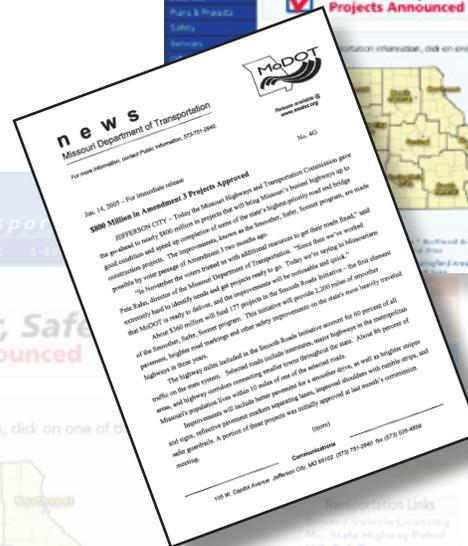


Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

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:

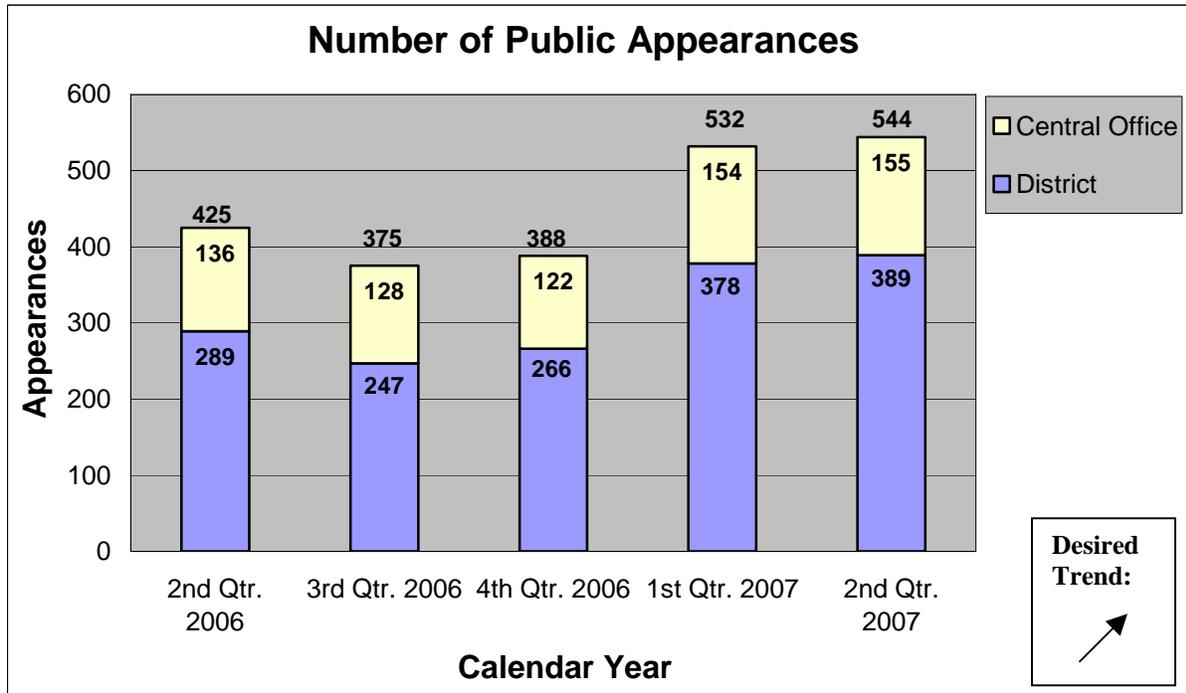
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to inform the public of projects that are of concern to them. Examples include speeches, presentations, conferences,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

Measurement and Data Collection:

This is a quarterly measure. 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. The numbers 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 544 public appearances during the second quarter of 2007, up slightly from last quarter and a 28 percent increase over the same quarter last year. MoDOT staff reached more than 54,500 people through these public appearances. Outreach activities associated with The New I-64 project remained strong this quarter. Meetings were held with all 10 districts last quarter to discuss the importance of public outreach. MoDOT continues to promote opportunities for public appearances through Express Lane, the Web site and community contacts.



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:

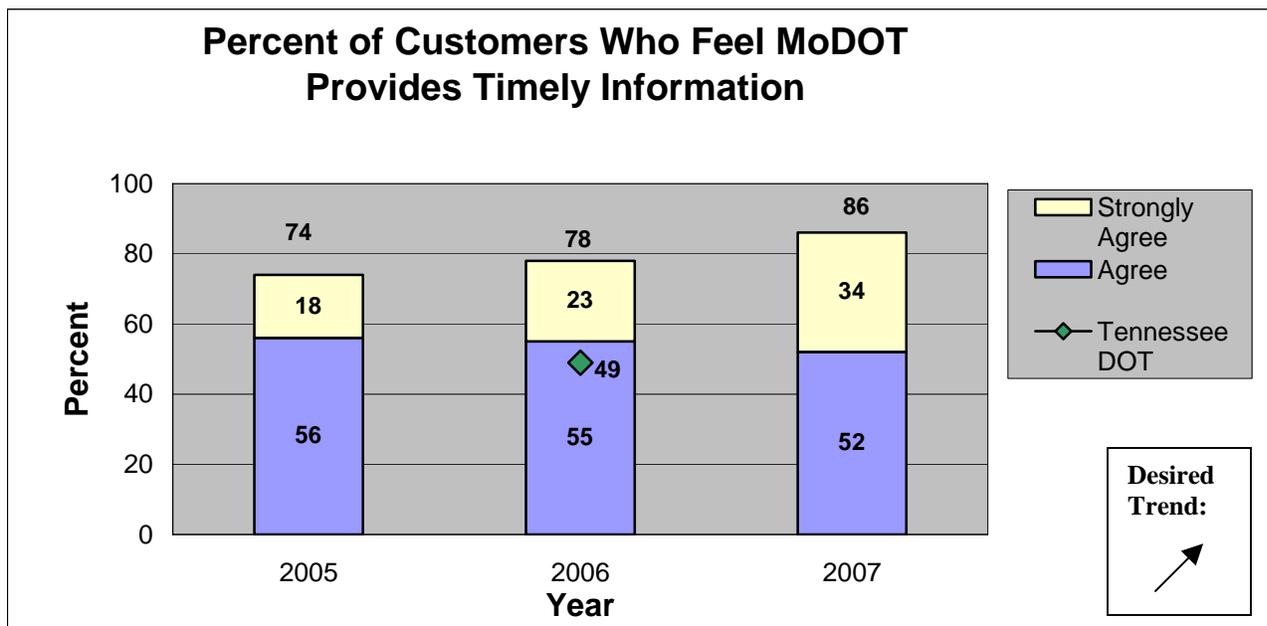
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

Measurement and Data Collection:

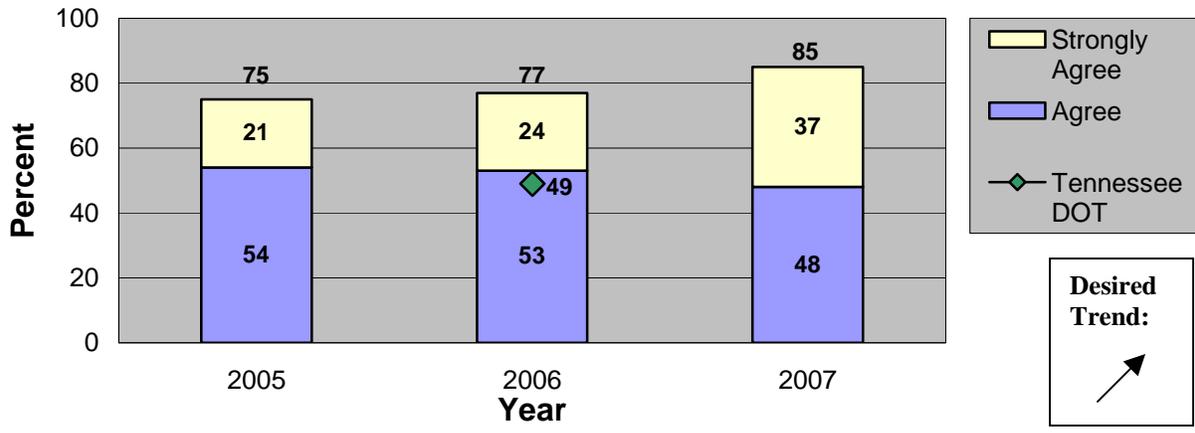
This is an annual measure. Data is collected from interviews with over 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 that 49 percent of residents surveyed said they were satisfied or very satisfied with the agency's efforts to keep them informed about transportation-related issues.

Improvement Status:

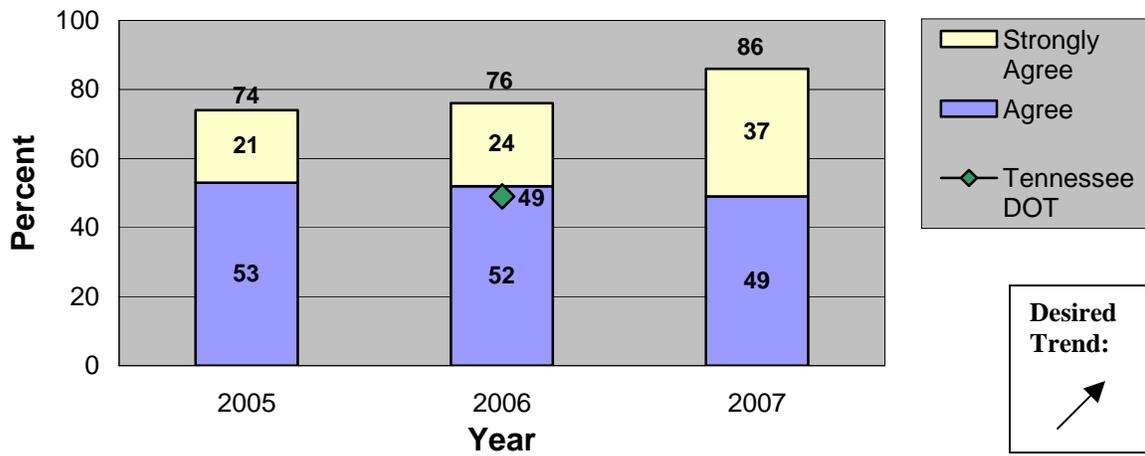
MoDOT saw a strong increase in the number of people who feel the agency provides timely, accurate and understandable information. The increase in the percentage of those who strongly agree was even greater: 12 percent. MoDOT's efforts to be a more transparent agency and the department's stepped up outreach activities have likely contributed to the positive increase in these numbers. Communicating information about major initiatives, including the early completion of SRI; the Better Roads, Brighter Future program; the Safe & Sound Bridge Improvement Plan and the New I-64 also likely had a positive impact. From changeable message boards to lighting state landmarks orange during Work Zone Awareness Week, MoDOT is working hard to keep the public informed about important transportation issues.



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 Manager

Purpose of the Measure:

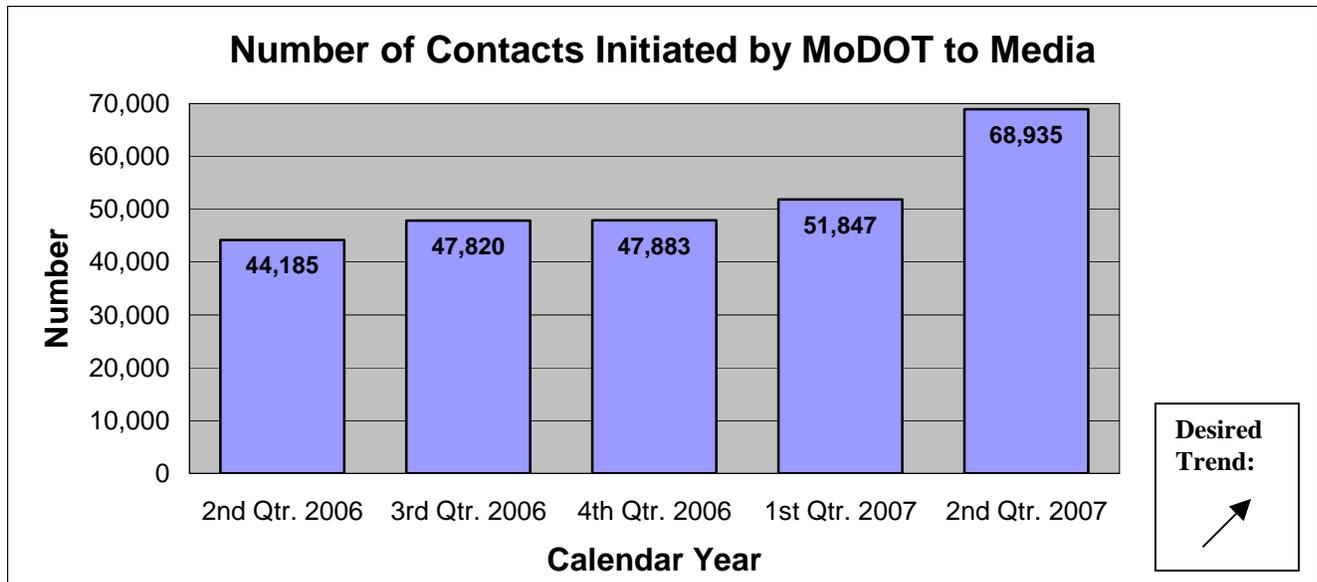
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

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 33 percent over the previous quarter, and 56 percent over this time last year. The beginning of a very busy construction season generated lots of project updates, and heavy spring flooding required frequent media updates in some parts of the state. Continued expansion of non-traditional media contacts such as e-mail databases and Express Lane subscriptions also helped.



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:

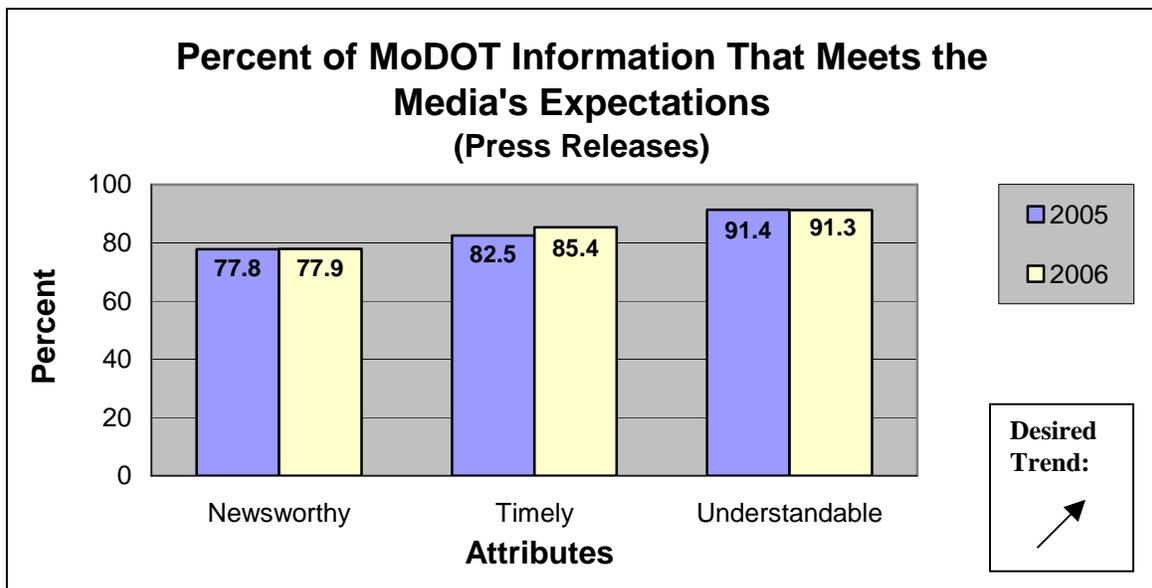
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

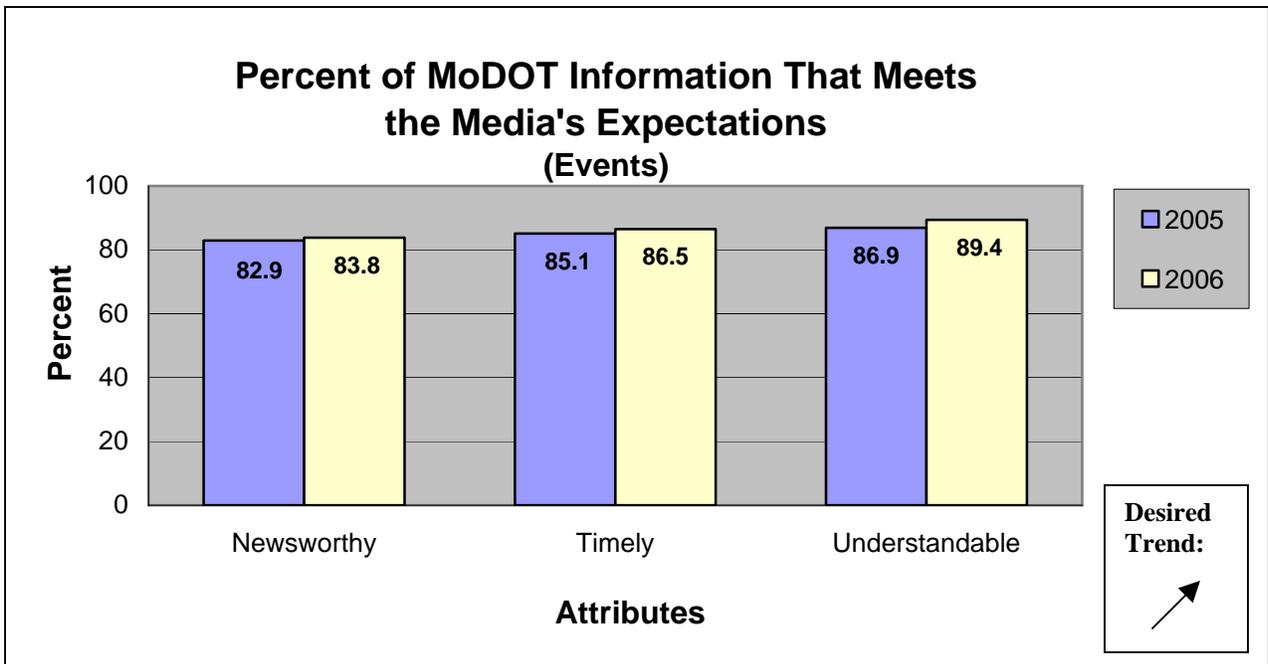
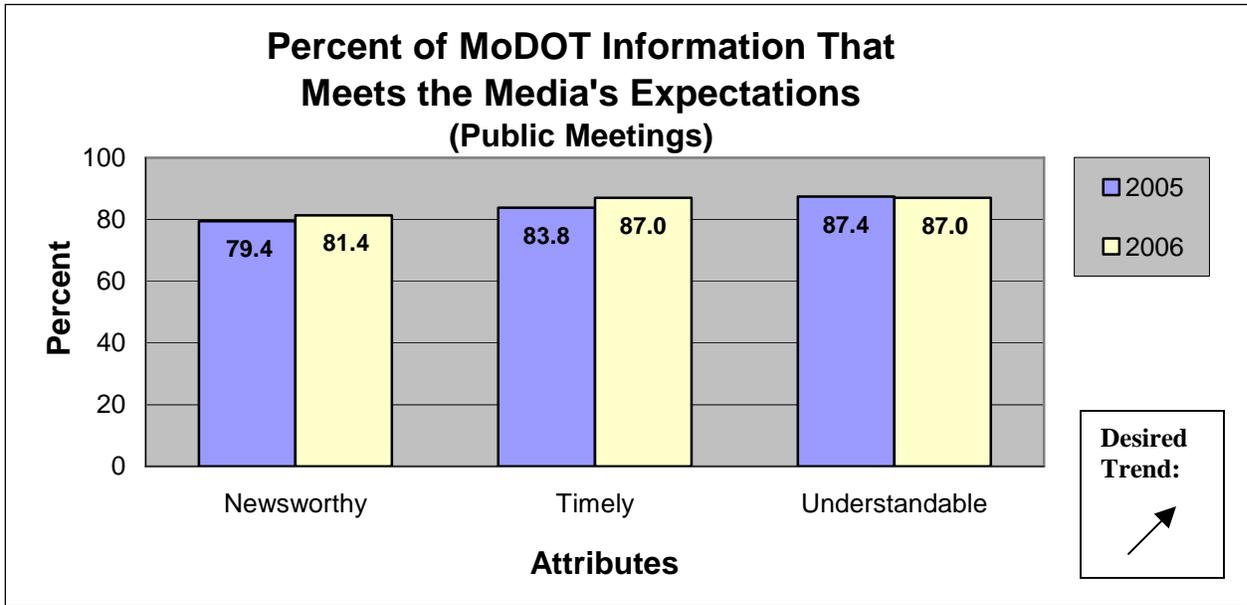
Measurement and Data Collection:

MoDOT 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 and July of that year, 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. The 2007 survey was just completed, so new data will be reported in next quarter's Tracker.





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:

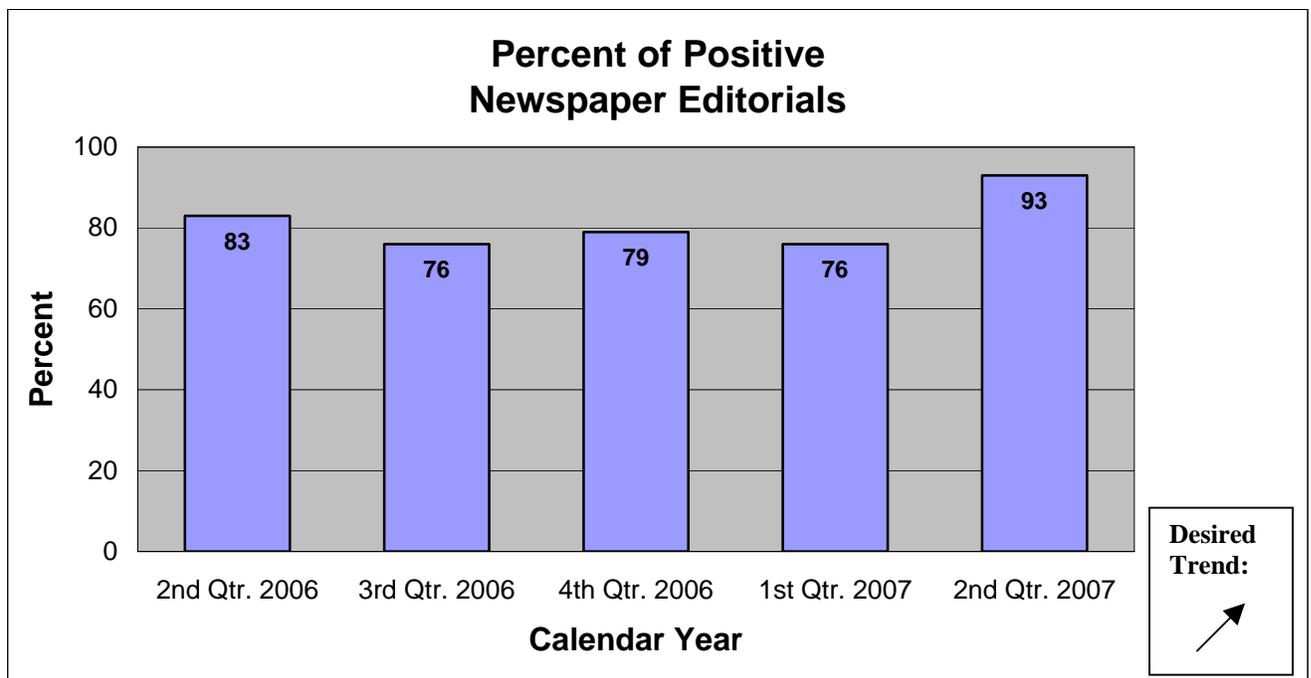
This measure tracks how MoDOT is perceived by the media, and by extension the public.

Measurement and Data Collection:

Using a newspaper clips database, MoDOT 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:

Editorials were overwhelmingly positive this quarter, with 28 of 30 supportive of MoDOT or its issues. Nearly half of the editorials discussed the need for additional transportation funding – 12 of those 13 were positive. Other issues receiving strong support were the push for a primary safety belt law and the effectiveness of median guard cables.



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:

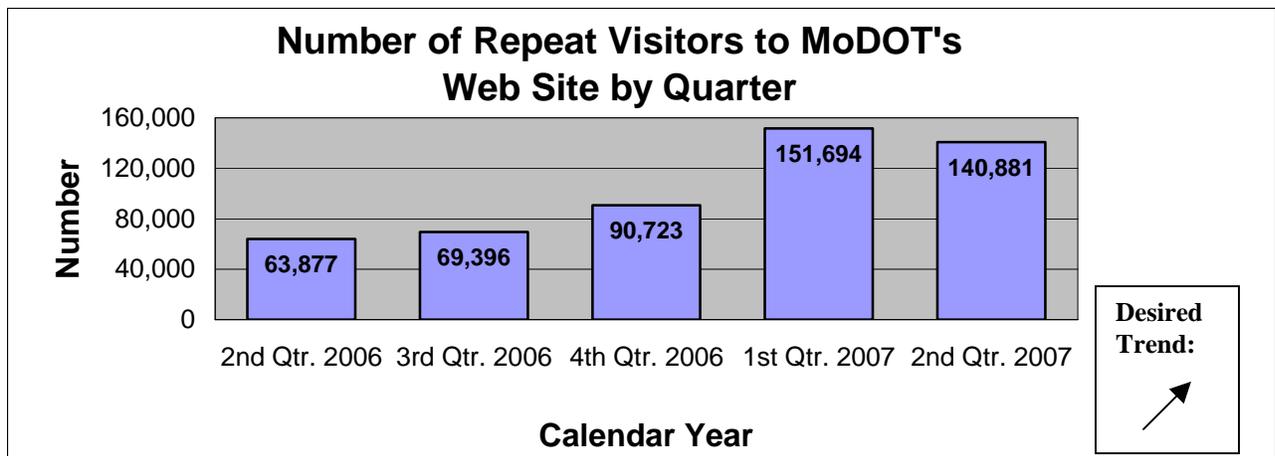
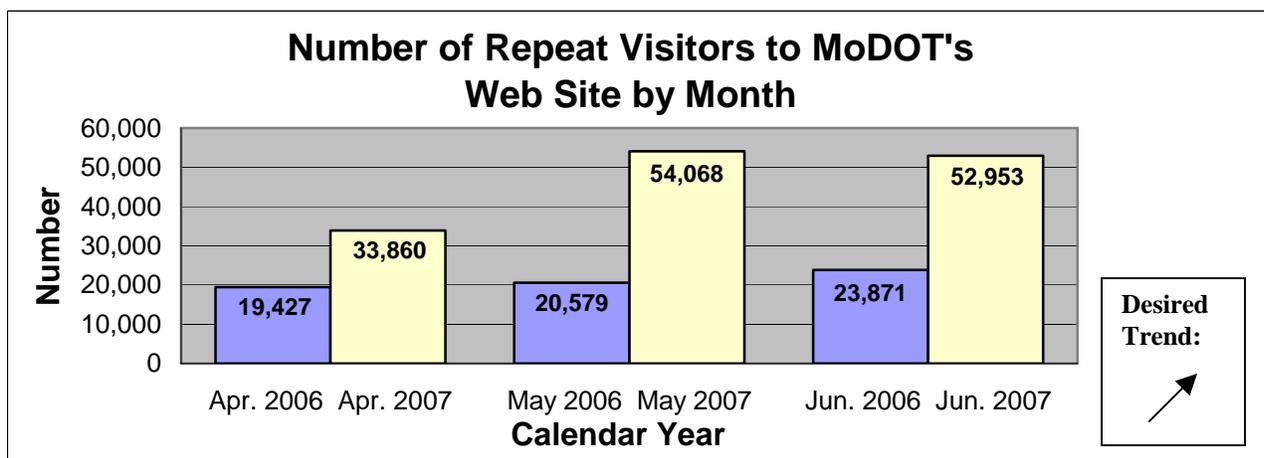
This measure tracks the number of customers who have used MoDOT's Web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time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

Overall Web traffic has increased dramatically in the past year. The highest percentage was seen in May of this quarter with a 116 percent increase over 2006 repeat visitors (44, 672 excluding Gateway Guide). As people discover that MoDOT has a Web site, and what it has to offer, retention levels are climbing. Marketing the Web address and site content, like the Road Conditions map, are largely credited for the increase.



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