

# 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:**

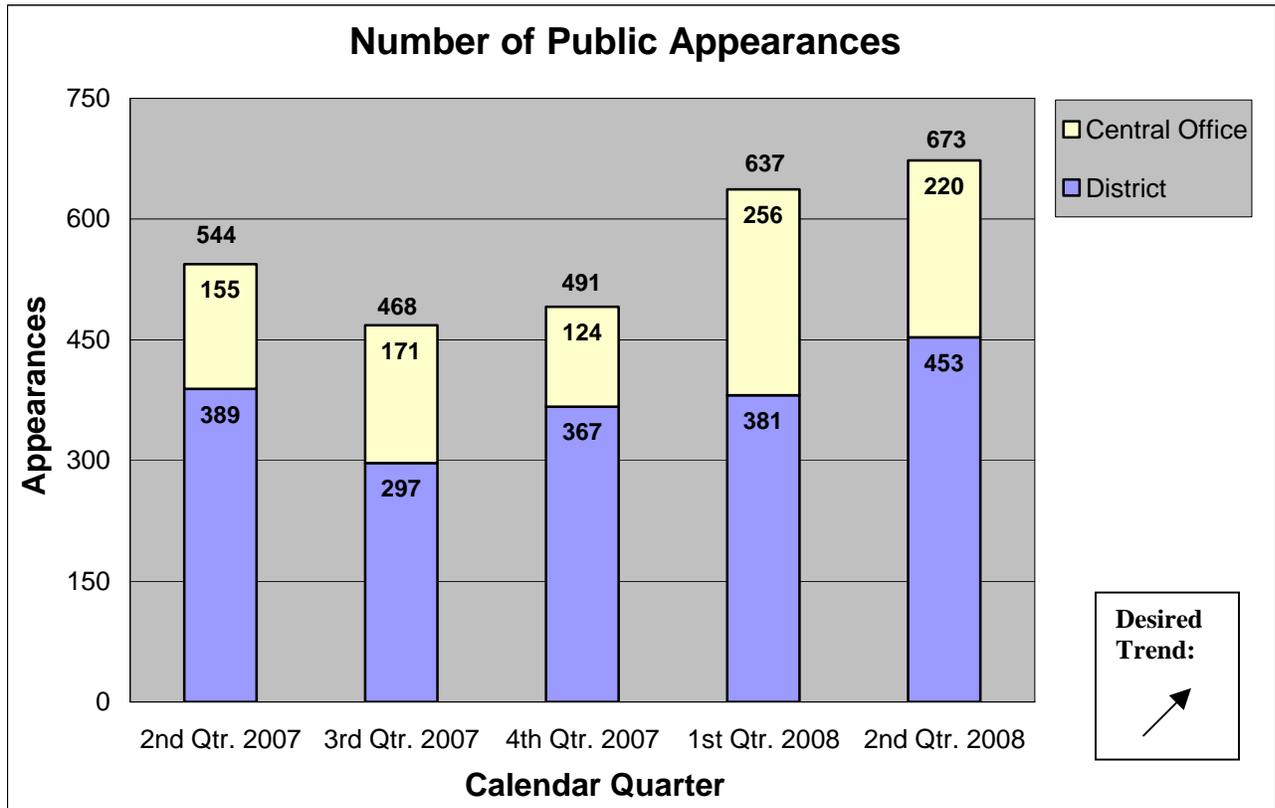
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs 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 record number of public appearances during the second quarter of calendar year 2008: 673 public appearances, with districts contributing a record number of 453. MoDOT staff reached almost 49,000 people through these public appearances. Community activities, legislative hearings, training and school presentations, along with project outreach activities, contributed to the overall results. MoDOT has also updated and promoted its speaker’s bureau to boost public appearances.



## 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:**

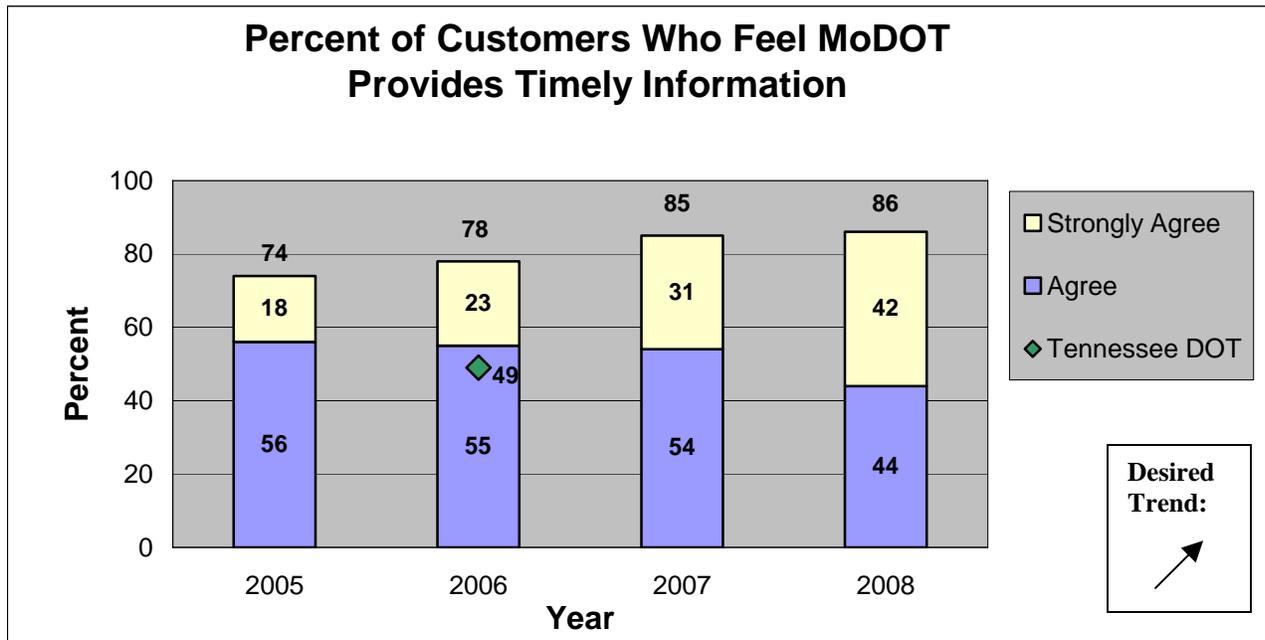
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

**Measurement and Data Collection:**

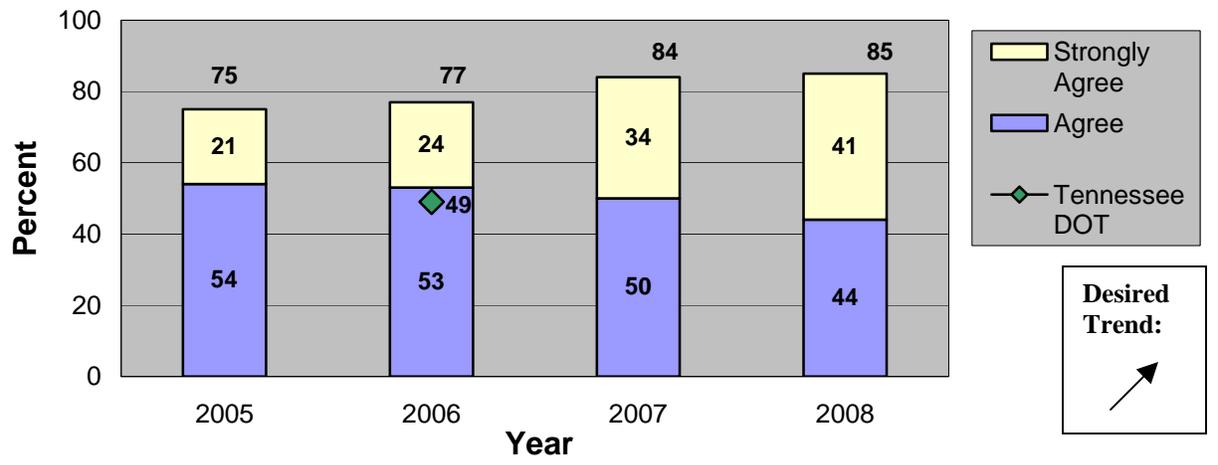
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 that 49 percent of residents surveyed said they were satisfied or very satisfied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

**Improvement Status:**

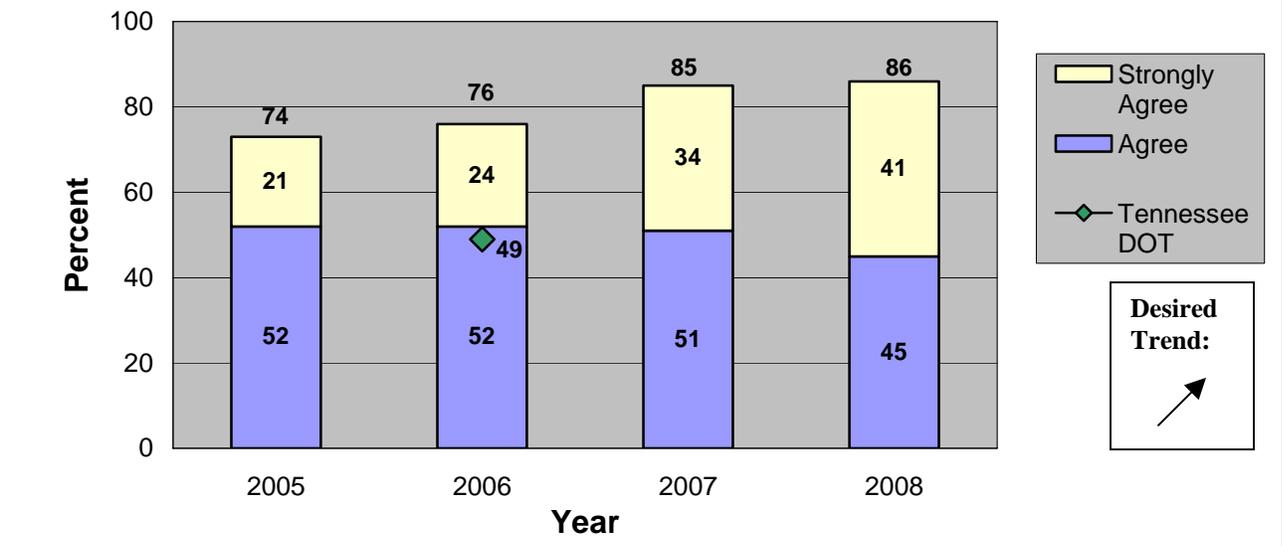
The number of customers who agree or strongly agree that MoDOT provides timely, accurate and understandable information remains strong and continues to grow. There were increases in the strongly agree section in all three areas, with the percentage of those who strongly agree MoDOT provides timely information rising 11 percent. Efforts to focus on transparency and outreach activities have contributed to the increase, as have communications tools such as the Traveler Information Map, the electronic message boards, MoDOT's blog and YouTube presence and the MoDOT Minute. Providing information on major projects including the Better Roads, Brighter Future program, the Safe & Sound Bridge Improvement Plan, the New I-64 and kcICON, in addition to achieving fewer highway fatalities and receiving the Missouri Quality Award, contributed to the positive responses.



### 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:**

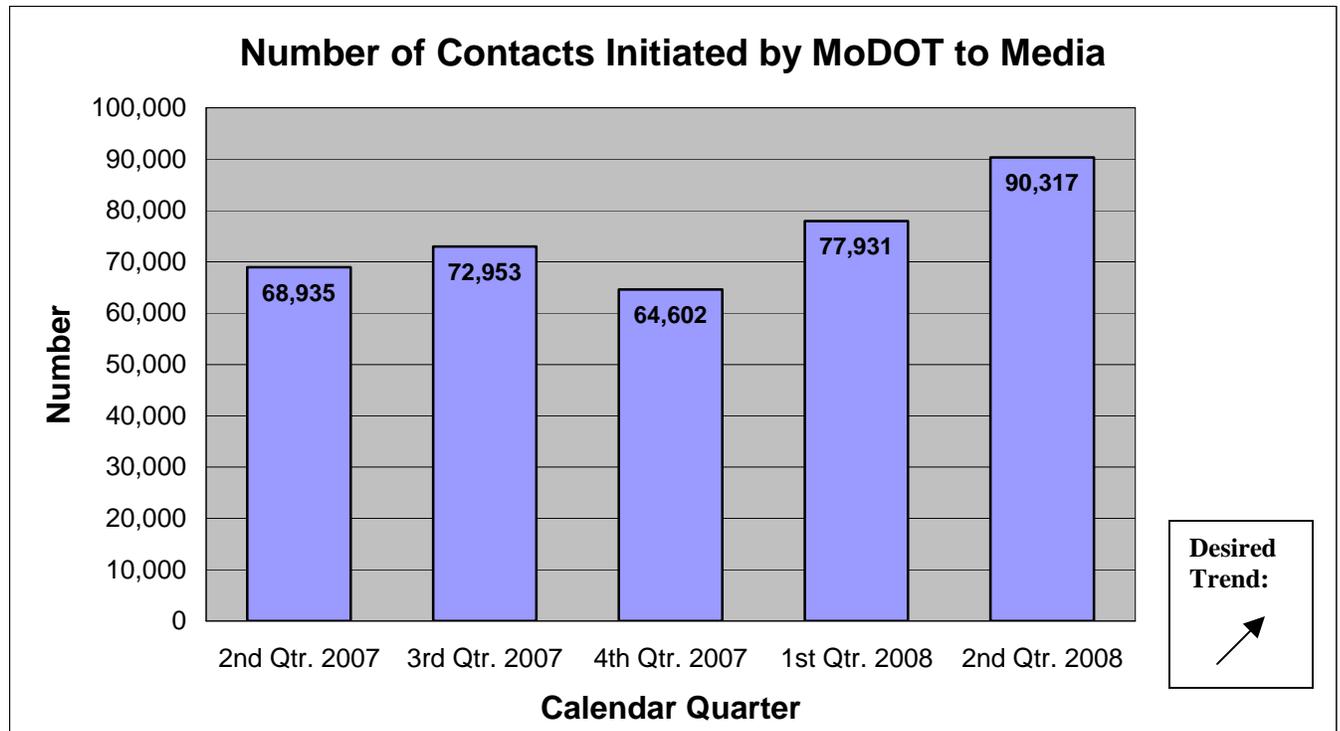
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**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 were at an all-time high this quarter, largely due to frequent media updates on flooded roads. Media contacts were up 31 percent over this time last year. MoDOT has placed more emphasis on a series of quick updates during weather events this year, routing people to the Web site and toll-free number, to keep media and the public informed of breaking news.



## 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:**

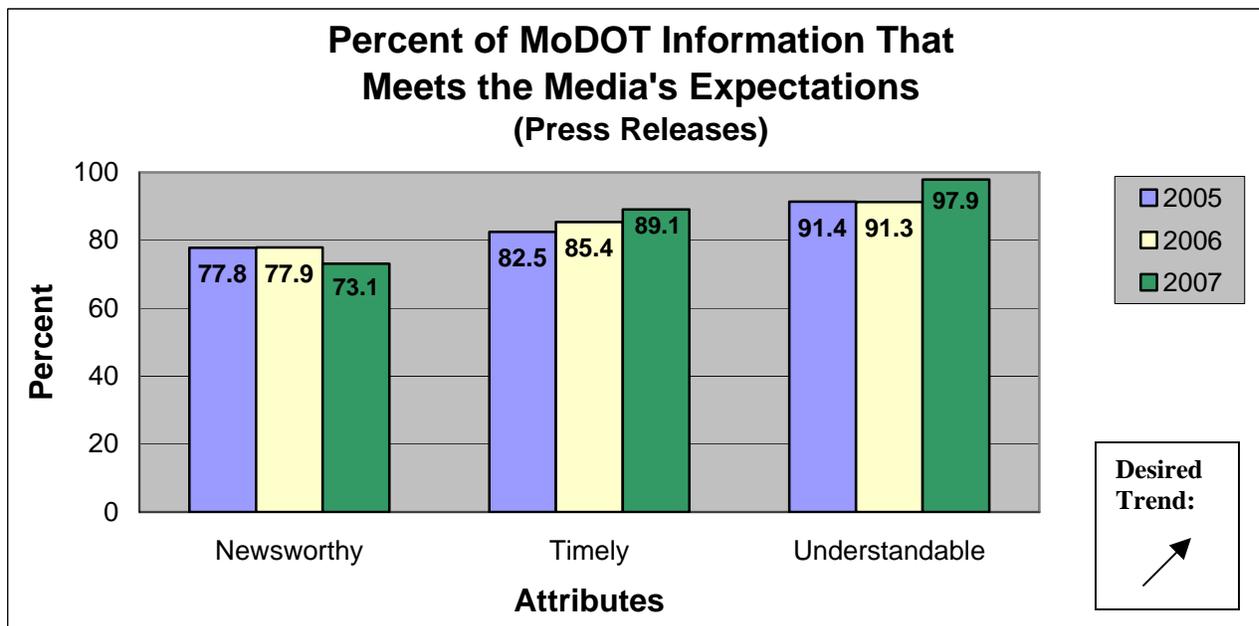
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

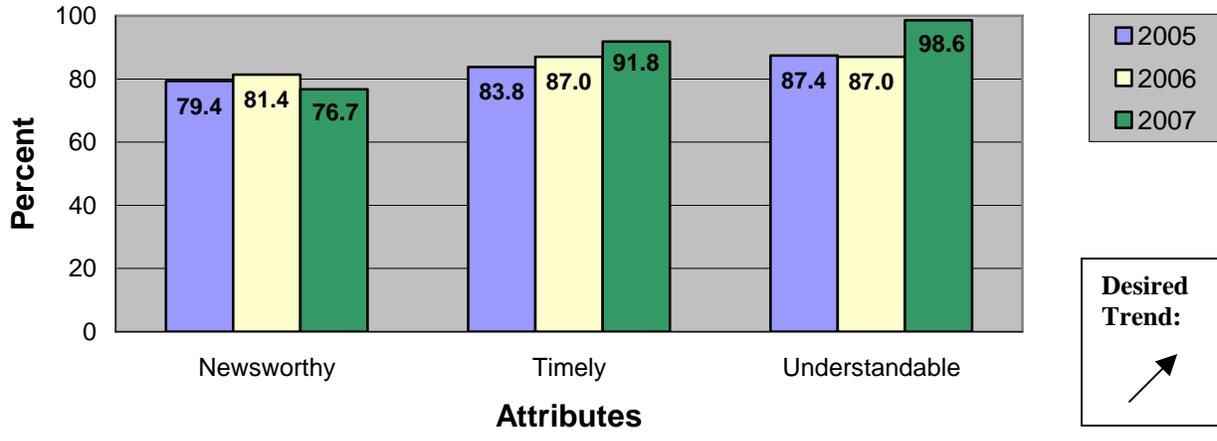
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable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

**Improvement Status:**

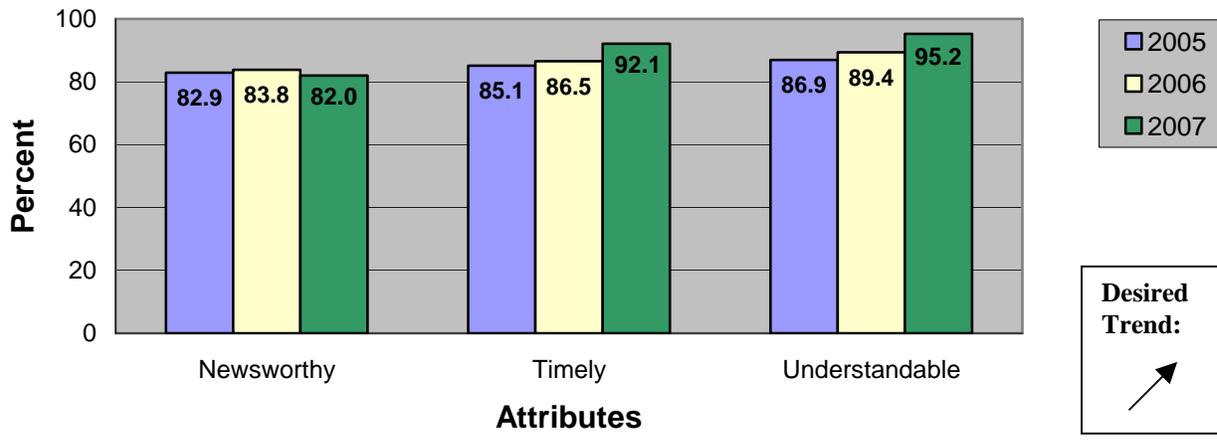
No new information for this annual measure. The 2008 annual survey is conducted each July. Ninety-four media participated in our 2007 survey. Generally, newsworthiness declined while timeliness and understanding grew. Newsworthiness remains relatively high while media contacts have grown more than 50 percent in the past year. MoDOT is monitoring releases to make sure increased frequency doesn't mean a decline in news value.



### 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 Manager

**Purpose of the Measure:**

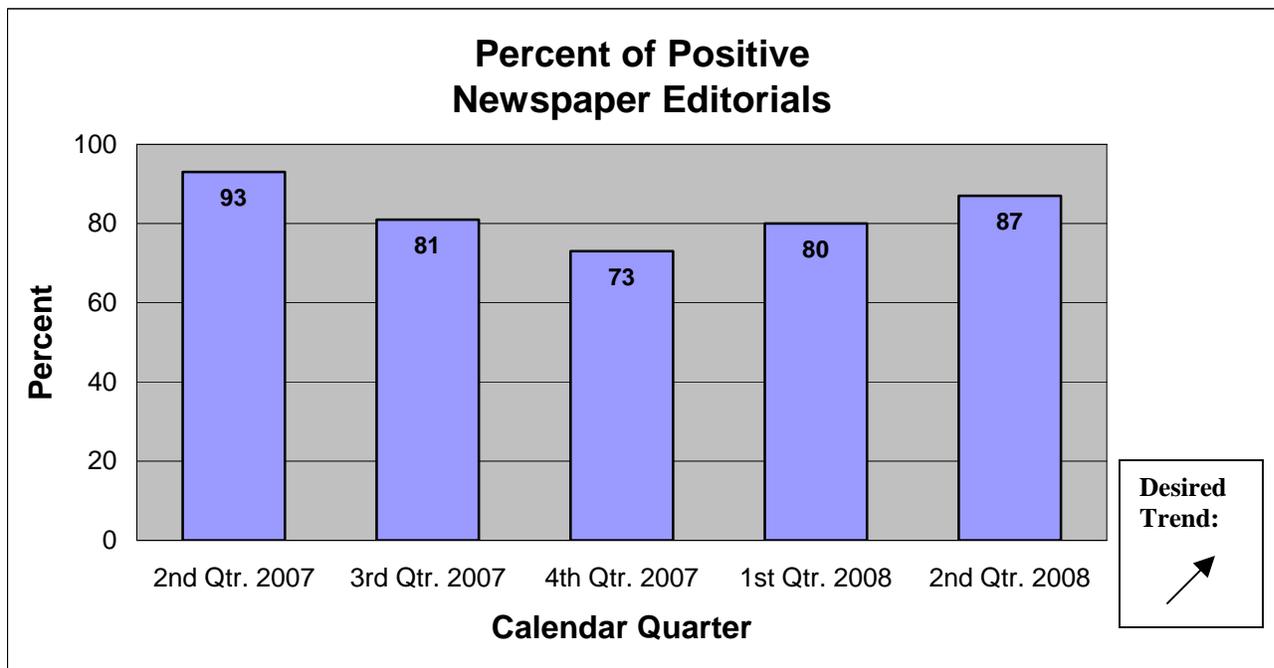
This measure tracks how MoDOT is perceived by the media, and by extension the public.

**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:**

Of 30 editorials regarding MoDOT or state transportation, 26 were positive (87 percent). The strongest editorial support, for the second straight quarter, was for the need for increased state transportation funding – seven editorials, all-positive. Five editorials also weighed in against the proposed legislative repeal of the state's fuel tax; a positive for us.



## 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:**

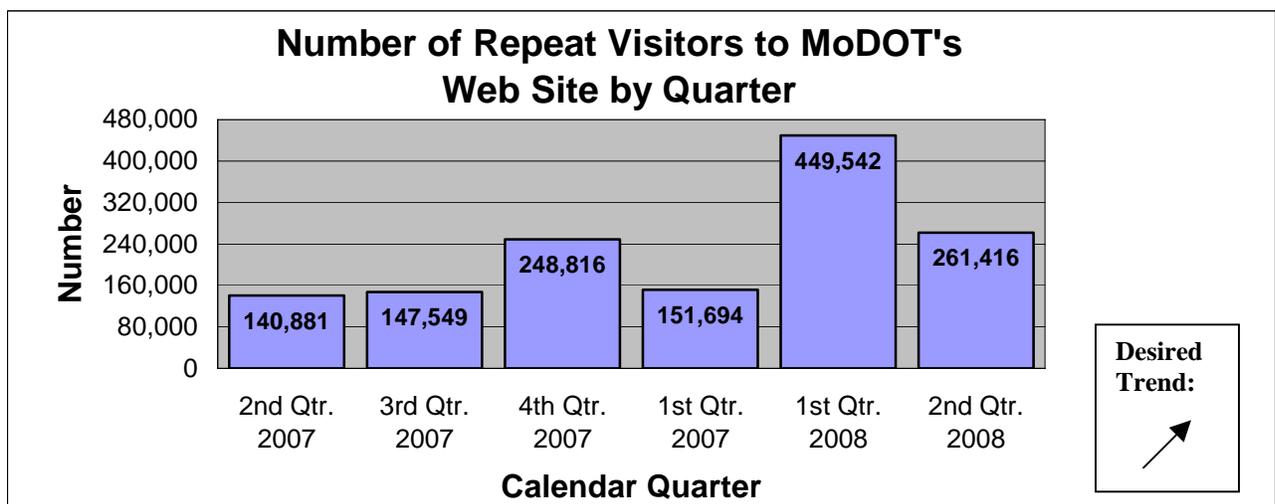
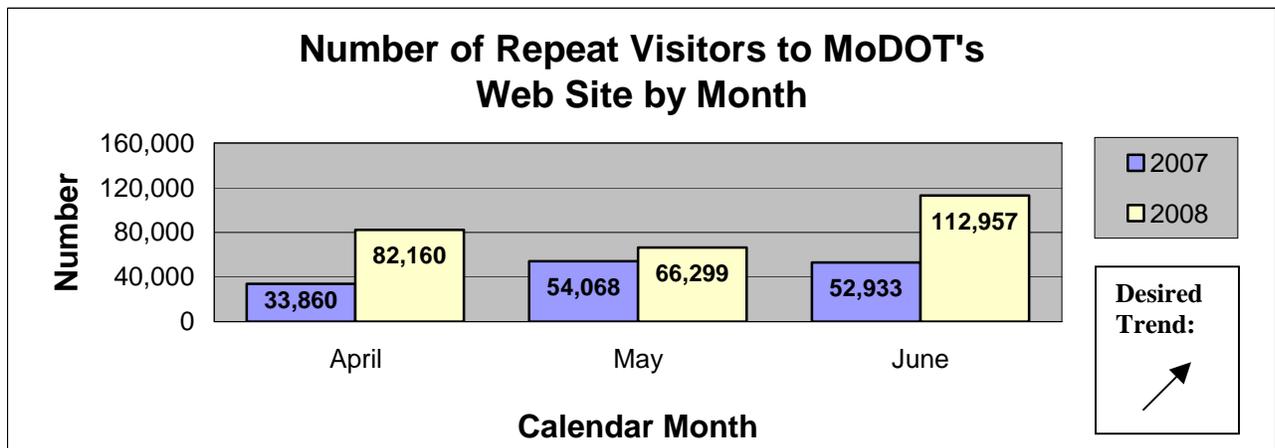
This measure tracks the number of customers who have used MoDOT's Web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time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

Milder weather has dropped overall web traffic but allowed the public to turn to the site for work zone, job, news and business content. Since this quarter's figures are not being fueled by natural disaster, they reflect broader, content-driven motives for people returning to the site. Although down from first quarter, they show a significant increase over last year's totals, with June demonstrating more than a 110 percent increase in repeat visitors.



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