
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.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

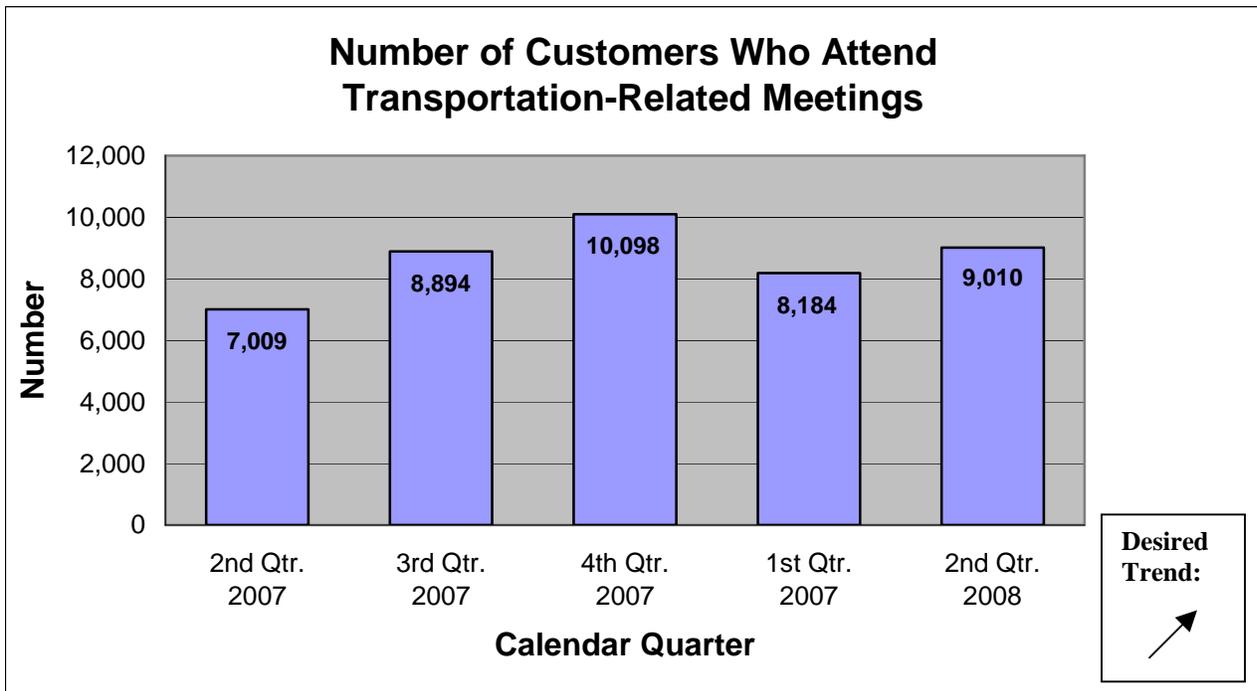
This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers 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.

Improvement Status:

Just over 9,000 persons attended transportation-related meetings in the second quarter of 2008, a 28.5 percent increase over the same quarter in 2007, and a 10 percent increase over the first quarter of 2008. MoDOT emphasizes customer involvement in the decision-making process and in providing the information that drivers need to cope with the impacts of construction. MoDOT Community Relations managers meet quarterly to review this measure and to share best practices that help improve performance.



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

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.

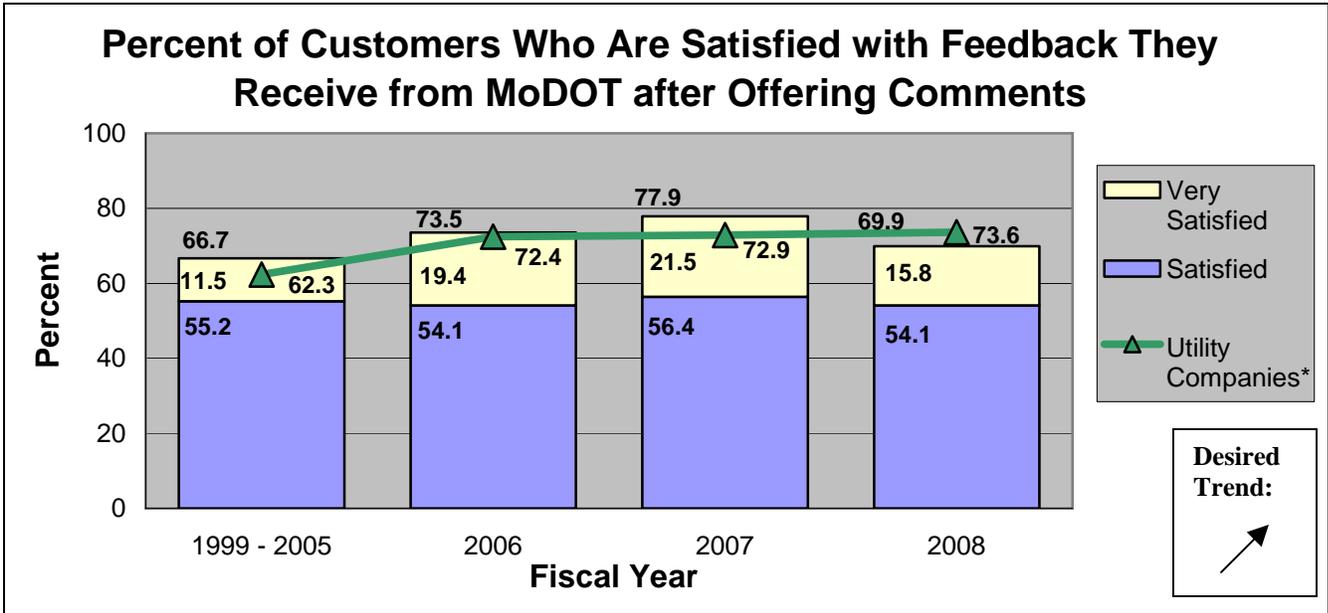
Measurement and Data Collection:

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:

Twenty-three projects were surveyed across seven of MoDOT’s 10 districts in fiscal year 2008 and the entire key measures fell from their peak in fiscal year 2007. Overall satisfaction fell eight percent (77.9 to 69.9). Since surveys are sent to all attendees of milestone meetings, projects that attract more members of the public have a greater impact on the overall results (and controversial projects typically have the highest attendance). Three projects were responsible for a total of 61.5 percent of all those who expressed dissatisfaction with how comments and questions were answered. This also resulted in a drop for the other two key indicators: 80.9 percent thought projects were explained clearly (down from 90.3) and 68.2 percent felt that the decision-making process was open, transparent and fair (down from 77.1).

Quarterly discussions and reviews of Tracker measures with MoDOT Community Relations managers across the state have been held to share best practices on projects with high satisfaction rates and to encourage thorough and prompt submittal of contact lists of projects that conduct public hearings.



*As measured by the American Customer Satisfaction Index.

Customer Involvement in Transportation Decision-Making

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

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.

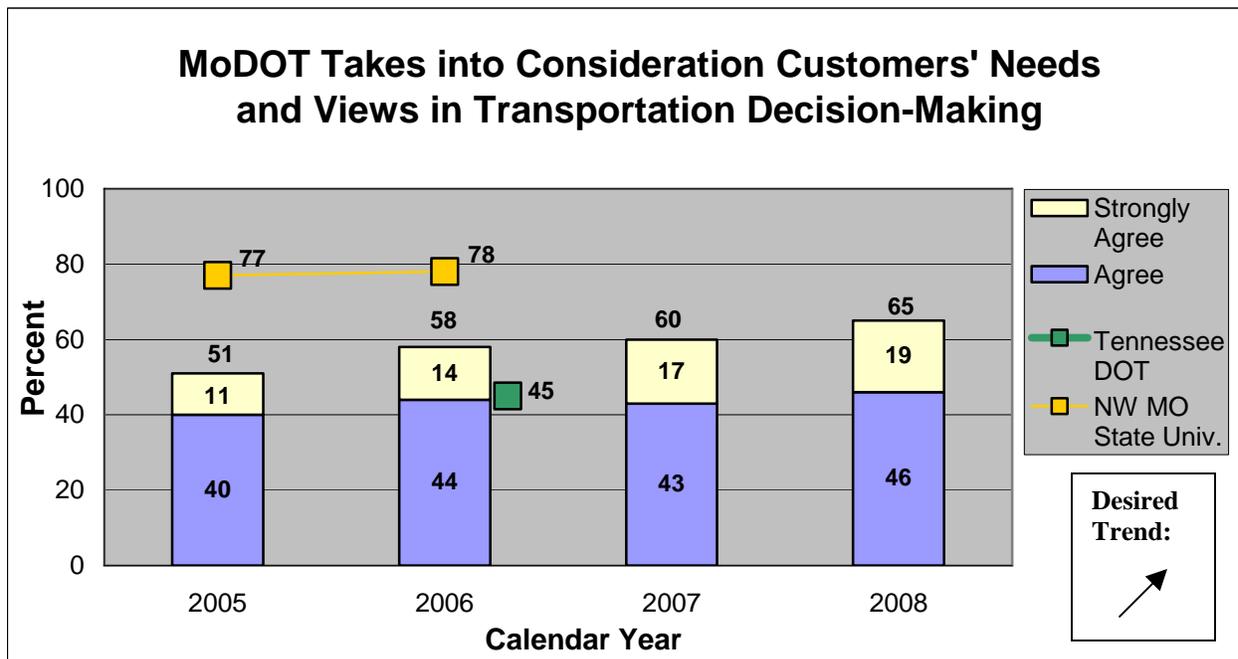
Measurement and Data Collection:

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.



Customer Involvement in Transportation Decision-Making

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

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.

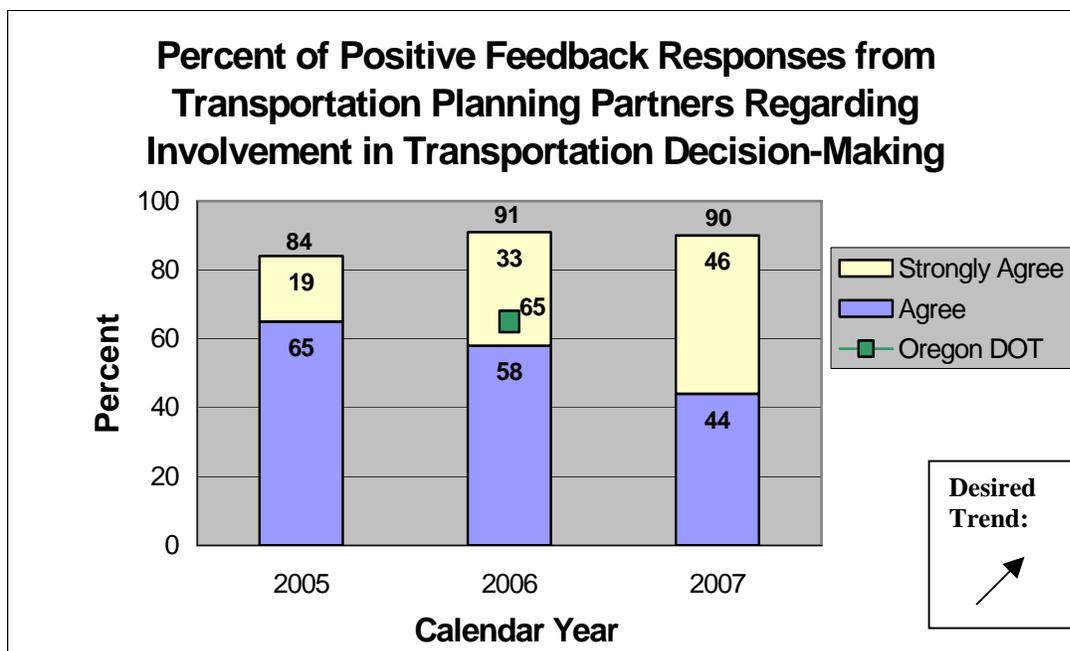
Measurement and Data Collection:

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.



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