



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

Percent of overall customer satisfaction – 3a

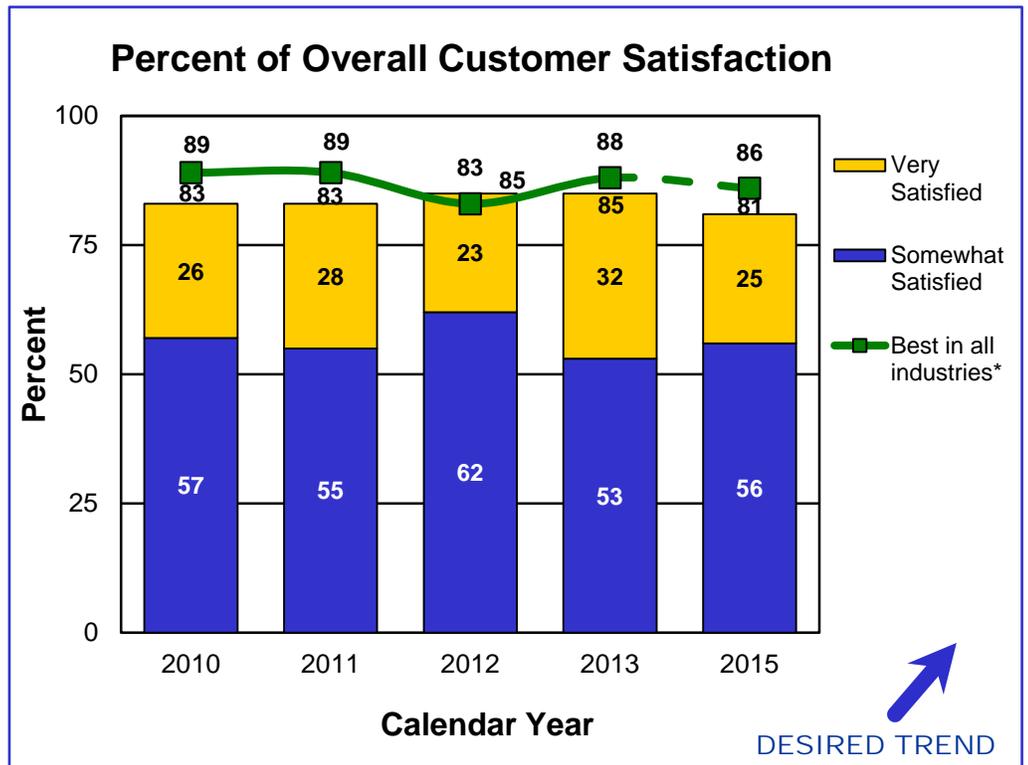
MEASUREMENT DRIVER:
 Tammy Wallace
 Senior Communications Specialist

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 a telephone survey of approximately 3,500 randomly selected Missourians. Benchmarking data is provided by the American Customer Service Index.

Over the past few years, customer satisfaction has remained high. In 2015, 81 percent of Missourians surveyed said they were satisfied with the job MoDOT is doing, which is a 4 percent decline from 2013. There also was a 7 percent decline in very satisfied customers. Data compiled by the American Customer Satisfaction Index in 2015 shows Chick-fil-A having the highest customer satisfaction rate – 86 percent – out of the hundreds of companies and government agencies the ACSI scores.

The condition of our roads and bridges and customer satisfaction are closely tied together. In the 2015 Report Card from Missourians, customers told MoDOT the condition of roads and bridges were the most important transportation service to them. However, even with present system conditions remaining good, the department's message of declining system conditions and limited funds to maintain it in the next few years potentially impacted customer perceptions and satisfaction scores.



*2010-2011 – Lincoln Mercury, 2012 – Apple, Inc., 2013 – Mercedes Benz, 2015 – Chick-fil-A

RESULT DRIVER:

Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

MEASUREMENT DRIVER:

Jennifer Williams
Communications 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 a telephone survey of approximately 3,500 randomly selected Missourians.

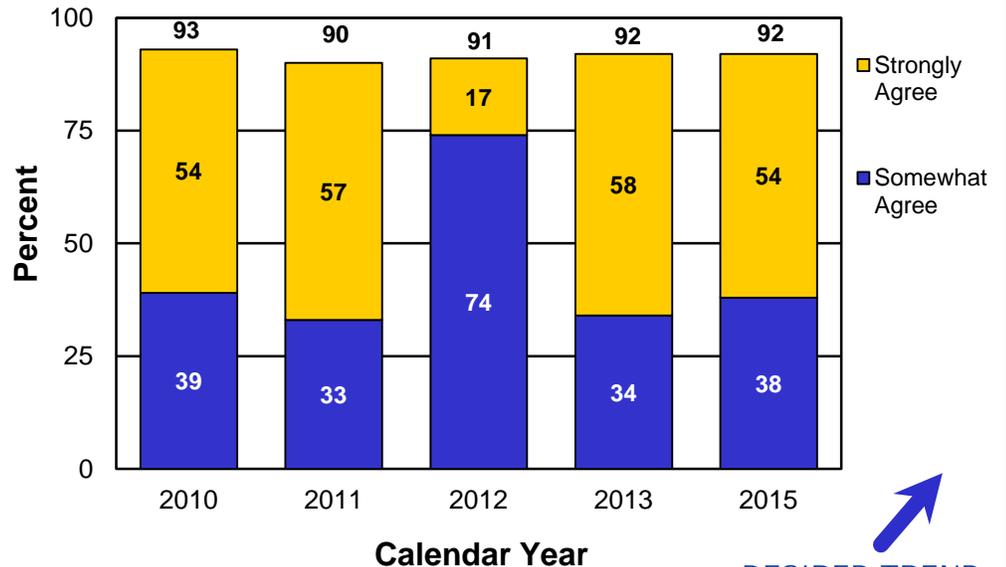
Percent of customers who view MoDOT as Missouri's transportation expert – 3b

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 frontrunner – representing the best transportation options for Missouri and partnering with state and national organizations and others to deliver a strong transportation system.

The 2015 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, 54 percent of respondents "strongly agreed" and 38 percent "somewhat agreed" MoDOT serves as the state's primary 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. The suspension of the cost-share program coupled with Missouri's insufficient transportation funding issues means these relationships will likely face further challenges.

Percent of Customers Who View MoDOT as Missouri's Primary Transportation Expert



RESULT DRIVER:
Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

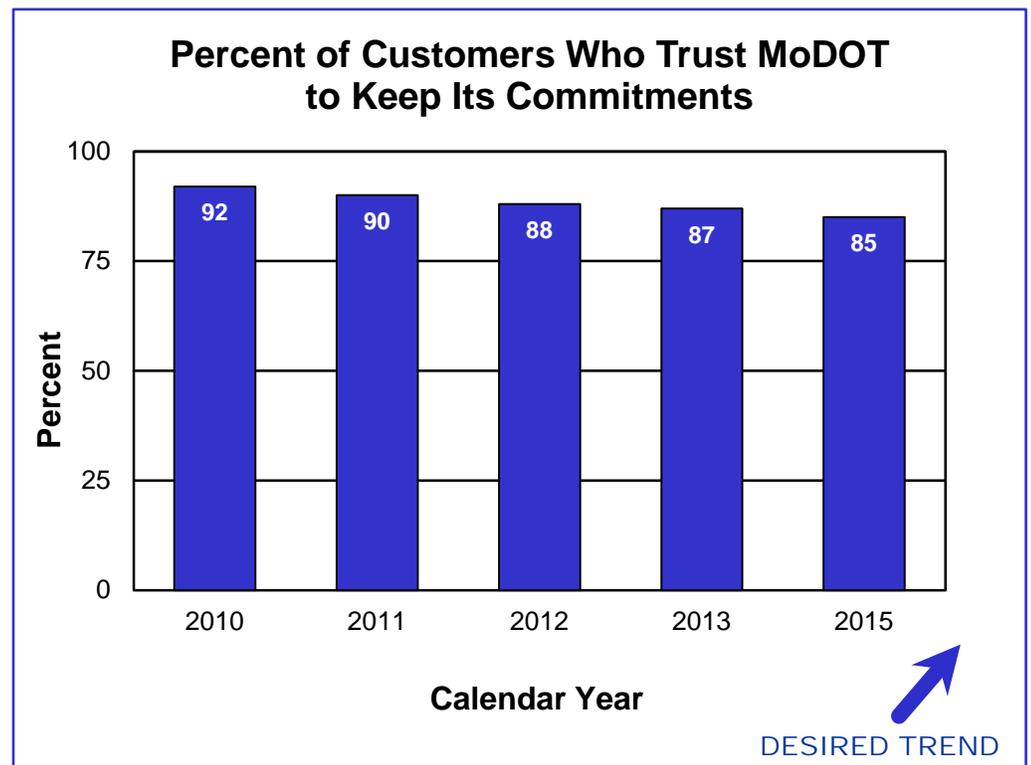
MEASUREMENT DRIVER:
Melissa Black
Communications Manager

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 transportation issues.

MEASUREMENT AND DATA COLLECTION:
Data is collected through a telephone survey of approximately 3,500 randomly selected Missourians.

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. The department's annual construction program has steadily decreased in recent years, making it difficult to maintain and care for its system due to insufficient funding. 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. MoDOT has spent years educating the public, legislators and media on the reality of transportation funding and what insufficient funding means to Missouri's system.

The 2015 report card indicated 85 percent of the residents trust MoDOT to keep its commitments to the public compared to 87 percent in the previous survey. Although this is only a two percent decrease, it is the lowest score ever recorded on this measure. Furthermore, there is a continued five-year downward trend from 92 percent in 2010 that is statistically significant.



RESULT DRIVER:

Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

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

MEASUREMENT DRIVER:

Jennifer Williams
Communications Manager

PURPOSE OF THE MEASURE:

This measure tracks whether customers feel MoDOT provides timely, accurate and understandable information about road projects, highway conditions and work zones.

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 above 90 percent agreement for the past five years, this measure shows that the department meets our customers' high expectations.

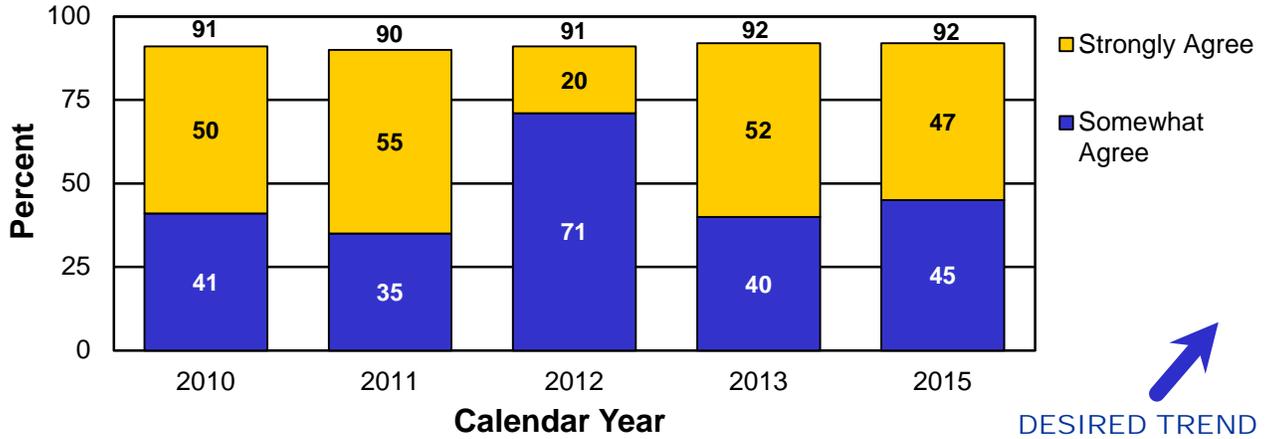
MEASUREMENT AND DATA COLLECTION:

Data is collected through a telephone survey of approximately 3,500 randomly selected Missourians.

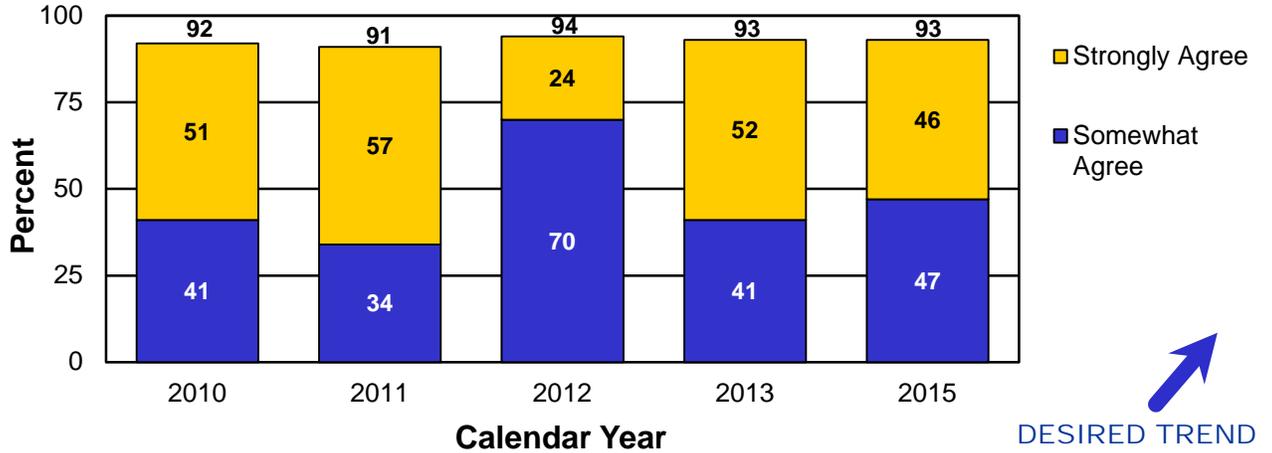


PROVIDE OUTSTANDING CUSTOMER SERVICE

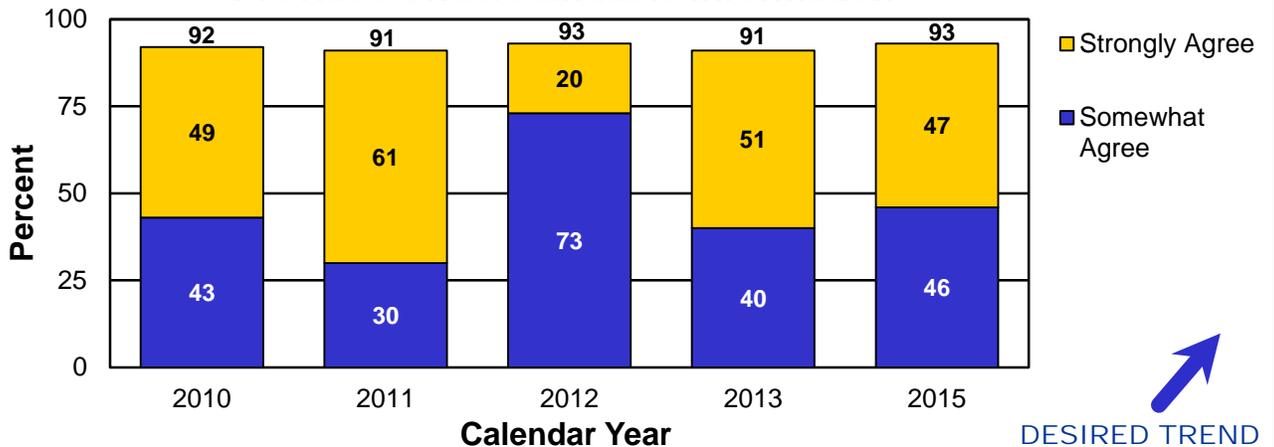
Percent of Customers Who Feel MoDOT Provides Timely Information



Percent of Customers Who Feel MoDOT Provides Accurate Information



Percent of Customers Who Feel MoDOT Provides Understandable Information



RESULT DRIVER:

Dan Niec,
District Engineer

MEASUREMENT

DRIVER:

Melissa Black
Communications Manager

PURPOSE OF THE MEASURE:

This measure shows how satisfied customers who contact MoDOT are with the politeness, clarity and responsiveness they receive.

MEASUREMENT AND DATA COLLECTION:

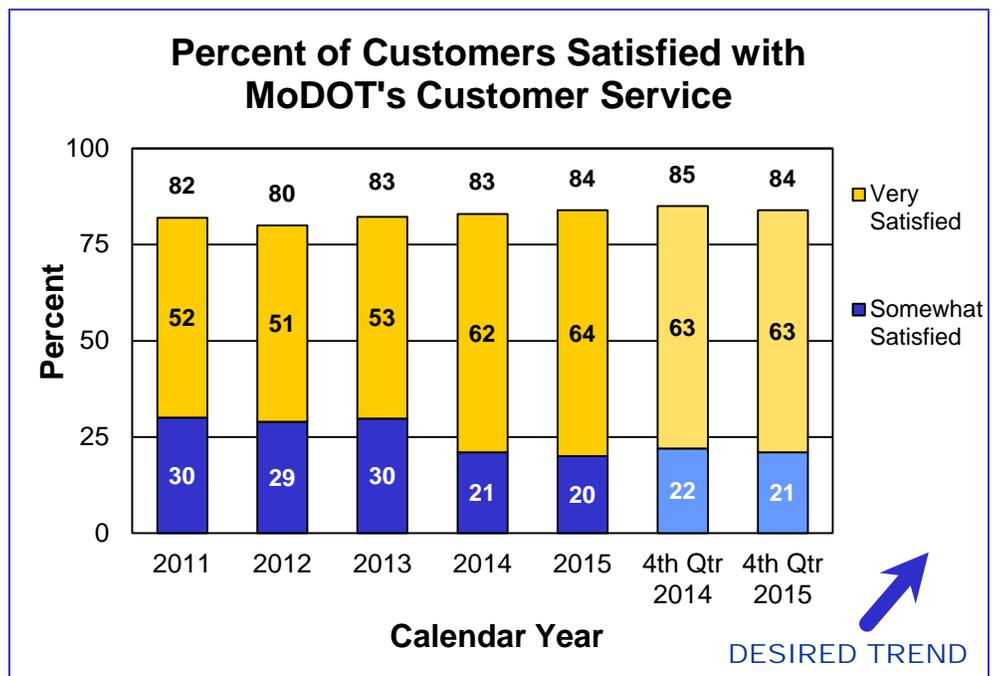
Data for this measure comes from a monthly telephone and e-mail survey of 200 customers who contacted a MoDOT customer service center in the previous month. The customer contacts come from call reports logged into the customer service database. Survey participants are asked to respond on an agreement scale regarding three qualities of their experiences. A fourth question is asked regarding their overall satisfaction. This measure also includes the time to complete requests logged into the customer service database. Requests requiring more than 30 days to complete are removed to prevent skewing of the overall results.

PROVIDE OUTSTANDING CUSTOMER SERVICE

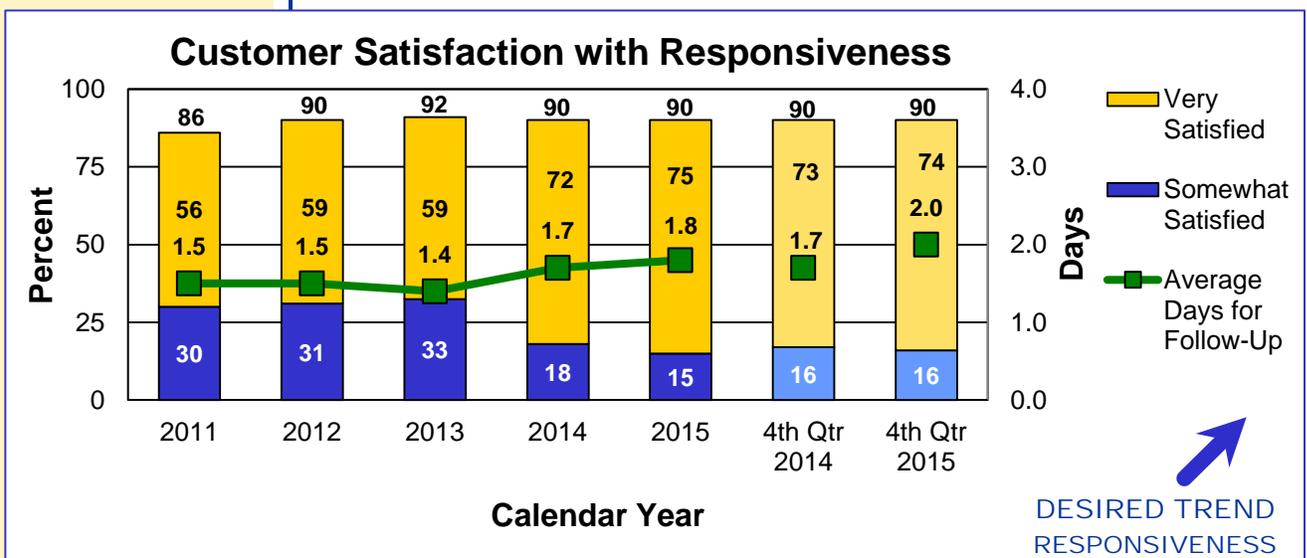
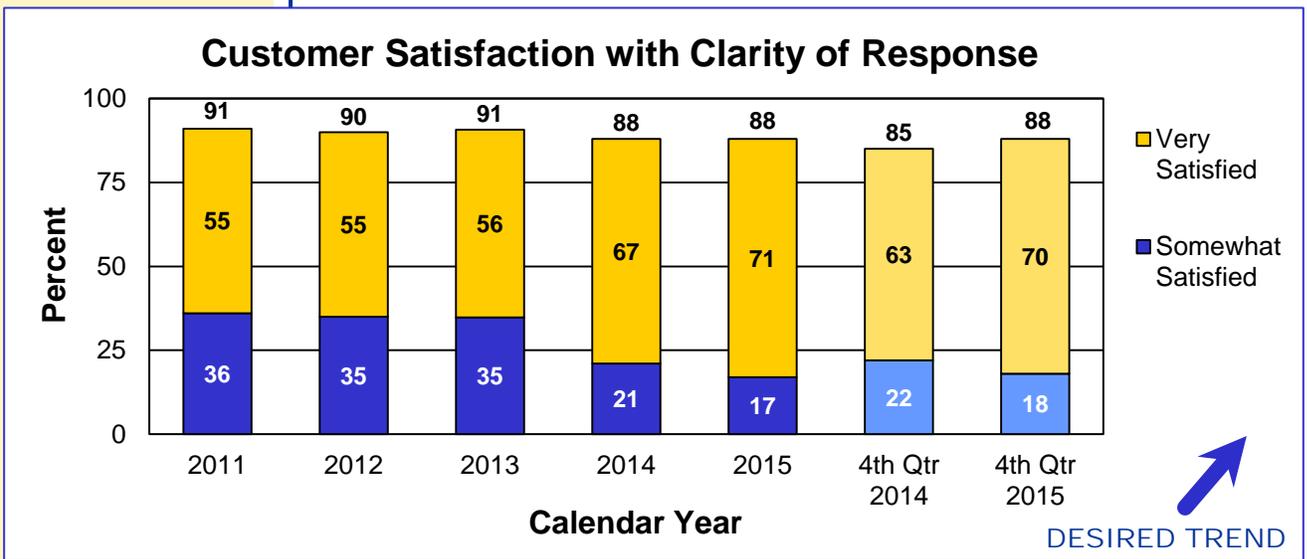
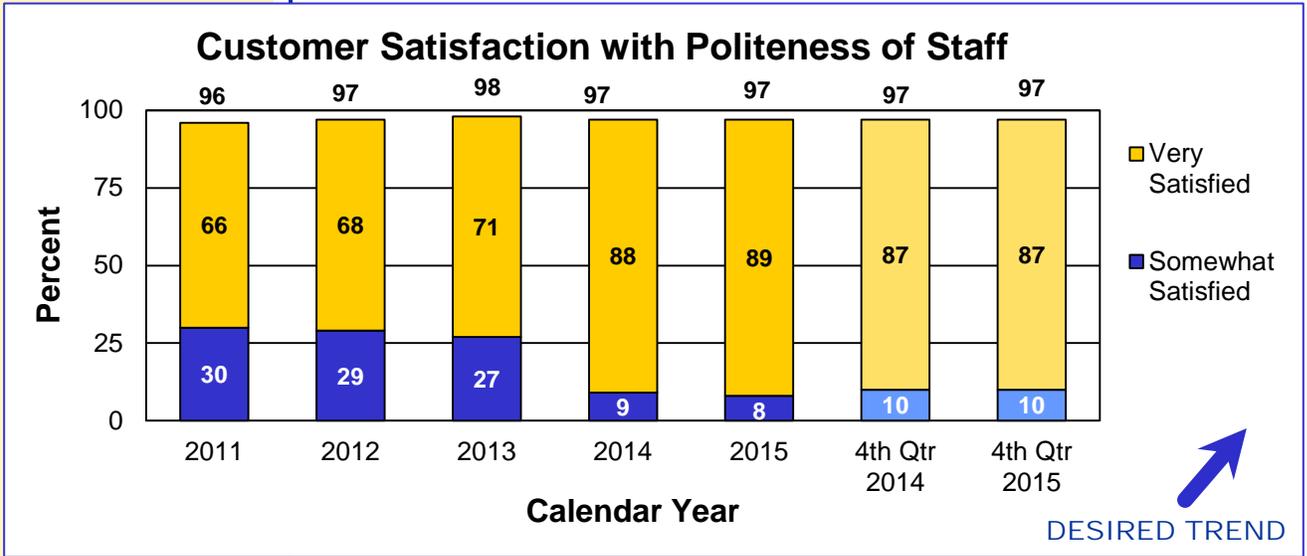
Percent of customers satisfied with MoDOT's customer service – 3e

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 improved customer satisfaction.

Overall, when comparing the fourth quarter of 2015 to 2014, most of MoDOT's customer service results remain relatively consistent. Customers surveyed indicated 84 percent satisfaction with MoDOT's customer service as compared to 85 percent in the same quarter of 2014. Customers who were satisfied with politeness of responses stayed the same at 97 percent. Clarity of responses increased from 85 percent to 88 percent. Satisfaction with responsiveness stayed the same at 90 percent. The average time to complete customer requests during this quarter increased from 1.7 to 2.0 days. When comparing annual information from 2014 to 2015, overall satisfaction increased one percent to 84 percent, while politeness, clarity and responsiveness all stayed the same at 97, 88 and 90 percent, respectively.



PROVIDE OUTSTANDING CUSTOMER SERVICE



RESULT DRIVER:

Dan Niec
District Engineer

PROVIDE OUTSTANDING CUSTOMER SERVICE

Customer communication engagement – 3f

MEASUREMENT

DRIVER:

Patrick Wood
Communications Specialist

PURPOSE OF THE MEASURE:

This measure tracks the number of MoDOT customers hitting the department's social media and website information.

MEASUREMENT AND DATA COLLECTION:

MoDOT gathers information for his measure from a variety of sources including Google Analytics. Website traffic and YouTube information are cumulative totals based on visits. Facebook and Twitter information is based on account followers.

Good organizations share information with the people they serve. The best, most-trusted organizations engage customers in conversation. MoDOT often interacts with its customers through Internet-based social media networking websites and applications.

MoDOT's social media accounts continued to attract followers. When comparing the second quarters of fiscal years 2015 and 2016, there was a growth of 64,722 followers on Facebook statewide and 26,711 additional followers to Twitter statewide. During the second quarter, the most popular post was a DMS message reaching 861,054 people with 41,454 separate engagements to the post including likes, comments and shares. Other popular posts this quarter included flood-related content. From December 26-30 the combined reach of flood messaging on Facebook was about two million. Twitter flood-related messaging reached one million impressions during the same timeframe.

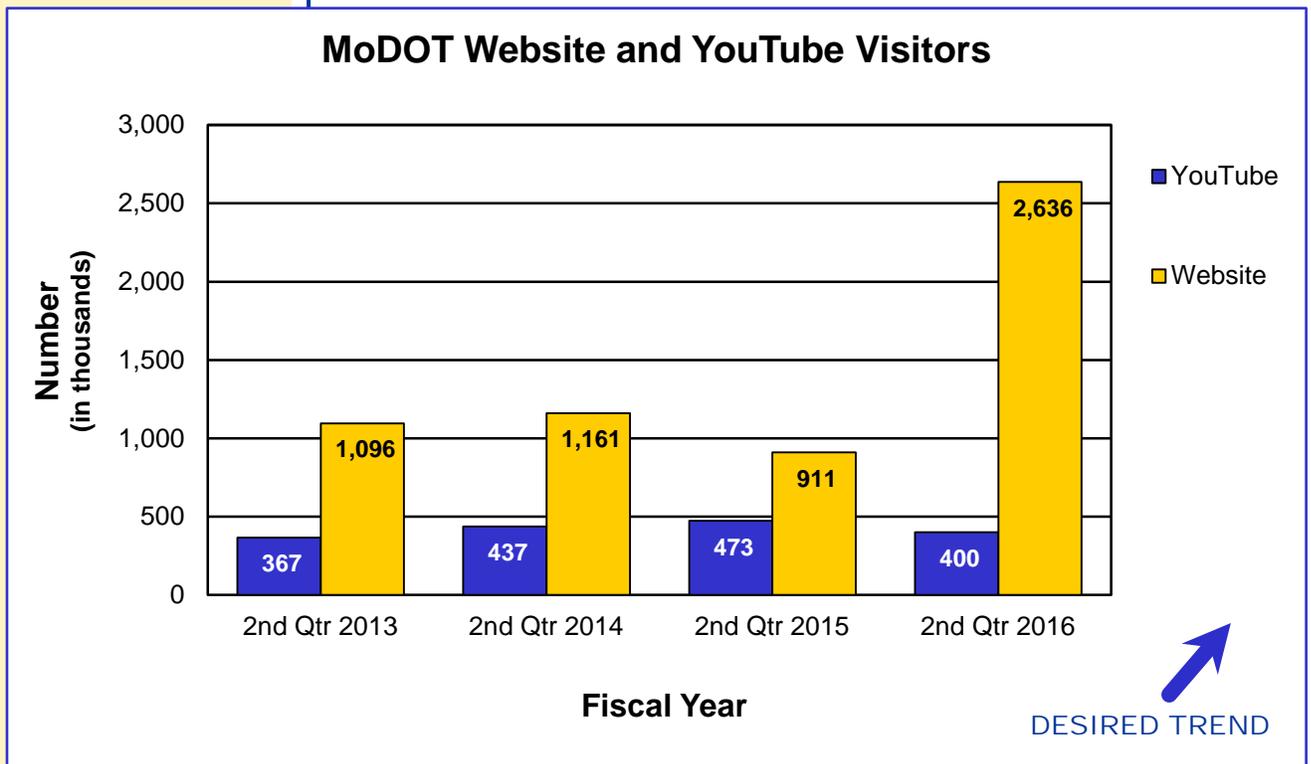
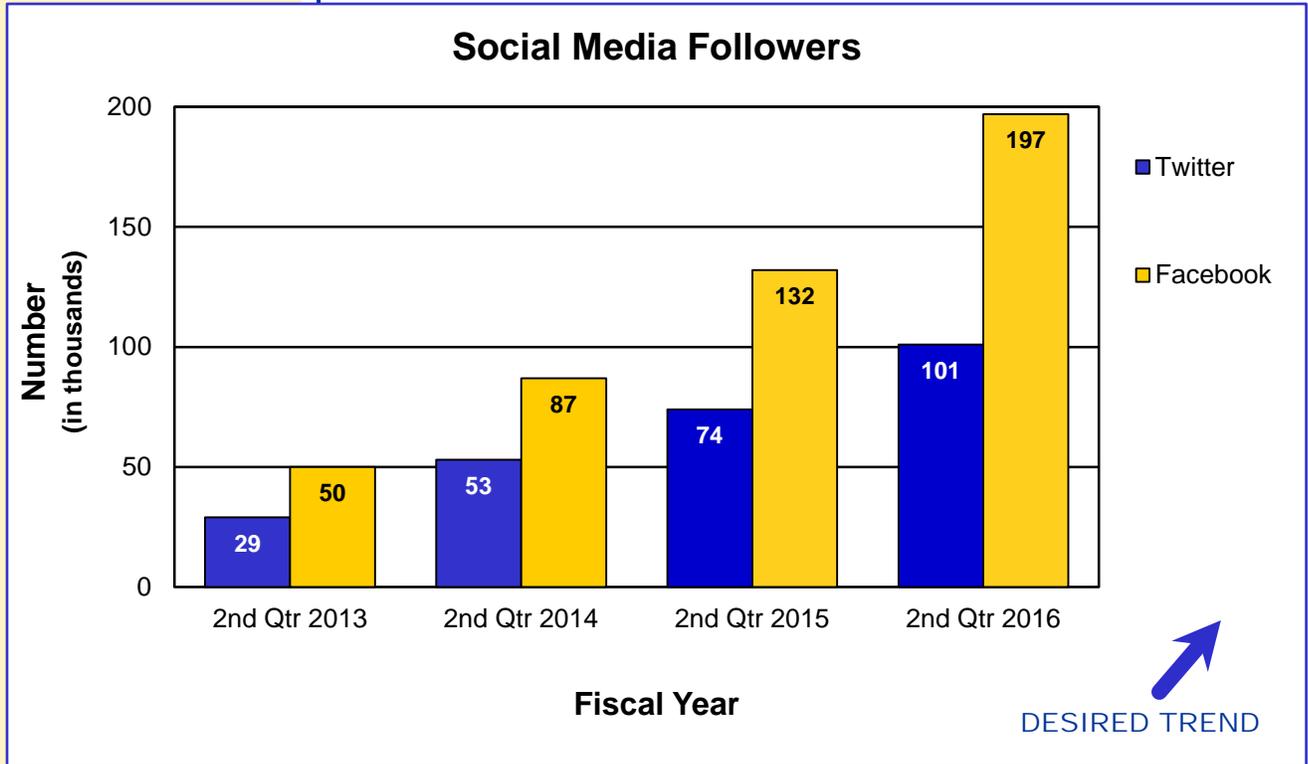
MoDOT's websites had 2.6 million sessions in second quarter 2016. In the last quarter, the top five pages on MoDOT's website were:

- Traveler Information Map
- MoDOT Homepage
- Flood Information
- Job Listings
- St. Louis District Homepage

MoDOT videos on YouTube were viewed 399,662 times in the second quarter of 2016. The top five videos viewed in the last quarter were:

- Tow Plow Action Missouri
- MoDOT Tow Plow in Action
- All About a Roundabout
- Traveler Information Map
- MoDOT Snow Blower

PROVIDE OUTSTANDING CUSTOMER SERVICE



RESULT DRIVER:

Dan Niec
District Engineer

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 transportation solutions.

MEASUREMENT AND DATA COLLECTION:

Data for this measure is collected through an annual survey sent to users of projects completed and opened to traffic within the previous year. The districts identify 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 dollars. 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 600 addresses per project area.

PROVIDE OUTSTANDING CUSTOMER SERVICE

Percent of customers who believe completed projects are the right transportation solutions – 3g

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 2015 survey results continue to show most Missourians are very satisfied with local projects and believe that MoDOT provides the right transportation solutions.

The majority of respondents thought the project made the roadway: safer (90.7 percent), more convenient (83.7 percent), less congested (72.7 percent), easier to travel (86.7 percent), better marked (87.1 percent), and considered the project the right transportation solution (89.3 percent).

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.

