
Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,
Director of Program Delivery*

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

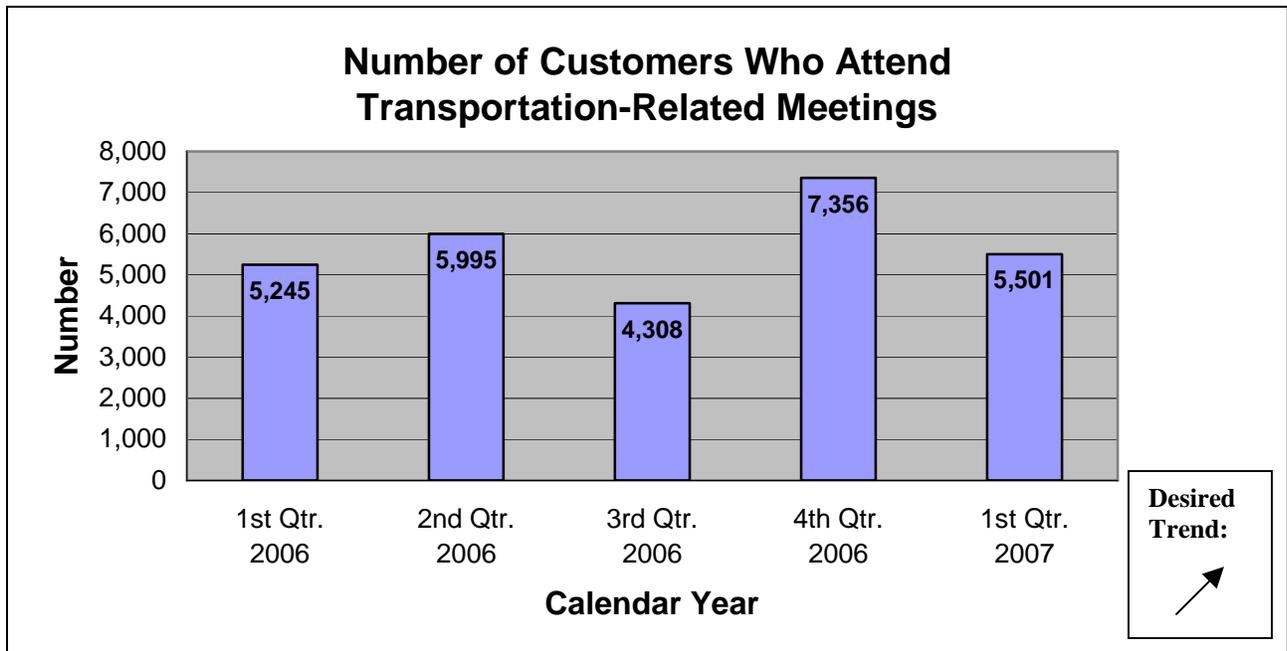
This measure gauges MoDOT’s public involvement success – both in terms of public meetings and hearings that are held to make collaborative decisions with the general public, communities, elected officials, stakeholders, and in terms of public informational events scheduled by MoDOT to keep its customers advised of project status and potential impacts that could be experienced.

Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets used at public meetings or by head counts conducted by MoDOT staff. This is an annual measure updated quarterly.

Improvement Status:

Attendance at public meetings/hearings hosted by MoDOT during the first quarter of 2007 was up five percent over the same quarter in 2006. More than 2,000 persons attended first-quarter meetings in the Kansas City Area District alone, and nearly 800 attended a series of meetings in St. Louis to share construction plans for The New I-64 project.



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

Result Driver: Dave Nichols, Director of Program Delivery
Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

This measure tracks MoDOT’s responses to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and will become part of the project’s official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

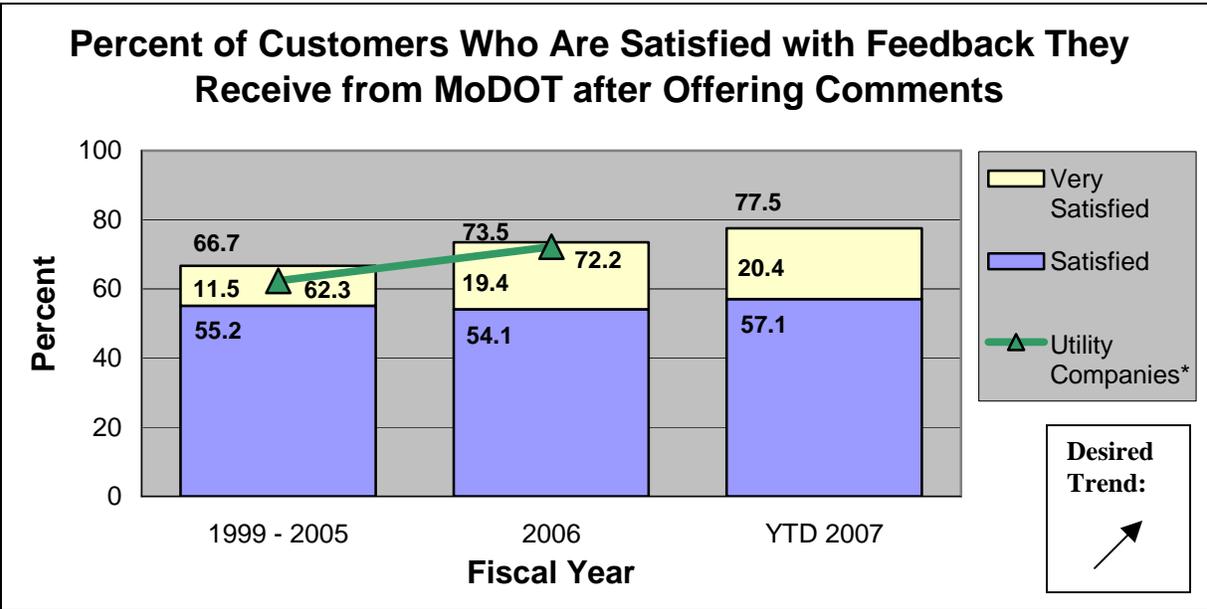
Measurement and Data Collection:

MoDOT Design, Community Relations and Organizational Results developed a survey in cooperation with the Missouri Transportation Institute for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who attended meetings in a five-year period. A survey process continues, with contacts made each time a project reaches the official public hearing milestone. This is an annual measure based upon a fiscal year, and data is analyzed twice each year.

Improvement Status:

There is no new data for this measure. Its next update will be in July 2007. In the first six months of fiscal year 2007, people who attended public hearings for 14 projects in four MoDOT districts were surveyed, and their overall satisfaction with MoDOT continues to rise. An all-time high of 77.5 percent said they were satisfied with how their questions and comments were handled by MoDOT. A record-high response was also realized in the number of people who said they clearly understood the information and explanations given by MoDOT (90.3 percent) and in the number of people who said the decision-making process was open, transparent and fair (75.2 percent).

Quarterly discussions and reviews of Tracker measures with CR managers across the state continue to help enhance performance in the area of public involvement and proactive communication with MoDOT customers. MoDOT’s satisfaction rate compares favorably with that of utility companies whose customer satisfaction is evaluated by the American Customer Satisfaction Index, coordinated by the University of Michigan.



*As measured by the American Customer Satisfaction Index.

Customer Involvement in Transportation Decision-Making

Percent of customers who feel MoDOT includes them in transportation decision-making process

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Sue Cox, Transportation Planning Outreach Coordinator

Purpose of the Measure:

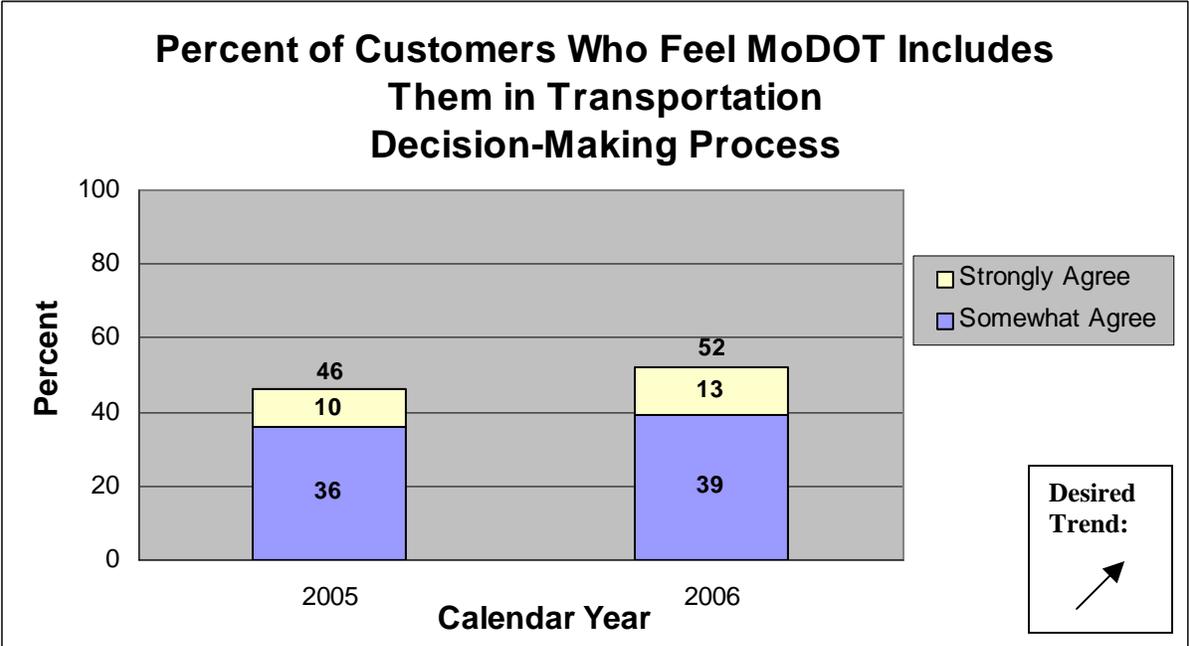
This data assists in determining the effectiveness of MoDOT’s project planning outreach efforts.

Measurement and Data Collection:

Data for this measure is collected annually. The most recent data, gathered from a statewide random telephone survey of 3,500 Missourians, was collected in May 2006. Survey data originally collected for MoDOT’s long-range planning initiative called Missouri Advance Planning in May 2005 provided a baseline for comparison of the 2006 survey data. One focus of the MAP initiative was to improve the public’s involvement in transportation decision-making. To accomplish this, six citizen groups, called Regional Working Groups, were created, representing economic development leaders, educators, farmers, bankers, community leaders and local elected officials. RWG members helped MoDOT analyze transportation policies and develop new ideas in an effort to plan for Missouri’s transportation future.

Improvement Status:

A May 2006 customer telephone survey showed that 52 percent of the survey sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions, up from 46 percent in 2005. Dissatisfaction with MoDOT has dropped from 44 percent in 2005 to 37 percent in 2006. MoDOT anticipates that continuously improving community outreach and external communication efforts will result in greater public involvement in transportation decision-making.



Customer Involvement in Transportation Decision-Making

Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery
Measurement Driver: Sue Cox, Transportation Planning Outreach Coordinator

Purpose of the Measure:

This measures MoDOT’s efforts of including planning partners (members of metropolitan planning organizations and regional planning commissions) in transportation-related decision-making. The percent of positive feedback through the surveys demonstrates planning partners’ involvement.

Measurement and Data Collection:

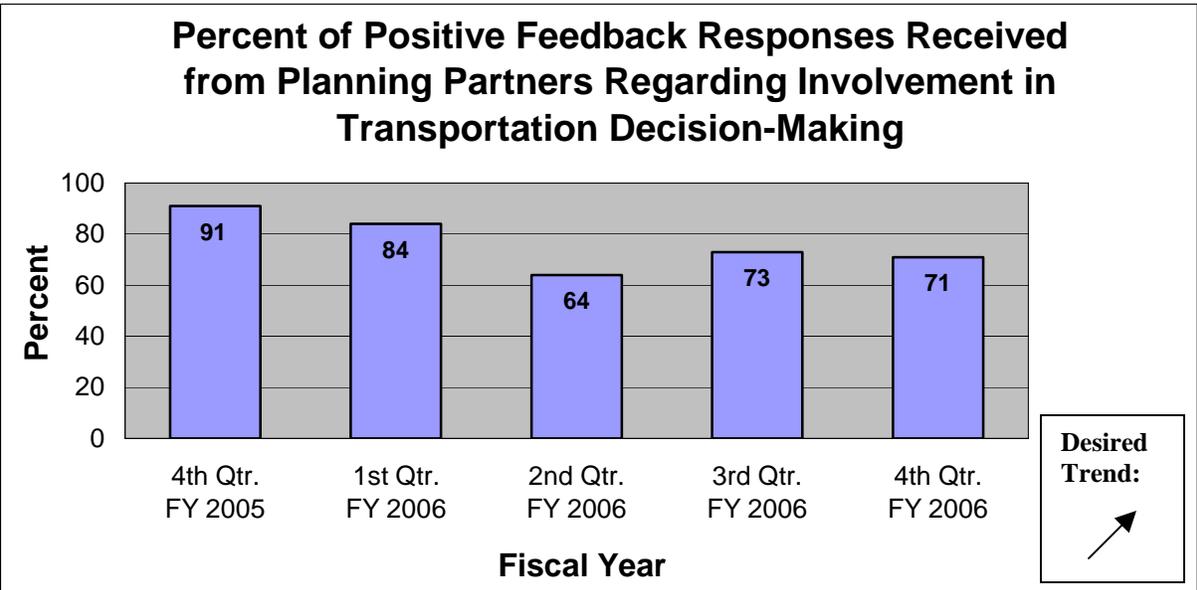
MoDOT Transportation Planning works with Missouri Transportation Institute to administer a survey measuring planning partners’ involvement in the transportation decision-making process. The survey answers are based on the following scale: strongly disagree, disagree, agree and strongly agree. This measure is changing to an annual measure. The next survey will be late spring/early summer 2007. Previously, survey data was collected from planning partners following each quarter of MoDOT’s planning meetings or work sessions.

Improvement Status:

Beginning in fiscal year 2007, the quarterly survey will become an annual survey focusing more on feedback regarding overall involvement of planning partners in the planning process rather than on individual MoDOT meetings. Planning partners have indicated a survey following each quarters’ public outreach activities is excessive, and thus the survey participation and feedback have declined.

The following results indicate positive experiences and involvement in the outreach efforts.

- 20 of 22 completed surveys in the 4th quarter of state fiscal year 2005
- 37 of 44 completed surveys in the 1st quarter of state fiscal year 2006
- 9 of 14 completed surveys in the 2nd quarter of state fiscal year 2006
- 8 of 11 completed surveys in the 3rd quarter of state fiscal year 2006
- 15 of 21 completed surveys in the 4th quarter of state fiscal year 2006



Note: The percent for each quarter reflects agree and strongly agree answers from the survey.

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