

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.

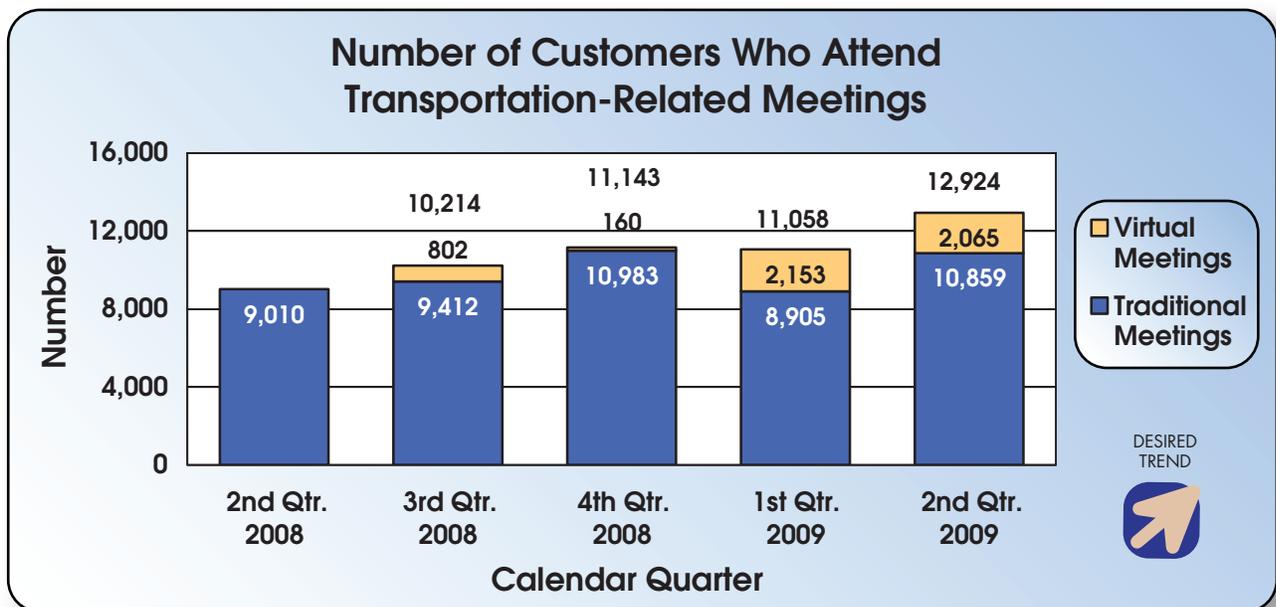
Participation in recent online meetings was gauged by using “Web Trends” software.

Improvement Status:

For the second consecutive quarter, more than 2,000 people participated in online public meetings, pushing the total number of people attending transportation-related decision-making meetings to nearly 13,000. Included in the total was the first online meeting held in conjunction with a Safe & Sound bridge project. It was one of seven online meetings conducted by District 10 that reached a total of 1,219 people.

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.



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:

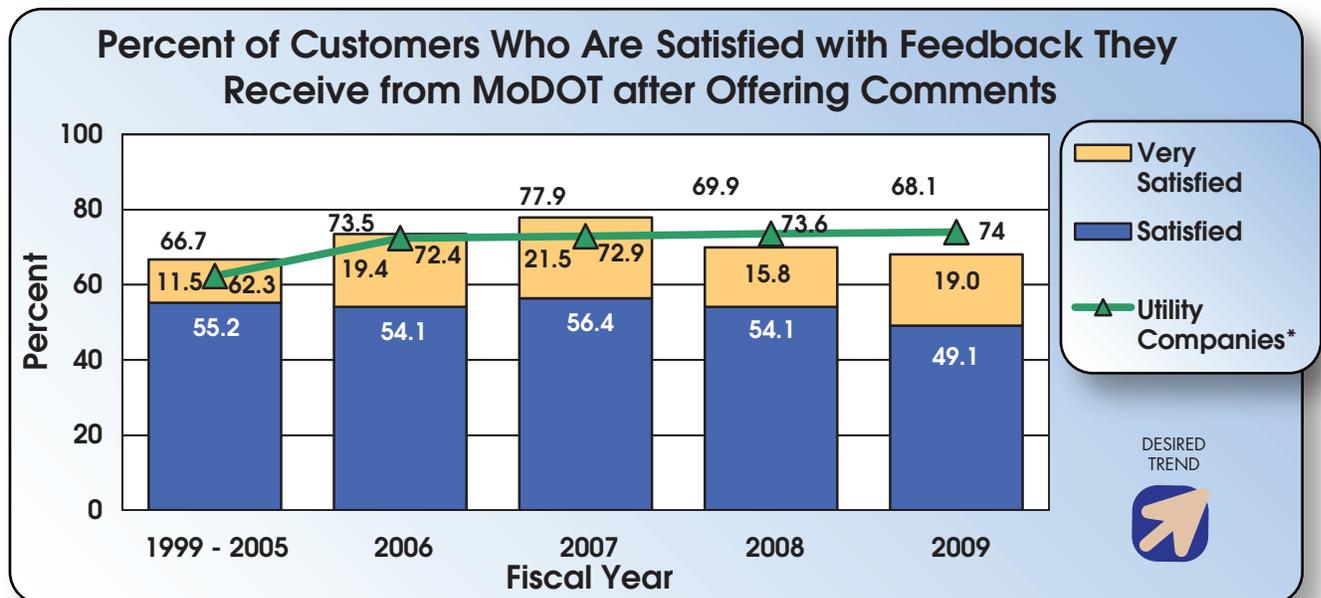
MoDOT routinely coordinates a survey in cooperation with university partners for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project 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:

Customer satisfaction improved five percent from the mid-year report, largely due to the public acceptance of Safe & Sound bridge projects that began during

the last six months. During all of FY2009, 35 projects were surveyed – nearly half of which (17) were Safe & Sound bridges. Overall satisfaction held steady from FY2008 at 68.1 percent, while 80.9 percent felt that projects were explained clearly and 66.1 percent felt that the decision-making process was open, transparent and fair. Interestingly, Safe & Sound projects scored significantly higher, with overall satisfaction of 86 percent, 97.7 percent credited MoDOT with clear explanations and 90.5 percent thought the process was open, transparent and fair. This is significant because Safe & Sound’s strategy has been to stage ‘community briefings’ to explain improvement strategies, road closures and alternate routes. The results seem to validate MoDOT’s road closure strategy to speed the work and control costs and indicate that customers are willing to accept a bit of inconvenience to get a new, wider bridge.

The survey tool has been modified to include space for written comments to give a better opportunity to understand customer concerns.



*As measured by the American Customer Satisfaction Index.

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:

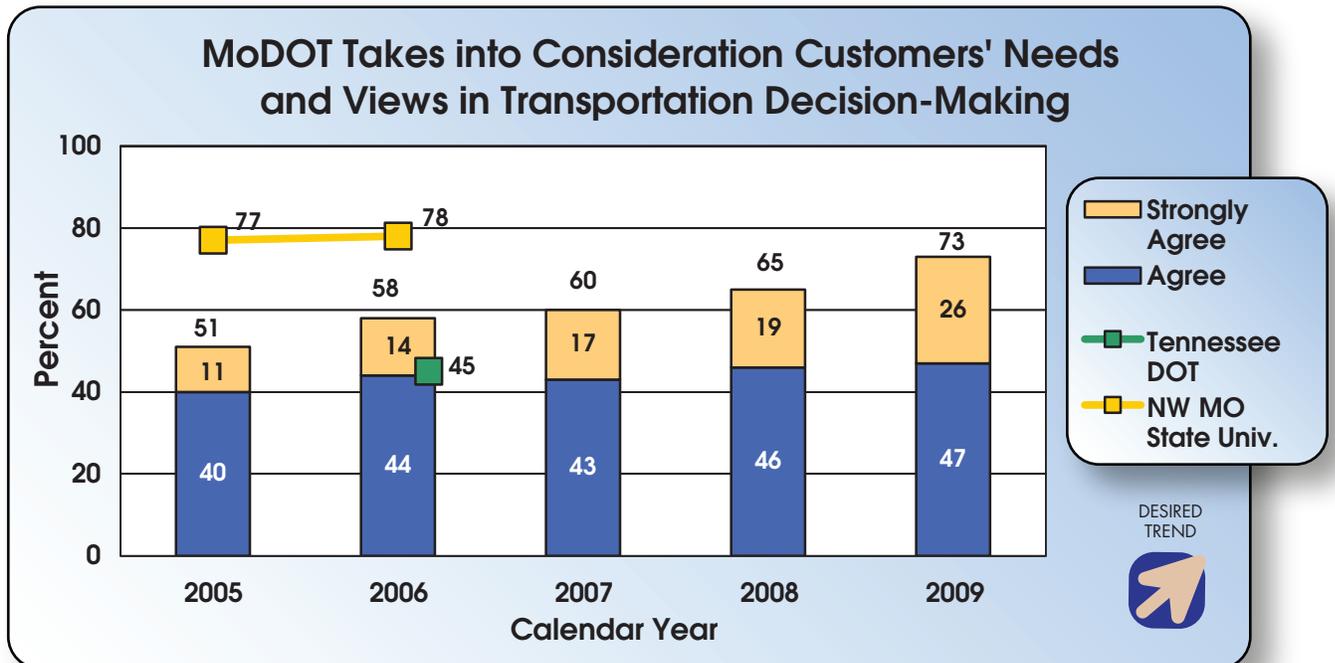
This is an annual measure, and this year's data, gathered from a statewide random telephone survey of approximately 3,500 Missourians, was collected in May 2009. A comparison is made to the Tennessee Department of Transportation, which also measures customers' perceptions regarding involvement in transportation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

