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ST. LOUIS POST-DISPATCH

THURSDAY, FEBRUARY 13, 2007 | FOUNDED BY JOSEPH PULITZER IN 1878 | STLtoday.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 900 traffic deaths a year, save money spent on lawsuits and bring in extra federal money.

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.

WORKS | A4

LOCAL NEWS

CONGO CRIME?

Gratified residents of the Congo Mayor's administration want to give their association president the gift for all his work. They say he does more than any other leader of these means.

TO EXPAND

Center St.

A grim anniversary in Iraq Blasts resound during



PROACTIVE TRANSPORTATION INFORMATION

Tangible Result Driver – Mara Campbell, Customer 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.

Number of public appearances-18a

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Tammy Wallace, Customer Relations Specialist

Purpose of the Measure:

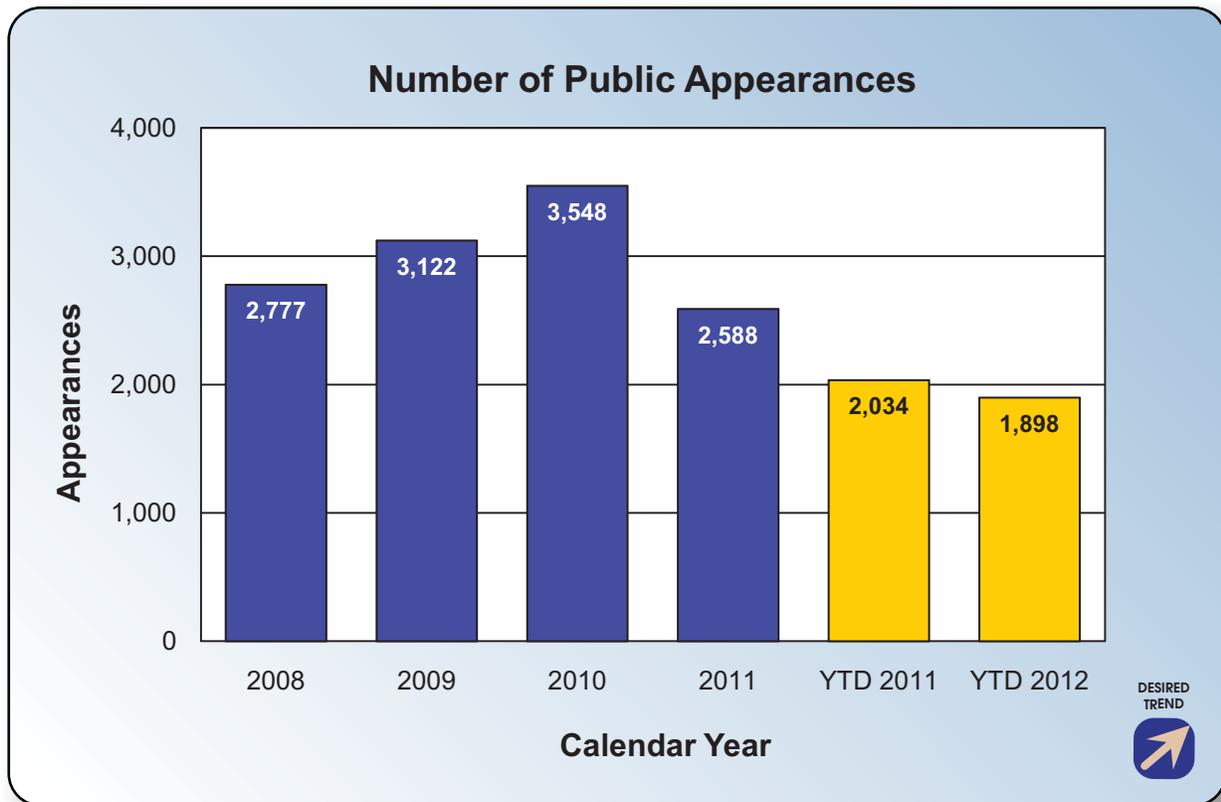
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs and ribbon cuttings.

Measurement and Data Collection:

For this quarterly measure, district Customer Relations Managers collect appearance information from their administrators and send it to Central Office Customer Relations, where it is combined with data from divisions and business offices to create a statewide report.

Improvement Status:

MoDOT staff reported 1,898 public appearances for the first three quarters of 2012. Year to date we are gaining on the 2011 total, which includes the record high 844 appearances in the second quarter of 2011 for the large outreach regarding the Bolder Five-Year Direction. For the third quarter of 2012, 555 public appearances were reported. Estimates show more than 80,000 customers have attended public meetings and events this year.



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

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Bob Brendel, Special Assignments Coordinator

Purpose of the Measure:

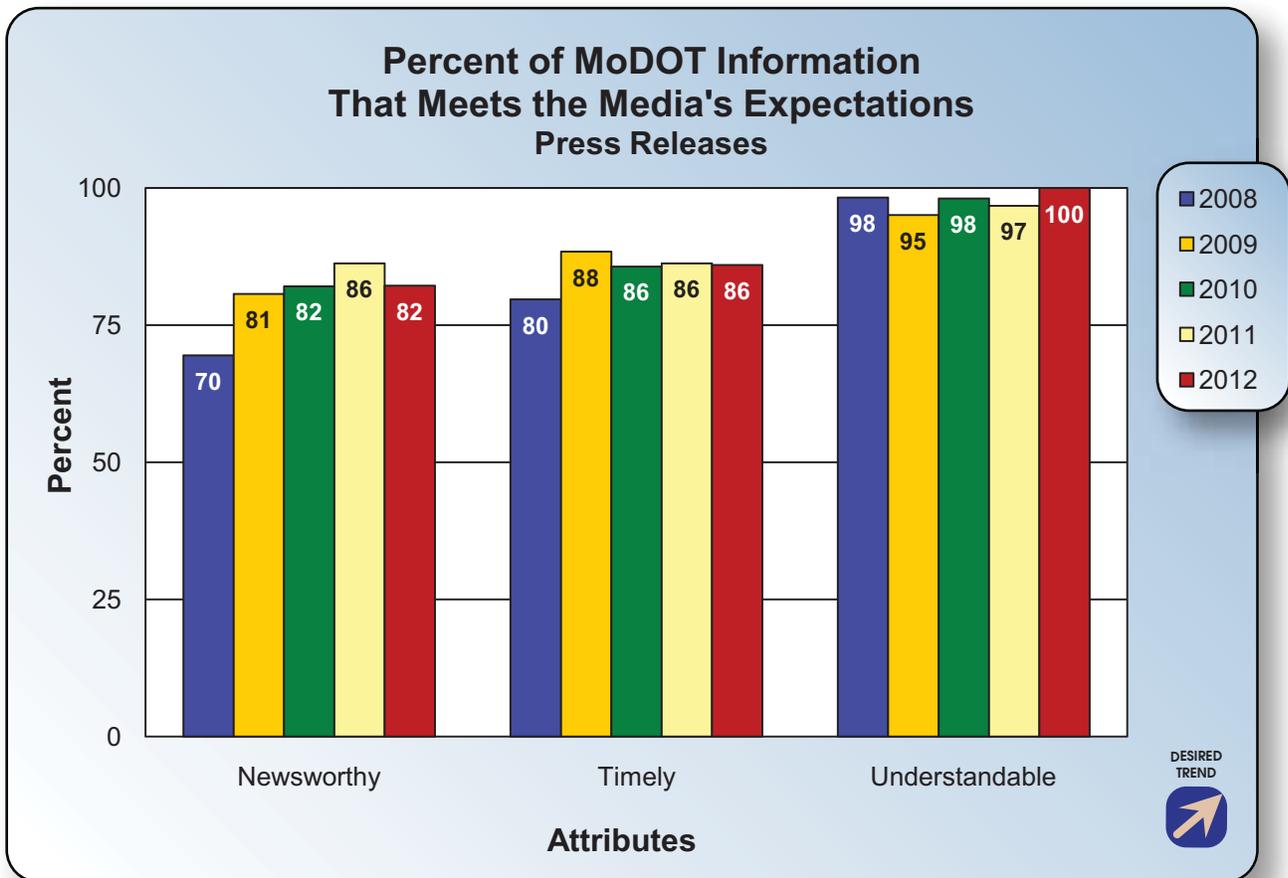
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

MoDOT sends out an annual survey asking statewide media if MoDOT's outreach efforts meet their expectations. Each media outlet rates their level of satisfaction with MoDOT news regarding newsworthiness, timeliness and understandability. The annual statewide media survey is conducted each June and is reported in July.

Improvement Status:

Despite reorganization and reduction of Customer Relations staff as a result of the Bolder Five-Year Direction, MoDOT continued to provide valued service to the state's media in the past year. The 2012 survey results are based on a 25-percent participation rate (107 news outlets statewide).



Percent of positive newspaper editorials and news reports-18c New!

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Bob Brendel, Special Assignments Coordinator

Purpose of the Measure:

This measure tracks how MoDOT is perceived by the media – in the daily news and on the editorial pages – and by extension the public.

Measurement and Data Collection:

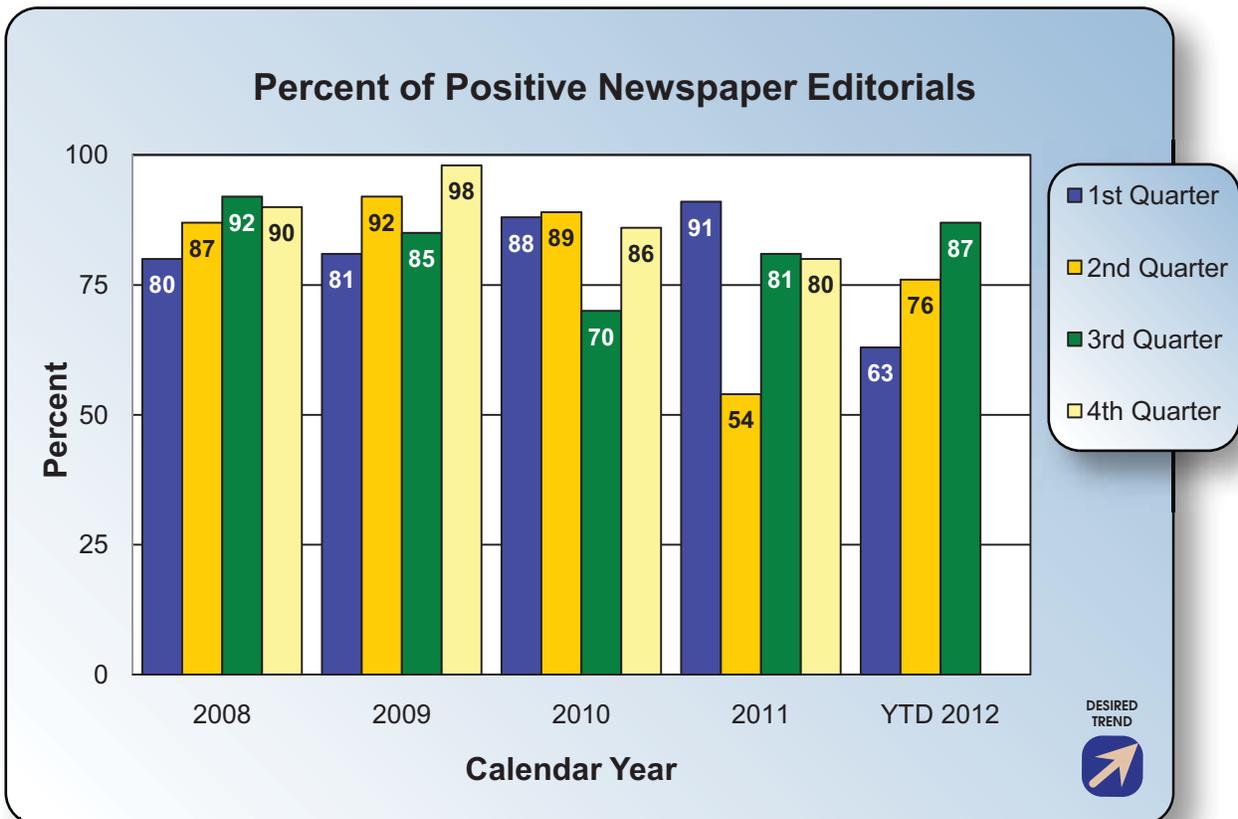
Using a combination of newspaper clippings and an online media search engine, MoDOT staff reviews the daily news coverage that MoDOT receives – looking both at editorials written by newspaper staff and at news coverage that is generated directly or indirectly from our communications efforts. Every article or story is given a positive or negative classification and results are charted quarterly.

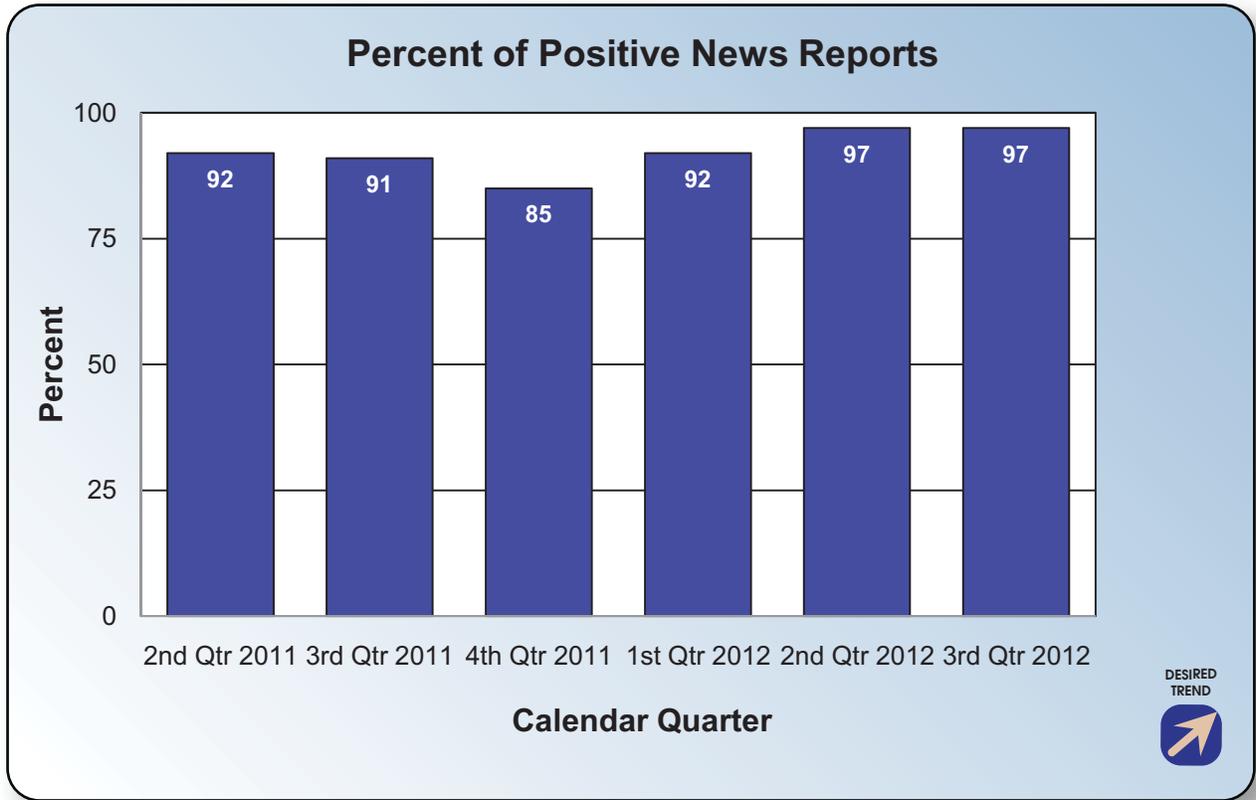
Improvement Status:

There were 30 editorials regarding MoDOT or state transportation issues in the third quarter of 2012, and 87 percent (26) were positive.

Safety initiatives dominated the positive editorial stances taken, including the expansion of the “Move Over” law to include MoDOT workers, displaying fatalities on DMS boards and drunk driving. Negative editorials dealt with mowing policies, the Key Largo intersection with the US 54 Expressway at the Lake of the Ozarks, and MHTC involvement with the Transportation Development District in Neosho.

For the second consecutive quarter, 97 percent of the general news coverage published and aired involving MoDOT was positive.





Number of visits to MoDOT's website-18d

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Matt Hiebert, Customer Relations Manager

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.

last year's number. Also we are now using the Missouri Department of Conservation as a benchmark.

The top five pages on MoDOT's website for this quarter are:

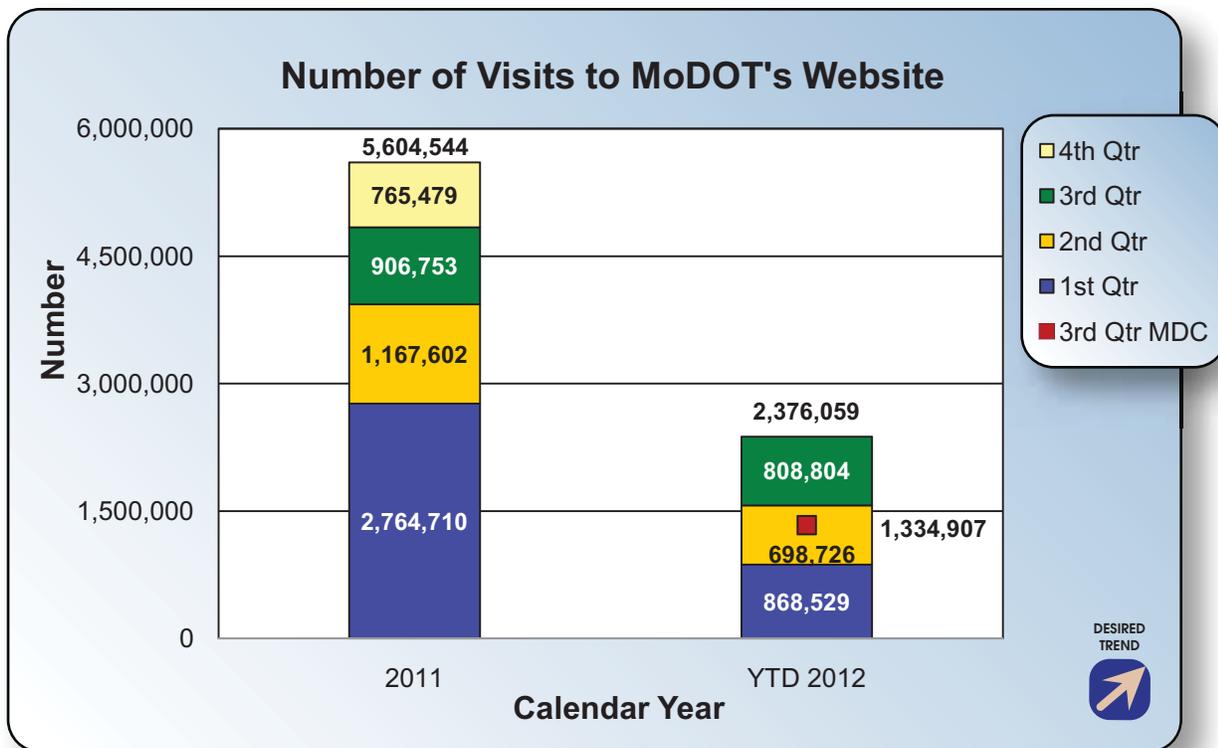
Measurement and Data Collection:

For this quarterly measure, data is gathered using Google Analytics which measures site activity and produces reports in graphic and tabular formats.

- Facebook Hub Page – 54,509
- Traveler Information Map – 36,403
- Jobs – 32,020
- St. Louis District – 28,559
- Surplus Auctions – 28,020

Improvement Status:

The MoDOT website received 808,804 visits during the third quarter of 2012, further closing the gap with



Number of customers engaged through social media-18e

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Matt Hiebert, Customer Relations Manager

Purpose of the Measure:

This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

Measurement and Data Collection:

All followers, visits and views from each site are combined for the quarterly measure. It includes customers that follow the statewide sites as well as all district accounts.

Improvement Status:

There were almost 2 million customers engaged during the first three quarters of 2012 through MoDOT's social media sites statewide. The largest number was from YouTube with just more than 1.85 million. During the third quarter, the number of YouTube visits rose again to 272,805 as the TowPlow video's popularity resumed overseas. Twitter and Facebook followers also increased.

The benchmark state, Washington, gained YouTube visitors; however, the overall year-to-date number of visitors is fewer than in 2011.

