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ST. LOUIS POST-DISPATCH

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.

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 of these money...

A grim anniversary in Iraq Blasts resound during



TO EXPAND

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.

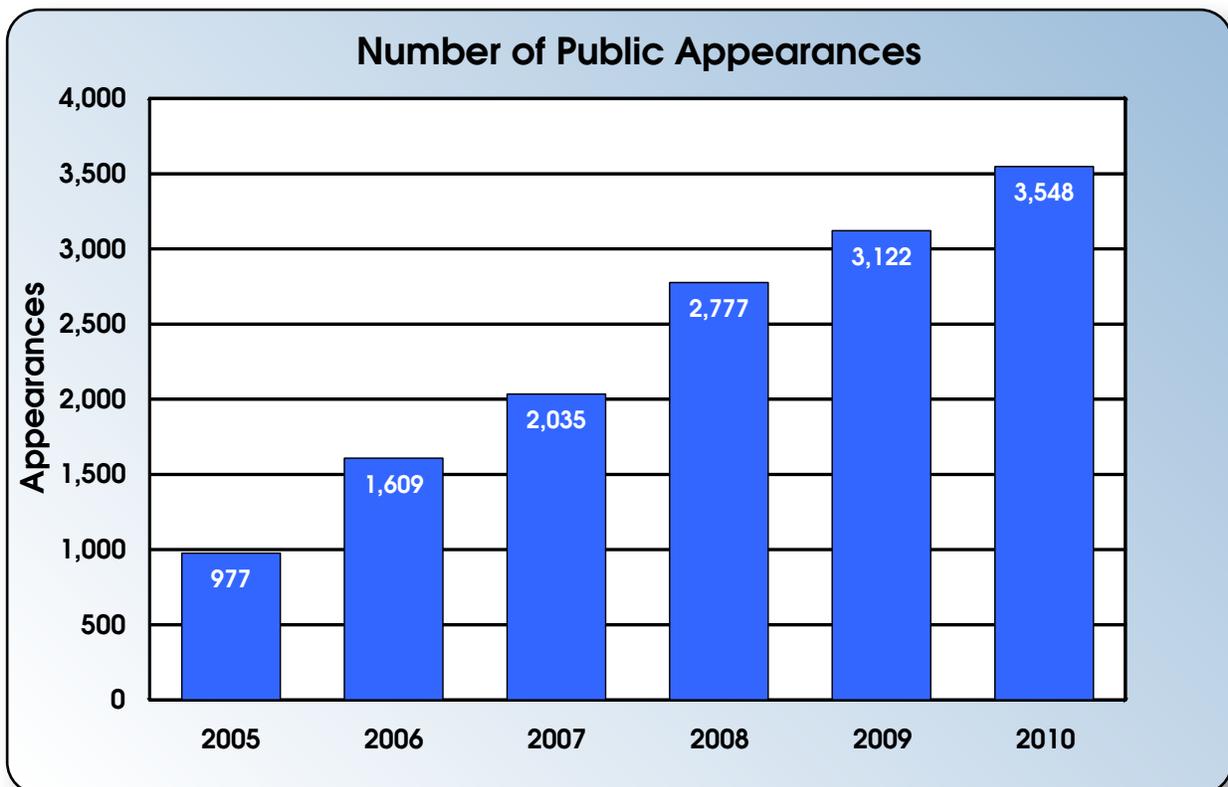
Measurement and Data Collection:

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:

The number of public appearances by MoDOT staff in 2010 rose to 3,548, a 14 percent increase over the 3,122 public appearances reported in 2009. In addition to delivering project information, MoDOT employees covered transportation topics ranging from the Five-Year Direction to the Safe & Sound Bridge Improvement program.



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.

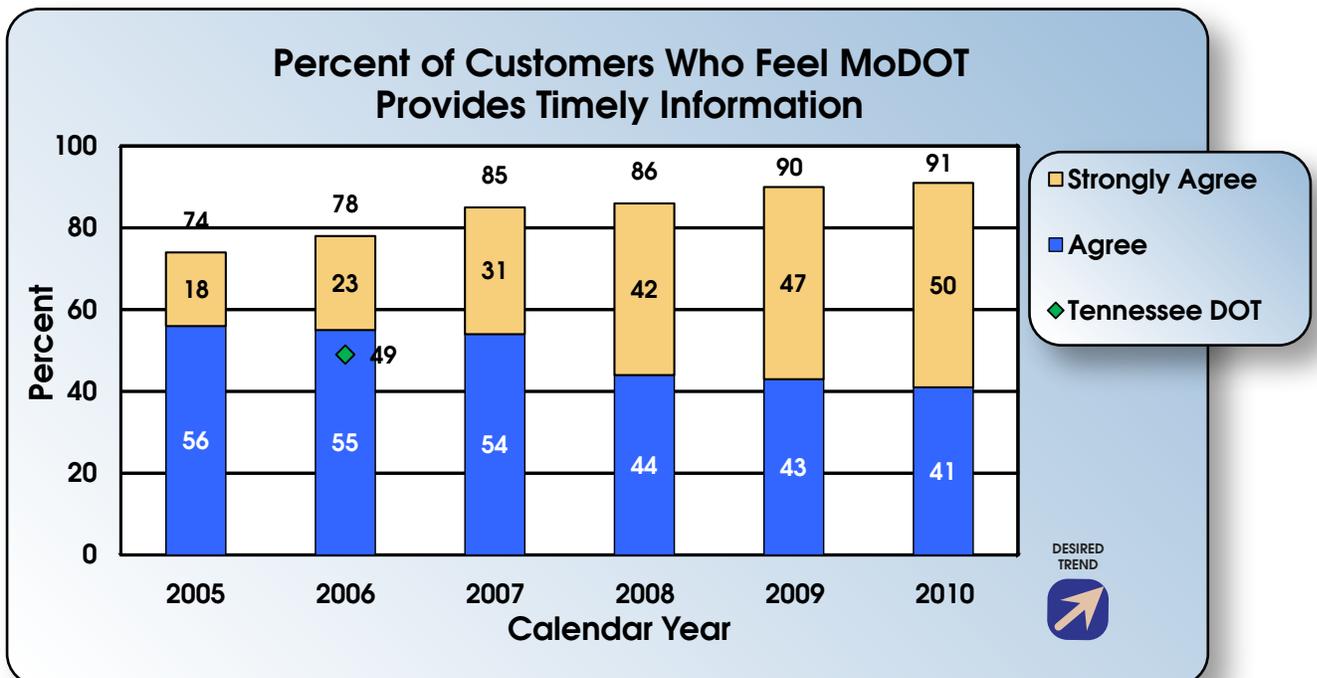
Measurement and Data Collection:

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.

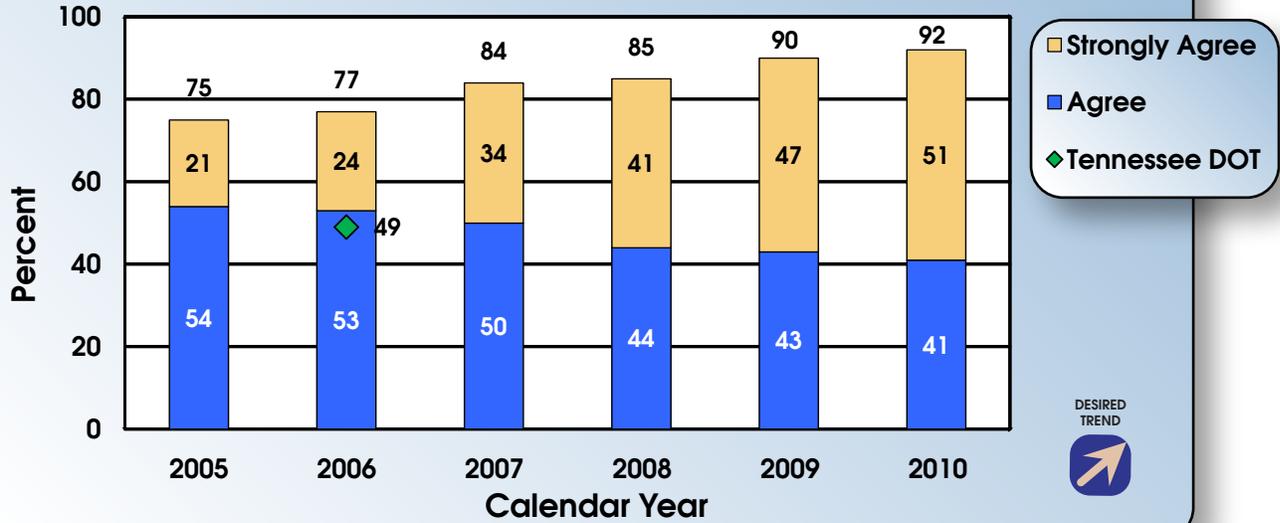
Improvement Status:

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

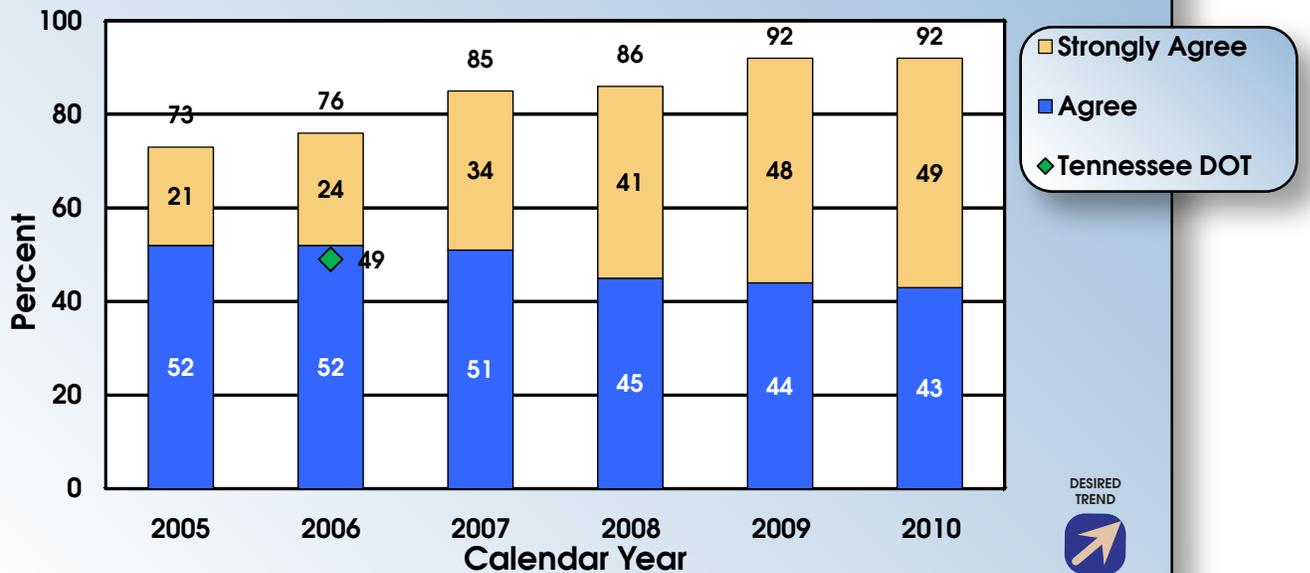
information remains extremely high. Ninety-one percent of Missourians agree MoDOT provides timely information, while 92 percent feel the department provides accurate and understandable information. The number of people who strongly agree that MoDOT does a good job of conveying timely, accurate and understandable 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.

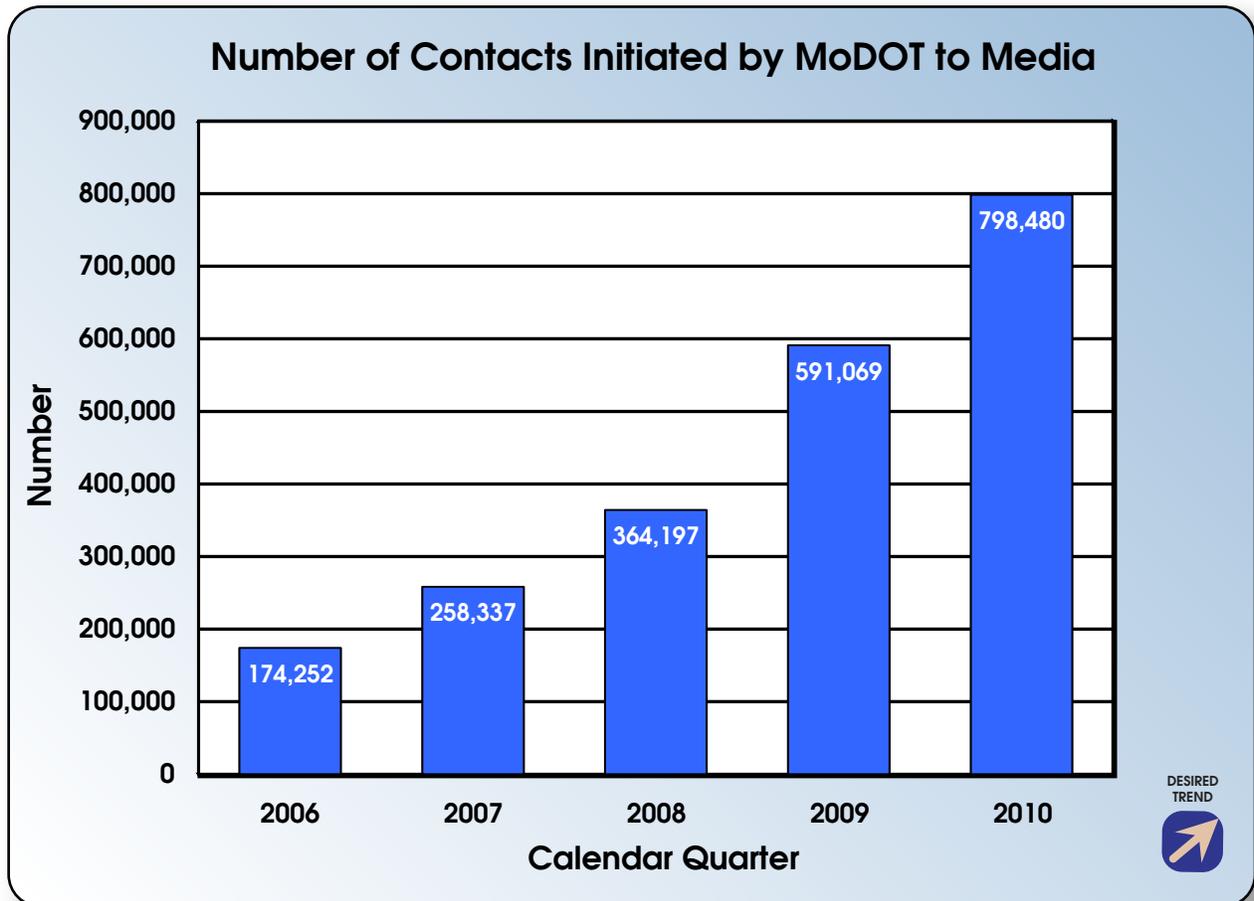
Improvement Status:

There were 157,956 media contacts made in the fourth quarter of 2010. This represents a decrease of 67,791 when compared to the third quarter of 2010.

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.

Overall, the total number of media contacts for 2010 is 798,480, which is an increase of 207,411 when comparing numbers in 2009.



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:

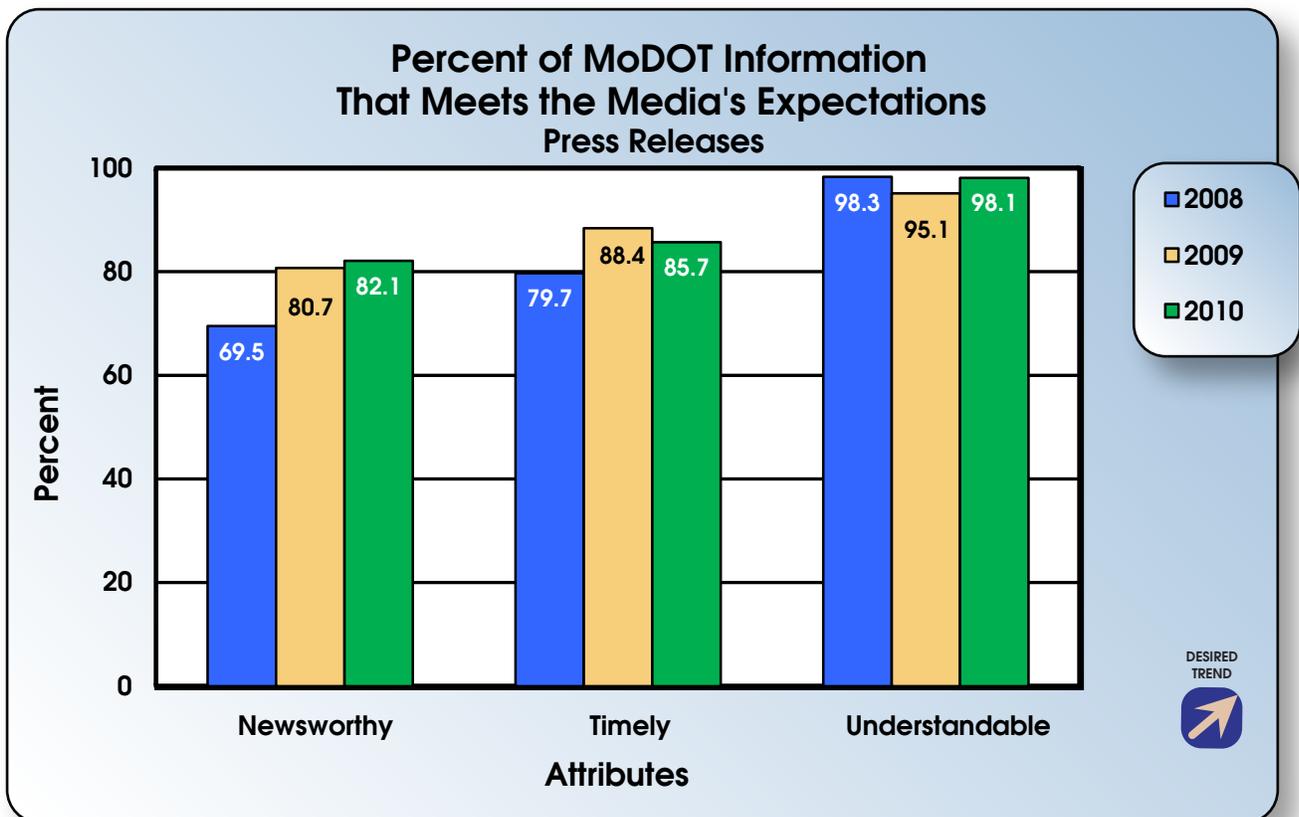
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

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.

taxpayer money, focusing to make dangerous highways safer, and MoDOT's customer service and innovation.

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.

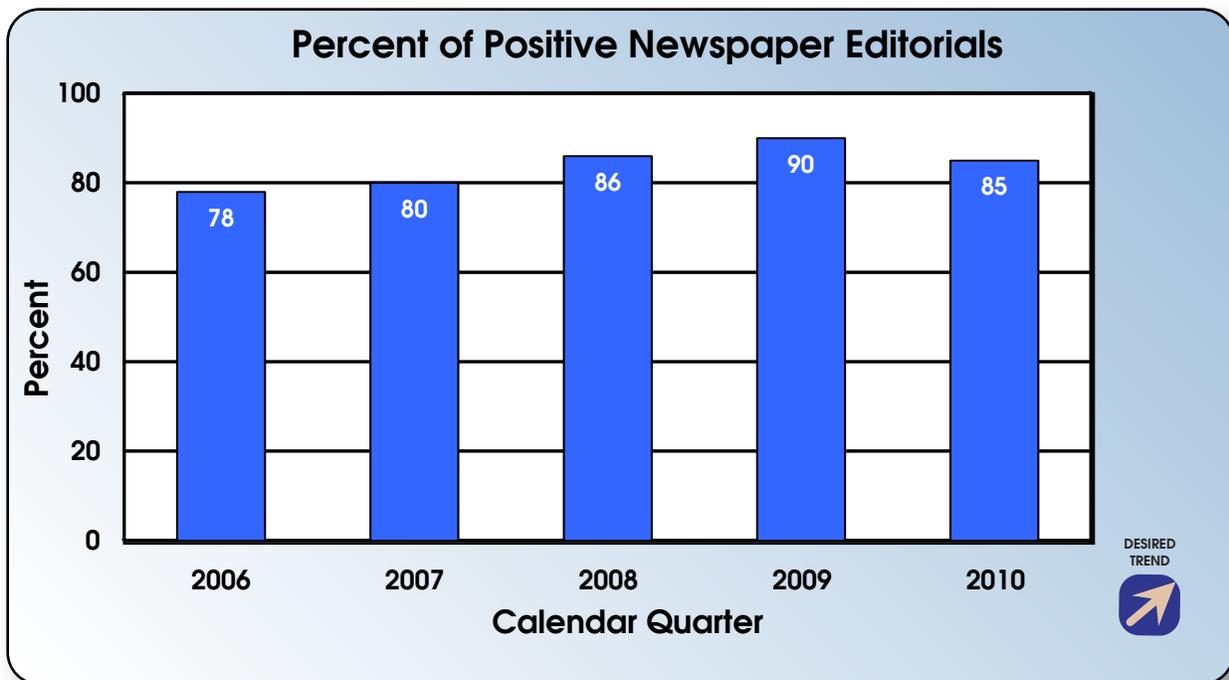
There were two editorials with negative comments about MoDOT. The Greenfield Vedette didn't agree with our decision to not donate a vacant MoDOT building and land in Dadeville on Highway 245 to the Dadeville Fire Department. The Sullivan Independent News wasn't happy with a repaving job on Highway D and for delaying a project to re-align a service road that they say dramatically hurt a local business owner.

Improvement Status:

There were 14 editorials regarding MoDOT or state transportation issues in the fourth quarter of 2010. Of those editorials, 86 percent (12) were positive.

In 2010, there was 66 editorials regarding MoDOT or state transportation issues, of those editorials, 85 percent (56) were positive.

Positive editorials included praise with MoDOT's overall effort to improve roads and maximize



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:

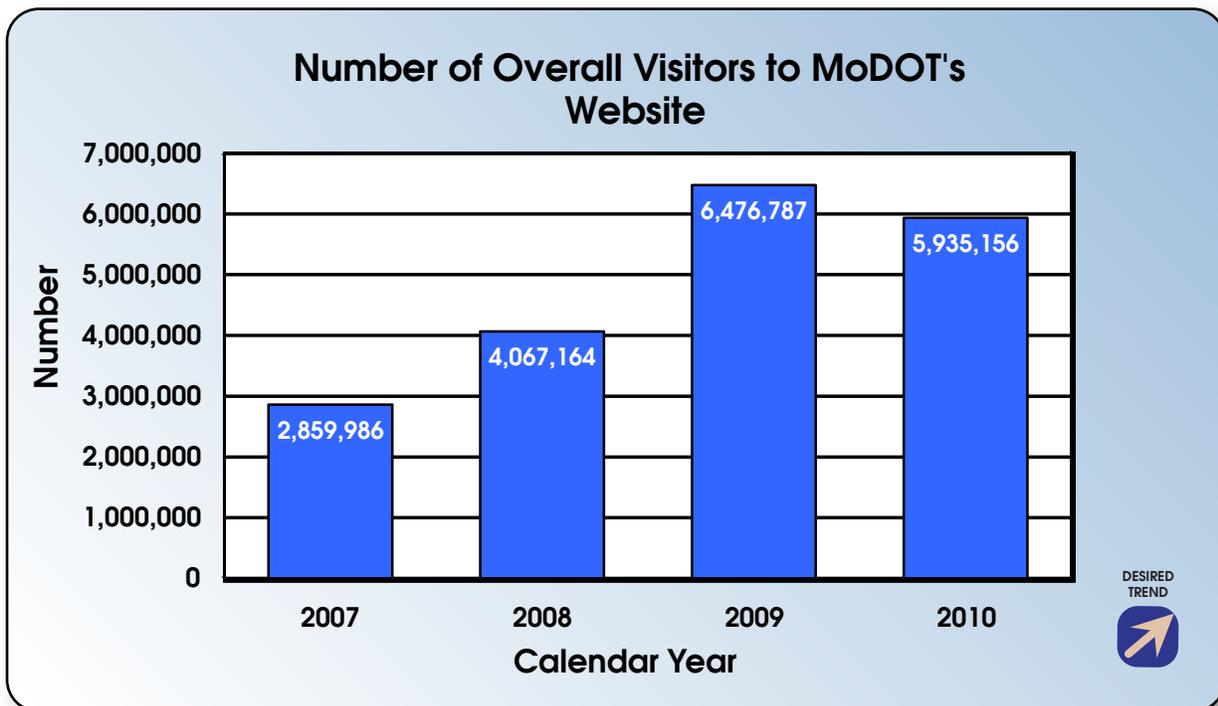
This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

Improvement Status:

Although totals for 2010 were very high, they did not break last year's record-breaking numbers, when December alone showed more than a million overall visitors. Also, technical problems with the Traveler Information Map may have prevented some visitors from being tallied during the first snow fight in December.

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 79,886 customers engaged during the fourth quarter of 2010 through MoDOT’s social media sites across the state. During the fourth quarter, a new Facebook page and YouTube account 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.

