

# High Impact Low Cost

Use high-quality materials or maintenance applications for high roads

GET CONTRACTOR PLANS EARLIER

Identify EXPECTATIONS FOR ATC

HIGH IMPACT  
LOW COST

Use high-quality materials or maintenance applications for high roads

Use high-quality materials or maintenance applications for high roads

Use high-quality materials or maintenance applications for high roads

Use compact for erosion control

Use high-quality materials or maintenance applications for high roads

Use high-quality materials or maintenance applications for high roads

Flexibility Schedule

Use high-quality materials or maintenance applications for high roads

Use high-quality materials or maintenance applications for high roads

GET CONTRACT

RATION ENTITIES

Use old materials

Allow for use dual

Use high-quality materials or maintenance applications for high roads

Use old materials

Use high-quality materials or maintenance applications for high roads

# 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.



## Number of customers who attend transportation-related meetings-13a

**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 advised of project status and potential impacts that could be experienced.

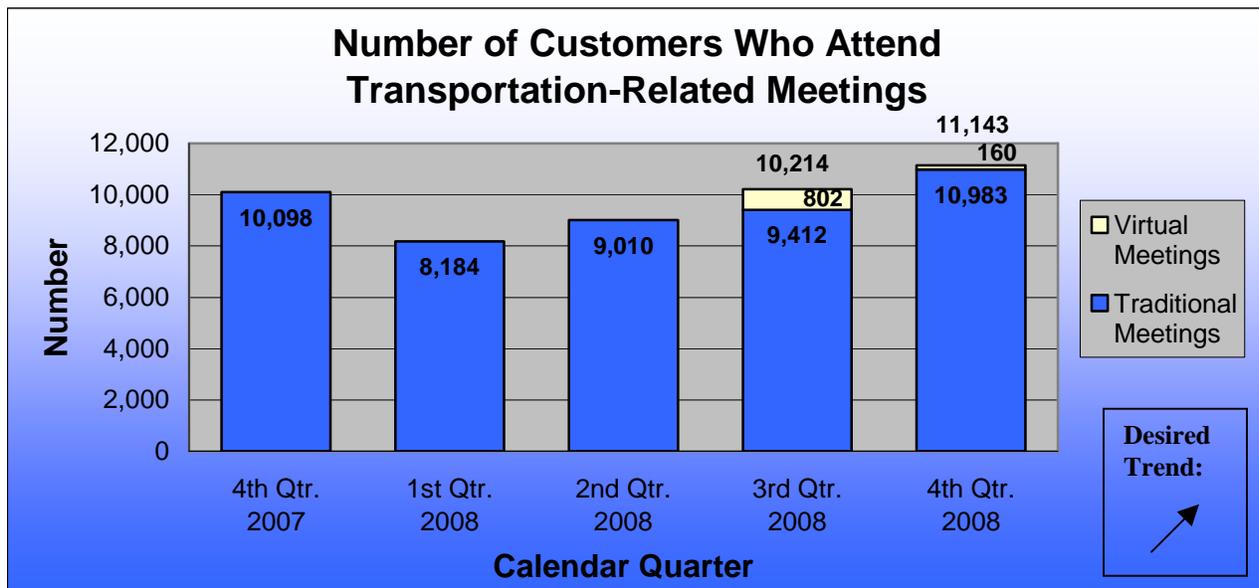
**Measurement and Data Collection:**

Attendance is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. This measure is updated quarterly. Participation in recent online meetings was gauged by using “Web Trends” software.

**Improvement Status:**

Persons who attended outreach events associated with MoDOT’s three Design-Build projects pushed attendance at transportation-related meetings over 11,000 for the first time. In the fourth quarter, meetings for The New I-64, kcICON and the Safe &

Sound bridge improvement program had a cumulative attendance of 2,126. In many instances, meetings held this quarter had a dual purpose as MoDOT personnel delivered the “Conversation for Moving Missouri Forward” presentation. As the Safe & Sound program was developed with the premise that bridge closures would be utilized to speed construction and reduce cost, coordination with the public and others was identified as key to the program’s success. Since the Commission authorized MoDOT to move forward with the program in September, the districts have held 41 meetings attended by 638 persons to coordinate projects with the public, elected officials and stakeholders. This effort has the districts well positioned for further outreach as Safe & Sound progresses with additional rehabilitation projects and the ultimate award of the design-build contract for 554 full replacements. For the year, 38,551 persons participated in meetings associated with project development – a 22 percent increase over 2007 (31,502).



## Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments-13b

**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.

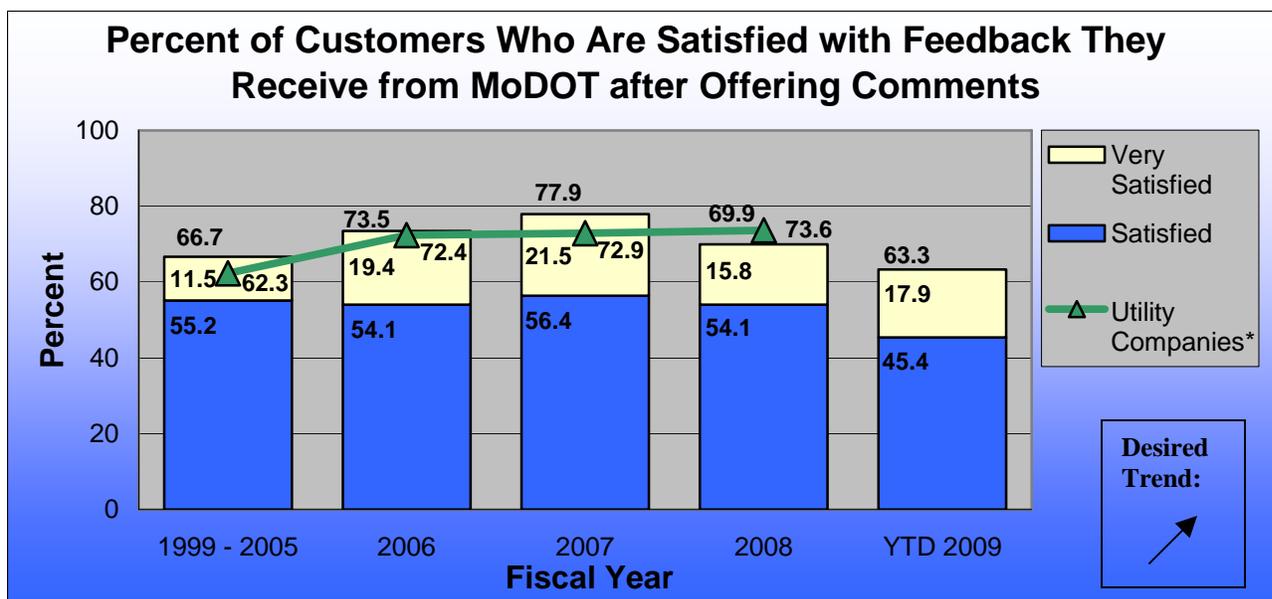
### Measurement and Data Collection:

MoDOT routinely coordinates a survey in cooperation with university partners 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. This is an annual measure based upon a fiscal year, and data is analyzed twice each year.

### Improvement Status:

Eleven projects were surveyed across five MoDOT districts (2-3-5-6-10) and all of the key measures continued the downward trend identified in FY2008. Overall satisfaction fell to 63.3 percent, while 76.3

percent felt that projects were explained clearly and 57.8 percent felt that the decision-making process was open, transparent and fair. Because MoDOT's other customer satisfaction measures are performing well, the results of this measure could be as simple as the fact that some projects are more controversial than others, and the people most likely to attend public hearings are those who stand to be personally impacted by the project. Analysis of the survey data reveals that the most important factor for overall satisfaction is whether or not the respondent feels that the process is open, transparent and fair. If they feel that the decision has already been made, they are 24 percent more likely to be dissatisfied. The survey provider has recommended that the survey tool be revised to include a comment area to solicit comments from respondents that may help MoDOT better understand the concerns of the public. Best practices from the districts have also suggested that on controversial projects, early coordination with elected officials, stakeholders and other community leaders can be beneficial, as can consistent use of e-updates and regular updates of project information on the district Web site.



\*As measured by the American Customer Satisfaction Index.

## MoDOT takes into consideration customers' needs and views in transportation decision-making-13c

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

**Measurement Driver:** Sue Cox, Transportation Planning Special Projects Coordinator

**Purpose of the Measure:**

This data helps determine the effectiveness of MoDOT's project planning outreach efforts.

**Measurement and Data Collection:**

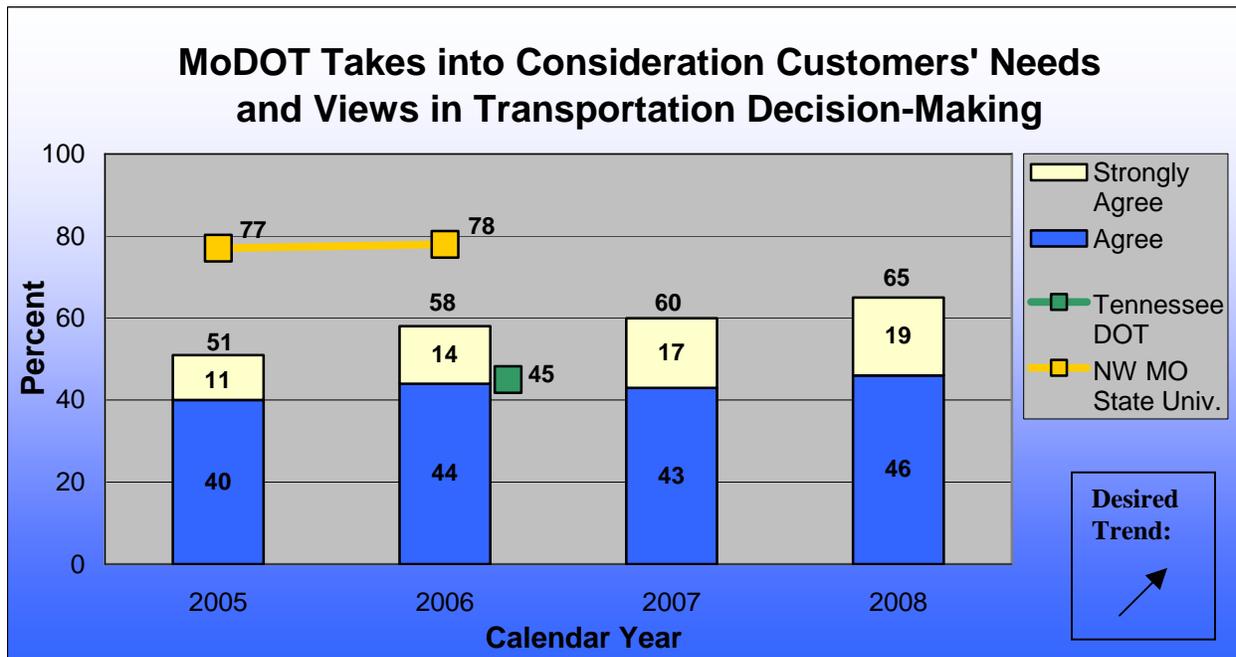
This is an annual measure, and this year's data, gathered from a statewide random telephone survey of approximately 3,500 Missourians, was collected in May 2008. A comparison is made to the Tennessee Department of Transportation, which also measures customers' perceptions regarding involvement in transportation decision-making. Tennessee's 2006 performance data is the most recent available data.

**Improvement Status:**

MoDOT learned in the 2008 customer survey that 65 percent of the survey sample feels MoDOT considers customer concerns and needs when developing transportation decisions. This is an increase of 5 percent, moving up from 60 percent in 2007. A new benchmark has been identified. Northwest Missouri

State University measures student satisfaction concerning student opportunities to provide input regarding student affairs by surveying NMSU freshmen and juniors using a scale from 1 to 7 with 7 being the best performance. Data from 2006 is the most current information available due to the university's one-year lag time in gathering results.

To continuously improve in this area, MoDOT identifies additional opportunities to use techniques as outlined in the planning framework decision-making and public involvement process with local officials, planning partners, community leaders, elected officials and the general public. Media interviews, Web site publicity, news releases, newsletters, specific project surveys, public involvement surveys and community meetings continually provide new opportunities to interact with the public, share MoDOT's direction and discuss transportation priorities.



## Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making-13d

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

**Measurement Driver:** Sue Cox, Transportation Planning Special Projects Coordinator

**Purpose of the Measure:**

This measures MoDOT’s efforts to include statewide planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making.

**Measurement and Data Collection:**

MoDOT Transportation Planning works with MoDOT’s Organizational Results Division to administer an annual survey that evaluates planning partners’ involvement in the transportation decision-making process. The survey answers are based on a scale that measures those who strongly agree, agree, disagree and strongly disagree.

**Improvement Status:**

The 2007 survey received 72 responses from 146 distributed e-mails resulting in a 49.3 percent response rate. Although the 2007 results indicate a 90 percent satisfaction rate, a slight decrease from 91 percent satisfaction in 2006, the percent of strongly agree answers increased from 33 percent in 2006 to 46 percent in 2007. The annual survey focuses on feedback regarding the overall involvement of planning partners in

the planning process rather than on individual MoDOT outreach activities. In 2006, which is the most recent data available, the Oregon DOT shows 65 percent of all respondents involved in transportation planning feel their involvement in decision-making was effective.

To continuously improve in this area, MoDOT implements effective communication, and public involvement tools and techniques based on the survey respondents’ written comments. MoDOT’s planning framework, which is a process used to ensure planning partners are able to influence transportation decisions regarding how transportation funds will be spent in their areas, is based on achieving informed consent. MoDOT is learning new ways to get better involvement, fine-tune communication and try out ideas that support positive improvements by listening to planning partners and by working with MoDOT internally to identify and improve opportunities and methods to enhance relationships with planning partners.

