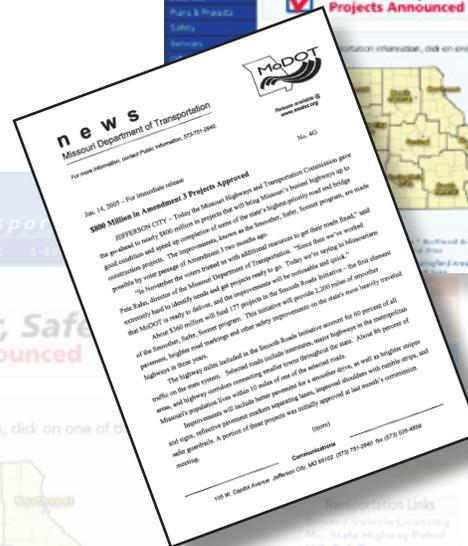


Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

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: DeAnne Bonnot, Community Relations Coordinator

Purpose of the Measure:

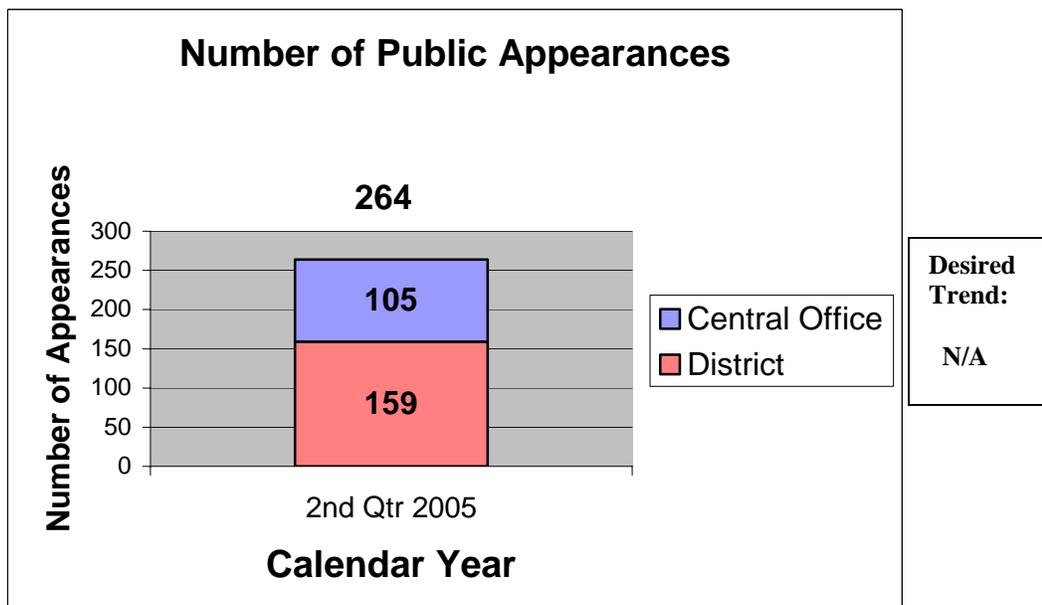
This measure tracks and encourages regular, personal contact with our customers.

Measurement and Data Collection:

District Community Relations managers collected appearance information from their administrators and sent it to Central Office Community Relations where it was combined with similar CO data from divisions and business offices to create a statewide report. Data collection began April 1, 2005.

Improvement Status:

MoDOT district and central offices reported a total of 264 public appearances during April, May and June 2005. The numbers are apt to change from quarter to quarter because certain events and other public appearance opportunities are seasonal (i.e. school visits, fairs, etc.).



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

Percent of customers who feel MoDOT provides timely information

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: DeAnne Bonnot, Community Relations Coordinator

Purpose of the Measure:

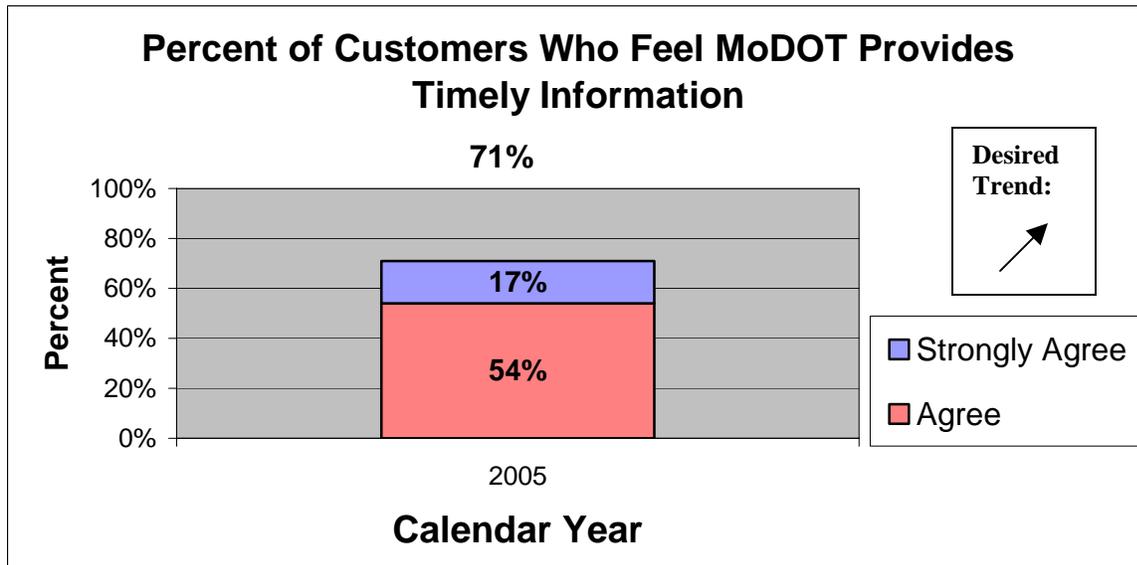
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide information they need and use.

Measurement and Data Collection:

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005.

Improvement Status:

Overall, 71 percent of respondents reported that MoDOT provides timely information. Strong agreement was reported by 17 percent of those surveyed. While it is always good to have positive ratings from more than half of our customers, there is plenty of room for improvement.



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

Percent of customers who feel MoDOT provides accurate information

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: DeAnne Bonnot, Community Relations Coordinator

Purpose of the Measure:

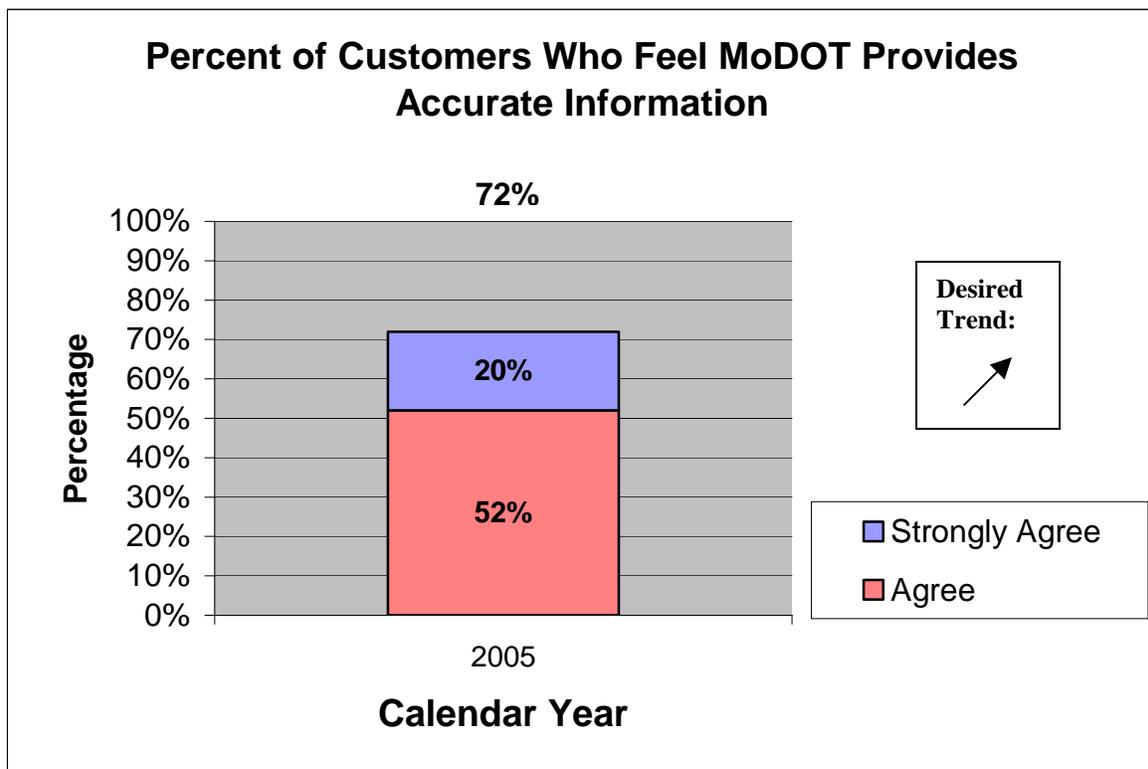
This measure tracks whether MoDOT customers feel they can rely on information the department provides. MoDOT can use the data to determine whether adjustments need to be made in the content or delivery of information.

Measurement and Data Collection:

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005.

Improvement Status:

Overall, 72 percent of respondents reported that MoDOT provides accurate information. Strong agreement was reported by 1 out of every 5 respondents. While it is always good to have positive ratings from more than half of our customers, there is plenty of room for improvement.



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

Percent of customers who feel MoDOT provides understandable information

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: DeAnne Bonnot, Community Relations Coordinator

Purpose of the Measure:

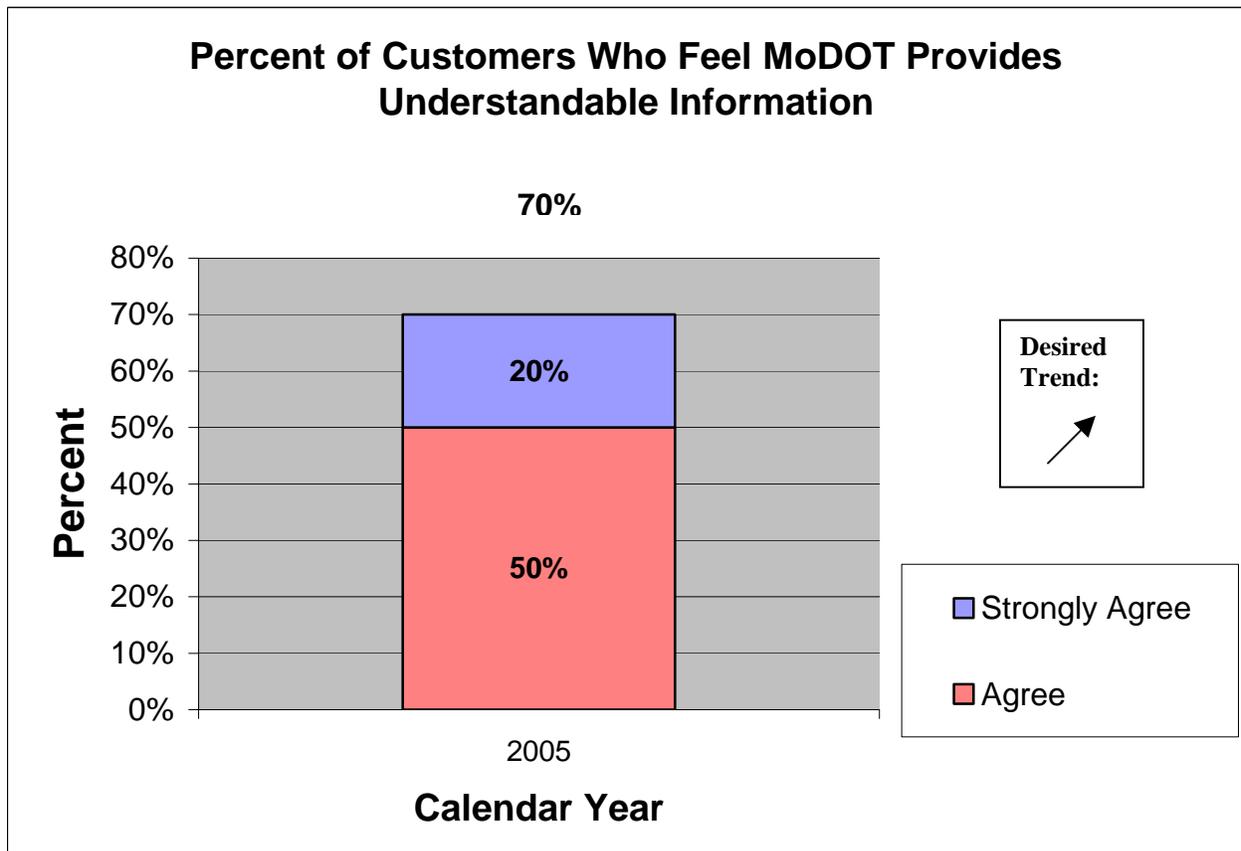
This measure indicates if customers were able to comprehend MoDOT's many proactive, outbound communications.

Measurement and Data Collection:

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005.

Improvement Status:

Overall, 70 percent of respondents reported that MoDOT provides understandable information. One out of every 5 people surveyed strongly agreed that MoDOT's information was understandable. While it is always good to have positive ratings from more than half of our customers, there is plenty of room for improvement.



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 Coordinator

Purpose of the Measure:

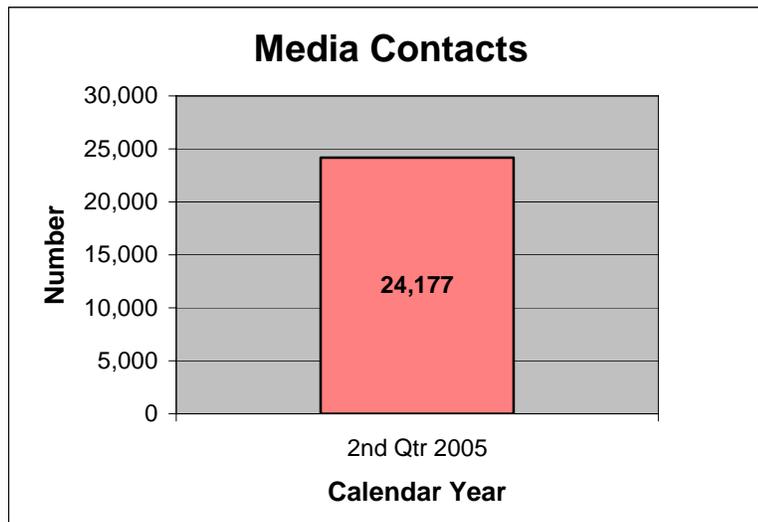
This measure tracks how well MoDOT's staff is "reaching out" to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

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

Improvement Status:

This is a new measure. The vast majority of the 24,177 contacts were through news releases.



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 Coordinator

Purpose of the Measure:

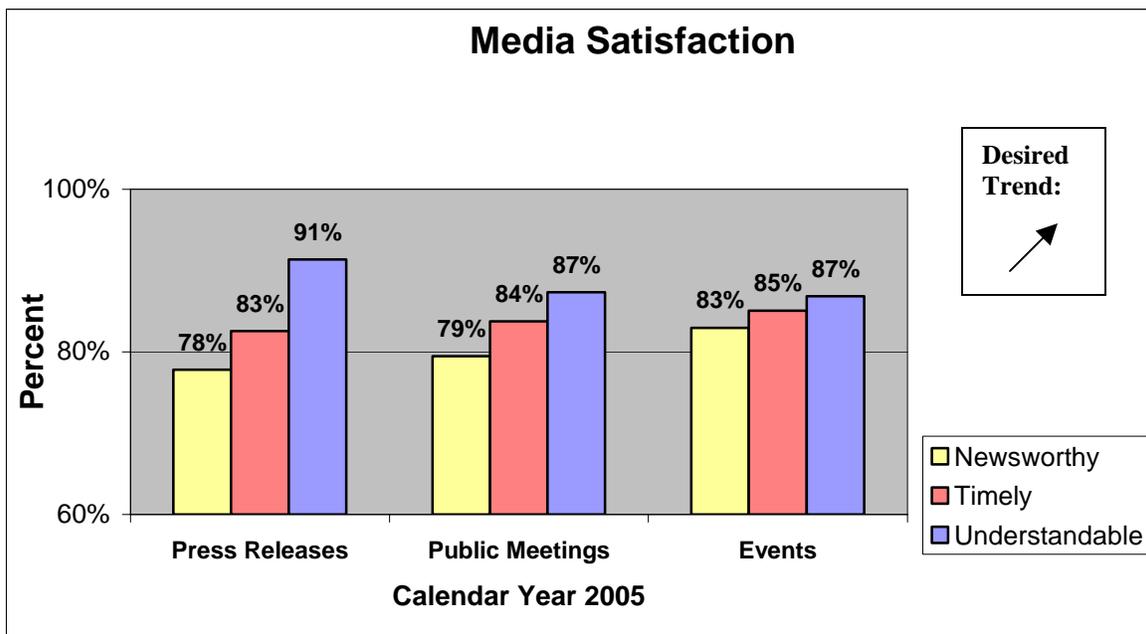
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

Community Relations sends out surveys asking statewide media if our news releases, public meetings and events are meeting 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:

A survey was sent in June 2005 to all media statewide. Enough outlets responded to gather the following data. Across the board, MoDOT's dissemination of information was considered understandable. The department also ranked high in the timeliness of its info. Although consistently scoring lower than the other categories, the "newsworthiness" of our information still landed in the higher percentiles.



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 Coordinator

Purpose of the Measure:

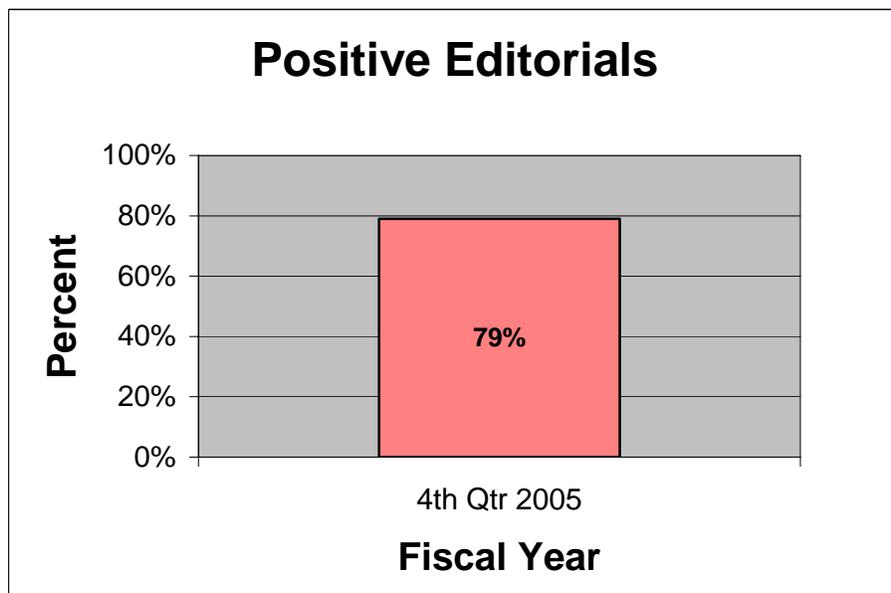
This measure tracks how MoDOT is being perceived by media, and by extension the public.

Measurement and Data Collection:

Using a newspaper clips database Community Relations, CR 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:

This quarter, 45 of 57 editorials were positive. This is a very high percentage, due to favorable issues such as Amendment 3, primary seat belt and practical design. In general, an increase in positive editorials reflects a more positive view of the department by citizens and the media.



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 website on a repeat basis. The data helps demonstrate whether or not 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 helpful and 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:

After April, the Web site demonstrated a substantial increase in repeat visitors. In future Trackers we will be able to measure repeat visitors page by page. Right now we are only measuring overall repeat visitors. Although many pages have shown slight increases in total visitors, the Work Zone Construction map has shown the most significant increase going from 2,119 total visits in April to 14,892 total visits in June. Most of the increase in repeat visitors can probably be found in that increase.

