
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:

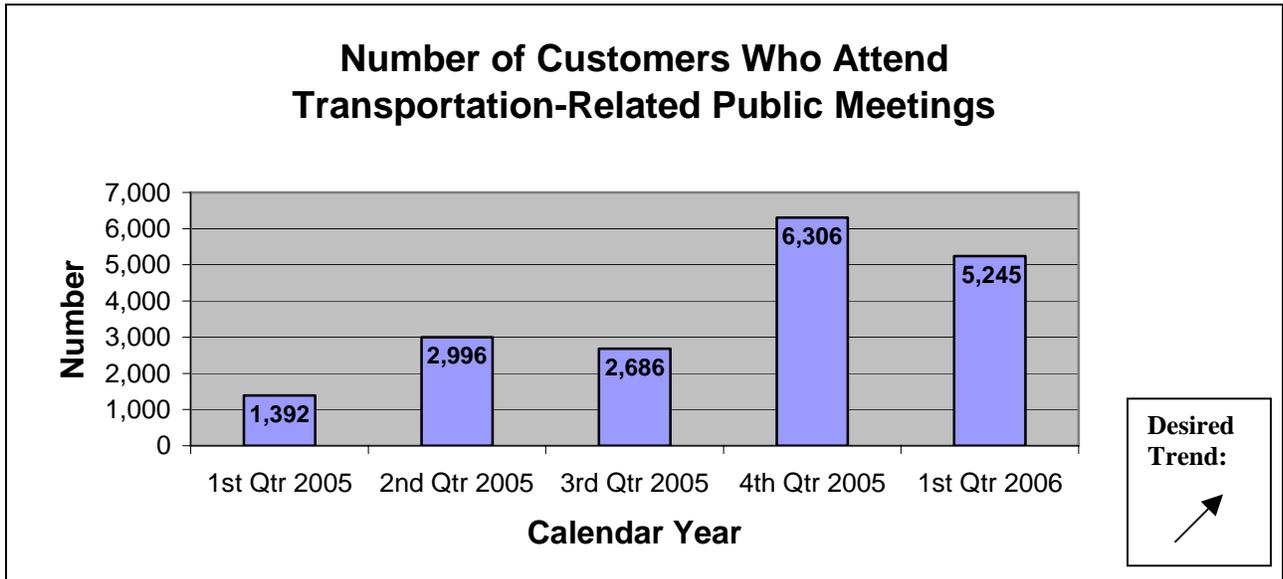
This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, etc., and in terms of public informational events scheduled by MoDOT to keep its 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:

More than 5,200 persons attended public meetings held during the first quarter of 2006 – a 377 percent increase over the same quarter in 2005. The increase reflected continued development of major projects associated with Element 3 of the Smoother, Safer, Sooner program and MoDOT’s emphasis on providing work zone information to its customers in advance of the 2006 construction season.



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 responses made by MoDOT to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and that 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 worked with the Missouri Transportation Institute to develop a survey instrument for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who had attended meetings in the last five years. A continuing survey process is underway, with contact lists developed each time a project reaches the official public hearing milestone.

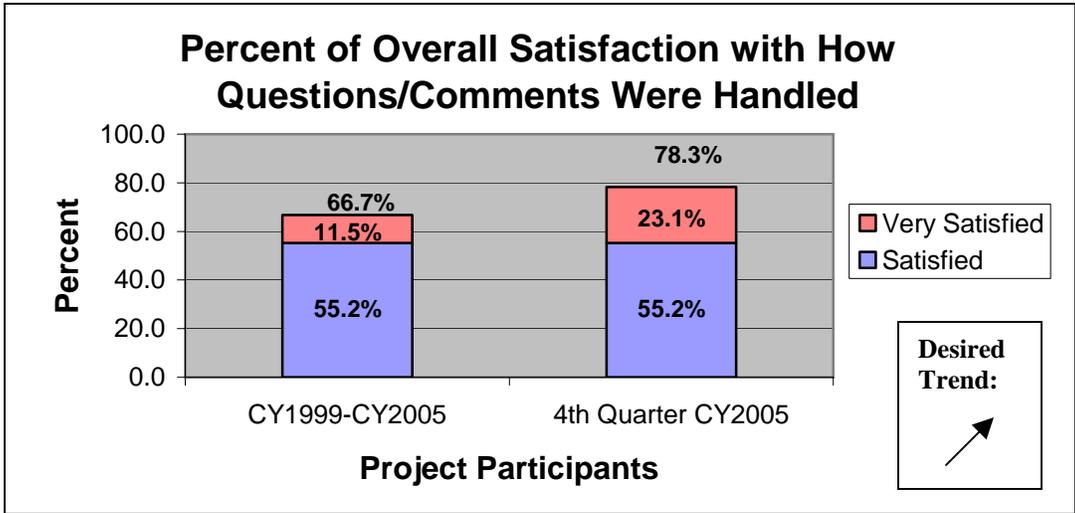
Improvement Status:

New data will be available for the next edition of the Tracker.

Both survey participation and customer satisfaction improved in the most recent surveys conducted on seven projects across four MoDOT districts. Participation jumped from 20 percent to 40.4 percent, while overall satisfaction improved from 67 percent to 78 percent.

It has been demonstrated that as the time between the public hearing milestone and receipt of the survey decreases, the response rate and the approval rate increase. District Community Relations managers have been asked to forward project contact lists to the Missouri Transportation Institute each time a project reaches the public hearing milestone. The Missouri Transportation Institute will continually survey participants but will only analyze the data twice a year.

Last August, Community Relations staff agreed that performance associated with this measure will be improved with development of a MoDOT public involvement guide (including best-practice examples), formulation of comprehensive public involvement plans at the project level, Community Relations involvement early in the project development process and proactive communication with the public and stakeholder groups. Further discussion to enhance performance was held in November and March and continues quarterly.



Customer Involvement in Transportation Decision-Making

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

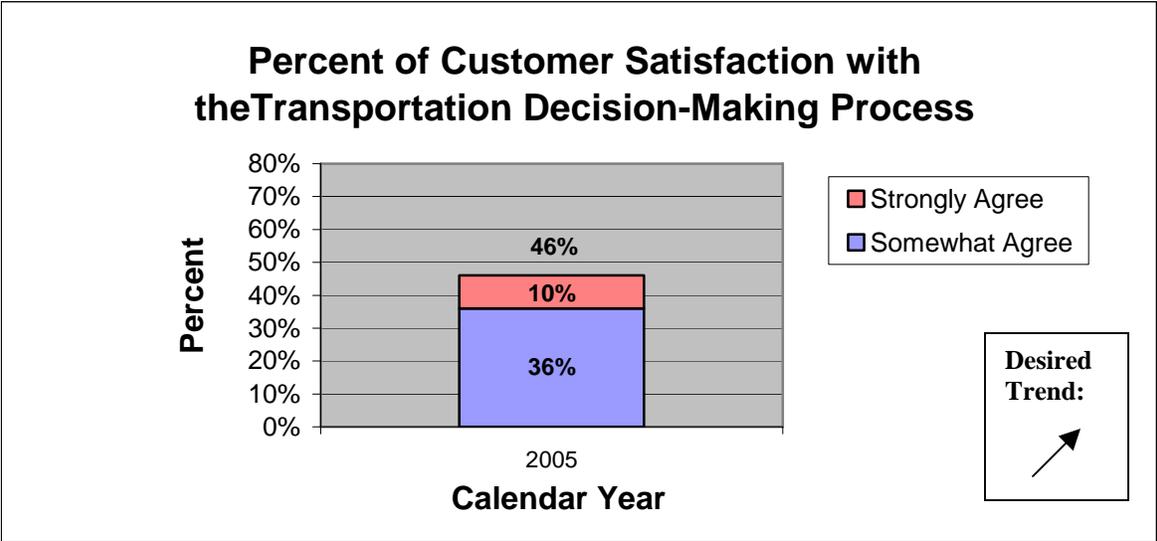
Result Driver: Dave Nichols, Director of Program Delivery
Measurement Driver: Mabelle Watkins, Transportation Planning Director

Purpose of the Measure:
This data will assist in identifying the effectiveness of MoDOT’s project planning outreach efforts.

Measurement and Data Collection:
Data was collected through a statewide telephone survey conducted for MoDOT’s long-range planning initiative called Missouri Advance Planning, or MAP. The survey effort included interviews with 3,100 Missourians with an overall margin of error of +/- 2.9 percent.

Improvement Status:
Forty-six percent of the sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions. However, 44 percent indicate that MoDOT does not take their concerns and needs into consideration when making transportation decisions. While this is a positive starting point, MoDOT anticipates that community outreach and communication efforts will result in greater public support in transportation decision-making.

Part of Transportation Planning’s MAP effort is to increase and improve the public’s involvement in transportation decision-making. To accomplish this, six groups have been created, called Regional Working Groups (RWG). These groups are made up of Missouri citizens that include economic development leaders, educators, farmers, bankers, community leaders and others. RWG members are helping MoDOT analyze transportation policies and strategies in an effort to plan for Missouri’s transportation future. When they conclude their work in May 2006, each group will have met five times. This form of public outreach provides customer 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: Bill Stone, Technical Support Engineer

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 will display planning partners’ involvement.

Measurement and Data Collection:

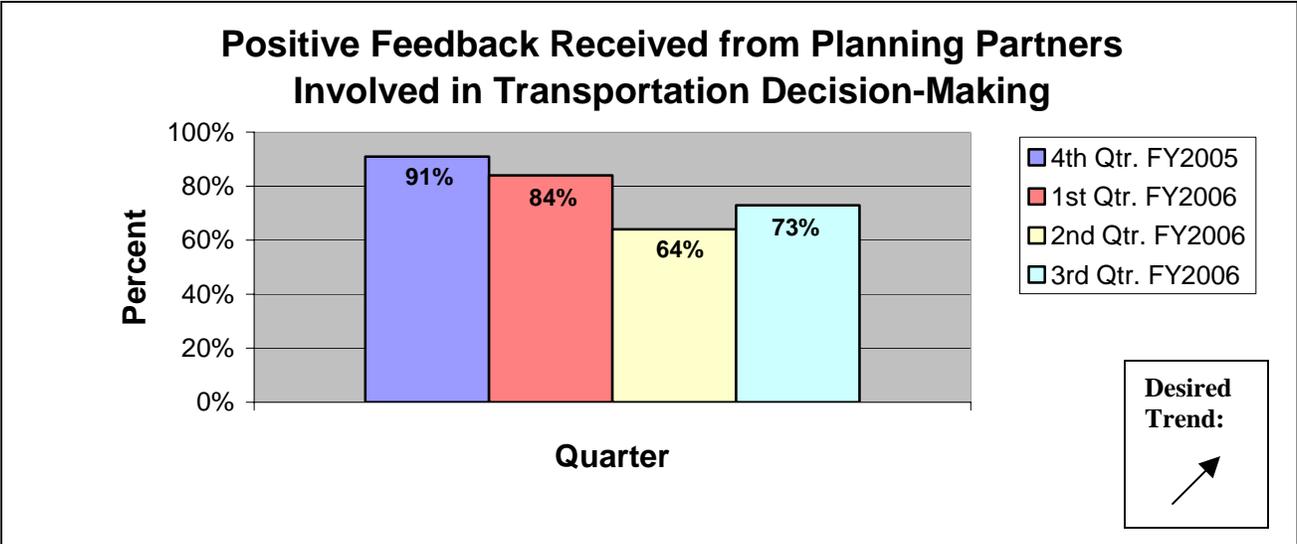
MoDOT Transportation Planning has worked with Missouri Transportation Institute (MTI) to develop a survey for use at MoDOT administered meetings that measure planning partners’ involvement in the transportation decision-making process. The survey answers were based on the following scale: strongly disagree, disagree, agree and strongly agree.

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

- Twenty surveys out of 22 completed surveys in the 4th quarter of state fiscal year 2005.
- In the 1st quarter of state fiscal year 2006, 37 surveys out of 44 completed surveys.
- Nine surveys out of 14 completed surveys in the 2nd quarter of state fiscal year 2006.
- Eight surveys out of 11 completed surveys in the 3rd quarter of state fiscal year 2006.

Improvement Status:

Detailed information from the survey results is distributed to MoDOT statewide. The planning partners’ comments will help MoDOT continuously improve. Beginning in state fiscal year 2007, the quarterly survey will become an annual survey to focus more on overall planning process feedback rather than individual meetings. MoDOT is continuously improving outreach efforts with transportation planning partners and striving to increase the involvement of local officials and community leaders in making transportation-related decisions.



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