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# Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,  
Director of Program Delivery*

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.



# Customer Involvement in Transportation Decision-Making

## *Number of customers who attend transportation-related meetings*

**Result Driver:** Dave Nichols, Director of Program Delivery

**Measurement Driver:** Bob Brendel, Outreach Coordinator

**Purpose of the Measure:**

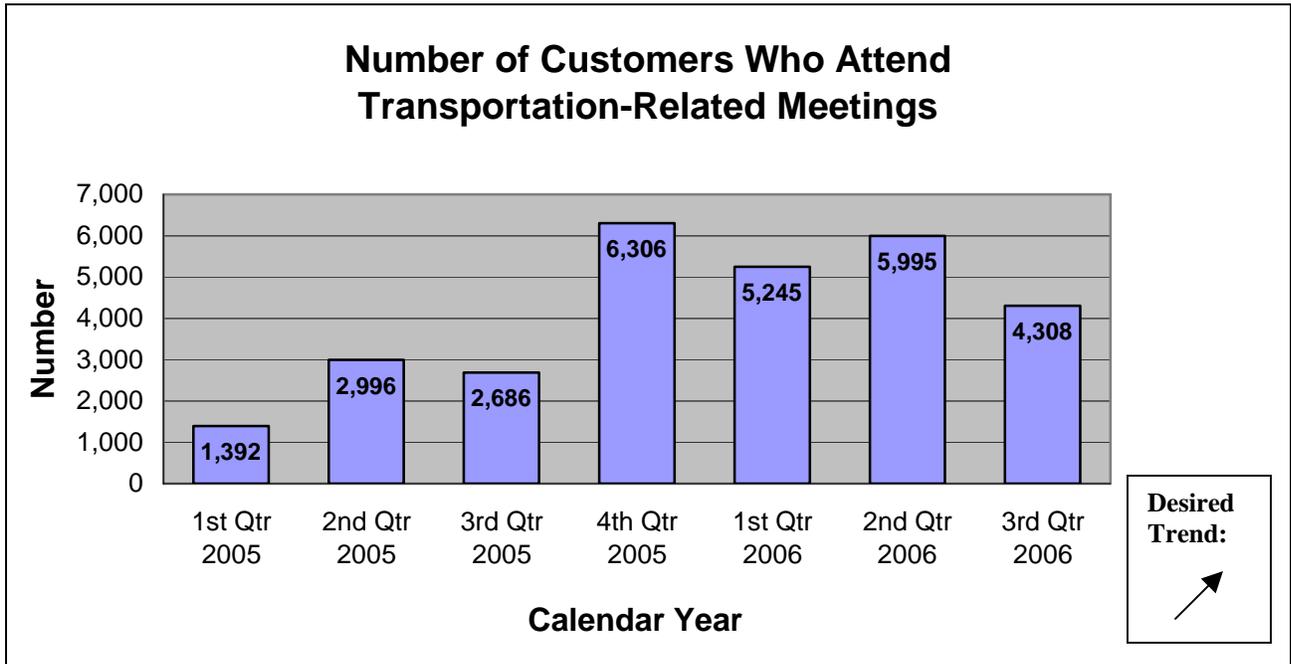
This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers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

**Measurement and Data Collection:**

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

**Improvement Status:**

Attendance at public meetings/hearings hosted by MoDOT during the third quarter of 2006 was down 28 percent – not surprising considering that the summer vacation season is typically avoided when scheduling these events. Some 157 meetings were held in July-August-September compared to 307 meetings held the previous quarter. Still, attendance was up 60 percent compared to the same quarter in 2005. So far in 2006, 15,548 persons have attended MoDOT public meetings/hearings compared to 13,380 for all of 2005.



# Customer Involvement in Transportation Decision-Making

## *Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments*

**Result Driver:** Dave Nichols, Director of Program Delivery

**Measurement Driver:** Bob Brendel, Outreach Coordinator

**Purpose of the Measure:**

This measure tracks MoDOT’s responses to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and will become part of the project’s official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

**Measurement and Data Collection:**

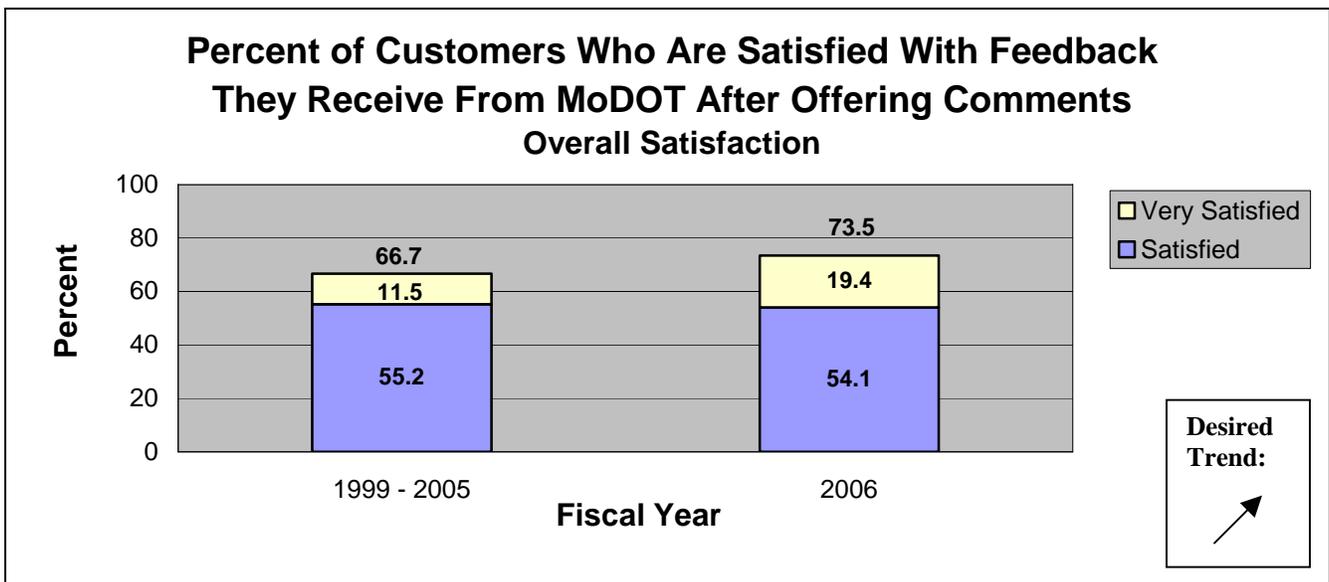
MoDOT Design, Community Relations and Organizational Results developed a survey in cooperation with the Missouri Transportation Institute for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project reaches the official public hearing milestone. Data is analyzed twice each year.

**Improvement Status:**

New data will be available in January 2007. During Fiscal Year 2006, people who attended public hearings for 33 projects in nine MoDOT districts were surveyed. Nearly three-fourths of the respondents (73.6 percent) were satisfied with how their questions and comments were handled by MoDOT – up from 66.7 percent a year ago. Also, the number of very unsatisfied customers decreased from 13.2 to 10.5 percent and those who were unsatisfied dropped from 20.1 to 15.9 percent.

Other survey questions showed dramatic improvement: 84.9 percent said they clearly understood the information and explanations given by MoDOT – up from 66.3 percent; and 73.8 percent said the decision-making process was open, transparent and fair – a jump from 58.1 percent.

Quarterly discussions and reviews of Tracker measures with CR Managers across the state continue to help enhance performance in the area of public involvement and proactive communication with MoDOT customers.



# Customer Involvement in Transportation Decision-Making

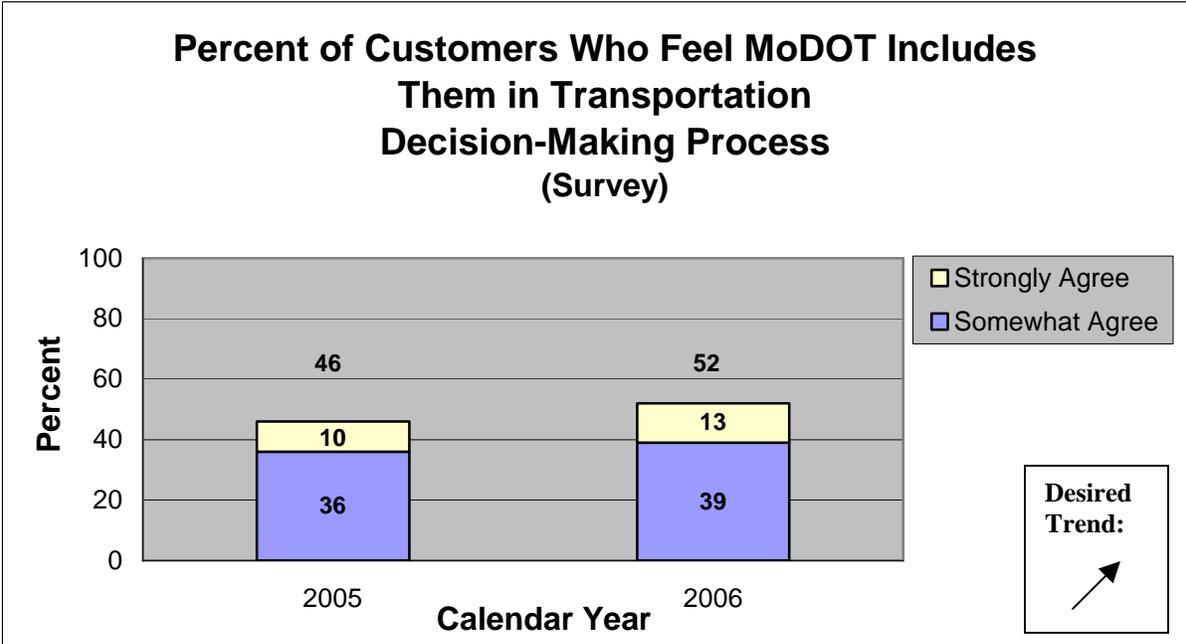
***Percent of customers who feel MoDOT includes them in transportation decision-making process***

**Result Driver:** Dave Nichols, Director of Program Delivery  
**Measurement Driver:** Sue Cox, Transportation Planning Outreach Coordinator

**Purpose of the Measure:**  
 This data assists in determining the effectiveness of MoDOT’s project planning outreach efforts.

**Measurement and Data Collection:**  
 Data for this measure is collected annually. The most recent data, gathered from a statewide random telephone survey of 3,500 Missourians, was collected in May 2006. Survey data originally collected for MoDOT’s long-range planning initiative called Missouri Advance Planning in May 2005 provided a baseline for comparison of the 2006 survey data. One focus of the MAP initiative was to improve the public’s involvement in transportation decision-making. To accomplish this, six citizen groups, called Regional Working Groups, were created, representing economic development leaders, educators, farmers, bankers, community leaders and local elected officials. RWG members helped MoDOT analyze transportation policies and develop new ideas in an effort to plan for Missouri’s transportation future.

**Improvement Status:**  
 This year’s data is based on a May 2006 customer telephone survey. MoDOT learned that 52 percent of the survey sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions, up from 46 percent in 2005. Dissatisfaction with MoDOT has dropped from 44 percent in 2005 to 37 percent in 2006. MoDOT anticipates that continuously improving community outreach and external communication efforts will result in greater public involvement in transportation decision-making.



# Customer Involvement in Transportation Decision-Making

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

**Result Driver:** Dave Nichols, Director of Program Delivery  
**Measurement Driver:** Sue Cox, Transportation Planning Outreach Coordinator

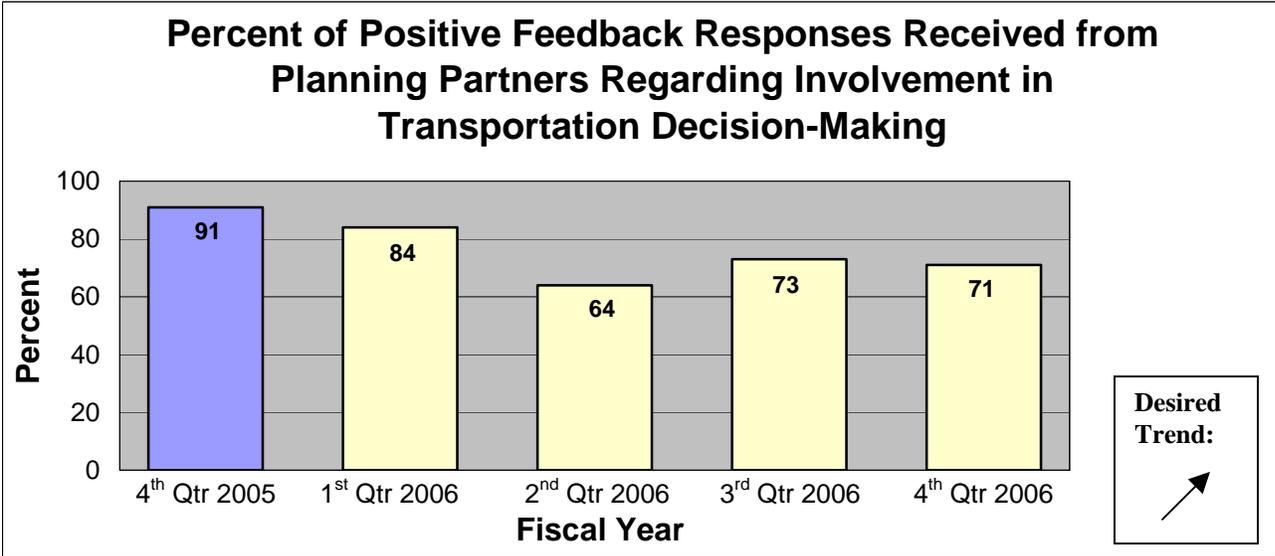
**Purpose of the Measure:**  
This measures MoDOT's efforts of including planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making. The percent of positive feedback through the surveys demonstrates planning partners' involvement.

**Measurement and Data Collection:**  
MoDOT Transportation Planning works with Missouri Transportation Institute to administer a survey measuring planning partners' involvement in the transportation decision-making process. The survey answers are based on the following scale: strongly disagree, disagree, agree and strongly agree. This measure is changing to an annual measure. The next survey will be late spring/early summer 2007. Previously, survey data was collected from planning partners following each quarter of MoDOT's planning meetings or work sessions.

**Improvement Status:**  
Beginning in fiscal year 2007, the quarterly survey will become an annual survey focusing more on feedback regarding overall involvement of planning partners in the planning process rather than on individual MoDOT meetings. Planning partners have indicated a survey following each quarters' public outreach activities is excessive, and thus the survey participation and feedback have declined.

The following results indicate positive experiences and involvement in the outreach efforts.

- 20 of 22 completed surveys in the 4<sup>th</sup> quarter of state fiscal year 2005
- 37 of 44 completed surveys in the 1<sup>st</sup> quarter of state fiscal year 2006
- 9 of 14 completed surveys in the 2<sup>nd</sup> quarter of state fiscal year 2006
- 8 of 11 completed surveys in the 3<sup>rd</sup> quarter of state fiscal year 2006
- 15 of 21 completed surveys in the 4<sup>th</sup> quarter of state fiscal year 2006



Note: The percent for each quarter reflects agree and strongly agree answers from the survey.

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