



Metro Edition

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SPORTS 1-D1

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## ST. LOUIS POST-DISPATCH

### Buckling down on buckling up

#### TOP NEWS

##### NORTH KOREAN ARMS DEAL?

U.S. officials say the North and the other sides have reached an agreement under which Pyongyang would give up its nuclear program.

#### LOCAL NEWS

##### CONGO CRIMINALS

United Nations officials say a group of 100 Congolese soldiers have been indicted for their role in the killing of 100 people in the Congo.

### A 31st anniversary in Iraq Blasts resound during



# PROACTIVE TRANSPORTATION INFORMATION

*Tangible Result Driver – Mara Campbell, Customer 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.

## Number of public appearances-18a

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Tammy Wallace, Customer Relations Specialist

**Purpose of the Measure:**

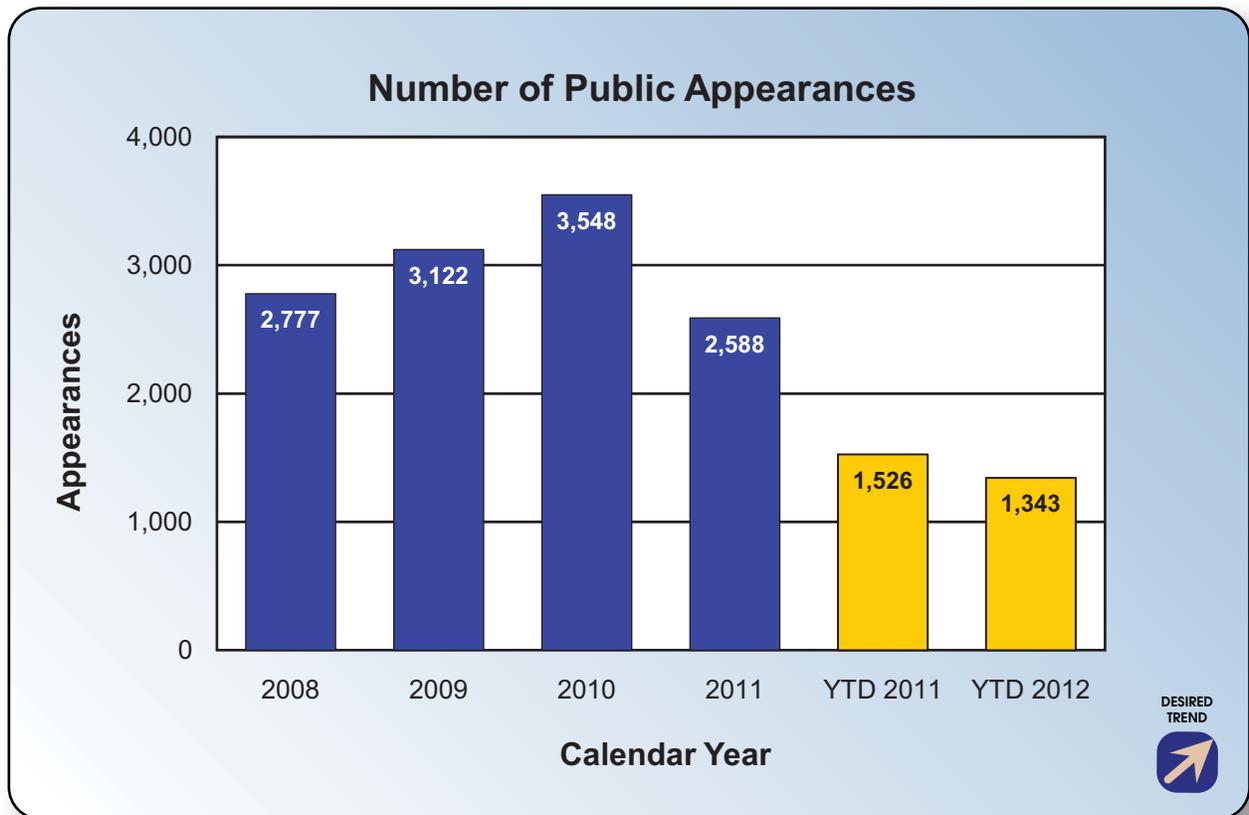
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

**Measurement and Data Collection:**

For this quarterly measure, district Customer Relations Managers collect appearance information from their administrators and send it to Central Office Customer Relations, where it is combined with data from divisions and business offices to create a statewide report.

**Improvement Status:**

MoDOT staff reported 681 public appearances for the second quarter of 2012, up slightly from the 662 reported last quarter. This number is in line with the numbers reported over the last several quarters, with the exception of the 844 appearances reported in the second quarter of 2011. The number of public appearances was well above average due to the Bolder Five-Year Direction outreach efforts. Estimates show over 30,000 customers attended public meetings and events this quarter.



## Percent of MoDOT information that meets the media's expectations- 18b

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

**Purpose of the Measure:**

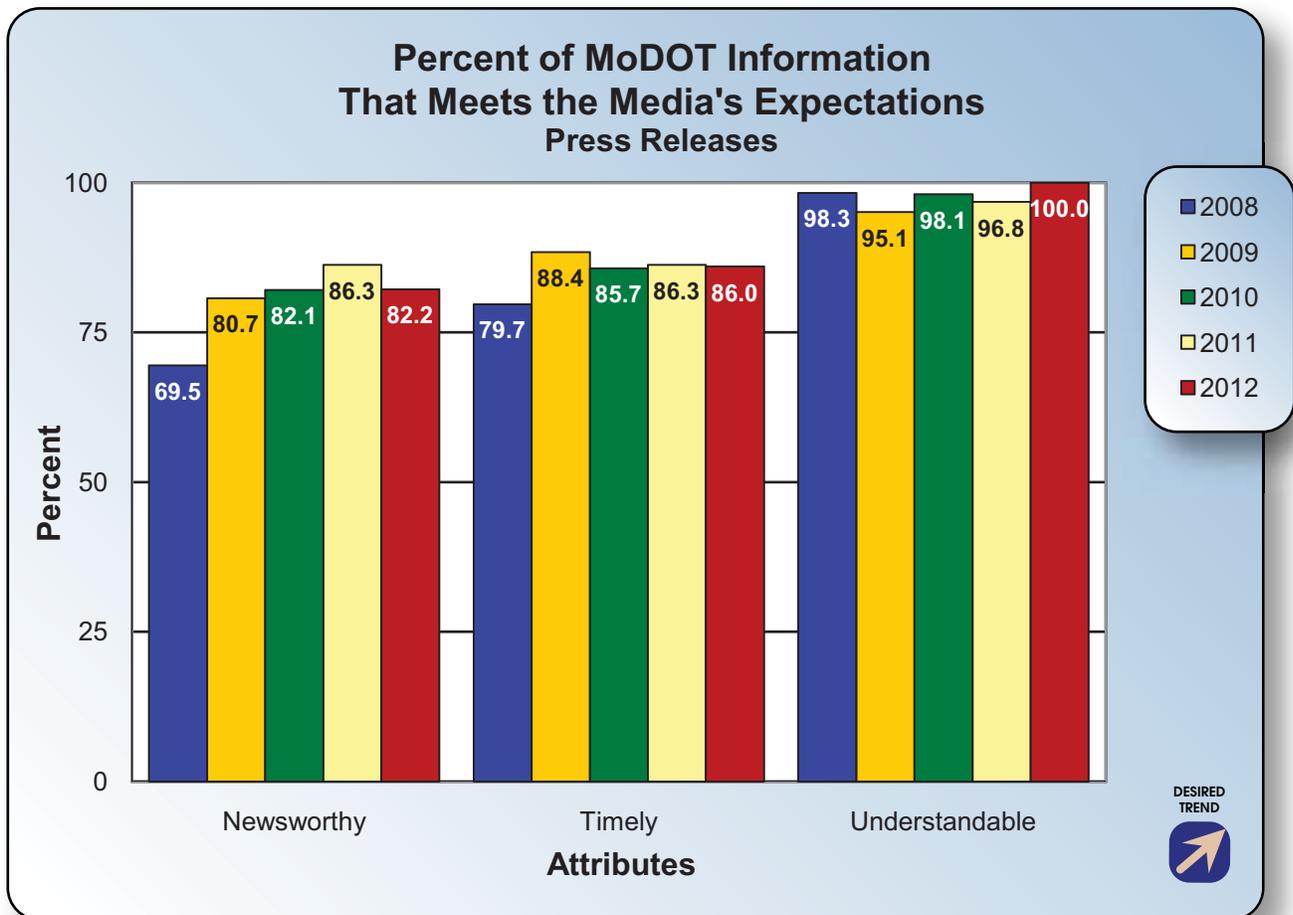
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Improvement Status:**

Despite reorganization and reduction of Customer Relations staff as a result of the Bolder Five-Year Direction, MoDOT continued to provide valued service to the state's media in the past year. The 2012 survey results are based on a 25-percent participation rate (107 news outlets statewide).

**Measurement and Data Collection:**

MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. Each media outlet rates their level of satisfaction with MoDOT news regarding newsworthiness, timeliness and understandability. The annual statewide media survey is conducted each June and is reported in July.



**Percent of positive newspaper editorials and news reports-18c** New!

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Bob Brendel, Special Assignments Coordinator

**Purpose of the Measure:**

This measure tracks how MoDOT is perceived by the media – in the daily news and on the editorial pages – and by extension the public.

**Improvement Status:**

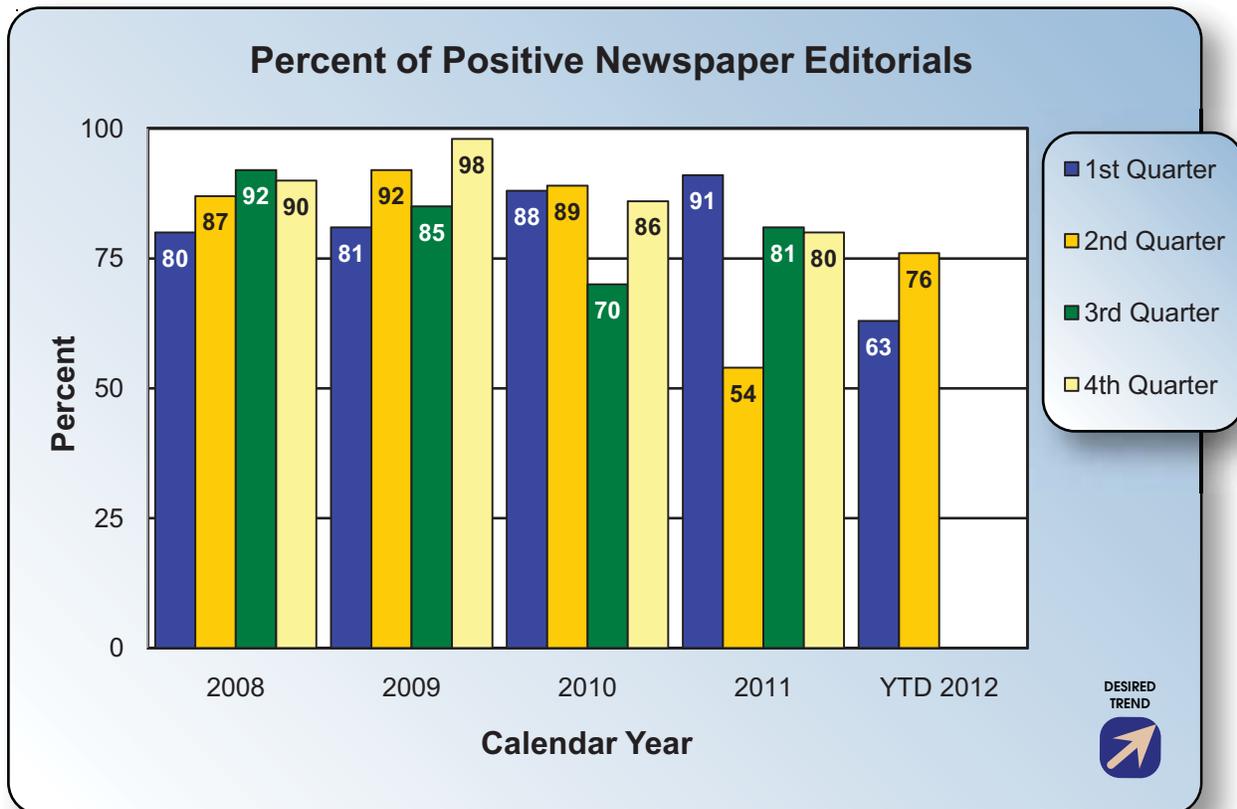
There were 38 editorials regarding MoDOT or state transportation issues in the second quarter of 2012, and 76 percent (29) were positive.

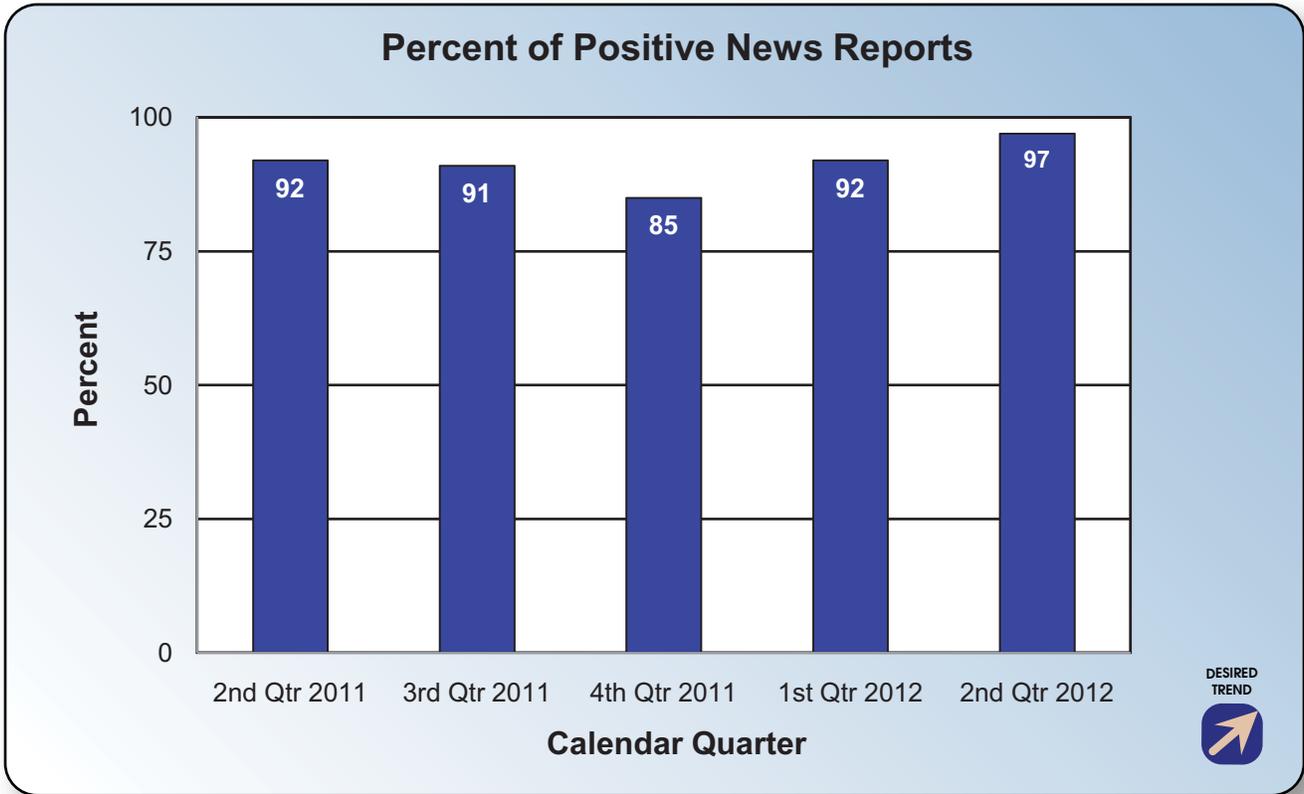
**Measurement and Data Collection:**

Using a combination of newspaper clippings and an online media search engine, MoDOT staff reviews the daily news coverage that MoDOT receives – looking both at editorials written by newspaper staff and at news coverage that is generated directly or indirectly from our communications efforts. Every article or story is given a positive or negative classification and results are charted quarterly.

A wide range of topics were covered but the most frequent were Missouri’s need for additional funding for infrastructure improvements and various safety messages. Negative editorials dealt with changes in mowing policies, proposed future changes in access to I-70 from the Poplar Street Bridge, the Key Largo intersection with the US 54 Expressway at the Lake of the Ozarks, and changes in the state’s billboard laws.

On the daily news side, 97 percent of the published and aired accounts involving MoDOT were positive.





## Number of visits to MoDOT's website-18d

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Matt Hiebert, Customer Relations Manager

**Purpose of the Measure:**

This measure tracks the number of customers who have used MoDOT's website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

last year's number. Although the number of visitors to many pages and districts remained consistent, the Traveler Information Map received only 50 percent of last year's total which was generated by severe flooding in several regions.

**Measurement and Data Collection:**

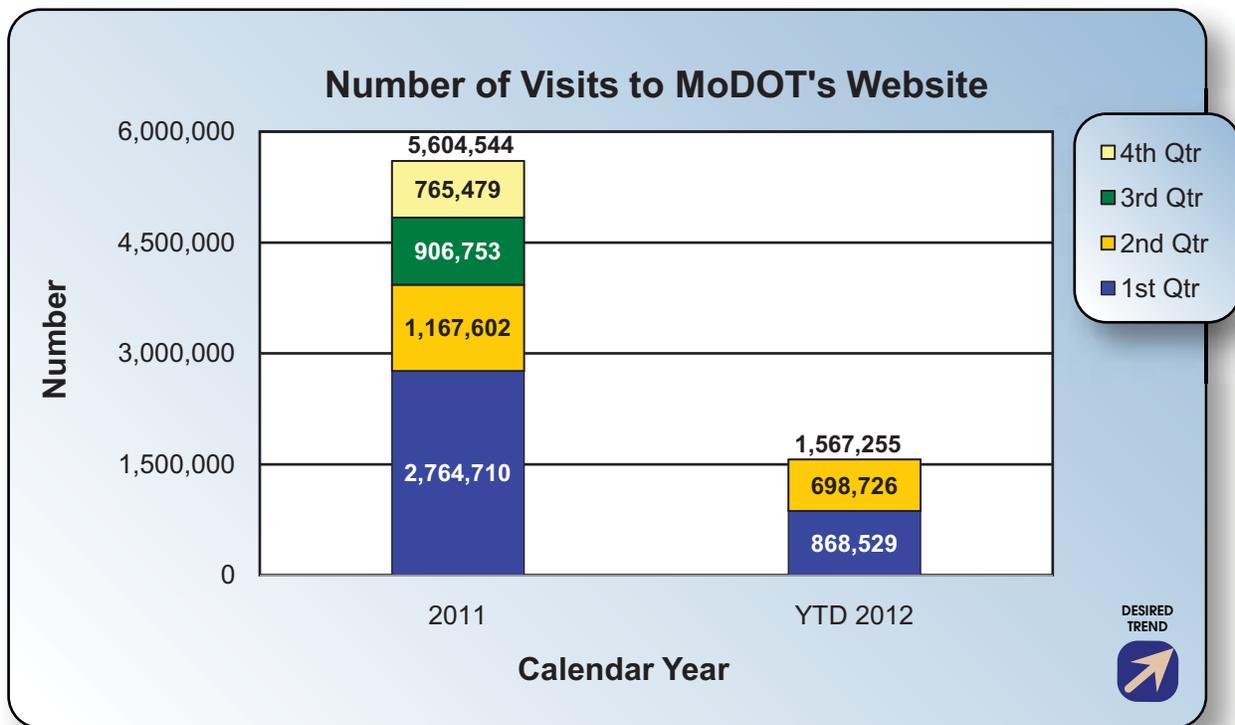
For this quarterly measure, data is gathered using Google Analytics which measures site activity and produces reports in graphic and tabular formats.

The top five pages on MoDOT's website for this quarter are:

**Improvement Status:**

The MoDOT website received 698,726 visits during the second quarter of 2012, a 40 percent drop from

- Traveler Information Map – 45,799
- Jobs - 34,083
- Surplus Auctions – 33,180
- Business with MoDOT – 28,529
- St. Louis District – 28,190



## Number of customers engaged through social media-18e

**Result Driver:** Mara Campbell, Customer Relations Director

**Measurement Driver:** Matt Hiebert, Customer Relations Manager

**Purpose of the Measure:**

This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

**Measurement and Data Collection:**

All followers, visits and views from each site are combined for the quarterly measure. It includes customers that follow the statewide sites as well as all district accounts.

**Improvement Status:**

There were more than 1.7 million customers engaged during the first and second quarters of 2012 through MoDOT's social media sites across the state. The largest number was from YouTube with nearly 1.6 million. However, during the second quarter the number of YouTube visits were only 170,688 as the TowPlow video's popularity waned overseas. However, Twitter and Facebook followers increased.

The benchmark state, Washington, also experienced a drop in YouTube visitors.

