

ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

Number of public appearances-18a

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Manager

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.

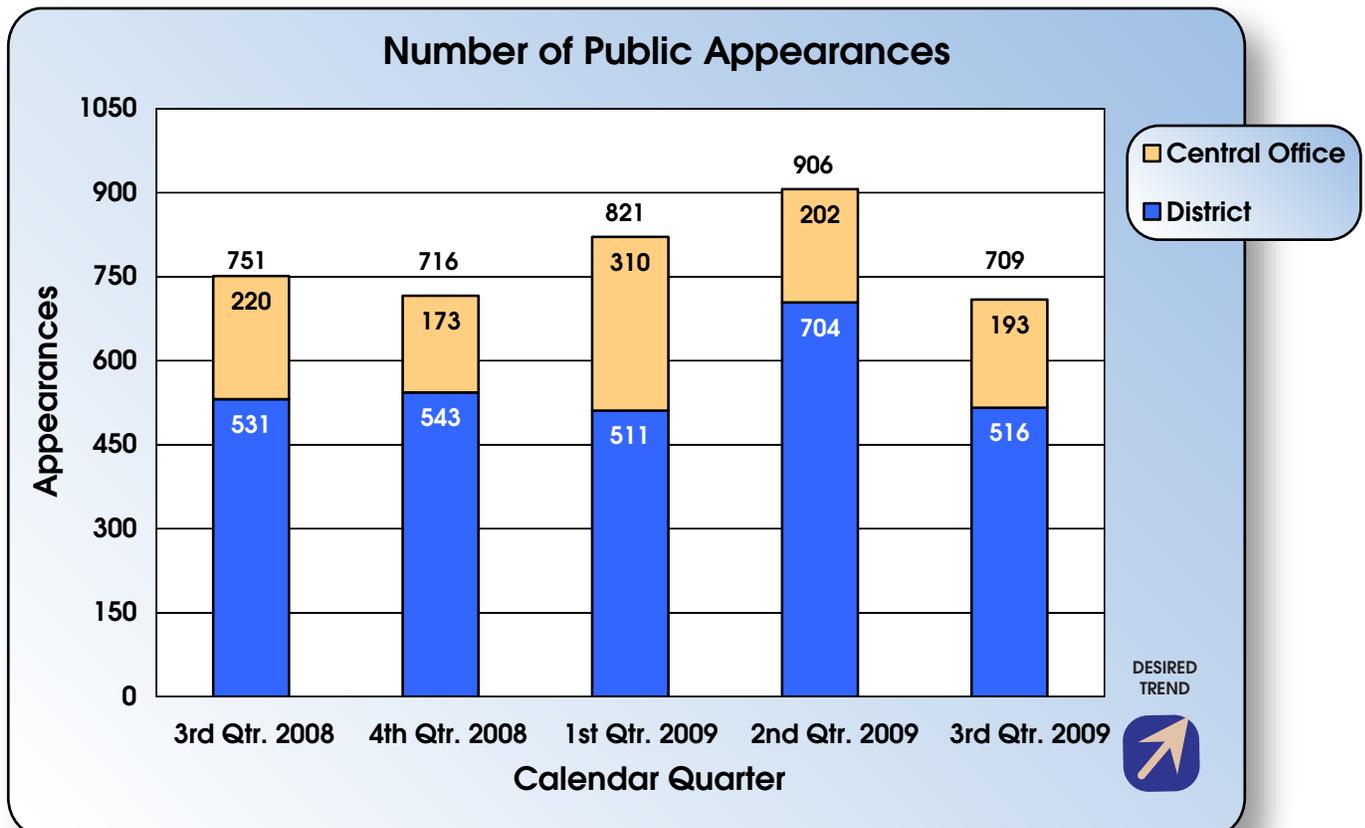
Measurement and Data Collection:

This is a quarterly measure. District Community Relations managers collect appearance information from their administrators on a quarterly basis and sends it to Central Office Community Relations; where it is combined with data from divisions and business offices to create a statewide report. The

numbers change from quarter to quarter because certain events and other public appearance opportunities are seasonal, such as school visits and fairs.

Improvement Status:

Public appearances this quarter fell from the record high reported last quarter. The decline is likely due to fewer school and civic presentations during the summer months. In addition, presentations focusing on recovery act projects and the Conversation for Moving Missouri Forward have leveled off. Still, MoDOT employees documented 709 public appearances during the third quarter of 2009 and conservatively reached more than 211,000 people.



Percent of customers who feel MoDOT provides timely, accurate and understandable information-18b

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Sally Oxenhandler, Community Relations Manager

Purpose of the Measure:

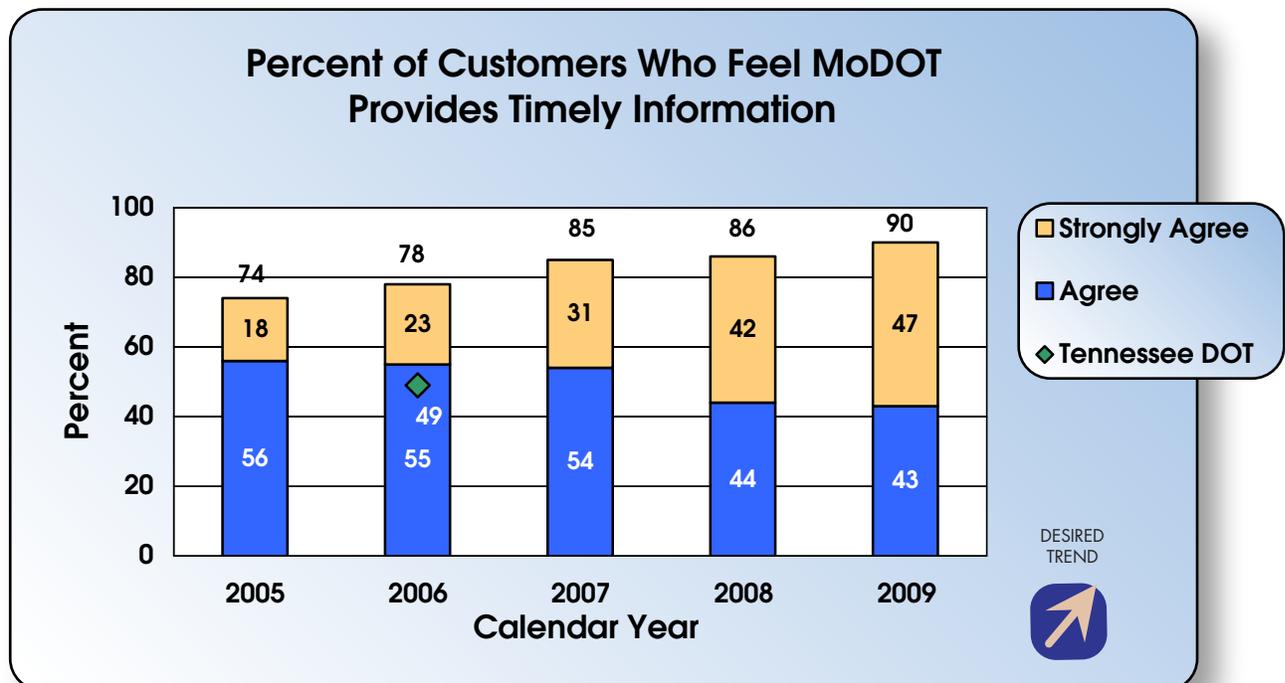
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

Measurement and Data Collection:

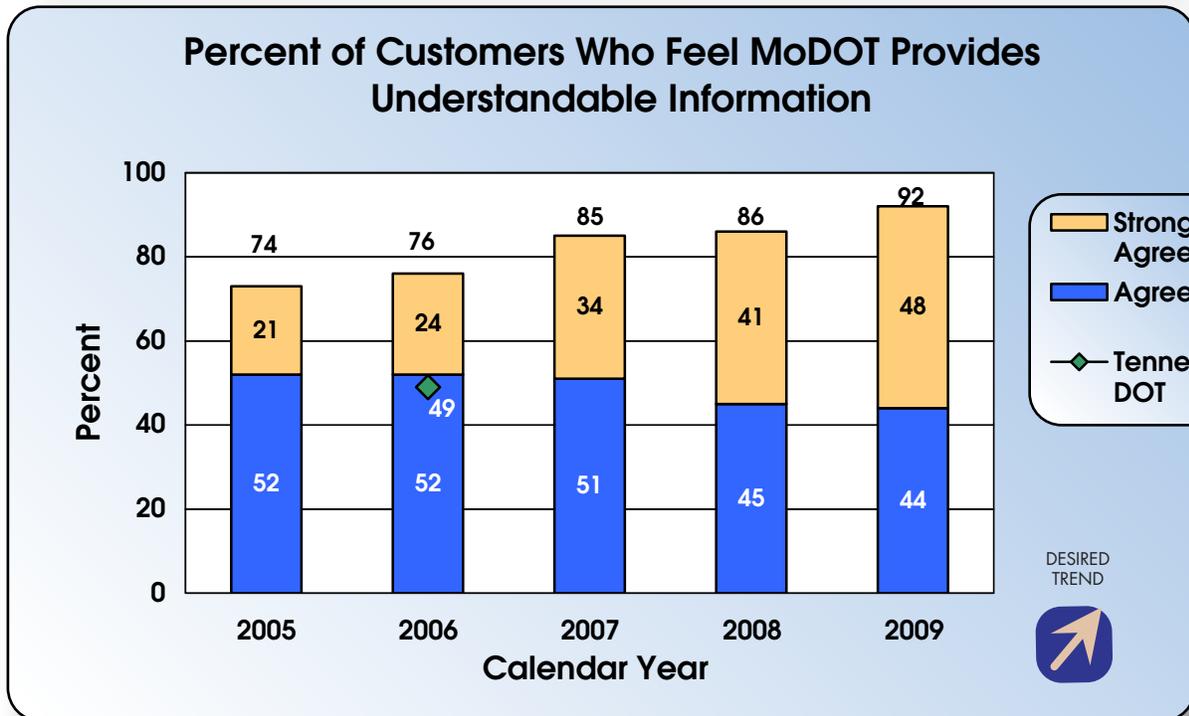
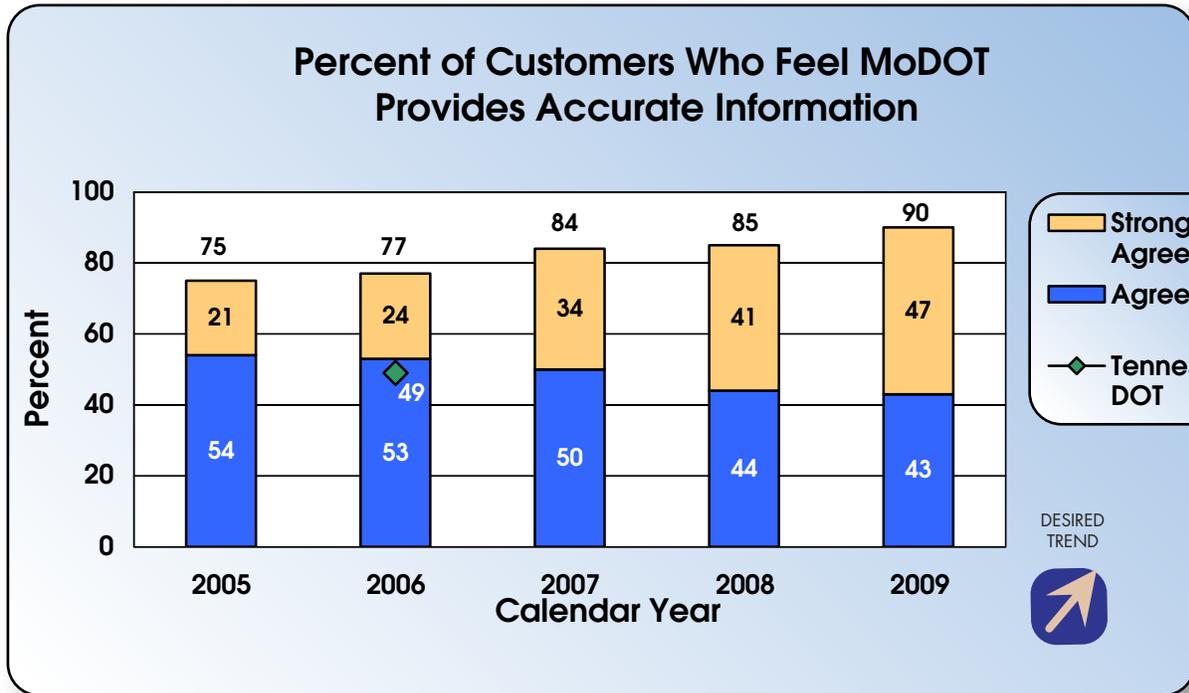
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they were satisfied or very satisfied with the agency's efforts to keep them informed about transportation-related issues.

Improvement Status:

An outstanding 92 percent of Missourians agree that MoDOT provides understandable information, while 90 percent feel the department provides timely and accurate information. These figures represent a 4-6 percent increase over last year and a 15-18 percent jump since 2005. MoDOT's efforts to be open and transparent can be seen in these results, as can a variety of outreach activities ranging from the Traveler Information Map and electronic message boards to YouTube videos and virtual public meetings. Efforts to communicate major initiatives such as the American Recovery and Reinvestment Act, the Safe & Sound Bridge Improvement Program, the New I-64, kcICON and A Conversation for Moving Missouri Forward likely contributed to the positive responses.



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TRANSPORTATION INFORMATION (OUTBOUND)



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Number of contacts initiated by MoDOT to media-18c

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

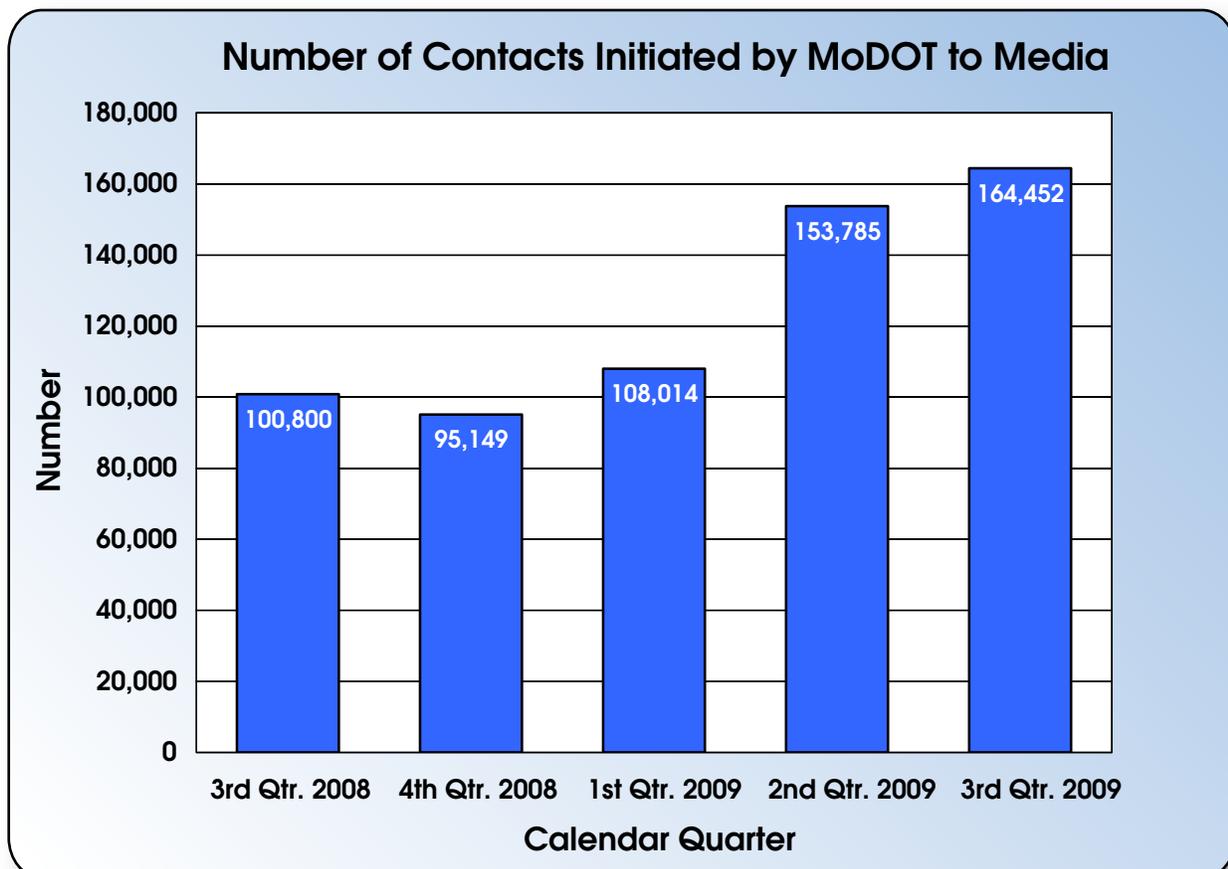
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

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

Improvement Status:

The number of media contacts increased by 10,667 between the second and third quarters of 2009 to another record high of 164,452. This measure was most significantly impacted by the growing use of Twitter. More districts are using Twitter to communicate via new tweets or by retweeting information, plus the number of media following MoDOT Twitter accounts continues to increase. Some districts saw an increase in their media outreach due to an increase in the number of public meetings and projects under construction.



ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

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

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

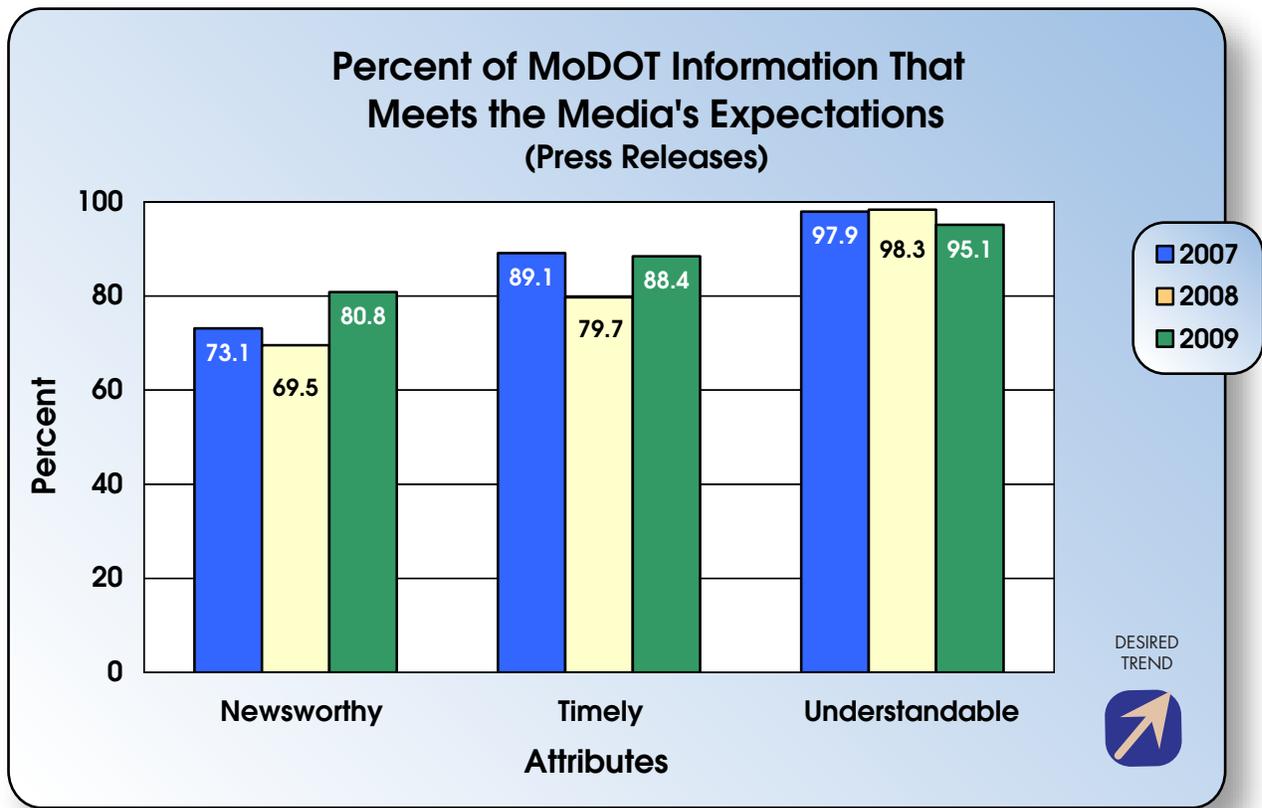
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

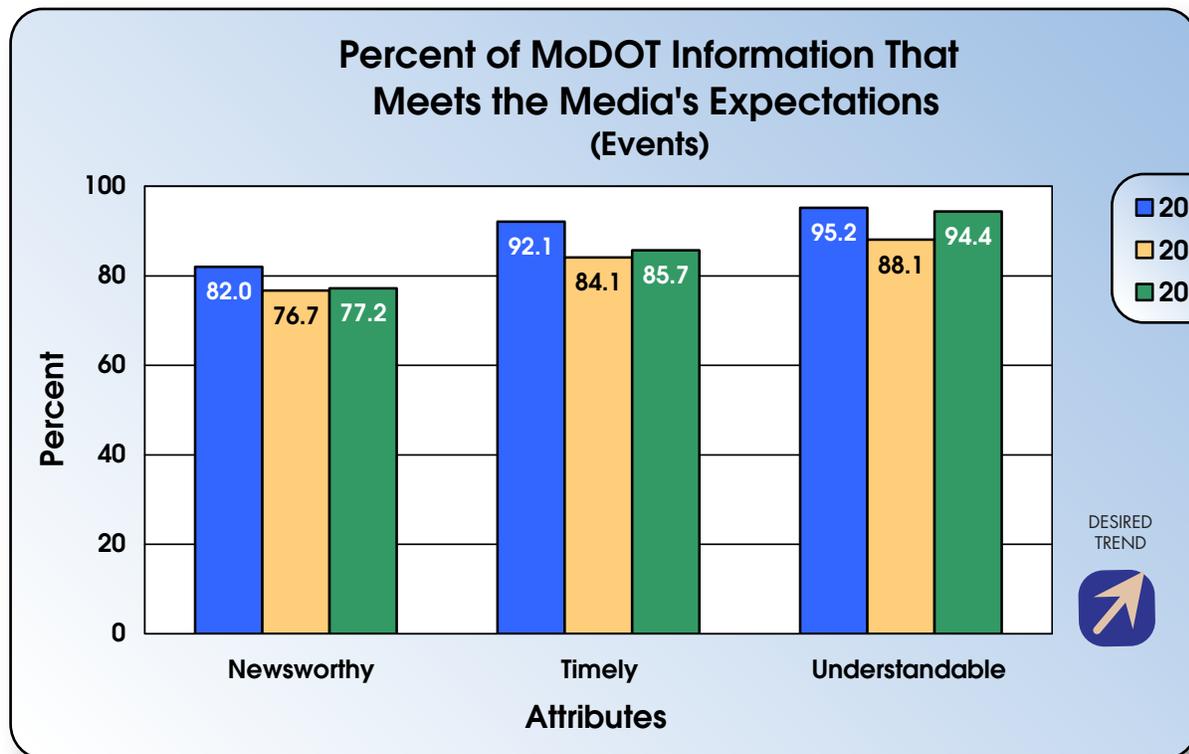
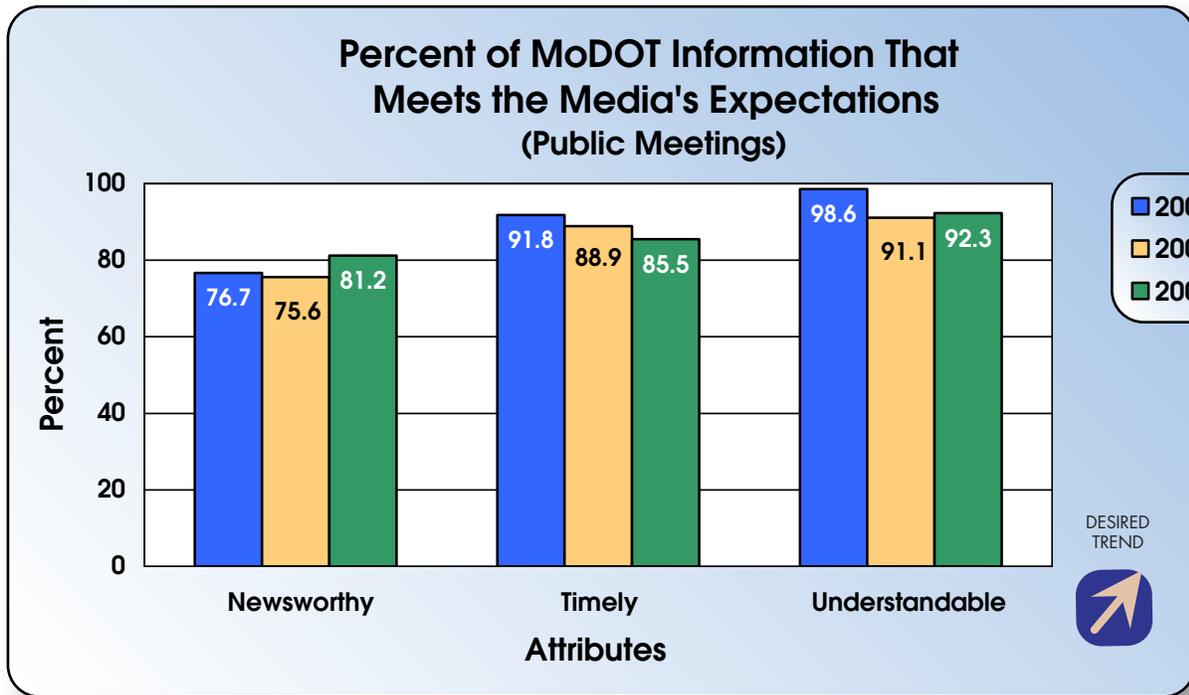
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable it is.

Improvement Status:

The annual statewide media survey is conducted each June. There were 105 media outlets that participated in the 2009 survey, a 78 percent increase from last year. To increase responses, the survey was shortened and distributed by district staff to the media outlets in their respective areas. MoDOT is generally meeting the media's expectations. There were positive increases in all but two categories. Press releases were rated slightly less understandable, due in part to distribution formats that have now been addressed. Plus, several weekly papers again stated they aren't getting information in time. In the ratings, the timeliness of public meetings also decreased slightly.



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ACCURATE, TIMELY, UNDERSTANDABLE AND PROACTIVE TRANSPORTATION INFORMATION (OUTBOUND)

Percent of positive newspaper editorials-18e

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Kristi Jamison, Community Relations Coordinator

Purpose of the Measure:

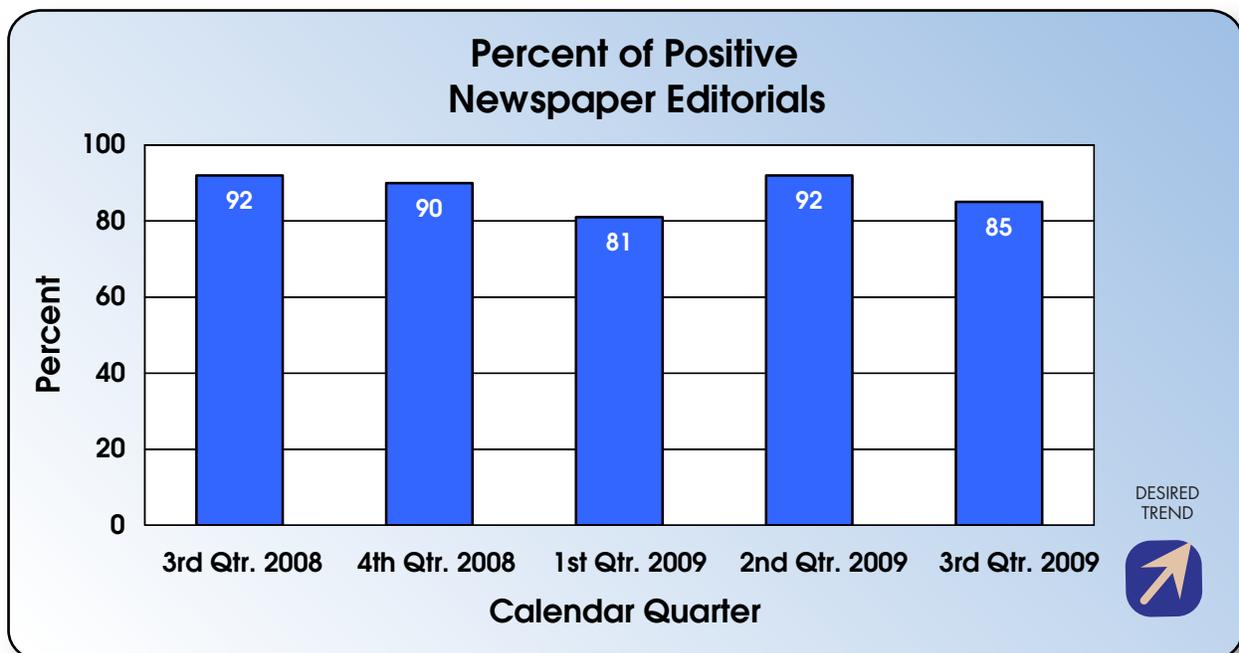
This measure tracks how MoDOT is perceived by the media, and by extension the public.

Measurement and Data Collection:

Using a newspaper clips database, MoDOT 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:

There were 34 editorials regarding MoDOT or state transportation issues in the third quarter of 2009. Of those editorials, 29 or 85 percent were positive. The new ban on texting while driving received the strongest support with a total of 12 editorials. Six editorials were in praise of various highway improvements. Other topics included support for the veto of the helmet repeal legislation and I-70 truck lanes. There were five negative editorials: I-70 demonstration (*St. Louis Business Journal*), lack of beautification efforts (*Kansas City Star*), texting law (*Joplin Globe*), lack of transit funding (*St. Louis Post-Dispatch*) and lack of sign for Camdenton on Rte. 5 (*Lake News*).



Number of overall visitors to MoDOT's Web site-18f

Result Driver: Shane Peck, Community Relations Director

Measurement Driver: Matt Hiebert, Community Relations Coordinator

Purpose of the Measure:

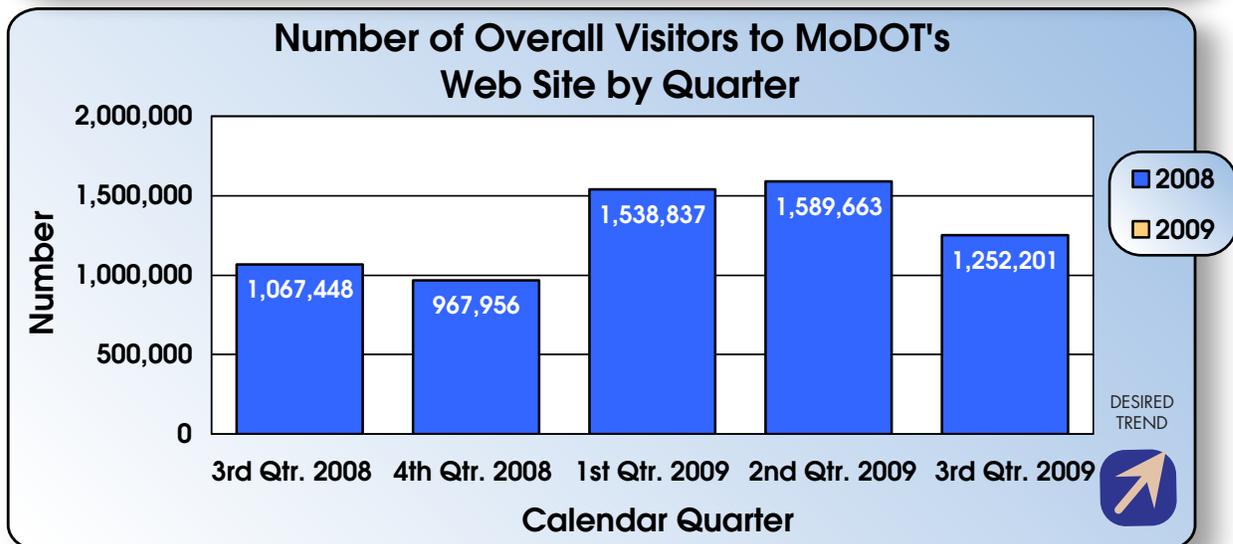
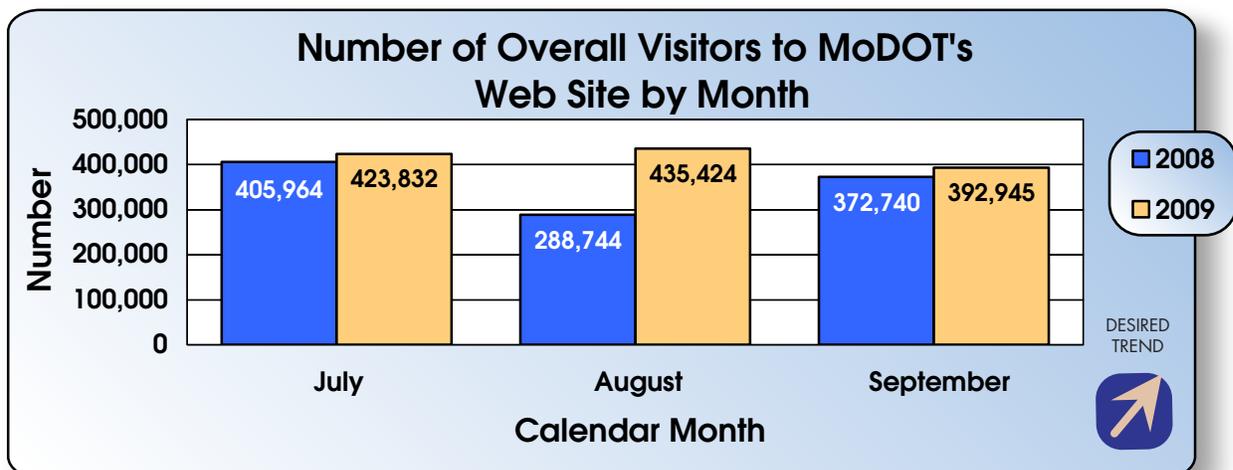
This measure tracks the number of customers who have used MoDOT's Web site. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's Web site.

Improvement Status:

As summer travel tapered off and milder weather brought fewer visitors to the Traveler Information Map, web traffic followed a predictable downward trend for third quarter 2009. However, compared to the same quarter from 2008 we see that overall visitors have risen around 17 percent.

Measurement and Data Collection:

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats.



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