

## 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.

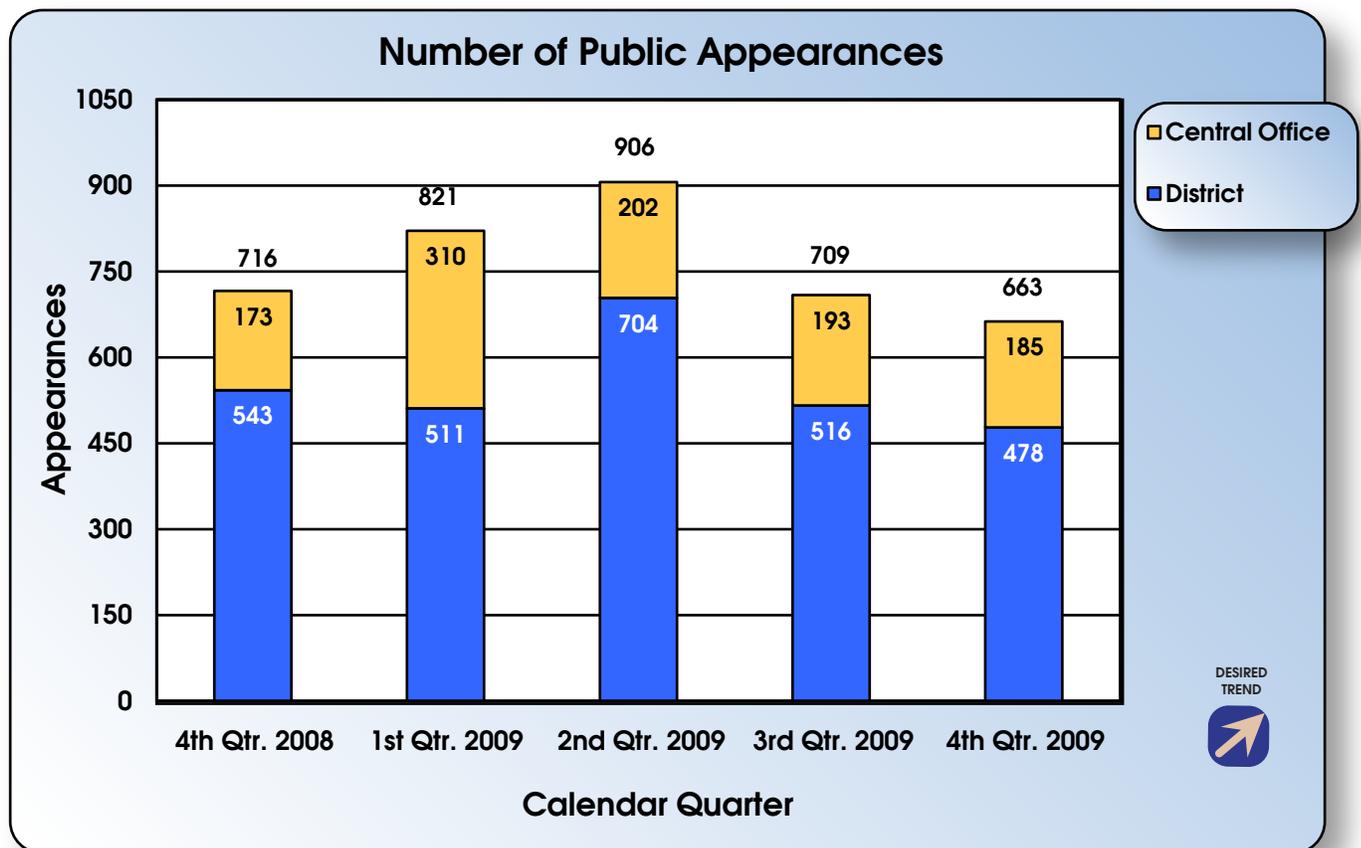
#### Measurement and Data Collection:

This is a quarterly measure. District Community Relations managers collect appearance information from their administrators on a quarterly basis and sends 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:

Public appearances dipped again in the fourth quarter of 2009. The slowdown could be attributed to the holidays that occur during this quarter. MoDOT employees documented 663 public appearances and conservatively reached more than 118,000 people. Strategies for increasing public appearances were discussed at the last quarterly meeting of the Community Relations managers.



## 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:

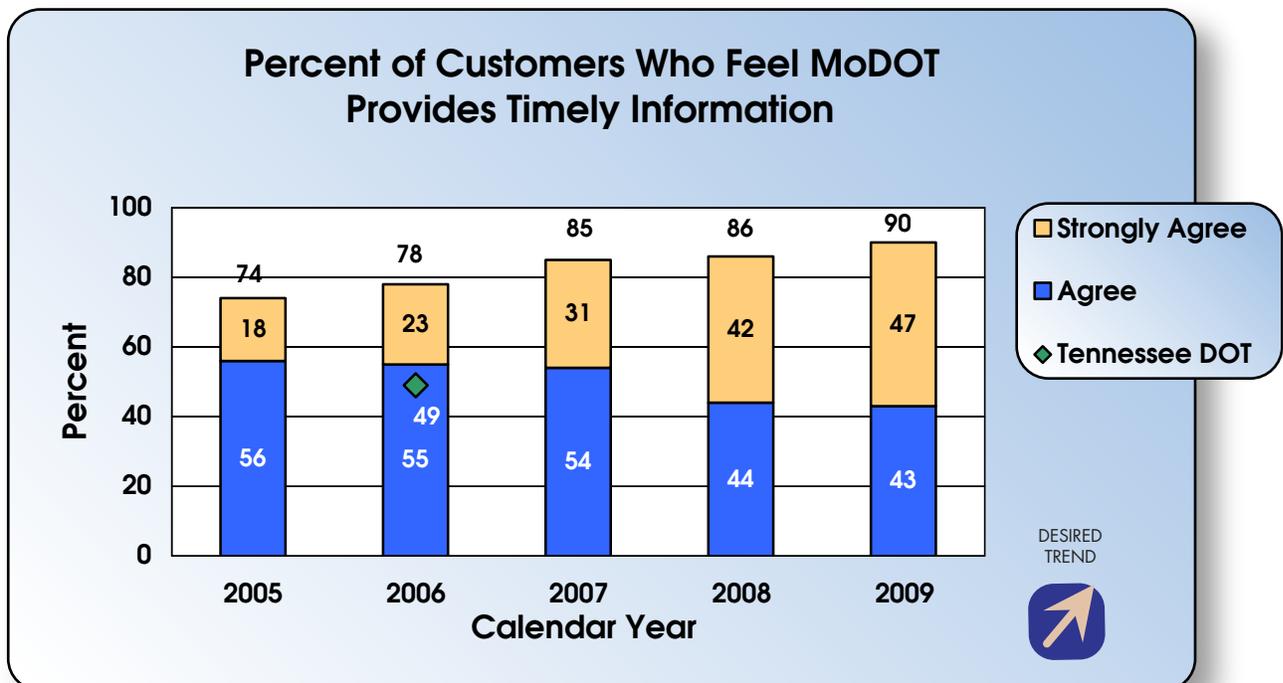
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

### Measurement and Data Collection:

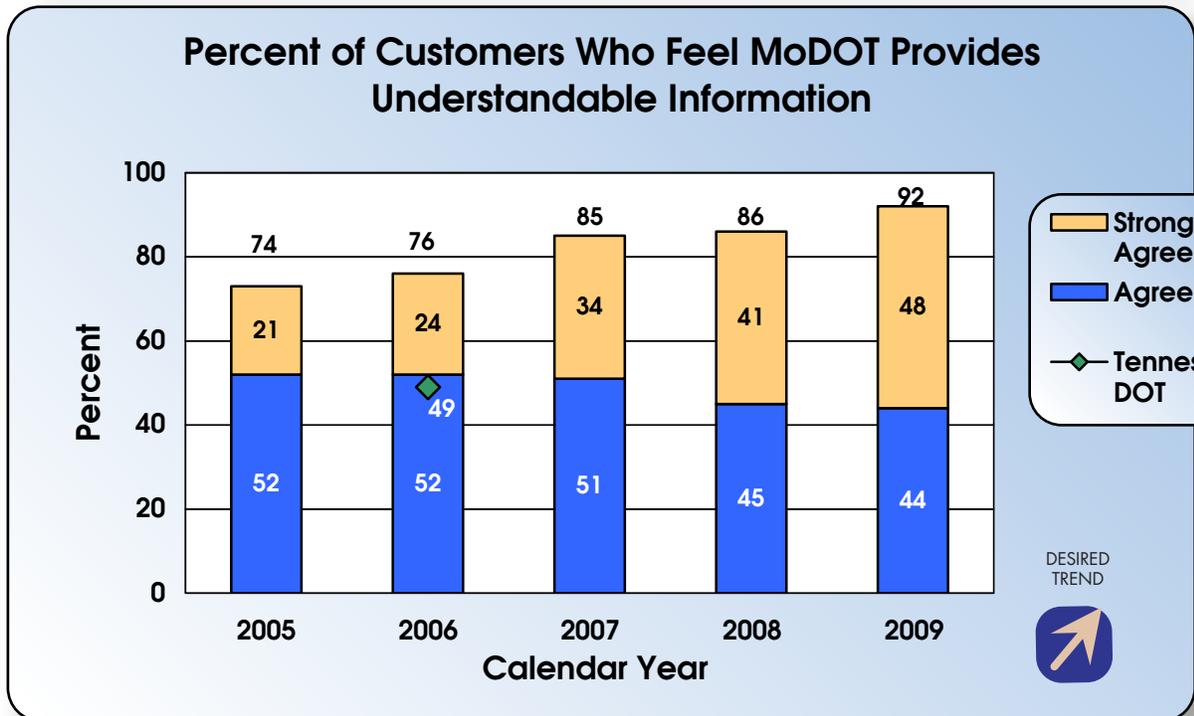
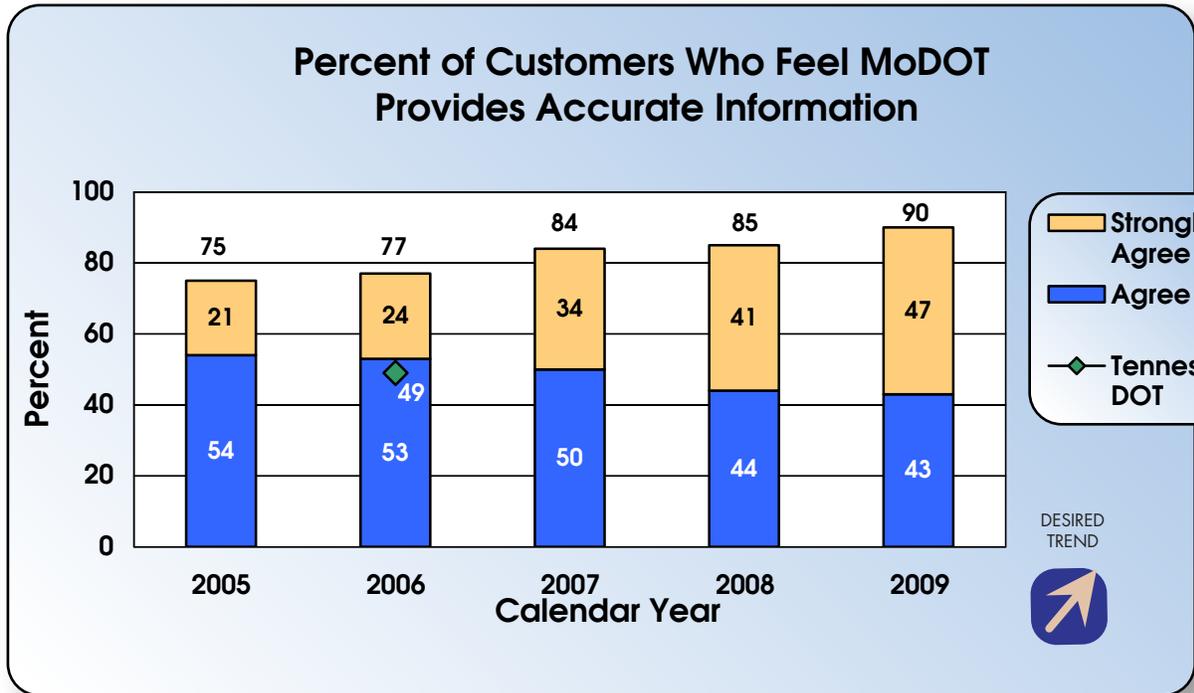
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they 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 likely 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:

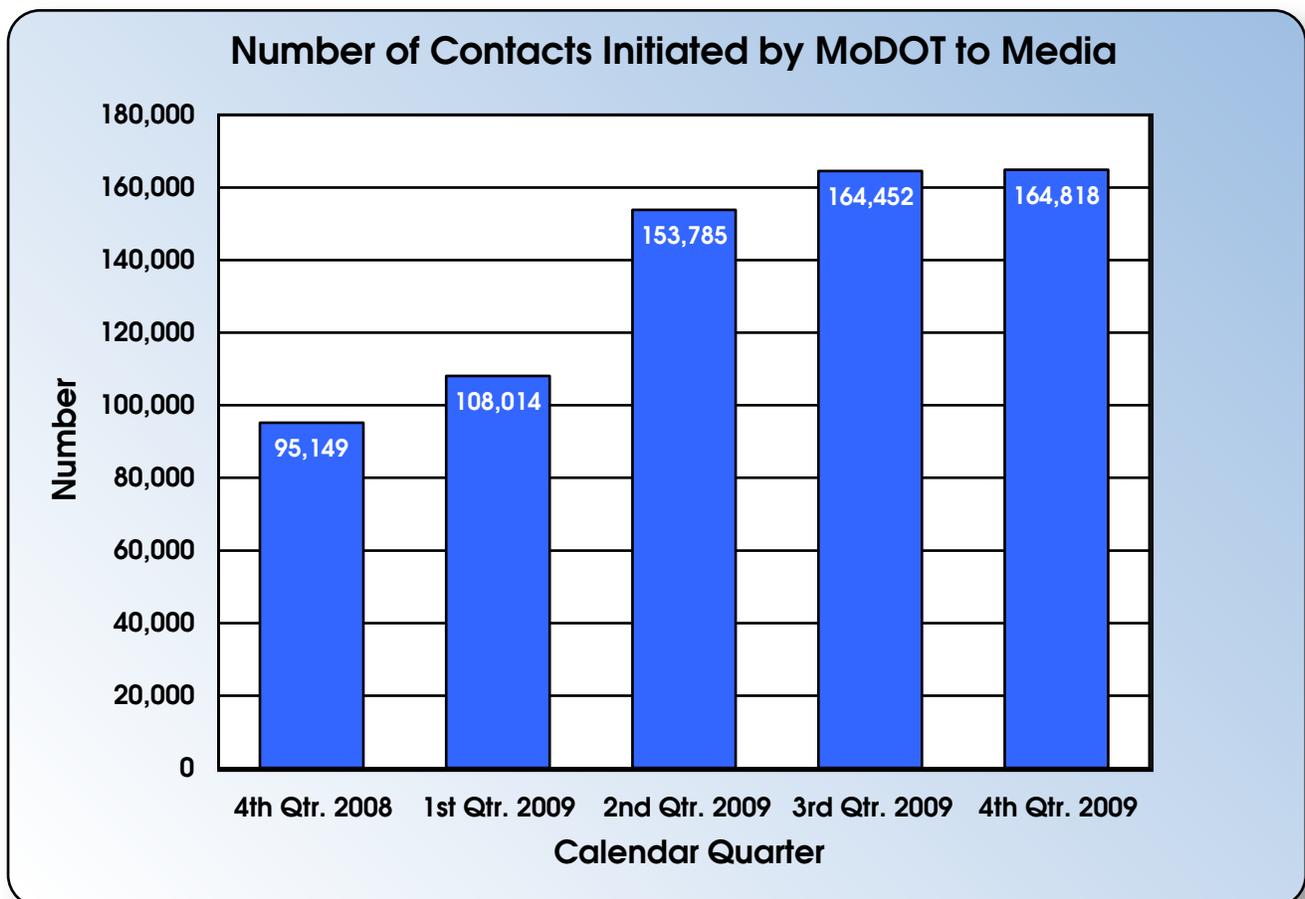
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

### Measurement and Data Collection:

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

### Improvement Status:

There were 164,818 media contacts made in the fourth quarter of 2009. This represents an increase of 366 over the third quarter. The increasing use of Twitter continues to help drive the results of this measure upward. A few districts increased their media outreach due to a greater number of public meetings and projects under construction.



## 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:

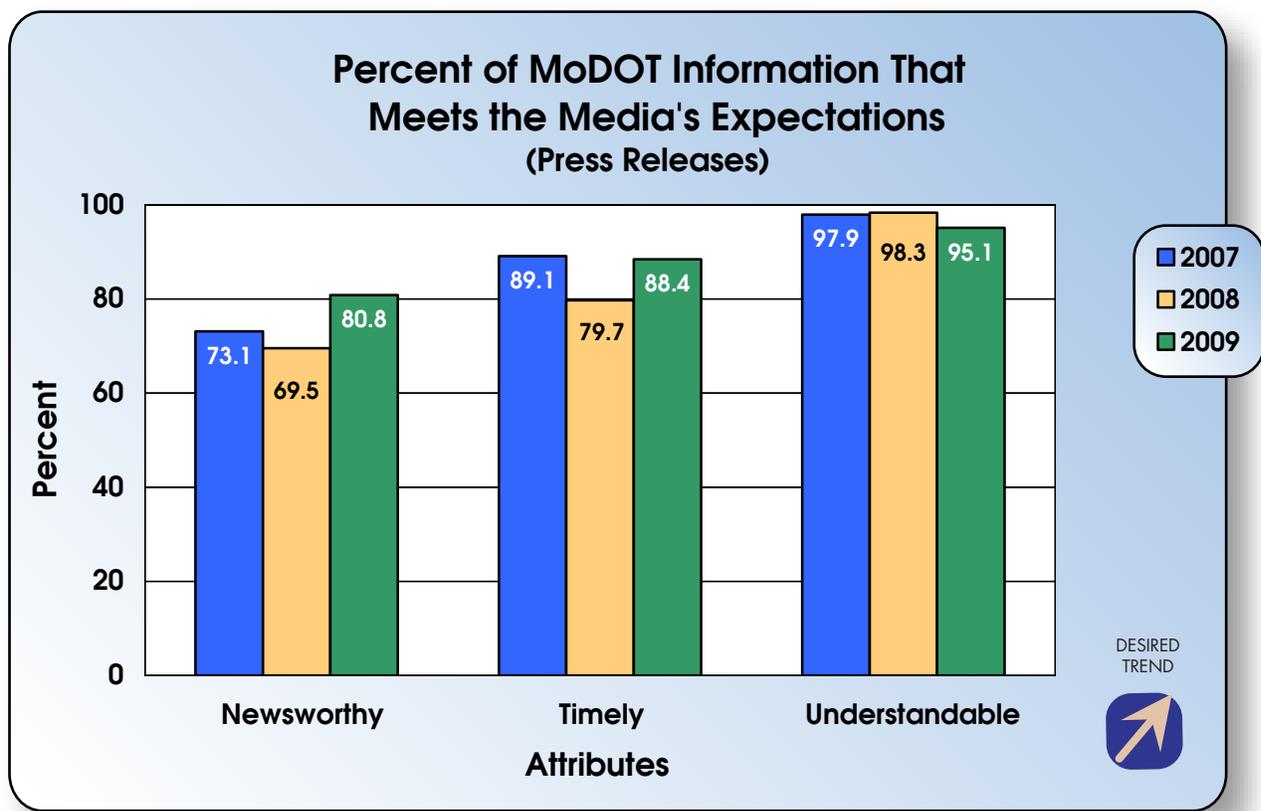
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

#### Measurement and Data Collection:

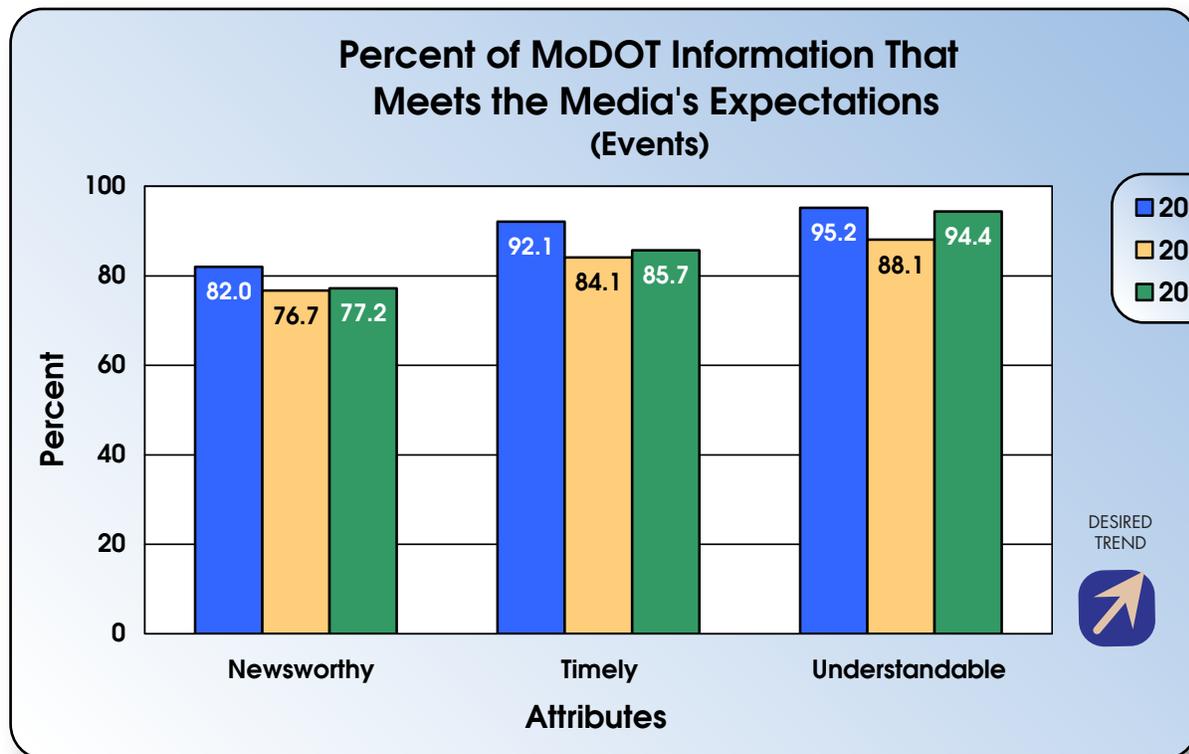
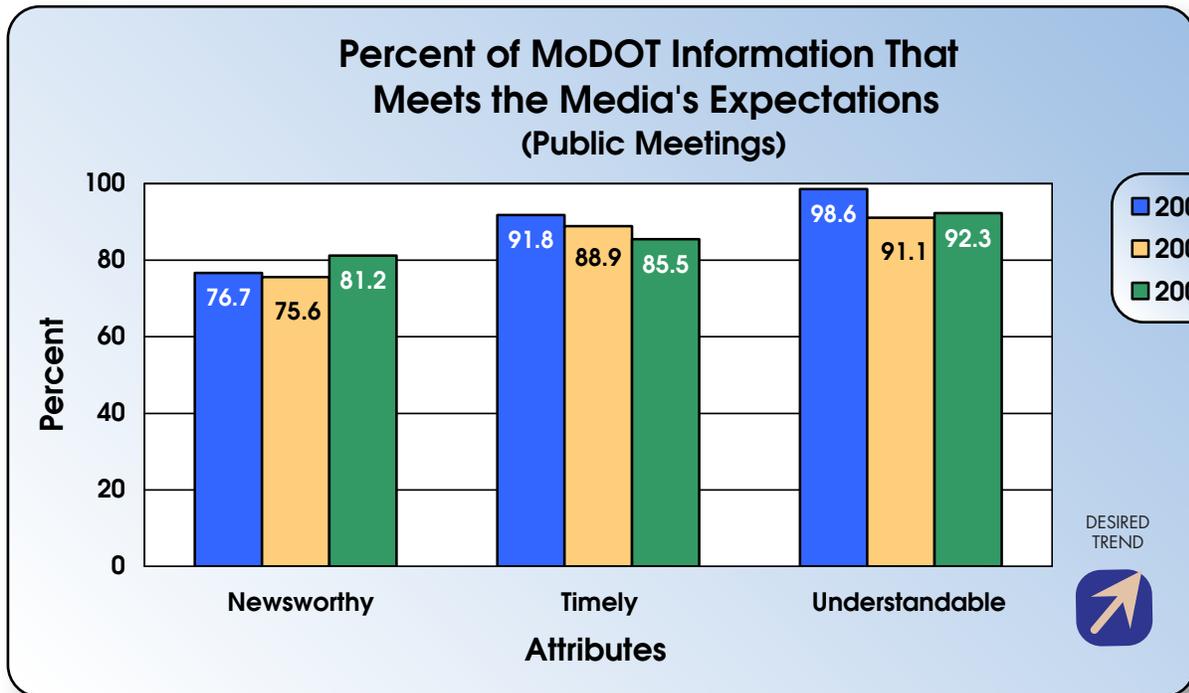
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

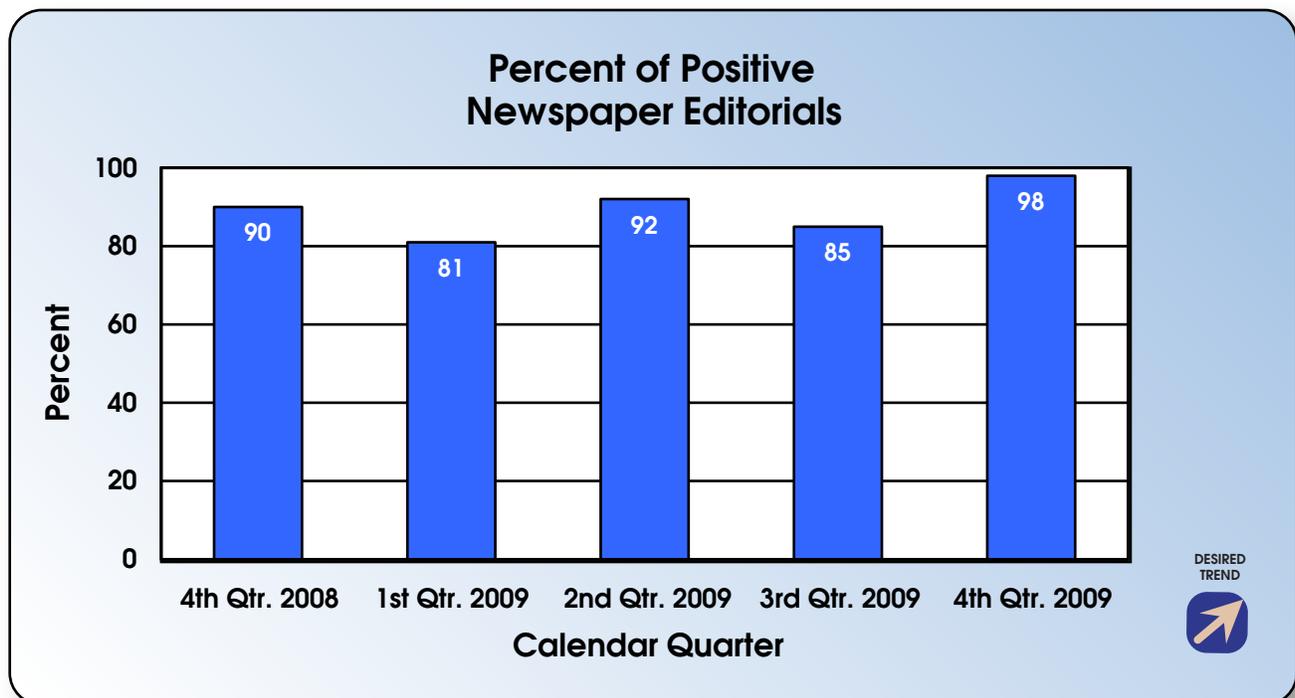
This measure tracks how MoDOT is perceived by the media, and by extension the public.

#### 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 42 editorials regarding MoDOT or state transportation issues in the fourth quarter. Of those editorials, 98 percent (41) were positive. The call for DWI reform and stricter bans on texting while driving received the strongest support with a total of 17 editorials. Eight editorials were in praise of MoDOT's completion of the New I-64 project under budget and ahead of schedule. Other topics included support for safety belt laws, red light cameras, I-70 truck lanes, rail safety, port development, and various projects. There was only one negative editorial by the editors of the *Joplin Globe* stating that we shouldn't be governed by law to stop texting and driving.



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**Number of overall 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. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's Web site.

**Improvement Status:**

Bad weathers brought record breaking numbers of visitors to MoDOT's web site. Snow storms in mid and late December pushed overall visitors above the 1 million mark. Awareness of the Traveler Information Map, Kansas City Scout and Gateway Guide largely count for the steady increase.

**Measurement and Data Collection:**

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

