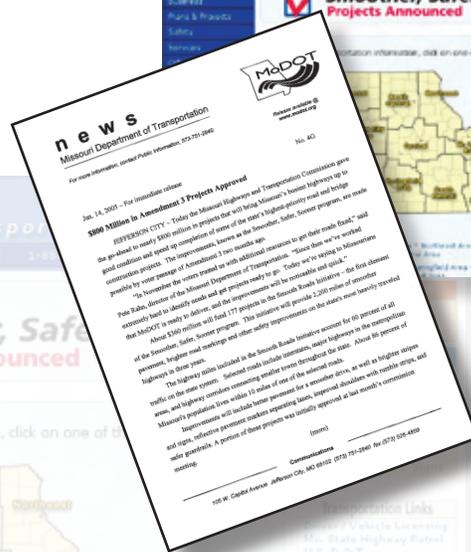


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*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:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

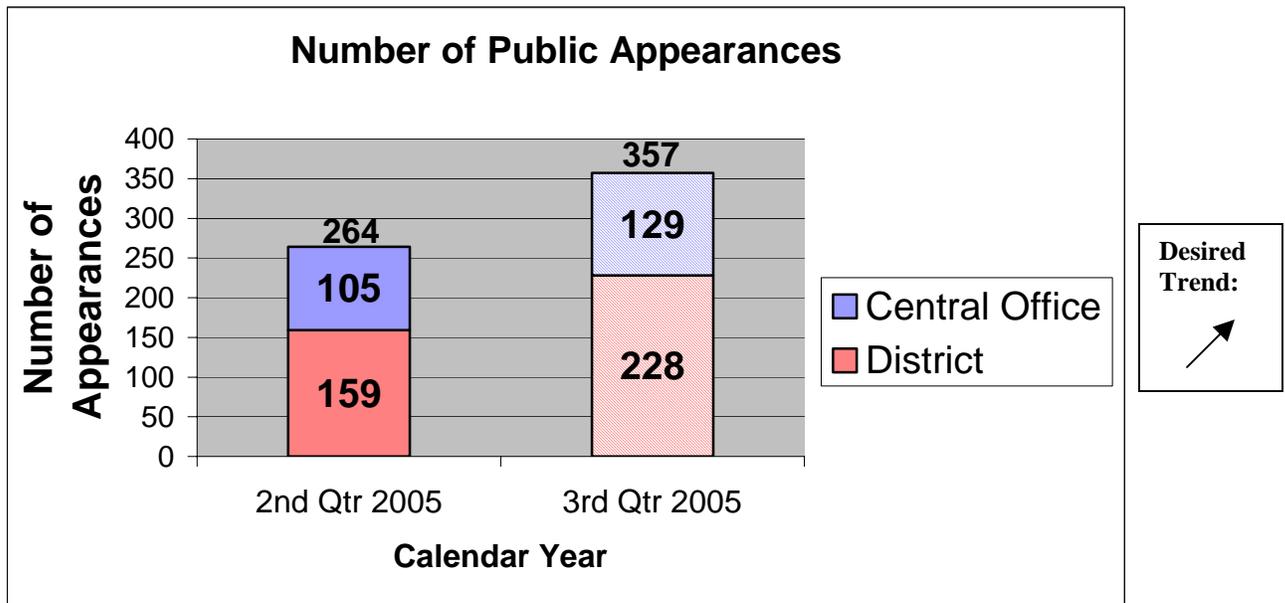
This measure tracks and encourages regular, personal contact with our customers.

**Measurement and Data Collection:**

District Community Relations managers collected appearance information from their administrators and sent it to Central Office Community Relations where it was combined with similar CO data from divisions and business offices to create a statewide report. Data collection began April 1, 2005. The numbers are apt to change from quarter to quarter because certain events and other public appearance opportunities are seasonal (i.e. school visits, fairs, etc.).

**Improvement Status:**

MoDOT district and central offices reported a total of 361 public appearances during July, August and September 2005. Community Relations updated its Intranet site to provide tools such as a basic MoDOT PowerPoint presentation, ready-to-print handouts and answers to frequently asked questions for those who speak on behalf of the department. An announcement that promotes MoDOT employees as speakers appears periodically in ExpressLane, MoDOT's electronic newsletter.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides timely information*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide information they need and use.

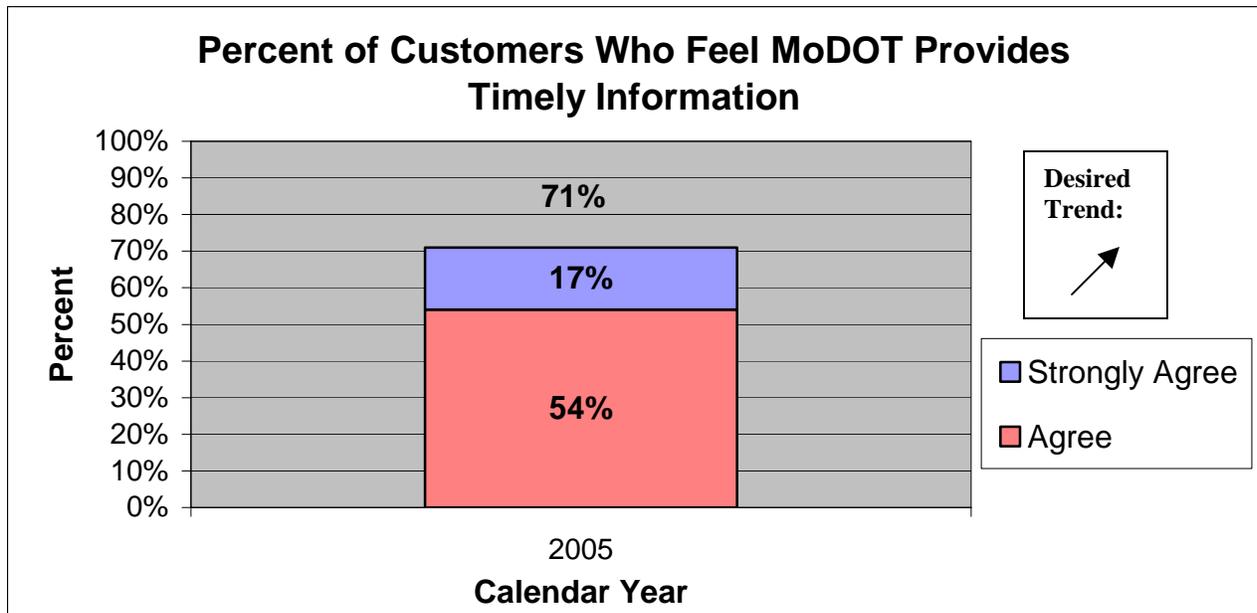
**Measurement and Data Collection:**

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005. New data will be collected in Spring 2006.

**Improvement Status:**

Overall, 71 percent of respondents reported that MoDOT provides timely information. Strong agreement was reported by 17 percent of those surveyed.

MoDOT made greater use of portable message boards to announce directly to travelers the dates when projects start and the estimated length of delays when applicable. Permanent message boards were added to interstates and other major routes to inform drivers of delays and conditions that might affect their safety. Other examples of timely communication include the Amendment 3 point-of-presence signs with completed as promised banners, offers for subscriptions to e-updates and an e-newsletter, the online construction and road conditions maps and the I-44 and I-70 Incident Management team efforts to communicate traffic conditions statewide.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides accurate information*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks whether MoDOT customers feel they can rely on information the department provides. MoDOT can use the data to determine whether adjustments in message content or delivery are needed.

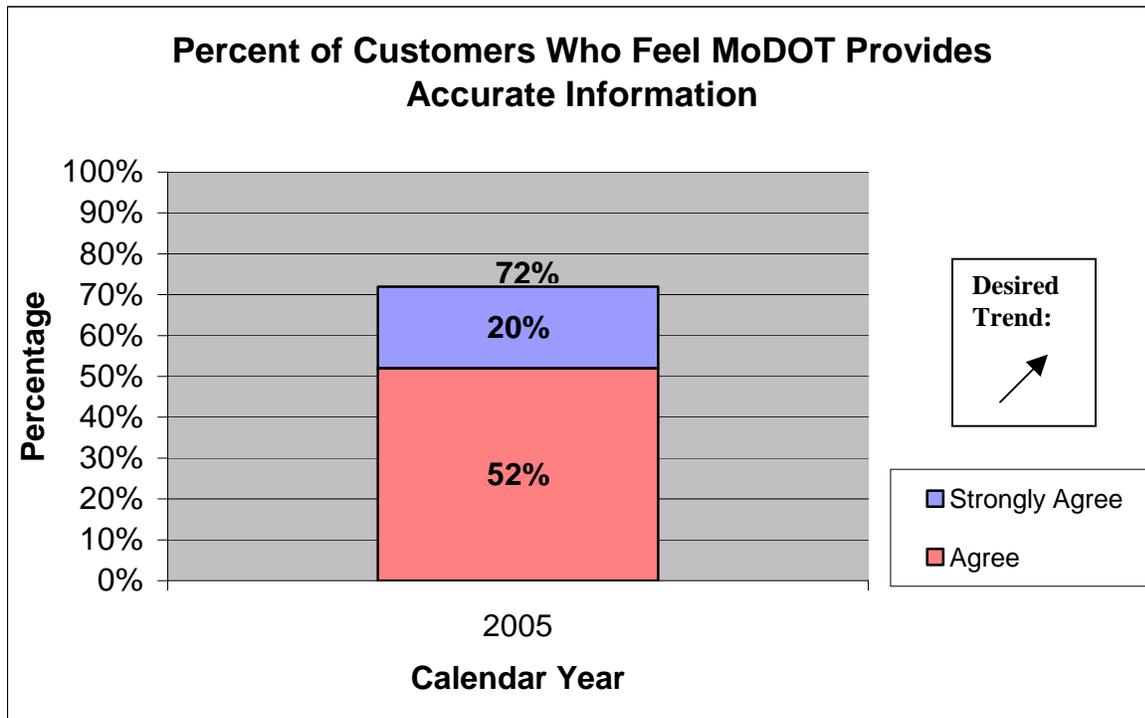
**Measurement and Data Collection:**

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005. New data will be collected in Spring 2006.

**Improvement Status:**

Overall, 72 percent of respondents reported that MoDOT provides accurate information. Strong agreement was reported by 1 out of every 5 respondents.

During the 2005 construction/maintenance season, MoDOT expanded its efforts to be the first, best, most accessible source of information about projects that affect travelers. For example, portable message boards were used to a greater extent to announce project start dates and communicate delays. District offices offer automatic e-update subscriptions – up-to-the minute information e-mailed directly to customers who have selected their interest areas from a list of categories – and CO offers an e-newsletter twice a month. The I-44 and I-70 Incident Management teams communicate on a daily basis to ensure the department’s information is accurate. When customers find reliable information easily, they’re likely to feel satisfied.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides understandable information*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

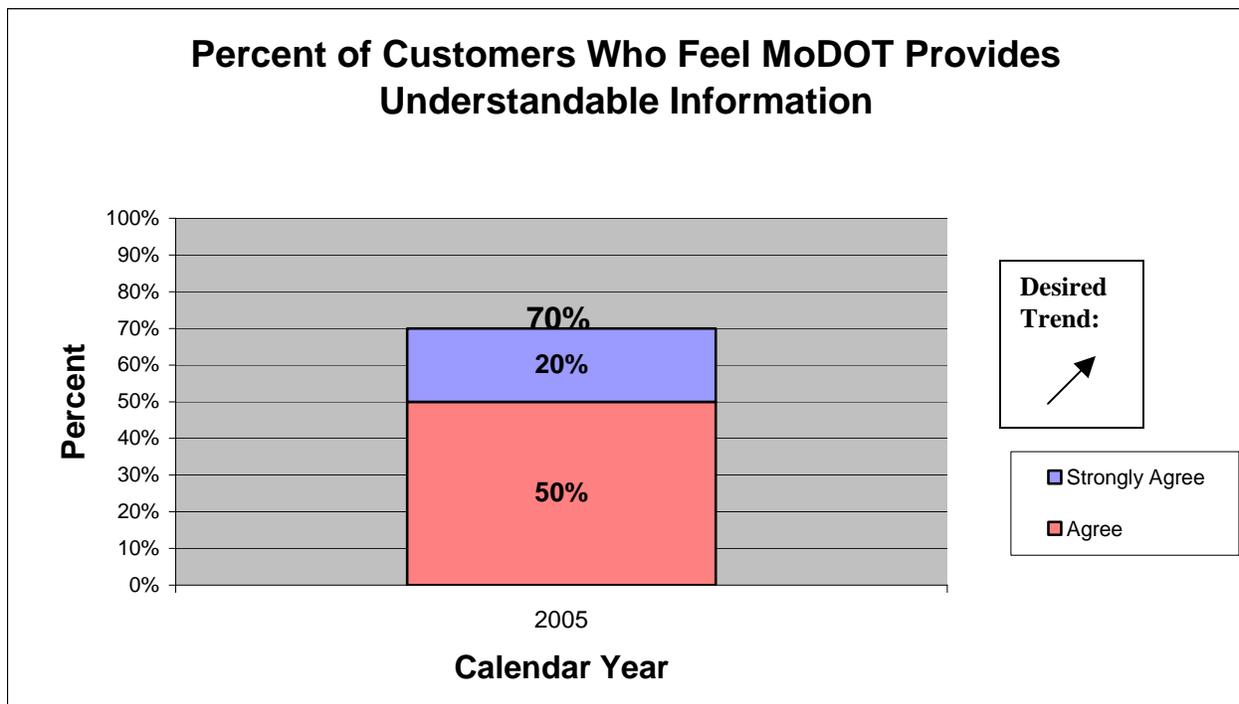
This measure indicates if customers were able to comprehend MoDOT's many proactive, outbound communications.

**Measurement and Data Collection:**

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005. New data will be collected in Spring 2006.

**Improvement Status:**

Overall, 70 percent of respondents reported that MoDOT provides understandable information. One out of every 5 people surveyed strongly agreed that MoDOT's information was understandable. With MoDOT's soundbite and electronic newsletter services, media representatives and citizens can call a toll-free number or visit the Newsroom on MoDOT.org to hear experts' recorded messages. Automatic e-updates from district offices and the statewide e-newsletter also inform subscribers in clear language. An improved Connections newsletter helps employees become familiar with issues so they can convey department messages within their communities. Visibility improvements such as an increase in the size of letters on some highway signs and installing more visible center line stripes, improve motorists' comprehension while traveling.



## 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 Coordinator

**Purpose of the Measure:**

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

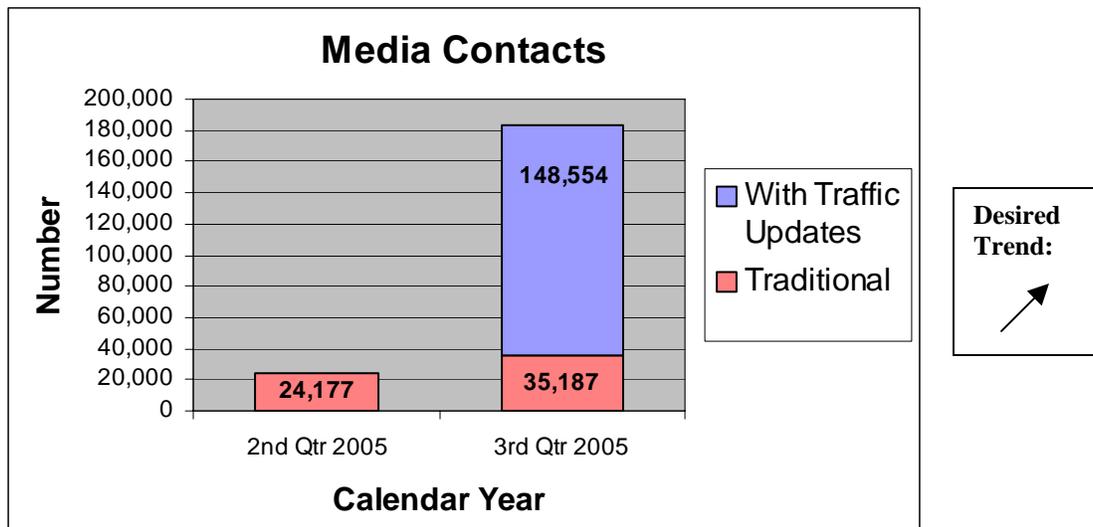
**Measurement and Data Collection:**

All contacts (news releases, e-mail, phone, correspondence, etc.) initiated by MoDOT staff are included. Central Office Community Relations collects quarterly results, including submissions from districts.

**Improvement Status:**

This quarter’s numbers have dramatically increased, for two reasons. Our traditional outreach methods, mainly news releases, have increased due to additional efforts to publicize our programs and activities. Also, the additional bar in the third quarter reflects contacts from the St. Louis and Kansas City districts to reporters detailing incidents from the traffic operations centers – contacts we hadn’t counted before.

Our numbers will continue to climb as we identify more issues for which news releases and other traditional contacts will be appropriate, work more with other agencies to issue joint news releases, and start counting contacts from our new e-newsletter.



## 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 Coordinator

**Purpose of the Measure:**

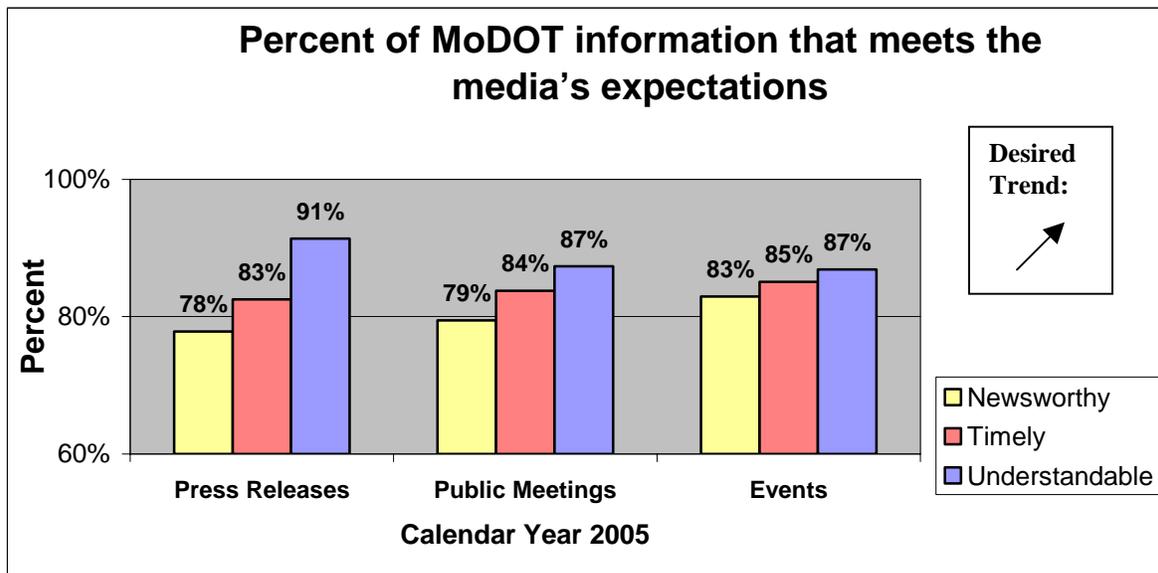
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

Community Relations sends out surveys asking statewide media if our news releases, public meetings and events are meeting 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:**

Data was collected in June 2005 from all media, statewide. Although the numbers are good, we're expecting future improvement by offering our website newsroom. This new service for media was launched in August, and includes sound bites from department spokespeople, story visuals and other background to enhance media reports. All media are also receiving our biweekly Express Lane newsletter, which provides additional story ideas and background.



## 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 Coordinator

**Purpose of the Measure:**

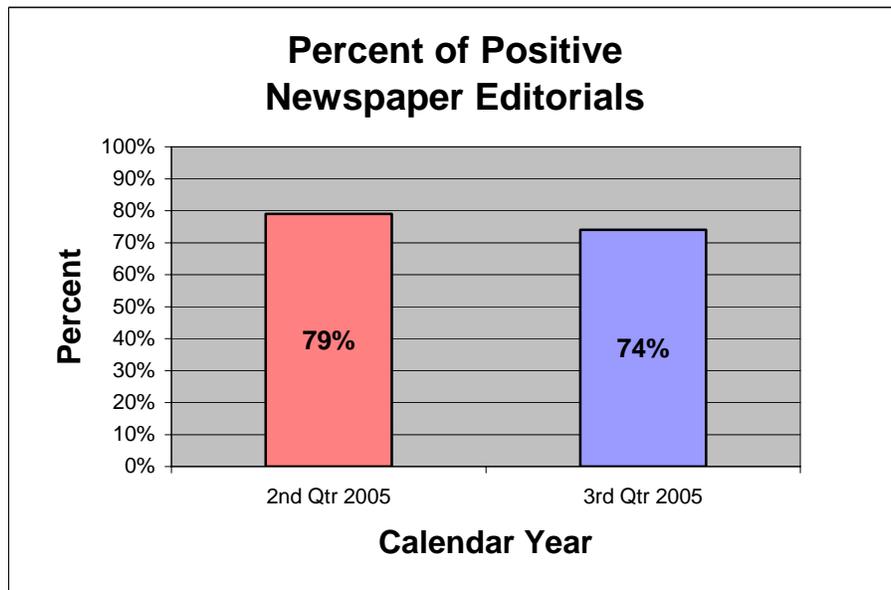
This measure tracks how MoDOT is being perceived by media, and by extension the public.

**Measurement and Data Collection:**

Using a newspaper clips database, Community Relations 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:**

This quarter, 23 of 31 editorials were positive. The percentage remains high, although a little below last quarter's. No issues were prominent; the editorials covered a wide variety of topics. The quantity of editorials was well off the pace of last quarter's total of 57, when there were high-profile issues such as primary seat belt legislation, practical design and the beginning of Amendment 3 work. Outreach efforts such as Director Rahn calling reporters on his one-year service anniversary and staff participation at the annual meeting of the Missouri Press Association should improve our numbers in the next quarter.



## 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:**

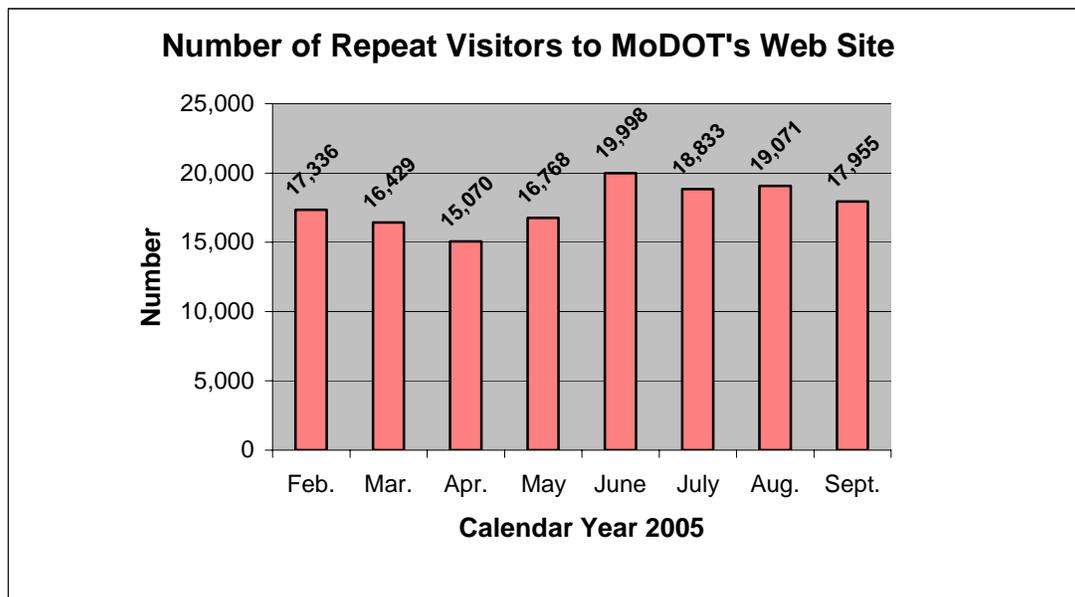
This measure tracks the number of customers who have used MoDOT's website on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time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

We've enacted several methods to boost repeat visitors to MoDOT's web site. Overall these methods have dealt with marketing the site to the public and our business partners. The web site address is being added to many MoDOT vehicles to inform more people about the existence of the site. An e-mailed newsletter with teaser blurbs that link back to various pages on the site is also being distributed. Reciprocal links from other state DOTs, media outlets, weather information and athletic venues are currently in place and their number is increasing. These are all part of a 10-point marketing plan to promote the site. New E-business pages that advertise and sell surplus vehicles and equipment have been added, and a hundred-page MoDOT business site being hosted by another agency, and therefore not tracked, was recently converted and moved to the in-house server. The WebTeam and manager are also training in methods and technologies to better market the site and evaluate its content.



**Desired  
Trend:**

