

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.



Number of customers who participate in 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.

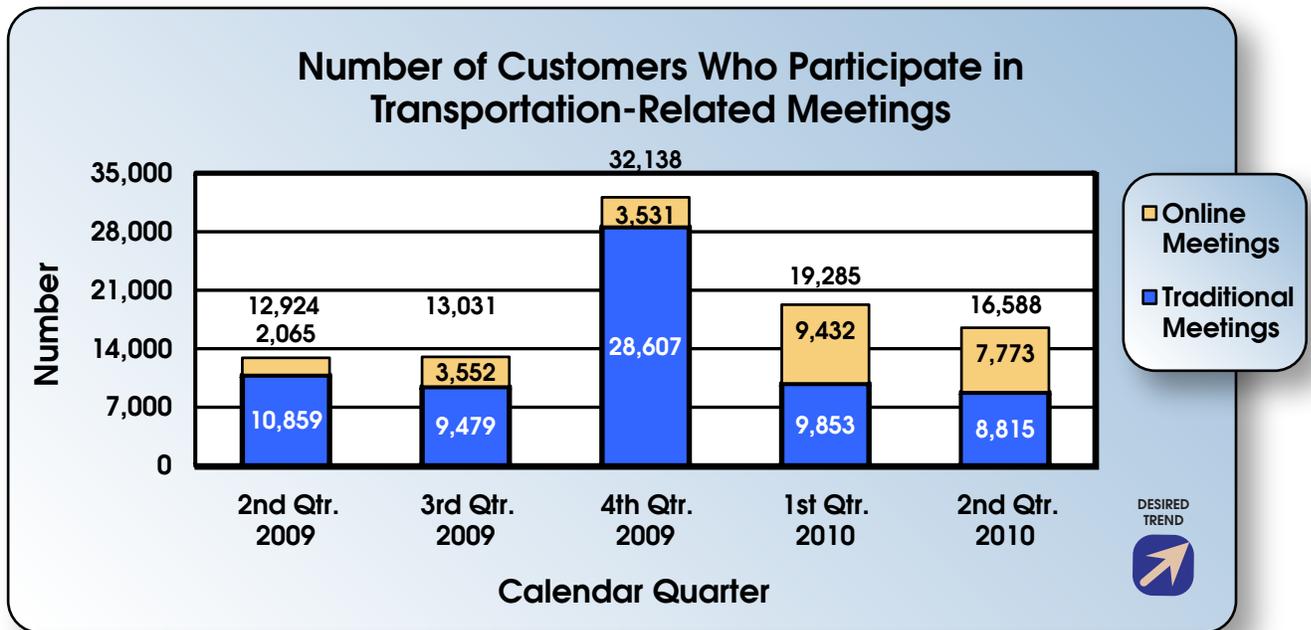
Measurement and Data Collection:

Participation is determined by analyzing sign-in sheets used at public meetings or by head counts

conducted by MoDOT staff. Participation in online meetings is gauged by using “Web Trends” software. This measure is updated quarterly.

Improvement Status:

For the second consecutive quarter, online participation accounted for more than 45 percent of the total number of MoDOT customers who availed themselves of transportation-related public meeting opportunities.



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 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:

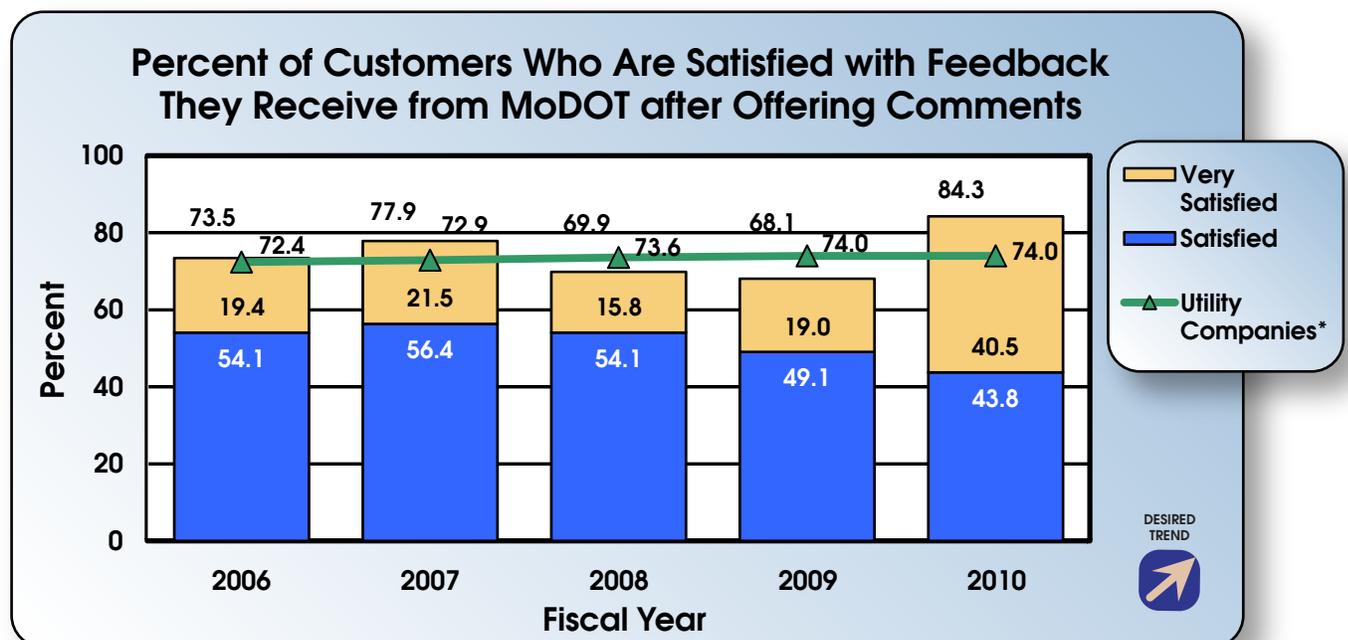
Fifty projects were surveyed across nine MoDOT districts (1-2-3-4-5-6-7-8-10) – a dramatic increase

over the previous year (35 projects across five districts).

The overall satisfaction with how MoDOT handled questions and comments was 84.3 percent – a 16.2 percent increase over FY2009 and the highest since the five-year baseline score of 66.7 percent was established in 2005. Included were 40.5 percent of respondents who said they were ‘very satisfied.’ 18 projects had 100 percent satisfaction ratings.

The other two key indicators also improved compared to the previous year: 86.7 percent of the participants credited MoDOT with providing clear explanations and over three-quarters (76.8 percent) thought the decision-making process was open, transparent and fair.

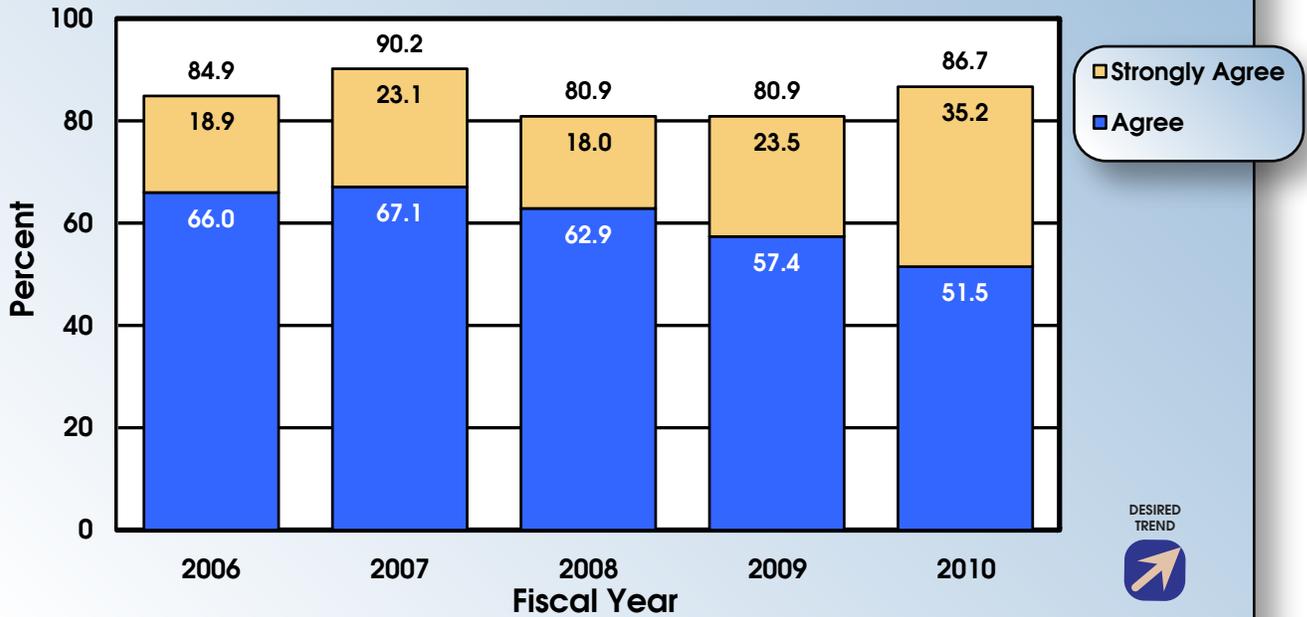
The survey tool was modified in the last year to include space for written comments to give a better opportunity to understand customer concerns.



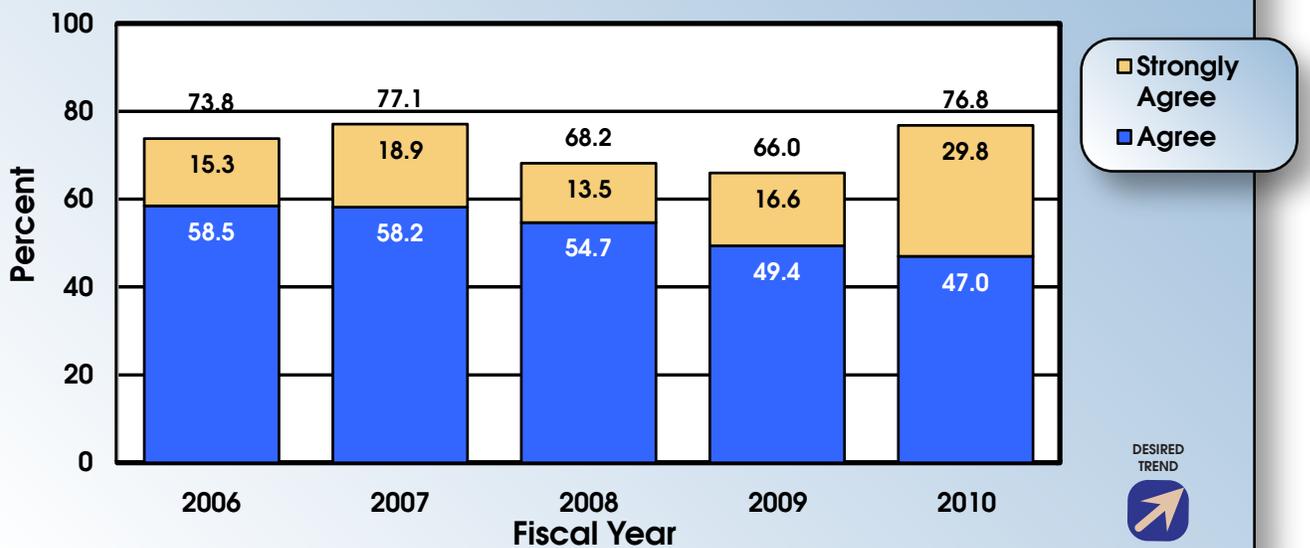
*As measured by the American Customer Satisfaction Index.

CUSTOMER INVOLVEMENT IN TRANSPORTATION DECISION MAKING

MoDOT Representatives Explained the Project and the Decision-Making Process in Such a Way that I Completely Understood It



The Decision-Making Process was Completely Open, Transparent and Fair



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:

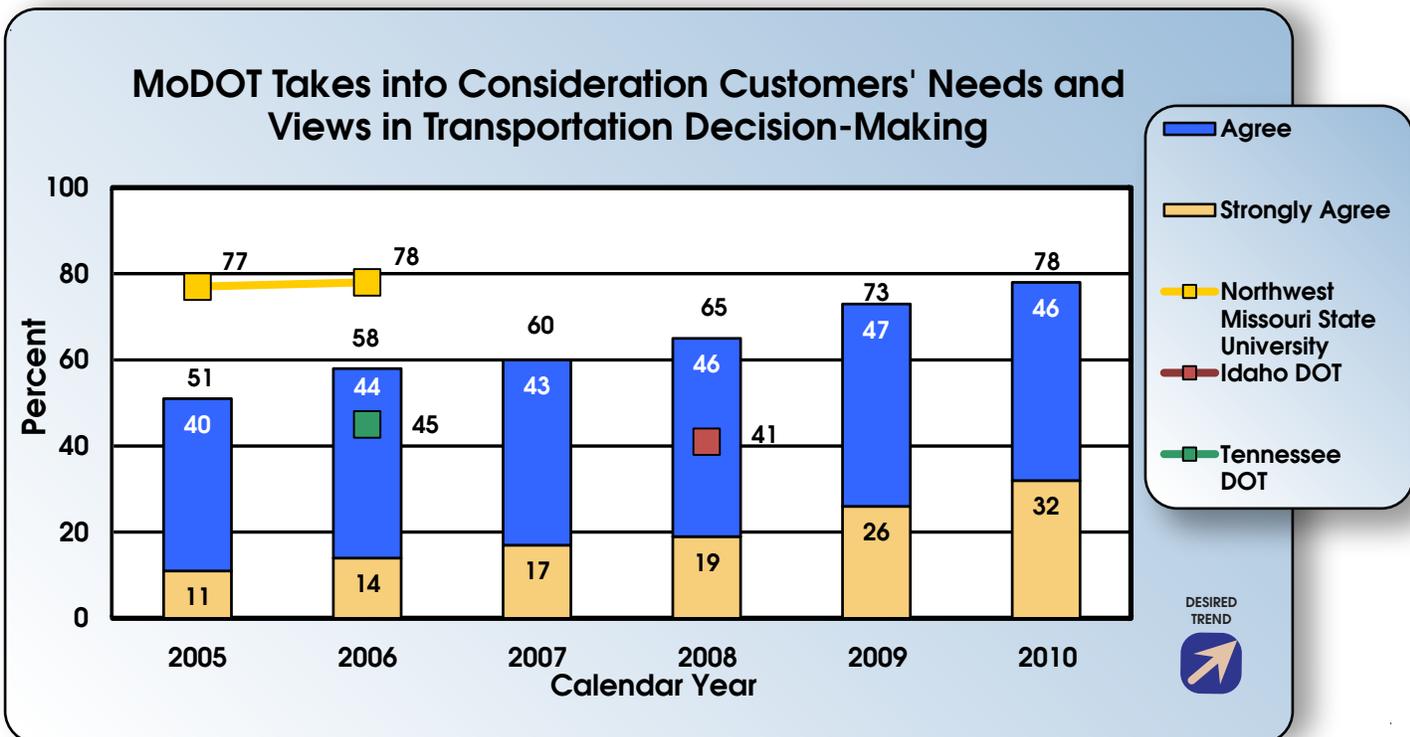
This is an annual measure, and this year's data, gathered from a statewide random telephone survey of approximately 3,500 Missourians, was collected in May 2010. Two comparisons are made to the Tennessee and Idaho departments of transportation, which also measure customers' perceptions regarding involvement in transportation decision-making.

Improvement Status:

MoDOT learned in the 2010 customer survey that 78 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 73 percent in 2009.

Northwest Missouri State University's 2006 measurement continues to be the most current information available. NMSU data involves surveying its freshmen and juniors' satisfaction concerning student opportunities to provide input regarding student affairs.

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. These efforts are targeted to local officials, planning partners, community leaders, elected officials and the general public. Media interviews, social media, website 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-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 2009 survey received 143 responses from 316 invitations to planning partners resulting in a 45.3 percent response rate. The percent of strongly agree and agree answers increased from 92 percent in 2008 to 96 percent in 2009. The increase in response rate involves two factors: reaching planning partners by email

addresses and mailing printed surveys to planning partners without email addresses. 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 continues working with each district to assess how the process works in the field, identifying strengths and weaknesses of the planning outreach process and sharing best practices. 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. Oregon reports it will update this data in 2011.

