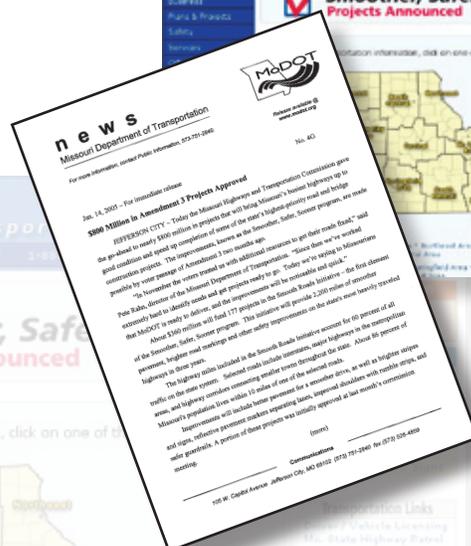


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*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:**

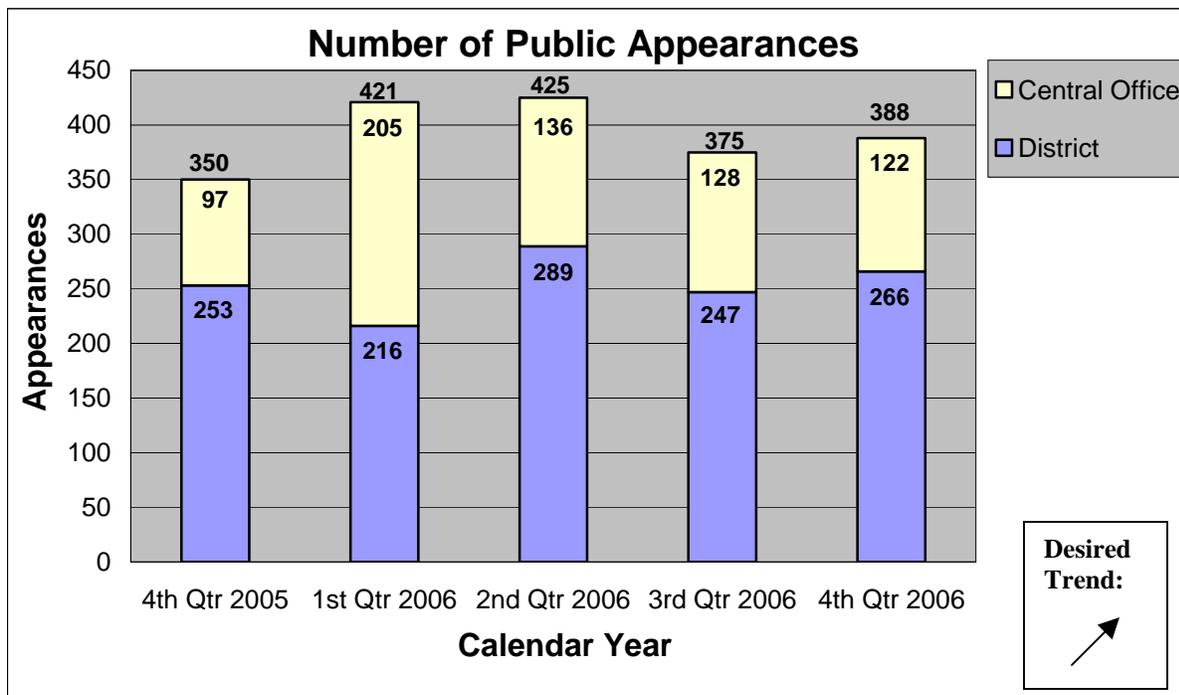
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to inform the public of projects that are of concern to them. Examples include speeches and presentations; conferences and exhibits; fairs; and ribbon cuttings.

**Measurement and Data Collection:**

This is a quarterly measure updated in each issue. District Community Relations managers collect appearance information from their administrators on a quarterly basis and send it to Central Office Community Relations where it is combined with data from divisions and business offices to create a statewide report. Data collection began April 1, 2005. The numbers seem to change from quarter to quarter because certain events and other public appearance opportunities are seasonal, such as school visits and fairs.

**Improvement Status:**

MoDOT's districts and Central Office reported a total of 388 public appearances during October, November and December 2006, up slightly from last quarter and the same period last year. MoDOT staff reached more than 25,000 people through public appearances in the fourth quarter of 2006. To encourage public appearances by MoDOT staff, Community Relations issued a news release announcing the "Request An Expert" Web site where individuals can arrange for a MoDOT speaker based on location and topic. Community Relations continues to encourage staff outreach efforts to promote MoDOT speakers through the external e-newsletter, Express Lane.



## 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:**

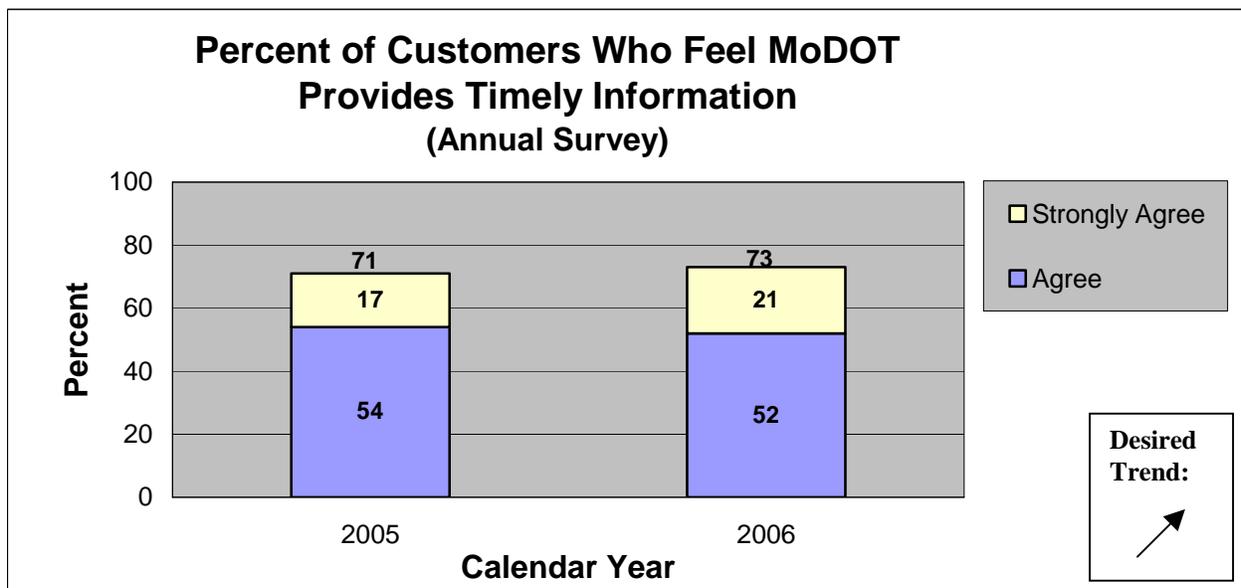
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

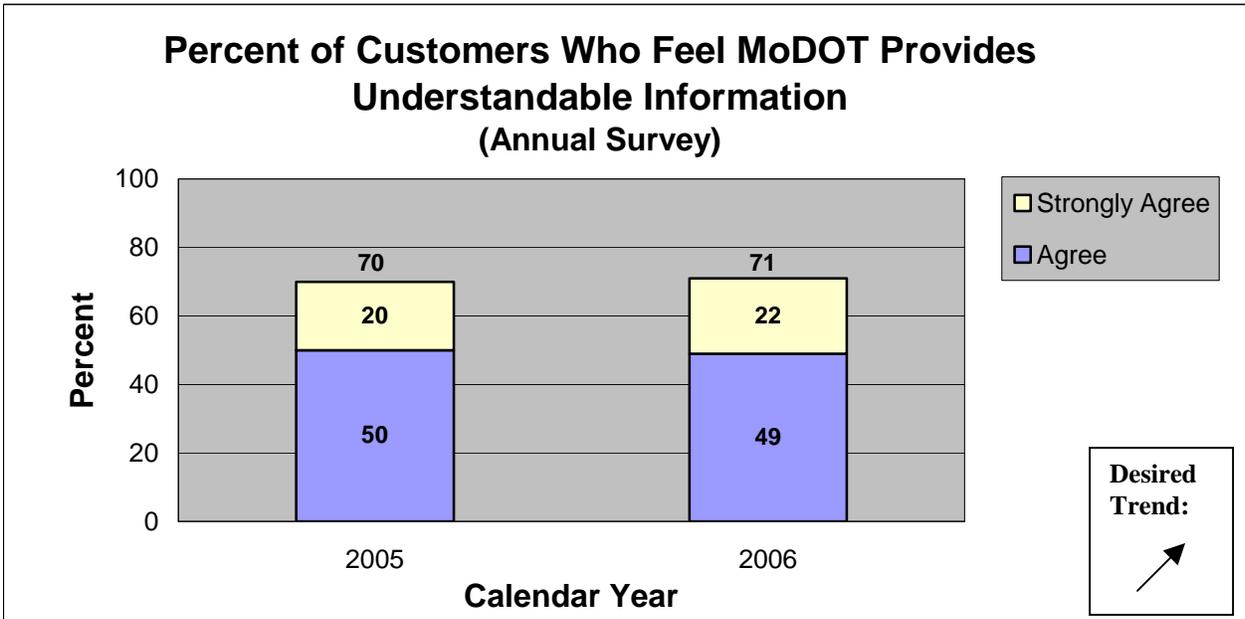
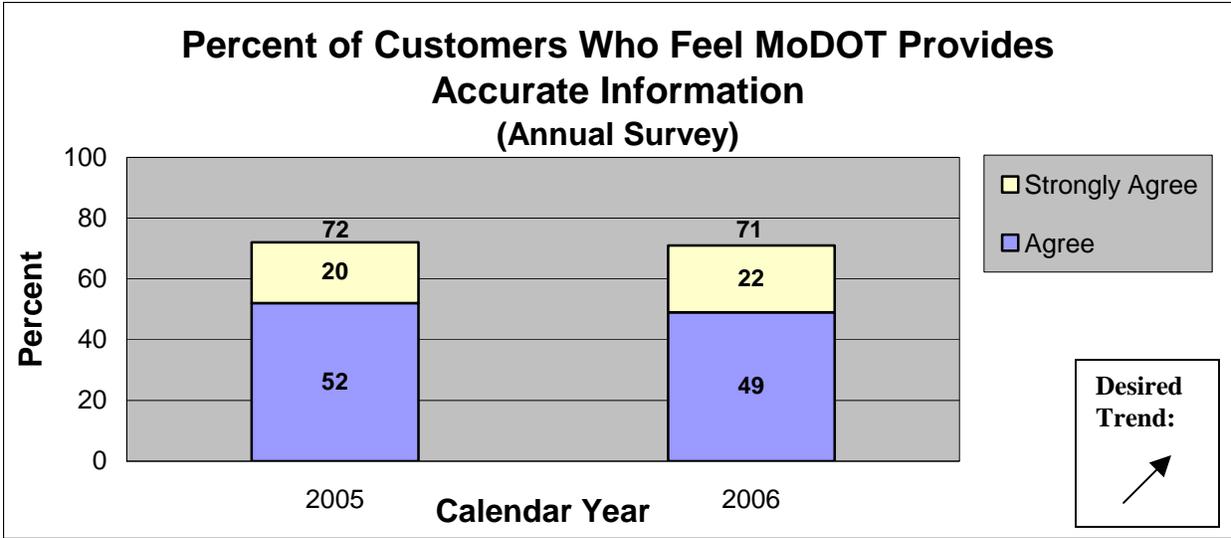
**Measurement and Data Collection:**

This is an annual measure. New data will be available in May 2007. Data is collected as part of a study commissioned by the Missouri Transportation Institute each May. The study interviews 3,500 randomly selected adult Missourians.

**Improvement Status:**

MoDOT had a lot of good news to share with Missourians during the fourth quarter of 2006: completing the Smooth Roads Initiative a year ahead of schedule; the largest construction season ever; contractor interest in the Safe & Sound Bridge Program; and selecting a contractor for the New I-64 project to name just a few items. However, the severe ice and snowstorm across most of the state in December could affect customer feedback on this measure.





## 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 Manager

**Purpose of the Measure:**

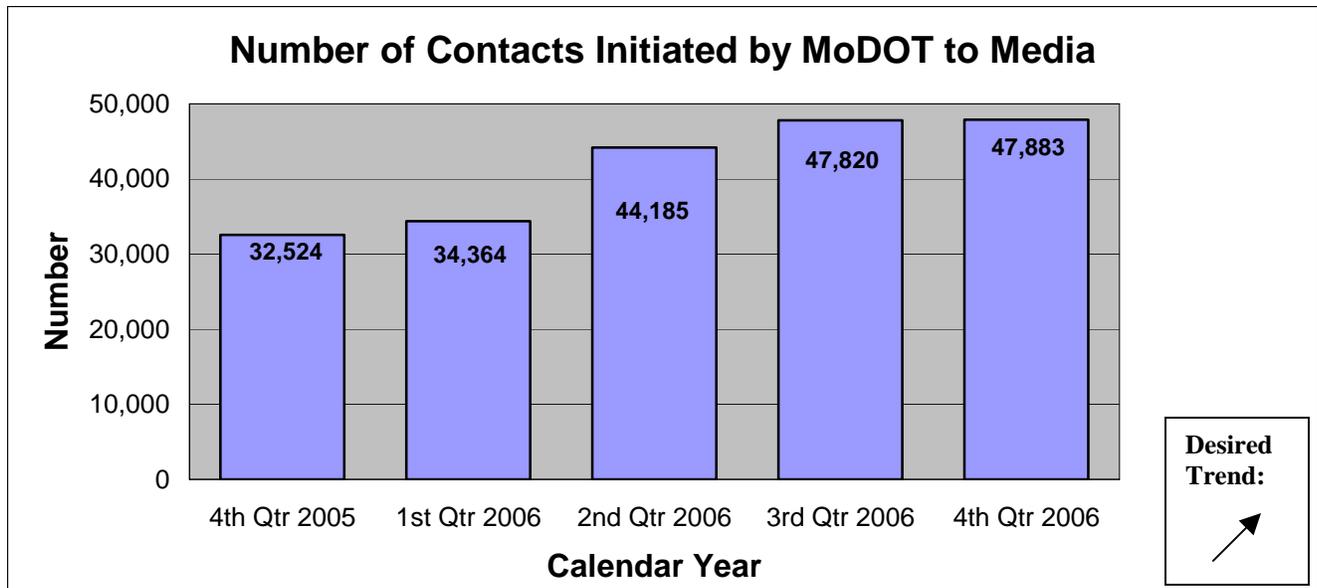
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**Measurement and Data Collection:**

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

**Improvement Status:**

Contacts increased 47 percent over this time last year. Contacts remained high, even though activity typically slows during the winter months. This was primarily due to all the wrap-up work on the Smooth Roads Initiative, as well as continued expansion of non-traditional media contacts such as e-mail databases and Express Lane subscriptions.



## 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 Manager

**Purpose of the Measure:**

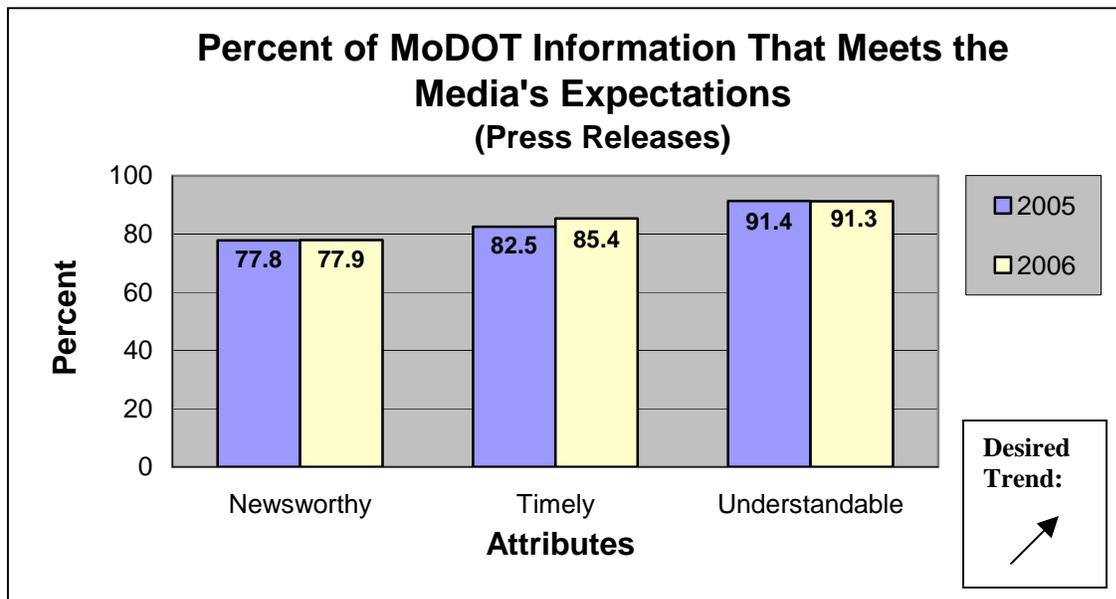
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

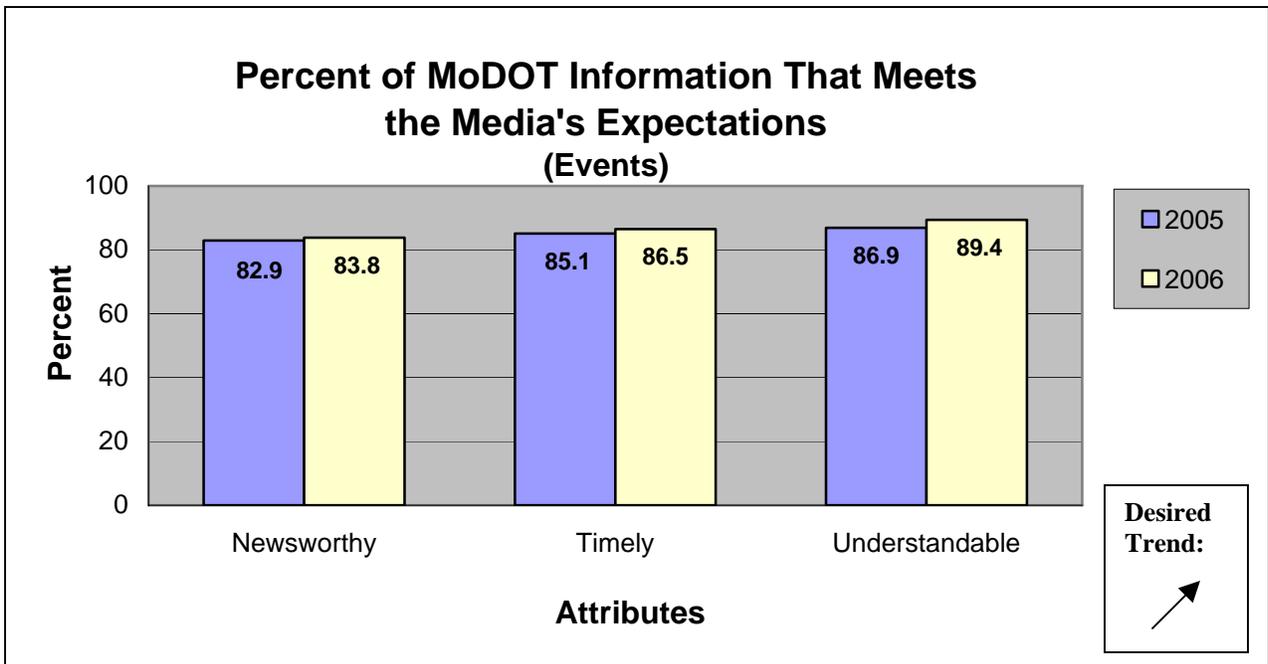
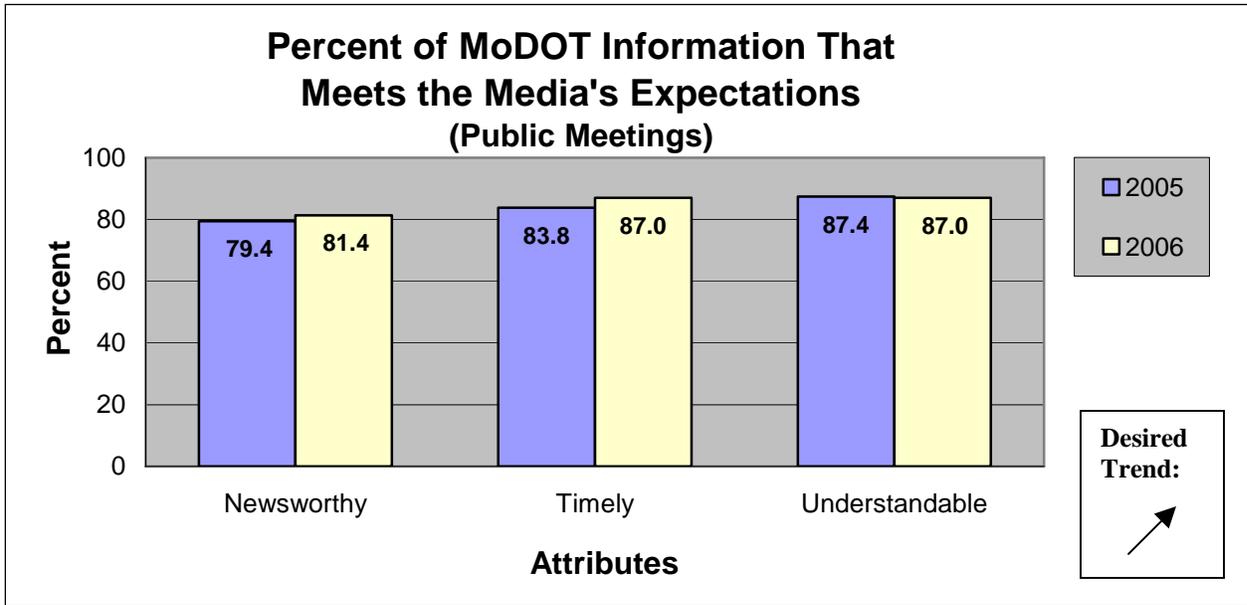
**Measurement and Data Collection:**

Community Relations sends out surveys asking statewide media if MoDOT's outreach efforts meet 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 for this annual measure. The 2006 annual survey was completed in June/July, and showed continuing high numbers along with growth in some areas. Continued emphasis on electronic distribution to improve timeliness as well as newsworthy events such as the Safe & Sound and Better Roads, Brighter Future programs will help next year's results.





## 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 Manager

**Purpose of the Measure:**

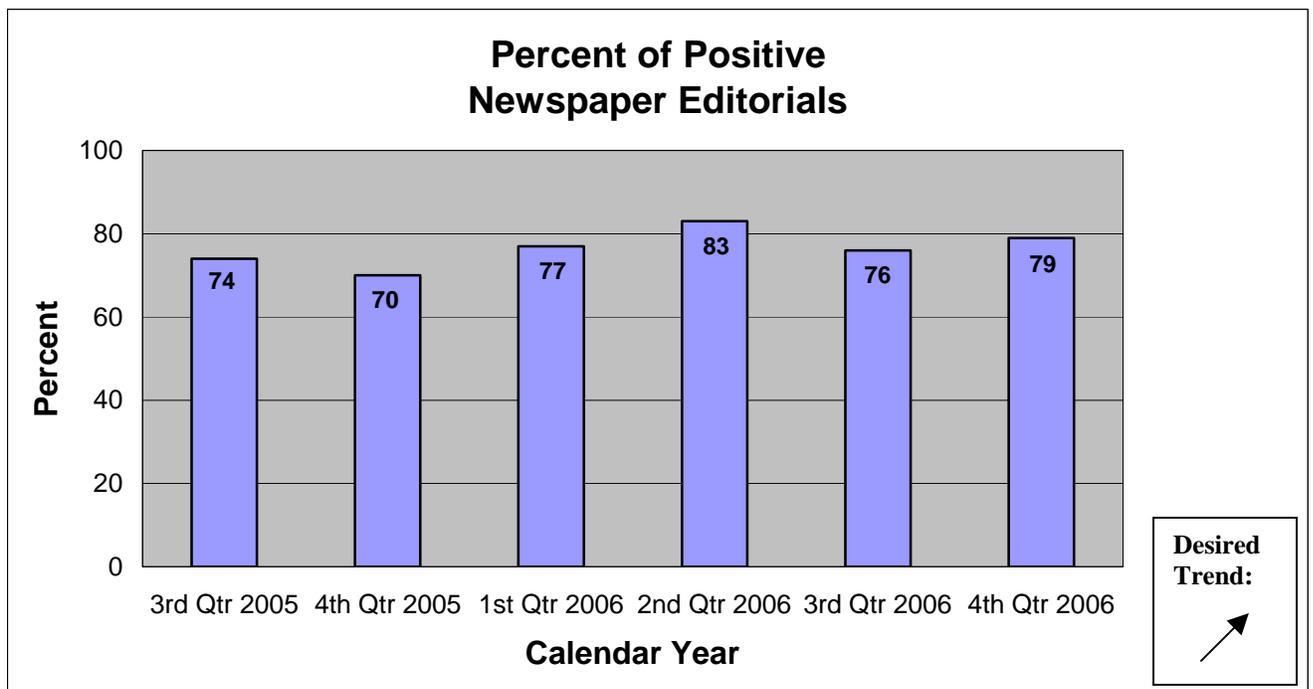
This measure tracks how MoDOT is being perceived by media, and by extension the public.

**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:**

While only 19 editorials appeared this quarter, the percentage remained high, with 15 of them positive. Positive editorials praising the beginning of Rt. 36 four-laning led the way, with the primary seat belt law push and completion of the Smooth Roads Initiative also receiving strong support. Two of the four negative pieces were Bill McClellan columns regarding I-64 work.



## 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:**

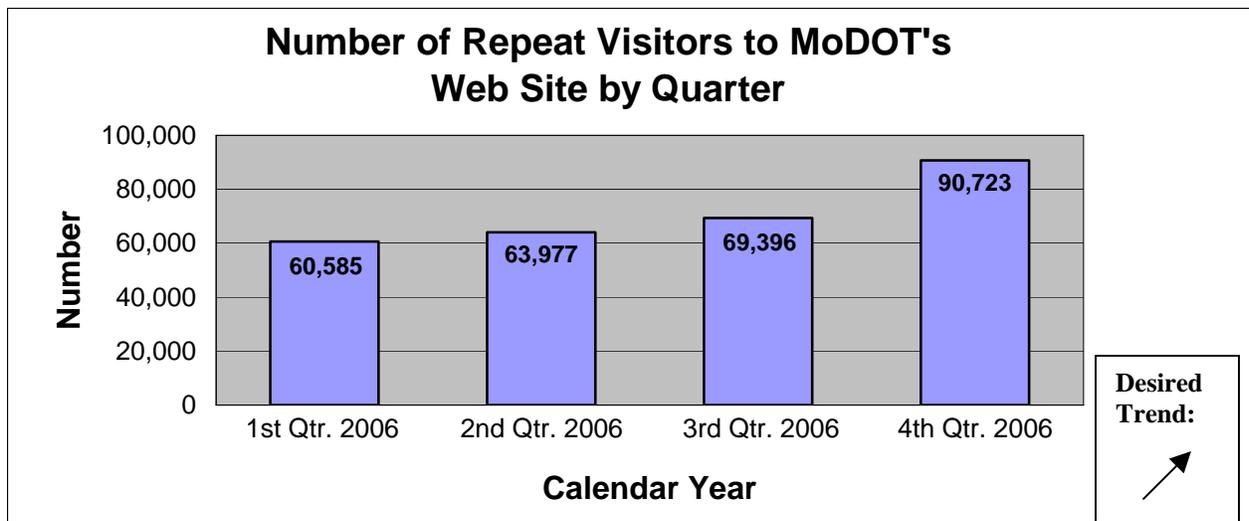
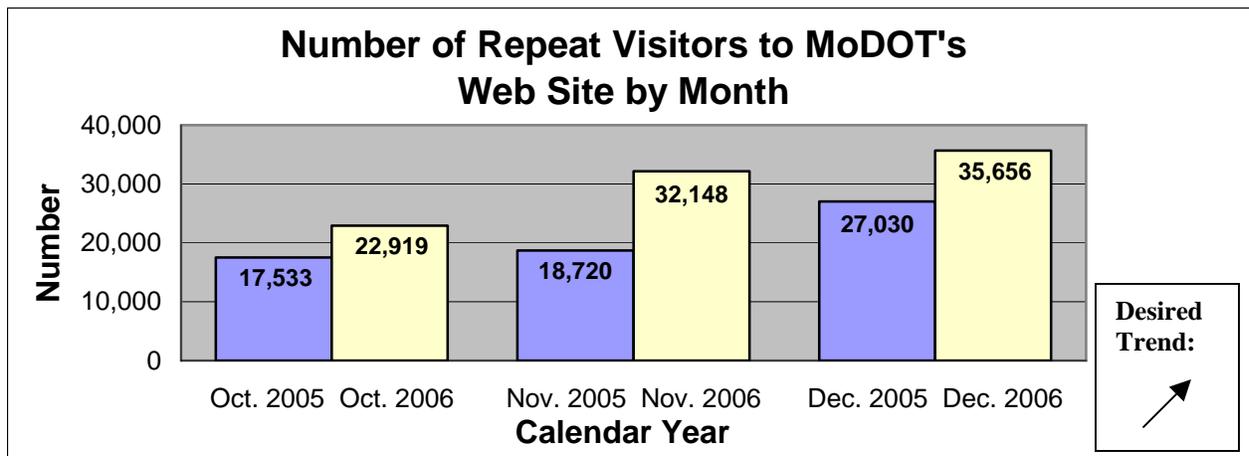
This measure tracks the number of customers who have used MoDOT's Web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time 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.

**Improvement Status:**

Adding and promoting new content the public finds useful is helping the repeat visitor figure continue to climb. The larger gains in November and December are due to the snowstorm that hit on Nov. 30 and continued through Dec. 1. Nearly 50,000 people visited the Road Conditions map and text report on Nov. 30, and more than 70,000 visits were logged on Dec. 1. November and December had the highest number of repeat visitors ever recorded for MoDOT's Web site.



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