



**Metro Edition**

**IT'S THE DODGER**  
WHY WE PICK LA TO WIN THE 2007 WORLD SERIES

**ST. LOUIS POST-DISPATCH**

THURSDAY | FEBRUARY 13, 2007 | FOUNDED BY JOSEPH PULITZER IN 1878 | STLODAILY.COM

**Buckling down  
On buckling up**

**BILL GAINS MOMENTUM** • Police could stop motorists solely for not wearing a seat belt. A hearing is scheduled for today.

**SAVING LIVES** • Supporters say it could prevent 90 traffic deaths a year, save money spent on lawsuits and bring in extra federal money.

**A grim anniversary in Iraq  
Blasts resound during**

**TOP NEWS**

**NORTH KOREAN ARMS DEAL?**  
U.S. diplomat says the North and five other nations have reached a tentative agreement under which Pyongyang would end its nuclear program.

**LOCAL NEWS**

**CONGO CRIME?**  
Grateful residents of the Congo Mayor's inauguration want to give their association president little gifts for all his work. They say he stole more than 100 million dollars.

**TO EXPAND**  
Lester St.

# 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-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.

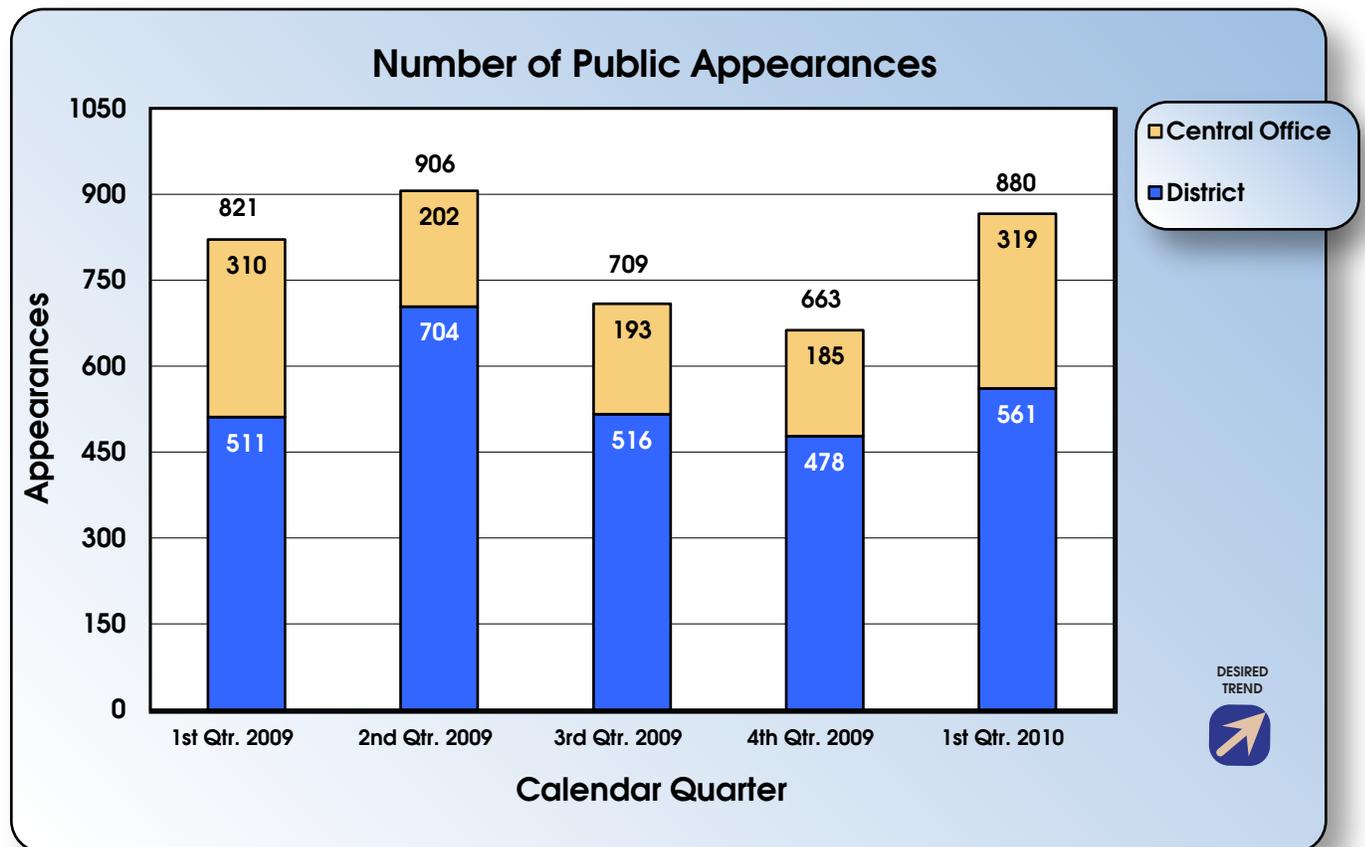
#### Measurement and Data Collection:

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 in the first quarter of 2010 rose to 880 - the second highest level ever reported. The rise was likely due to the approaching start of the busy construction season. Safety visits and events also contributed to the increase. MoDOT employees conservatively reached more than 78,000 people through outreach efforts in January, February and March.



## 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:

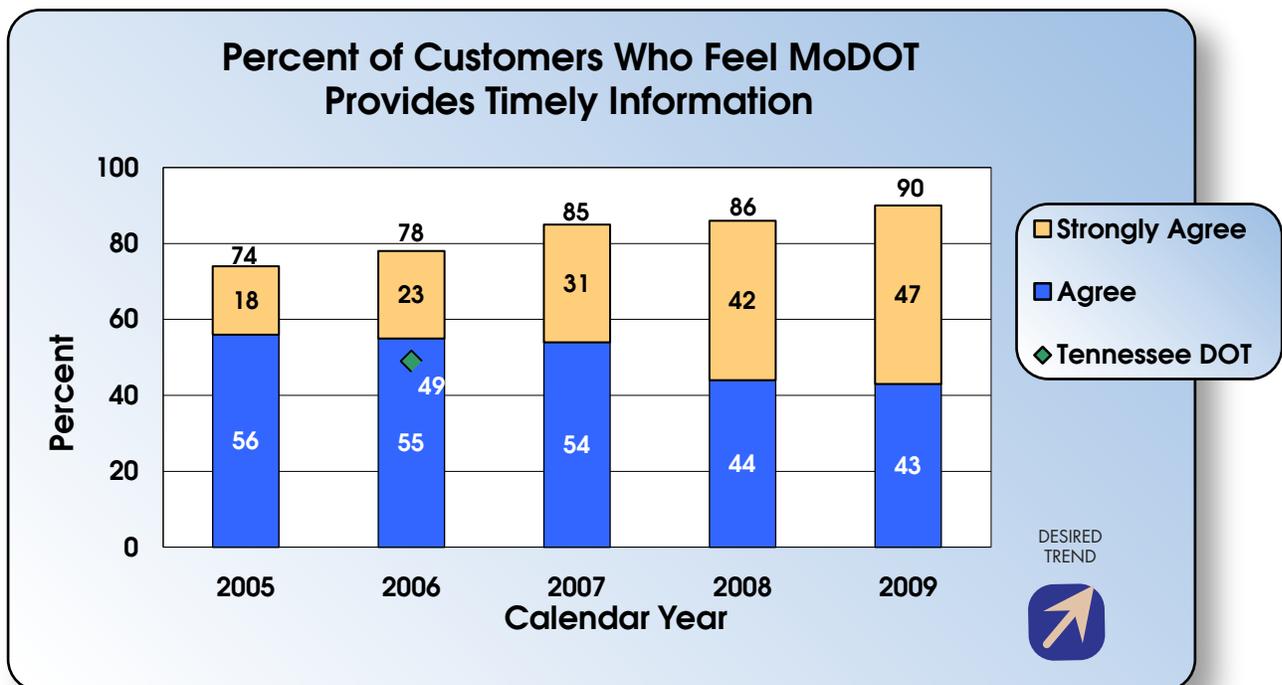
This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information they need and use.

### Measurement and Data Collection:

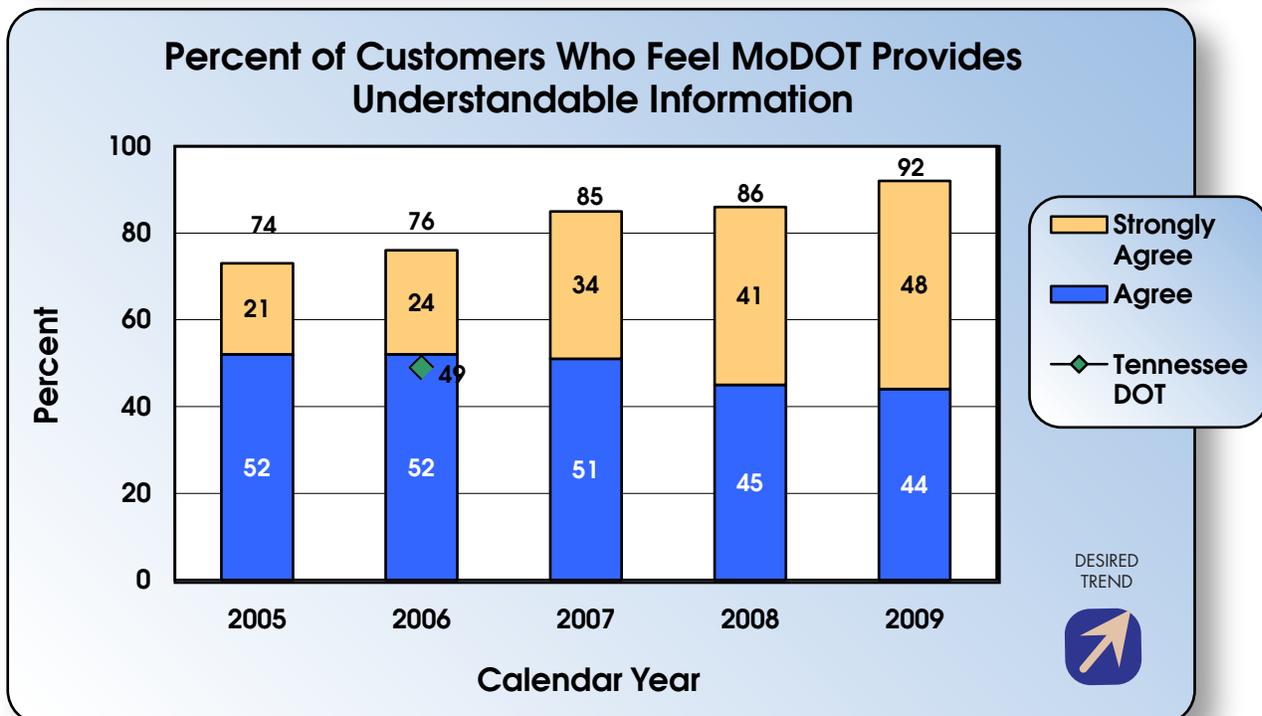
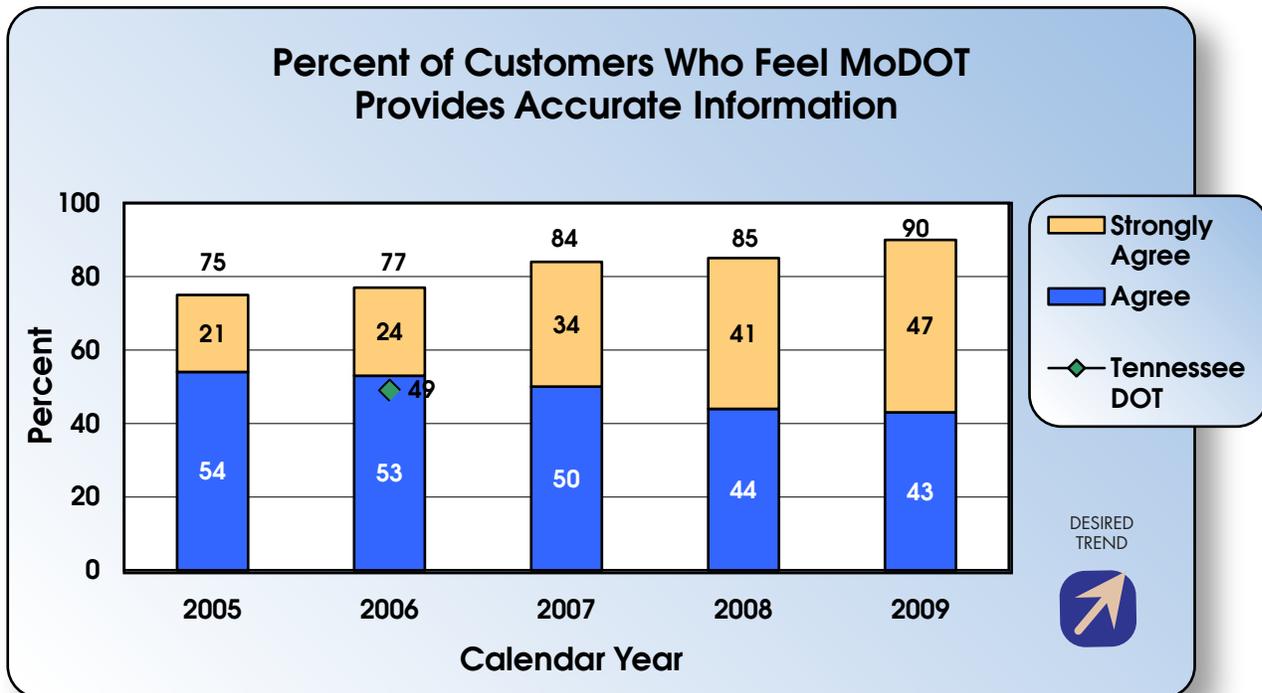
This is an annual measure. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed said they 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 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.



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



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

**Number of contacts initiated by MoDOT to media-18c**

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

**Measurement Driver:** Jorma Duran, Community Relations Coordinator

**Purpose of the Measure:**

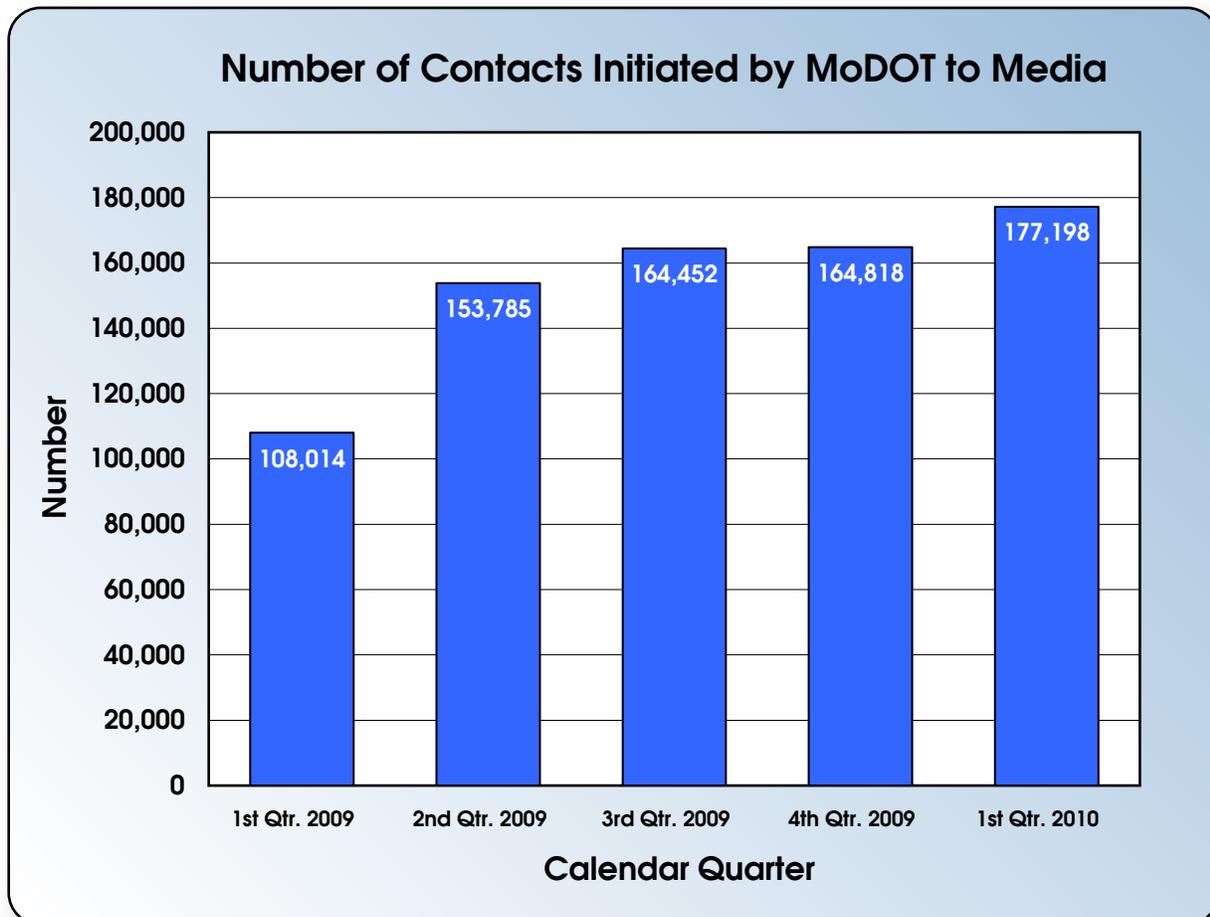
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**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:**

There were 177,198 media contacts made in the first quarter of 2010, the highest number ever reached on this measure. This represents an increase of 12,380 when compared to the fourth quarter of 2009, and an increase of 69,184 when compared to the first quarter of 2009. The aggressive approach from Community Relations to spread MoDOT news and information to the masses and the increasing use of social media continues to help drive the results of this measure upward.



## 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:** Jorma Duran, Community Relations Coordinator

#### Purpose of the Measure:

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

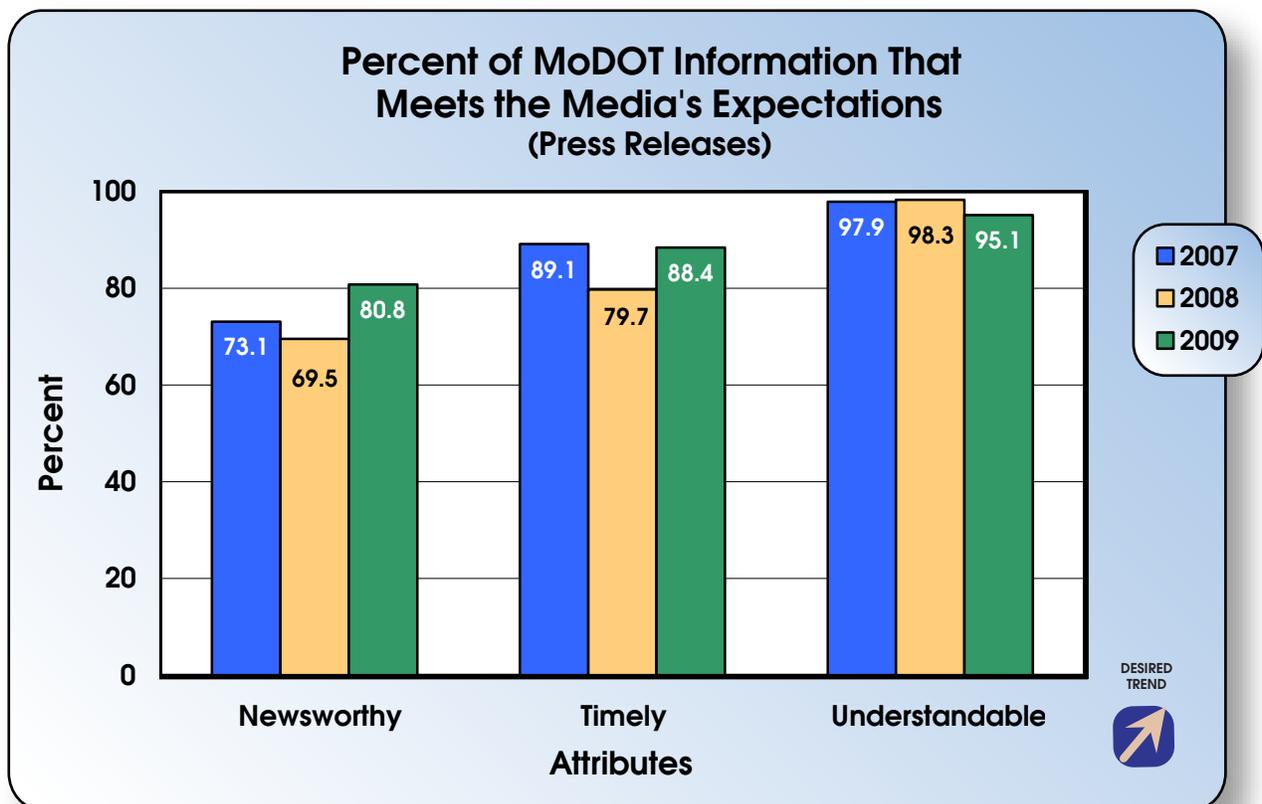
newsworthiness, timeliness, and how understandable it is.

#### Measurement and Data Collection:

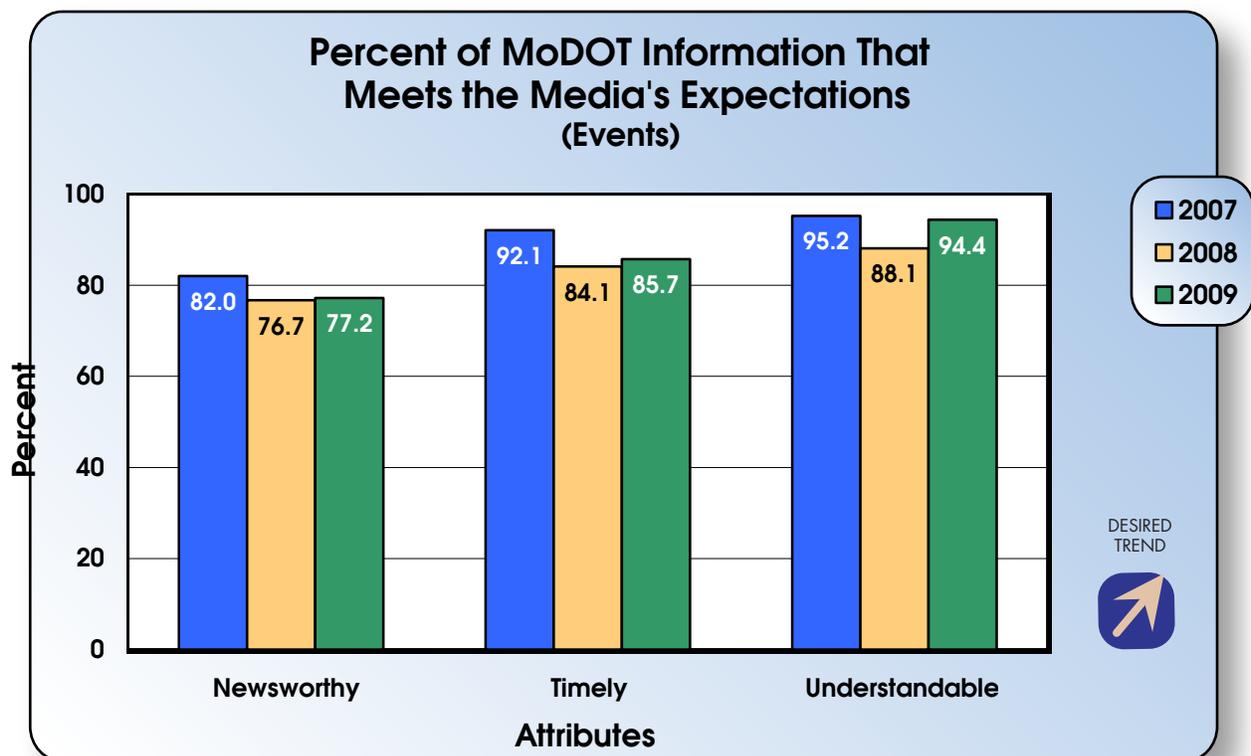
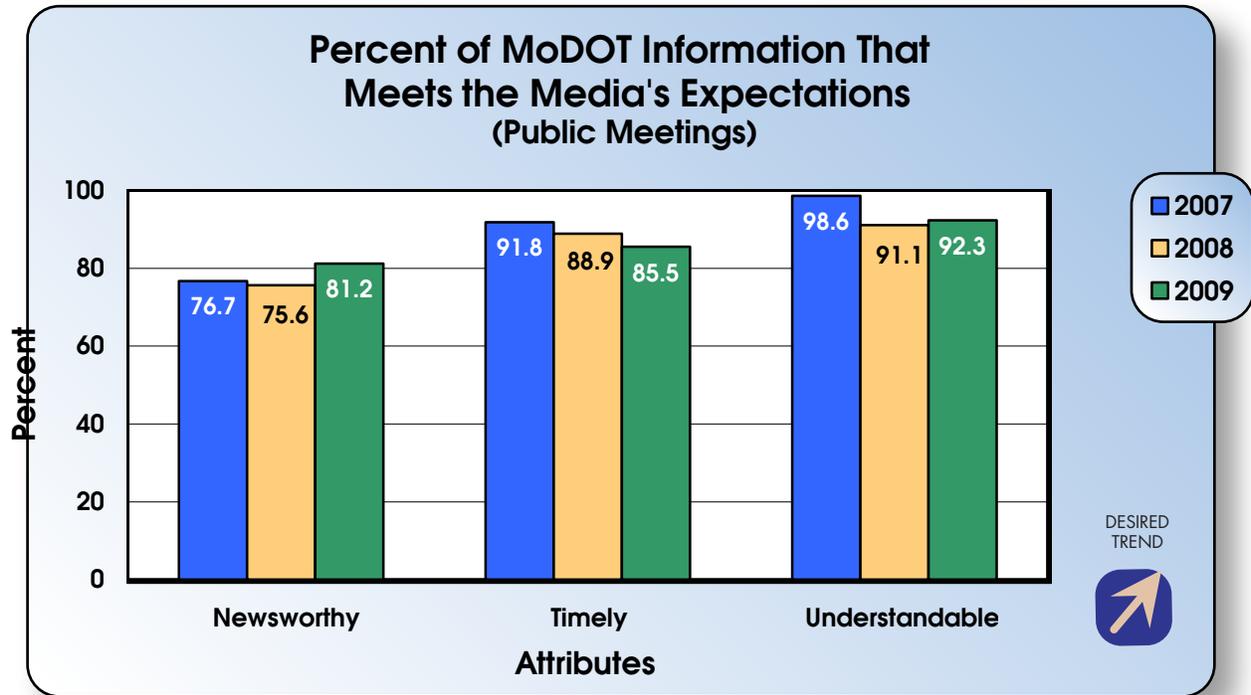
MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in

#### 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 the year before. Results show MoDOT is providing appropriate information and generally meeting media expectations.



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



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

## Percent of positive newspaper editorials-18e

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

**Measurement Driver:** Jorma Duran, 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:

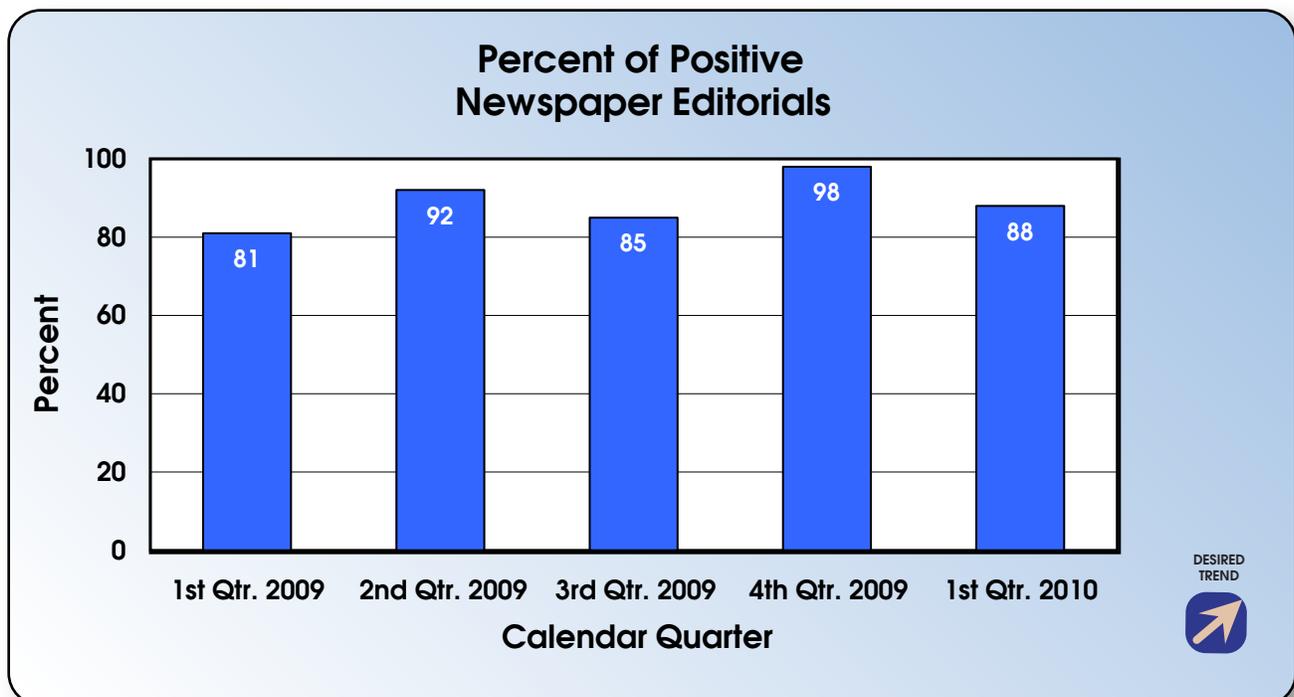
Using a newspaper clips database, MoDOT staff reviews statewide newspaper editorials and determines whether they're positive or negative toward MoDOT and/or the issues it advocates. Only editorials written by newspaper staff are included; guest editorials and letters to the editor are not. Results are charted quarterly.

### Improvement Status:

There were 24 editorials regarding MoDOT or state transportation issues in the first quarter of 2010. Of those editorials, 88 percent (21) were positive. Positive editorials covered 14 different issues. The issue receiving the most positive attention with three

editorials was MoDOT's support to ban texting while driving. Five issues generated two separate positive editorials, they include: Seat belt usage, MoDOT's winter clean-up, bringing highway fatalities down, design of I-70 in downtown St. Louis and support for MoDOT to get extra funding.

There were three negative editorials. The Joplin Globe commented about MoDOT delaying the construction of a grocery store due to a stoplight concern. The St. Louis Post-Dispatch said overage costs for the Mississippi River Bridge should be paid for by statewide taxes, not solely from St. Louis citizens. The Post-Dispatch also said stimulus funds should have gone for public transit, not for high-speed rail and Amtrak improvements for Missouri River Runner trains.



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

**Number of overall visitors to MoDOT's website -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 website. Monitoring overall visitors aligns with national trends for Web analytics and measures both content value and public awareness of MoDOT's website.

**Improvement Status:**

More snow and ice brought just under a million visitors to the Traveler Information Map, main MoDOT site, Kansas City Scout and Gateway Guide combined in January. As road conditions improved, traffic to the site tapered off, but still reached record levels of activity for February and March.

**Measurement and Data Collection:**

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

