

Dear Partners:

Thanks again for participating in our Partnering for Innovative Efficiencies meeting held in May. Together we identified critical messages that need to be communicated to educate and inform Missouri citizens about the importance of quality transportation. We are excited by how the teams worked together to produce effective and creative ideas to deliver these important messages.

Your continued support and partnerships, not only help maintain an effective working relationship, but also deliver the best possible service for Missouri's traveling public. Again, thank you for your help as we strive to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.



Pete K. Rahn
Director

Meeting Results: "Educating and Informing the Citizens of Missouri about the Importance of Quality Transportation."

On May 28, partners along with MoDOT staff identified the most important communication messages to effectively educate and inform the public about the importance of a quality transportation system.

The group overwhelmingly agreed a safe transportation system should be the most important component of MoDOT's communication efforts. The impact that transportation has on economic development and quality of life were determined to be the next two significant ideas to communicate more effectively. Eight recommendations were proposed as the most important messages to communicate. They are:

Safety

- Fatality reduction
- How everyone benefits from a safe transportation system

Economic Development

- The impact of transportation on the state and local economy
- What will happen to Missouri without transportation improvements

Quality of Life

- How basic living is significantly impacted by transportation
- Transportation isn't a luxury, but a necessity

Trust and Accountability

- Taxpayers are getting what they were promised
- Significant return on investment (multiplier effect)

Innovative and Environmentally Friendly

- MoDOT's recycling efforts
- Commuter lots and high occupancy lanes

Personal Investment

- Localize the benefits of quality transportation
- Customer service and responsiveness from MoDOT (such as the 1-888 customer call number)

MoDOT is MultiModal

- MoDOT is responsible for other modes; not just roads and bridges
- Availability and benefits of using other modes of transportation

Funding Crisis Cliff

- How much does a quality transportation system cost
- MoDOT's stewardship and transparency

The partners also recommended innovative possibilities of how to communicate the important messages, including: blogs, pod casts, e-mail updates, highway message boards,

(Continued ►)



Partners in the general session discuss the challenges of how to communicate important transportation messages.



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YouTube, social marketing and local champions. MoDOT's Community Relations Division has been working to quickly implement many of the strategies. For example, our first YouTube venture, a short video of what dedicated truck lanes on I-70 would look like, had over 1,000 views in just the first two weeks.

Many thanks go to the 18 partners who have agreed to invest their time to be a part of the advisory team, which will be further exploring implementation opportunities.

Freight Efficiencies Update

Follow up meetings with partners and MoDOT's Motor Carrier Services Division; have produced progress from the ideas generated at the November 2007 meeting concerning freight efficiencies. Some of the implementation accomplishments are:

Clear the Scene

- ▶ The Missouri State Highway Patrol and MoDOT developed a procedural policy providing direct contact from the patrol to the Traffic Management Centers in Kansas City and St. Louis for incidents that require activation of the Dynamic Message Signs on I-44 and I-70.

Increased Truck Parking

- ▶ On May 29, 2008, MoDOT opened a Truck-Only parking area on I-44 East in Strafford. The former site of a weigh

station, the facility is a wise use of existing resources and will allow 10 drivers to park and rest.

Getting Information Out Faster

- ▶ KC Scout received FCC licensing to change frequencies for the Highway Area Radio (HAR). The new frequency will provide better coverage and eliminate interference problems with the nearby airport transmitter.

Increased Truck Lanes

- ▶ MoDOT and HNTB visited with several motor carrier stakeholders to educate them about the Supplemental Environmental Impact Study proposals and obtained feedback on increased truck lane proposals, tolling and other funding options.

Hours of Service

- ▶ A response letter was created and sent to the Federal Motor Carriers Safety Administration for additional comment. A final letter was sent in February 2008.

For more information and updates on these suggestions and follow-up actions, visit www.modot.org/pie.

For additional information about Partnering for Innovative Efficiencies, please contact Scott Marion at (573) 526-2119 or Bradley.Marion@modot.mo.gov.