A photograph of a man in a green polo shirt sitting at a table, looking at documents. Another person's arm and hand are visible on the right side of the frame, also looking at the documents. The background is a blue wall with a dark, textured pattern. The image is framed by a blue border at the top and bottom.

CUSTOMER INVOLVEMENT IN TRANSPORTATION DECISION- MAKING

Tangible Result Driver – Paula Gough, District Engineer

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Number of customers who participate in transportation-related meetings-14a

Result Driver: Paula Gough, District Engineer

Measurement Driver: Bob Brendel, Special Assignments Coordinator

Purpose of the Measure:

This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers advised of project status and potential impacts that could be experienced.

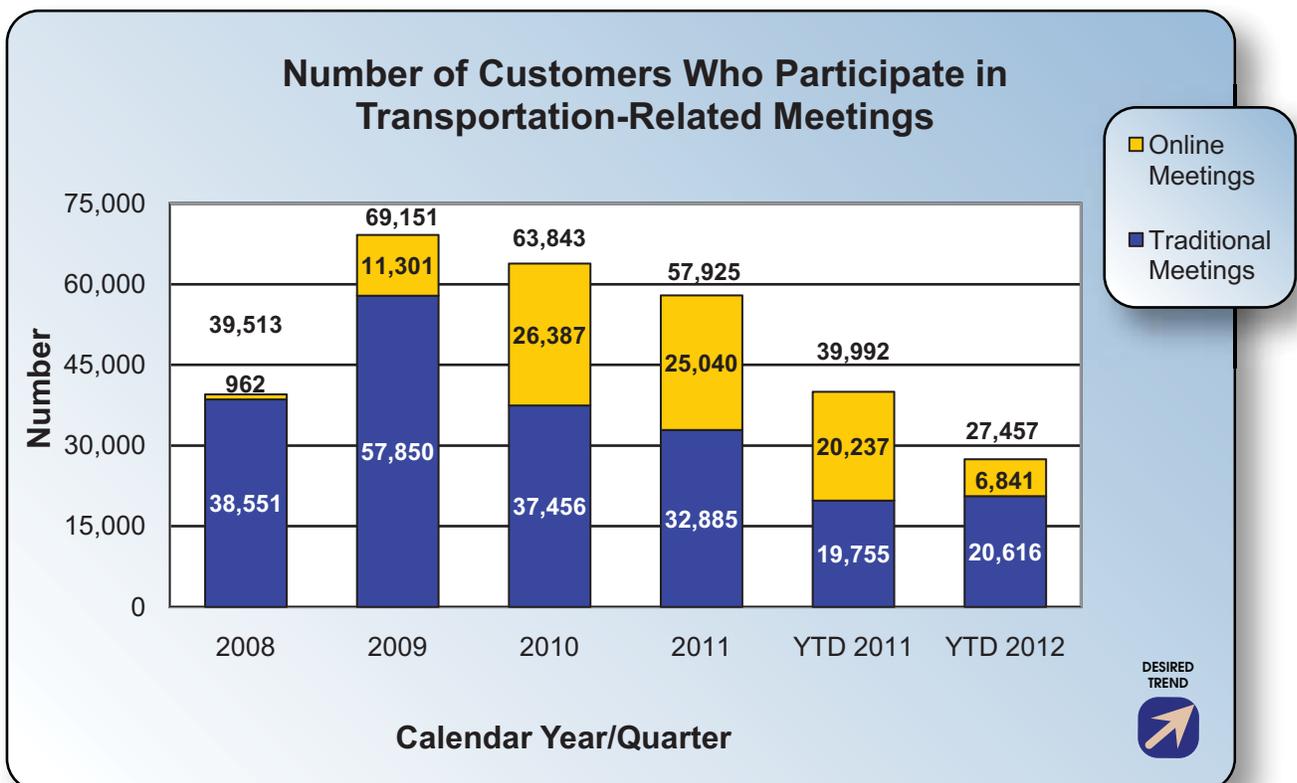
Measurement and Data Collection:

Participation is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. Participation in online

meetings is gauged by using “Google Analytics” software. This measure is updated quarterly.

Improvement Status:

Attendance at transportation-related meetings grew by 15 percent from the first quarter of 2012. A slight decrease in attendance at traditional face-to-face public meetings was more than offset by a 61 percent increase in participation in online public meetings. Year-to-date, however, attendance in traditional meetings is ahead of the total for the same period a year ago, while participation in online meetings is down by 66 percent.



MoDOT takes into consideration customers' needs and views in transportation decision-making-14b

Result Driver: Paula Gough, District Engineer

Measurement Driver: Ben Reeser, Long-Range Transportation Planning Coordinator

Purpose of the Measure:

This measure helps determine the effectiveness of MoDOT's project planning outreach efforts.

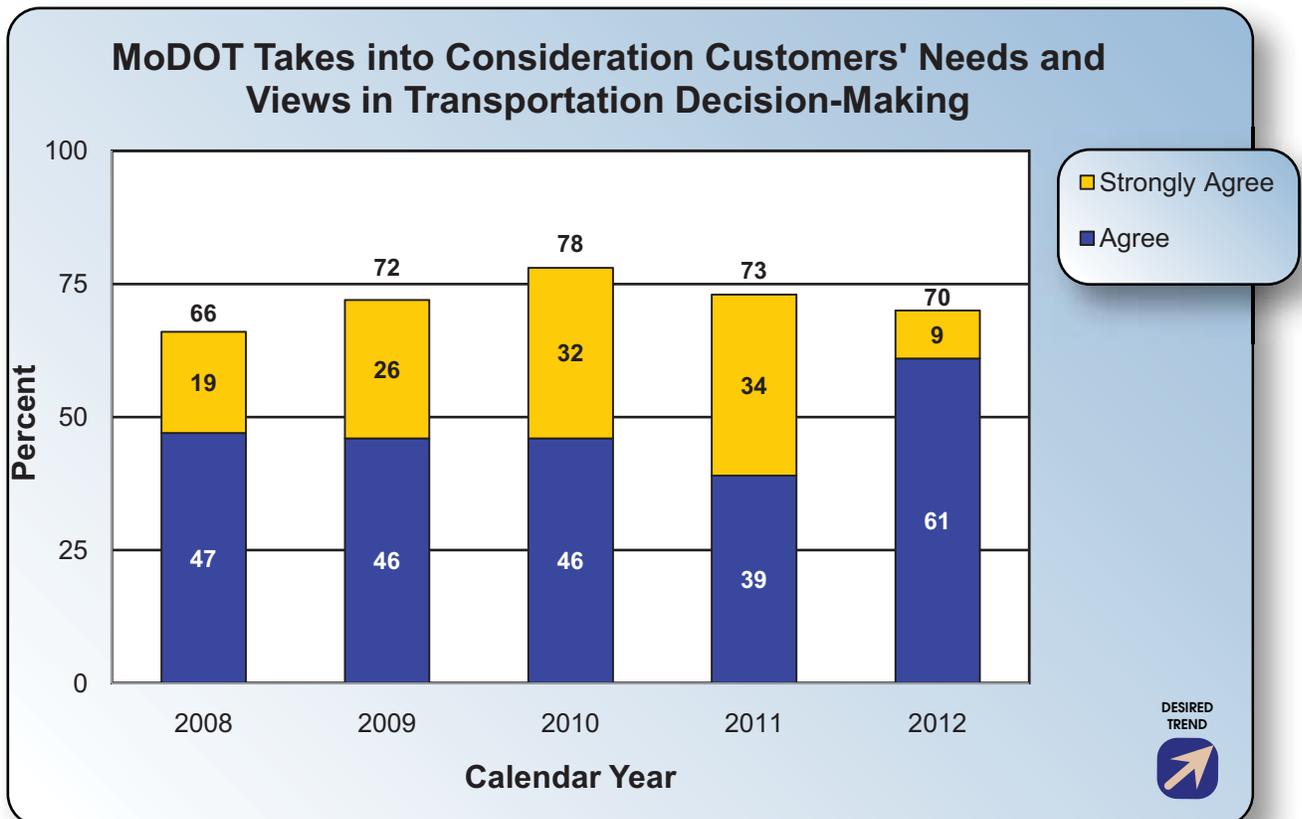
Measurement and Data Collection:

Data is collected through a telephone survey each May from interviews of approximately 3,500 randomly selected Missourians. This is an annual measure updated in July.

Improvement Status:

MoDOT learned in the 2012 customer survey that 70 percent of the survey sample thinks MoDOT considers customer concerns and needs when developing transportation decisions. This is a three percent decrease from 2011.

To continuously improve in this area, MoDOT identifies additional opportunities to use techniques as outlined in the planning framework decision-making and public involvement process. These efforts are targeted to local officials, planning partners, community leaders, elected officials and the general public. Media interviews, social media, website publicity, news releases, newsletters, specific project surveys, public involvement surveys and community meetings continually provide new opportunities to interact with the public, share MoDOT's direction and discuss transportation priorities.



Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making-14c

Result Driver: Paula Gough, District Engineer

Measurement Driver: Ben Reeser, Long-Range Transportation Planning Coordinator

Purpose of the Measure:

This measure tracks MoDOT’s efforts to include statewide planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making.

MoDOT’s planning framework is a process used to ensure planning partners are able to influence transportation decisions regarding how transportation funds are spent in their areas. It is based on achieving informed consent rather than consensus. To continuously improve in this area, MoDOT focuses primarily on effective communication, and public involvement tools and techniques.

Measurement and Data Collection:

Transportation Planning works with Construction & Materials-Research and Heartland Market Research LLC to administer an annual survey each January that evaluates planning partners’ involvement in the transportation decision-making process for the previous year. The survey scale measures those who agree,

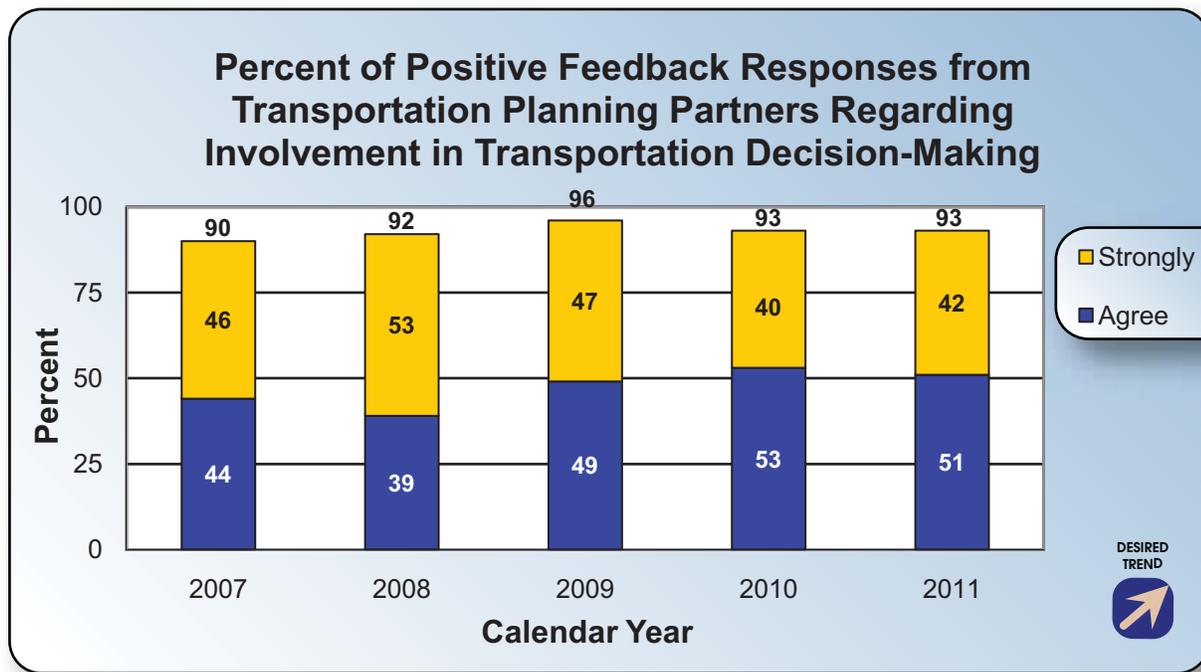
strongly agree, disagree and strongly disagree. This is an annual measure updated in April.

Improvement Status:

The 2011 survey received 46 responses out of 449 invitations to planning partners resulting in a 10.2 percent response rate. The percent of strongly agree and agree answers remained the same (93 percent) in 2010 and 2011.

Feedback helps MoDOT learn new ways to achieve better involvement, improve communication and try out ideas. Survey results were shared with planning partners and co-efforts were initiated to act on concerns, solve problems and provide clarifying information.

Transportation Planning continues working with each district to assess how the planning framework process works in the field, to identify strengths and weaknesses of the planning outreach process and to share best practices.



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