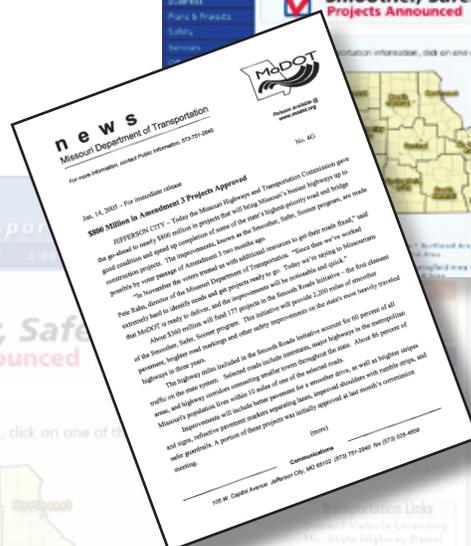


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*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.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of public appearances*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Coordinator

**Purpose of the Measure:**

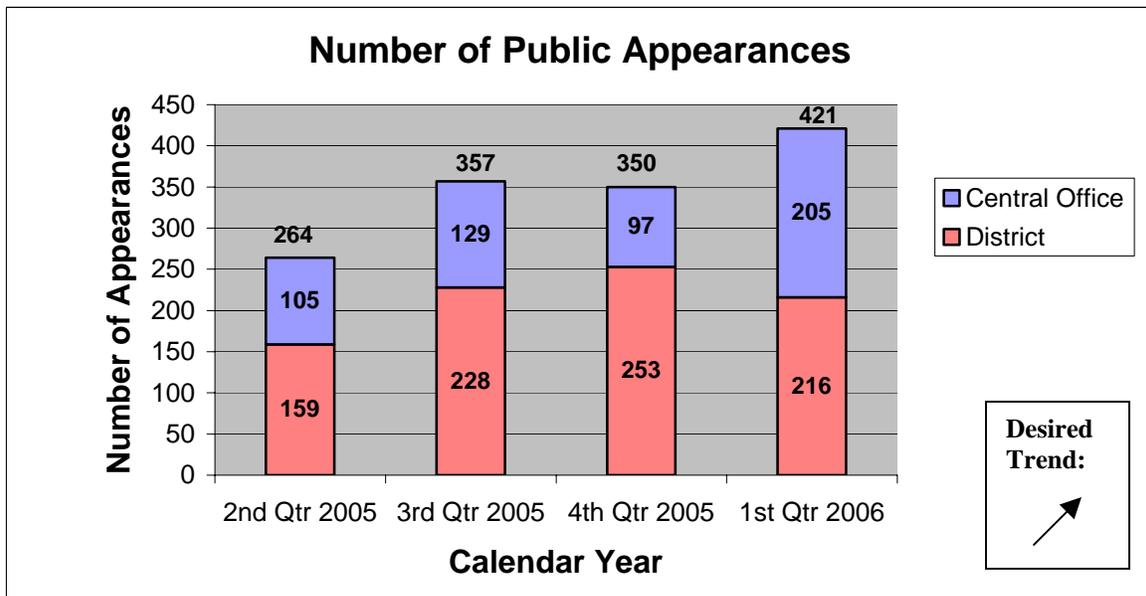
This measure tracks and encourages regular, personal contact with our customers.

**Measurement and Data Collection:**

District Community Relations managers collected appearance information from their administrators and sent it to Central Office Community Relations where it was combined with similar CO data from divisions and business offices to create a statewide report. Data collection began April 1, 2005. The numbers are apt to change from quarter to quarter because certain events and other public appearance opportunities are seasonal (e.g. school visits and fairs).

**Improvement Status:**

MoDOT district and central offices reported a total of 421 public appearances during January, February and March 2006, with Central Office substantially increasing its number of public appearances. A minor portion of the increase in public appearances for both Central Office and the districts can be attributed to the fact that we began counting legislative testimony as a public appearance. In addition, this is the first quarter we asked those reporting to provide the estimated number of people attending the public events. While not all districts and business units reported this data, the information we collected shows that we conservatively reached almost 25,000 people with the MoDOT message in the first quarter of 2006.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides timely, accurate and understandable information*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Sally Oxenhandler, Community Relations Coordinator

**Purpose of the Measure:**

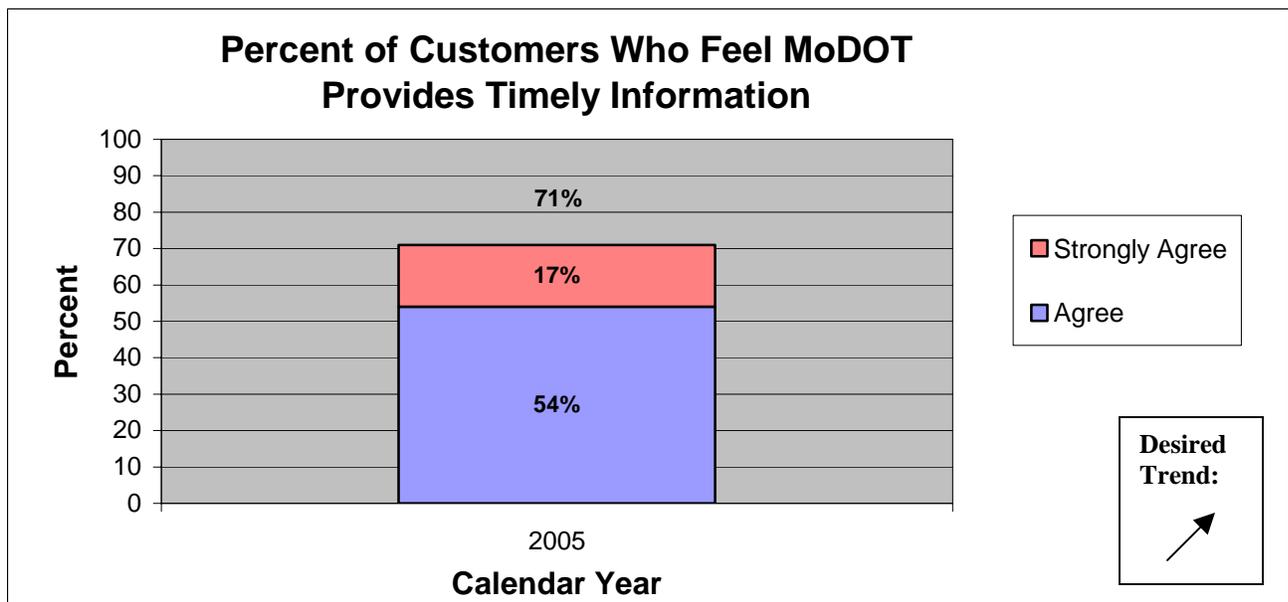
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

**Measurement and Data Collection:**

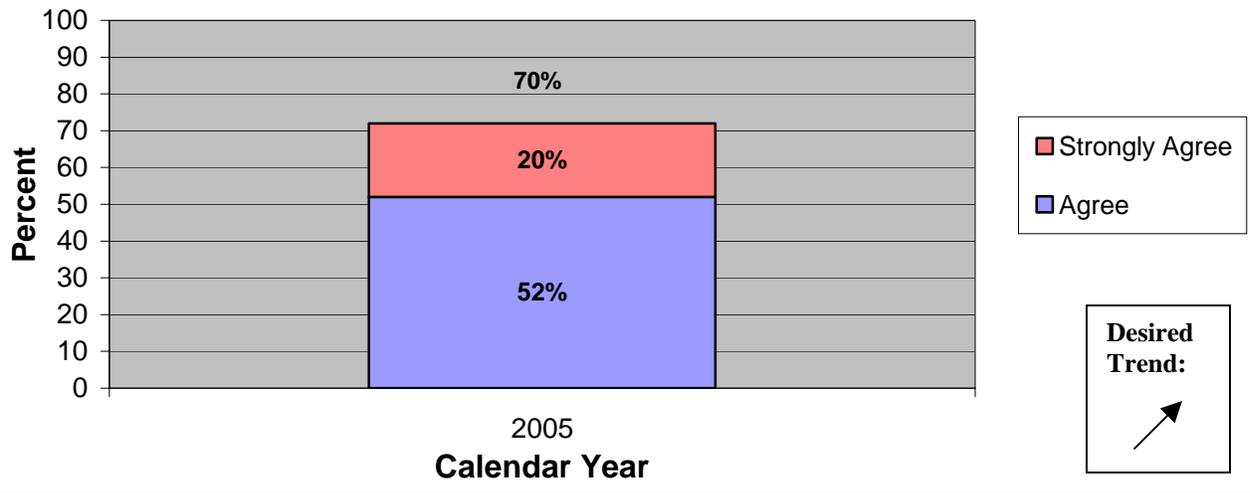
Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005. New data will be collected in Spring 2006.

**Improvement Status:**

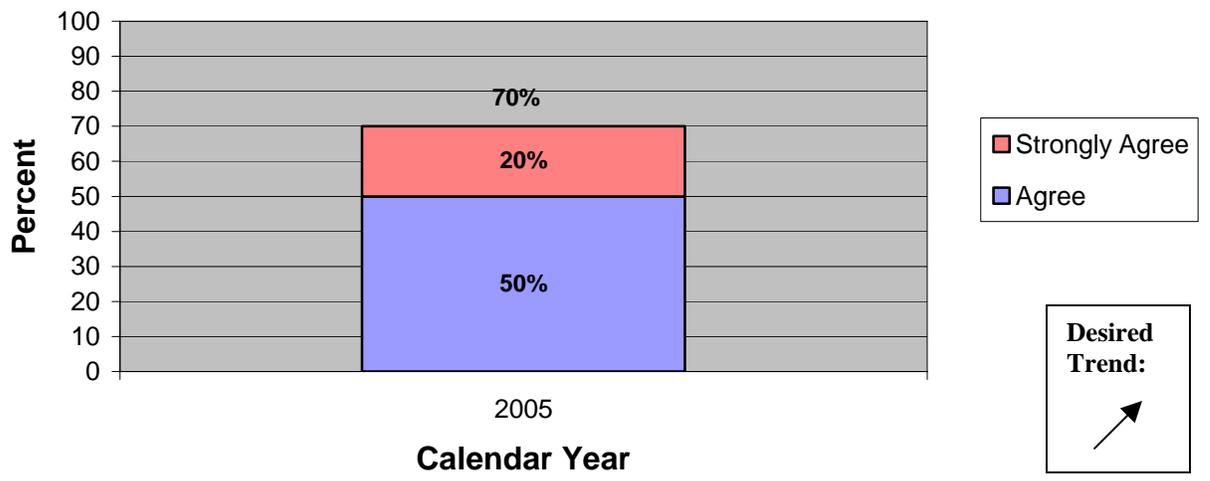
In the last survey, 71 percent of respondents reported that MoDOT provides timely information, 72 percent said information is accurate and 70 percent find it understandable. Strong agreement was reported by 17 to 20 percent of those surveyed. We believe this percentage to increase when data from the statewide survey becomes available in May. That's because MoDOT have increased our efforts to provide communication tools to customers, including three new construction maps, and have continued to make greater use of portable message boards to announce directly to travelers the dates when projects start and the estimated length of delays when applicable. Other examples of timely outreach efforts include the Web site work zone map, alternate routes, increased motorist assist efforts, incident and work zone management teams, billboard advertising, radio public service announcements and news releases. MoDOT also continue to provide an e-newsletter and e-updates to inform the public of MoDOT activities.



### Percent of Customers Who Feel MoDOT Provides Accurate Information



### Percent of Customers Who Feel MoDOT Provides Understandable Information



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of contacts initiated by MoDOT to media*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, 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.

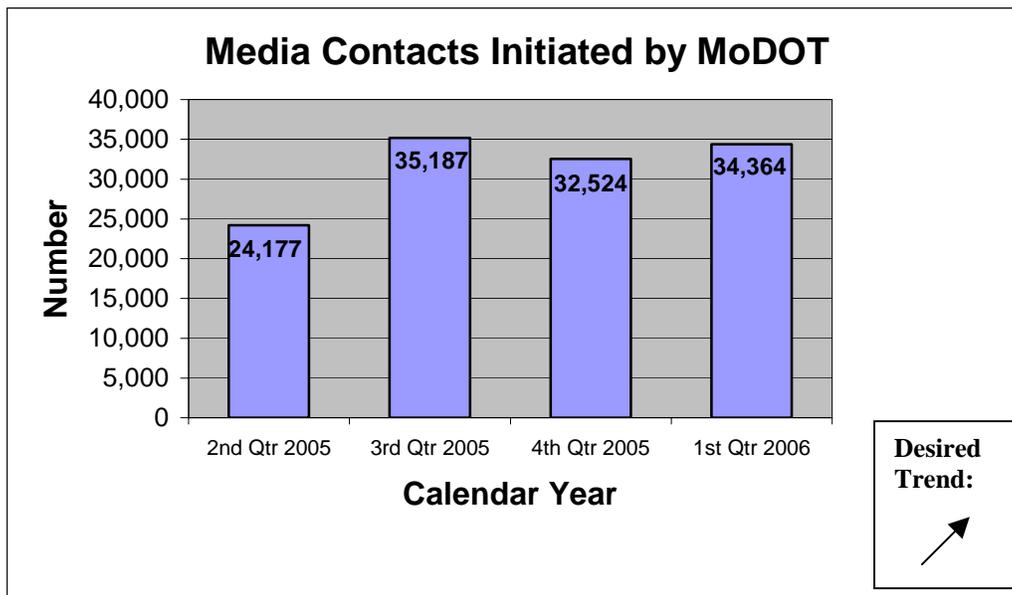
**Measurement and Data Collection:**

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

**Improvement Status:**

MoDOT contacts are on the rise as communication efforts begin for the biggest-ever construction season in MoDOT history. Early communication on work zones, as well as additional contacts through the Express Lane e-newsletter, fueled the increase.

There will be continued growth as the work season kicks into high gear. Additional, and quicker, media contacts can be expected as MoDOT completes its switch to electronic distribution of all statewide news releases.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of MoDOT information that meets the media's expectations*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

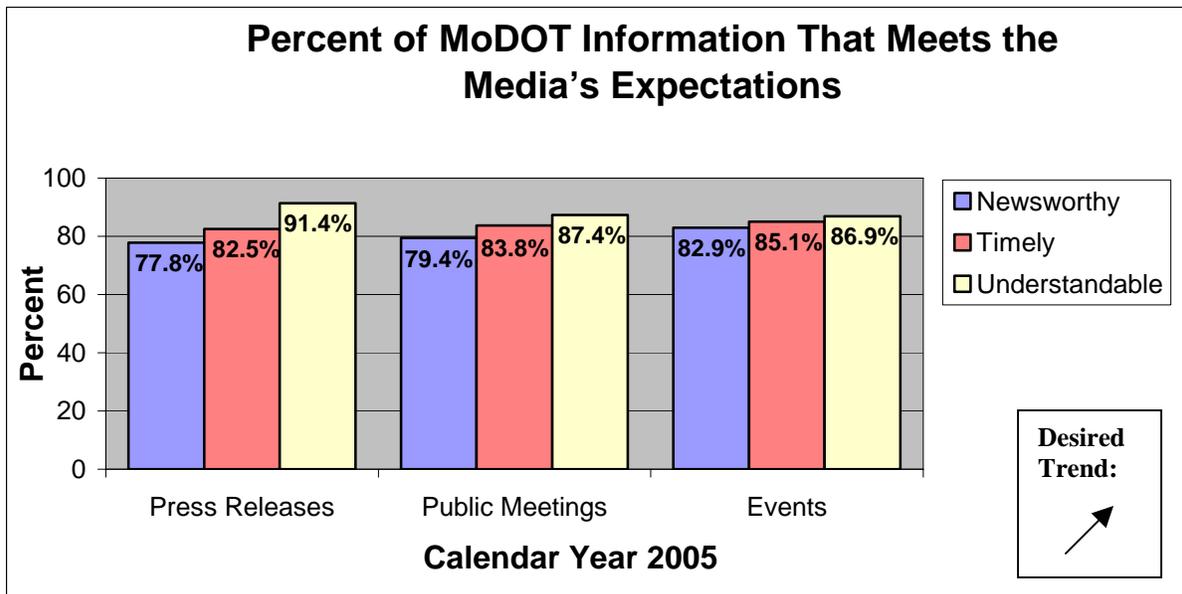
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

Community Relations sends out surveys asking statewide media if our news releases, public meetings and events are meeting their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable it is.

**Improvement Status:**

There is no new data to report for this annual measure. Data was collected in June 2005 from statewide media. Although the numbers are good, MoDOT is expecting future improvement by offering a website newsroom, which includes sound bites from department spokespeople, story visuals and other background to enhance media reports. All media are also beginning to receive the department's biweekly Express Lane newsletter, which provides additional story ideas and background.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of positive newspaper editorials*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

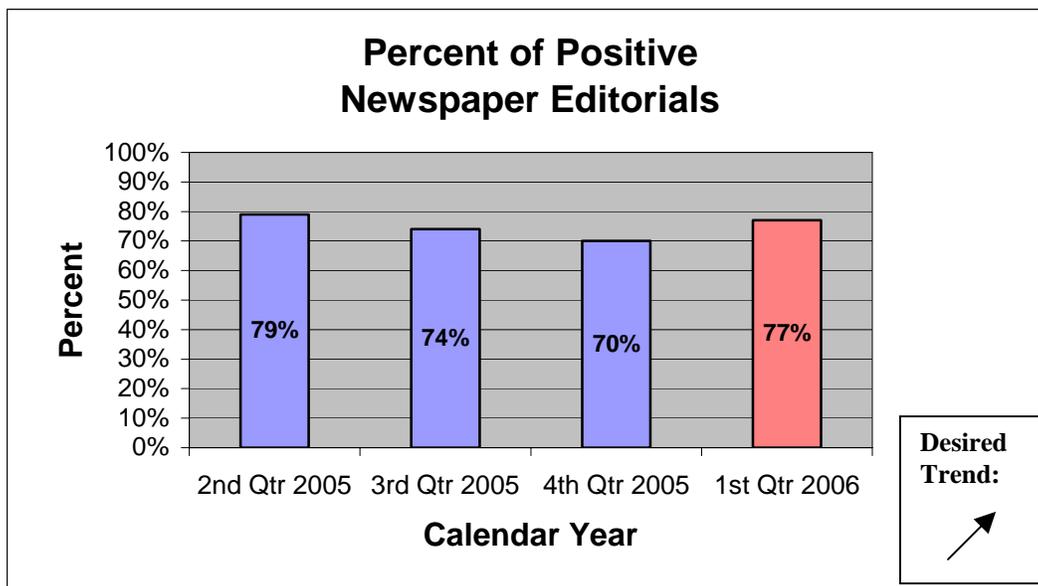
This measure tracks how MoDOT is being perceived by media, and by extension the public.

**Measurement and Data Collection:**

Using a newspaper clips database, Community Relations 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:**

The number is climbing, with 27 of 35 editorials positive. Positive editorials supporting red-light cameras and passage of a primary safety belt law led the way, as well as several praising the success of the Safe Access Team's efforts to develop improved Rt. 36 access to South Shelby High School. The few negative editorials were spread among many isolated issues.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of repeat visitors to MoDOT's web site*

**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 web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time online.

**Measurement and Data Collection:**

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats. Data collection began in February 1, 2005.

**Improvement Status:** Analyzing and adding useful content, and then promoting it, has allowed the repeat visitors trend to rise. Repeat visitor figures for March of this year are almost 25 percent higher than for last year (2005 was 16,429) when little marketing was done for the site. This recent increase is partially due to the fact that work zone promotion efforts have steered motorists to the web site for statewide, I-44 and I-70 work zone maps and general information on our construction season and work zones. Also, traffic for the site as a whole has risen steadily.

