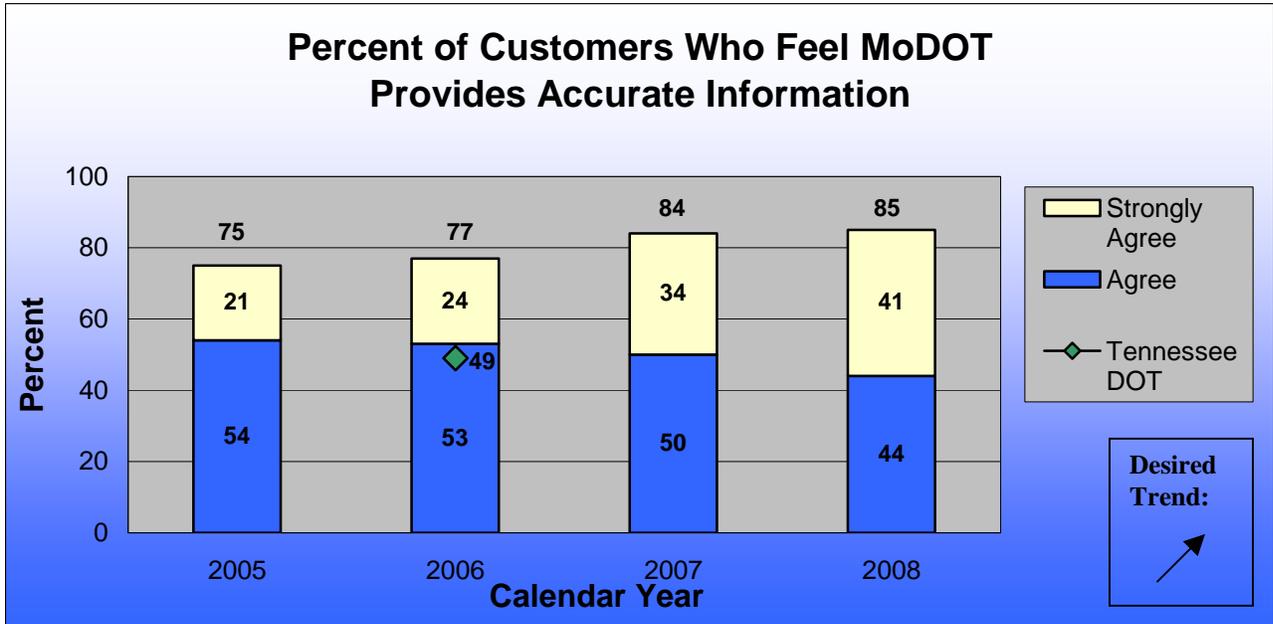
Improvement Status:

The number of customers who agree or strongly agree that MoDOT provides timely, accurate and understandable information remains strong and

continues to grow. There were increases in the strongly agree section in all three areas, with the percentage of those who strongly agree MoDOT provides timely information rising 11 percent. Efforts to focus on transparency and outreach activities have contributed to the increase, as have communications tools such as the Traveler Information Map, the electronic message boards, MoDOT's blog and YouTube presence and the MoDOT Minute. Providing information on major projects including the Better Roads, Brighter Future program, the Safe & Sound Bridge Improvement Plan, the New I-64 and kcICON, in addition to achieving fewer highway fatalities and receiving the Missouri Quality Award, contributed to the positive responses.



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



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:

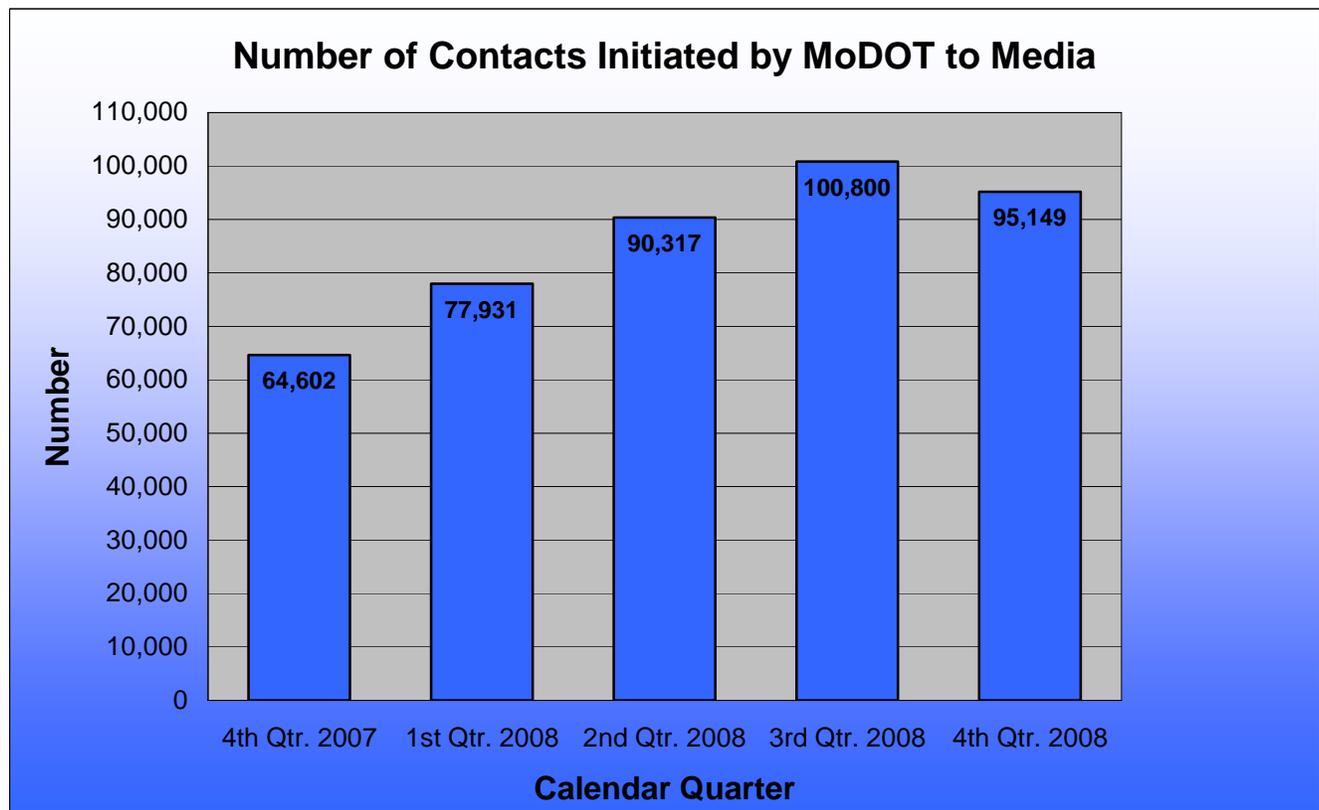
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

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

Improvement Status:

Media contacts leveled off slightly between the third and fourth quarters of 2008. According to the trend established in collecting this data over time, a decrease in the fourth quarter is normal, most likely due to the holidays. Nevertheless, media contacts were up 47 percent in comparison to contacts made in the fourth quarter of 2007. Subjects most commonly being provided to the media include every-day roadwork updates, Safe & Sound program information and weather-related road conditions.



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:

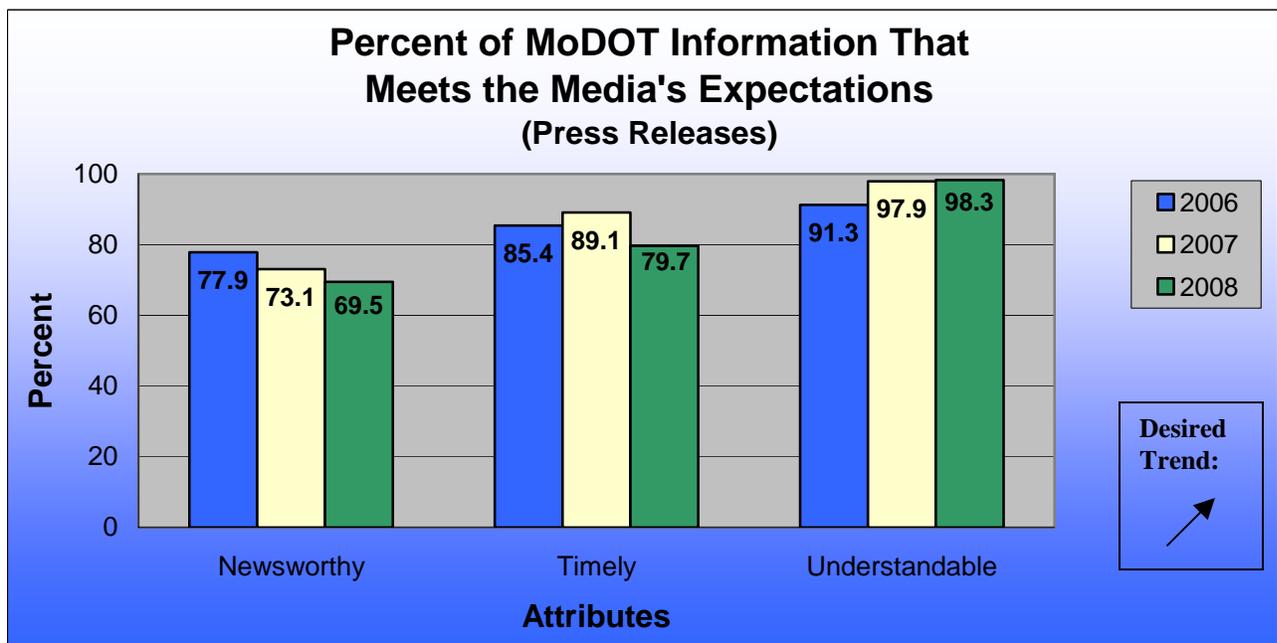
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

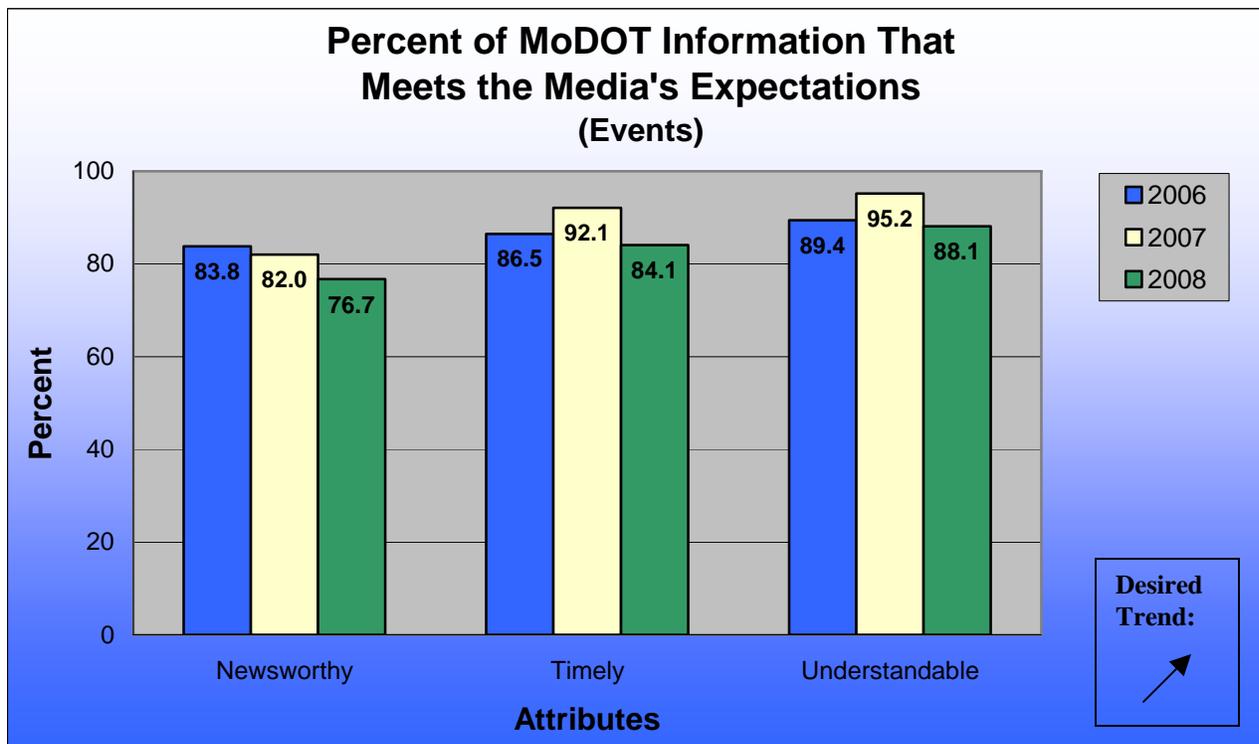
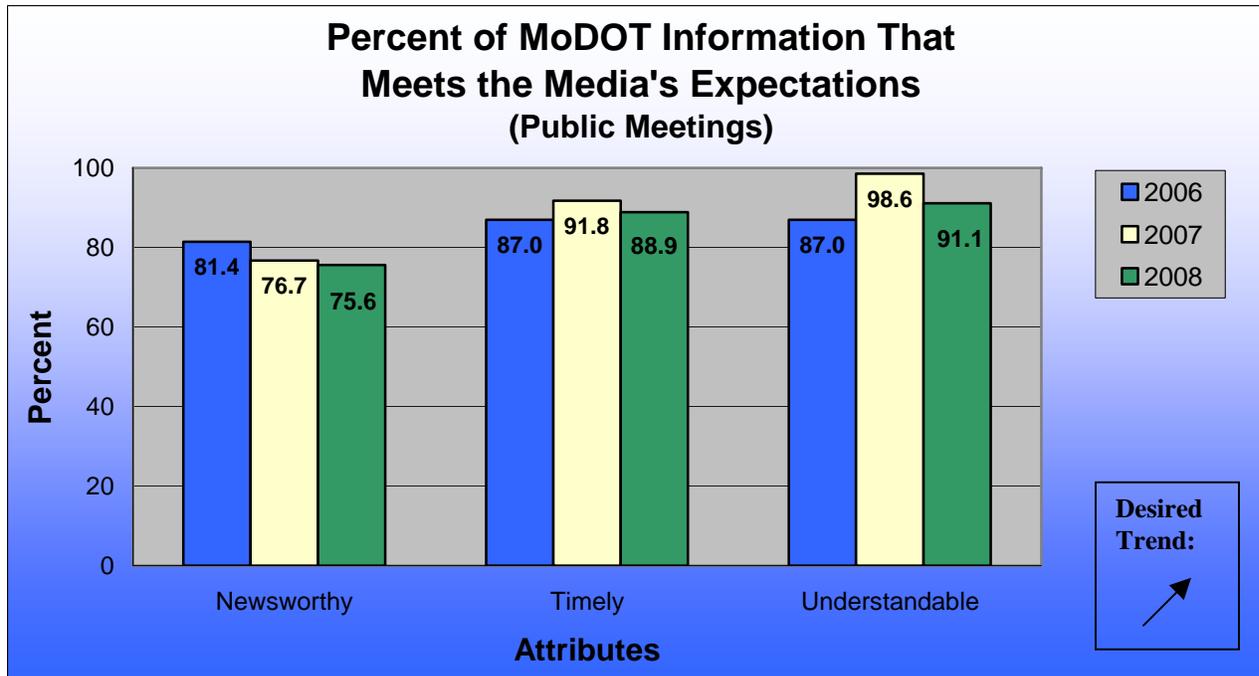
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

Improvement Status:

The annual survey is conducted each July. Fifty-nine media participated in our 2008 survey, a 39 percent decline in response from a year ago. The respondents indicated our press releases, public meetings and events have generally declined in their newsworthiness, timeliness and in being understandable. The timely attribute tended to decline the most in each of the three categories, with several weekly newspapers commenting that they are not receiving information in time to print it prior to their publishing deadline.



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



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:

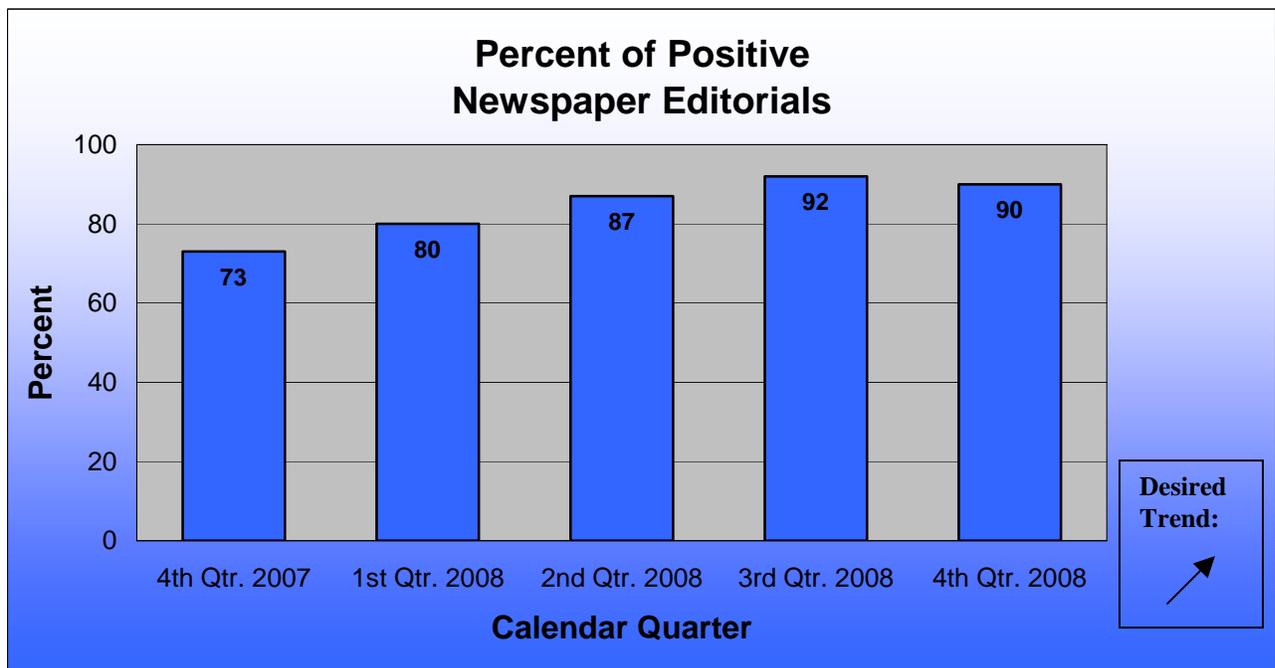
This measure tracks how MoDOT is perceived by the media, and by extension the public.

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 20 editorials regarding MoDOT or state transportation in the fourth quarter. Eighteen, or 90 percent, were positive. The strongest editorial support, for the fourth straight quarter, was for the need for increased transportation funding at the state level or through the proposed federal stimulus package – six editorials, all were positive. Four editorials focused on issues MoDOT also views as safety concerns: distracted driving and curbing drunk driving.



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.

Improvement Status:

The MoDOT web site has again broken the fourth quarter record for repeat visitors. More visitors have discovered the Traveler Information Map and return to it regularly for road condition info, shooting numbers up during bad weather. The majority of these visitors go directly to the map, suggesting that they have the application bookmarked.

Measurement and Data Collection:

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

