



Metro Edition

WE GIVE YOU
OUR FORECAST
SPORTS | DI

YOU CAN POST
YOURS ONLINE
STLtoday.com/cards

IT'S THE DODGER

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 90 traffic deaths a year, save money spent on hospitals 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?

Grateful residents of the Congo Mayor's inauguration meet to give their association president gifts for all his work. They say he stole more than 100 of these medals.

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-17a

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Tammy Wallace, Customer Relations Outreach Coordinator

Purpose of the Measure:

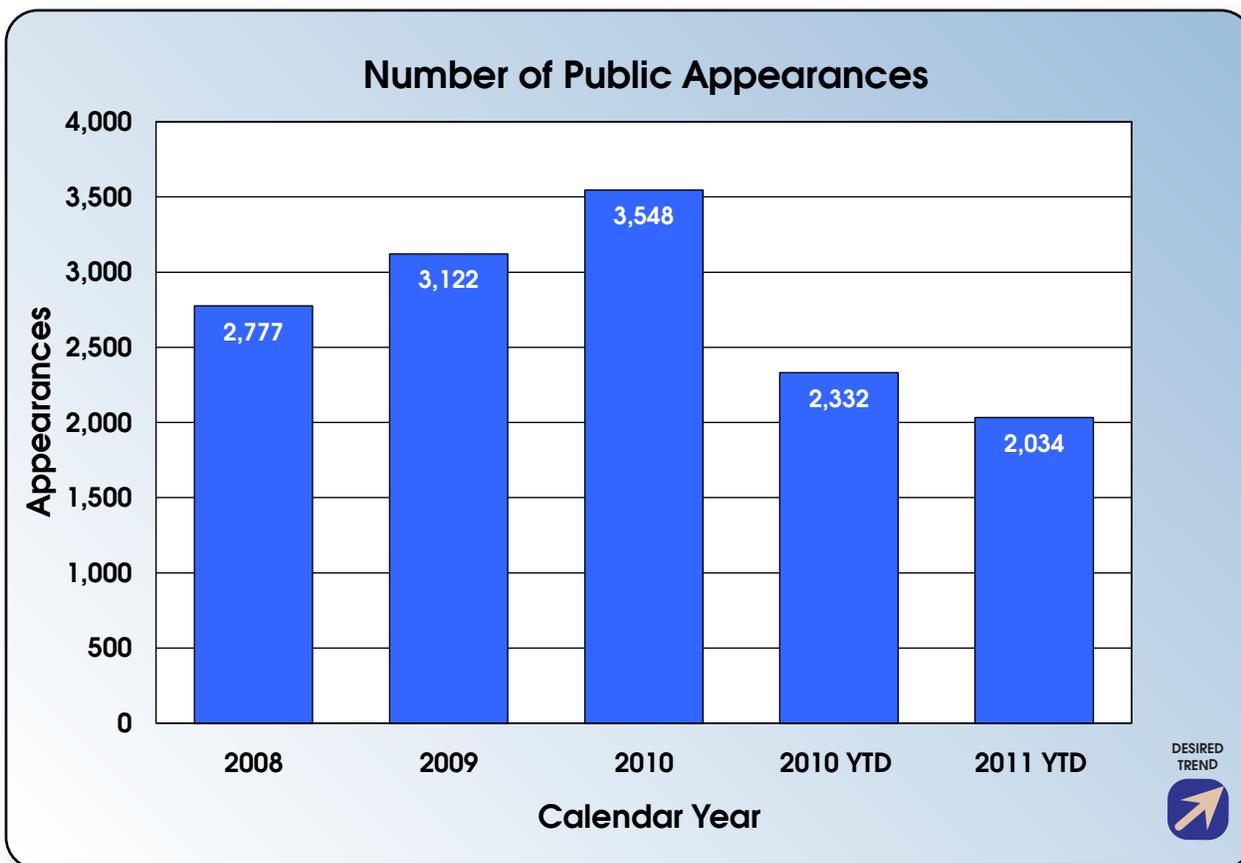
This measure tracks and encourages regular, personal contact with MoDOT customers. A public appearance is defined as any single, public event attended by one or more MoDOT representatives to provide transportation related information. Examples include speeches, presentations, conferences, exhibits, fairs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

Measurement and Data Collection:

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

Improvement Status:

MoDOT staff reported 2,034 public appearances for the 2011 year to date. That number is down from the 2,332 public appearances reported for the same time period in 2010. There were 508 public appearances reported for the third quarter of 2011, compared to 844 public appearances last quarter – a record number. It’s likely the focus on staffing under the Bolder Five-Year Direction contributed to the decline in the number of public appearances in the third quarter.



Percent of customers who feel MoDOT provides timely, accurate and understandable information-17b

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Tammy Wallace, Customer Relations Outreach Coordinator

Purpose of the Measure:

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

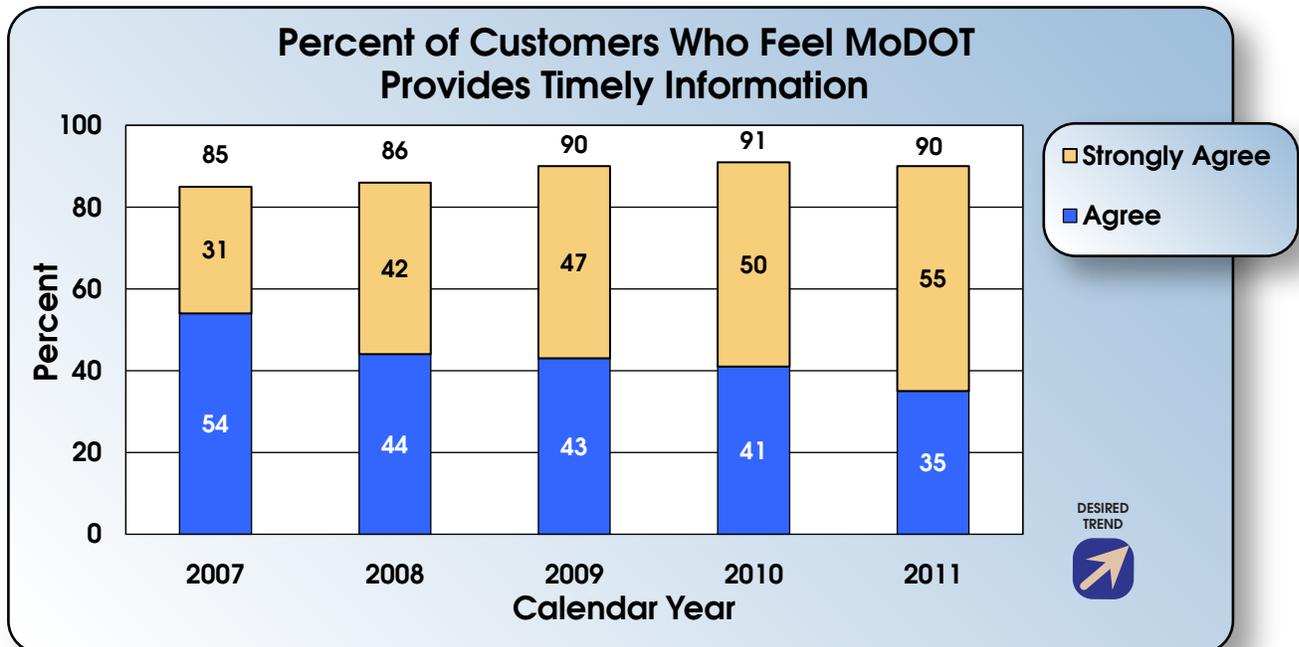
Measurement and Data Collection:

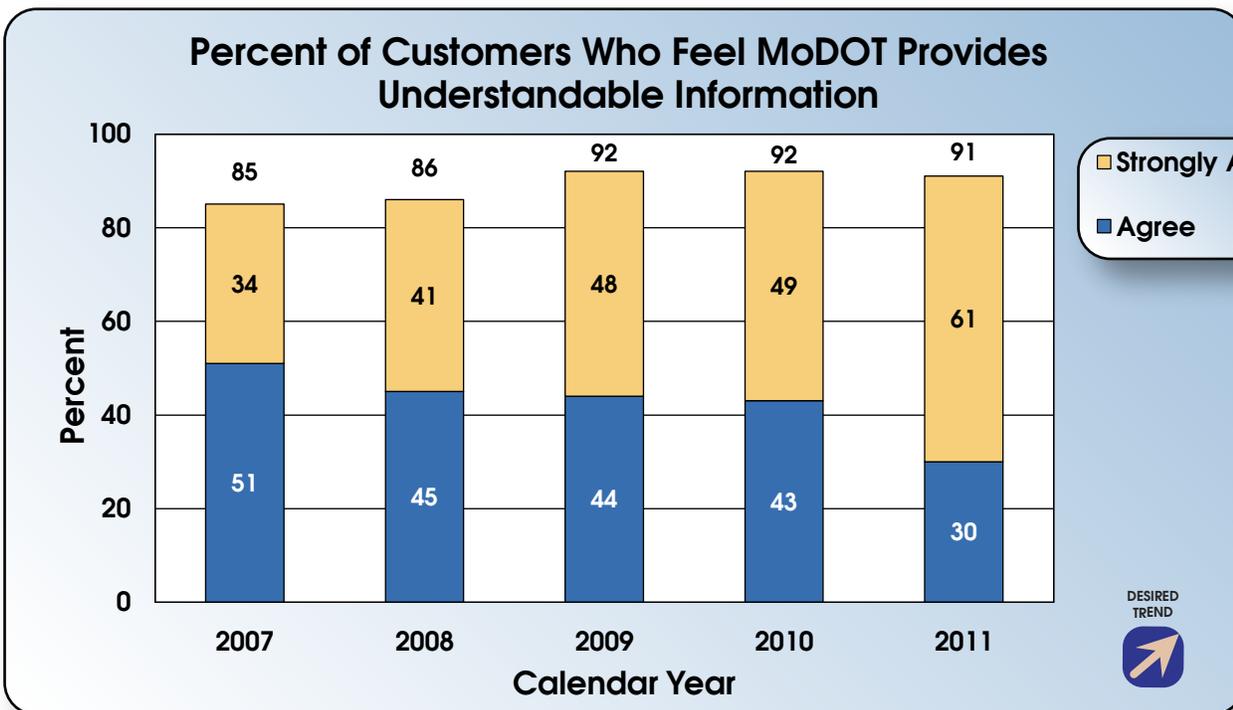
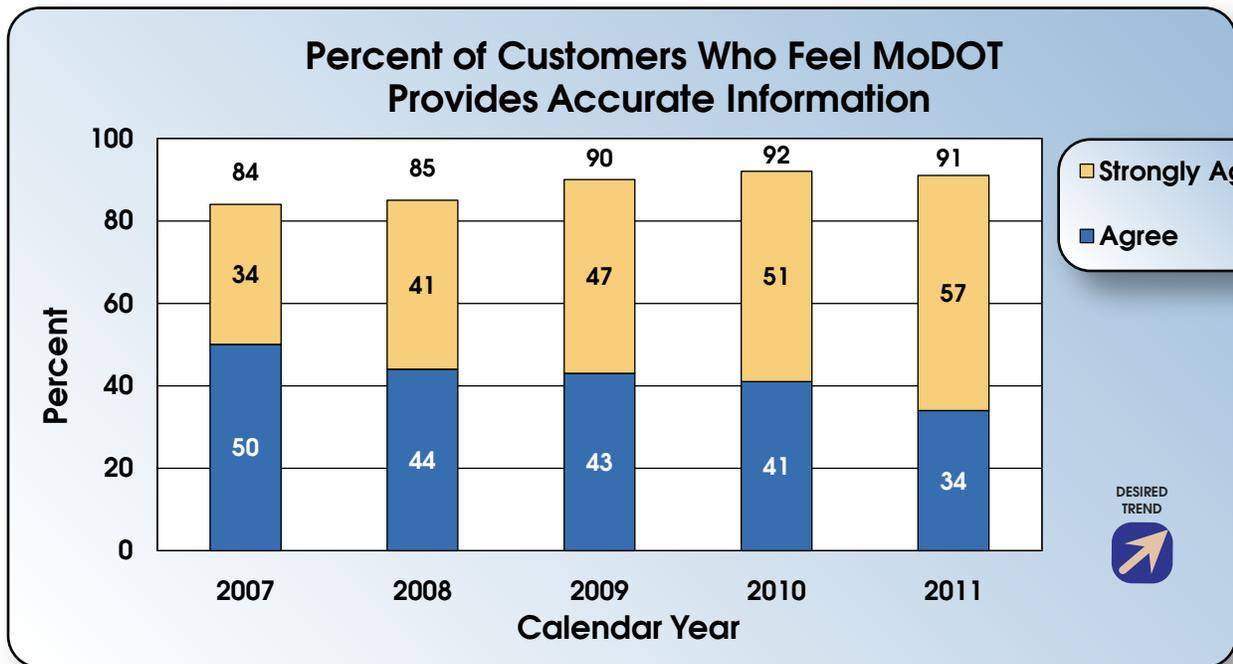
This is an annual measure, updated in July. Data is collected from telephone interviews with more than 3,500 randomly selected adult Missourians each May. As a comparison, the Tennessee Department of Transportation reported in September 2006 (the latest data available) that 49 percent of residents surveyed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

Improvement Status:

The percentage of Missourians who agree MoDOT provides timely, accurate and understandable

information remains extremely high. A total of 90 percent of Missourians agree MoDOT provides timely information, while 91 percent feel the department provides accurate and understandable information. These figures are all one percentage point lower than last year's findings. However, the number of people who strongly agree MoDOT does a good job of conveying timely, accurate and understandable information rose in all three areas, with more than half of all respondents saying they strongly agree. MoDOT's continuing efforts to be open and transparent are reflected in these results, as are a variety of outreach activities ranging from the Traveler Information Map and social media communications to public meetings and media and personal contacts. It is likely that communications efforts during recent emergency response efforts helped contribute to the positive feedback.





Number of contacts initiated by MoDOT to media-17c

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

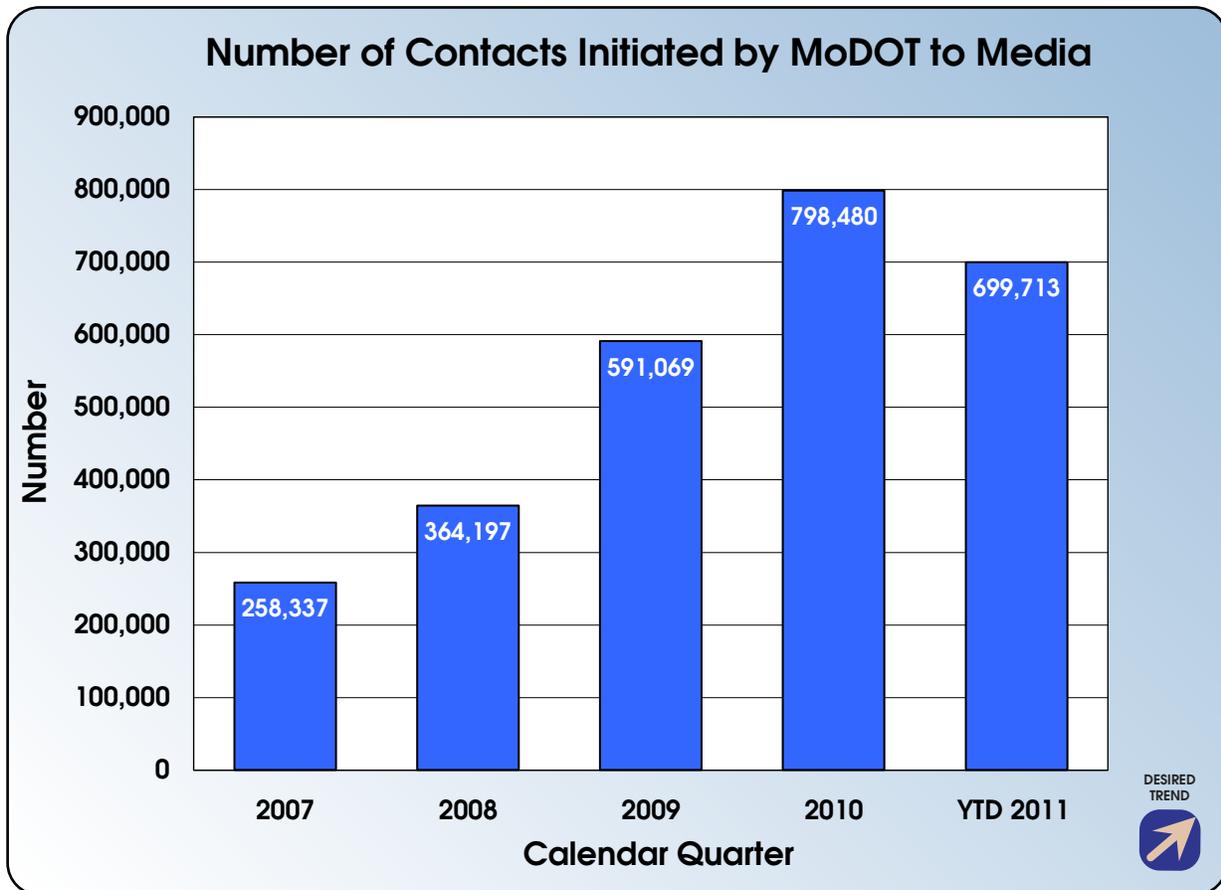
This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

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

represents a decrease of 56,670 when compared to the 276,163 media contacts reported in the second quarter of 2011 – the highest number ever. News coverage ranged from MoDOT’s use of Big Bags to control flooding to the launch of the Show Me My Buzz smartphone application. The department continues to be aggressive in using both traditional and social media to provide information about what MoDOT is doing when, where and why.

Improvement Status: There were 219,493 media contacts made in the third quarter of 2011. This



Percent of MoDOT information that meets the media's expectations-17d

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

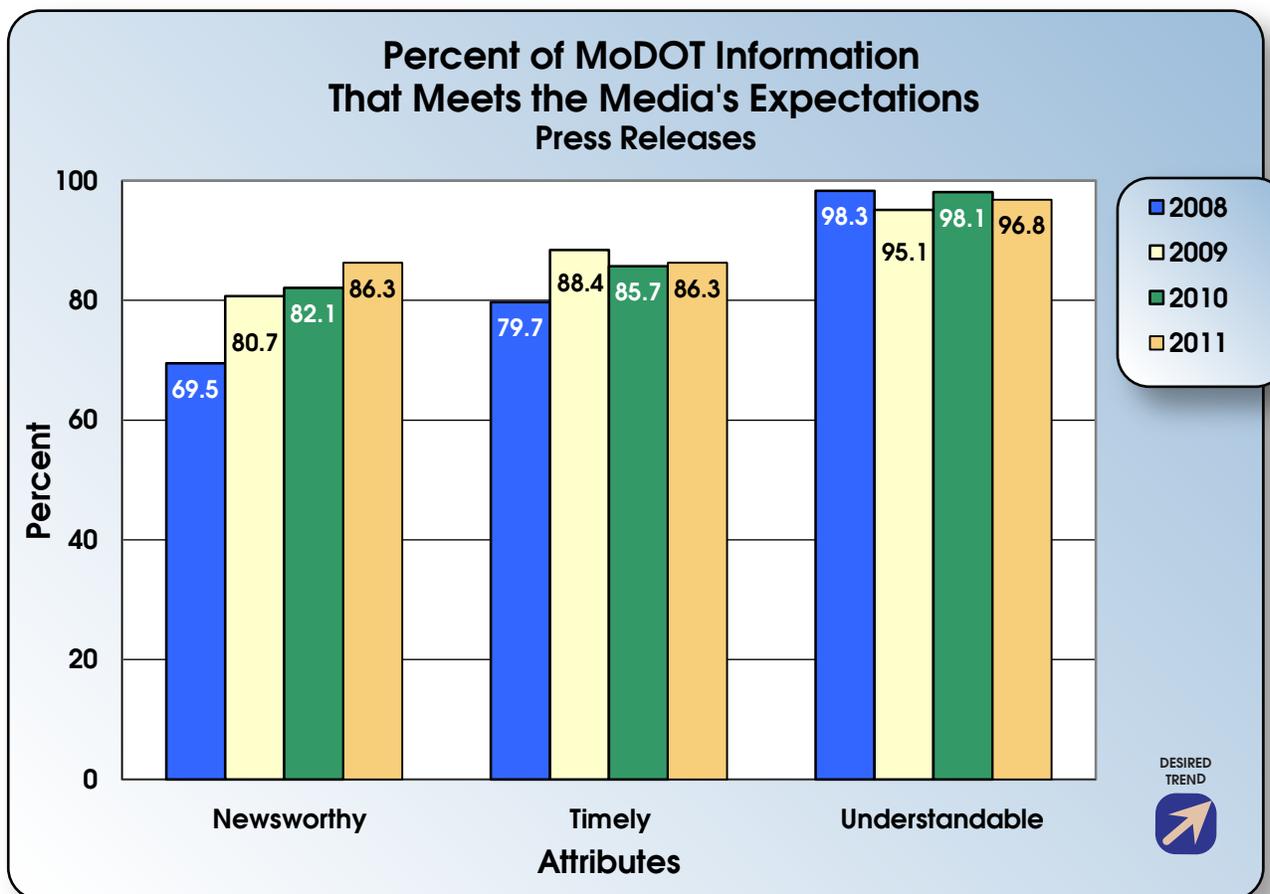
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

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:

In 2011, 95 media outlets participated in the survey. Media satisfaction increased with MoDOT's newsworthiness and timeliness, with a minimal decrease in understandability when compared to 2010. Overall, results show MoDOT provides appropriate information and meets media expectations.



Percent of positive newspaper editorials-17e

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

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

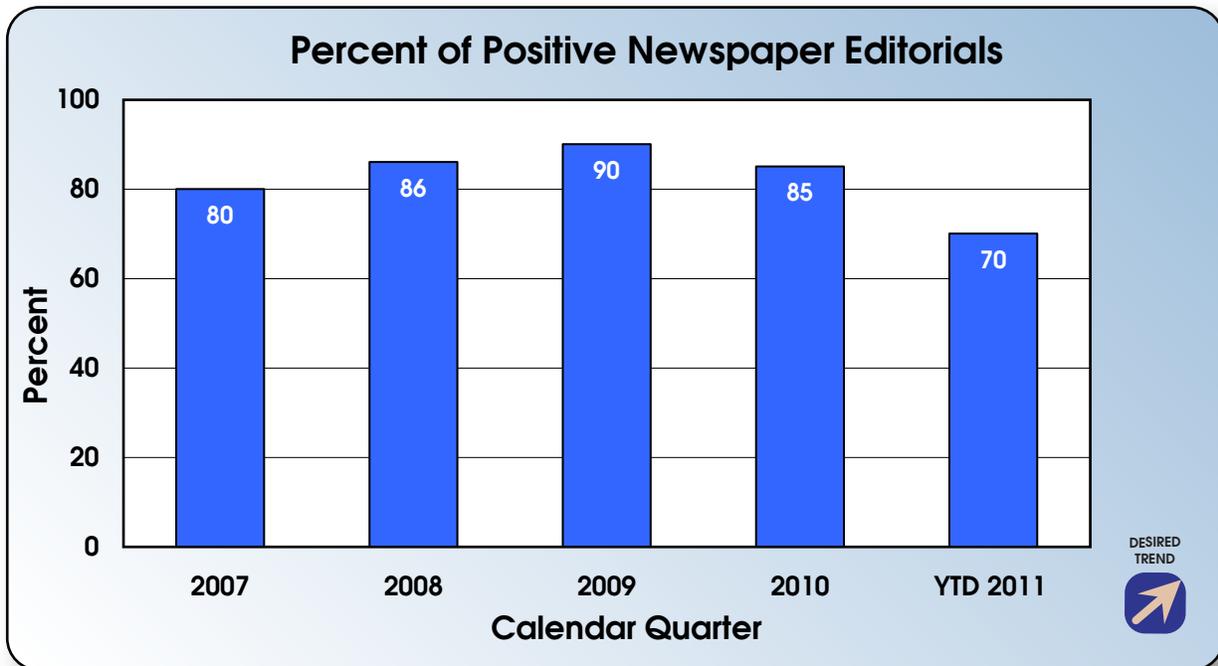
Measurement and Data Collection:

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 11 editorials regarding MoDOT or state transportation issues in

the third quarter of 2011. Of those editorials, 81 percent (9) were positive. For the year-to-date, 70 percent of editorials published regarding MoDOT-related issues were positive.

Positive editorials recognized the department's award-winning safety efforts, the meritorious work of KC Scout and the motorist assist program, and the efforts to replace the Daniel Boone Bridge in St. Louis. The negative editorials ranged from the lack of funding for improvements to Route A from Washington to Union to the potential for employee layoffs under the Bolder Five-Year Direction.



Percent of positive news reports -17f

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Sally Oxenhandler, Customer Relations Manager

Purpose of the Measure:

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

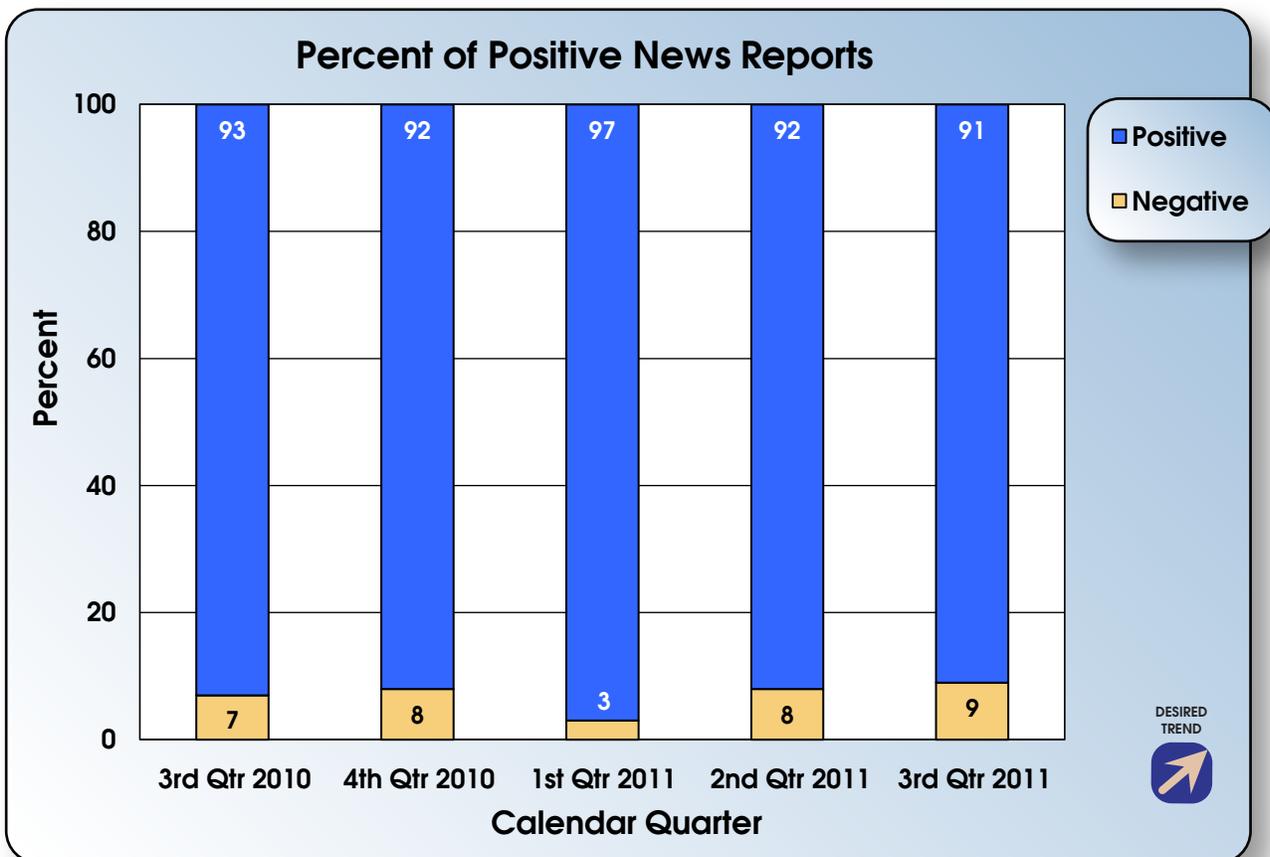
Measurement and Data Collection:

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. Customer 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 third quarter of 2011, there were 1,772 news reports involving MoDOT captured in the clips database. A total of 1,607 of the news reports were positive and 165 were negative. Of the media coverage during the third quarter of 2011, 91 percent was positive.

The stories that contributed to the negative press included: poor rural road and bridge conditions, no money for rest areas, the impacts of the Bolder Five-Year Direction, erecting a Lake of the Ozarks welcome sign and local project concerns.



Number of visits to MoDOT's website -17g

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.

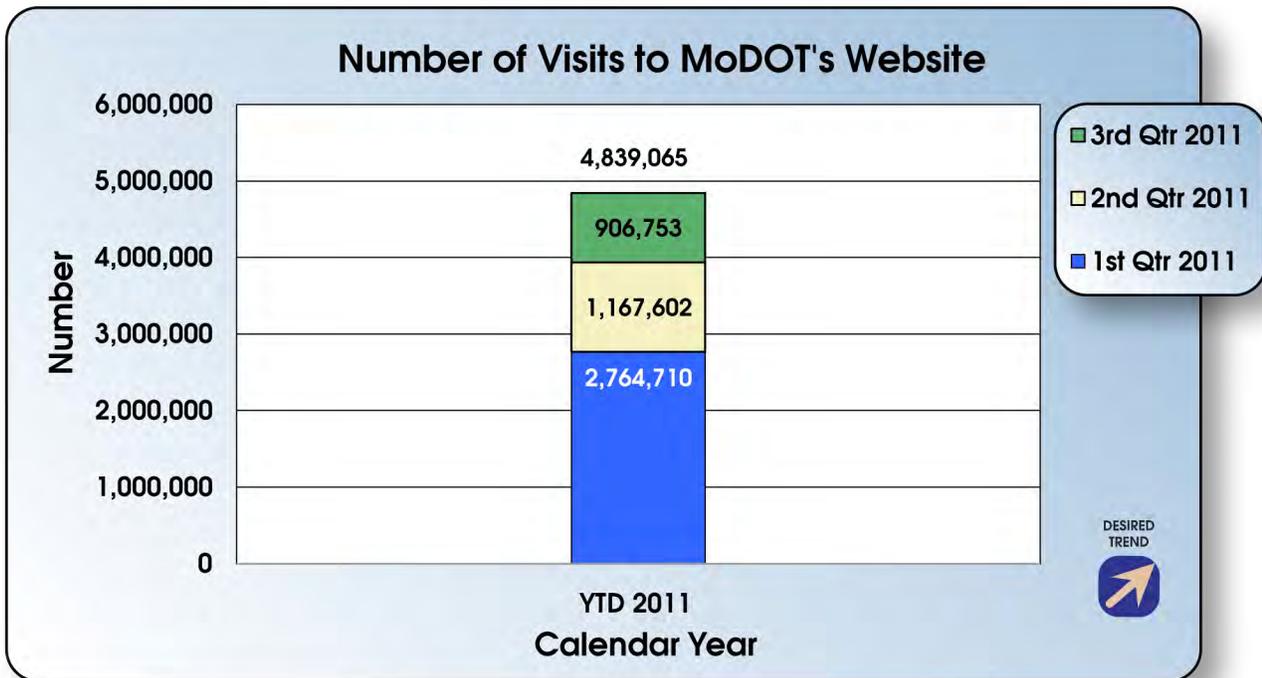
Measurement and Data Collection:

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

Improvement Status:

The MoDOT website experienced another decline in visits, largely due to seasonal fluctuations in travel.

The top sites visited in the third quarter 2011 were: Traveler Information Map (86,456 visits), Kansas City Scout (70,364 visits), Gateway Guide (49,408), the Flooding Update page (41,328 visits), the Show Me My Buzz App page (38,067 visits) and Job Listings (37,401). This ranking shows that traffic and road conditions dominate public interest in the site.



Number of customers engaged through social media-17h

Result Driver: Mara Campbell, Customer Relations Director

Measurement Driver: Laura Holloway, Customer Relations Coordinator

Purpose of the Measure:

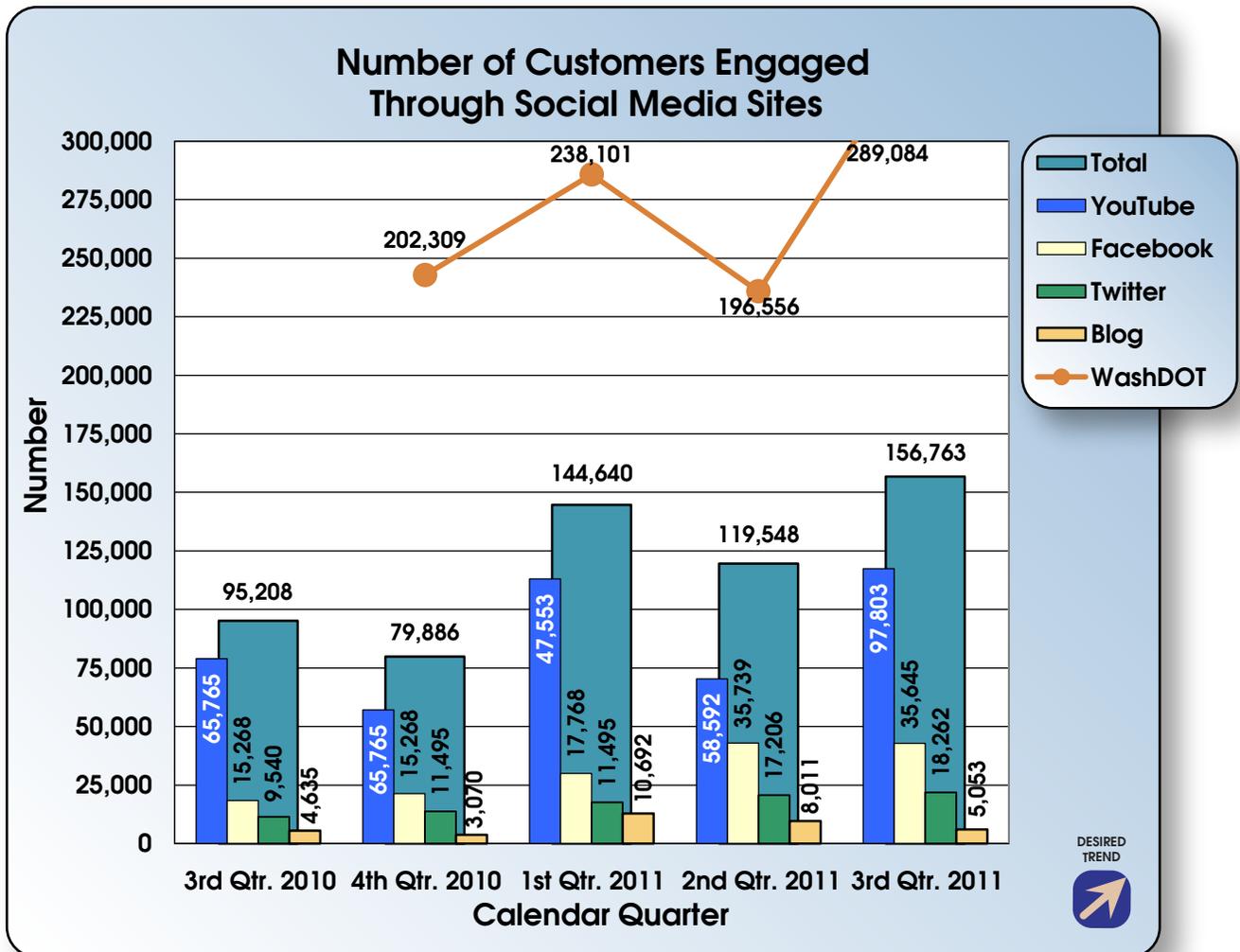
This measure tracks the number of customers MoDOT has engaged through social media sites. It includes customers who choose to receive MoDOT information via Facebook, Twitter, blogs, or have viewed a MoDOT video on YouTube.

Improvement Status:

There were 156,763 customers engaged during the third quarter of 2011 through MoDOT's social media sites across the state.

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.



(This page is intentionally left blank for duplexing purposes)