

CUSTOMER INVOLVEMENT IN TRANSPORTATION DECISION-MAKING

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.

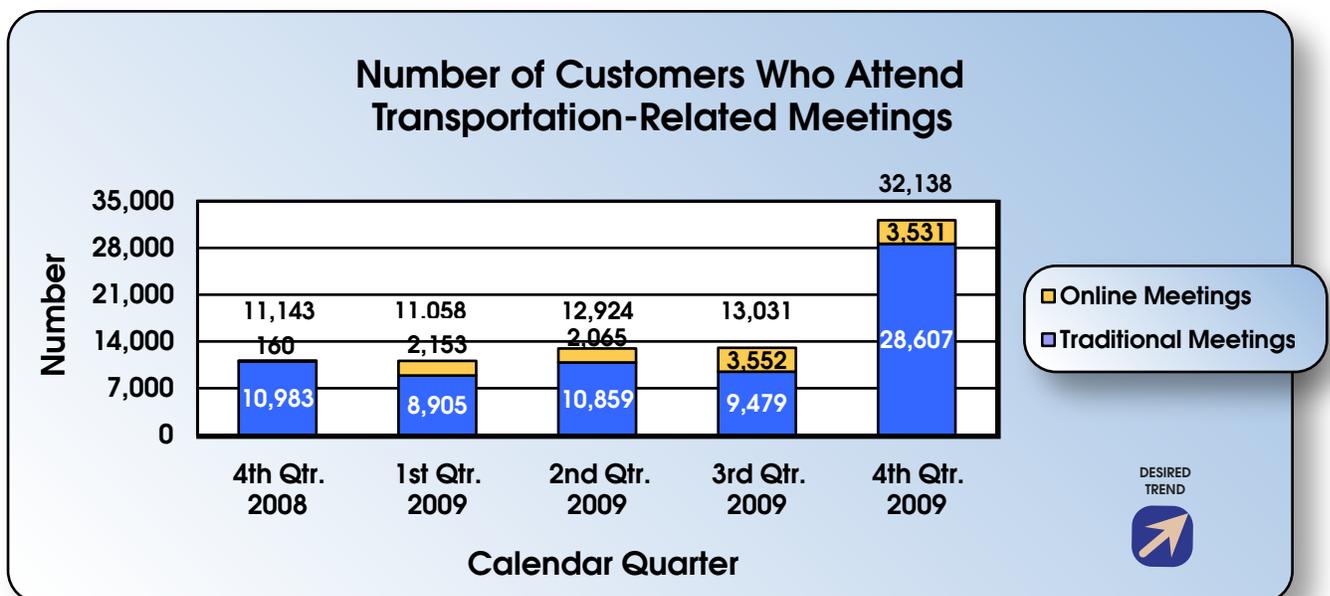
Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. Participation in online meetings is

gauged by using “Web Trends” software. This measure is updated quarterly.

Improvement Status:

The surge realized in this measure in the fourth quarter of 2009 can be attributed to the 20,000 persons who attended the triumphant celebration of the reopening of I-64 in St. Louis. Also, 23 online meetings were held in the three-month period. Those online events had 3,531 participants compared to 466 who attended the corresponding traditional, face-to-face meetings.



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 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:

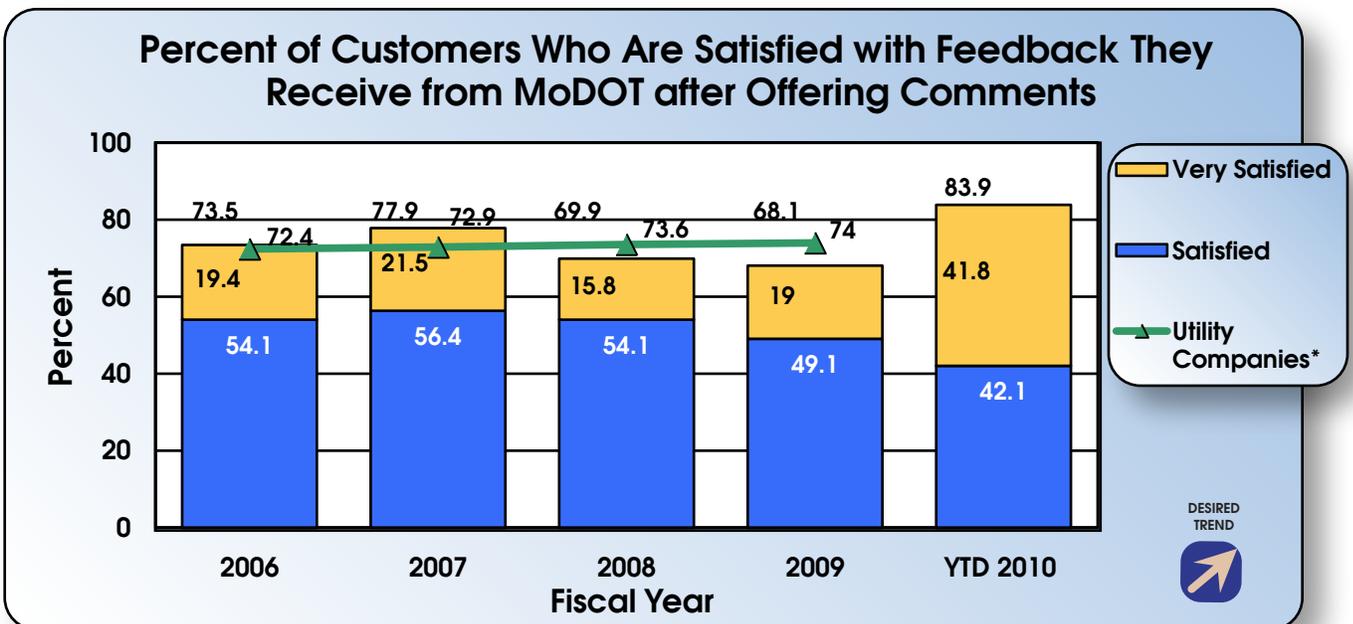
Thirty-six projects were surveyed across eight MoDOT districts (1-2-4-5-6-7-8-10) – a dramatic increase over the same period a year ago (11 projects across five districts) and this semi-annual result even

exceeded the annual total for fiscal years 2006, '07, '08 and '09.

The overall satisfaction with how MoDOT handled questions and comments was 83.9 percent – a 15.8 percent increase over FY2009 and the highest since the five-year baseline score of 66.7 percent was established in 2005.

The other two key indicators also improved compared to the previous year: 87 percent of the participants credited MoDOT with providing clear explanations and over three-quarters (77.6 percent) thought the decision-making process was open, transparent and fair.

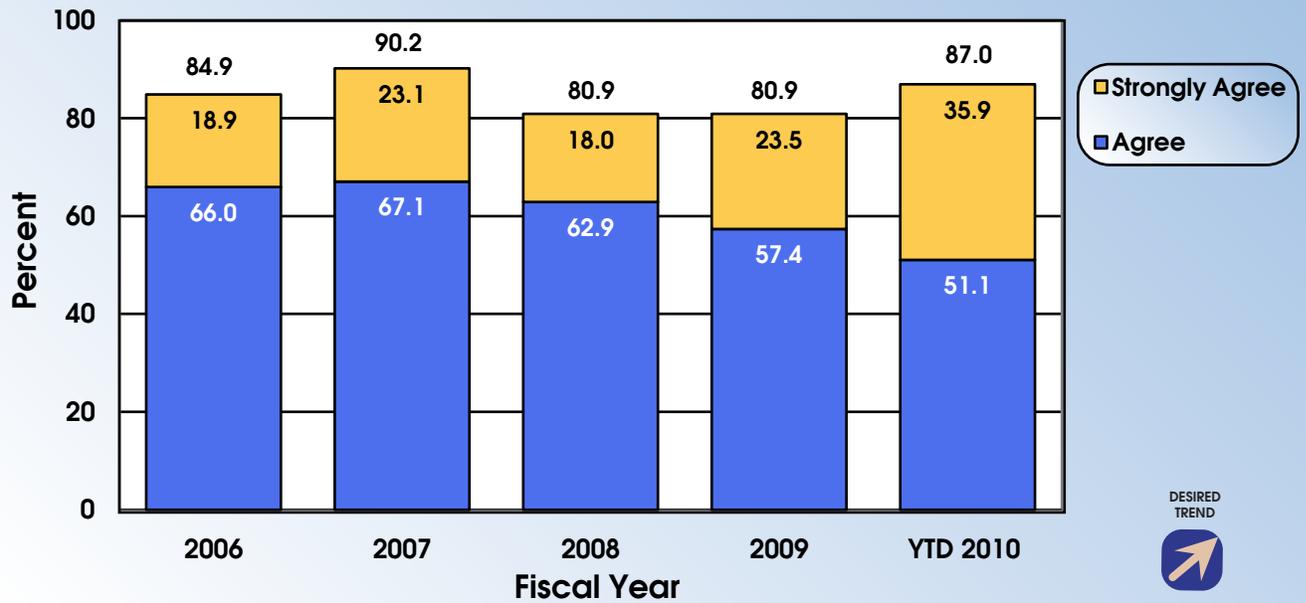
The survey tool was modified in the last year to include space for written comments to give a better opportunity to understand customer concerns. Most respondents (74 percent) used this opportunity, and all comments were shared with the appropriate district.



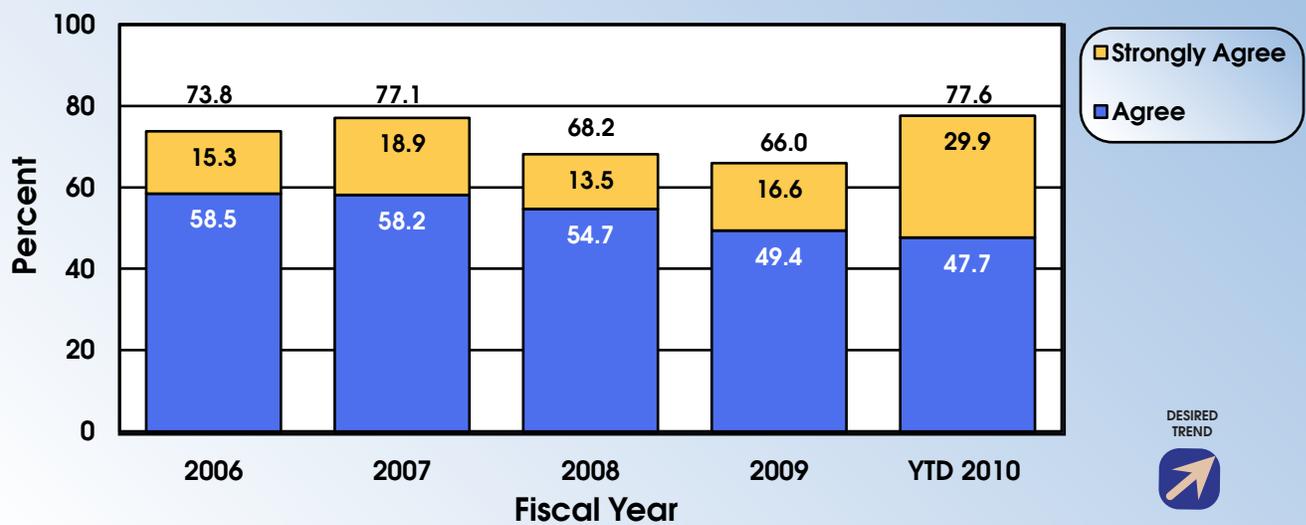
*As measured by the American Customer Satisfaction Index.

CUSTOMER INVOLVEMENT IN TRANSPORTATION DECISION MAKING

MoDOT Representatives Explained the Project and the Decision-Making Process in Such a Way that I Completely Understood It



The Decision Making Process was Completely Open, Transparent and Fair



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:

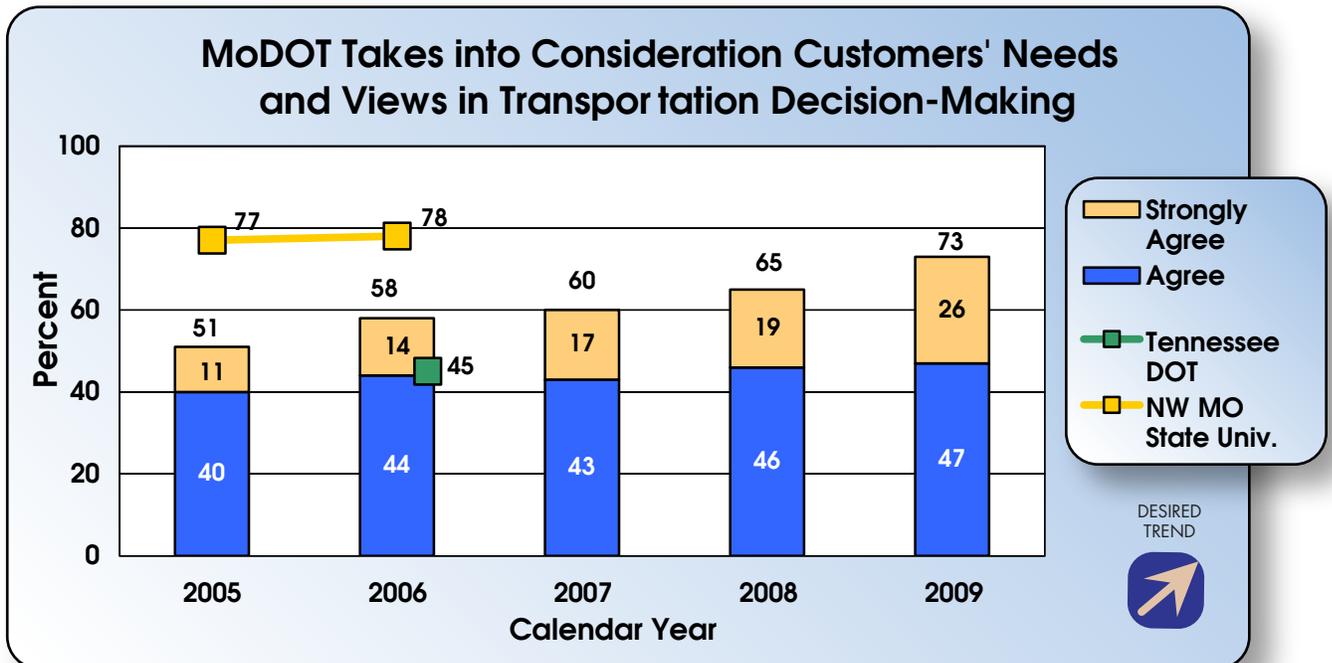
This is an annual measure, and this year's data, gathered from a statewide random telephone survey of approximately 3,500 Missourians, was collected in May 2009. A comparison is made to the Tennessee Department of Transportation, which also measures customers' perceptions regarding involvement in transportation decision-making. Tennessee DOT is in the process of updating its performance data.

Improvement Status:

MoDOT learned in the 2009 customer survey that 73 percent of the survey sample feels MoDOT considers customer concerns and needs when developing transportation decisions. This is an increase of 8 percent, moving up from 65 percent in 2008.

Northwest Missouri State University is in the process of updating its 2006 measurement by surveying NMSU freshmen and juniors' satisfaction concerning student opportunities to provide input regarding student affairs at NMSU. The 2006 data is the most current information available.

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

MoDOT’s planning framework is a process used to ensure planning partners are able to influence transportation decisions regarding how transportation funds are spent in their areas. It is based on achieving informed consent rather than consensus. To continuously improve in this area, MoDOT focuses primarily on effective communication, and public involvement tools and techniques

Measurement and Data Collection:

Transportation Planning works with Organizational Results to administer an annual survey in January that evaluates planning partners’ involvement in the transportation decision-making process for the previous year. The survey scale measures those who agree, strongly agree, disagree and strongly disagree.

Improvement Status:

The 2008 survey received 77 responses from 158 distributed e-mails resulting in a 48.7 percent response rate. The percent of strongly agree answers increased from 46 percent in 2007 to 53 percent in 2008. The

survey focuses on feedback regarding the overall involvement of planning partners in the planning process rather than on individual MoDOT outreach activities.

Feedback helps MoDOT learn new ways to achieve better involvement, fine-tune communication and try out ideas. This past year, survey improvements, including content adjustments and distribution processes, resulted in helpful feedback and a strong response rate. Survey results were shared with planning partners and co-efforts were initiated to act on concerns, solve problems and provide clarifying information.

Transportation Planning also worked with each district to assess how the process works in the field. The strengths and weaknesses of the planning outreach process, the improvement areas and the best practices were identified. An action team is reviewing the information and selecting priorities for implementation.

For comparison purposes, the Oregon Department of Transportation measured a similar involvement in 2006 – indicating 65 percent of all respondents involved in transportation planning felt their involvement in decision-making was effective; however, Oregon reports it will not update this data again until 2011.

