



State of Missouri
2009 Governor's Award for Quality and Productivity
Executive Summary

Team Name:

MoDOT's Traveler Information Map

Nominator:

Troy Pinkerton

Nominating Department:

Missouri Department of Transportation

Category:

Customer Service

Executive Summary:

The Traveler Information Map has revolutionized online communication with Missouri travelers. Now there is a one-stop information location for weather-related road conditions, work zones, flooding and incidents on major routes. No such information tool existed in one location before and hundreds of thousands of Missouri travelers are using it regularly.

The Traveler Information Map has solved problems, increased efficiency, improved customer experience and upgraded communications with Missouri travelers by using cutting-edge online technology. The map launched in September 2007, replacing two separate maps already on MoDOT's Web site. The Traveler Information Map also added new layers of previously unavailable information including flood conditions and incidents on major routes. After marketing the online application, MoDOT saw an incredible rise in Web traffic. In a matter of months, traffic to the map increased more than 100 percent as did traffic to the overall site. It quickly became apparent that the citizens of Missouri began to see the map as one of MoDOT's deliverable services. They were turning to MoDOT to receive information on Missouri highways and they were getting it.



State of Missouri
2009 Governor's Award for Quality and Productivity

NOMINATION FORM

I. GENERAL INFORMATION

Department: Missouri Department of Transportation

1. Project or team name.

Traveler Information Map (TIM)

2. List the name of all team members, job titles, state agency department, and/or community organization.

Barbara Barnard, Information Systems Project Manager, MoDOT
Rick Bennett, P.E., Traffic Liaison Engineer, MoDOT
Jay Bledsoe, P.E., Transportation Systems Analysis Engineer, MoDOT
Tommy Caudle, Intermediate Transportation Planner, MoDOT
Matt Hiebert, Community Relations Coordinator, MoDOT
Tim Jackson, P.E., Maintenance Liaison Engineer, MoDOT
Troy Pinkerton, P.E., Traffic Liaison Engineer, MoDOT
Scott Stotlemeyer, P.E., State Bridge Maintenance Engineer, MoDOT
Myrna Tucker, Transportation Management System Administrator, MoDOT
Lisa Vieth, P.E., Statewide Incident Response Coordinator, MoDOT
Jay Whaley, Transportation Management System Administrator, MoDOT
Melissa Wilbers, P.E., Traffic Management and Operations Engineer, MoDOT

3. Nomination category.

(Check only one)

☐ INNOVATION

☒ CUSTOMER SERVICE

☐ PROCESS IMPROVEMENT

☐ TECHNOLOGY IN GOVERNMENT

☐ EFFICIENCY

4. Describe why you selected this nomination category.

MoDOT's Traveler Information Map offers a one-stop information location for weather-related road conditions, work zones, flooding and incidents on major routes. No such information tool existed in one location before it launched and hundreds of thousands of Missouri travelers are using it regularly. By using existing, free, online technology with established MoDOT databases, the department gives Missourians a look at the road ahead of them that not only saves them time and inconvenience, but also might save a few lives in the case of the flooding and road conditions information.

II. BACKGROUND

1. When did the team begin?

March 2007

2. When did the team implement this project?

September 2007

3. How long has the project been implemented?

☐ 0 - 3 Months

☐ 4 - 6 Months

☐ 7 - 9 Months

☐ 10 – 12 Months

☐ 12 or more

☒ On-going Project

III. RESULTS/ACCOMPLISHMENT

1. **What did the team accomplish?** *(Use specific data and examples to identify accomplishments and whom benefited: i.e. agency, division, department, citizens, individuals, etc. Information must be included for nomination to be considered for GAQP.)*

MoDOT offers Missouri travelers a chance to look at highway conditions before they ever leave their homes. With the launch of the Traveler Information Map, Missouri travelers now had a single location to gather all road conditions information in an easy-to-understand graphic format. They can make decisions on travel and detours before they inadvertently drive into a snow-covered road or find a low water bridge unexpectedly closed. In December 2009 alone, 175,000 people consulted the map to see the condition of their route.

2. **Which of the following describes the benefits of the accomplishment?** (Check all that apply and provide an explanation)

☒ cost reduction

☒ time savings

☒ improved process

☒ other: describe

While the map covers all the above checkboxes, the largest benefit has been to the citizens of Missouri. Communication channels that did not exist before the launch of the map are now serving hundreds of thousands of online visitors to MoDOT's Web site. Lifesaving information on flood conditions, incidents, work zones and winter road conditions are available to drivers before they ever leave their homes. And, because the map uses existing free Google technology, there has been no additional cost incurred to the taxpayer.

III. RESULTS/ACCOMPLISHMENT (continued)

3. **Explain how the accomplishments of the team are beyond regular duties and responsibilities** (150 words or less).

Team members went outside of their job descriptions and the original scope of the team when it was discovered that the design and launch of the TIM would **not incur additional cost to the tax payer** and yet offer a wider range of information. It was employee desire to go beyond expectations that fueled the creation of the map. Easy improvements to the two existing maps would have sufficed, but the drive to solve problems, improve service and increase efficiency led to exploring new tools.

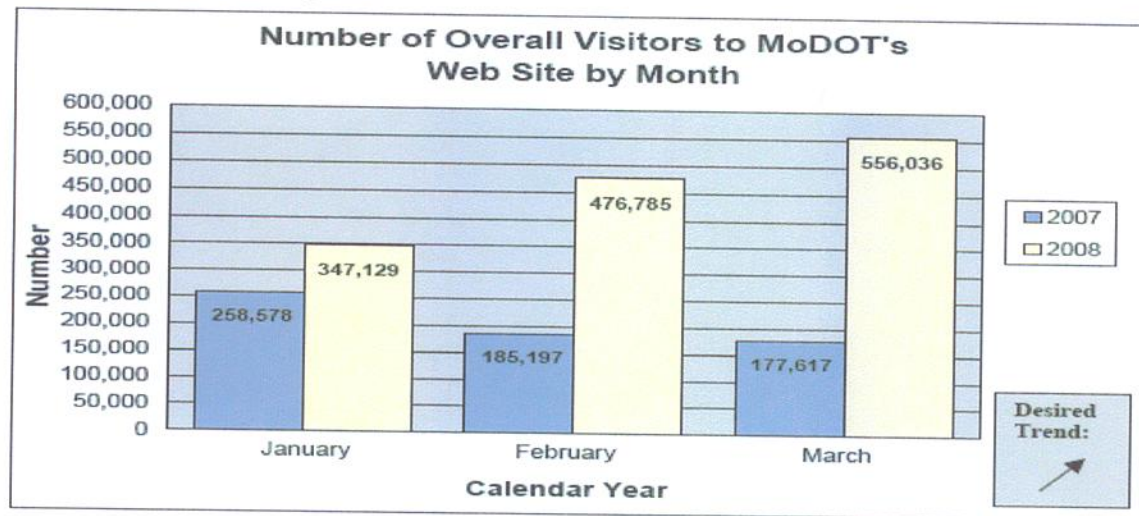
IV. MEASUREMENT/EVALUATION

1. **Explain how the team measured and evaluated this project** (Describe in detail the process and results).

Since the Traveler Information Map launched in September 2007, more than 1.5 million individual visitors have turned to it for road information. During inclement weather and flooding, it is common for the map to break 100,000 visitors per event over an average day of 5,000 visitors per day. Today, several television stations feed the map directly to their own Web sites and KY3 in Springfield displays it regularly during its weather reports. The map has received several national awards including two from the National Transportation Public Affairs Workshop.

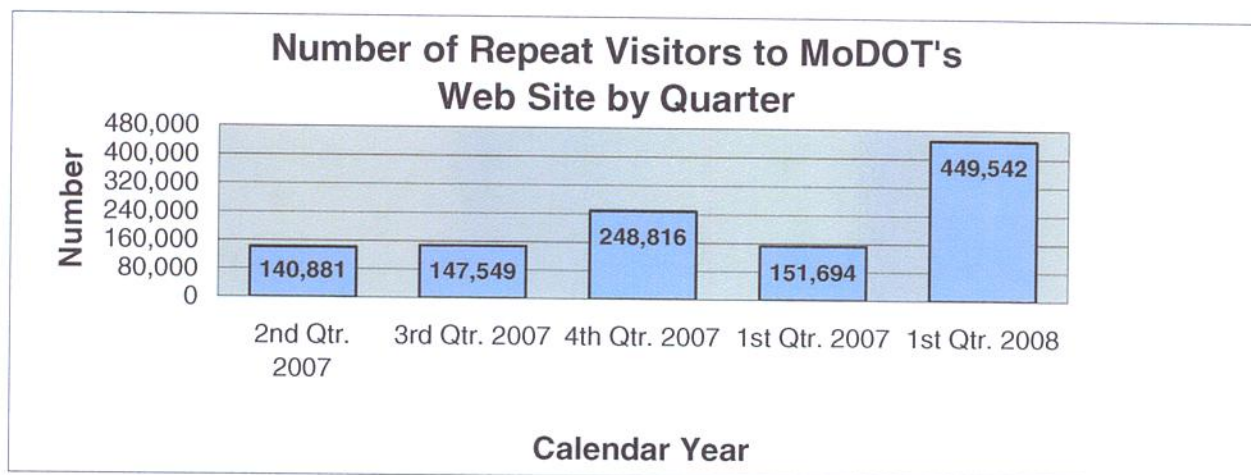
Improvement Status:

Snowstorms in January and February, and flooding in March, doubled overall visitors from last year's numbers with a quarterly increase of 621,392. The overwhelming drive to the site came from the marketing and promotion of the Traveler Information Map. St. Louis District and Gateway Guideway Guide brought between one-third and half of the overall visitors during this time. Most of these visitors were looking for information on I-64 or flood updates.



Repeat visitor numbers continue to climb for the MoDOT web site. Harsh weather conditions, coupled with marketing and promotional efforts of site applications, have led larger numbers of citizens to depend on the Traveler Information Map, for current road condition information.

Repeat traffic increases range from 81 percent in January to 362 percent in March.



2. Are the benefits derived from this project: (Check only one.)

☒ Recurring

☐ One-time

3. Please explain in 300 to 500 words.

The map serves Missouri citizens year round 24-hours a day. Whether a Web visitor is coming to the site for snow-related road conditions, the status of a work zone project, information on flooded roads, or to check for incidents on major routes, they can get all the information they require with one stop. At no previous time has such communication service been offered to Missourians. There are also benefits to MoDOT personnel. The map has eliminated a duplication of effort on a statewide basis. Before, work zone, road conditions and flooding information were all entered into different databases and when displayed, were displayed on different maps. Now, MoDOT employees have a one-stop source to log and relay this important information.

V. RECOGNITION/AWARDS

1. Has this project ever been nominated for the Governor's Award for Quality and Productivity? If yes, when?
Yes, 2008
2. If yes, for which category was it nominated?
Technology
3. Has this project received any other awards or recognition in the past? If yes, describe.
Yes. AASHTO Award of Excellence for Best Online Application 2009; Publication Management's *Magnum Opus* Bronze Award for Informational Graphics.

VI. NOMINATOR'S INFORMATION

NOMINATING DEPARTMENT

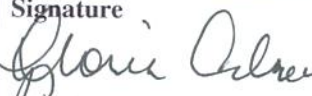
Missouri Department of Transportation

Name	Signature	Telephone Number	E-Mail Address
Troy Pinkerton		(573) 526-0123	Troy.Pinkerton@modot.mo.gov

VII. DEPARTMENT COORDINATOR INFORMATION

DEPARTMENT

Missouri Department of Transportation – Organizational Results

Name	Signature	Telephone Number	E-Mail Address
Gloria Andrews		(573) 526-3637	Gloria.Andrews@modot.mo.gov

VIII. DEPARTMENT DIRECTOR APPROVAL

DEPARTMENT DIRECTOR'S

NAME

Pete Rahn

DEPARTMENT DIRECTOR'S SIGNATURE*



Nomination must be signed ONLY by the Department Director to be eligible for consideration.
Nominations not signed by the Department Director will be returned.