



Metro Edition

WE GIVE YOU  
OUR FORECAST  
SPORTS | DI

# IT'S THE DODGER

YOU CAN POST  
YOURS ONLINE  
STLtoday.com/cards

## 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 lawroads 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's Mankar town have decided 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

# 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.

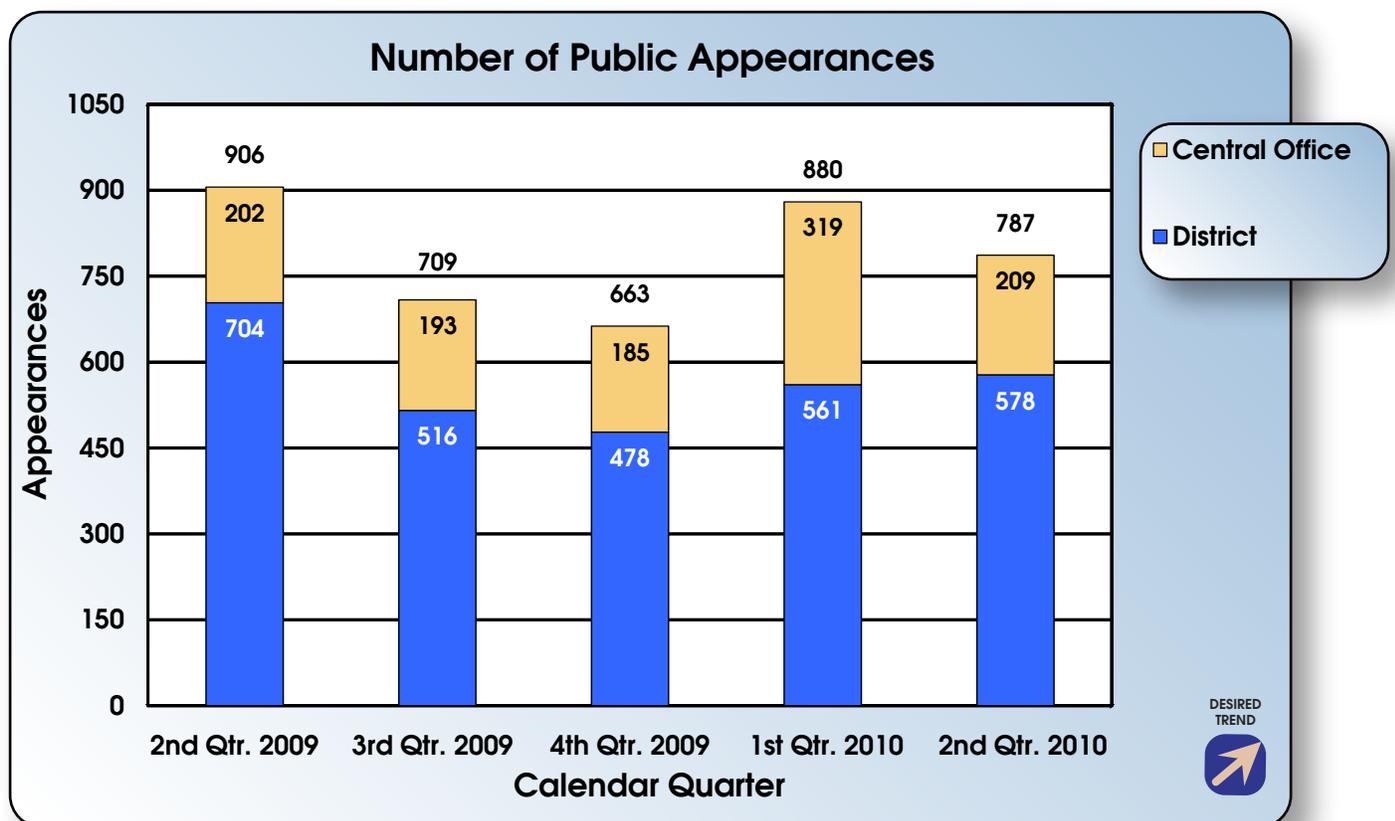
where it is combined with data from divisions and business offices to create a statewide report. The numbers change from quarter to quarter because certain events and other public appearance opportunities are seasonal, such as school visits and fairs.

### 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;

### Improvement Status:

Though public appearances were down slightly from the previous quarter and the second quarter of 2009, they remained strong at 787. MoDOT employees conservatively reached about 55,000 people through outreach efforts in April, May and June.



## 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.

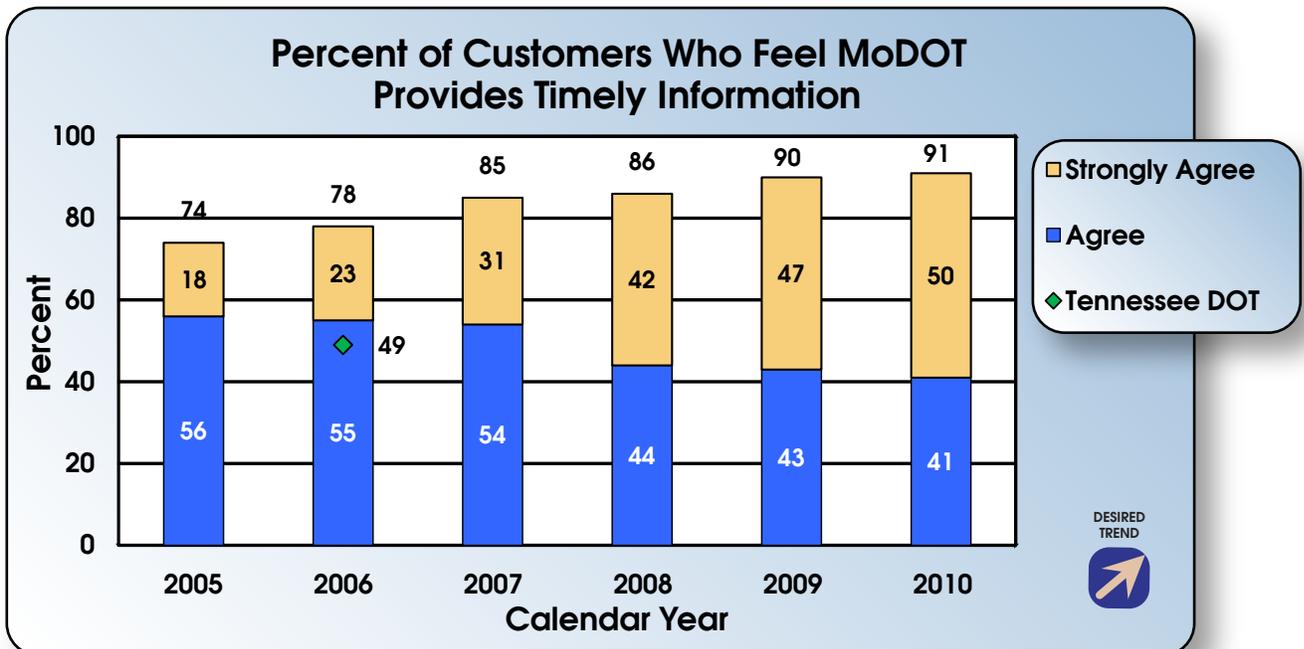
### Measurement and Data Collection:

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.

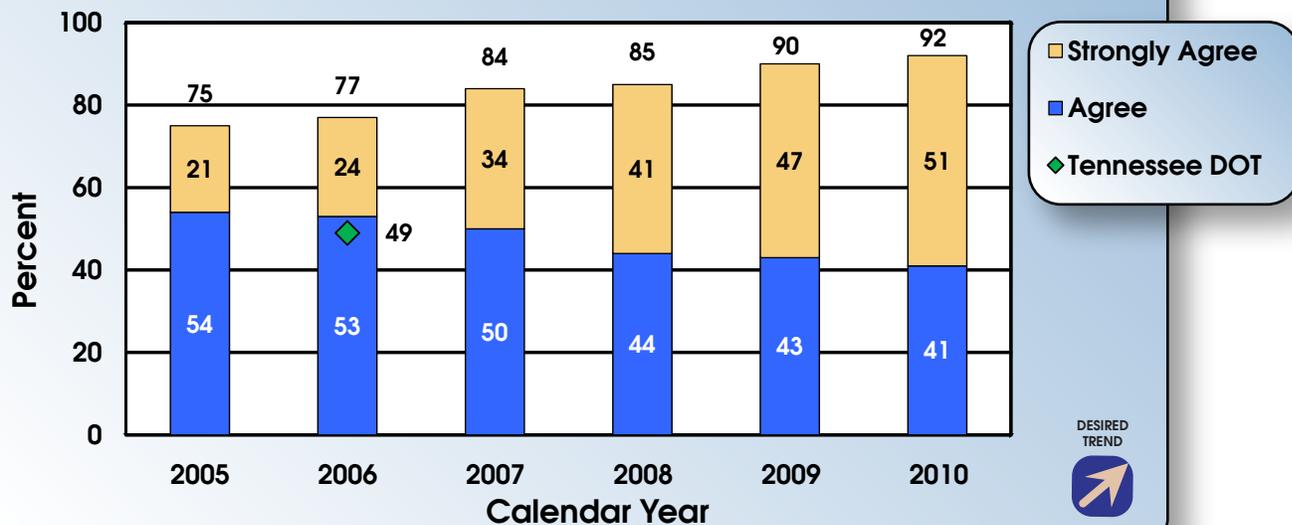
### Improvement Status:

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

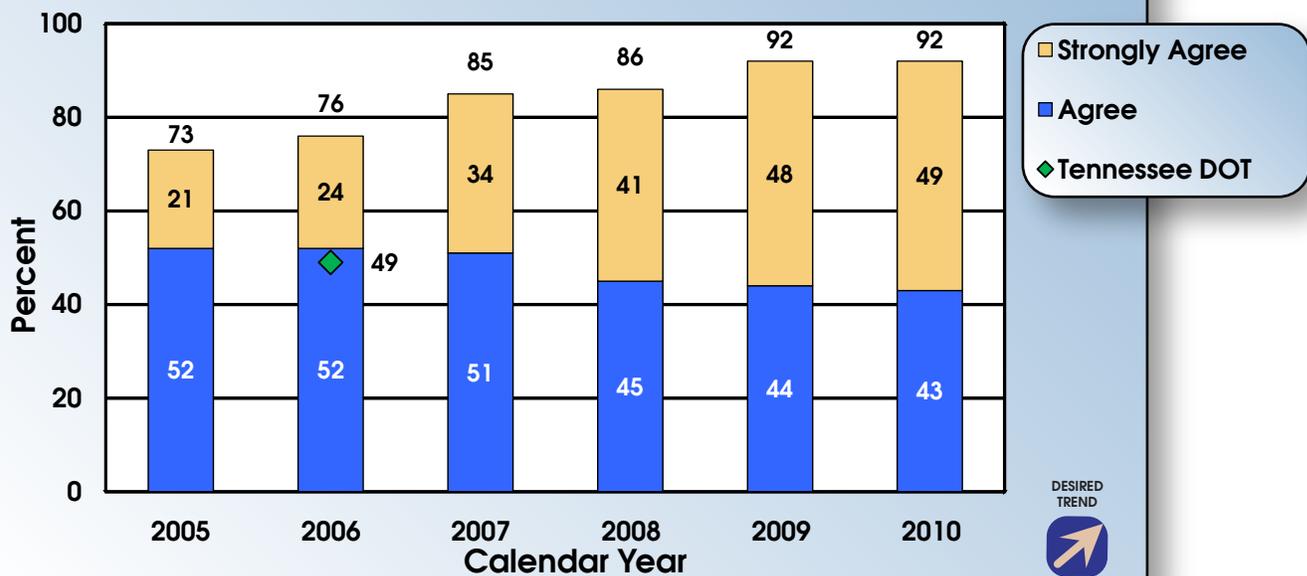
information remains extremely high. Ninety-one percent of Missourians agree MoDOT provides timely information, while 92 percent feel the department provides accurate and understandable information. The number of people who strongly agree that MoDOT does a good job of conveying timely, accurate and understandable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

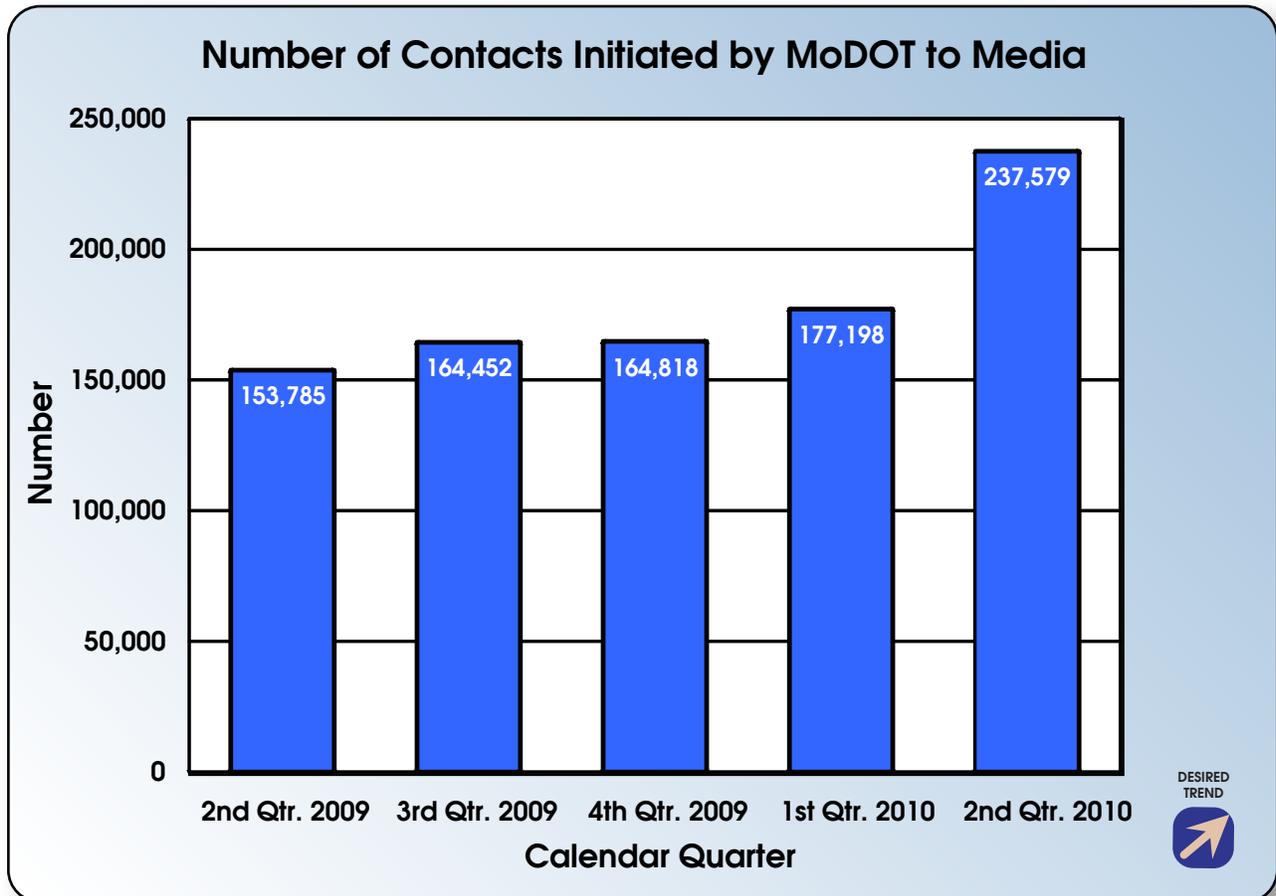
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

### 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 237,579 media contacts made in the second quarter of 2010, the highest number ever reached on this measure. This represents an increase of 60,381 when compared to the first quarter of 2010, and an increase of 83,794 when compared to the second quarter of 2009. The aggressive approach from Community Relations to spread MoDOT news and information to the masses and the increasing use of social media continues to help drive the results of this measure upward.



## 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:**

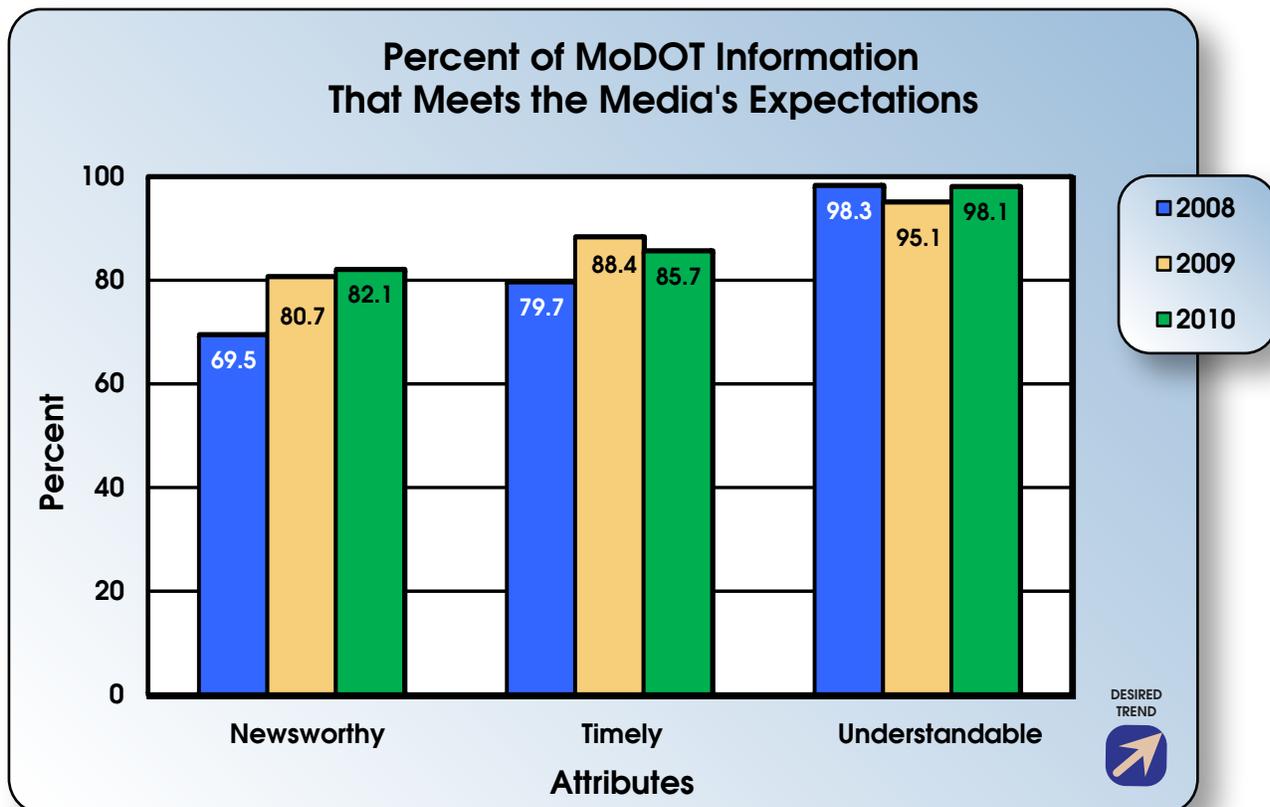
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**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 with news generated from MoDOT based on newsworthiness, timeliness, and understandability.

**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.

### Measurement and Data Collection:

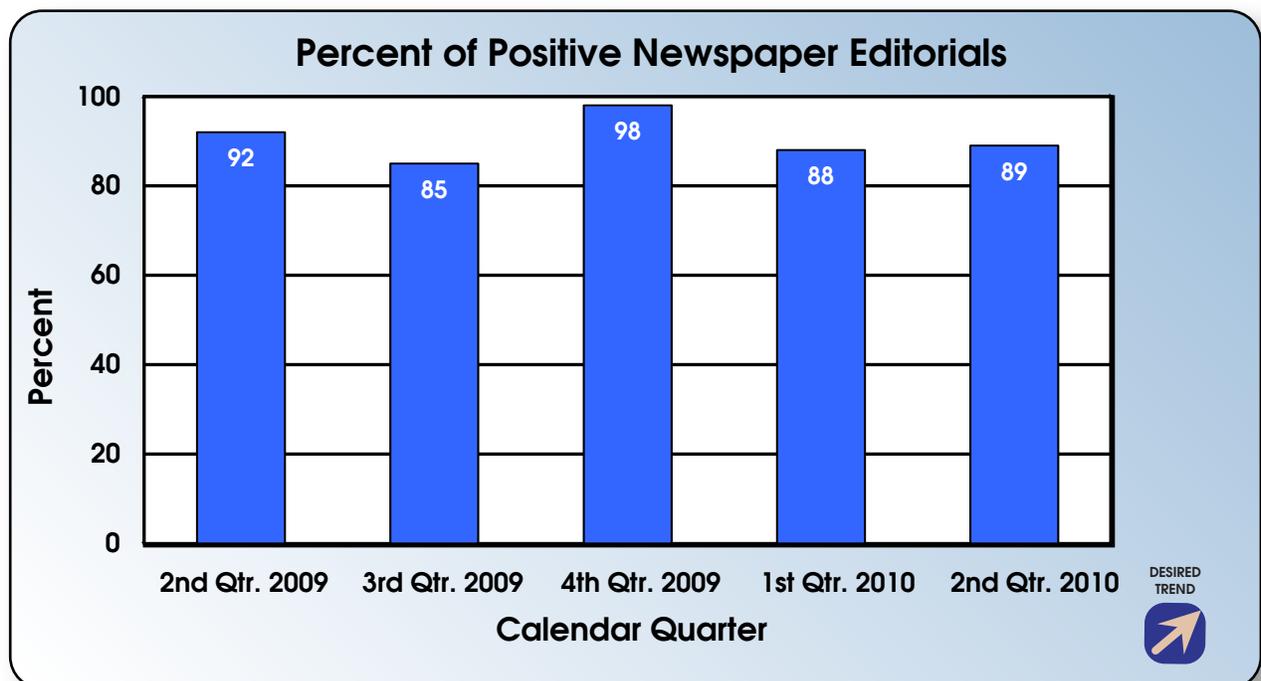
Using a newspaper clips database, MoDOT staff reviews statewide newspaper editorials and determines whether they're positive or negative toward MoDOT and/or the issues it advocates. Only editorials written by newspaper staff are included; guest editorials and letters to the editor are not. Results are charted quarterly.

### Improvement Status:

There were 18 editorials regarding MoDOT or state transportation issues in the second quarter of 2010. Of those editorials, 89 percent (16) were positive.

Positive editorials covered ten different issues. Two issues received three positive editorials each and they were to ban texting while driving and to provide stricter DWI laws. MoDOT received two positive editorials each on an improved transportation infrastructure and providing better access for bicyclists and pedestrians, specifically naming the Missouri River Bridge attachment project in Jefferson City.

There were two negative editorials. The Jefferson City News Tribune questioned the new Missouri welcome signs with an editorial cartoon and the Bolivar Herald-Free Press included MoDOT in an editorial about crumbling bridges and damaged roads.



## 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:**

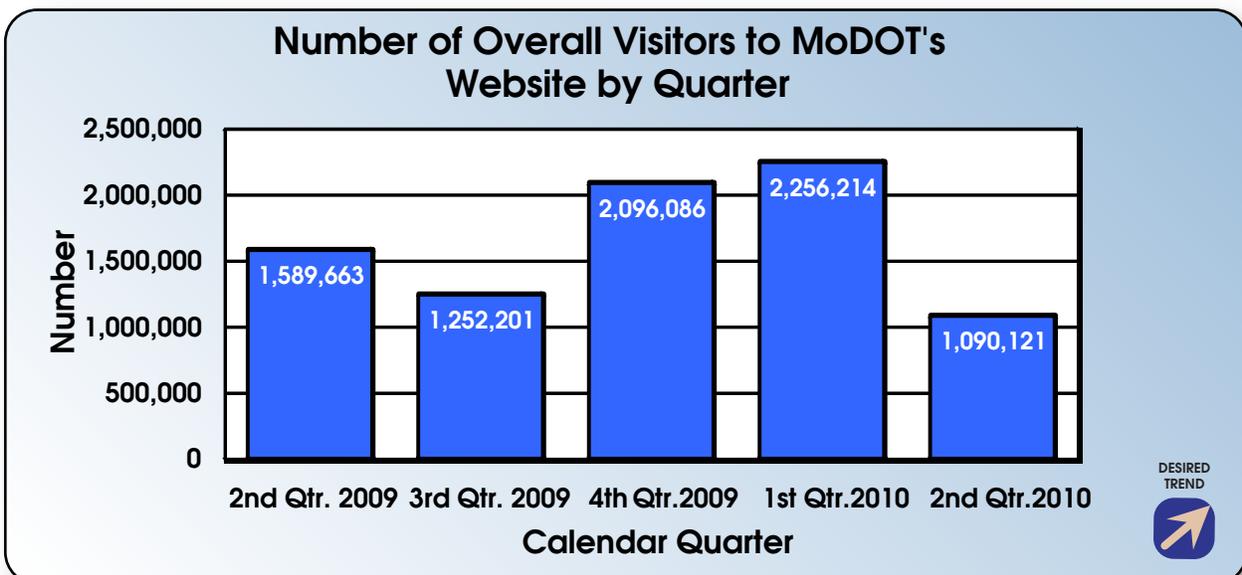
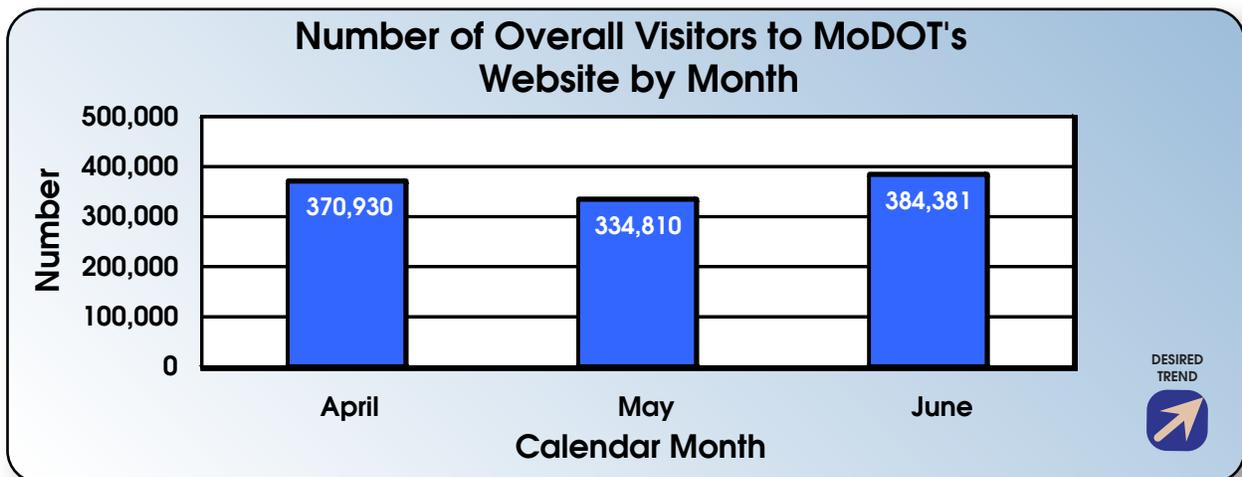
This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

**Improvement Status:**

Web site traffic dropped significantly for the second quarter for two reasons. Although at least a week of data was lost in May when WebTrends crashed, the decline is mainly due to the season. Fewer people come to the site as weather conditions stabilize.

**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.

customers that follow the statewide sites as well as all district accounts.

**Improvement Status:**

There were 64,830 customers engaged during the second quarter of 2010 through MoDOT’s social media sites across the state. During the second quarter, two new Twitter accounts and five new Facebook accounts were added.

**Measurement and Data Collection:**

All followers, visits and views from each site are combined for the quarterly measure. It includes

