



PROVIDE OUTSTANDING CUSTOMER SERVICE

Dan Niec, District Engineer

Tracker

MEASURES OF DEPARTMENTAL PERFORMANCE



Every MoDOT employee is responsible for delivering outstanding customer service. We strive to be respectful, responsive, and clear in all our communication. We want to build strong relationships with our transportation partners, our customers and each other.

RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

**MEASUREMENT
DRIVER:**
Tammy Wallace,
Senior Customer
Relations Specialist

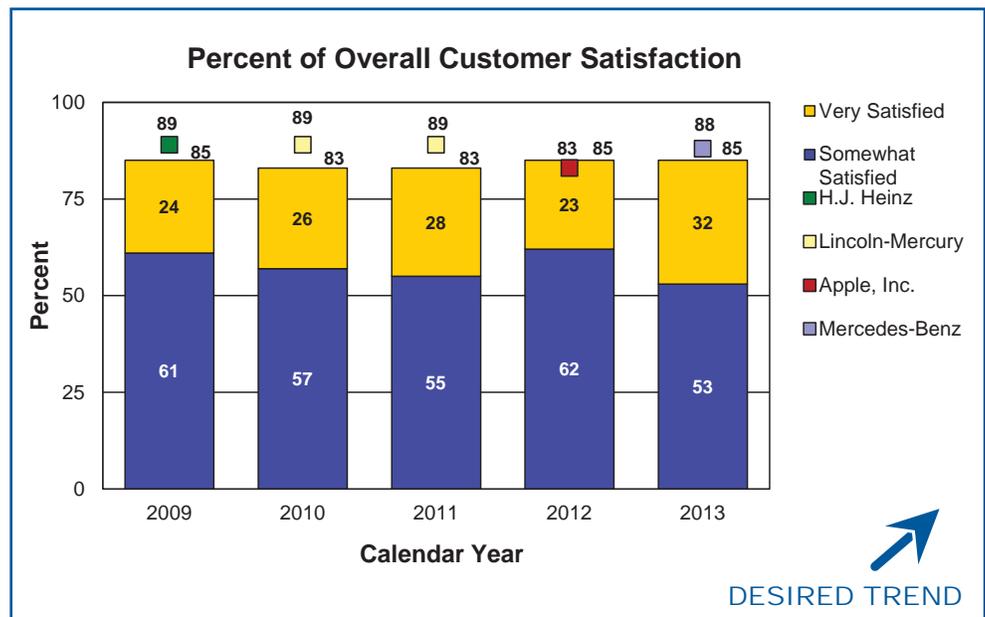
**PURPOSE OF
THE MEASURE:**
This measure tracks
MoDOT's progress toward
the mission of delighting its
customers.

**MEASUREMENT
AND DATA
COLLECTION:**
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians. Data compiled by the
American Customer Satis-
faction Index in 2013 shows
Mercedes-Benz having the
highest customer satisfac-
tion rate – 88 percent – out
of the hundreds of compa-
nies and government agen-
cies the ACSI scores.

Percent of overall customer satisfaction-3a

Over the past few years customer satisfaction has remained high. In 2013, 85 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which tied a record high. We also saw an increase in the number of very satisfied customers.

The condition of our roads and bridges and customer satisfaction are closely tied together. In the 2013 Report Card from Missourians, customers told MoDOT the condition of roads and bridges were the most important transportation service to them. MoDOT staff has been diligent in providing outstanding customer service, and temporary funding has allowed us to keep our system maintained at a level customers expect. However, over the next few years as MoDOT's funding is anticipated to drop below what is required to even maintain the state system, customer satisfaction levels are likely to be impacted.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Holly Dentner,
Customer Relations
Manager

PURPOSE OF
THE MEASURE:
This measure tracks the
percent of customers who
view MoDOT as a leader
and expert in transportation
issues. The measure shows
how effectively MoDOT
conveys its expertise to the
traveling public.

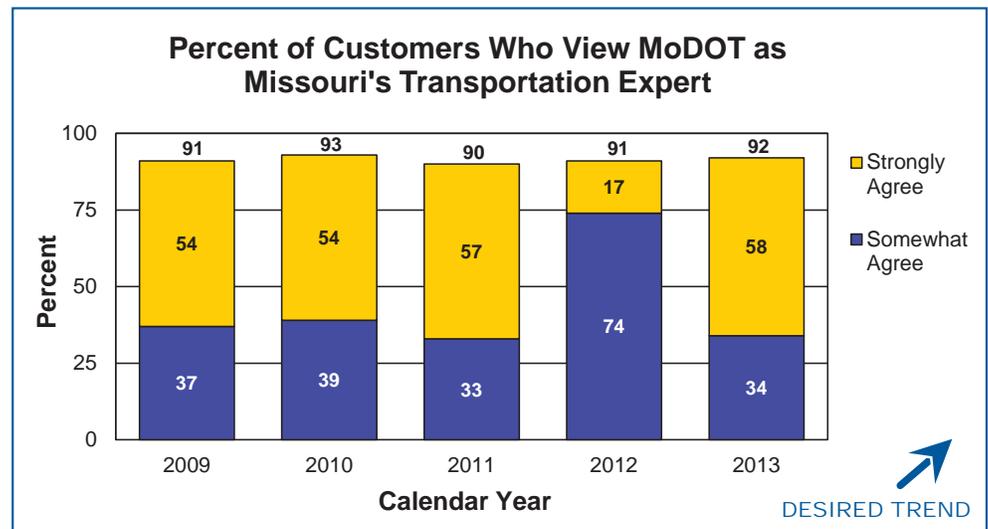
MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians.

Percent of customers who view MoDOT as Missouri's transportation expert-3b

As the agency responsible for transportation in Missouri, MoDOT must hold its lead as an expert in the field. The department should serve as the front-runner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2013 survey shows an overwhelming majority of customers perceive the department as Missouri's transportation expert. Ninety-two percent of those surveyed agreed MoDOT serves this role, a percentage the department has consistently maintained since 2009. Of the 92 percent, 58 percent of respondents "strongly agreed" and 34 percent "somewhat agreed" MoDOT serves as the state's transportation expert.

The department continues to work on improving partnerships with all Missourians, including local government, legislators and other elected officials, and transportation-related groups and organizations. With the suspension of the cost share program, these relationships may face challenges.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Melissa Black,
Customer Relations
Manager

PURPOSE OF
THE MEASURE:
This measure tracks the
percent of customers who
trust MoDOT to keep its
commitments. Public trust is
an important component in
building support for trans-
portation issues.

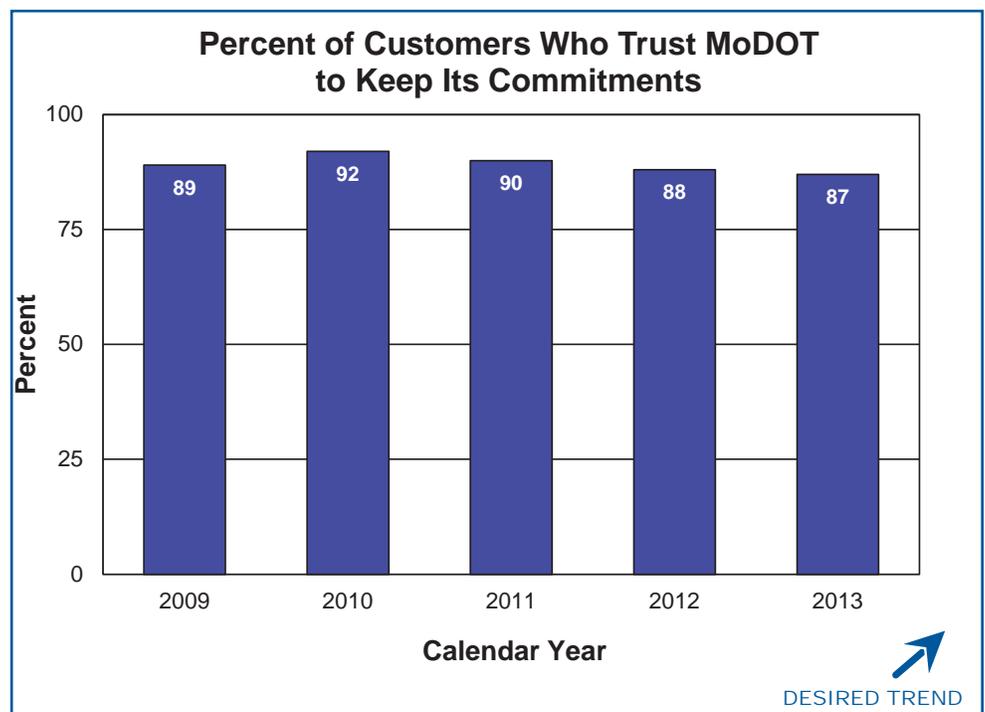
MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone
survey of approximately
3,500 randomly selected
Missourians, being most
recently updated for the
October 2013 Tracker. Until
2013, this measure was a
yes/no question. This year,
customers responded to a
satisfaction scale. The sum
of the positive responses
– Somewhat Agree at 45
percent and Strongly Agree
at 42 percent – provide the
comparative data for 2013.

Percent of customers who trust MoDOT to keep its commitments to the public-3c

Gaining and keeping the public's trust is key to MoDOT's overall success. The best way MoDOT can accomplish this is to deliver on the commitments it makes. In the 2013 survey, 87 percent of Missouri residents said they trusted MoDOT to keep its commitments compared to 88 percent in 2012. While the 1 percent difference is within the statistical margin of error, it is part of a four-year downward trend from 92 percent in 2010.

The department's annual construction program, which is estimated to be just over \$700 million for 2015, will drop to \$600 million in 2016 and then just more than \$300 million each year in 2017 through 2019. Missourians tell MoDOT they want more from their transportation system, but the reality is they are going to get less – and what they have will get worse. Because of the current financial forecast, the Missouri Highways and Transportation Commission decided no new projects will be added to the 2015-2019 STIP. The Commission also suspended the cost share program, which allowed local governments to partner with MoDOT to deliver state highway and bridge projects that enhance economic development in the state.

As fewer projects are completed and the system deteriorates, it is likely the public's trust in the department to keep its commitments will continue to decline.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Marie Elliott,
Customer Relations
Manager

PURPOSE OF
THE MEASURE:
This measure tracks
whether customers feel
MoDOT provides timely,
accurate and understand-
able information about road
projects, highway conditions
and work zones they need
and use.

MEASUREMENT
AND DATA
COLLECTION:
Data is collected through
an annual telephone survey
of approximately 3,500
randomly selected Missou-
rians.

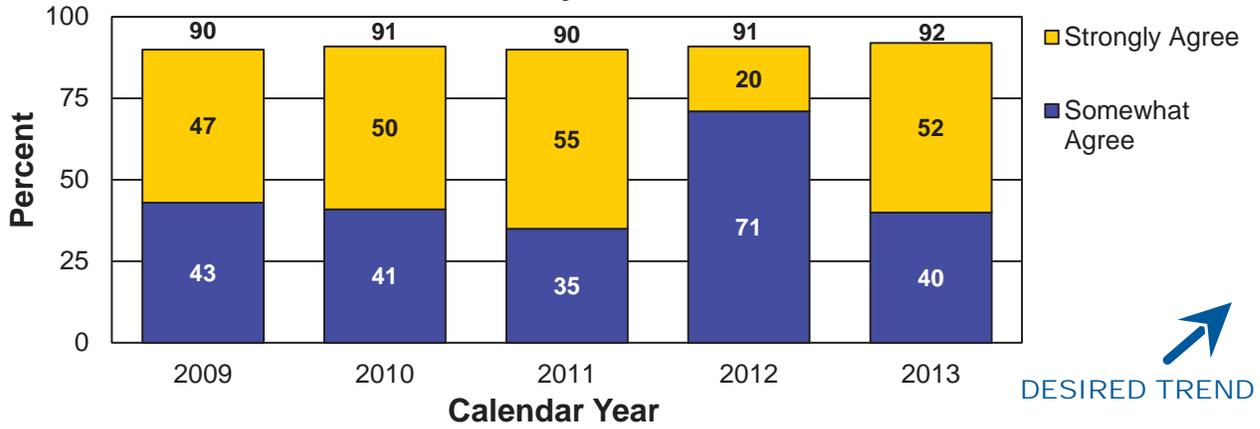
Percent of customers who feel MoDOT provides timely, accurate and understandable information-3d

Just like well-maintained roads and bridges, MoDOT delivers information. The citizens of Missouri expect timely, accurate and understandable information from their department of transportation. Whether it's a press release, e-update, text alert or a notice of a public meeting, MoDOT makes every effort to get the word out as quickly and as clearly as possible. The results of this effort are public trust and respect. With numbers consistently topping 90 percent agreement for the past four years, this measure shows that the department meets our customers' high expectations.

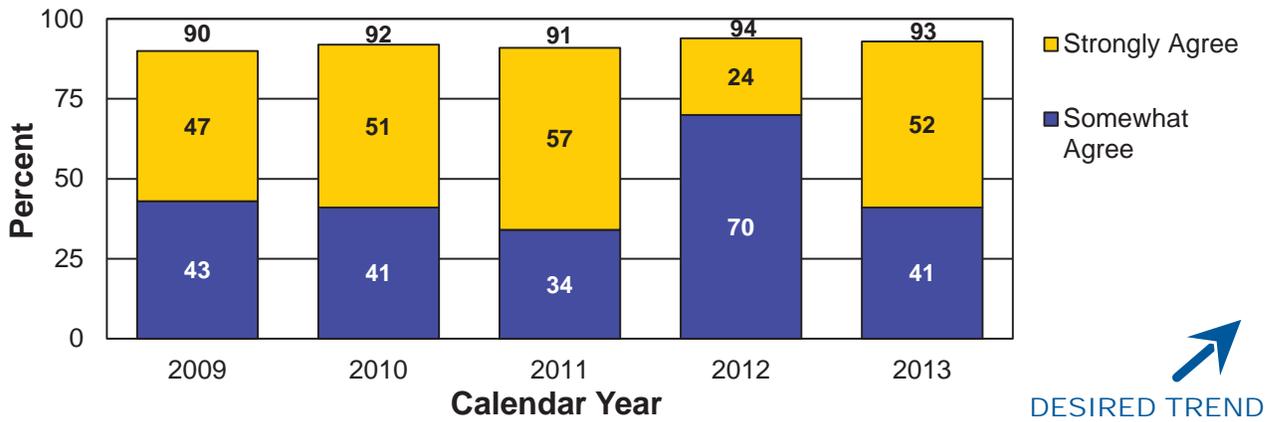


PROVIDE OUTSTANDING CUSTOMER SERVICE

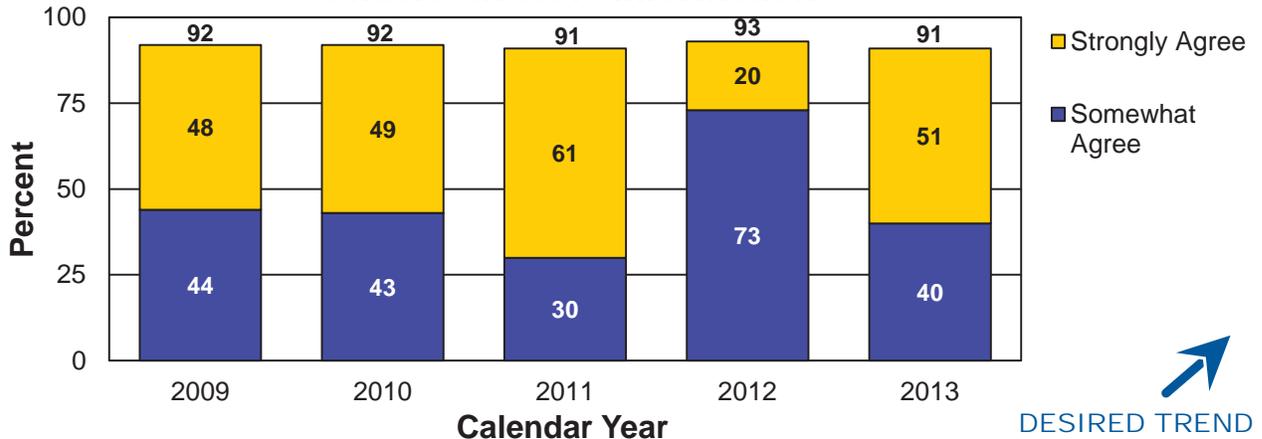
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Nicole Hood,
Assistant State Design
Engineer

PURPOSE OF
THE MEASURE:
This measure provides
information regarding
the public's perception of
MoDOT's performance in
providing the right transpor-
tation solutions.

MEASUREMENT
AND DATA
COLLECTION:
Data for this measure is
collected through an annual
survey sent to users of proj-
ects completed and opened
to traffic within the previous
year. The districts iden-
tify 21 projects – three per
district – in three categories:
large, medium and small.
Large projects are defined
as those involving a major
route or one that is funded
through major project dol-
lars. Medium projects are
of district-wide importance.
Small projects have only
local significance. A sample
of residents is drawn from
zip code areas adjoining the
recently completed project.
The samples include 500
addresses per project area.

Percent of customers who believe completed projects are the right transportation solutions-3e

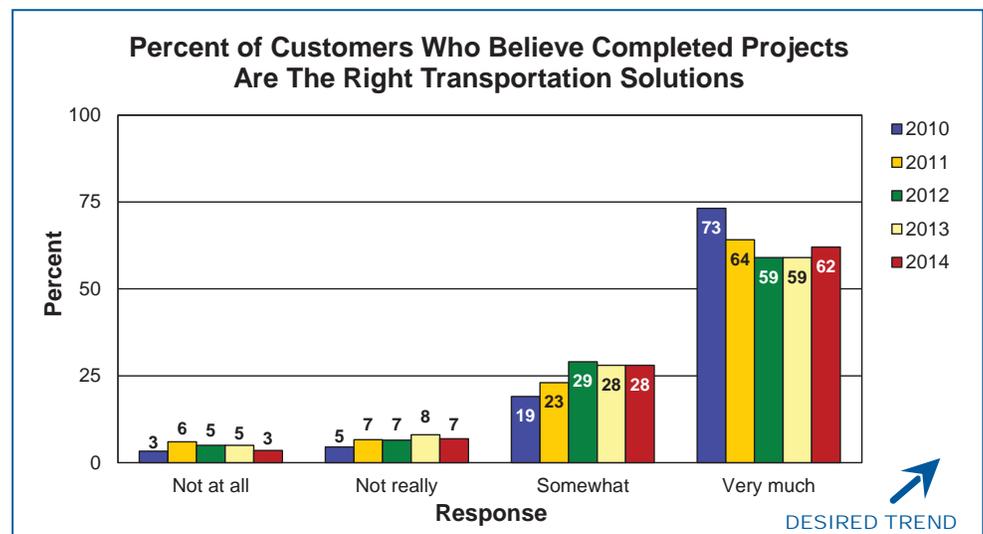
One of the most prominent products MoDOT delivers to its customers is a highway construction project. While the department tries to involve local residents in planning and designing local projects, the real impact of the project isn't known until people actually use the results of the project. The 2014 survey results continue to show most Missourians are very satisfied with local projects and believe that MoDOT provides the right transportation solution.

The majority of respondents thought that the project made the roadway:

- safer (88.2 percent),
- more convenient (88.1 percent),
- less congested (81.9 percent),
- easier to travel (88.6 percent),
- better marked (85.2 percent), and
- 89.6 percent considered the project the right transportation solution.

As part of the questionnaire, each respondent has the opportunity to provide comments about why the local project was – or was not – the right transportation solution. Each comment is shared with the local district for evaluation and to guide future projects.

MoDOT expects the funding available for the annual construction program to drop until it reaches \$325 million in fiscal year 2017. At that level, the department will not be able to keep the highway and bridge system in the shape it is in today and undertaking projects that solve transportation problems will be out of the question. Because of this, the results of this measure are likely to decline in the near future.



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Melissa Black,
Customer Relations
Manager

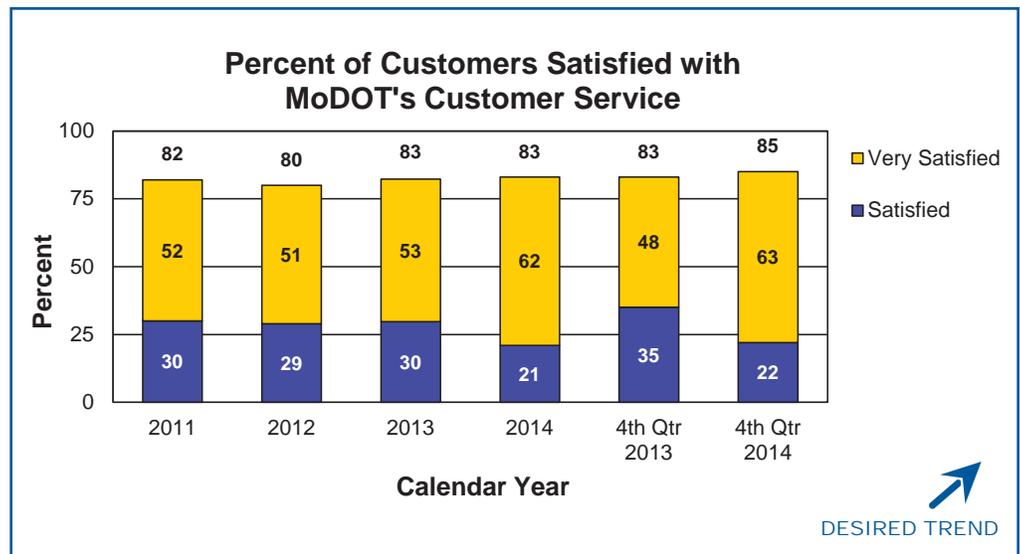
PURPOSE OF
THE MEASURE:
This measure shows how
satisfied customers who
contact MoDOT are with the
politeness, clarity and re-
sponsiveness they receive.

MEASUREMENT
AND DATA
COLLECTION:
The data for this measure
is obtained from a monthly
telephone survey of 200
customers who contacted
a MoDOT customer ser-
vice center in the previous
month. The customer con-
tacts come from call reports
logged into the customer
service database. Survey
participants are asked to
respond on a Strongly
Agree to Strongly Disagree
scale regarding represen-
tative politeness and how
quickly and clearly MoDOT
responded to and answered
questions or concerns. A
fourth question asks for a
rating of overall satisfac-
tion. This measure also
includes the average time to
complete requests logged
into the customer service
database. Requests that
require more than 30 days
to complete are removed
to prevent skewing overall
results.

Percent of customers satisfied with MoDOT's customer service – 3f

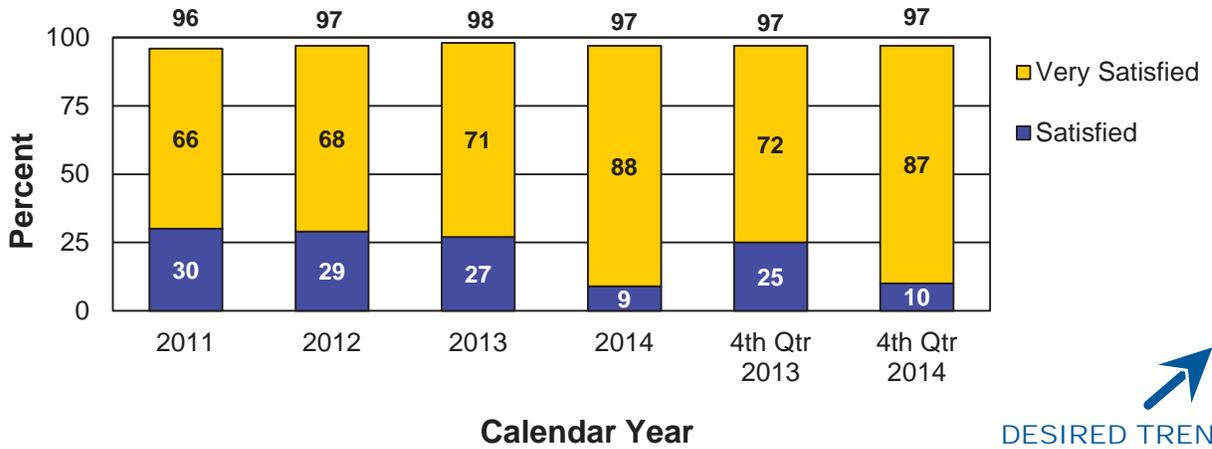
MoDOT actively seeks feedback from the people it serves. In 2012, MoDOT created a statewide call system and enhanced its online call report system that enables customer service representatives to work across seven district boundaries in a one-team approach. Since implementation, customer perceptions of MoDOT's politeness, responsiveness and clarity increased, resulting in an overall improved customer satisfaction.

In the fourth quarter 2014, customers surveyed indicated 85 percent overall satisfaction with MoDOT's handling of their questions or concerns, which is the highest in all compared quarters. Annually we stayed at 83 percent satisfaction compared to 2013. Customers who were satisfied with politeness of responses were at 97 percent both for the quarter and annually. Clarity received the largest drop at 85 percent. Clarity is the lowest out of the all compared quarters as well as annually at 88 percent. Satisfaction with responsiveness of the answers they received went up slightly to 90 percent, but this is a slight decline when compared on an annual basis from 92 percent to 90 percent. The average time to complete customer requests during this quarter increased to 1.7 days. The percent of very satisfied for all categories were at the highest when compared to the same quarter of previous years.

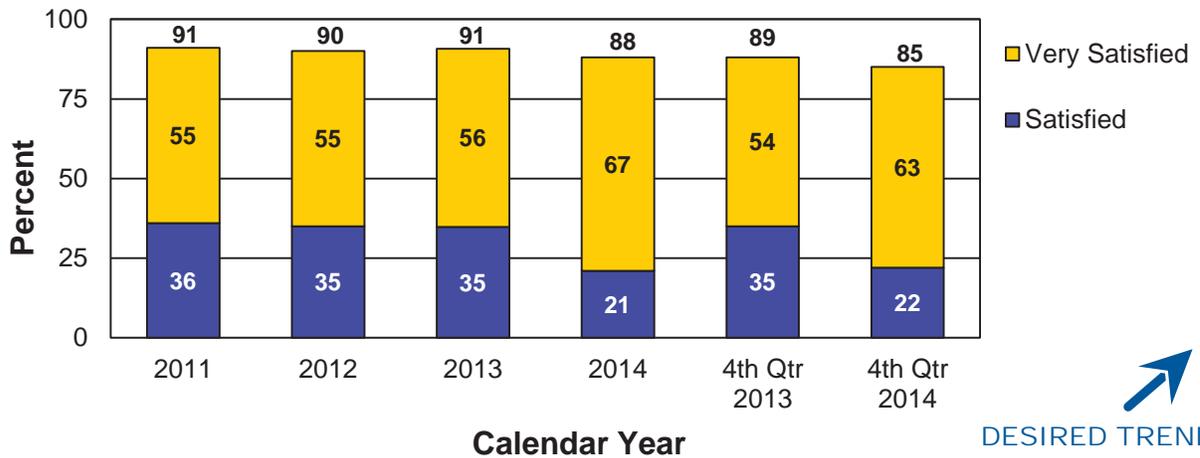


PROVIDE OUTSTANDING CUSTOMER SERVICE

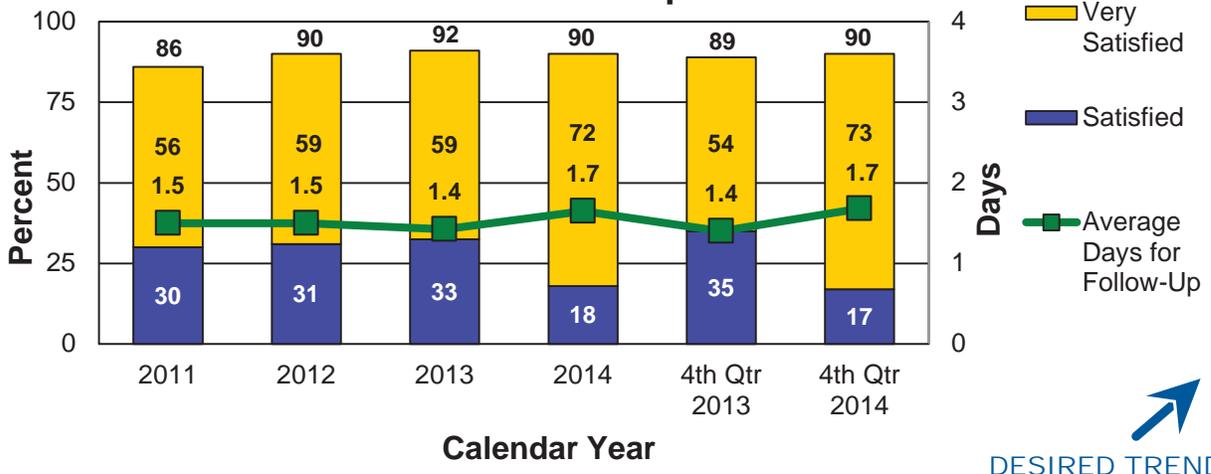
Customer Satisfaction with Politeness of Staff



Customer Satisfaction with Clarity of Response



Customer Satisfaction with Responsiveness



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Patrick Wood,
Customer Relations
Specialist

PURPOSE OF
THE MEASURE:
This measure tracks how
MoDOT customers receive
and exchange information
with the agency.

MEASUREMENT
AND DATA
COLLECTION:
MoDOT gathers informa-
tion for this measure from a
variety of sources. These in-
clude the annual telephone
survey of approximately
3,500 randomly selected
Missourians, Google Analyt-
ics to measure Web traffic
and social media analytics.

Percent of customer communication engagement-3g

Good organizations share information with the people they serve. The best, most trusted organizations engage customers in conversation. It is easier these days for MoDOT to interact with its customers through Internet-based social media networking websites and applications. However, as platforms for storytelling and accountability, print, television and radio continue to serve as a vital information-sharing service.

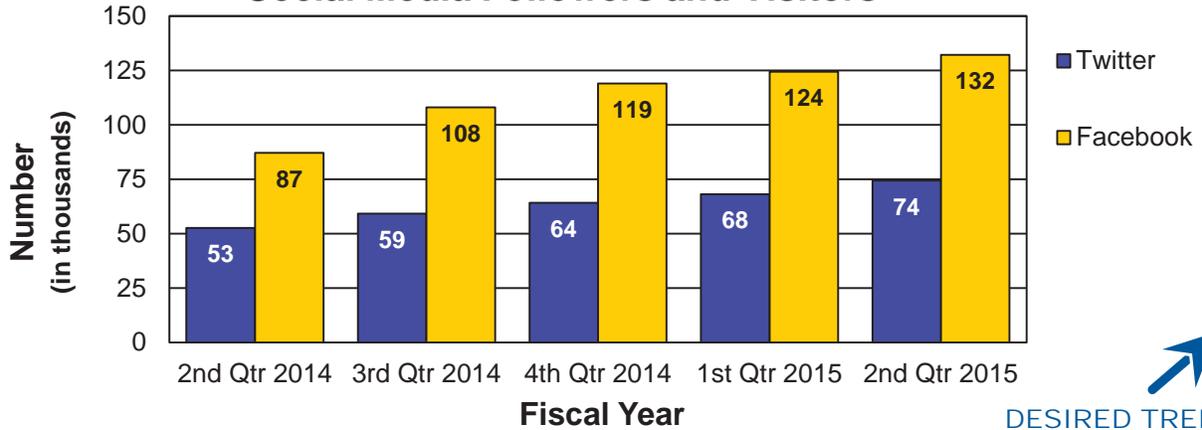
MoDOT's social media accounts continue to attract followers. There was a growth of 7,680 followers on Facebook statewide, and 6,266 additional followers to Twitter statewide. Digital message board-themed information was the most liked, shared and commented on posts during this quarter. The highest user engagement on a post was on a holiday impaired driving post that reached 9,736,192 people, was liked 455,634 times and was shared 155,529 times.

Though new media provides an opportunity to communicate interactively, traditional communication methods remain the most effective way to convey MoDOT messages. In the annual telephone survey, customers said they are most likely to learn about MoDOT projects and activities through highway message boards and trusted local reporters.

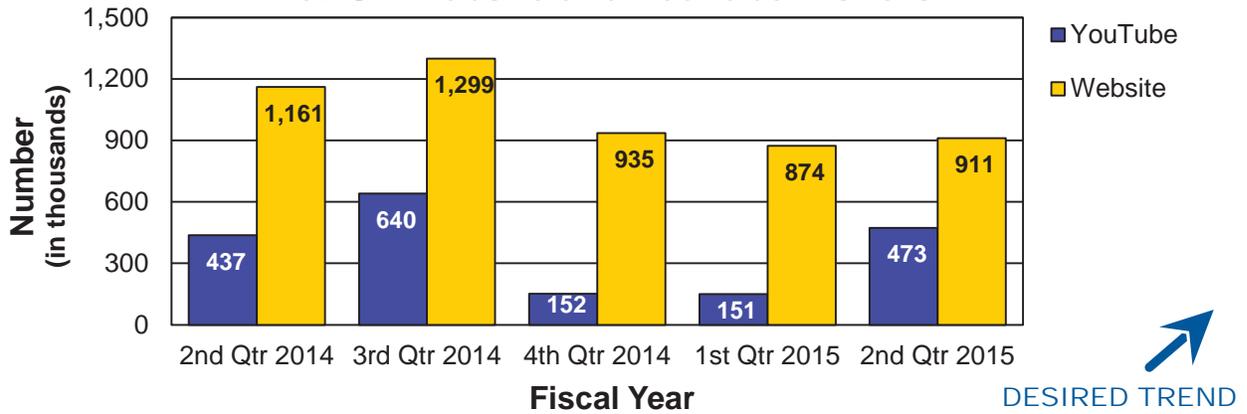


PROVIDE OUTSTANDING CUSTOMER SERVICE

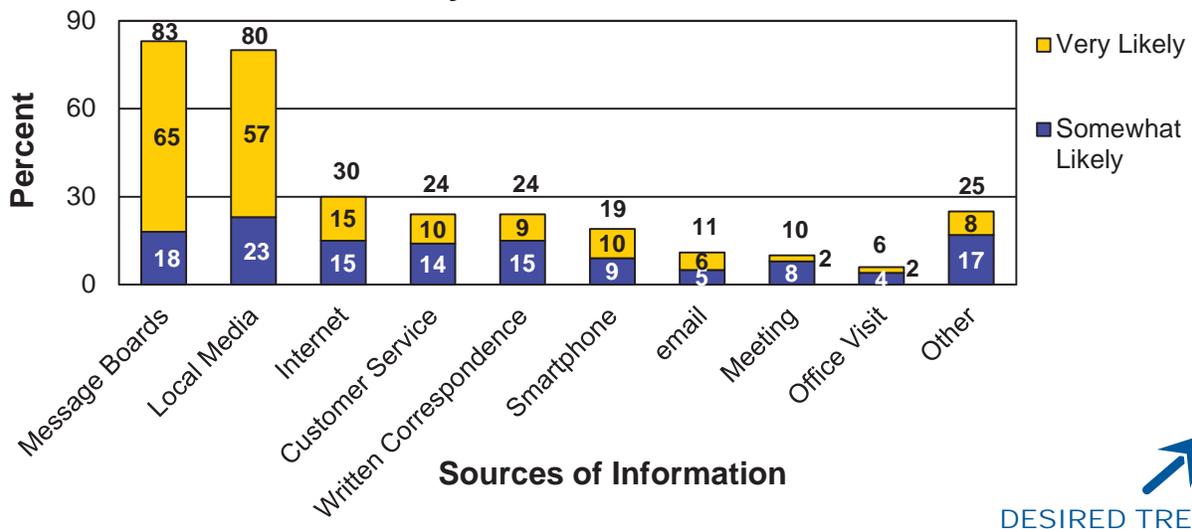
Social Media Followers and Visitors



MoDOT Website and YouTube Visitors



Customer-Reported Likelihood to use MoDOT Project and Activity Information Sources 2013



RESULT DRIVER:
Dan Niec,
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT
DRIVER:
Kelly Backues,
Senior Organizational
Performance Analyst

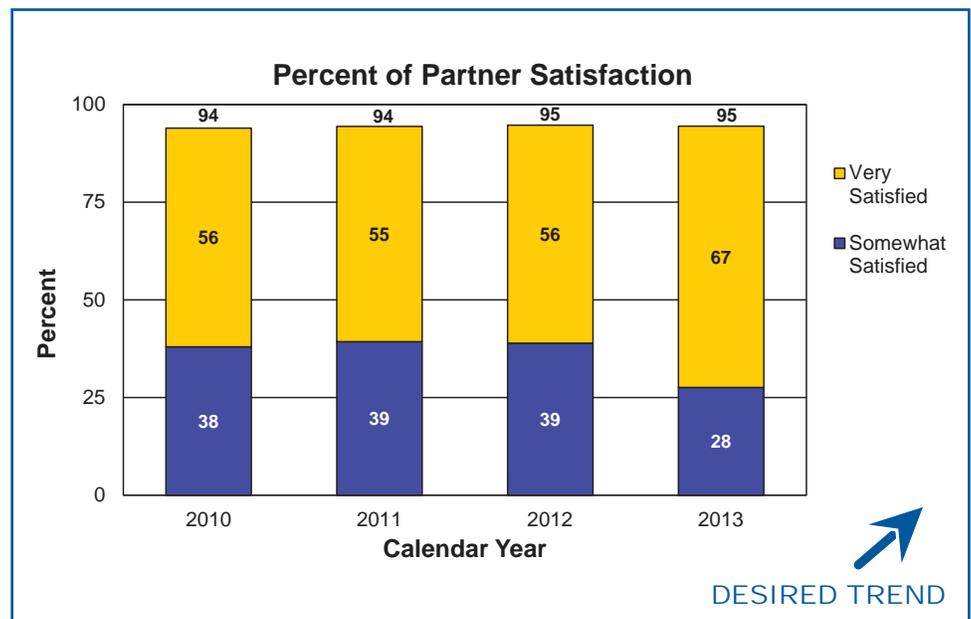
PURPOSE OF
THE MEASURE:
This measure tracks
MoDOT's progress toward
the goal of increasing the
level of partner satisfaction
with MoDOT in delivering
transportation services.

MEASUREMENT
AND DATA
COLLECTION:
An independent research
and survey firm conducted
an expanded survey in Jan-
uary 2014, broadening the
partner groups to include
agencies and industries in
nearly all areas of MoDOT.
The January survey col-
lects data from the previous
calendar year and will be
updated annually in April.

Percent of partner satisfaction-3h

MoDOT relies on a large number of partners to deliver transportation projects and services to Missourians statewide. Each year since 2010, partners have completed an online survey indicating their levels of satisfaction in working with MoDOT. The three-year period from 2010 to 2012 surveyed a specific pool of partners with a very satisfied and satisfied rating of 94 percent or better. With the expanded survey this year, department partners continued the 95 percent satisfaction rate, and the very satisfied partners increased 11 percent compared to the prior year. In addition to rating MoDOT's services, participants can offer written feedback. The information received is used to target specific areas MoDOT can improve.

With diminishing resources that have led to a drastically reduced construction program and suspension of the cost-share program, it is anticipated the condition of Missouri's roads and bridges will deteriorate and dissatisfaction will result.



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