
Convenient, Clean and Safe Roadside Accommodations

*Tangible Result Driver – Don Hillis,
Director of System Management*

Many Missouri motorists depend on roadside parks and rest areas during their travels for the opportunity to rest and refresh themselves in a safe environment. Providing safe, clean and convenient accommodations allows motorists to travel more safely and comfortably.



Convenient, Clean and Safe Roadside Accommodations

Percent of customers satisfied with rest areas' convenience, cleanliness and safety

Result Driver: Don Hillis, Director of System Management

Measurement Driver: Jim Carney, State Maintenance Engineer

Purpose of the Measure:

This measure helps MoDOT understand customer expectations concerning the convenience, cleanliness and safety of its rest areas. This information will provide insight to rest area location, lighting, and security as well as the overall cleanliness expectations.

Measurement and Data Collection:

MoDOT measures this attribute with both internal and external data collection. MoDOT receives information in the form of a survey card offered at all rest areas. The survey cards ask a variety of questions with three of the questions specifically asking if the rest area is convenient, clean and safe. This provides direct input from our customers and is considered our external source.

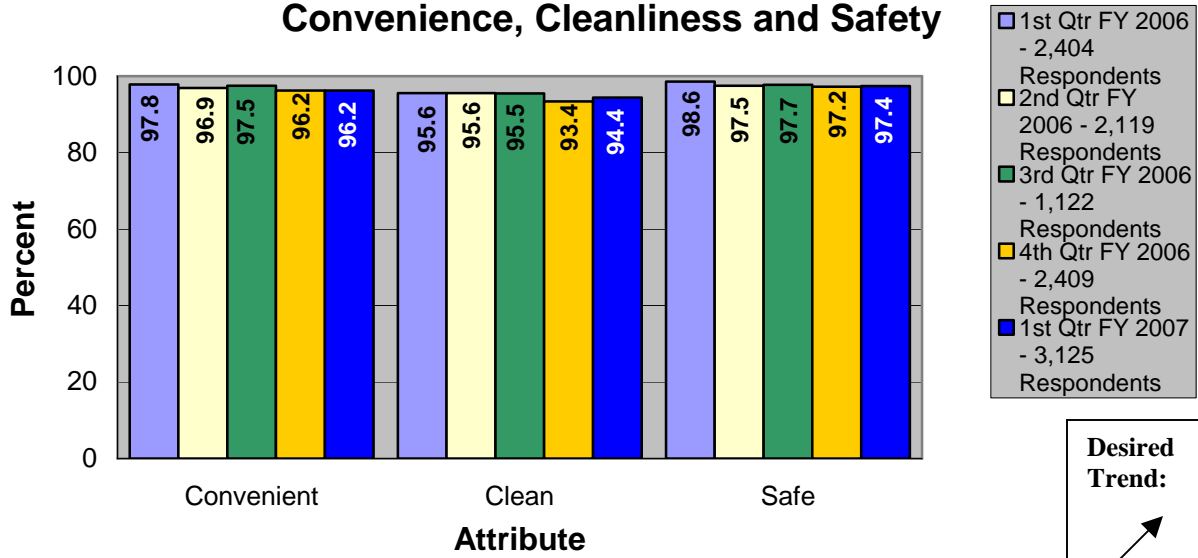
To ensure the customer satisfaction, all rest areas are inspected using an attribute list developed and based on an industry-wide literature review. The attribute list includes characteristics rest-area users identified as what they consider convenient, clean and safe. MoDOT maintenance employees inspect all rest areas at least two times per month using this list and are considered our internal source.

Improvement Status:

The rest area survey cards were made available in May 2005. The increase in the number of returned cards corresponds with the seasonal increase in visitors to the rest areas. A total of 2,404 cards were returned in the first quarter of fiscal year 2006, 2,119 cards in the second quarter of fiscal year 2006, 1,122 cards in the third quarter of 2006 and 2,409 in the fourth quarter of fiscal year 2006. The cards returned increased to 3,125 in the first quarter of fiscal year 2007. Customer satisfaction for all three attributes is slightly higher than the previous quarter with cleanliness having the largest increase. MoDOT has implemented actions to improve the cleanliness at rest areas with lower satisfaction ratings. Based on the cards returned from 48 different states, Canada, Ireland, the United Kingdom and Switzerland, MoDOT is meeting the needs of its customers.

The internal rest area inspections started in May 2005. MoDOT is doing extremely well at meeting the customers' expectations for convenient, clean and safe facilities, largely in part to these inspections conducted a minimum of two times per month. The average score for all rest areas in the first quarter of fiscal year 2006 was 92.8 percent, a slight increase to 94.1 percent for the second quarter of fiscal year 2006 and continued at 94 percent the third quarter of fiscal year 2006 and the fourth quarter of fiscal year 2006 scored 94.3 percent. The first quarter of 2007 scored 95 percent. MoDOT takes care of maintenance concerns in a timely manner to keep the rest areas open for use.

Percent of Customers Satisfied with Rest Areas' Convenience, Cleanliness and Safety



Internal Inspection Rating for Convenience, Cleanliness and Safety of Rest Areas

