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ADVOCATE FOR TRANSPORTATION ISSUES

Tangible Result Driver – Kevin Keith, Director

Transportation issues can be extremely diverse and complex. An efficient transportation system requires leadership and, most importantly, a champion to ensure the resources support projects that will help the department fulfill its responsibilities to the taxpayers. MoDOT will be an advocate for transportation.



Percent of customers who view MoDOT as Missouri's transportation expert-16a

Result Driver: Kevin Keith, Director of MoDOT

Measurement Driver: Jay Wunderlich, Governmental Relations Director

Purpose of the Measure:

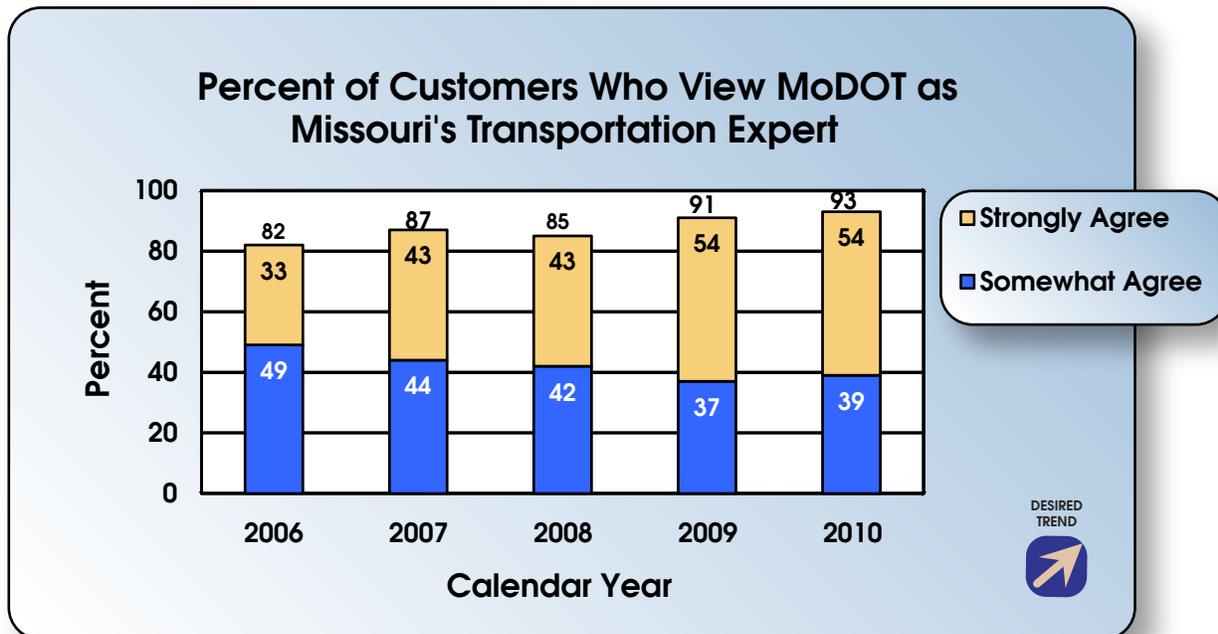
This measure tracks whether our customers feel the department is a leader and expert in transportation issues. The measure shows the department how effectively MoDOT conveys its expertise to the traveling public.

Measurement and Data Collection:

This is an annual measure updated each July. Data is collected each May when more than 3,500 randomly selected Missourians get interviewed. MoDOT surveys public opinion on a yearly basis to determine whether or not the public views MoDOT as the primary transportation expert in Missouri.

Improvement Status:

The current information shows that 93 percent of respondents indicate MoDOT is the transportation expert they rely upon. This represents an increase of 2 percent since last surveyed in 2009. Through a questioning approach identical to the 2009 survey, the 2010 numbers increased in the 'somewhat agree' responses, thus reflecting a lesser percent of individuals that disagreed with this statement than previously (7 percent in 2010 vs. 9 percent in the last year). MoDOT must continue to work on improving partnerships with citizens, legislators and special interest groups promoting MoDOT as a transportation expert. Ways to accomplish this include increasing awareness of MoDOT's responsibilities and services for the traveling public.



Number of engagements between Missouri's congressional members, statewide elected officials and legislators- 16b

Result Driver: Kevin Keith, Director of MoDOT

Measurement Driver: Jay Wunderlich, Governmental Relations Director

Purpose of the Measure:

This measure tracks the number of legislative contacts between MoDOT and Missouri's congressional members, statewide elected officials and Missouri's legislators for the purpose of either responding to inquiries or to inform the elected officials of important transportation-related issues.

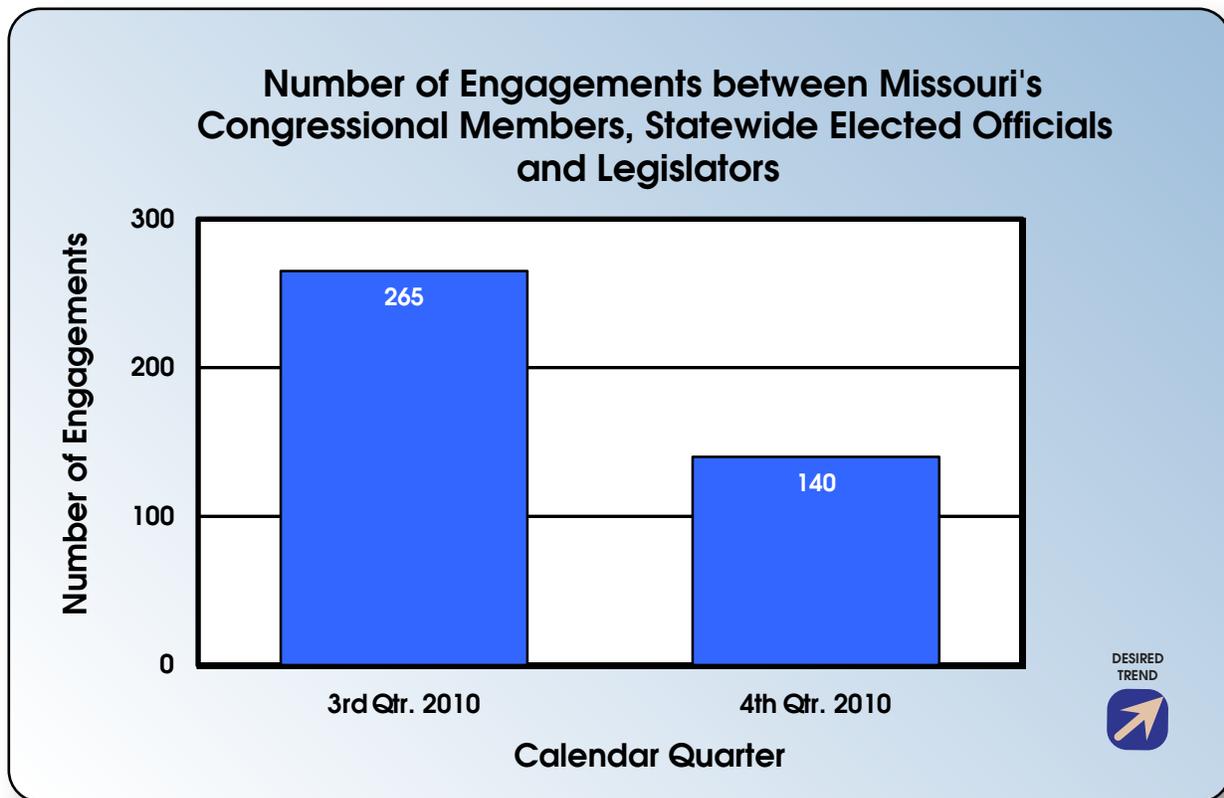
Measurement and Data Collection:

District community relations managers and central office divisions collect contact information and report the information to the Governmental Relations Unit

where the data is compiled to create a statewide report. This measure is updated quarterly.

Improvement Status:

During the fourth quarter of 2010 there were a total of 140 engagements between Missouri's congressional members, statewide elected officials and legislators. This number was less than the third quarter numbers due to the campaigning efforts of elected officials for the 2010 November election.



Number of transportation-related legislative issues-16c

Result Driver: Kevin Keith, Director of MoDOT

Measurement Driver: Lisa LeMaster, Senior Governmental Relations Specialist

Purpose of the Measure:

This measure tracks significant transportation-related legislative issues filed by the General Assembly. Significant transportation-related legislative issues are either favorable or unfavorable relating to transportation resources, supporting transportation projects, creating efficiency within the department, or promoting roadway safety. This measure reflects the need for continuous and effective communication between the department and Missouri legislators.

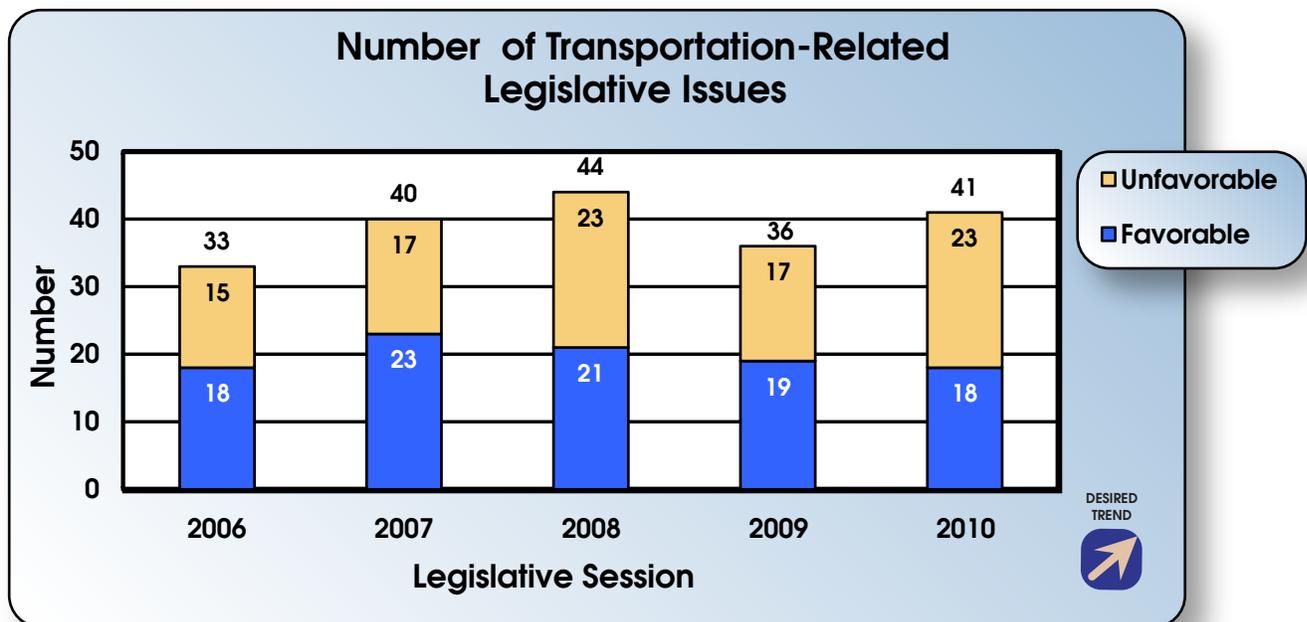
Measurement and Data Collection:

Data is obtained by reviewing both the Senate and House websites for legislation in the transportation subject categories. Each bill is then reviewed to determine whether it contains an issue(s) that is favorable or unfavorable to transportation. The graph illustrates the total favorable transportation-related issues filed compared to the total unfavorable

transportation-related issues filed. This measure is updated in July.

Improvement Status:

MoDOT's desired trend as an advocate for transportation is to see a larger number of favorable transportation-related issues filed when compared to unfavorable transportation-related issues filed. Over the past five years, the percentage of transportation-related bills filed has remained fairly steady. During the 2010 session, of the total 1,979 bills filed, 11 percent were transportation-related which equates to 222 transportation bills. Of the 222 transportation bills, there were 41 significant transportation-related issues contained in those bills. This is a slight increase from the 2009 session and a slight decrease from the 2008 session. Of the 41 significant issues, 18 were favorable and 23 were unfavorable.



Percent of positive news reports-16d

Result Driver: Kevin Keith, Director of MoDOT

Measurement Driver: Jorma Duran, Community Relations Coordinator

Purpose of the Measure:

This measure tracks media coverage MoDOT is receiving from local, state, regional and national outlets.

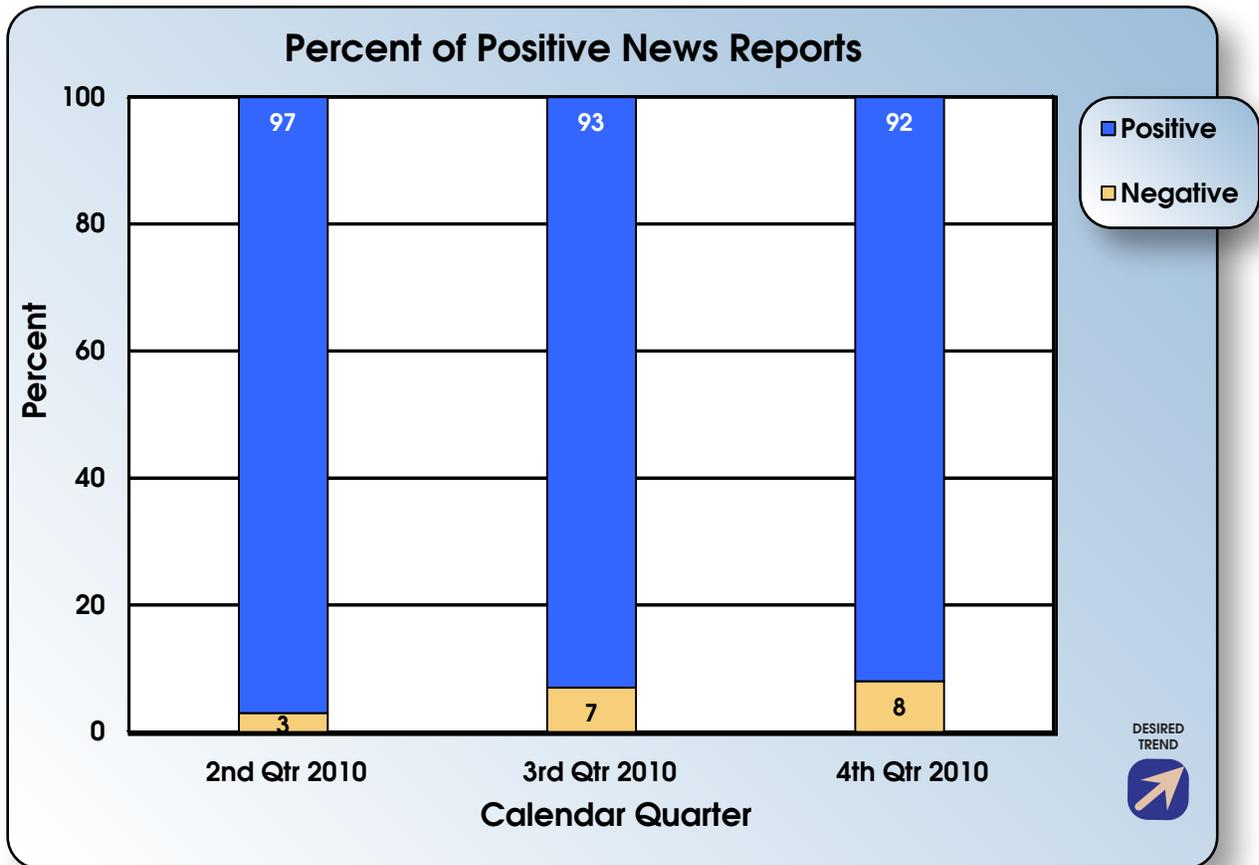
Measurement and Data Collection:

News articles about MoDOT projects, innovations or leadership are gathered, organized and reported on a quarterly basis. Media coverage includes stories generated directly and indirectly from our communications efforts. Community Relations maintains clipping files resulting from those articles and stories. Every article or story that includes MoDOT is then given a positive or negative classification.

Improvement Status:

In the fourth quarter of 2010, there were a total of 1,564 news reports involving MoDOT captured through our clips database. 1,443 of the news reports were positive and 121 were negative. 92.2 percent of media coverage during the fourth quarter of 2010 was positive.

The stories that contributed to the majority of the negative press included: delays regarding the Taneycomo Bridge, MoDOT billing a woman for damaging a median wall, and our snow fighting efforts not being good enough.



Number of proactive communication efforts initiated specifically to advocate for key transportation issues-16e

Result Driver: Kevin Keith, Director of MoDOT

Measurement Driver: Jorma Duran, Community Relations Coordinator

Purpose of the Measure:

This measure tracks the number of proactive communication efforts initiated specifically to advocate for key transportation issues.

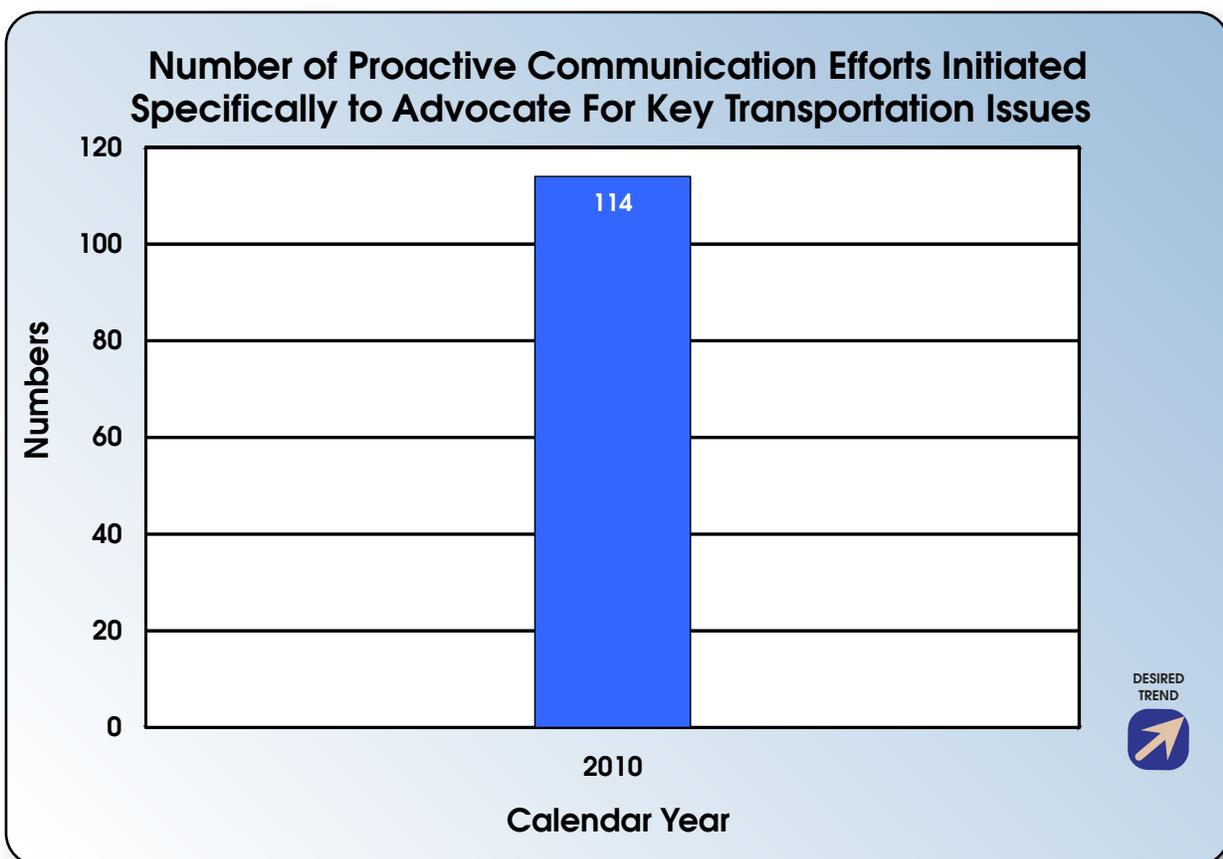
Direction and/or to discuss challenges related to transportation funding.

Measurement and Data Collection:

District community relations managers will track any external communication efforts (news releases, public appearances, events, ETC.) that are initiated specifically to communicate MoDOT's Five-Year

Improvement Status:

There were 114 instances in the fourth quarter of 2010 when external communication regarding MoDOT's Five-Year Direction and/or transportation funding was specifically discussed.



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