



Metro Edition

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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 hospitals 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.

WORKS 1 A

LOCAL NEWS

CONGO CRIME?

Grateful residents of the Congo Mayor's inauguration meet to give their association president little gifts for all his work. They say he stole more than 100 of these medals.

TO EXPAND

Center St. ...

A grim anniversary in Iraq Blasts resound during



PROACTIVE TRANSPORTATION INFORMATION

Tangible Result Driver – Mara Campbell, Customer 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: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

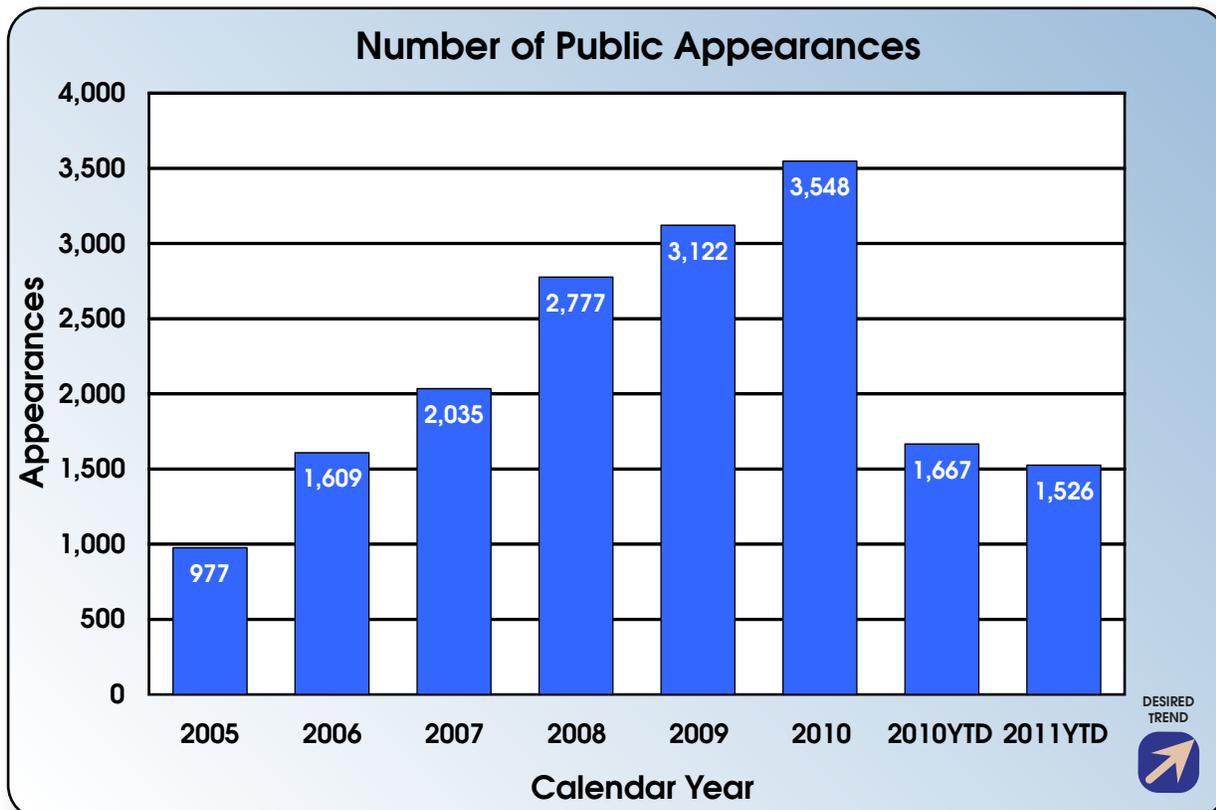
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

Measurement and Data Collection:

This is an annual measure with quarterly updates. 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:

MoDOT staff reported 1,526 public appearances for the 2011 year to date. That number is down just slightly from the 1,667 public appearances reported for the same time period in 2010. However, there were 844 public appearances reported for the second quarter of 2010, one of the highest quarterly numbers ever. It's likely that outreach efforts associated with the Bolder Five-Year Direction helped boost the number of public appearances in the past quarter.



Percent of customers who feel MoDOT provides timely, accurate and understandable information-17b

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

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

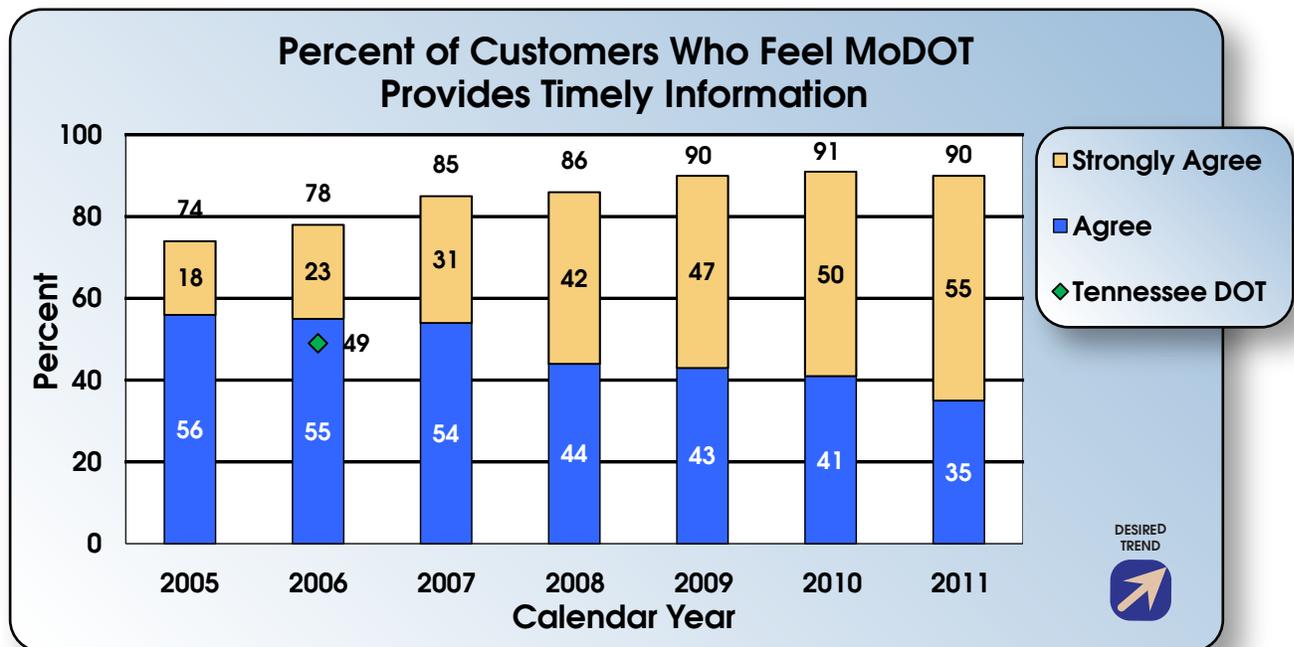
Measurement and Data Collection:

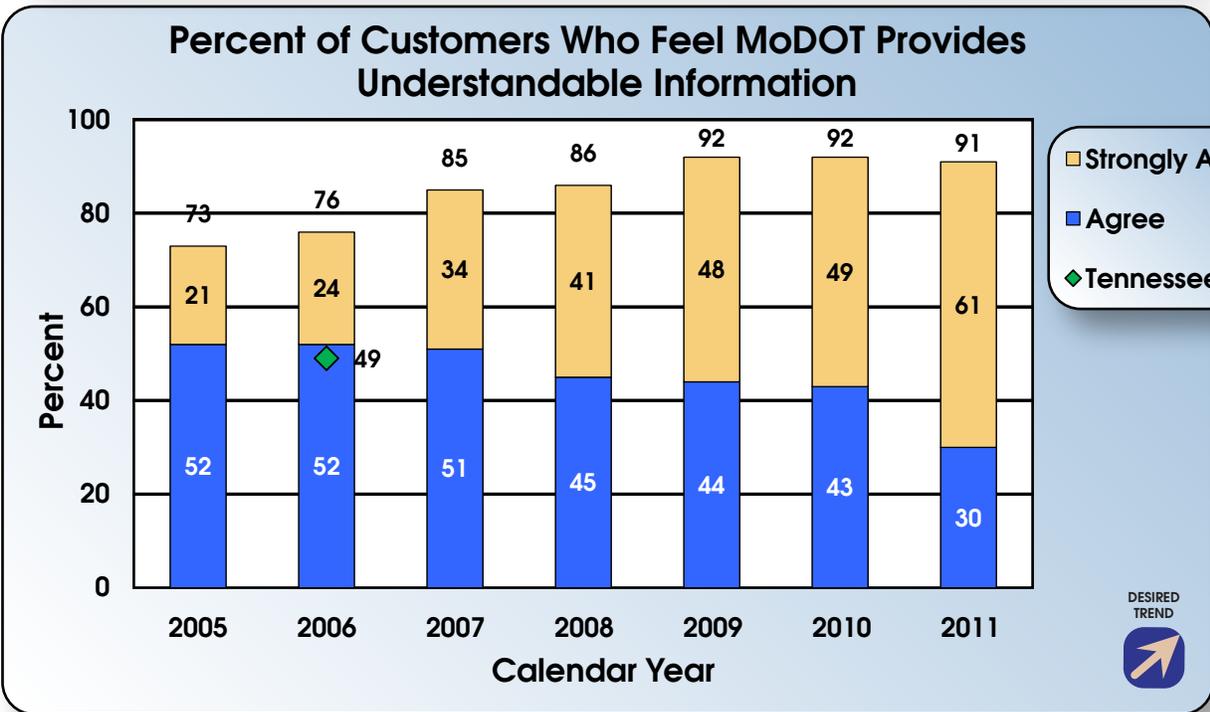
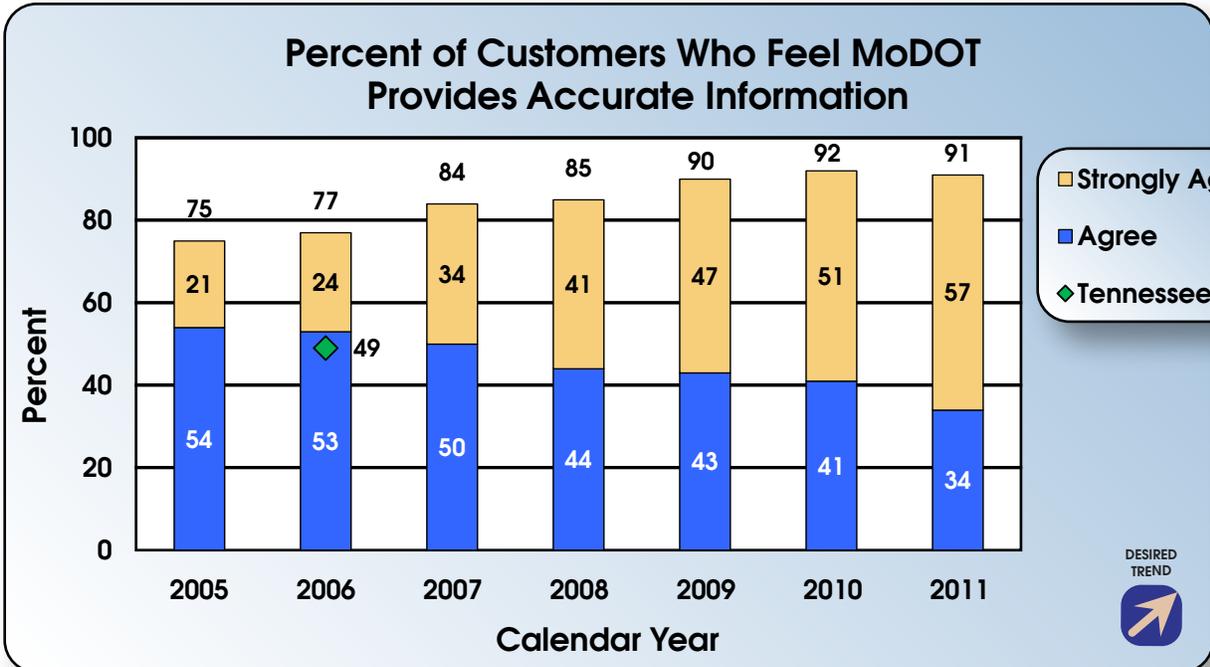
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they 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. A total of 90

percent of Missourians agree MoDOT provides timely information, while 91 percent feel the department provides accurate and understandable information. These figures are all one percentage point lower than last year's findings. However, the number of people who strongly agree MoDOT does a good job of conveying timely, accurate and understandable information rose in all three areas, with more than half of all respondents saying they strongly agree. MoDOT's continuing 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 public meetings and media and personal contacts. It is likely that our communications efforts during recent emergency response efforts helped contribute to the positive feedback as well.





Number of contacts initiated by MoDOT to media-17c

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Jorma Duran, Customer 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.

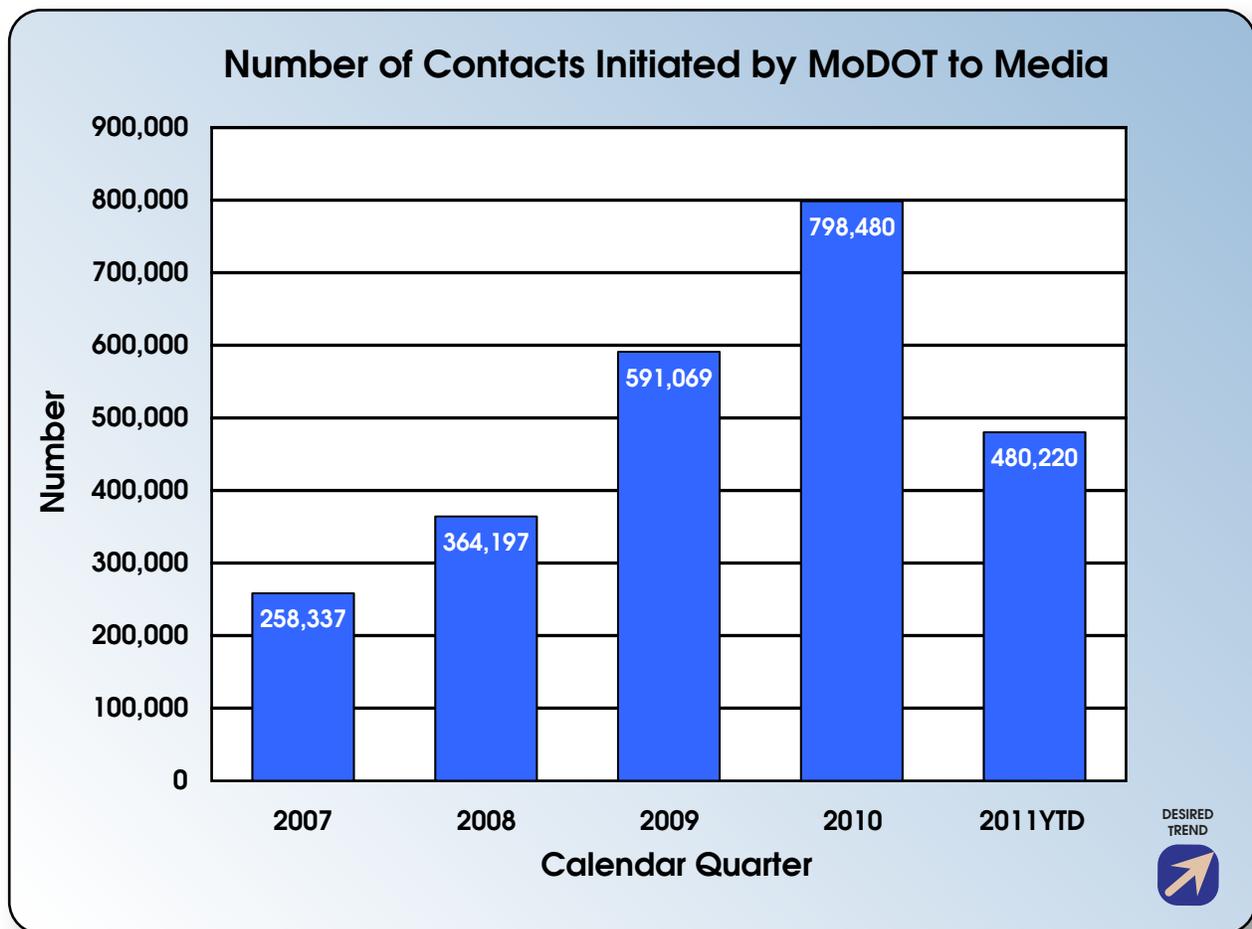
represents an increase of 72,106 when compared to the first quarter of 2011.

Measurement and Data Collection:

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

News regarding the Bolder Five-Year Direction, flooding issues, and our aggressive use of social media pushed contacts to media to the highest number within a quarter in MoDOT history. Our connection to the media is healthy and strong, allowing the public to be aware of MoDOT news and announcements easily and instantly.

Improvement Status: There were 276,163 media contacts made in the second quarter of 2011. This



Percent of MoDOT information that meets the media's expectations-17d

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Jorma Duran, Customer Relations Coordinator

Purpose of the Measure:

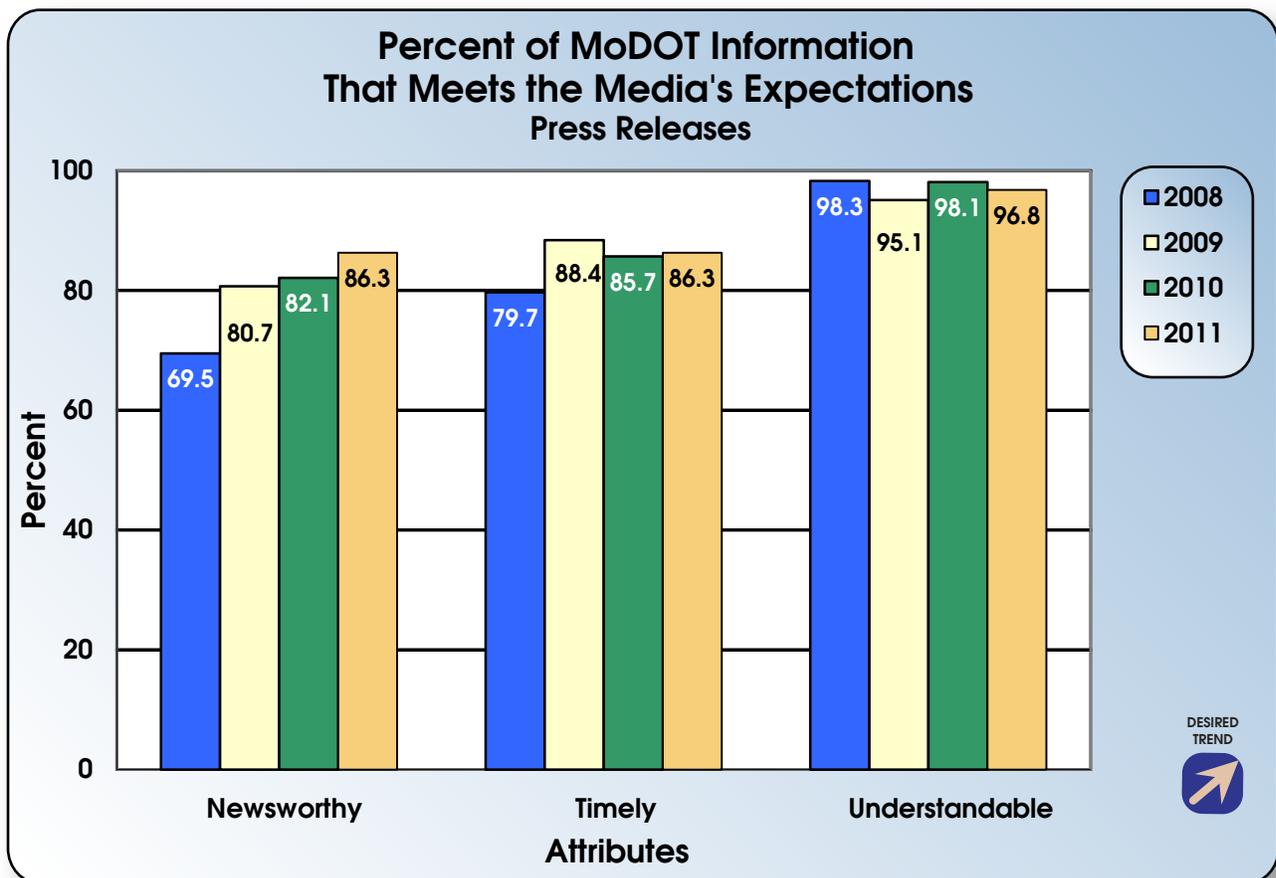
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

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 MoDOT news regarding newsworthiness, timeliness, and understandability.

Improvement Status:

The annual statewide media survey is conducted each June. There were 95 media outlets that participated in the 2011 survey. Media satisfaction increased with MoDOT's newsworthiness and timeliness, with a minimal decrease in understandability when compared to 2010. Overall, results show MoDOT is providing appropriate information and meeting media expectations.



Percent of positive newspaper editorials-17e

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Jorma Duran, Customer Relations Coordinator

Purpose of the Measure:

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

the second quarter of 2011. Of those editorials, 54 percent (21) were positive.

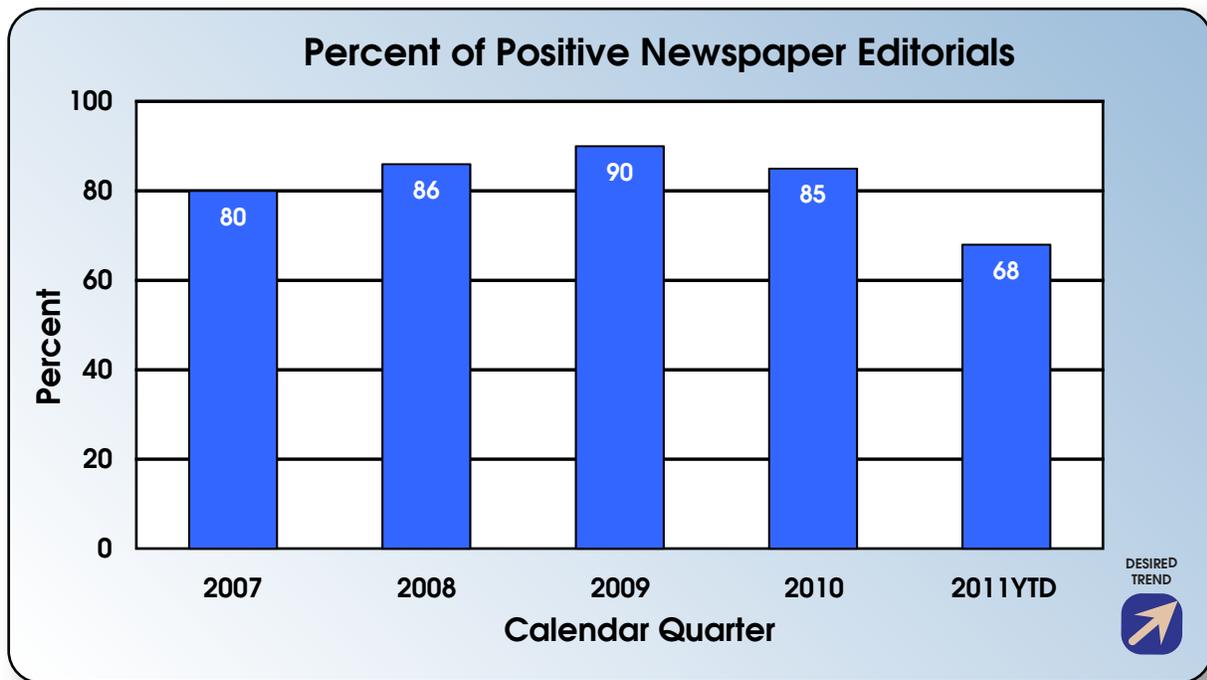
Measurement and Data Collection:

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.

Positive editorials included a push to ban texting and driving, the potential for a China hub reviving portions of Missouri, and advocating to provide MoDOT future funding.

The vast majority of negative editorials revolved around our Bolder Five-Year Direction and the impact of the plan. Other negative editorials included high-speed rail and the need for better public transit.

Improvement Status: There were 39 editorials regarding MoDOT or state transportation issues in



Percent of positive news reports-17f

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Jorma Duran, Customer Relations Coordinator

Purpose of the Measure:

This measure tracks media coverage MoDOT is receiving from local, state, regional and national outlets.

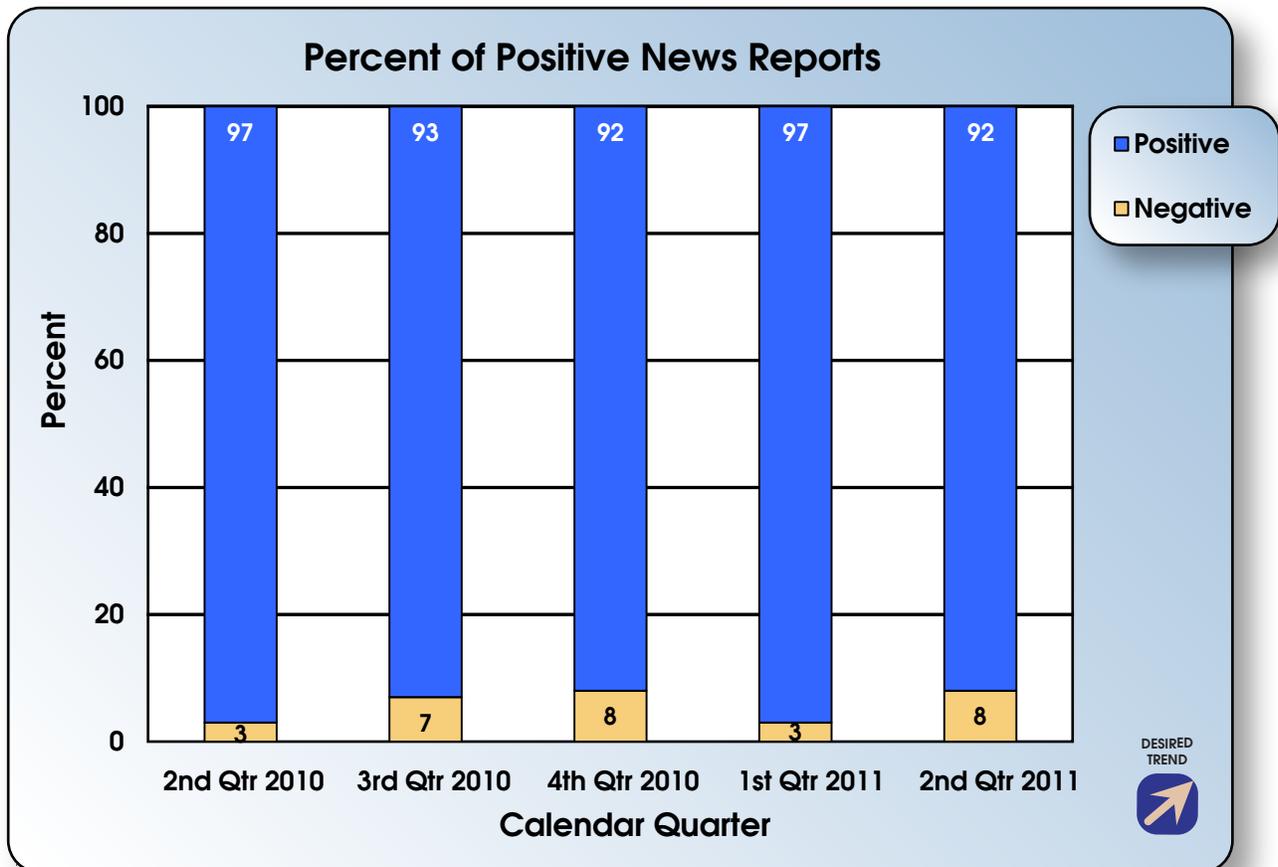
Measurement and Data Collection:

News articles about MoDOT projects, innovations or leadership are gathered, organized and reported on a quarterly basis. Media coverage includes stories generated directly and indirectly from our communications efforts. Customer Relations maintain clipping files resulting from those articles and stories. Every article or story that includes MoDOT is then given a positive or negative classification.

Improvement Status:

In the second quarter of 2011, there were a total of 2,598 news reports involving MoDOT captured through our clips database. A total of 2,399 of the news reports were positive and 199 were negative. Of the media coverage during the second quarter of 2011, 92.3 percent was positive.

The stories that contributed to the majority of the negative press included: The impact of the Bolder Five-Year Direction, work zone dangers along I-270, and the residents of Morehouse blaming MoDOT for flooding their town to keep water from U.S. 60.



Number of visits to MoDOT's website-17g

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Matt Hiebert, Community Relations Coordinator

Purpose of the Measure:

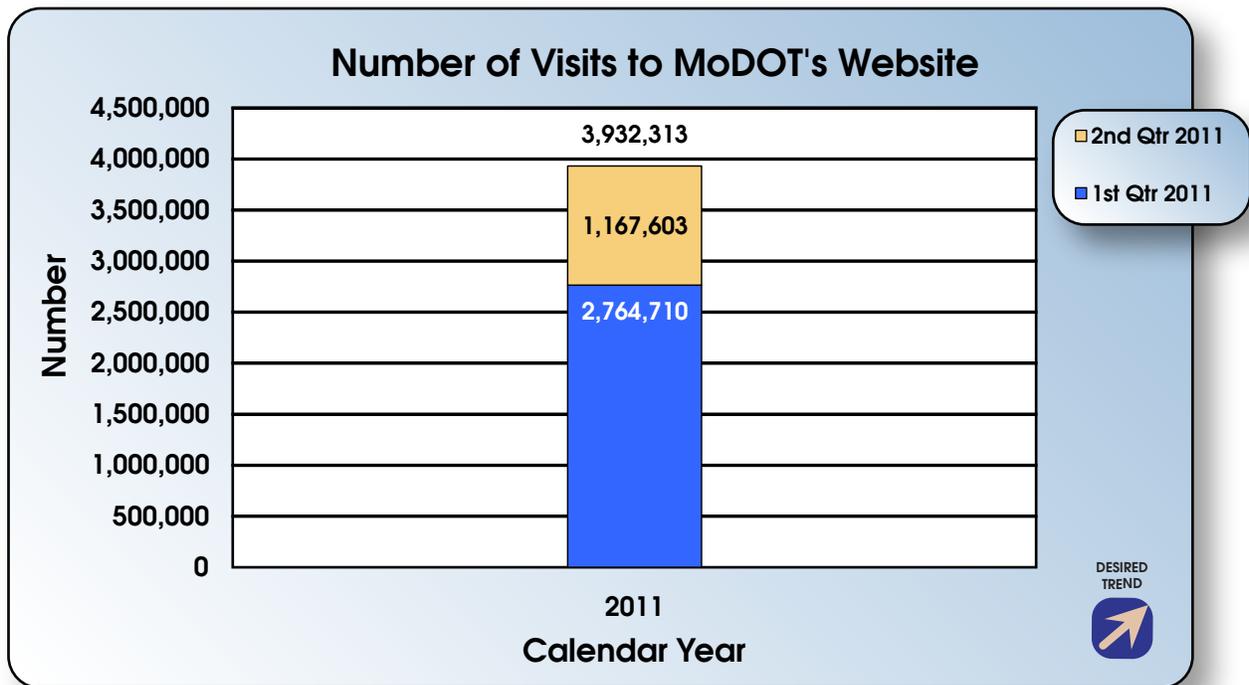
This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

Improvement Status:

The MoDOT website experienced its normal drop in traffic as statewide weather conditions improved. Traffic for second quarter came in at 1,167,603 visits.

Measurement and Data Collection:

Data is gathered using Google Analytic which measures site activity and produces reports in graphic and tabular formats.



Number of customers engaged through social media-17h

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Laura Holloway, Customer Relations Coordinator

Purpose of the Measure:

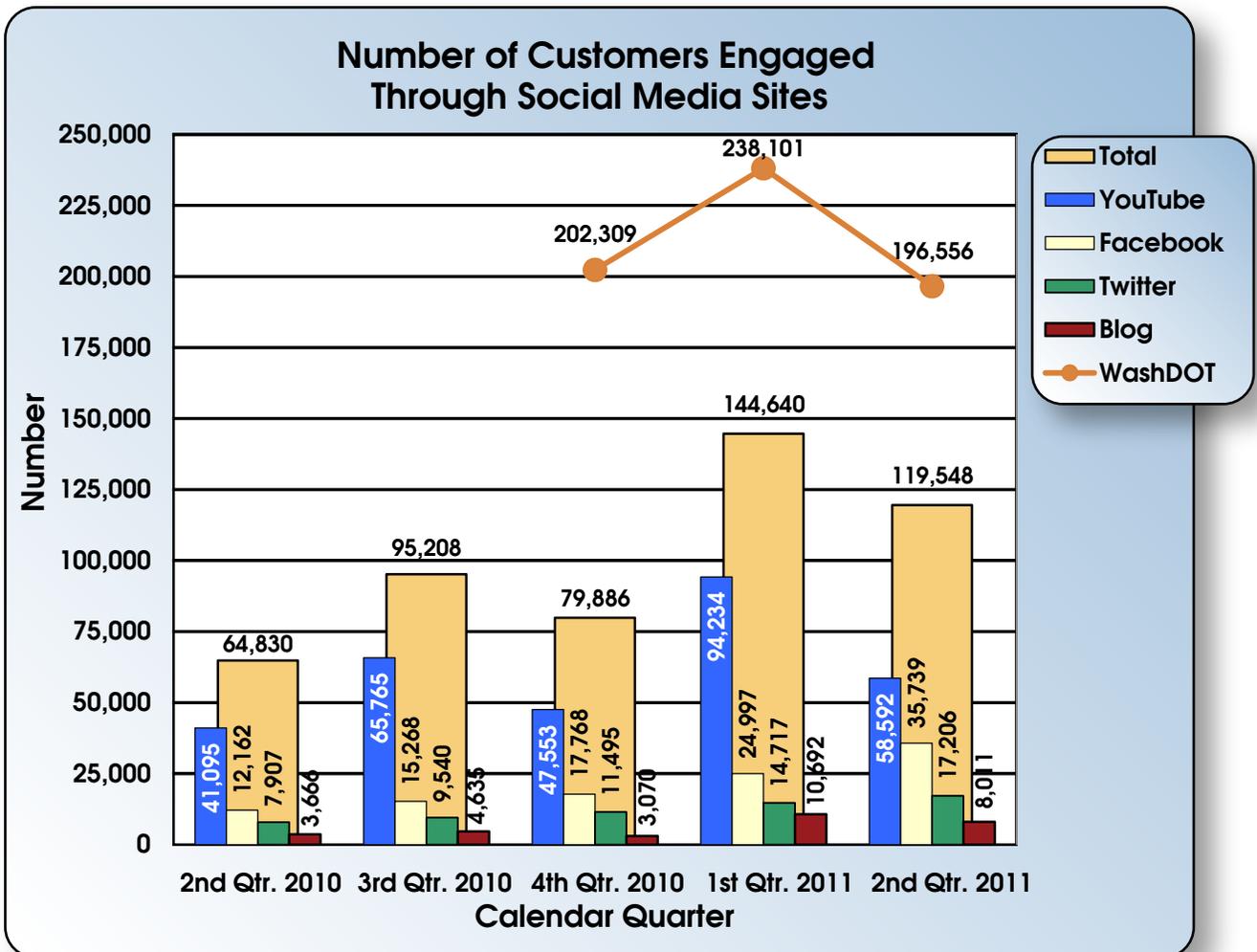
This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

Improvement Status:

There were 119,548 customers engaged during the second quarter of 2011 through MoDOT's social media sites across the state. During this quarter, a new Facebook page was added for the Central District.

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.



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