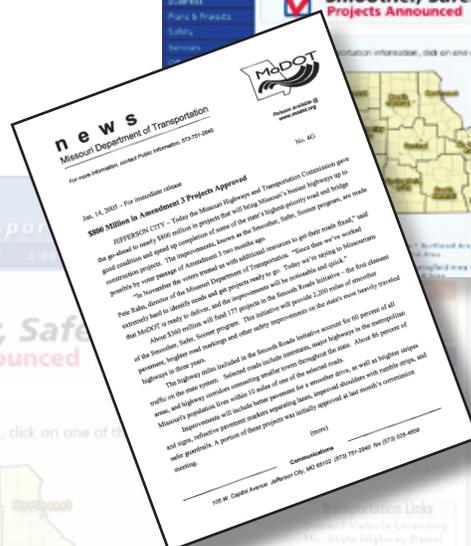


Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

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:

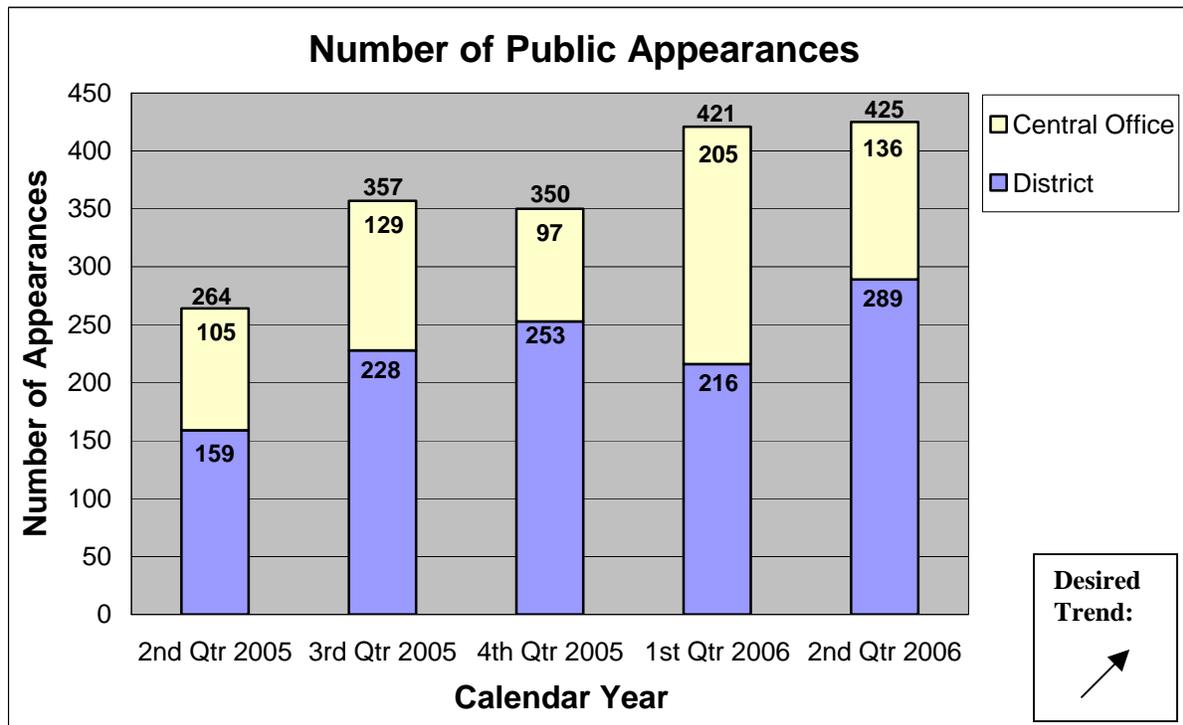
This measure tracks and encourages regular, personal contact with our customers.

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 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 425 public appearances during April, May and June 2006, up just slightly from last quarter. MoDOT staff reached almost 39,000 people through public appearances in the second quarter of 2006. MoDOT's Community Relations staff continues to encourage more thorough reporting of public appearances, promote MoDOT's speakers' bureau through Express Lane and have developed a list of statewide civic organizations to contact with information about MoDOT speakers.



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:

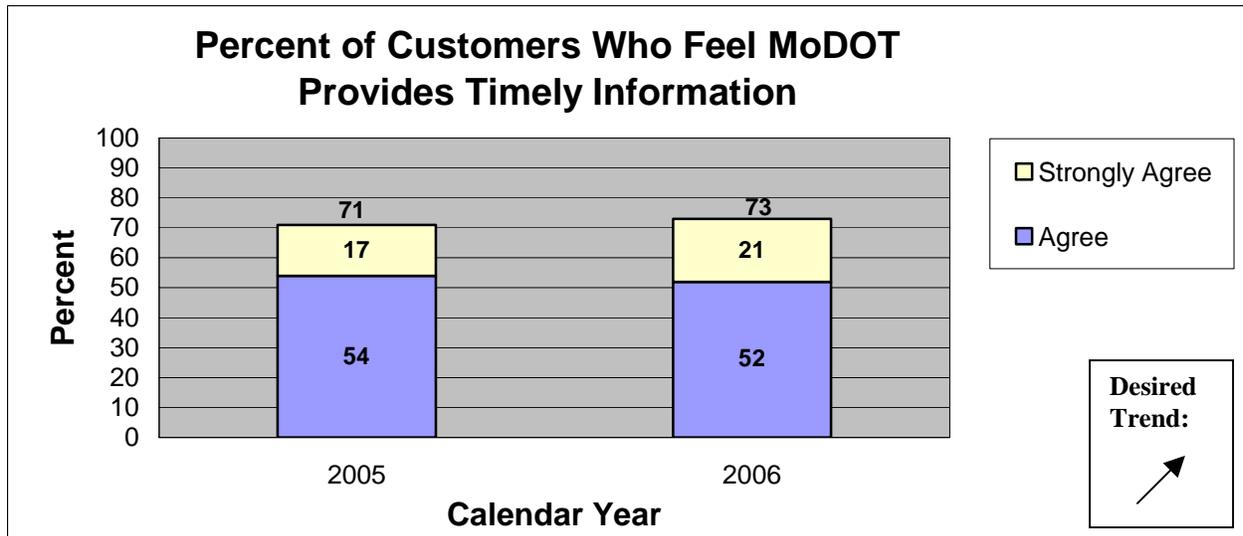
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

Measurement and Data Collection:

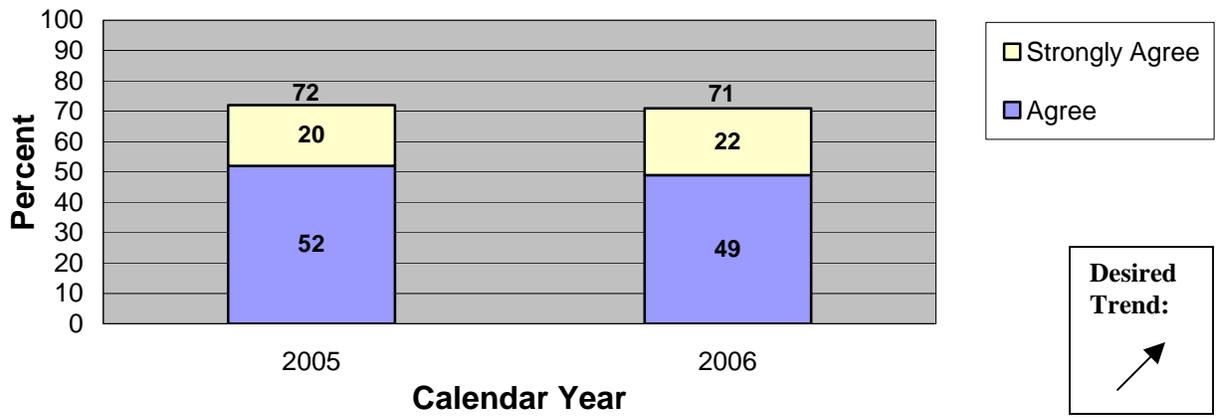
Data was collected as part of a study commissioned by the Missouri Transportation Institute in May 2006. The study interviewed 3,500 randomly selected adult Missourians.

Improvement Status:

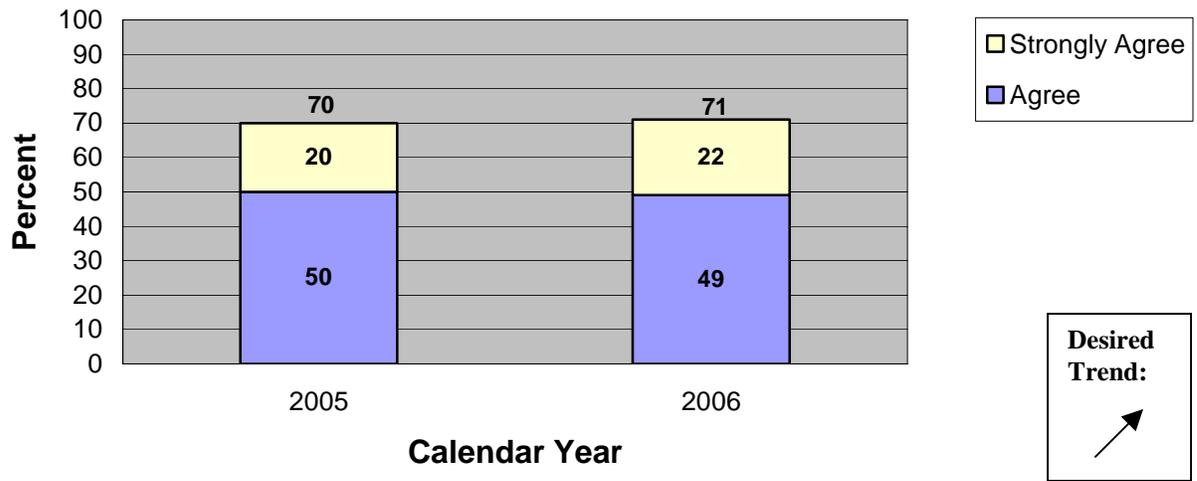
The survey showed that 73 percent of respondents believe MoDOT provides timely information, 71 percent said the information is accurate and 71 percent find it understandable – similar figures to a year ago. However, 21 percent to 22 percent of those interviewed said they strongly agreed that MoDOT provides timely, accurate and understandable information – up from 17 percent to 20 percent last year. In addition, the percentage of those who disagree that MoDOT provides timely, accurate and understandable information fell from 24-25 percent to 21-22 percent. MoDOT continues to distribute project information through the web site, radio advertising, news releases, portable message boards and construction maps. Other examples of timely outreach efforts include alternate routes, increased motorist assist efforts and incident and work zone management teams. Because of efforts to provide timely, accurate and understandable information, MoDOT employees have reported fewer delays and increased use of alternate routes as work progresses on Interstate 44. MoDOT also continues 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:

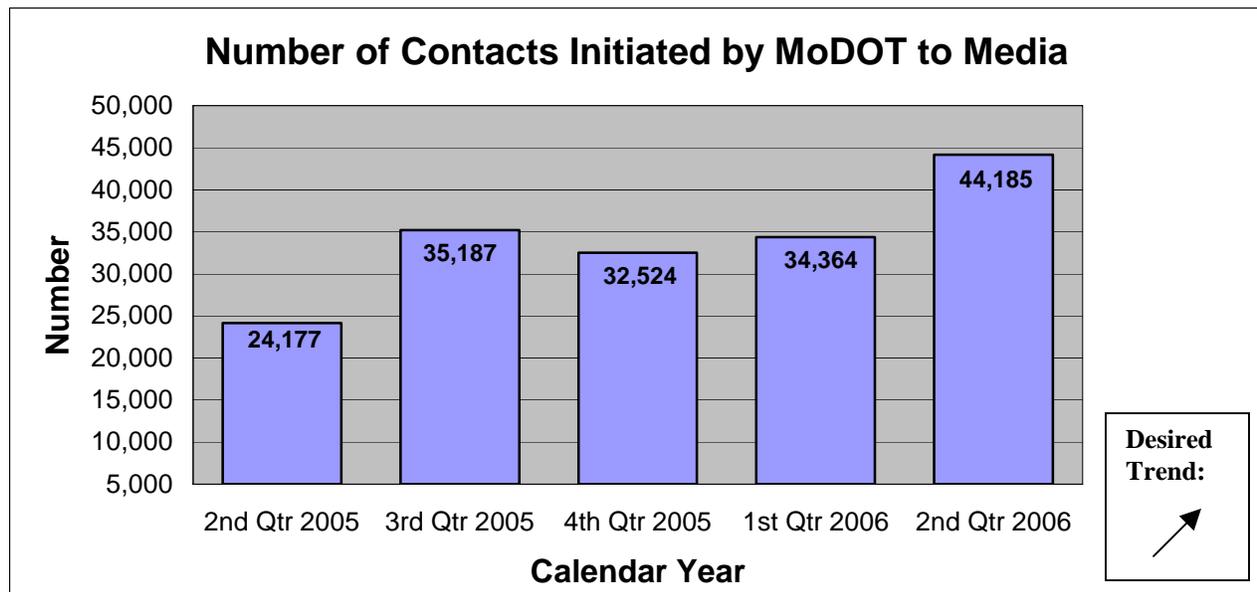
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

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:

Media contacts jumped dramatically – a 29 percent increase from last quarter, and an 83 percent increase from this time last year. There was a lot to talk about as MoDOT began its busiest-ever construction season. Media outreach is increasing through better technology, such as wider use of e-mail to reach additional reporters at larger papers, the e-update system to automatically update reporters on breaking news, and an e-mail database to better target segments of media.



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:

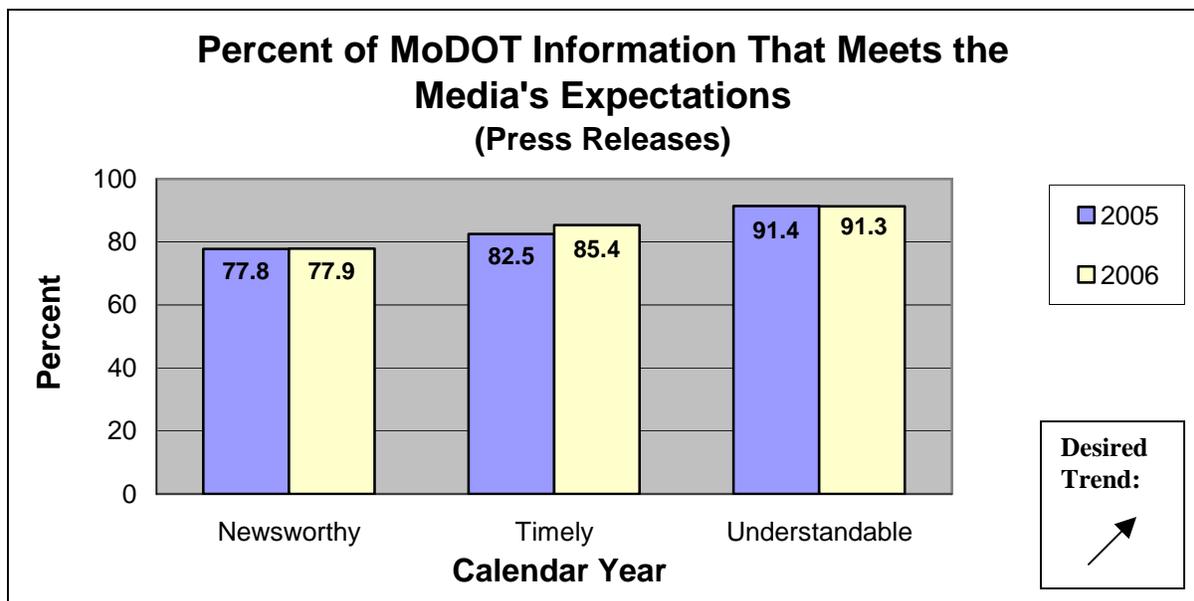
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

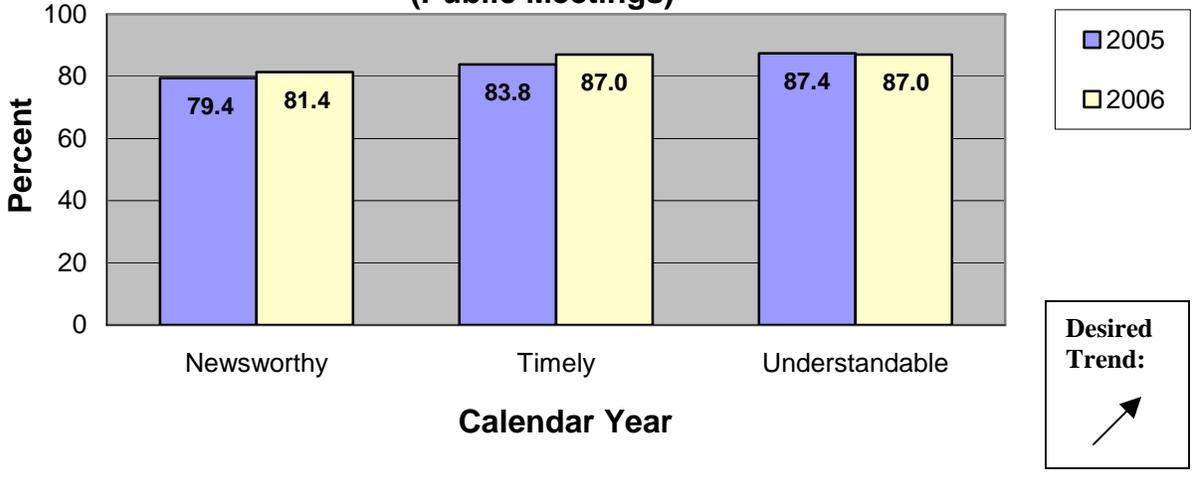
Community Relations sends out surveys asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

Improvement Status:

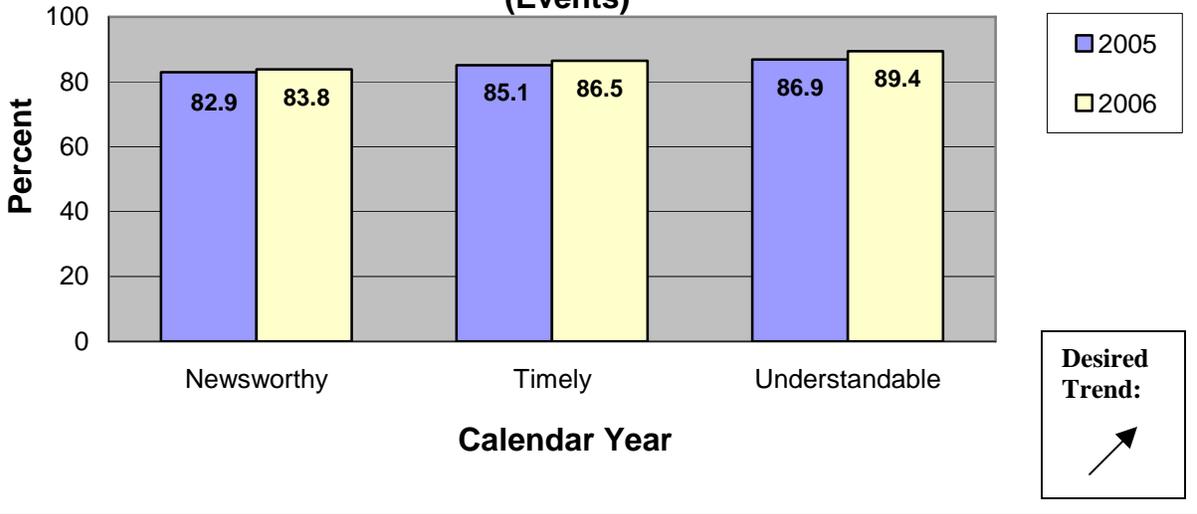
The 2006 annual survey is complete, and the results are encouraging. The numbers remain high, and have even improved in some areas, even as media contacts have nearly doubled over the past year. Increased focus on local events; an Internet newsroom that makes sound bites and visuals available to reporters, and limited electronic distribution have all contributed to the improved numbers. Getting all media to complete e-mail access through the media database and the e-update system will further improve timeliness.



**Percent of MoDOT Information That Meets the Media's Expectations
(Public Meetings)**



**Percent of MoDOT Information That Meets the Media's Expectations
(Events)**



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:

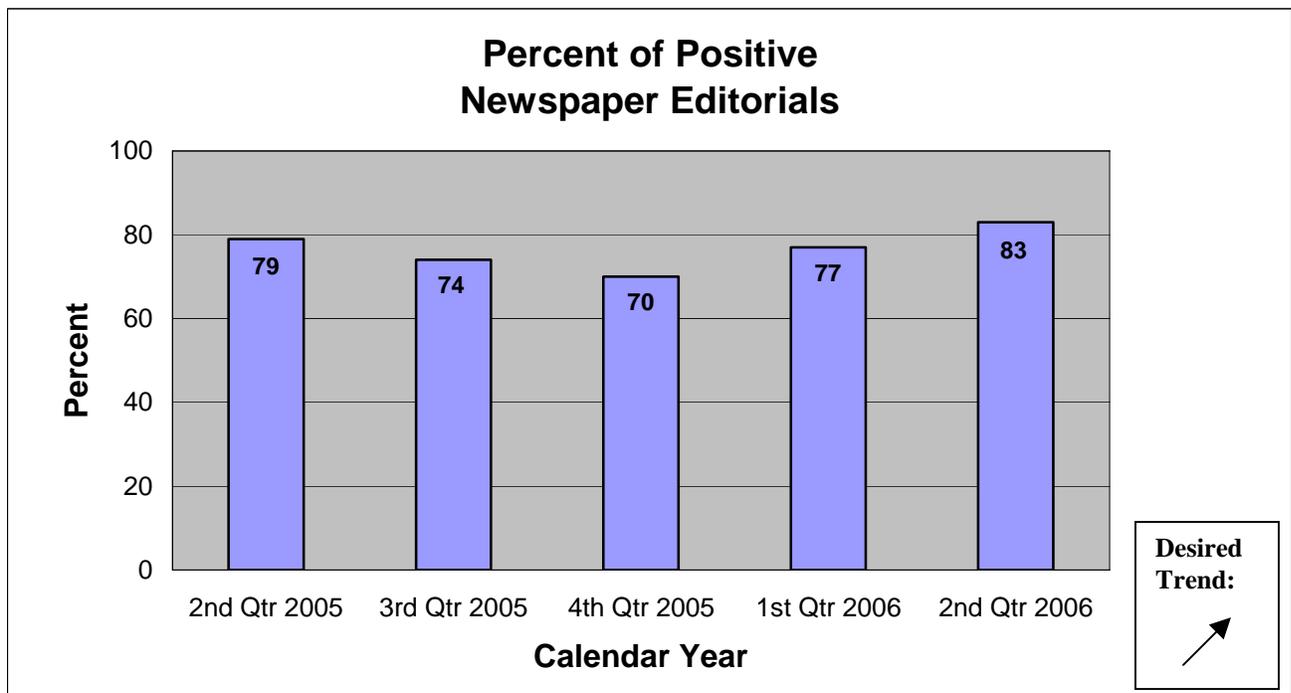
This measure tracks how MoDOT is being perceived by media, and by extension the public.

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 29 of 35 editorials positive. Positive editorials supporting seat belt use and booster seats led the way, as well as several urging caution while driving in highway work zones. The few negative editorials were spread among several 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:

The upward trend from last year's figures has continued. Increases range from 16 percent for June to 23 percent for April. Traffic to the St. Louis District, Work Zone Advisory and Motor Carriers web sites are partially responsible for the increase in visits. Continuous promotion of new content (like the Online Work Zone Map and Interstate Work Zone Maps) is also building new awareness of the site.

