



ATTRACTIVE ROADSIDES

Tangible Result Driver – Don Hillis, Director of System Management

An enjoyable transportation experience includes more than a smooth surface – motorists expect to see roadsides free of litter and debris, well-managed and maintained grass and other vegetation and other attractive enhancements. MoDOT works to meet and exceed expectations for roadsides. Beautiful roadsides are visible proof that MoDOT takes pride in everything it does.

Percent of roadsides that meet customers' expectations-16a

Result Driver: Don Hillis, Director of System Management

Measurement Driver: Mike Shea, Maintenance Liaison Engineer

Purpose of the Measure

This measure tracks the percent of MoDOT's roadway system that meets customers' expectations for attractiveness.

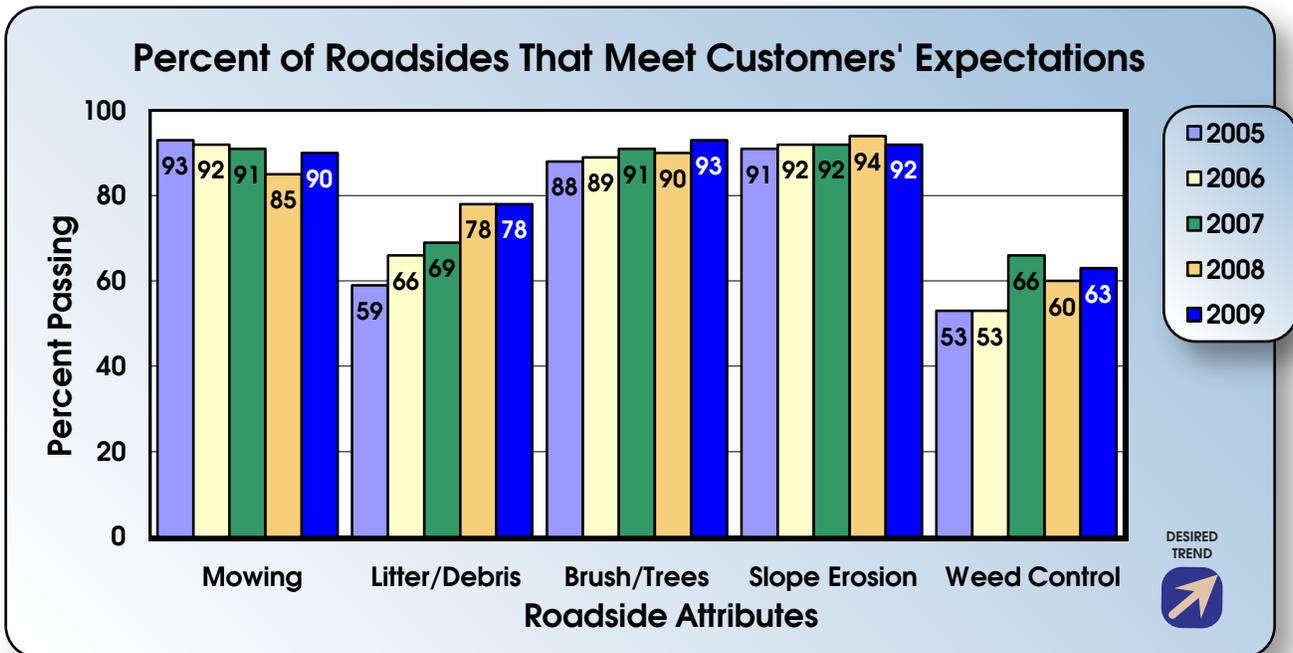
Measurement and Data Collection

A list of roadside quality indicators was developed and approved based on an industry-wide literature review. The activities selected for this measure were used to develop a quality assurance checklist for roadside attractiveness. Data collection for this measure is based on a yearly inspection of a number of randomly selected sample sites located throughout the state. The random sites are inspected yearly for each activity.

Improvement Status:

Over the past five reporting years, the five roadside activities referenced below have shown stable to improving trend lines. In an effort to optimize resources in vegetation management the department has implemented an array of Best Practices for mowing and weed control. Those best practices focus on improved mowing plans, right sizing mower fleets and the use of plant growth regulators (PGRs) to reduce costs while still meeting the department's policy for vegetation management. MoDOT staff will continue to implement best practices to improve efficiencies in mowing and all of the other roadside attributes.

This is an annual measure updated each January.



Number of miles in Adopt-A-Highway program -16b

Result Driver: Don Hillis, Director of System Management

Measurement Driver: Stacy Armstrong, Roadside Management Supervisor

Purpose of the Measure:

This measure tracks public involvement in taking care of Missouri’s roadsides through the Adopt-A-Highway program. Missouri has one of the largest and oldest Adopt-A-Highway programs in the nation. The volunteers learn about litter awareness and some of the challenges MoDOT faces, while allowing maintenance crews to do more critical activities.

Management System. This is an annual measure updated quarterly.

Measurement and Data Collection:

Adopters agree to pick up litter on a designated roadway section for a minimum of four times a year and report their results. Adopters commit to a three-year agreement when they join the program. Urban adoptions are for a minimum of one-half mile and rural adoptions are for at least two miles. Miles are measured by the centerline, however, volunteers are responsible for both sides of the roadway. Adopter-related information is maintained in an Adopt-A-Highway database using the Transportation

Improvement Status: The number of miles adopted has increased in recent years. This may be due to increased public awareness through No MOre Trash!, a litter-prevention campaign coordinated by MoDOT and the Department of Conservation. Adopt-A-Highway will continue to be promoted at Earth Day, state and county fairs, and other events. There are 89 new adoptions in 2010, but there has been a slight decrease in the miles adopted as adopter agreements are reviewed. Sponsor-A-Highway, a complementary program to Adopt-A-Highway, was launched on September 17, 2008. Currently 21 miles are sponsored for litter cleanup in the Kansas City and St. Louis areas. New Adopt-A-Highway safety vests were introduced in January 2009. A web-based Adopt-A-Highway database was implemented in April 2009.

