

## ROADWAY VISIBILITY

*Tangible Result Driver – Eileen Rackers, State Traffic and Highway Safety Engineer*

Good roadway visibility in all weather and light conditions is critical to safe and efficient travel. MoDOT will delight its customers by using top-quality and highly visible stripes and signs.



NOTE: THE  
RECOMMENDED  
LENGTH OF  
STREET LIGHTS



NEXT  
1/2 MILE



**TRACKER**  
MEASURES OF DEPARTMENTAL PERFORMANCE

## Percent of signs that meet customers' expectations-4a

**Result Driver:** Eileen Rackers, State Traffic and Highway Safety Engineer

**Measurement Driver:** Mike Curtit, Traffic Liaison Engineer

### Purpose of the Measure:

This measure tracks whether the department's sign policy, design standards and sign replacement policy result in visible signs that meet customers' expectations.

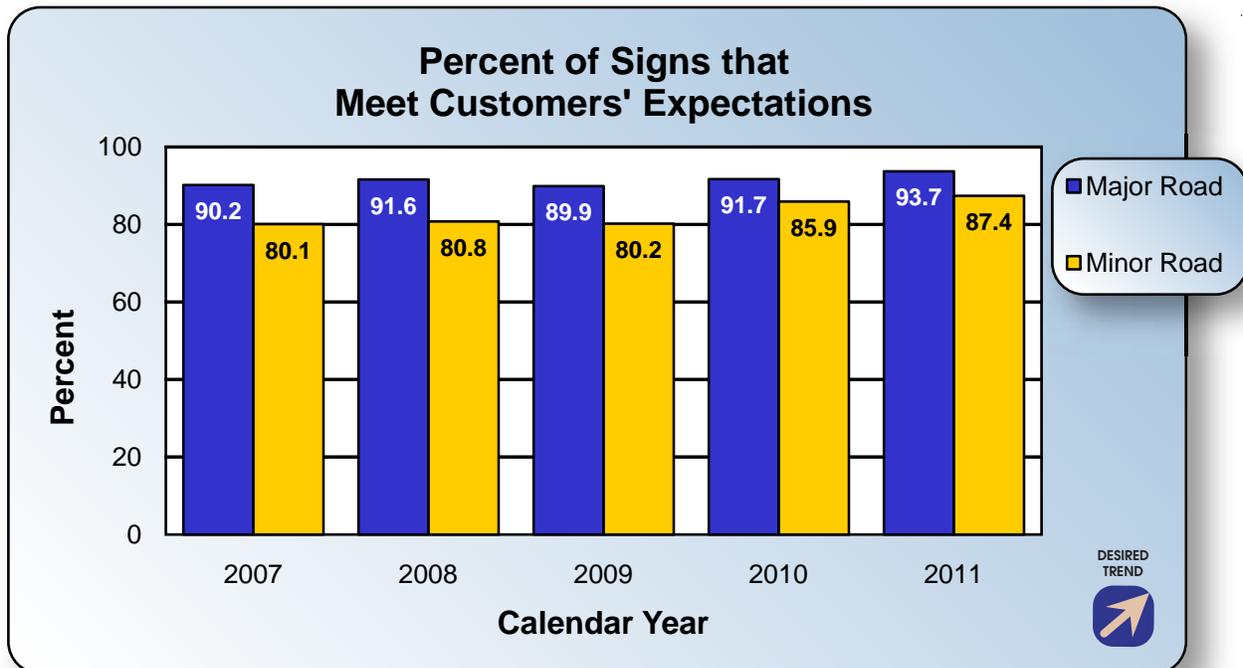
### Measurement and Data Collection:

Sign-quality attributes that define user expectations were developed based on an industry-wide literature review. The attributes selected for this measure are those that can be captured during a night sign log. A night sign log is conducted on randomly generated road segments. MoDOT employees drive a road at night, recording the location and condition of the signs, particularly how visible the signs are with headlights. MoDOT employees collect the data annually in the fall, and update it each October.

### Improvement Status:

Almost 94 percent of signs on major highways are in good condition while 87 percent of signs on minor roads are in good condition. This represents a two percent increase from last year for both major and minor roads.

In the last 12 months, MoDOT's sign shop produced approximately 40,000 new signs for the districts. In addition to the new signs, the districts installed a significant number of signs from their existing inventories. MoDOT continues to perform annual inspections of every sign in Missouri and does random quality assurance reviews targeted at signing.



## Percent of stripes that meet customers' expectations-4b

**Result Driver:** Eileen Rackers, State Traffic and Highway Safety Engineer

**Measurement Driver:** Mike Curtit, Traffic Liaison Engineer

### Purpose of the Measure:

This measure tracks whether MoDOT's striping policy, processes and materials used are resulting in visible stripes that meet customers' expectations.

### Measurement and Data Collection:

Striping quality attributes that define user expectations were developed based on an industry-wide literature review. The attribute selected for this measure is the brightness of the striping at night.

MoDOT conducts an annual Statewide Telephone Customer Satisfaction Survey. The survey asked the customers to respond to the following statement: "The striping on MoDOT highways is bright enough for you to see." This measure is reported each July.

### Improvement Status:

The results from the survey were positive: 53 percent strongly agree and 29 percent somewhat agree.

Overall, 82 percent of the respondents agreed that the pavement markings are bright enough for them. These results show a slight improvement over the 2010 survey, when 81 percent agreed, 46 percent strongly and 35 percent somewhat.

The 2011 increase is significant because the 2010 striping season was extremely challenging. Because of paint industry shortages MoDOT was only able to complete 70 percent of the striping program.

MoDOT continues expanding the use of wet reflective markings on major highways. A system using a liquid-applied pavement marking is being installed in a groove. This system also includes the use of a wet-reflective optics system to provide increased visibility on rainy nights. Rumble stripes are also used on major roads which improve wet night visibility. Inlaid pavement markers were installed on two sections of interstate highways to better evaluate their effectiveness and durability.

