



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

Team Name: I-70 Online Public Meetings team
Nominator: Gloria Andrews, Organizational Results
Nominating Department: Missouri Department of Transportation
Inter-agency nominations must include names of all agencies/departments/organizations
Category: Technology

Executive Summary: [Executive summary page must be 12 points, Times New Roman font, and left justified. Attach the executive summary to the front of the nomination]

The I-70 Online Public Meeting, was held in support of the I-70 Supplemental Environmental Impact Statement (SEIS) which is nearly complete. This innovative public involvement tool collaboratively created by MoDOT and HNTB (partner) was Missouri's first-ever electronic public meeting and is believed to be only the second such online meeting in the country. The tool was developed to meaningfully and cost-effectively engage motorists, travelers and other I-70 stakeholders across the state. The project stretched over a 200-mile corridor snaking through rural and urban regions. In such an environment, the difficulties of organizing, publicizing and implementing multiple meetings needed to reach across the state would have been enormous. That's why MoDOT and HNTB moved the mid-project update meeting to the Internet to take advantage of convenient, compelling features such outreach offered stakeholders. The online meeting could be accessed 24 hours a day, seven days a week, at www.improvei70.org. A video simulation and electronic versions of informational displays regarding important data and concepts could be replayed — or downloaded — by stakeholders to absorb at their own pace. A survey and study team contact tools enabled people to get their specific questions and concerns addressed immediately thus ensuring that stakeholders had full access to the process, the online meeting was supplemented with informal listening sessions at three locations within the corridor. Due to this innovative approach, up to 10 times as many people attended the online public meeting as had attended previous physical meetings at a cost comparable to or less than onsite meetings. More than 525 participants accessed the online meeting, and 87 completed the survey. The associated listening sessions at O'Fallon, Columbia and Oak Grove resulted in the study team interacting with another 65 people. Since this first effort at holding a public meeting online, a number of other MoDOT projects have utilized the technique — not as a substitute for a traditional, face-to-face meeting — as a way to broaden the agency's reach and incorporate more opinions into the decision-making process.



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NOMINATION FORM

I. GENERAL INFORMATION

Department: Missouri Department of Transportation

1. Project or team name.

I-70 Online Public Meetings Team

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

Matt Burcham, MoDOT Design Senior Environmental Specialist
Kenny Voss, MoDOT Design Bid & Contract Service Engineer
Matt Hiebert, MoDOT Community Relations Coordinator
Cheryl Richey, MoDOT Lead Info Systems Technologist
Bob Brendel, MoDOT Community Relations Outreach Coordinator
Betty Burry, HNTB Corporation, Senior Public Involvement Manager
Michael DeMent, HNTB Corporation, Public Involvement Director

3. Nomination category.

(Check only one)

☐ INNOVATION

☐ CUSTOMER SERVICE

☐ PROCESS IMPROVEMENT

☒ TECHNOLOGY IN GOVERNMENT

☐ EFFICIENCY

4. Describe why you selected this nomination category.

This innovative public involvement tool collaboratively created by MoDOT and HNTB (partner) and was Missouri's first-ever electronic public meeting and is believed to be only the second such online meeting in the country. The tool was developed to meaningfully and cost-effectively engage motorists, travelers and other I-70 stakeholders across the state.

II. BACKGROUND

1. When did the team begin?

April 2008

2. When did the team implement this project?

August 2008

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.)

The online meeting gave people the opportunity to express their input at their convenience, without driving long distances to attend a public meeting. To ensure a two-way dialogue, online visitors could e-mail questions at any point during the month-long meeting schedule. Answers were posted to a "Q&A" page periodically.

To supplement the online meetings, MoDOT also conducted three in-person “listening stations” at a truck stop in Oak Grove and at public libraries in Columbia and O’Fallon. The process also eliminated numerous hours of work MoDOT and HNTB personnel that would have needed to be done had typical meetings been held.

The final result — more than 95 percent of the people who completed the survey said the displays had a made a good case for why I-70 needs to be reconstructed, and 73 percent were in favor of the truck-only lanes concept.

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

III. RESULTS/ACCOMPLISHMENT (continued)

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

Previous I-70 studies had schedules that enabled MoDOT to hold a long series of public meetings at key communities throughout the corridor. This study, however, had only a 12-month schedule. Such a short span of time called for a different, faster public input approach that would still achieve broad outreach and public attendance/engagement.

Building off the experience of having had 7,500 people watch a YouTube.com video about how truck only lanes might work, the project team decided to try a cost effective, online public meeting.

The project team was committed to providing the most cost effective design for this project while never compromising public involvement. The final result — more than 95 percent of the people who completed the survey said the displays had a made a good case for why I-70 needs to be reconstructed, and 73 percent were in favor of the truck-only lanes concept.

IV. MEASUREMENT/EVALUATION

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

Innovation, creativity and collaboration were key components in delivering a practical solution in the development of the I-70 online meetings. The primary goal of the project was to gain public input about I-70 and truck only lanes and to provide valuable feedback to MoDOT and the Supplemental Environment Impact Statement study. The online meetings gave people the opportunity to express their input at their convenience and by not having them drive long distance to attend a public meeting.

To supplement the online meetings, MoDOT also conducted three in-person “listening stations”. Practical design concepts were applied at every opportunity to make this cost effective. These savings were accomplished by issuing press releases, mailing postcards, sending e-newsletters, buying ads in newspapers, adding a link to MoDOT’s Web site and asking key bloggers around the state to provide information on their websites.

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

☒ Recurring ☐ One-time

3. Please explain in 300 to 500 words.

The resulting online public meeting and listening stations were publicized in many innovative ways: Paid ad on Mapquest.com for those searching for I-70 addresses/directions. The ad was shown more than 141,000 times, generating 62 visits to www.improvei70.org.

• MoDOT added a link to the online meeting to the following Web sites: www.modot.org, www.modotblog.blogspot.com and I-70 Video YouTube posting.

• Requested links and/or announcements on the organizational Web sites of the: City of Columbia,

East West Gateway, Jackson County, Mid American Regional Council, Missouri Agribusiness Showcase, Missouri Motor Carriers Association, Missouri Petroleum Makers, Owner-Operator Independent Drivers Association, Scenic Missouri, Sierra Club and State of Missouri.

• Along with traditional media, the team sought coverage from key topic bloggers. Blog coverage included: www.stltoday.com/blogzone/along-for-the-ride/ and BoCoMo Buzz.

These methods supplemented more traditional promotional outlets, including:

- Press release including links to project Web site and online meeting location.
- Postcard to a 1,200-name project mailing list.
- MoDOT Express Lane e-newsletter
- Quarter-page paid advertisements in: Boonville Record, Concordian, Columbia Daily Tribune, Kansas City Star, Odessan, St. Charles Journal and Warrenton Journal.
- Flyers about the online meeting in the Oak Grove Petro Station driver's lounge and in other Petro stations throughout Missouri.

The online meeting gave taxpayers the opportunity to express their input at their convenience, without driving long distances to attend a public meeting. To ensure a two-way dialogue, online visitors could e-mail questions at any point during the month-long meeting schedule. Answers were posted to a "Q&A" page periodically. To supplement the online meetings, MoDOT also conducted three in-person "listening stations" at a truck stop in Oak Grove and at public libraries in Columbia and O'Fallon. The process also eliminated numerous hours of work MoDOT and HNTB Corporation personnel that would have needed to be done had typical meetings been held.

V. RECOGNITION/AWARDS

1. Has this project ever been nominated for the Governor's Award for Quality and Productivity? If yes, when? No

2. If yes, for which category was it nominated?

N/A


3. Has this project received any other awards or recognition in the past? If yes, describe.

Received the MoDOT 2009 Practical Design Awards for Excellence

VI. NOMINATOR'S INFORMATION

NOMINATING DEPARTMENT


Missouri Department of Transportation

Name	Signature	Telephone Number	E-Mail Address:
Gloria Andrews		573. 526.3637	Gloria.Andrews@modot.mo.gov

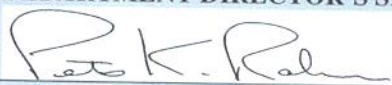
VII. DEPARTMENT COORDINATOR INFORMATION

DEPARTMENT

Missouri Department of Transportation

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	DEPARTMENT DIRECTOR'S SIGNATURE*
Pete Rahn	

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