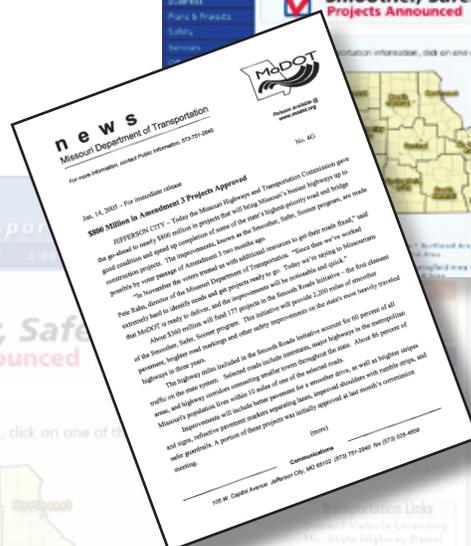


Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

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:

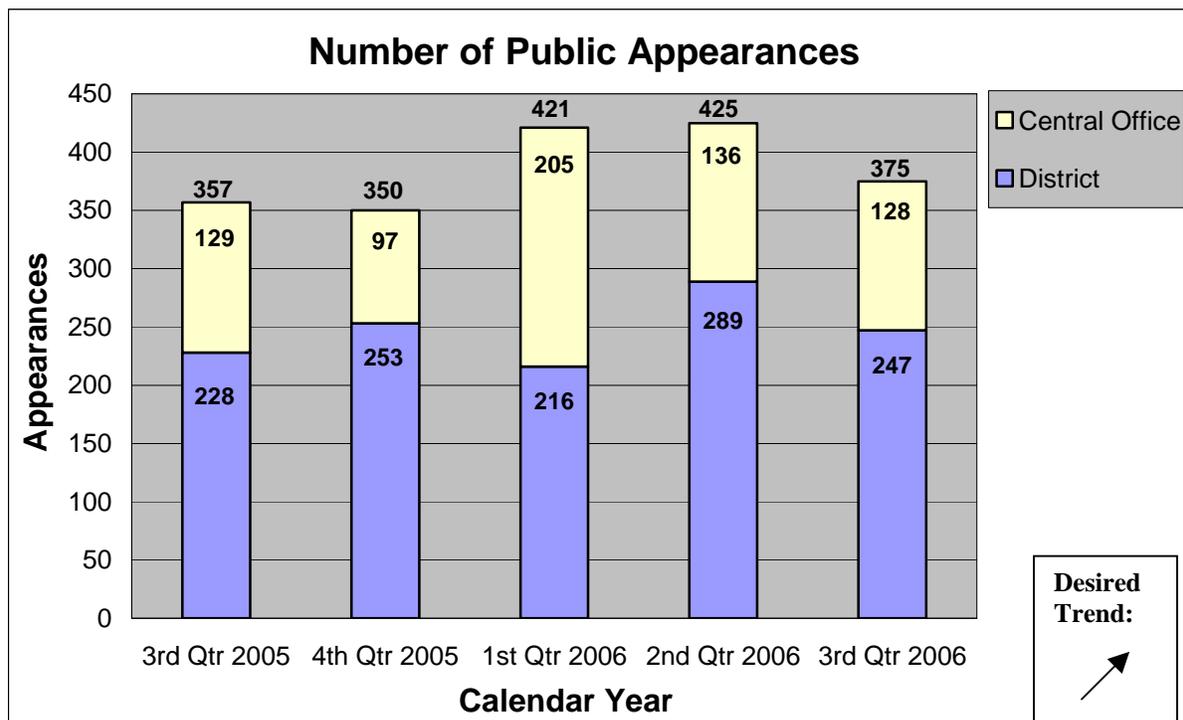
This measure tracks and encourages regular, personal contact with our customers.

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 seem to 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 total of 375 public appearances during July, August and September 2006, down slightly from last quarter, but higher than the same period last year. MoDOT staff reached at least 214,000 people through public appearances in the third quarter of 2006 - up from 39,000 last quarter. The 11-day Missouri State Fair in August and our sponsorship of a Mizzou football game in September helped boost those numbers. To establish MoDOT staff as transportation experts and encourage groups and associations to schedule MoDOT speakers for their meetings, we sent more than 400 letters to a wide variety of organizations in October. Community Relations also has created a link on the Web site called "Find An Expert," where individuals can arrange for a MoDOT speaker based on location, topic, etc. Community Relations continues to promote MoDOT speakers through the external e-newsletter, Express Lane.



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:

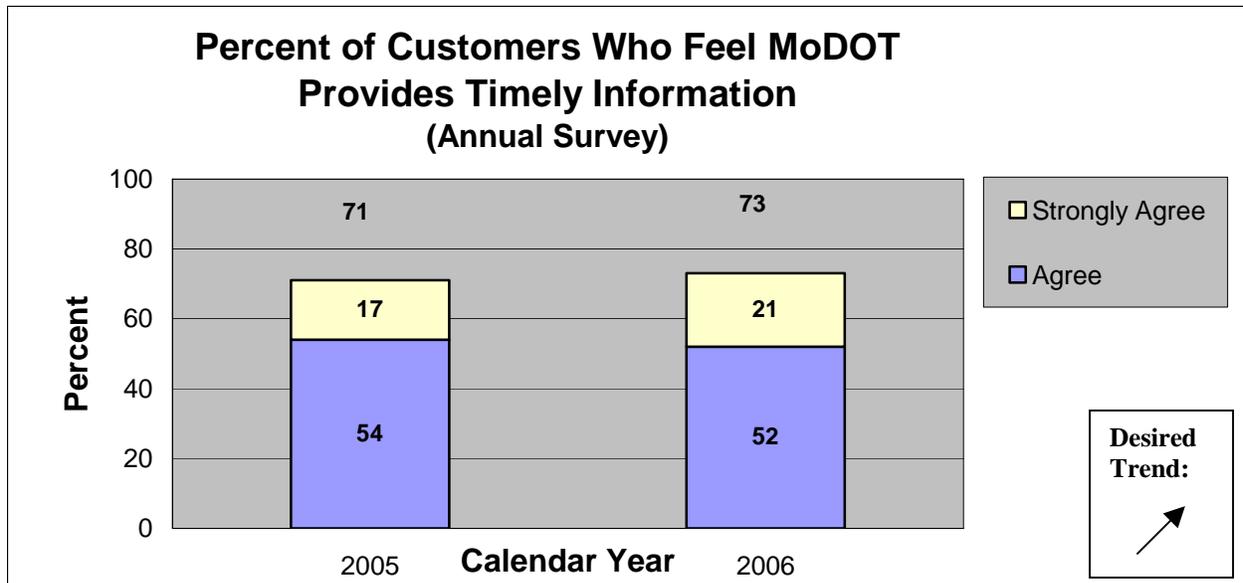
This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

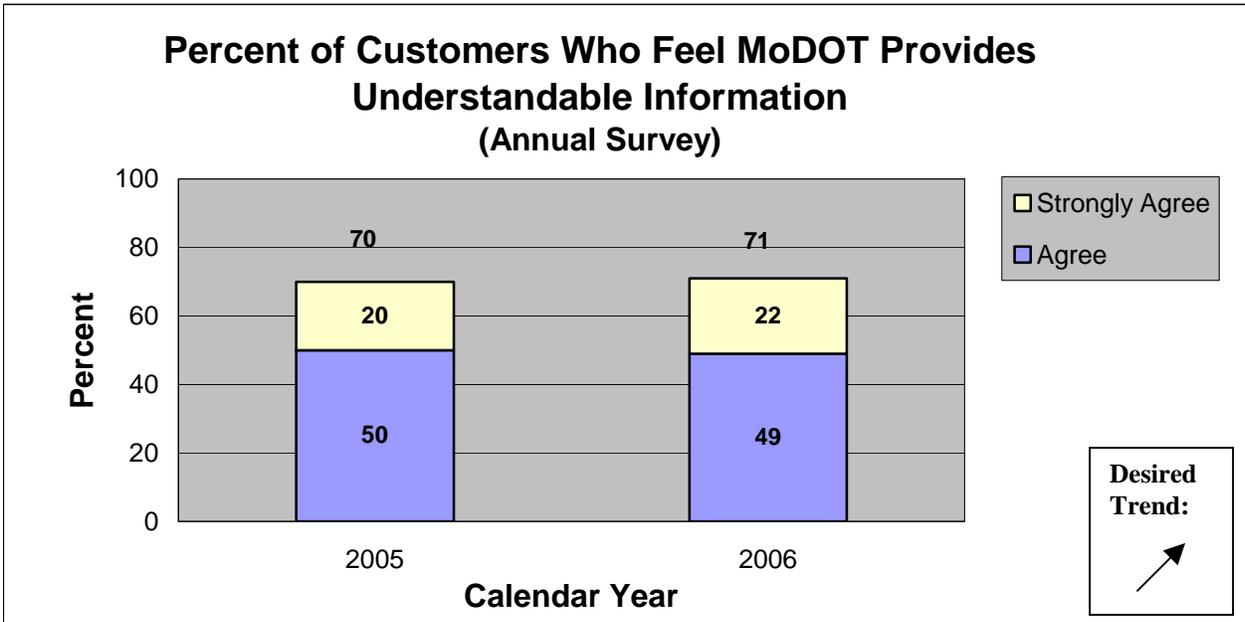
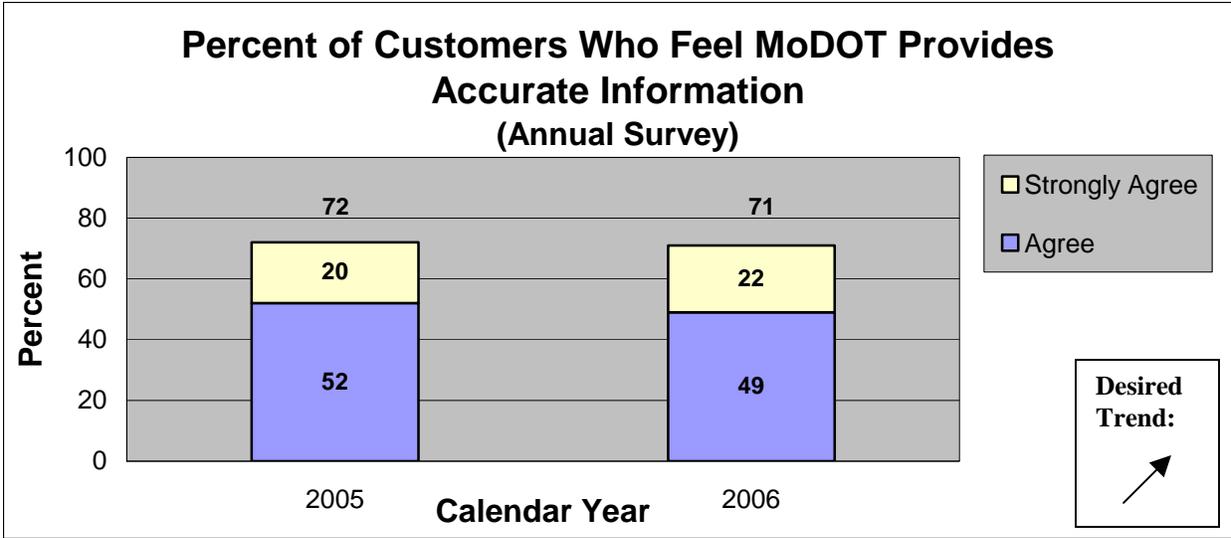
Measurement and Data Collection:

Data was collected as part of a study commissioned by the Missouri Transportation Institute in May 2006. The study interviewed 3,500 randomly selected adult Missourians.

Improvement Status:

This is an annual measure. New data will not be available until May 2007. During the third quarter of 2006, we continued many of our successful efforts to provide timely, accurate and understandable information to Missourians. These efforts included distributing project information through the Web site, radio advertising, news releases, portable message boards and construction maps. Community Relations also issued news releases, held special events and created Web sites to provide information about new work zone and booster seat legislation affecting Missourians. MoDOT's presence was felt at the 11-day Missouri State Fair in August through educational exhibits on a variety of transportation topics. Community Relations also continues to provide an e-newsletter and e-updates to inform the public of MoDOT activities.





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:

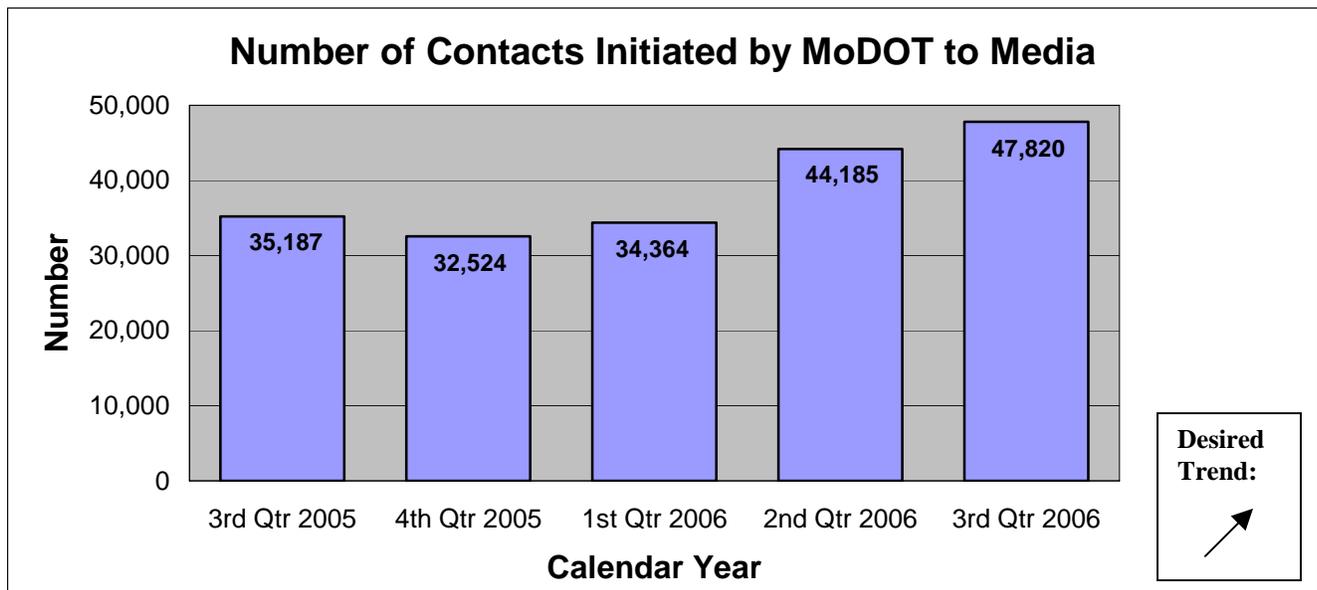
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

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 increased 36 percent over this time last year. With MoDOT in the middle of its busiest-ever construction season, as well as the kickoff of the Safe & Sound Program, there was plenty to talk about. Expanded use of electronic updates and other non-traditional media contacts is also driving these numbers up.



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:

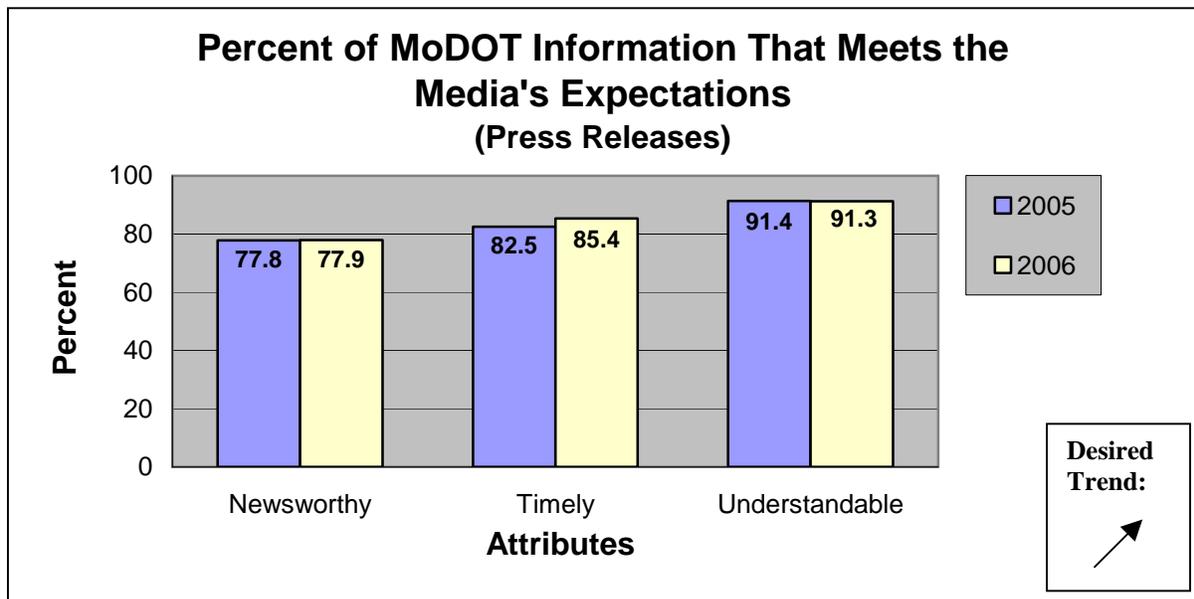
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

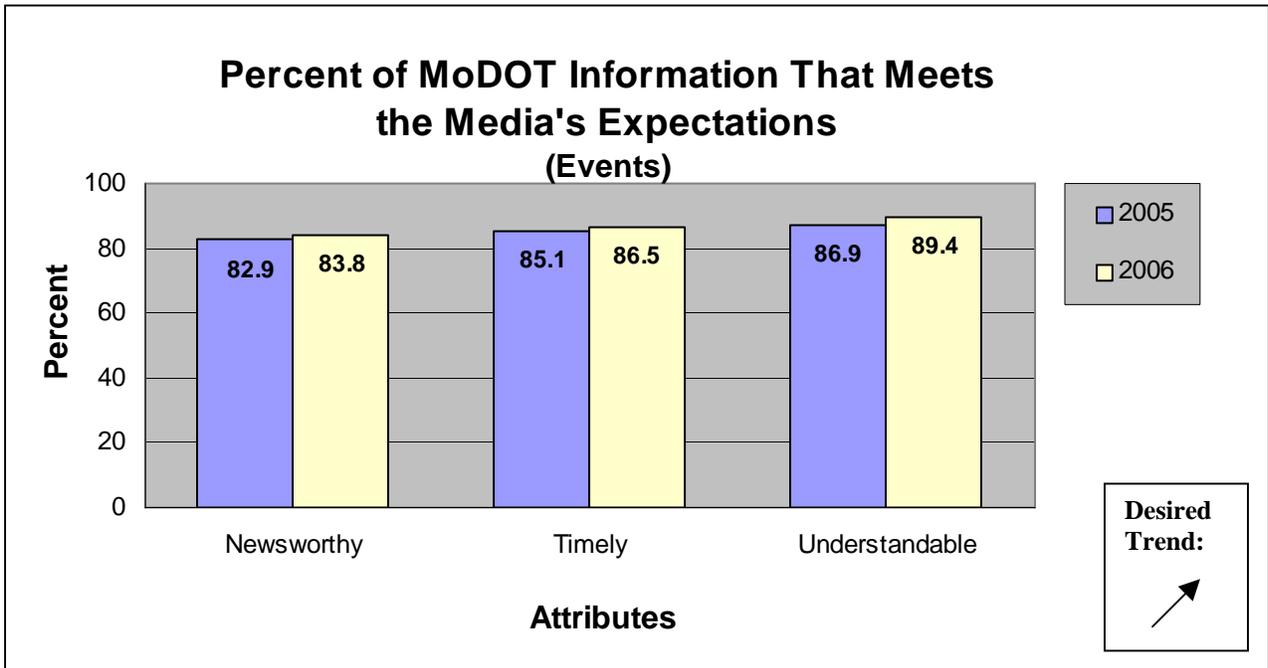
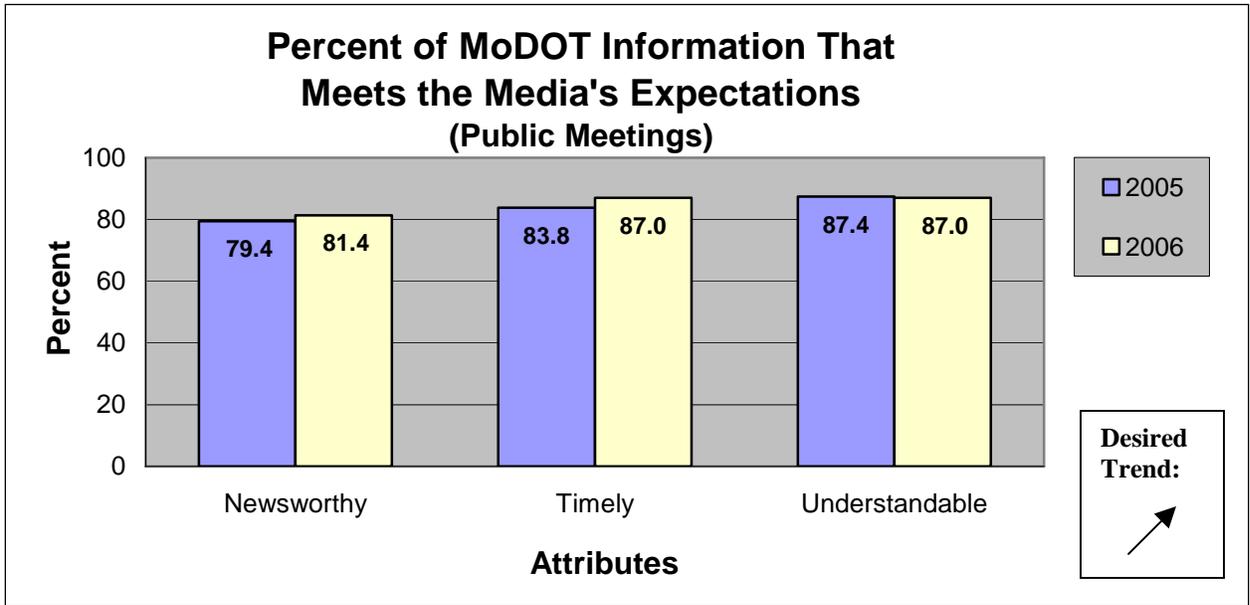
Measurement and Data Collection:

Community Relations sends out surveys 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:

There is no new data for this annual measure. The 2006 annual survey was completed in June/July, and showed continuing high numbers along with growth in some areas. Continued emphasis on electronic distribution to improve timeliness as well as newsworthy events such as the Smooth Roads Initiative and Safe & Sound Program improvements should help next year's results.





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:

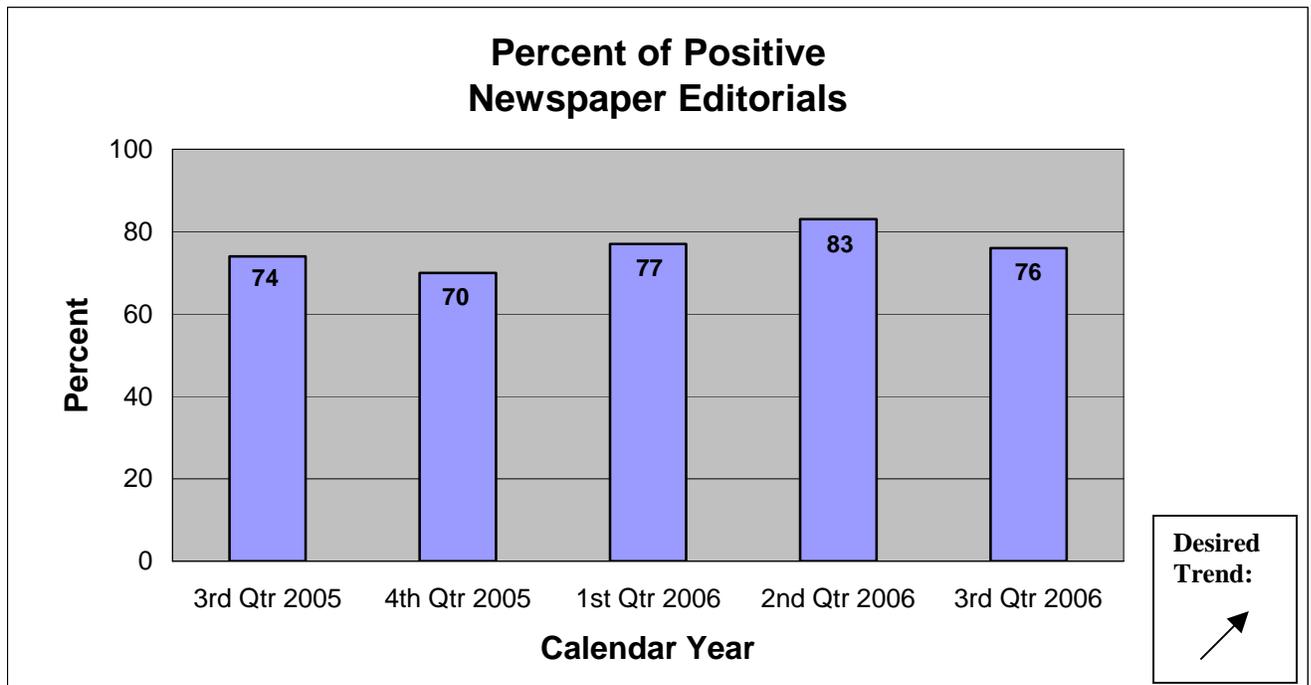
This measure tracks how MoDOT is being perceived by media, and by extension the public.

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:

The number remains high, though below last quarter, with 35 of 46 editorials positive. Positive editorials supporting seat belt use and booster seats led the way, as well as several urging caution while driving in highway work zones. The Safe & Sound Plan was also very well received. There were several negative editorials related to lack of emphasis on rural roads; others were spread among several isolated issues.



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:

The upward trend from last year's figures continues. Increases in the third quarter of 2006 range from 21 percent for September to 29 percent for August. As with previous years, web traffic declined in September. This is largely due to a decrease in highway travel. Adding and promoting new content, and analyzing and responding to the measurable results, continues to be the primary means of increasing repeat visitors.

