# A Report Card from Missourians

## FINAL REPORT
2021


**Prepared By:**

HEARTLAND
MARKET RESEARCH LLC
*Helping You Better Understand Your Stakeholders℠*



REPORT NUMBER CMR 21-012

Commissioned by the Missouri Department of Transportation

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**Final Report**

Project Number: TR201522

Report Number: CMR 21-012

# *A Report Card from Missourians - 2021*

Prepared for the
Missouri Department of Transportation

October, 2021

By

Lance Gentry, Ph.D.

HEARTLAND
MARKET RESEARCH LLC

*Helping You Better Understand Your Stakeholders*SM

The opinions, findings, and conclusions expressed in this publication are those of the principal investigator. They are not necessarily those of the Missouri Department of Transportation, the U.S. Department of Transportation or the Federal Highway Administration. This report does not constitute a standard or regulation.

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**16. Abstract**

Overall statewide satisfaction with MoDOT and additional feedback about MoDOT's operations was obtained from a representative sample of the general adult public in Missouri. Texts were sent to residents in each county to obtain a diverse sample across Missouri. Specific minimums were given, such as 500 responses per district, with gender and age-range targets for each county in Missouri. 7,451 completed responses were obtained between July 6, 2021 and August 30, 2021. The data was weighted in accordance with the true distribution of the regional population in terms of geographic (county), gender, and age distributions using the most recent (2010) US government census information available. With a minimum of 686 responses per district, the district measures have a 95% level of confidence with a precision (margin of error) of +/- 3.74% or less. The statewide results for the stratified-random sample of 7,451 Missourians have a 95% level of confidence with a precision of +/- 1.14%.

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# EXECUTIVE SUMMARY

## BACKGROUND

Heartland Market Research LLC completed a comprehensive statewide customer satisfaction study to evaluate MoDOT's overall performance as perceived by Missouri's general public and to identify the transportation services and improvements that are most important to Missourians. The survey asked questions to populate multiple MoDOT Tracker measures and to assess the public's support for transportation. Heartland Market Research obtained a representative sample of the state as well as each of MoDOT's seven districts, with a minimum of 686 respondents per district. A total of 7,451 Missourians participated in the study.

## GENERAL SATISFACTION FINDINGS

- **The majority of Missourians were satisfied with the job MoDOT is doing. Overall satisfaction was at 73%.**
- 17% of Missourians were very satisfied with the job MoDOT is doing.
- There is a wide variance in overall satisfaction with MoDOT across the seven districts with the Southeast District being the most satisfied (81%) and the Northwest District being the least satisfied (57%).
- Many measures of satisfaction with individual MoDOT services slightly decreased from 2019. Further, even when the overall satisfaction measures remained similar to 2019, the strength of most measures has decreased. Strength is measured by percentage of people on the extremes (e.g., very satisfied, strongly agree). The percentage of people who were very satisfied with MoDOT has decreased in most satisfaction measures compared to 2019. This is an important finding because an increase of those in the middle, such as somewhat satisfied or somewhat agree, shows a population that is less confident MoDOT is satisfying their transportation needs than was the case two years ago.
- Missourians continued to agree that MoDOT provides accurate (90%), timely (86%), and understandable (86%) information about projects in their areas; these are very high scores, but slightly lower than prior years.
- 89% of Missourians agreed that MoDOT was the primary transportation expert.
- 79% of the residents indicated they trust MoDOT to keep its commitments to the public compared to 82% in 2019. In 2021, 29% of the population strongly agreed with this measure, the lowest since this question was first asked.

- 63% of Missourians were satisfied with the job MoDOT has done keeping the surface of major highways in good condition, compared to 65% in 2019.
- Residents' satisfaction with MoDOT's efforts to maintain other state highways (54%) was also higher two years ago when this was measured at 60%.
- However, Missourians' satisfaction with the condition of bridges (70%) increased significantly since 2019 (63%). This is the highest measured since 2013, when it was also 70%.
- Most (74%) residents agreed that MoDOT did a good job of minimizing travel delays caused by construction and maintenance on highways, significantly lower than 2019 (81%). 90% agreed that MoDOT did a good job providing advanced warnings to motorists before they entered work zones.
- Missourians continue to be satisfied (78%) with MoDOT's management of snow and ice, similar to 2019 (79%). 99% of Missourians thought this service was important (90% ranked it as very important, behind only major highways and bridges).

## FUNDING FINDINGS

- **Most Missourians do not know the average driver currently pays $30 per month in taxes and fees to fund Missouri state roads.**
- 59% of the respondents believed drivers spent less than $30 per month, 24% selected the correct answer of $30 per month, and 18% thought that Missouri drivers spent $50 or more per month in taxes and fees.
- **78% of residents were willing to pay more to adequately fund Missouri state roads.**
- **Missourians grossly underestimate the cost of congestion, poor road conditions, and safety issues.** Just over two-thirds (67%) of the respondents thought the cost was $100 or less per month. Traffic congestion, poor road conditions, and safety issues actually cost the average Missouri driver about $199 a month in time, fuel, and car repairs.
- In 2021, 24% selected tolls as the most acceptable option for increasing revenues to adequately fund Missouri state highways and roads, tying "none of these" as the most popular response. This was a change from the previous three studies where increasing the fuel tax was the most favored option. Other listed options included increasing the fuel tax (20%), increasing the sales tax (17%), replacing the gas tax with a mileage tax (8%), and increasing car registration and license fees (7%).

## Importance-Satisfaction Analysis Findings

- The essential findings of the Importance-Satisfaction analysis were similar to those measured in 2019, other than one change. The importance of MoDOT's mowing and trimming trees, grass, and weeds along highways has increased. The primary trend was a slight decrease in those who were very satisfied for most measures.
- In 2021, **Missourians indicated there were a number of very important services needing improvement**. Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:
    1. Keeping the surface of *major* highways in good condition.
    2. Keeping the surface of *other* highways in good condition.
    3. Keeping bridges in good condition.
- In 2021 respondents indicated that MoDOT should continue to emphasize bright and easily understandable highway signs. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and continue to believe they are very important.

## Conclusions

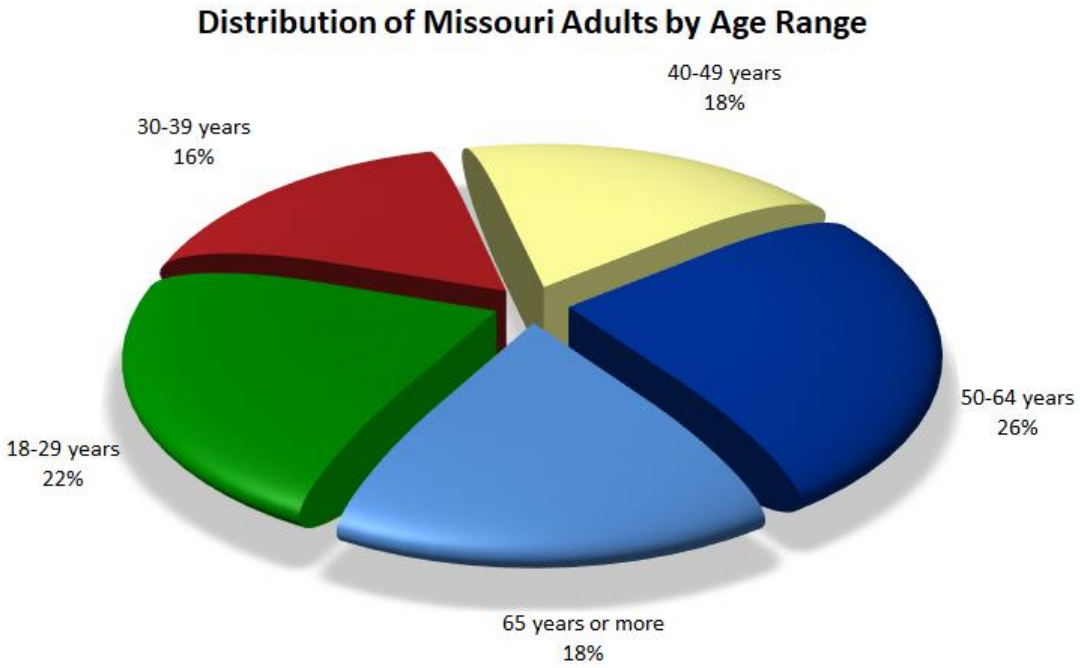
- The findings were clear that overall satisfaction remained high, yet has decreased for the second study in a row. Moreover, the ratio between those very satisfied and satisfied – a measure of how deep or solid the underlying satisfaction is – has also decreased for the second consecutive study.
- There is ample variance in overall satisfaction across Missouri. Those in the northern and central parts of Missouri were less satisfied than those in the southern and St. Louis districts.
- A regression analysis was conducted on the survey data. Given reasonable causal assumptions,[1] **the drop in Missourian satisfaction with MoDOT is primarily due to decreased trust that MoDOT can keep its public commitments and decreased satisfaction with highway conditions.** This finding is similar to, and stronger than, the results of the 2019 regression analysis.

[1] Statistics can indicate correlations, not causality. For this research, it was assumed that overall satisfaction with MoDOT was the result of the other items measured in this research. Given this assumption, 56.8% of the variance in respondents' overall satisfaction with MoDOT can be predicted by measuring their trust that MoDOT will keep its commitments to the public (40%), their satisfaction with MoDOT's efforts to keep the surface of highways in good condition (12.1% for other state highways, 2.1% for major state highways), and their satisfaction with MoDOT's efforts to keep the highway shoulders in good condition (1.4%). Six other combined measures further explain another 1.2% of the variance in the overall satisfaction measure. 43.2% of the variance in overall satisfaction is due to individual reasons or other reasons that were not captured by this research.

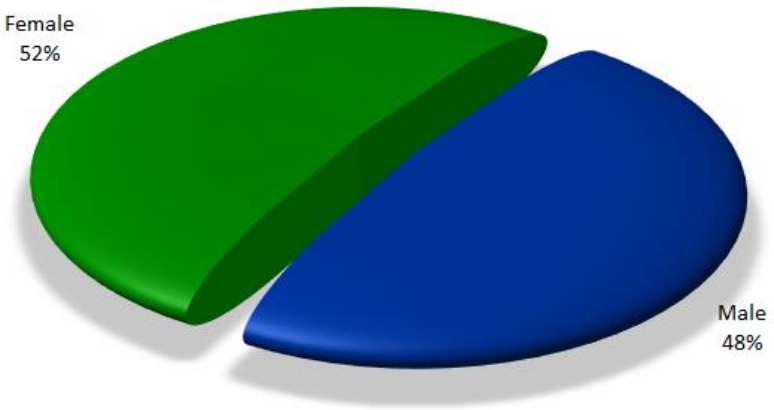
## METHODOLOGY

In order to reach the most representative sample feasible, text messages were sent to residents in each county to obtain a diverse sample across Missouri. Specific minimums were given, such as 500 responses per district, with gender and age-range targets for each county in Missouri. 7,451 completed responses were obtained between July 6, 2021 and August 30, 2021.

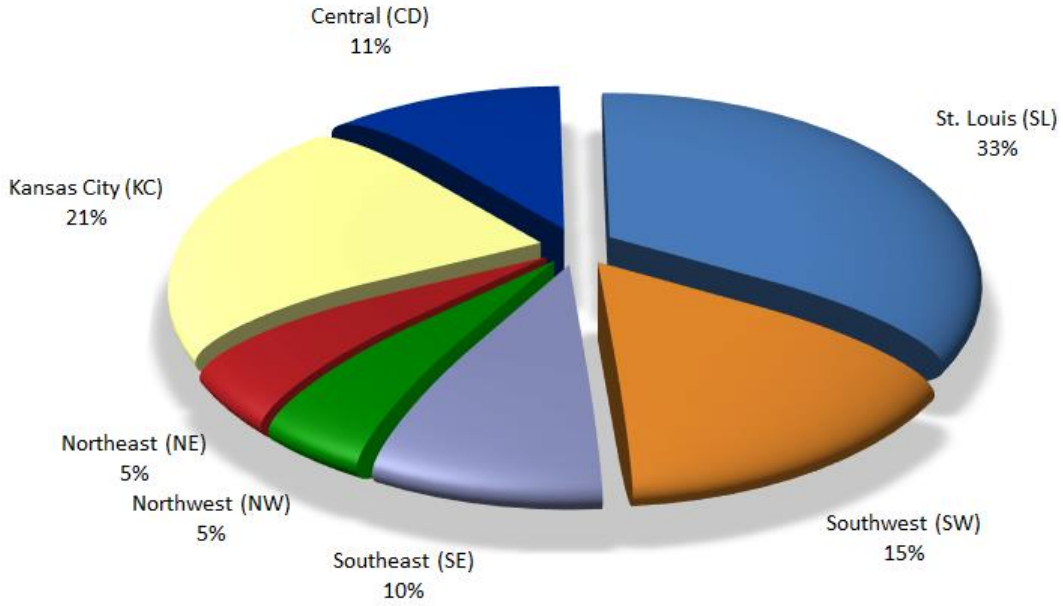
All results presented are weighted results. The data were weighted in accordance with the true distribution of the regional population in terms of geographic (county), gender, and age distributions using the most recent (2010) U.S. government census information available. The following three tables show the distribution of adults in Missouri according to the 2010 census based on their age range, their gender, and their location by MoDOT district.



**Distribution of Missouri Adults by Gender**




**Distribution of Missouri Adults by MoDOT District**




In a change from past practice, all district measures are weighted, both for the current study and for previous years. This weighting was done to facilitate comparisons across the years, ensuring that variations in the percentage of responses from various county/gender/age combinations do not affect the measurements.

With a minimum of 686 responses per district, the district measures have a 95% level of confidence with a precision (margin of error) of +/- 3.74% or less. The statewide results for the stratified-random sample of 7,451 Missourians have a 95% level of confidence with a precision of +/- 1.14%.

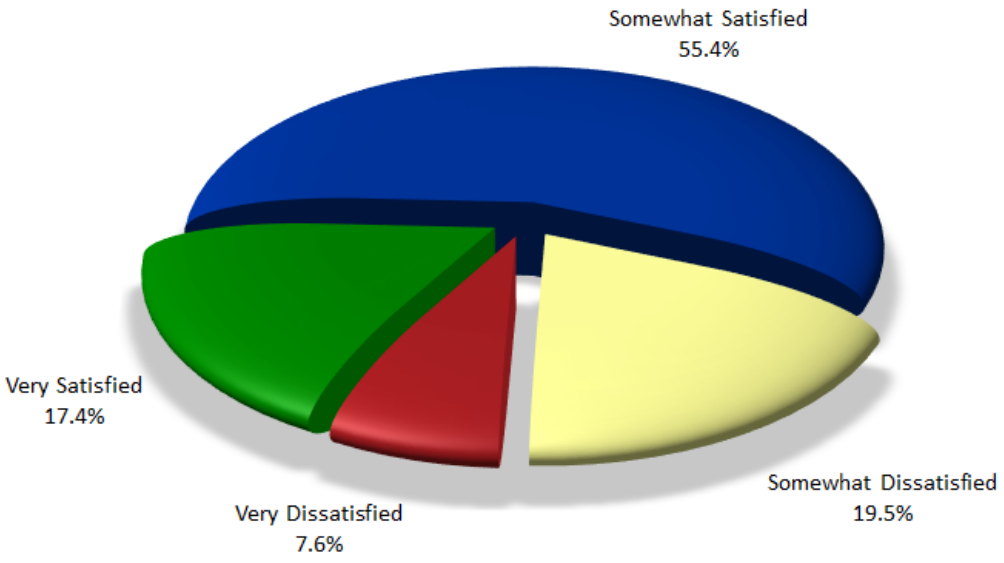
All charts, graphs, and summaries are rounded. More precise numbers rounded to the nearest tenth of a percent may be found in the tables in Sections 2. Totals may not sum to exactly 100% because of rounding artifacts.

The survey questions were the same as the previous (2019) statewide satisfaction study to facilitate comparisons across surveys.

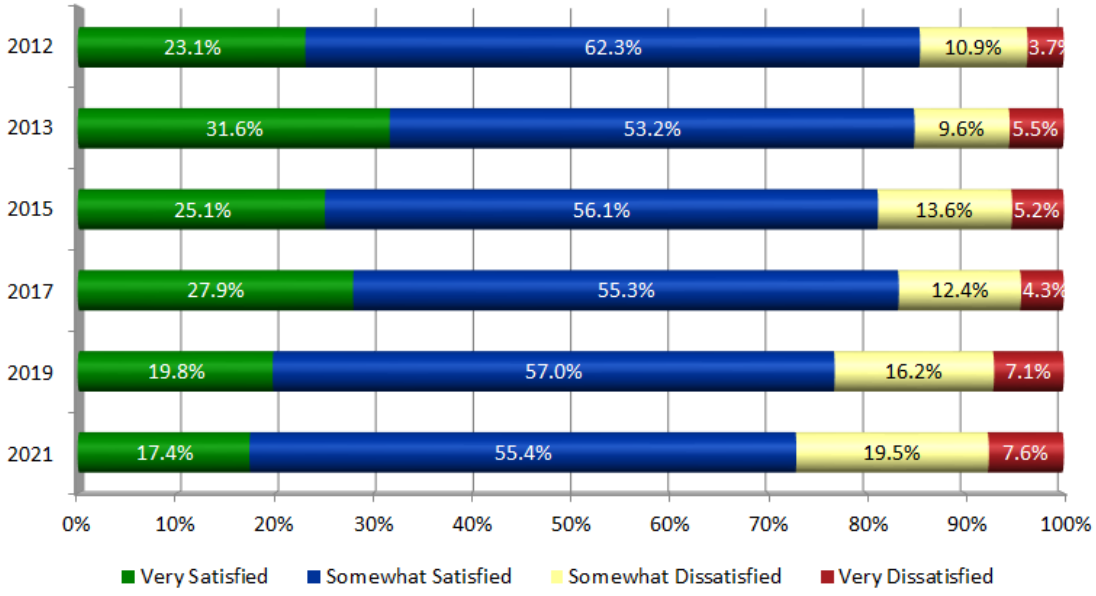
## Section 1:

# Charts & Graphs

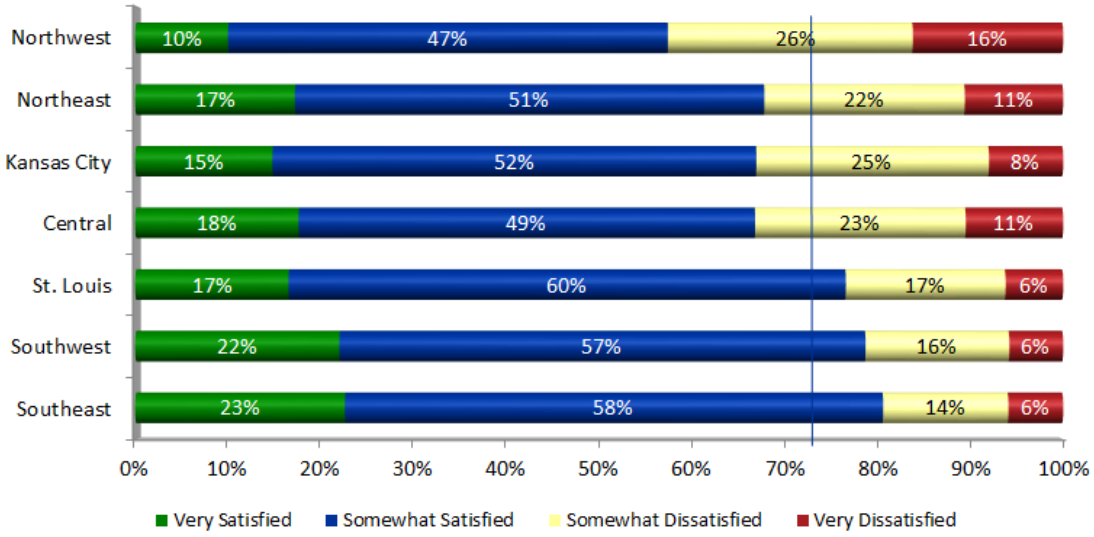
## Overall Satisfaction With the Job the Missouri Department of Transportation is Doing



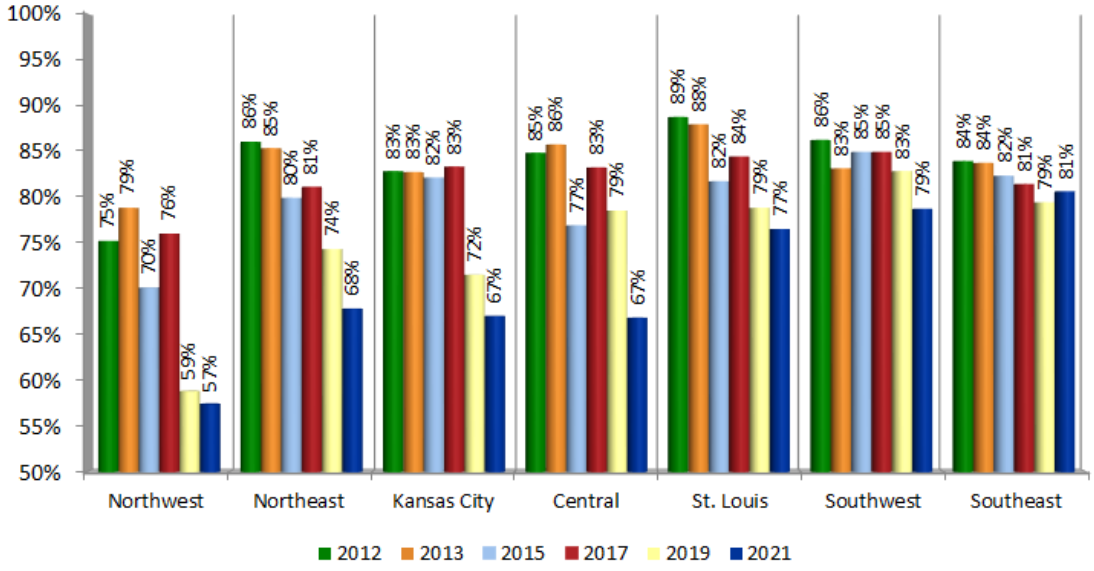

## TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing



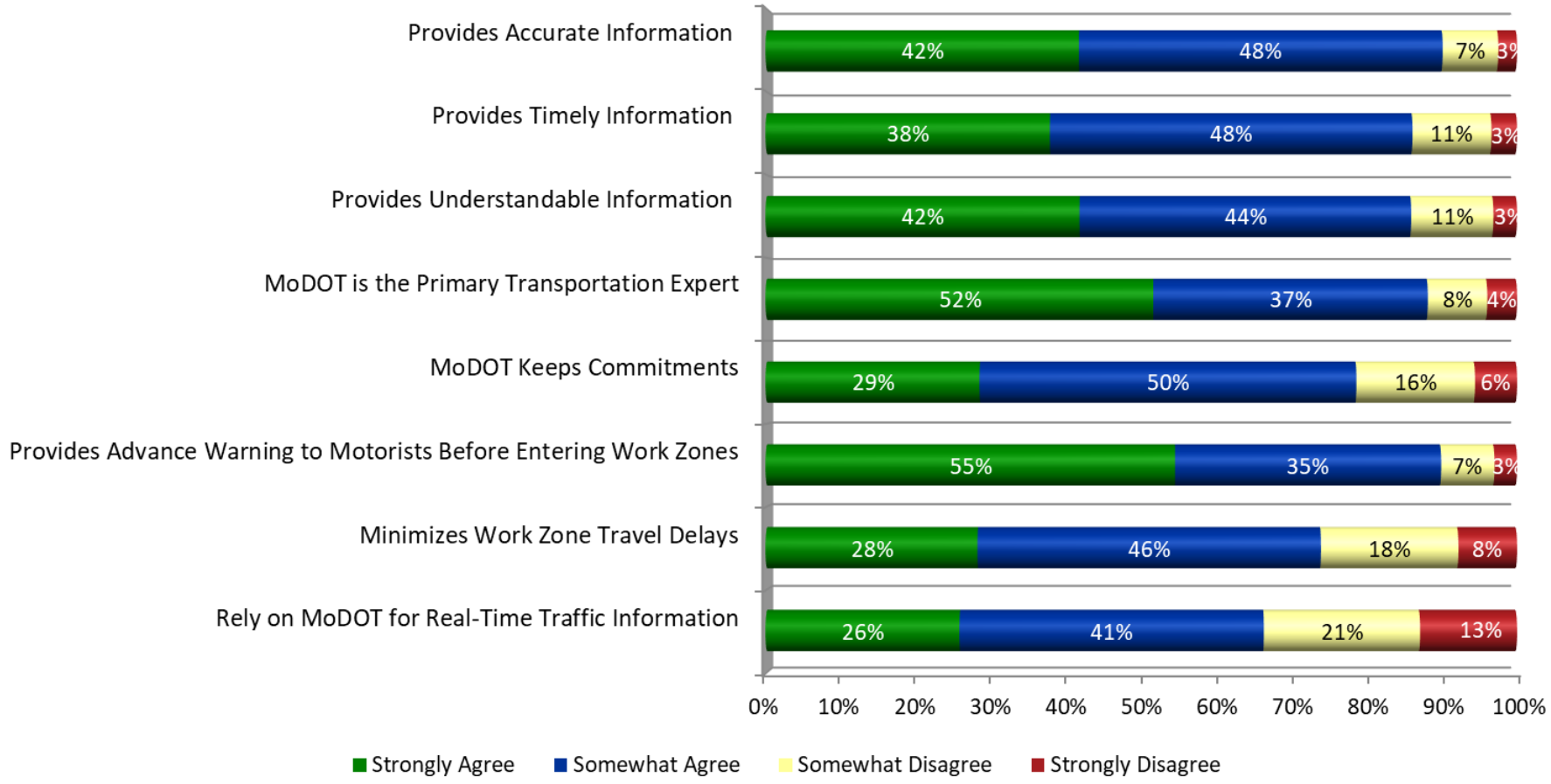
## Level of Satisfaction With the Job the Missouri Department of Transportation is Doing by District



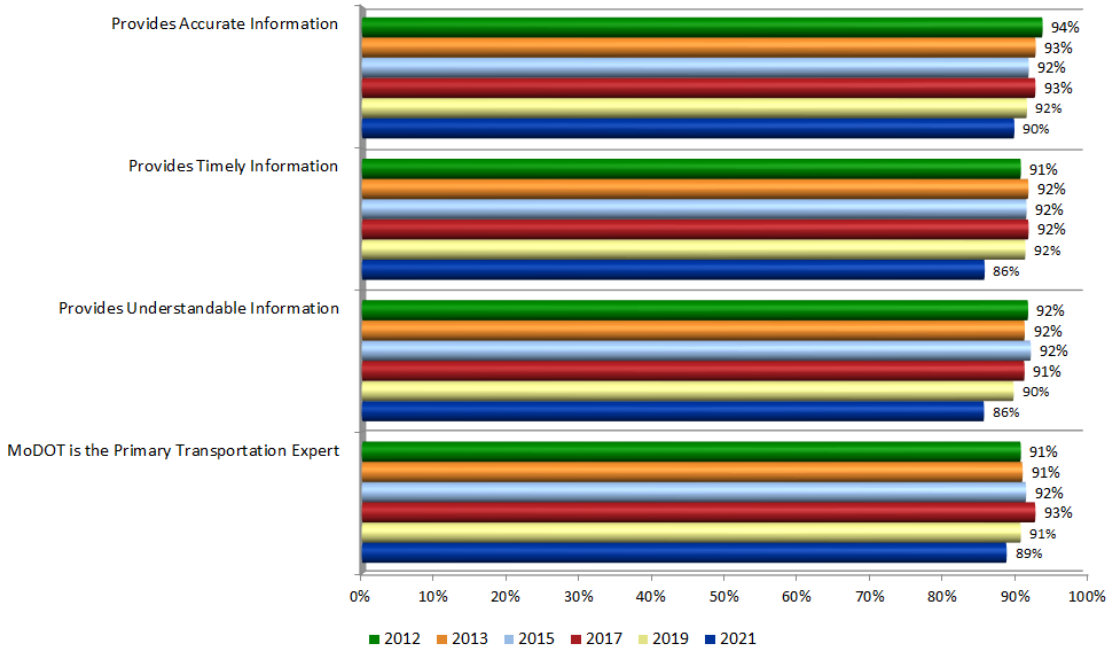

## TRENDS: Overall Satisfaction With the Job the Missouri Department of Transportation is Doing by District



## Level of Agreement with the Following Statements Related to Transportation in Missouri and MoDOT



**TRENDS: Overall Agreement with Statements Related to Transportation in Missouri and MoDOT**

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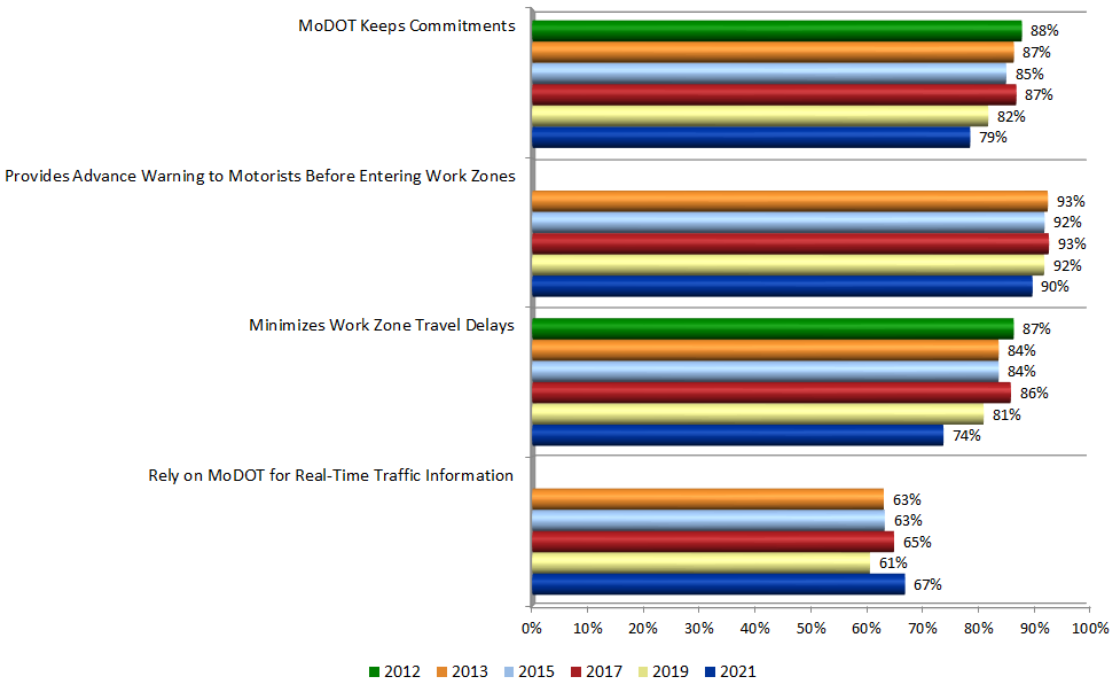
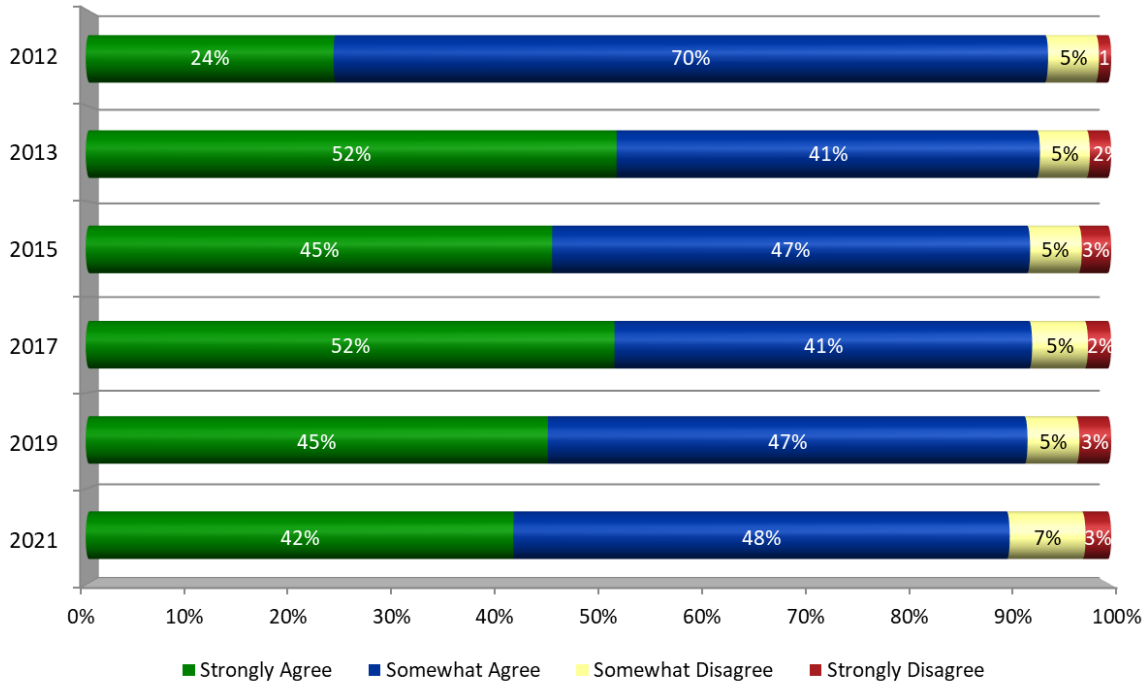
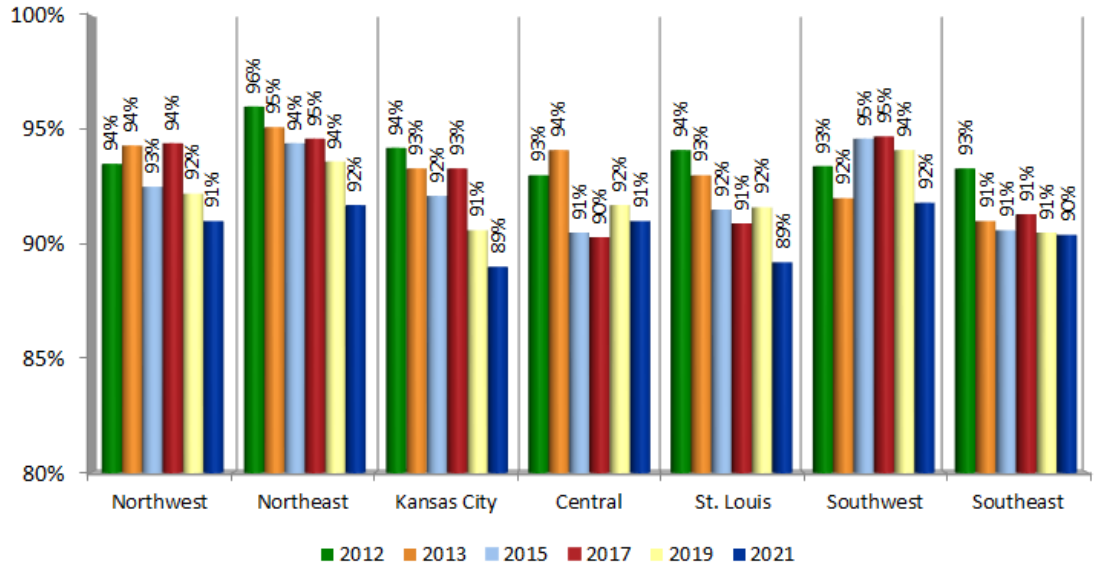


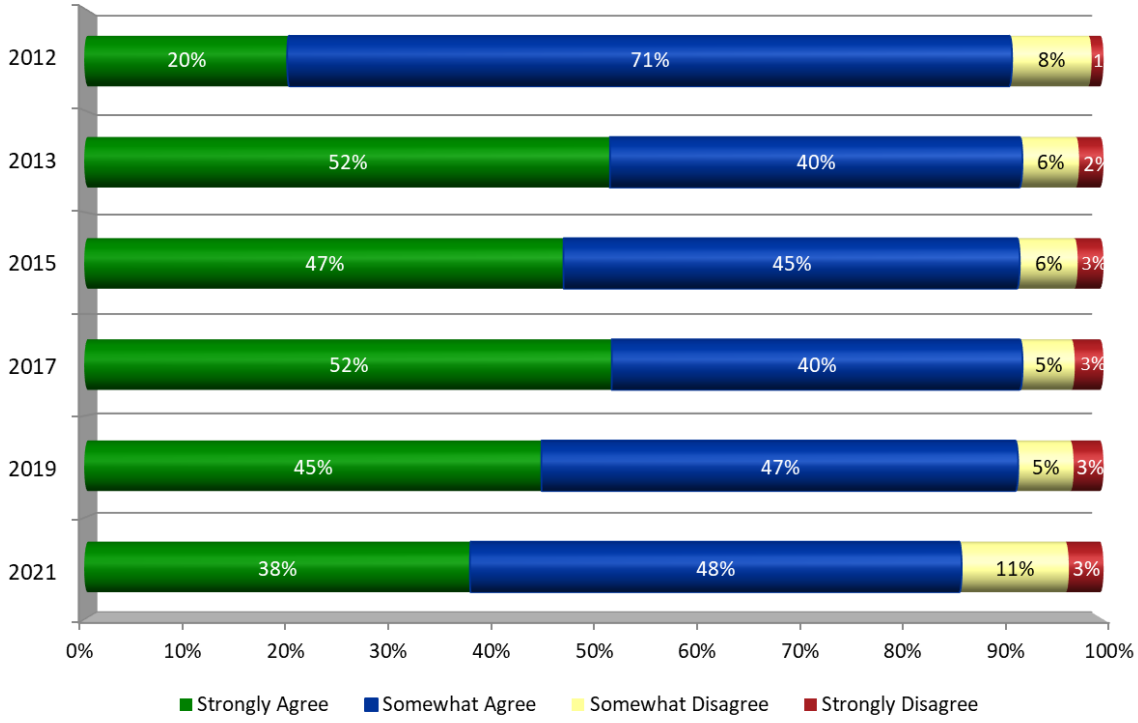
## TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens



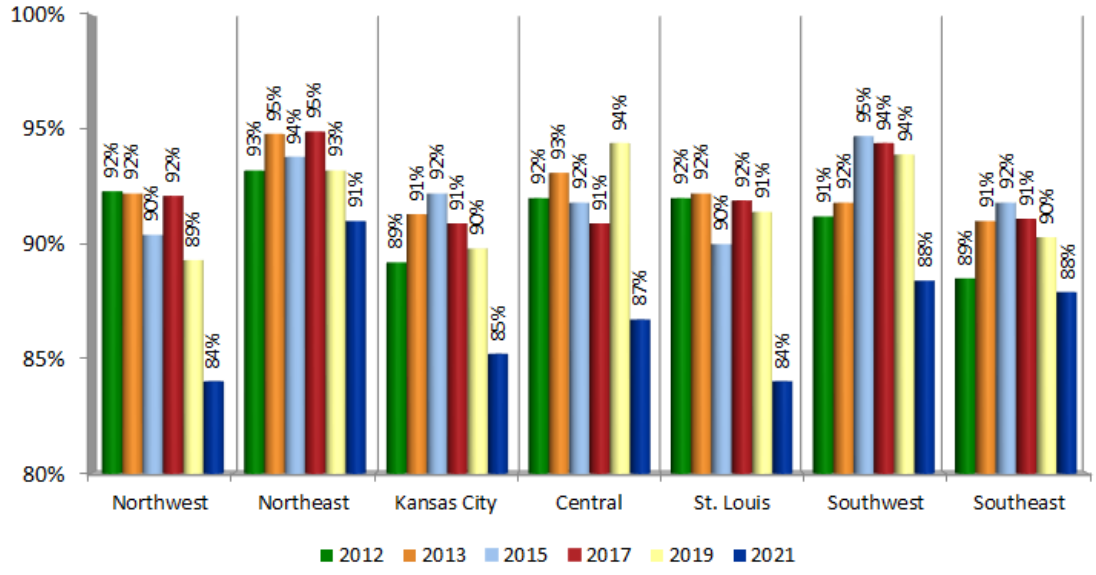

## TRENDS: Overall Agreement MoDOT Provides Accurate Information to Citizens by District



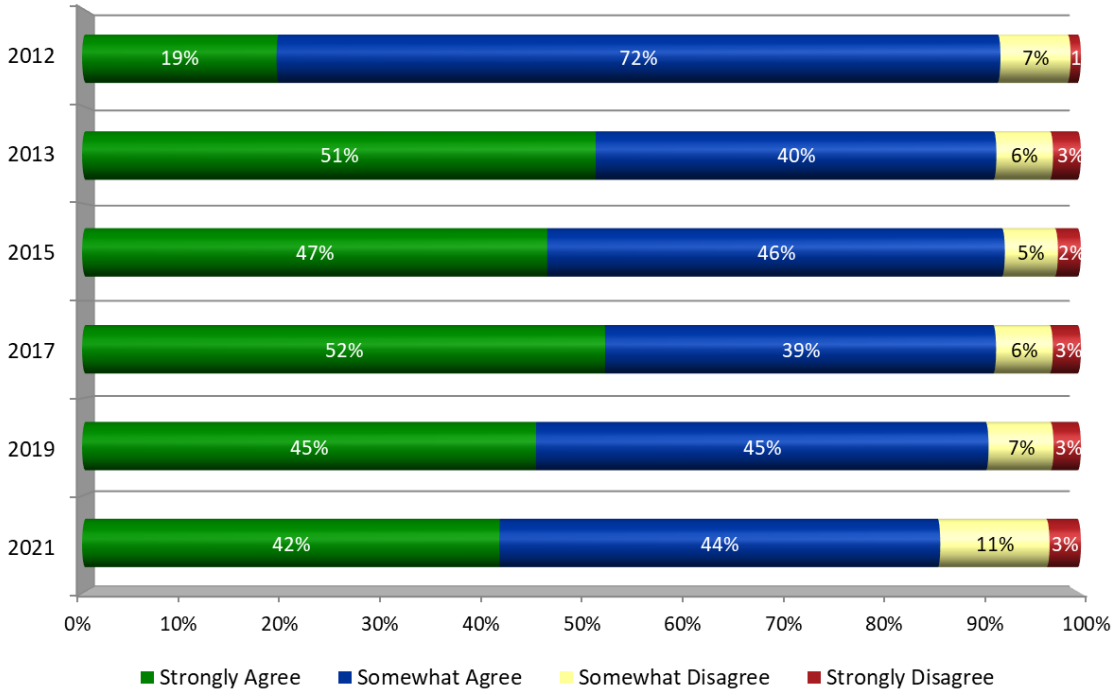
## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens



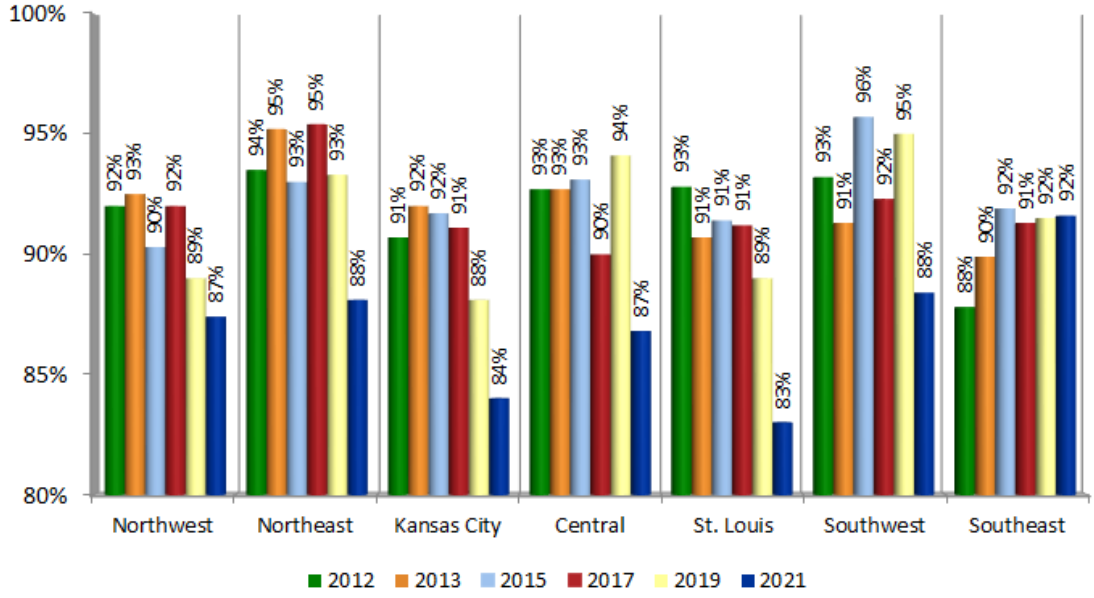

## TRENDS: Overall Agreement MoDOT Provides Timely Information to Citizens by District



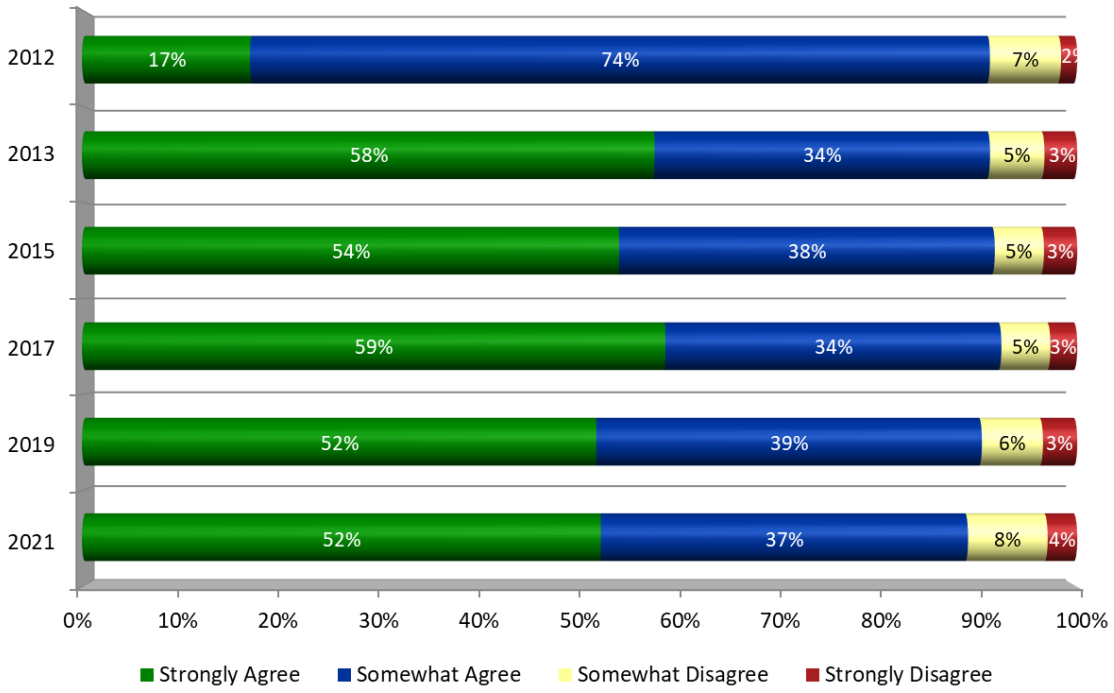
## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens



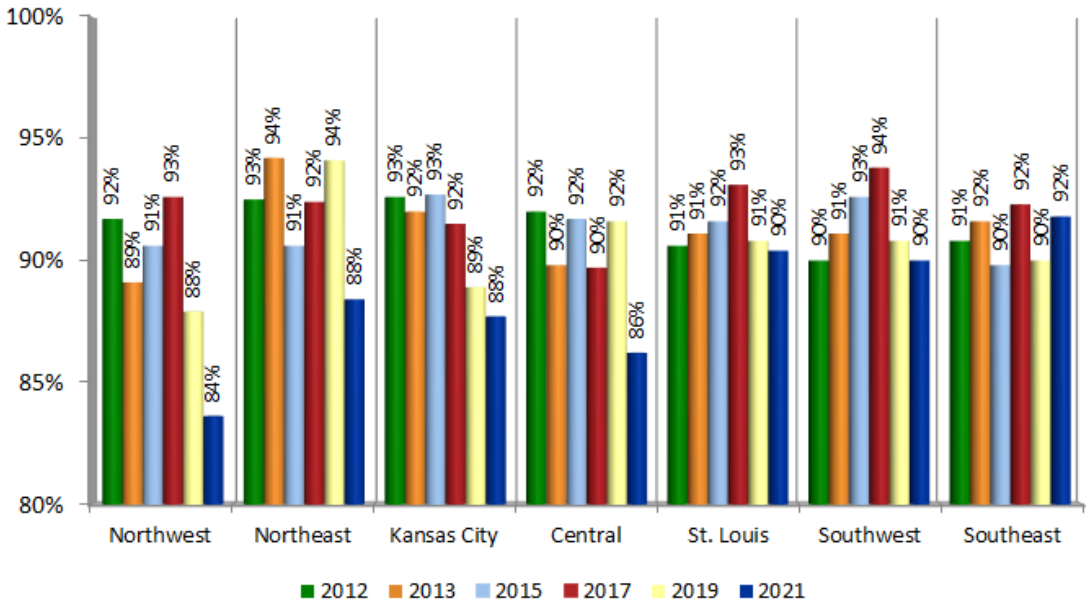

## TRENDS: Overall Agreement MoDOT Provides Understandable Information to Citizens by District



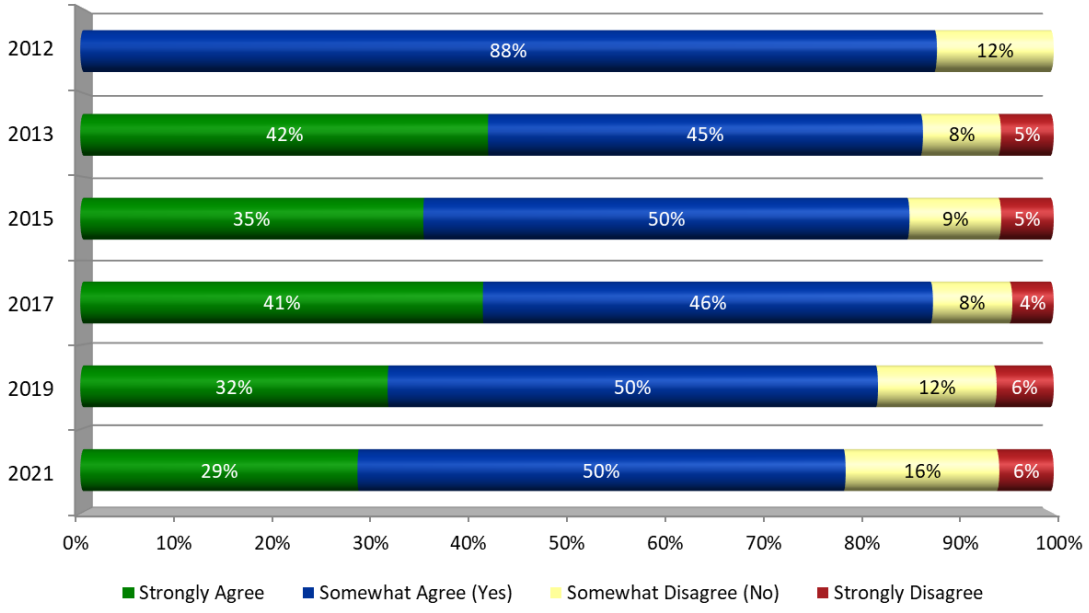
## TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri



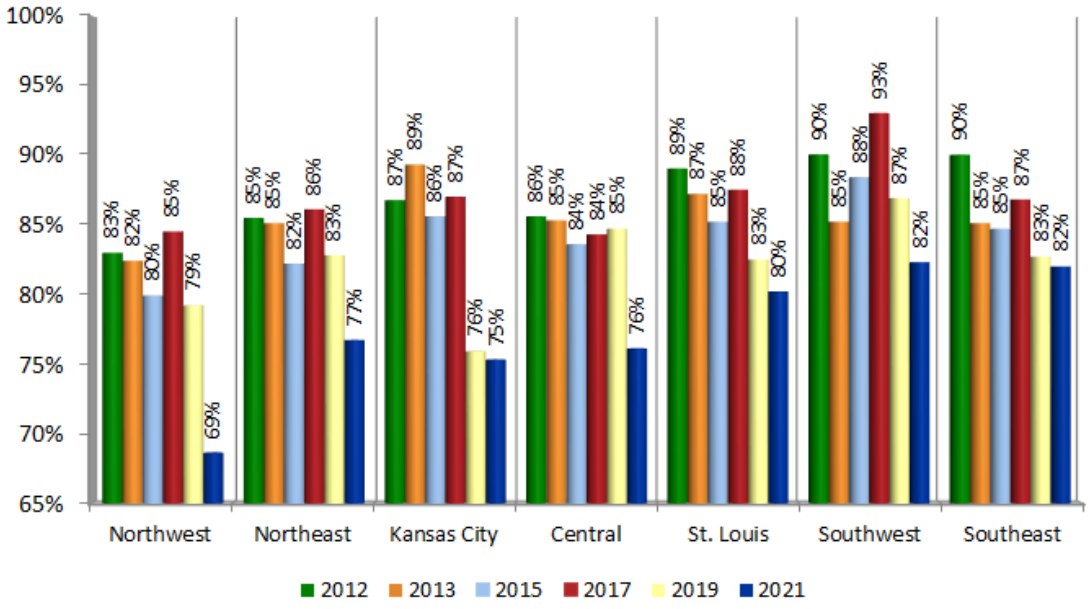

## TRENDS: Overall Agreement MoDOT is the Primary Transportation Expert in Missouri by District



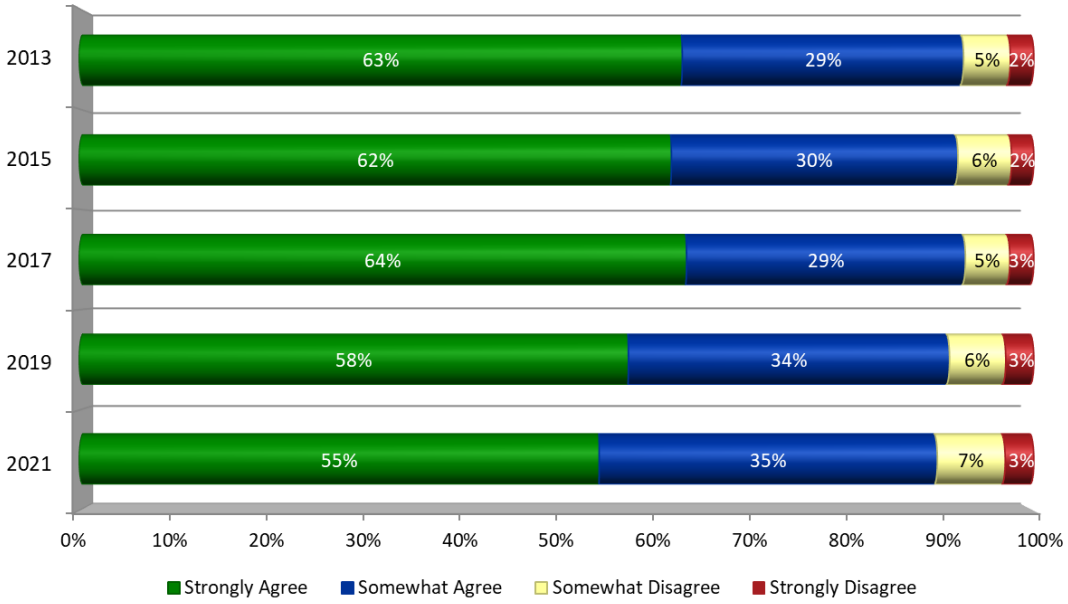
## TRENDS: Level of Agreement
## MoDOT Keeps Its Commitments to the Public
## (Yes/No Question in 2012)



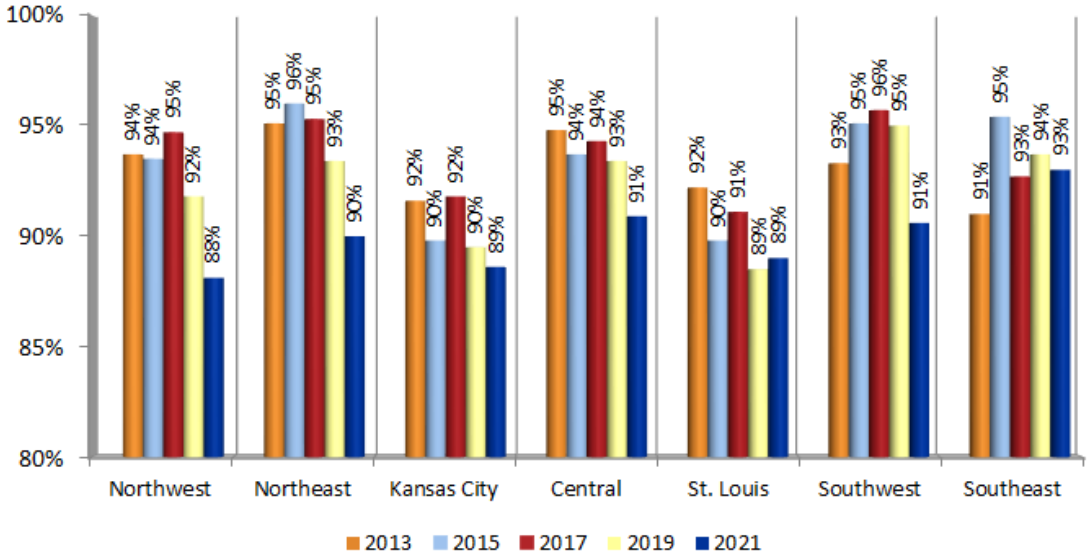

## TRENDS: Overall Agreement
## MoDOT Keeps Its Commitments to the Public



**TRENDS: Level of Agreement MoDOT**
**Does a Good Job Providing Advance Warning to Motorists**
**Before Entering Work Zones**

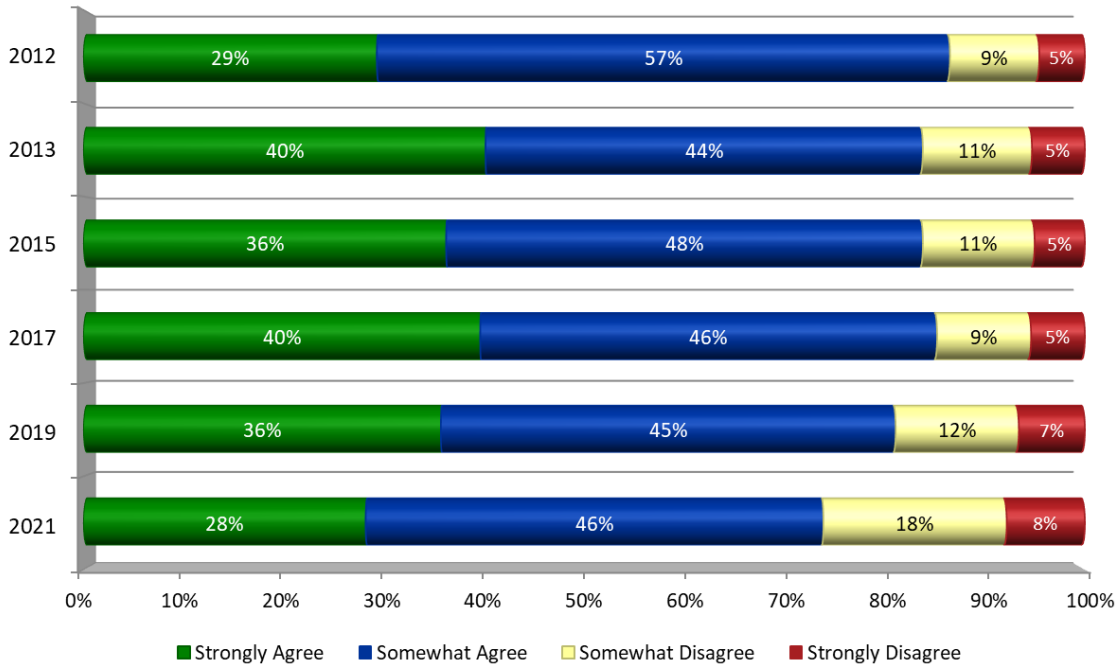



**TRENDS: Overall Agreement**
**MoDOT Does a Good Job Providing Advance Warning**
**to Motorists Before Entering Work Zones**




This question was first asked in 2013.

## TRENDS: Level of Agreement MoDOT Does a Good Job of Minimizing Travel Delays Caused by Work Zones

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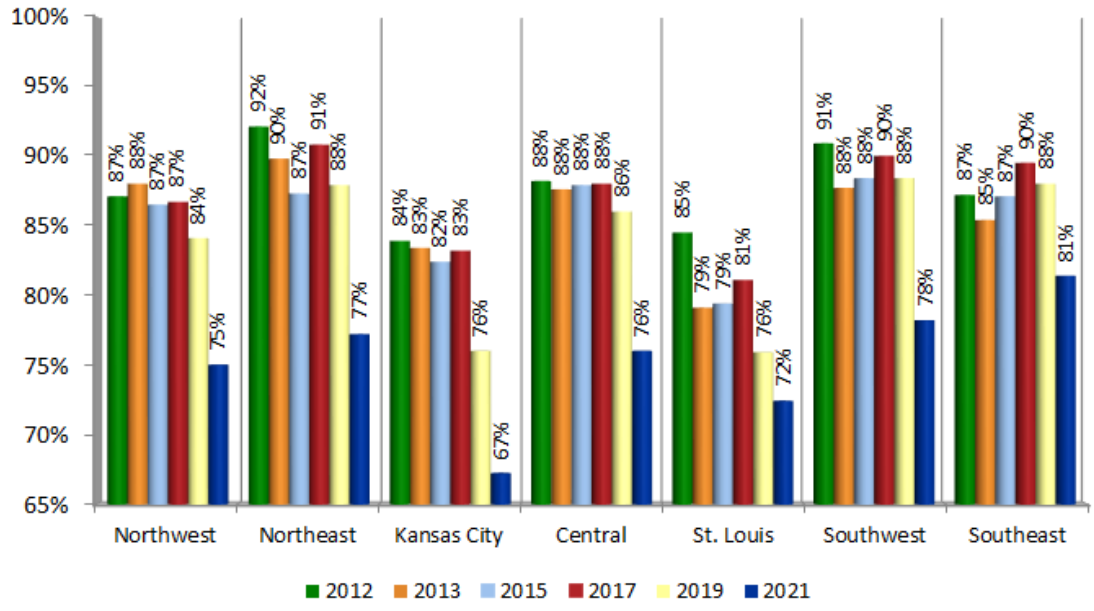
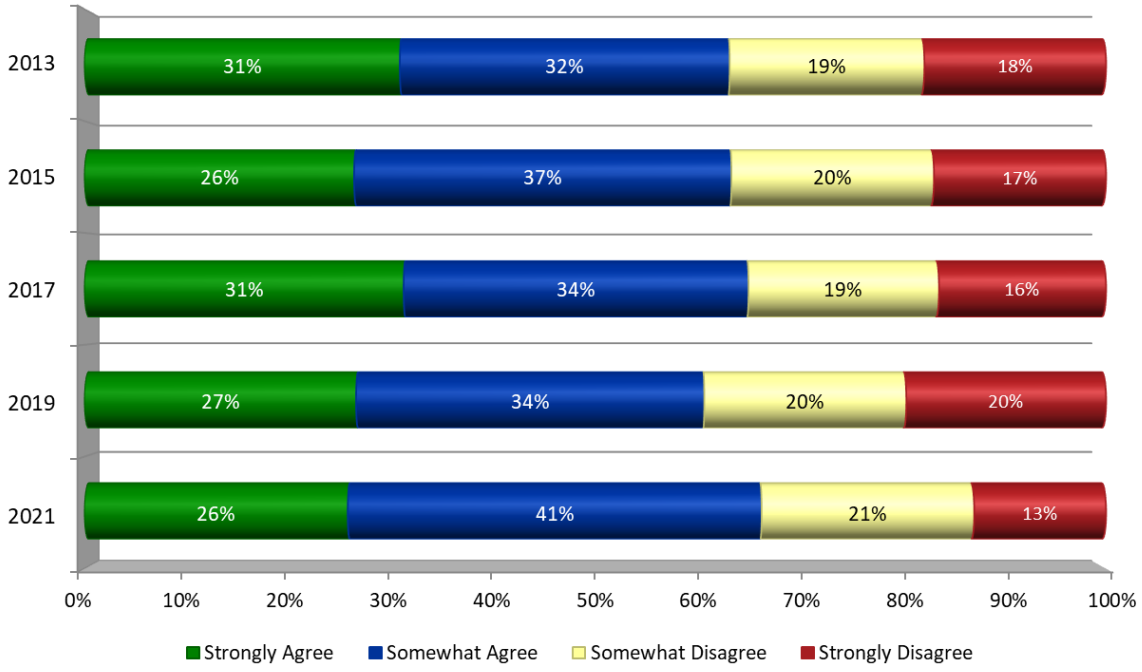


**TRENDS: Level of Agreement Missouri Residents Rely on MoDOT for Real-Time Traffic Information**

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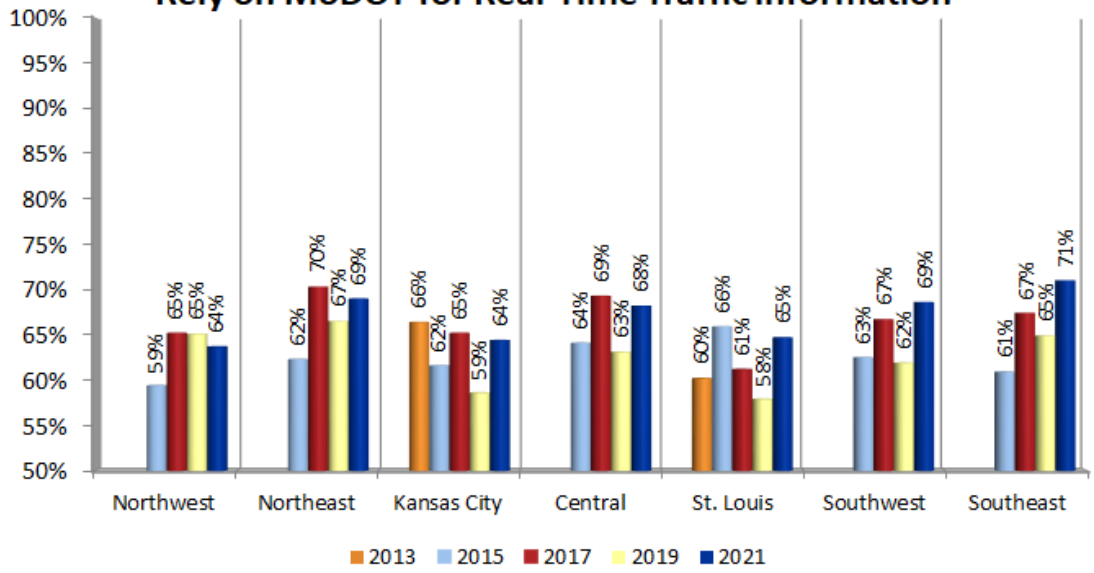
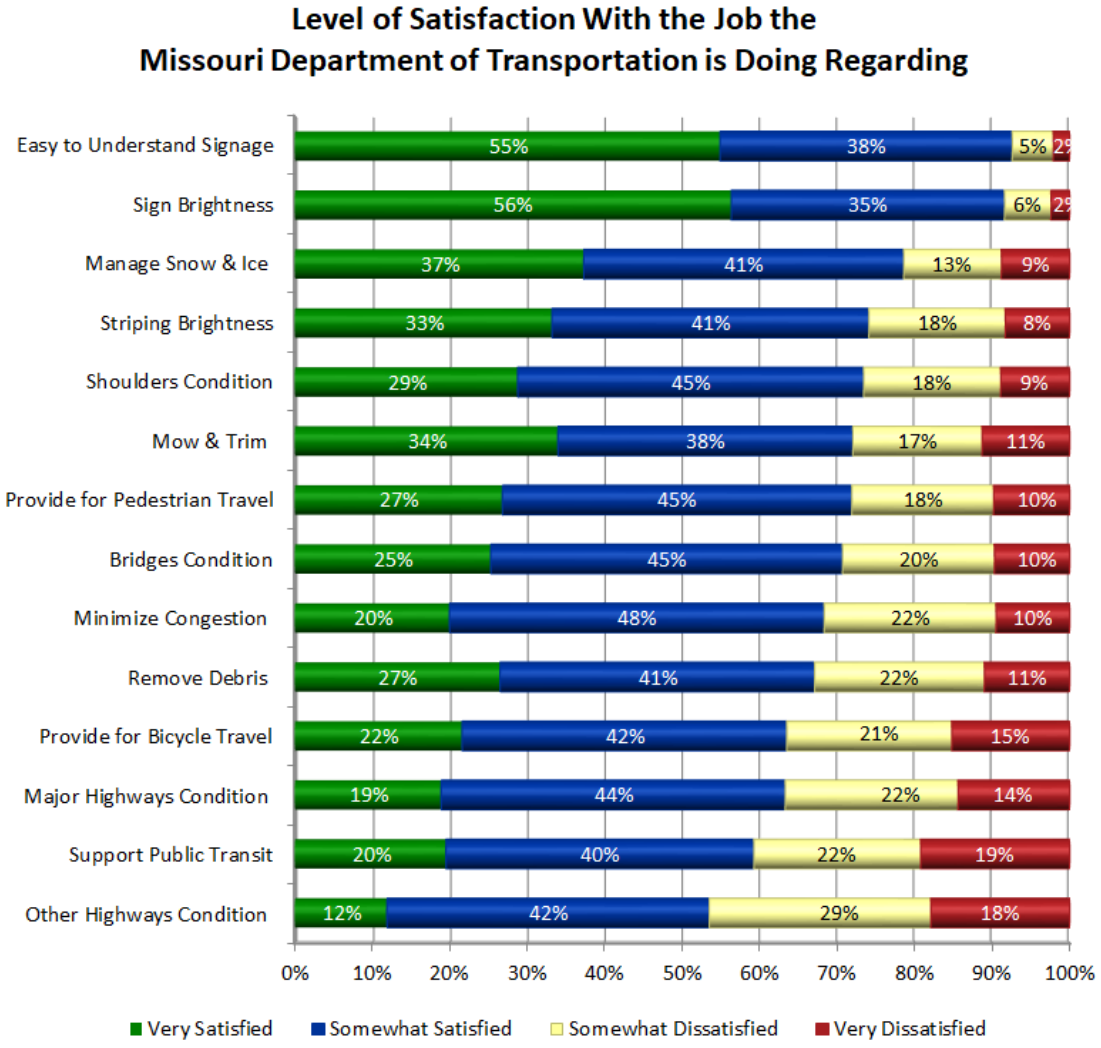
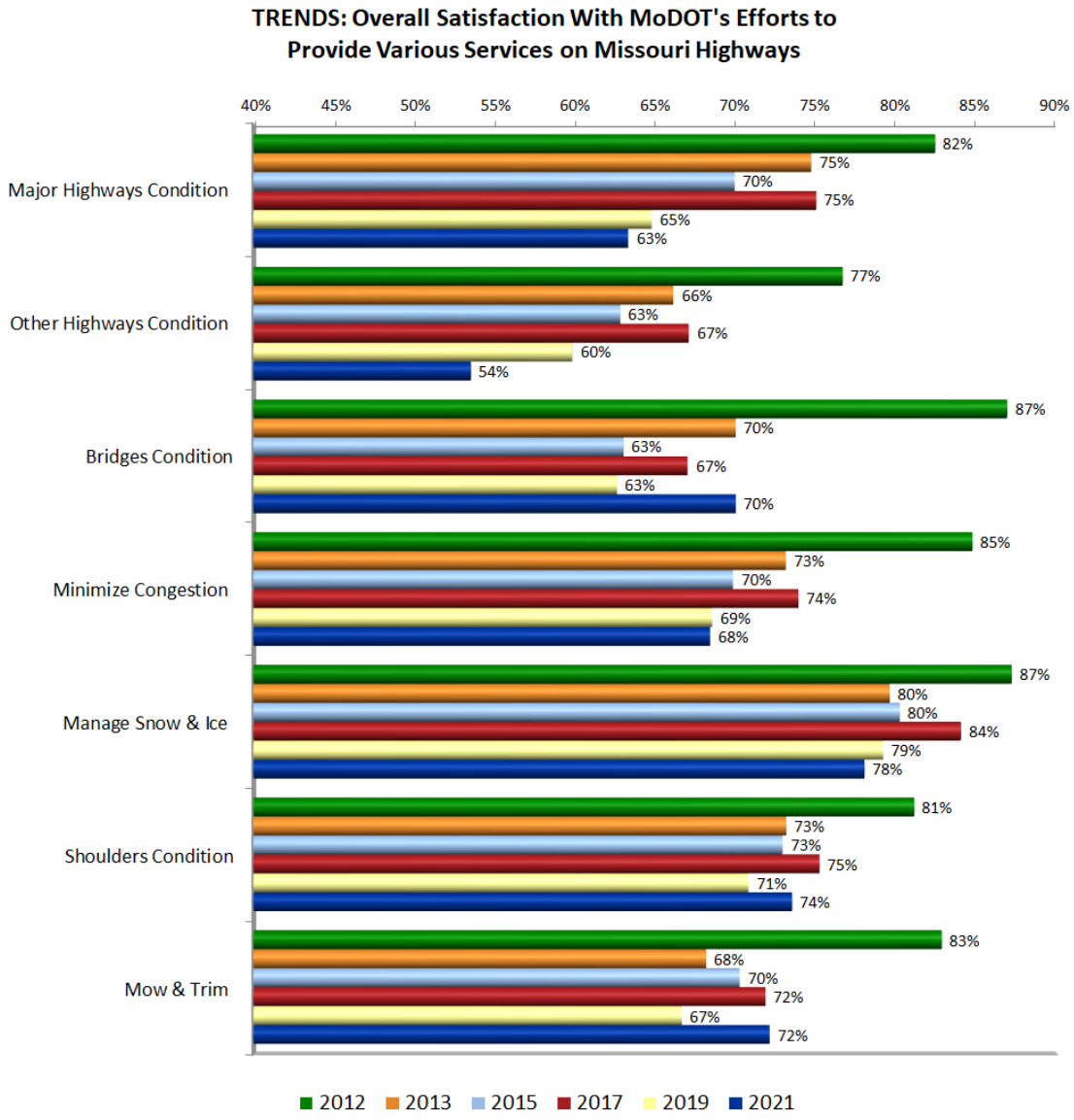


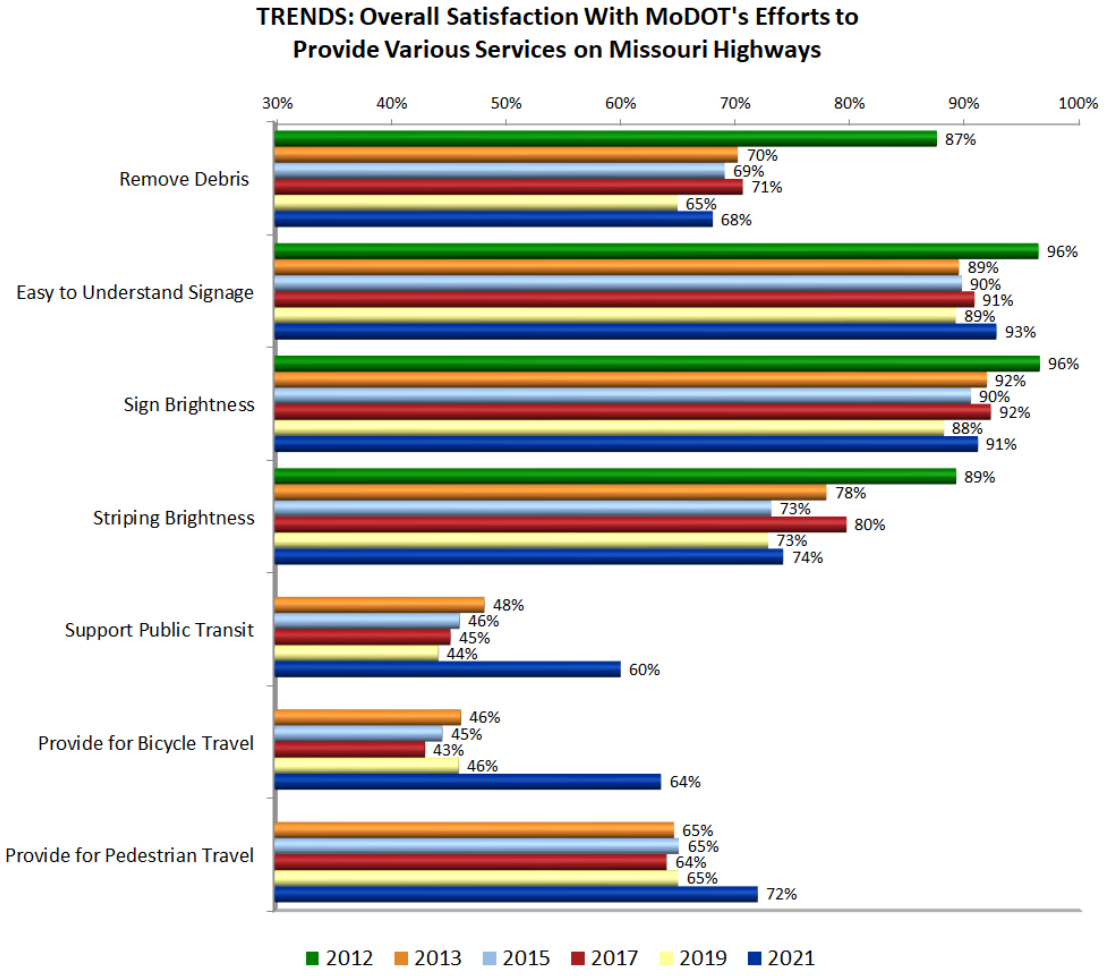

This question was first asked in 2013 only of residents of the Kansas City and St. Louis districts. In 2015, the question was expanded to all districts.




The MoDOT descriptions in the above chart are abbreviated from the more detailed descriptions provided to the survey respondents.

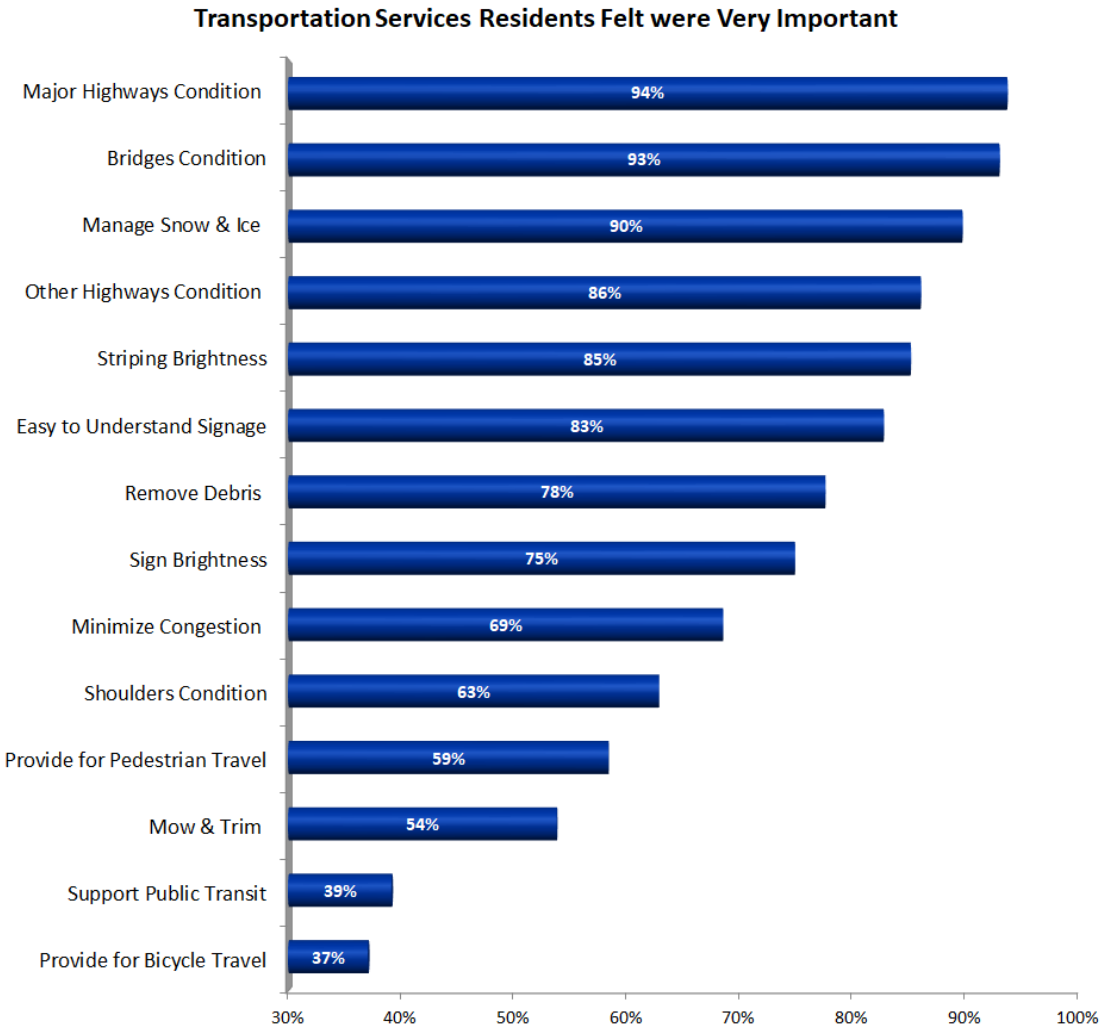



Overall satisfaction for the years above was calculated by adding the very satisfied and the somewhat satisfied responses.



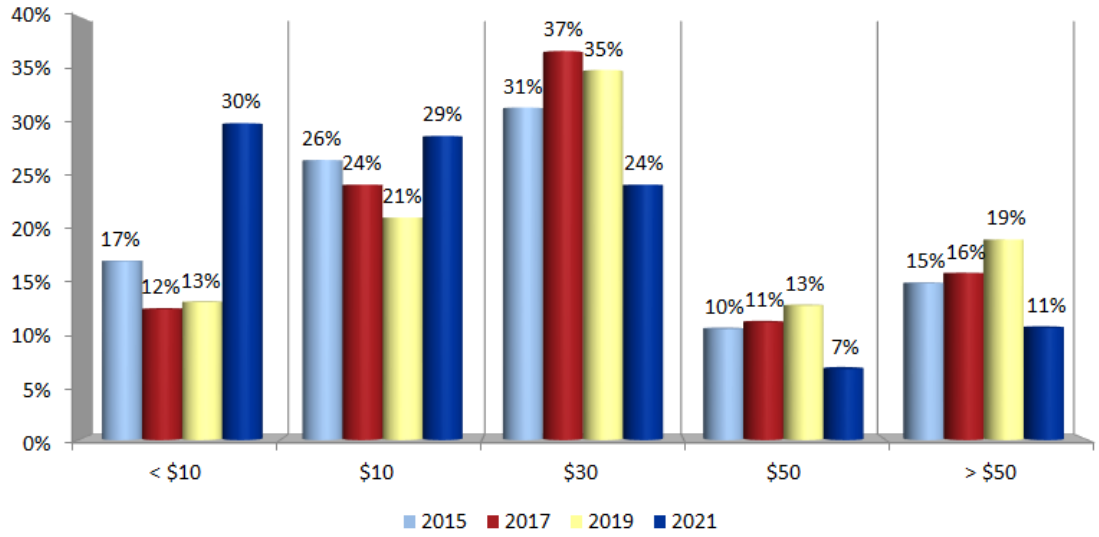

The two sign questions were asked differently in 2012 which may have slightly impacted the results for these measures. The wording was revised in 2013 as part of a standardization effort to help ensure all questions were asked in a similar manner to facilitate consistent standards across many measures.

The change in methodology from phone calls to texting in 2021 may have significantly increased the measured satisfaction for MoDOT's efforts to support public transit, provide for bicycle travel, and provide for pedestrian travel as shown above. When the survey was conducted by phone, if the respondent said he or she didn't use public transit (or biked or walked) and had no opinion, the operator was instructed to skip ahead to the next question. In the texted version of the survey, there was no operator who could skip to the next question so respondents were forced to answer these questions regardless of their familiarity with them. From the results, it appears these respondents generally stated they were somewhat satisfied with the current situation, causing an overall increase in these measures.



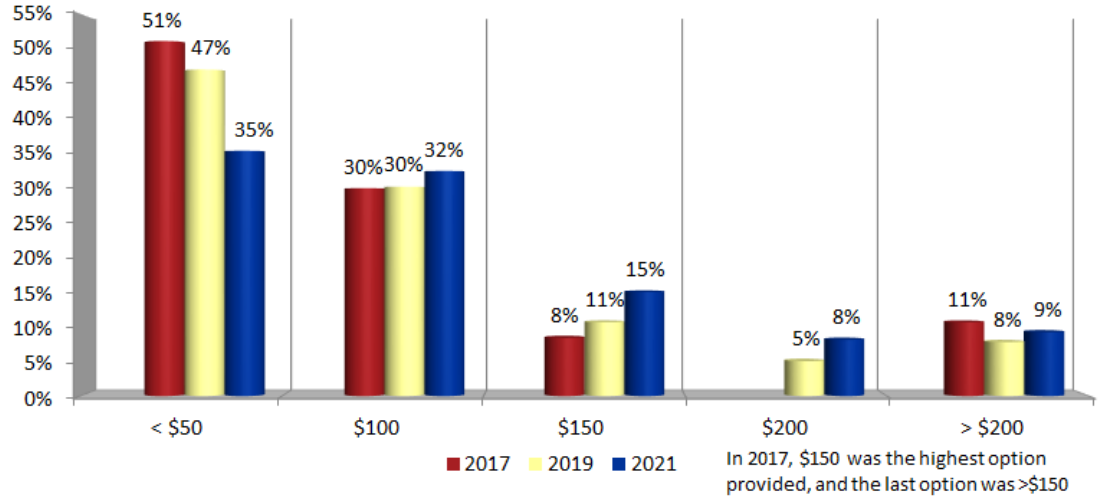

The transportation services are listed in the order of greatest importance to least importance based on the percentage of Missourians who stated each service was very important.

**Missourians' Estimate on How Much the Average Driver Pays Per Month in Taxes and Fees to Fund Missouri State Roads**




This question was added in 2015. On average, Missourians actually spend $30 per month in taxes and fees to fund Missouri state roads.

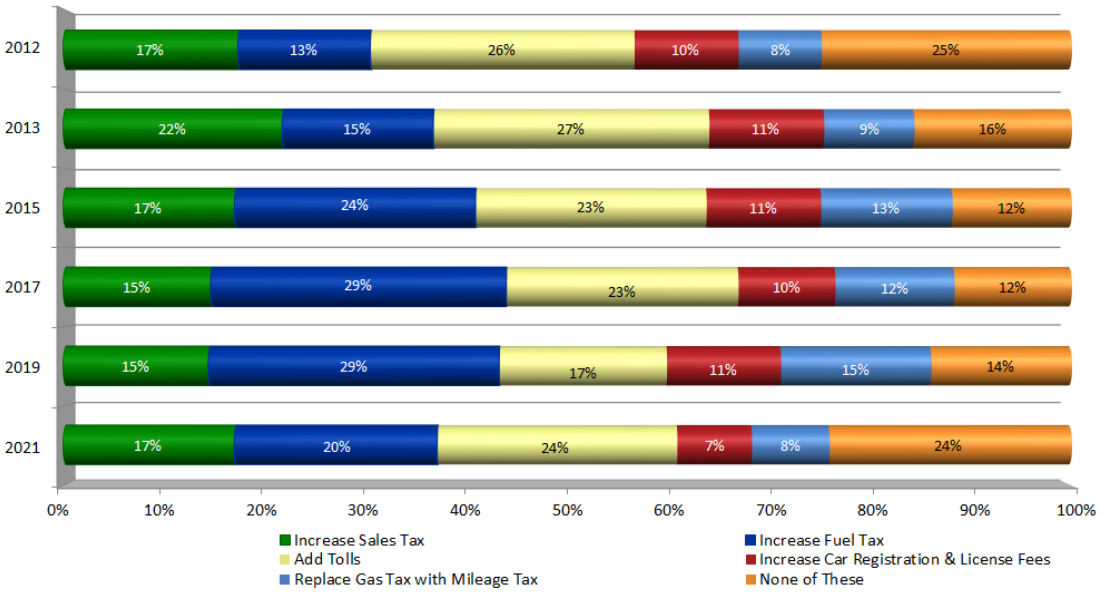
**Missourians' Estimate on How Much Traffic Congestion, Poor Road Conditions, and Safety Issues Cost the Average Driver Per Month**



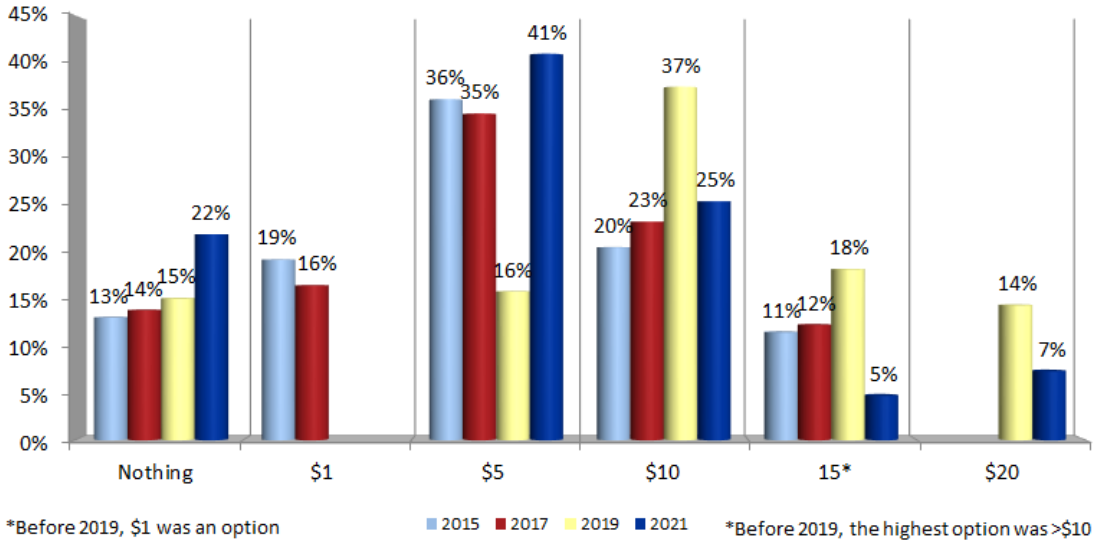

This question was added in 2017. The most recent estimated cost was about $199 per month.[2]

[2] https://www.modot.org/citizens-guide-transportation-funding-missouri

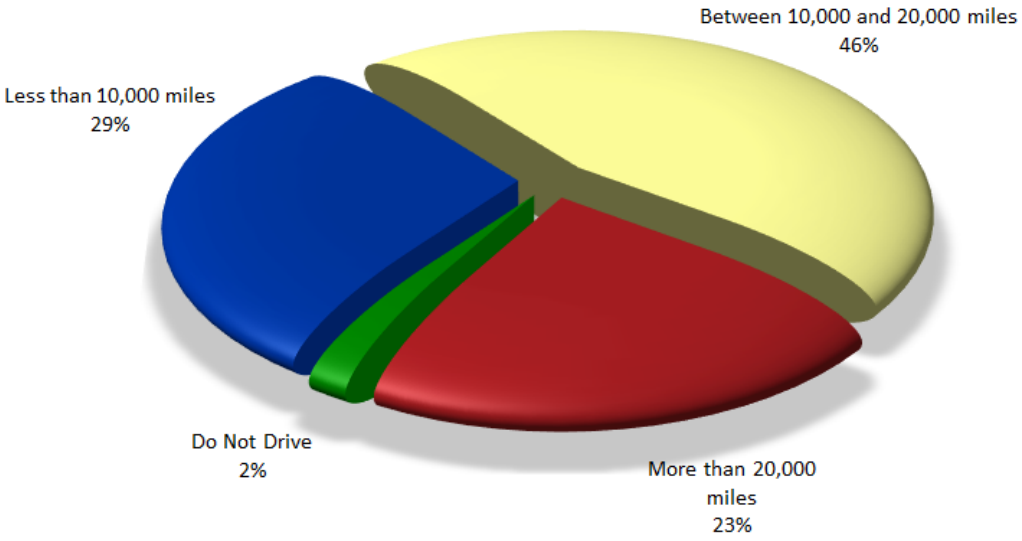
**TRENDS: If it was Determined that the State Needs to Increase Revenues to Adequately Fund Missouri State Highways & Roads, Which One of the Following Methods Would be Most Acceptable to You?**




**Additional Amount Missourians are Willing to Pay Each Month to Fund Missouri State Roads**



**Approximate Miles Per Year Driven by Respondents**



## Section 2:

# Cross Tabular Data by District

**Q4. How satisfied are you with the job the Missouri Department of Transportation is doing?**

| | NW | NE | KC | CD | SL | SW | SE | State |
|---|---|---|---|---|---|---|---|---|
| Very Dissatisfied | 16.2% | 10.6% | 8.0% | 10.5% | 6.2% | 5.8% | 5.9% | 7.6% |
| Somewhat Dissatisfied | 26.4% | 21.6% | 25.1% | 22.7% | 17.2% | 15.5% | 13.5% | 19.5% |
| Somewhat Satisfied | 47.4% | 50.6% | 52.2% | 49.2% | 60.0% | 56.7% | 58.0% | 55.4% |
| Very Satisfied | 10.0% | 17.2% | 14.8% | 17.6% | 16.5% | 22.0% | 22.6% | 17.4% |

**Q5a. MoDOT provides accurate information to citizens about road projects, highway conditions and work zones.**

| | NW | NE | KC | CD | SL | SW | SE | State |
|---|---|---|---|---|---|---|---|---|
| Strongly Disagree | 2.4% | 1.7% | 1.8% | 3.3% | 3.2% | 2.2% | 1.8% | 2.5% |
| Somewhat Disagree | 7.3% | 6.6% | 8.7% | 6.3% | 7.5% | 6.0% | 7.8% | 7.4% |
| Somewhat Agree | 48.6% | 46.8% | 53.4% | 48.8% | 47.9% | 46.0% | 43.4% | 48.4% |
| Strongly Agree | 41.6% | 44.9% | 36.1% | 41.5% | 41.3% | 45.8% | 47.0% | 41.7% |

**Q5b. MoDOT provides timely information to citizens about road projects, highway conditions and work zones.**

| | NW | NE | KC | CD | SL | SW | SE | State |
|---|---|---|---|---|---|---|---|---|
| Strongly Disagree | 2.3% | 2.1% | 3.0% | 2.6% | 4.7% | 2.9% | 2.5% | 3.4% |
| Somewhat Disagree | 14.3% | 7.9% | 11.9% | 10.7% | 10.7% | 8.6% | 9.6% | 10.5% |
| Somewhat Agree | 49.7% | 47.5% | 51.8% | 46.5% | 47.2% | 47.2% | 47.4% | 48.2% |
| Strongly Agree | 33.7% | 42.6% | 33.4% | 40.2% | 37.4% | 41.2% | 40.5% | 37.8% |

| Q5c. MoDOT provides understandable information to citizens about road projects, highway conditions and work zones. | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 3.0% | 1.5% | 2.5% | 4.5% | 4.2% | 2.2% | 1.8% | 3.1% |
| Somewhat Disagree | 9.6% | 10.3% | 12.8% | 8.7% | 12.7% | 9.5% | 6.6% | 10.9% |
| Somewhat Agree | 49.3% | 45.3% | 44.4% | 41.6% | 44.8% | 41.1% | 45.8% | 44.1% |
| Strongly Agree | 38.1% | 42.8% | 40.3% | 45.2% | 38.2% | 47.3% | 45.8% | 41.8% |
| **Q5d. MoDOT is the primary transportation expert in Missouri.** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 5.5% | 4.3% | 2.8% | 5.0% | 3.8% | 2.4% | 2.4% | 3.5% |
| Somewhat Disagree | 10.9% | 7.3% | 9.4% | 8.8% | 5.8% | 7.6% | 5.9% | 7.5% |
| Somewhat Agree | 41.7% | 40.1% | 40.8% | 36.3% | 34.1% | 33.0% | 41.1% | 36.9% |
| Strongly Agree | 41.9% | 48.3% | 46.9% | 49.9% | 56.3% | 57.0% | 50.7% | 52.1% |
| **Q5e. MoDOT keeps its commitments to the public.** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 8.2% | 4.5% | 4.3% | 9.3% | 5.6% | 4.8% | 4.4% | 5.6% |
| Somewhat Disagree | 23.2% | 18.8% | 20.3% | 14.6% | 14.2% | 12.9% | 12.9% | 15.8% |
| Somewhat Agree | 43.1% | 47.0% | 51.4% | 48.8% | 52.1% | 46.4% | 53.3% | 50.2% |
| Strongly Agree | 25.5% | 29.7% | 23.9% | 27.3% | 28.1% | 35.9% | 29.4% | 28.5% |

| Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones. | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 3.6% | 1.1% | 3.0% | 3.7% | 3.7% | 2.2% | 1.8% | 3.0% |
| Somewhat Disagree | 8.3% | 8.9% | 8.4% | 5.5% | 6.8% | 7.2% | 5.8% | 7.1% |
| Somewhat Agree | 33.7% | 32.2% | 40.0% | 33.2% | 37.2% | 30.8% | 31.5% | 35.4% |
| Strongly Agree | 54.4% | 57.8% | 48.6% | 57.7% | 52.3% | 59.8% | 60.9% | 54.5% |
| **Q5g. MoDOT does a good job of minimizing travel delays caused by work zones.** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 7.0% | 5.1% | 9.6% | 8.9% | 9.1% | 5.4% | 4.1% | 7.8% |
| Somewhat Disagree | 18.7% | 17.6% | 23.3% | 14.4% | 18.5% | 16.5% | 14.6% | 18.3% |
| Somewhat Agree | 49.5% | 46.8% | 44.8% | 44.3% | 47.4% | 42.0% | 47.0% | 45.7% |
| Strongly Agree | 24.8% | 30.4% | 22.4% | 32.4% | 25.0% | 36.2% | 34.4% | 28.2% |
| **Q5h. You rely on MoDOT for real-time traffic information.** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Strongly Disagree | 12.5% | 10.3% | 11.8% | 13.6% | 13.8% | 13.3% | 11.7% | 12.9% |
| Somewhat Disagree | 23.8% | 20.7% | 23.8% | 18.2% | 21.5% | 18.1% | 17.8% | 20.8% |
| Somewhat Agree | 40.0% | 43.3% | 42.1% | 38.1% | 39.0% | 42.9% | 40.5% | 40.5% |
| Strongly Agree | 23.7% | 25.7% | 22.3% | 30.1% | 25.7% | 25.7% | 29.9% | 25.8% |

| **Q6a. How satisfied are you with MoDOT's efforts to keep the surface of *major highways* in good condition (smooth and free of potholes)?** | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Dissatisfied | 23.3% | 15.7% | 15.9% | 18.2% | 13.9% | 9.5% | 11.2% | 14.4% |
| Somewhat Dissatisfied | 26.7% | 24.8% | 27.6% | 20.2% | 20.7% | 20.3% | 18.8% | 22.3% |
| Somewhat Satisfied | 43.0% | 43.6% | 44.1% | 43.1% | 46.3% | 43.0% | 43.2% | 44.4% |
| Very Satisfied | 7.0% | 15.9% | 12.4% | 18.5% | 19.1% | 27.2% | 26.7% | 18.9% |
| **Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Dissatisfied | 37.7% | 22.2% | 19.0% | 24.6% | 14.1% | 15.0% | 14.3% | 17.9% |
| Somewhat Dissatisfied | 27.6% | 33.5% | 33.5% | 27.4% | 27.2% | 26.6% | 26.0% | 28.6% |
| Somewhat Satisfied | 31.1% | 33.5% | 38.0% | 38.5% | 45.6% | 42.8% | 46.0% | 41.6% |
| Very Satisfied | 3.6% | 10.7% | 9.6% | 9.5% | 13.2% | 15.6% | 13.7% | 11.9% |
| **Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Dissatisfied | 14.6% | 8.2% | 9.8% | 13.2% | 8.3% | 9.3% | 9.4% | 9.7% |
| Somewhat Dissatisfied | 21.3% | 18.2% | 21.5% | 17.2% | 19.6% | 19.0% | 19.5% | 19.6% |
| Somewhat Satisfied | 47.7% | 44.9% | 47.2% | 46.4% | 45.3% | 42.2% | 44.8% | 45.4% |
| Very Satisfied | 16.4% | 28.7% | 21.4% | 23.3% | 26.8% | 29.5% | 26.3% | 25.3% |

| Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 7.1% | 8.9% | 12.6% | 11.9% | 9.9% | 6.2% | 5.4% | 9.5% |
| Somewhat Dissatisfied | 15.5% | 19.2% | 23.4% | 17.7% | 29.0% | 17.3% | 13.9% | 22.2% |
| Somewhat Satisfied | 58.4% | 51.2% | 46.6% | 46.7% | 45.0% | 50.9% | 55.1% | 48.4% |
| Very Satisfied | 19.1% | 20.7% | 17.4% | 23.7% | 16.1% | 25.5% | 25.6% | 20.0% |
| **Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 11.7% | 10.0% | 8.2% | 8.5% | 11.1% | 5.6% | 5.6% | 8.8% |
| Somewhat Dissatisfied | 16.9% | 13.9% | 15.6% | 11.4% | 11.9% | 11.3% | 9.1% | 12.6% |
| Somewhat Satisfied | 38.0% | 42.5% | 44.8% | 41.3% | 41.9% | 37.6% | 38.5% | 41.3% |
| Very Satisfied | 33.3% | 33.6% | 31.4% | 38.8% | 35.1% | 45.5% | 46.8% | 37.3% |
| **Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 17.3% | 9.7% | 8.5% | 10.5% | 7.5% | 7.6% | 9.8% | 8.9% |
| Somewhat Dissatisfied | 23.6% | 19.2% | 20.4% | 17.8% | 17.4% | 14.0% | 15.1% | 17.7% |
| Somewhat Satisfied | 42.5% | 45.8% | 45.9% | 42.5% | 45.1% | 44.4% | 43.9% | 44.7% |
| Very Satisfied | 16.6% | 25.2% | 25.2% | 29.2% | 29.9% | 34.0% | 31.3% | 28.8% |

| Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 18.3% | 11.3% | 13.2% | 15.1% | 6.5% | 12.6% | 13.9% | 11.3% |
| Somewhat Dissatisfied | 20.3% | 16.5% | 20.7% | 18.0% | 12.9% | 16.9% | 17.6% | 16.7% |
| Somewhat Satisfied | 36.2% | 39.9% | 38.8% | 34.8% | 41.2% | 34.0% | 36.1% | 38.1% |
| Very Satisfied | 25.1% | 32.2% | 27.4% | 32.1% | 39.5% | 36.5% | 32.4% | 34.0% |
| **Q6h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 11.6% | 11.7% | 13.4% | 13.5% | 8.8% | 9.5% | 12.5% | 11.0% |
| Somewhat Dissatisfied | 21.5% | 25.7% | 23.3% | 25.4% | 21.8% | 18.0% | 19.5% | 21.9% |
| Somewhat Satisfied | 46.2% | 40.6% | 38.0% | 36.6% | 42.3% | 41.2% | 41.2% | 40.6% |
| Very Satisfied | 20.7% | 22.1% | 25.2% | 24.4% | 27.1% | 31.3% | 26.9% | 26.5% |
| **Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 1.3% | 1.9% | 1.3% | 1.9% | 2.7% | 2.2% | 1.9% | 2.1% |
| Somewhat Dissatisfied | 5.2% | 5.1% | 5.3% | 5.3% | 6.0% | 5.0% | 4.1% | 5.3% |
| Somewhat Satisfied | 40.8% | 40.1% | 42.9% | 34.4% | 37.0% | 34.5% | 35.2% | 37.7% |
| Very Satisfied | 52.8% | 52.9% | 50.5% | 58.3% | 54.3% | 58.3% | 58.9% | 54.9% |

| Q6j. How satisfied are you with the brightness of MoDOT's signs? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 1.2% | 1.7% | 1.4% | 2.1% | 3.7% | 1.4% | 2.8% | 2.4% |
| Somewhat Dissatisfied | 6.2% | 4.9% | 5.7% | 5.8% | 7.0% | 4.5% | 5.8% | 6.0% |
| Somewhat Satisfied | 37.9% | 31.5% | 36.7% | 32.7% | 38.3% | 30.5% | 33.2% | 35.3% |
| Very Satisfied | 54.7% | 61.9% | 56.1% | 59.4% | 51.1% | 63.5% | 58.2% | 56.4% |
| **Q6k. How satisfied are you with the brightness of striping on MoDOT highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 4.5% | 6.9% | 7.7% | 7.9% | 11.4% | 5.6% | 6.4% | 8.3% |
| Somewhat Dissatisfied | 16.0% | 21.6% | 14.5% | 17.3% | 22.4% | 12.9% | 14.9% | 17.6% |
| Somewhat Satisfied | 41.5% | 38.3% | 46.9% | 39.0% | 38.8% | 40.3% | 39.5% | 40.9% |
| Very Satisfied | 38.0% | 33.2% | 30.9% | 35.8% | 27.5% | 41.2% | 39.1% | 33.2% |
| **Q6l. How satisfied are you with your options for traveling by public transit such as bus, light rail, or streetcar?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 15.2% | 16.1% | 15.9% | 20.4% | 23.7% | 18.2% | 14.6% | 19.2% |
| Somewhat Dissatisfied | 20.6% | 24.9% | 21.1% | 21.8% | 21.1% | 22.4% | 21.1% | 21.5% |
| Somewhat Satisfied | 46.7% | 37.6% | 41.1% | 39.6% | 36.3% | 40.9% | 44.5% | 39.7% |
| Very Satisfied | 17.5% | 21.5% | 21.9% | 18.2% | 18.9% | 18.5% | 19.9% | 19.5% |

| Q6m. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 15.9% | 11.4% | 13.9% | 16.5% | 16.7% | 15.5% | 12.9% | 15.2% |
| Somewhat Dissatisfied | 21.3% | 21.6% | 24.1% | 20.2% | 18.4% | 23.0% | 23.7% | 21.3% |
| Somewhat Satisfied | 41.7% | 44.2% | 39.8% | 41.7% | 43.3% | 40.9% | 41.9% | 41.9% |
| Very Satisfied | 21.1% | 22.9% | 22.3% | 21.6% | 21.6% | 20.6% | 21.5% | 21.6% |
| **Q6n. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Dissatisfied | 9.9% | 9.0% | 9.0% | 11.4% | 9.6% | 11.0% | 8.9% | 9.8% |
| Somewhat Dissatisfied | 17.4% | 18.6% | 20.1% | 19.3% | 18.3% | 18.3% | 13.9% | 18.3% |
| Somewhat Satisfied | 46.2% | 48.2% | 46.1% | 42.1% | 43.4% | 44.1% | 51.4% | 45.1% |
| Very Satisfied | 26.6% | 24.2% | 24.7% | 27.2% | 28.7% | 26.6% | 25.9% | 26.8% |

| Q7a. How important is it for MoDOT to keep the surface of ***major highways*** in good condition (smooth and free of potholes)? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Unimportant | 1.0% | 0.5% | 0.8% | 0.9% | 1.3% | 0.3% | 0.2% | 0.8% |
| Somewhat Unimportant | 0.5% | 0.3% | 0.3% | 0.2% | 0.2% | 0.3% | 0.5% | 0.3% |
| Somewhat Important | 4.5% | 4.9% | 4.9% | 4.2% | 5.5% | 3.5% | 5.8% | 4.9% |
| Very Important | 94.0% | 94.3% | 94.0% | 94.8% | 93.1% | 96.0% | 93.5% | 94.0% |
| **Q7b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Unimportant | 0.3% | 1.2% | 1.6% | 1.8% | 2.1% | 0.6% | 0.6% | 1.4% |
| Somewhat Unimportant | 1.2% | 1.5% | 2.4% | 0.5% | 2.0% | 2.1% | 2.5% | 1.9% |
| Somewhat Important | 8.4% | 8.8% | 11.5% | 8.3% | 11.0% | 9.5% | 11.1% | 10.4% |
| Very Important | 90.1% | 88.5% | 84.5% | 89.4% | 85.0% | 87.8% | 85.8% | 86.3% |
| **Q7c. How important is it for MoDOT to keep bridges in good condition?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| Very Unimportant | 0.2% | 0.2% | 0.4% | 0.3% | 1.0% | 0.2% | 0.2% | 0.5% |
| Somewhat Unimportant | 0.1% | 0.6% | 0.6% | 0.3% | 0.7% | 0.9% | 0.3% | 0.6% |
| Somewhat Important | 4.3% | 4.1% | 5.8% | 4.0% | 6.3% | 5.9% | 5.7% | 5.6% |
| Very Important | 95.4% | 95.0% | 93.2% | 95.4% | 92.0% | 93.0% | 93.9% | 93.3% |

| Q7d. How important is it for MoDOT to minimize congestion on highways? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.2% | 0.5% | 0.4% | 0.3% | 0.9% | 0.0% | 0.2% | 0.5% |
| Somewhat Unimportant | 2.0% | 6.6% | 2.7% | 0.9% | 4.4% | 1.4% | 2.0% | 2.9% |
| Somewhat Important | 35.8% | 27.8% | 29.0% | 30.7% | 23.8% | 31.1% | 27.1% | 27.9% |
| Very Important | 61.9% | 65.0% | 67.9% | 68.0% | 70.9% | 67.5% | 70.7% | 68.7% |
| **Q7e. How important is it for MoDOT to manage snow and ice on highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.2% | 0.2% | 0.4% | 0.3% | 0.5% | 0.1% | 0.5% | 0.3% |
| Somewhat Unimportant | 0.1% | 1.7% | 0.7% | 0.6% | 1.2% | 0.3% | 0.9% | 0.8% |
| Somewhat Important | 6.2% | 6.5% | 8.1% | 8.2% | 10.0% | 8.5% | 10.0% | 8.8% |
| Very Important | 93.5% | 91.5% | 90.9% | 90.9% | 88.3% | 91.1% | 88.5% | 90.0% |
| **Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.3% | 0.4% | 0.7% | 0.5% | 1.4% | 0.2% | 0.2% | 0.8% |
| Somewhat Unimportant | 1.9% | 4.5% | 4.3% | 3.2% | 4.0% | 1.9% | 1.5% | 3.3% |
| Somewhat Important | 28.4% | 32.9% | 32.3% | 31.3% | 35.9% | 34.7% | 25.2% | 32.9% |
| Very Important | 69.4% | 62.2% | 62.8% | 65.0% | 58.7% | 63.2% | 73.1% | 63.0% |

| Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.5% | 2.7% | 1.3% | 1.4% | 2.2% | 0.8% | 0.5% | 1.5% |
| Somewhat Unimportant | 5.6% | 8.2% | 9.7% | 6.4% | 12.6% | 7.1% | 3.6% | 9.1% |
| Somewhat Important | 36.5% | 31.9% | 34.8% | 34.7% | 40.2% | 33.2% | 27.4% | 35.6% |
| Very Important | 57.5% | 57.2% | 54.3% | 57.5% | 44.9% | 58.9% | 68.6% | 53.9% |
| **Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.9% | 0.4% | 0.7% | 0.9% | 1.1% | 0.0% | 0.2% | 0.7% |
| Somewhat Unimportant | 1.8% | 4.2% | 2.7% | 1.5% | 1.6% | 2.2% | 2.0% | 2.1% |
| Somewhat Important | 19.5% | 23.9% | 20.7% | 20.5% | 17.0% | 21.9% | 17.2% | 19.4% |
| Very Important | 77.8% | 71.5% | 75.8% | 77.1% | 80.3% | 75.8% | 80.6% | 77.8% |
| **Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.3% | 0.9% | 0.7% | 0.3% | 0.2% | 0.0% | 0.3% | 0.3% |
| Somewhat Unimportant | 0.7% | 1.0% | 1.6% | 1.1% | 1.7% | 2.3% | 0.6% | 1.5% |
| Somewhat Important | 18.2% | 14.6% | 17.7% | 14.8% | 15.0% | 13.2% | 13.1% | 15.2% |
| Very Important | 80.8% | 83.5% | 80.1% | 83.9% | 83.1% | 84.5% | 86.0% | 83.0% |

| Q7j. How important is it for MoDOT to provide bright signs? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.3% | 0.2% | 0.3% | 0.4% | 0.4% | 0.9% | 0.5% | 0.5% |
| Somewhat Unimportant | 3.4% | 4.3% | 2.0% | 2.8% | 3.2% | 3.1% | 2.6% | 2.9% |
| Somewhat Important | 25.1% | 19.2% | 23.7% | 22.4% | 20.8% | 21.6% | 17.7% | 21.5% |
| Very Important | 71.2% | 76.3% | 74.0% | 74.4% | 75.5% | 74.3% | 79.3% | 75.1% |
| **Q7k. How important is it for MoDOT to provide bright striping on MoDOT highways?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 0.2% | 0.3% | 0.2% | 0.4% | 0.1% | 0.2% | 0.3% | 0.2% |
| Somewhat Unimportant | 1.9% | 2.6% | 1.9% | 2.2% | 2.0% | 1.2% | 0.8% | 1.8% |
| Somewhat Important | 19.9% | 14.9% | 15.6% | 12.4% | 10.8% | 11.0% | 10.5% | 12.6% |
| Very Important | 78.0% | 82.1% | 82.4% | 85.0% | 87.1% | 87.6% | 88.4% | 85.4% |
| **Q7l. How important is it for MoDOT to support your options for traveling by public transit such as bus , light rail, or streetcar?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 13.1% | 11.8% | 7.7% | 9.0% | 7.5% | 8.7% | 10.0% | 8.6% |
| Somewhat Unimportant | 21.6% | 22.5% | 17.4% | 21.1% | 14.9% | 18.6% | 16.8% | 17.6% |
| Somewhat Important | 36.9% | 36.2% | 34.2% | 33.1% | 33.2% | 37.8% | 34.9% | 34.6% |
| Very Important | 28.5% | 29.5% | 40.7% | 36.7% | 44.4% | 34.9% | 38.3% | 39.2% |

| Q7m. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 11.2% | 11.9% | 10.8% | 13.5% | 9.3% | 7.5% | 8.0% | 9.9% |
| Somewhat Unimportant | 21.2% | 23.5% | 15.6% | 17.5% | 14.3% | 18.6% | 16.2% | 16.6% |
| Somewhat Important | 38.7% | 33.8% | 38.2% | 36.7% | 34.8% | 37.6% | 36.1% | 36.4% |
| Very Important | 28.9% | 30.8% | 35.3% | 32.2% | 41.6% | 36.3% | 39.7% | 37.1% |
| **Q7n. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?** | | | | | | | | |
| | NW | NE | KC | CD | SL | SW | SE | State |
| Very Unimportant | 4.5% | 3.9% | 3.8% | 4.5% | 3.2% | 3.0% | 3.0% | 3.5% |
| Somewhat Unimportant | 10.9% | 10.5% | 7.9% | 9.8% | 6.8% | 7.7% | 9.1% | 8.1% |
| Somewhat Important | 36.7% | 37.4% | 30.3% | 30.6% | 26.6% | 29.8% | 32.7% | 29.9% |
| Very Important | 47.9% | 48.2% | 58.0% | 55.1% | 63.4% | 59.5% | 55.3% | 58.5% |

| Q8. How much do you think the average driver currently pays a month in taxes and fees to fund Missouri state roads? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Less than $10 per month | 27.9% | 27.4% | 29.6% | 27.7% | 35.0% | 25.6% | 24.7% | 29.9% |
| $10 per month | 32.2% | 29.3% | 29.9% | 28.6% | 25.6% | 31.2% | 31.3% | 28.7% |
| $30 per month | 23.6% | 23.5% | 24.1% | 26.8% | 21.1% | 27.2% | 26.5% | 24.1% |
| $50 per month | 8.2% | 8.5% | 6.1% | 6.3% | 6.4% | 7.6% | 6.6% | 6.7% |
| More than $50 per month | 8.2% | 11.3% | 10.4% | 10.6% | 12.0% | 8.4% | 10.9% | 10.6% |

| Q9. Traffic congestion, poor road conditions and safety issues cost Missouri drivers time, fuel, and car repairs. How much do you think this totals each month for an average driver? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Less than $50 per month | 28.4% | 32.5% | 34.2% | 34.6% | 34.8% | 38.3% | 40.4% | 35.3% |
| $100 per month | 35.6% | 32.3% | 32.1% | 34.0% | 32.3% | 30.2% | 34.0% | 32.4% |
| $150 per month | 15.0% | 20.6% | 15.9% | 14.4% | 14.6% | 14.5% | 13.5% | 15.0% |
| $200 per month | 9.7% | 6.3% | 8.0% | 7.4% | 8.7% | 9.5% | 4.9% | 8.1% |
| More than $200 per month | 11.3% | 8.4% | 9.9% | 9.5% | 9.7% | 7.6% | 7.3% | 9.2% |

| Q10. If it was determined that the State of Missouri needed to increase revenues in order to adequately fund Missouri state roads, which one of the following five methods would be most acceptable to you? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Increase general sales tax | 13.6% | 14.7% | 14.6% | 16.0% | 17.3% | 20.8% | 19.2% | 17.0% |
| Increase state fuel tax | 21.8% | 19.0% | 21.0% | 19.5% | 22.8% | 14.8% | 17.5% | 20.1% |
| Add tolls to some interstate highways | 29.9% | 25.0% | 28.0% | 25.4% | 20.4% | 23.7% | 21.7% | 23.8% |
| Increase car registration and license fees | 5.7% | 7.8% | 5.7% | 8.1% | 8.2% | 8.4% | 6.7% | 7.4% |
| Replace state gas tax with vehicle mileage tax | 6.0% | 6.2% | 6.9% | 7.1% | 9.2% | 8.3% | 5.2% | 7.7% |
| None of these | 23.0% | 27.4% | 23.8% | 24.0% | 22.1% | 24.0% | 29.7% | 24.0% |

| Q11. If it was determined the State of Missouri needed to increase revenues in order to adequately fund Missouri state roads through some sort of tax as discussed in the previous question, how much more per month would you be willing to pay for safer roads? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | State |
| Nothing | 19.1% | 22.4% | 19.9% | 23.1% | 21.6% | 22.2% | 25.3% | 21.8% |
| $5 per month | 37.1% | 46.4% | 40.6% | 38.0% | 39.2% | 43.9% | 45.1% | 40.9% |
| $10 per month | 29.6% | 19.3% | 26.9% | 27.3% | 26.1% | 24.2% | 19.4% | 25.3% |
| $15 per month | 5.0% | 4.6% | 4.7% | 3.6% | 6.5% | 2.5% | 2.8% | 4.7% |
| $20 per month | 9.3% | 7.4% | 7.8% | 8.0% | 6.5% | 7.2% | 7.5% | 7.3% |

| Q3. Approximately how many miles per year do you personally drive? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | NW | NE | KC | CD | SL | SW | SE | **State** |
| None – I do not drive | 1.0% | 0.8% | 2.2% | 0.5% | 2.5% | 2.2% | 1.2% | 1.9% |
| Less than 10,000 miles | 23.3% | 24.4% | 28.3% | 26.5% | 32.7% | 25.8% | 30.3% | 29.0% |
| Between 10,000 and 20,000 miles | 46.0% | 45.2% | 43.9% | 49.4% | 46.5% | 46.8% | 41.2% | 45.7% |
| More than 20,000 miles | 29.7% | 29.6% | 25.6% | 23.6% | 18.2% | 25.2% | 27.2% | 23.4% |

## Appendix A:

# Importance-Satisfaction Analysis

# Importance-Satisfaction Analysis

## Overview

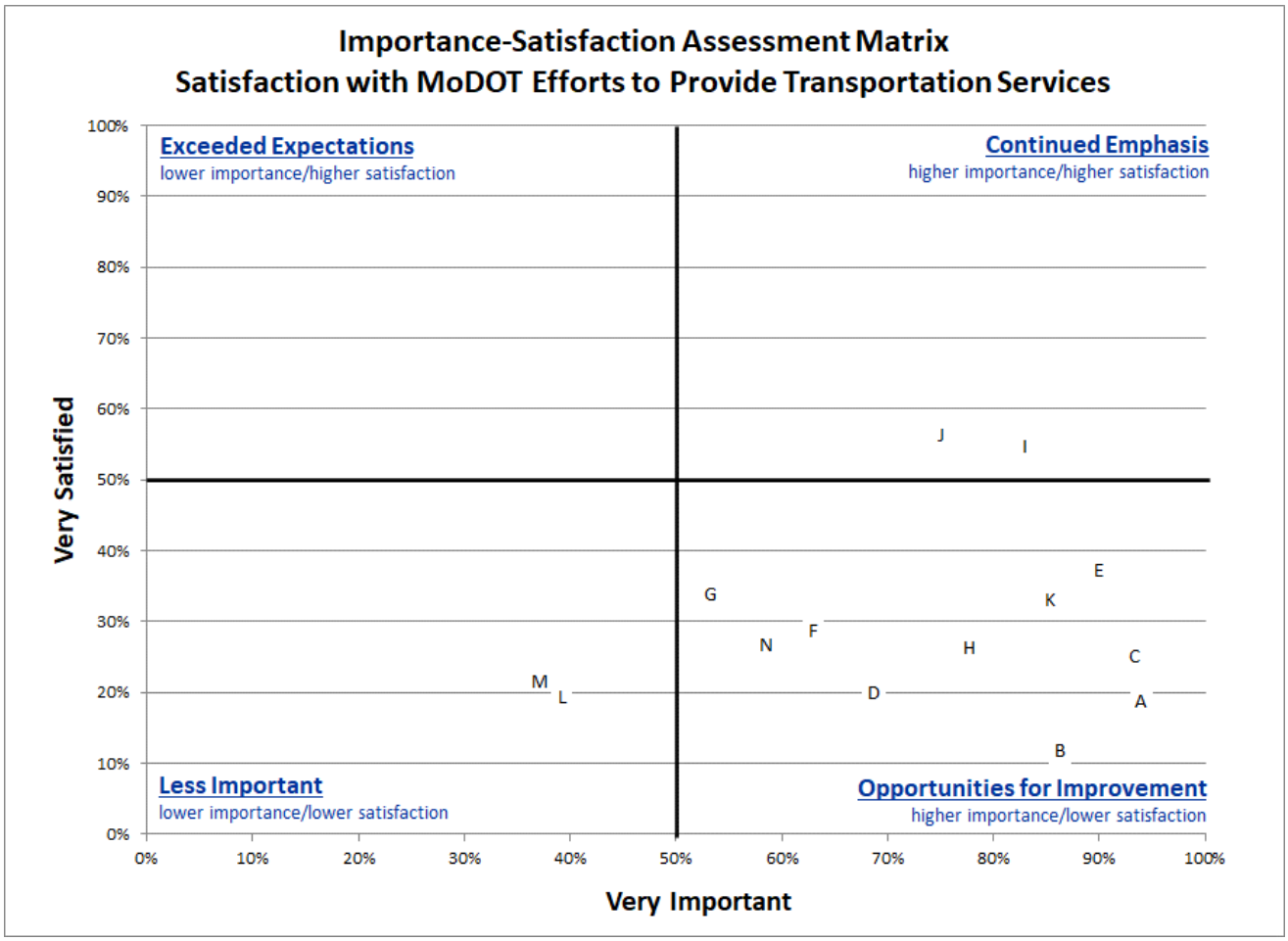
In a world with no resource limitations, public officials would devote enough resources to satisfy all citizens for all desired services. However, in the real world, community leaders must make tough decisions about which services to provide and how much funding to allocate for each offered service. An importance-satisfaction analysis provides feedback on services that indicate both the importance of the service in the eyes of the citizens as well as how satisfied (or dissatisfied) the citizens are with the current service. By reviewing the relative importance-satisfaction ratings of the various services currently offered by MoDOT, decision-makers can understand where Missourians as a whole would prefer their limited resources be focused.

## Importance-Satisfaction Matrix

The Importance-Satisfaction Matrix is simply a plot of the services offered by MoDOT with the percentage of Missourians who believed a service was very important on one axis and the percentage of Missourians who were very satisfied with the service on the other axis.

The Importance-Satisfaction Matrix should be interpreted as follows:

- **Exceeded Expectations** – This quadrant shows areas where citizens have indicated that services are less important to them than other services and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant do not significantly impact citizens' overall satisfaction.
- **Continued Emphasis** – This quadrant shows areas where citizens believe that the service provided by MoDOT should be a priority and where citizens are highly satisfied with the results that MoDOT is providing. Items in this quadrant have a significant impact on citizens' overall satisfaction.
- **Opportunities for Improvement** – This quadrant shows areas where citizens believe that the service provided by MoDOT should be a priority and where citizens are not satisfied with MoDOT's current performance. Items in this quadrant have a significant impact on citizens' overall satisfaction.
- **Less Important** – This quadrant shows areas where citizens have indicated that the services are less important to them than other services and where citizens also are less satisfied with MoDOT's current performance. Items in this quadrant do not significantly impact citizens' overall satisfaction.




| Legend | MoDOT Service |
|---|---|
| A | Keep the surface of **major highways** in good condition |
| B | Keep the surface of **other state highways** in good condition |
| C | Keep bridges in good condition |
| D | Minimize congestion on highways |
| E | Manage snow and ice on highways |
| F | Keep the shoulders on highways in good condition |
| G | Mow and trim trees, grass, and weeds along highways |
| H | Remove debris such as dead animals, glass, and torn tires from the driving lanes on highways |
| I | Provide signs along highways that are easy to understand |
| J | Provide bright signs |
| K | Provide bright striping on highways |
| L | Support your options for traveling by public transit such as bus, light rail, or streetcar |
| M | Provide bike lanes or paved shoulders for traveling by bicycle |
| N | Provide sidewalks or intersection crossings for traveling by walking |

While there was some movement, results were similar to the previous survey conducted in 2019. The primary trend was a slight decrease in those that were very satisfied for most measures. Only one item changed quadrants since the previous study. Item G, MoDOT's service of mowing and trimming trees, grass, and trees along highways, moved from less important to an opportunity for improvement. This item has historically fallen very close to the dividing line with close to 50% of respondents stating it was very important in the last few studies. Interestingly, it was one of the few items where the percentage of people who were very satisfied also increased. In other words, more people were very satisfied with MoDOT's efforts to mow and trim this year and more people thought it was very important. MoDOT's efforts to provide bright and easily understandable highway signs continue to be appreciated. According to the Importance-Satisfaction Matrix, Missourians are both very satisfied with these services and believe they are very important.

Most services fell into the opportunities for improvement quadrant, such as keeping the surfaces of all highways in good condition. These are services that most Missourians believe are very important yet less than half of state residents are very satisfied. Improving these services will have the greatest impact on increasing overall Missourian satisfaction with MoDOT's efforts to provide transportation services.

A few transportation services fell into the less important quadrant, such as supporting options for public transit and providing bicycle lanes. This does not mean that these services are unimportant to those who utilize them, but that – as a whole – Missouri residents value them less than other services. Improving services in this quadrant will not markedly improve the satisfaction of most state residents.

## IMPORTANCE-SATISFACTION RATING

The importance-satisfaction (IS) rating is simply the very important percentage multiplied by the percentage of people who were not very satisfied. The latter is calculated by subtracting those that were very satisfied from 100%.

$$IS\ rating = very\ important\ \%\ x\ (100\% - very\ satisfied\ \%)$$

For example, in order to calculate the importance-satisfaction rating of keeping the surface of other highways in good condition, one would look up the very important percentage for this service (86.3%) and the very satisfied percentage with this service (11.9%). One would then plug these numbers into the equation:

$$IS\ rating = very\ important\ \%\ x\ (100\% - very\ satisfied\ \%)$$

$$IS\ rating = 86.3\%\ x\ (100\% - 11.9\ \%)$$

$$IS\ rating = 86.3\%\ x\ 88.1\%$$

$$IS\ rating = .760$$

While only one decimal place is shown in the data, the actual calculations were completed by software that utilized double precision point numbers, equivalent to 15 decimal places.

One characteristic of IS ratings is that items where MoDOT is currently excelling (such as services related to signage) rank relatively low. Even though most Missourians believe these services are very important, improvements in these services will only have a relatively minor impact on overall satisfaction since most residents are already very satisfied with MoDOT's performance on these services.

**Based upon the importance-satisfaction analysis, MoDOT can most improve resident satisfaction with improved offerings on three key services:**

1. **Keeping the surface of *major* highways in good condition.**
2. **Keeping the surface of *other* highways in good condition.**
3. **Keeping bridges in good condition.**

These options are listed in order of potential impact. As shown on the preceding tables, all sixteen services have an Importance-Satisfaction Rating Rank (rightmost column). Improvements to the service with rank 1 will have a greater impact than improvements to the service with rank 2 (and a much greater impact than improvements to the service with rank 14).

The following tables show the priority that Missourians as a whole give to the various transportation services that MoDOT provides to the public.

| Highest Priority (IS > .600) | | | | | | |
|---|---|---|---|---|---|---|
| **MoDOT Service** | **Very Important %** | **Very Important Rank** | **Very Satisfied %** | **Very Satisfied Rank** | **Importance-Satisfaction Rating** | **Importance-Satisfaction Rating Rank** |
| Keep the surface of **major highways** in good condition | 94.0% | 1 | 18.9% | 13 | 0.7623 | 1 |
| Keep the surface of **other state highways** in good condition | 86.3% | 4 | 11.9% | 14 | 0.7603 | 2 |
| Keep bridges in good condition | 93.3% | 2 | 25.3% | 9 | 0.6970 | 3 |

| Higher Priority (IS .500 to .590) | | | | | | |
|---|---|---|---|---|---|---|
| **MoDOT Service** | **Very Important %** | **Very Important Rank** | **Very Satisfied %** | **Very Satisfied Rank** | **Importance-Satisfaction Rating** | **Importance-Satisfaction Rating Rank** |
| Remove debris such as dead animals, glass, and torn tires from the driving lanes on highways | 77.8% | 7 | 26.5% | 8 | 0.5718 | 4 |
| Provide bright striping on highways | 85.4% | 5 | 33.2% | 5 | 0.5705 | 5 |
| Manage snow and ice on highways | 90.0% | 3 | 37.3% | 3 | 0.5643 | 6 |
| Minimize congestion on highways | 68.7% | 9 | 20.0% | 11 | 0.5496 | 7 |

| Medium Priority (IS .350 to .490) | | | | | | |
|---|---|---|---|---|---|---|
| **MoDOT Service** | **Very Important %** | **Very Important Rank** | **Very Satisfied %** | **Very Satisfied Rank** | **Importance-Satisfaction Rating** | **Importance-Satisfaction Rating Rank** |
| Keep the shoulders on highways in good condition | 63.0% | 10 | 28.8% | 6 | 0.4486 | 8 |
| Provide sidewalks or intersection crossings for traveling by walking | 58.5% | 11 | 26.8% | 7 | 0.4282 | 9 |
| Provide signs along highways that are easy to understand | 83.0% | 6 | 54.9% | 2 | 0.3743 | 10 |
| Mow and trim trees, grass, and weeds along highways | 53.9% | 12 | 34.0% | 4 | 0.3557 | 11 |

| Lower Priority (IS <.350) | | | | | | |
|---|---|---|---|---|---|---|
| **MoDOT Service** | **Very Important %** | **Very Important Rank** | **Very Satisfied %** | **Very Satisfied Rank** | **Importance-Satisfaction Rating** | **Importance-Satisfaction Rating Rank** |
| Provide bright signs | 75.1% | 8 | 56.4% | 1 | 0.3274 | 12 |
| Support your options for traveling by public transit such as bus, light rail, or streetcar | 39.2% | 13 | 19.5% | 12 | 0.3156 | 13 |
| Provide bike lanes or paved shoulders for traveling by bicycle | 37.1% | 14 | 21.6% | 10 | 0.2909 | 14 |

## Appendix B:

# Maps

A Report Card from Missourians

## Interpreting the Maps

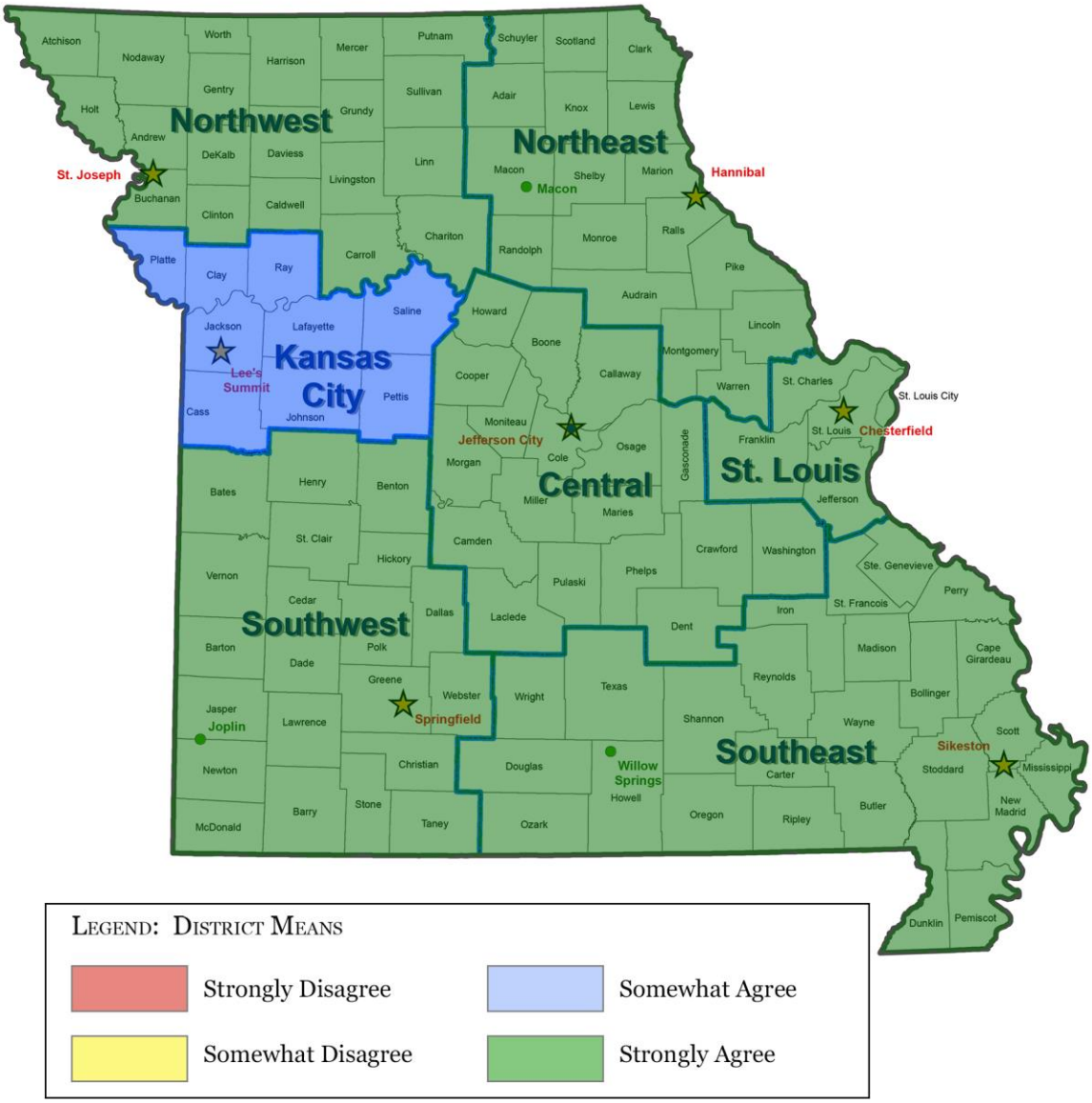
The maps on the following pages show the mean ratings for several questions on the survey by district. The mean ratings were calculated by first allocating 1 point for each very dissatisfied/strongly disagree/very unimportant answer, 2 points for each somewhat dissatisfied/somewhat disagree/somewhat unimportant answer, 3 points for each somewhat satisfied/somewhat agree/somewhat important answer, and 4 points for each very satisfied/strongly agree/very important answer. Then the mean was calculated for each district.

Mean weightings of 1.00 to 1.75 indicate the overall population was very dissatisfied with the service, strongly disagreed with the statement, or thought the service was very unimportant. Mean weightings of 1.75 to 2.50 indicate the overall population was somewhat dissatisfied with the service, somewhat disagreed with the statement, or thought the service was somewhat unimportant. Mean weightings of 2.50 to 3.25 indicate the overall population was somewhat satisfied with the service, somewhat agreed with the statement, or thought the service was somewhat important. Mean weightings of 3.25 to 4.00 indicate the overall population was very satisfied with the service, strongly agreed with the statement, or thought the service was very important.

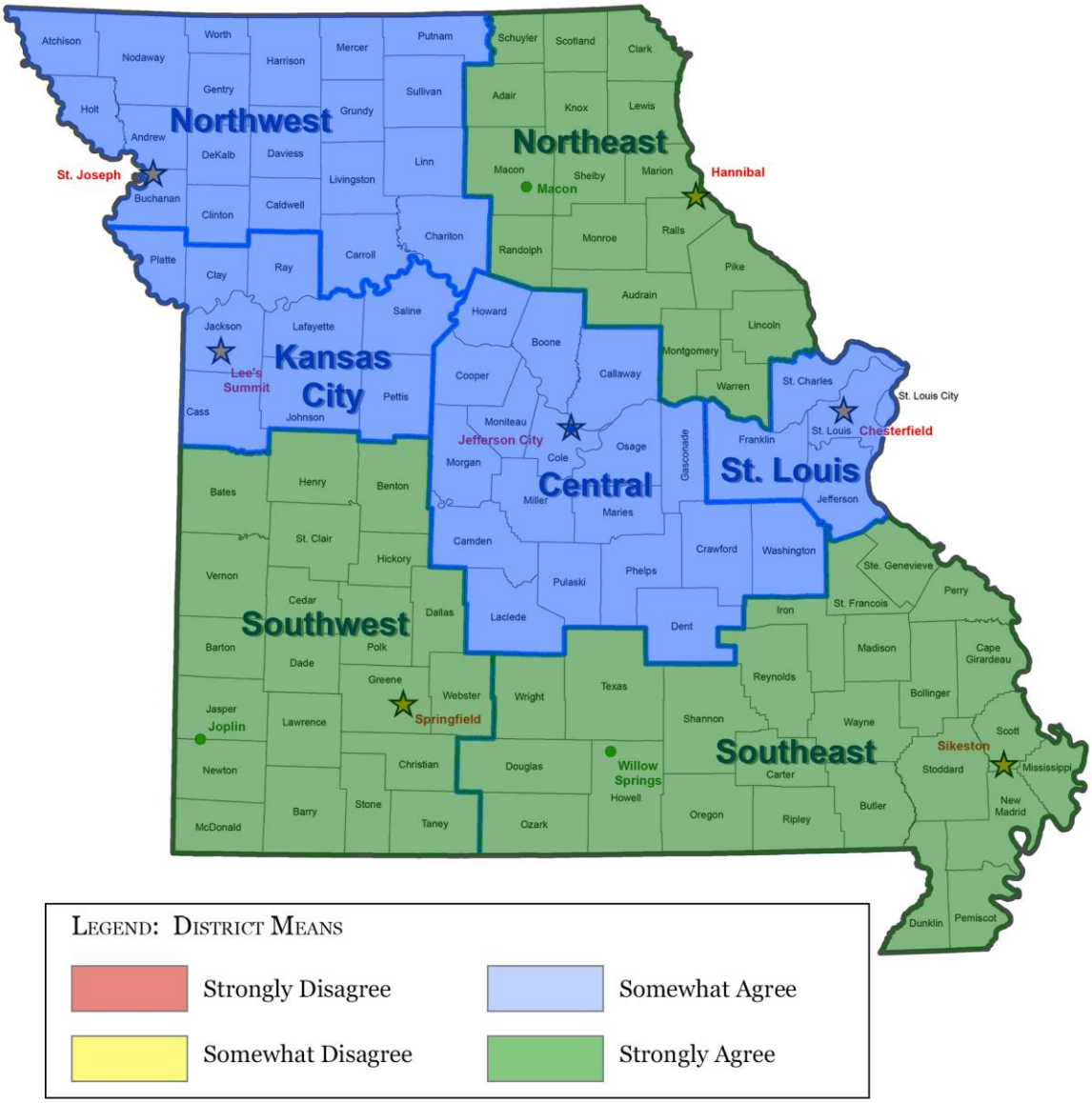
If all the areas on a map are the same color, then people generally feel the same about that issue regardless of where they reside.

**Q4. How satisfied are you with the job the Missouri Department of Transportation, also known as MoDOT, is doing—would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MoDOT?**

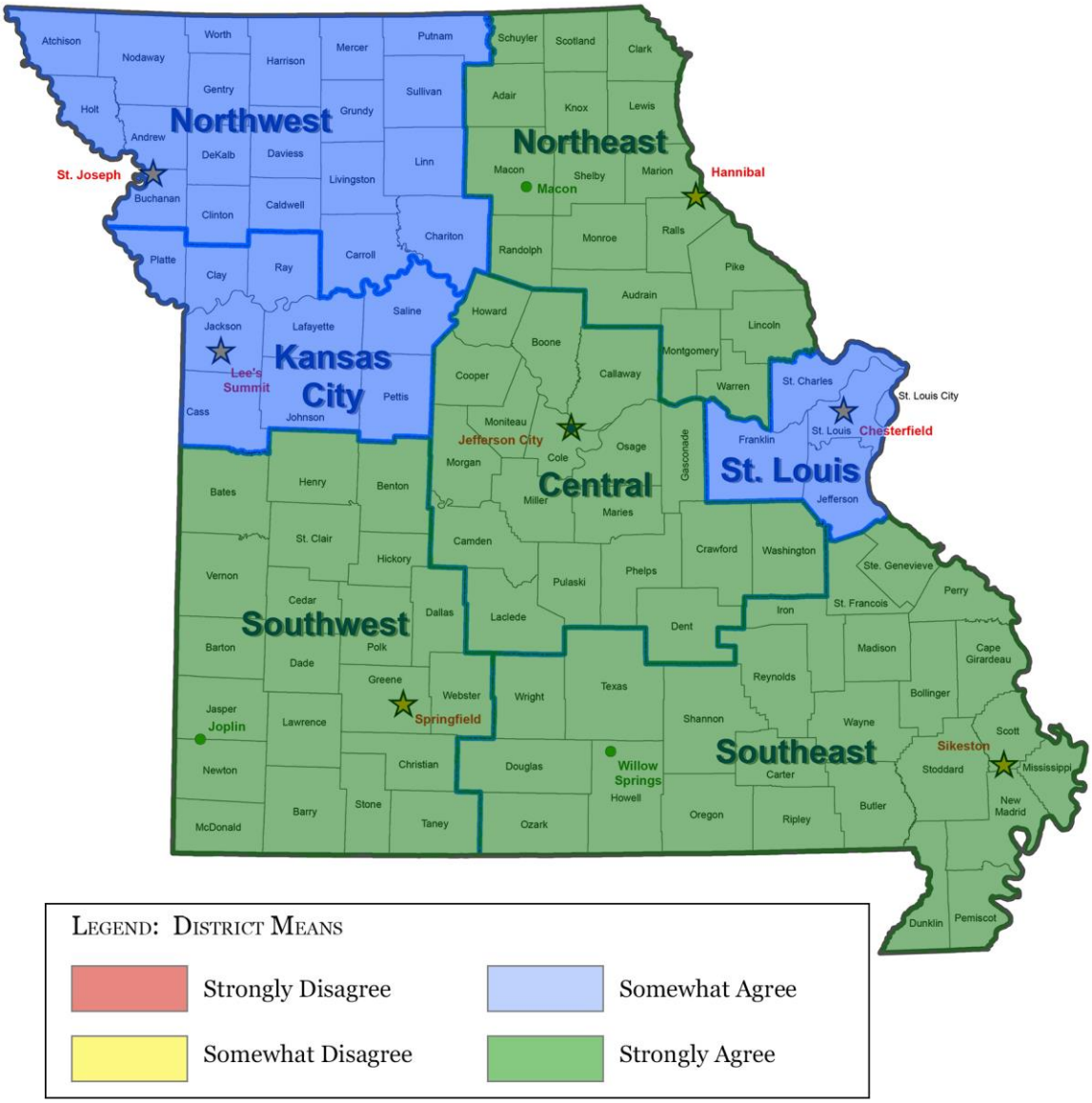
**Q5a. MoDOT provides *accurate* information to citizens about road projects, highway conditions, and work zones.**



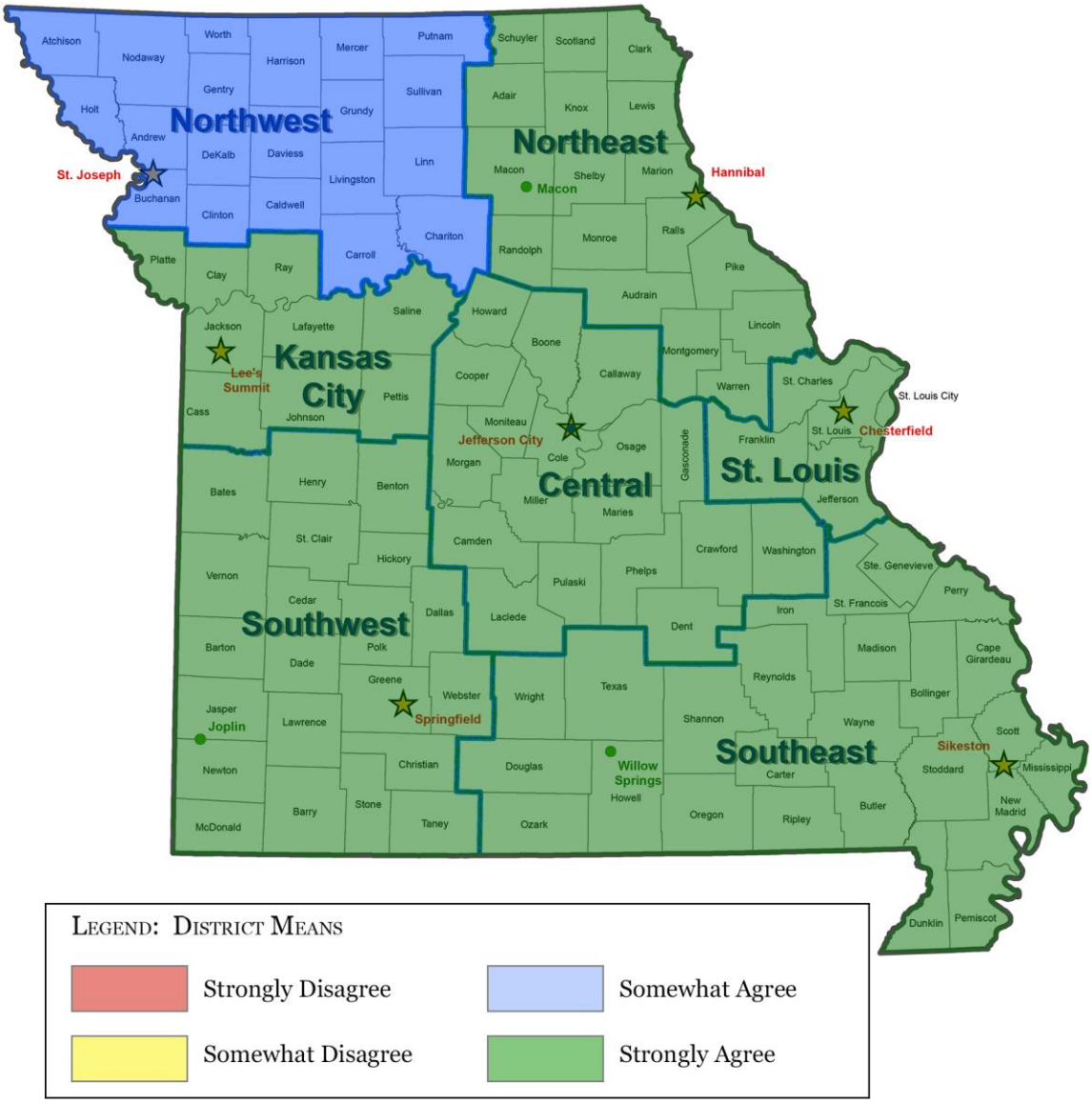
**Q5b. MoDOT provides *timely* information to citizens about road projects, highway conditions, and work zones.**



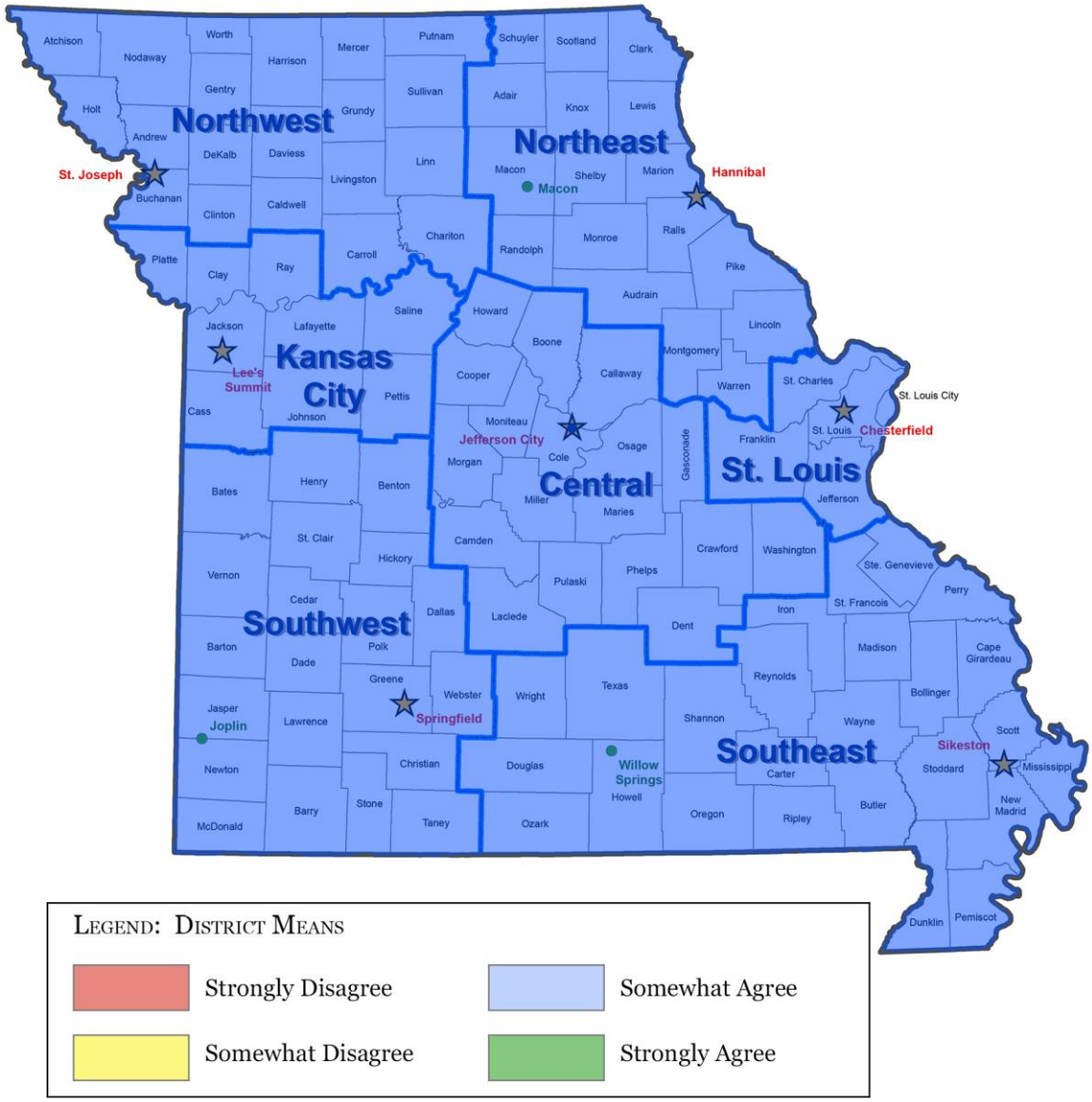
**Q5c. MoDOT provides *understandable* information to citizens about road projects, highway conditions, and work zones.**



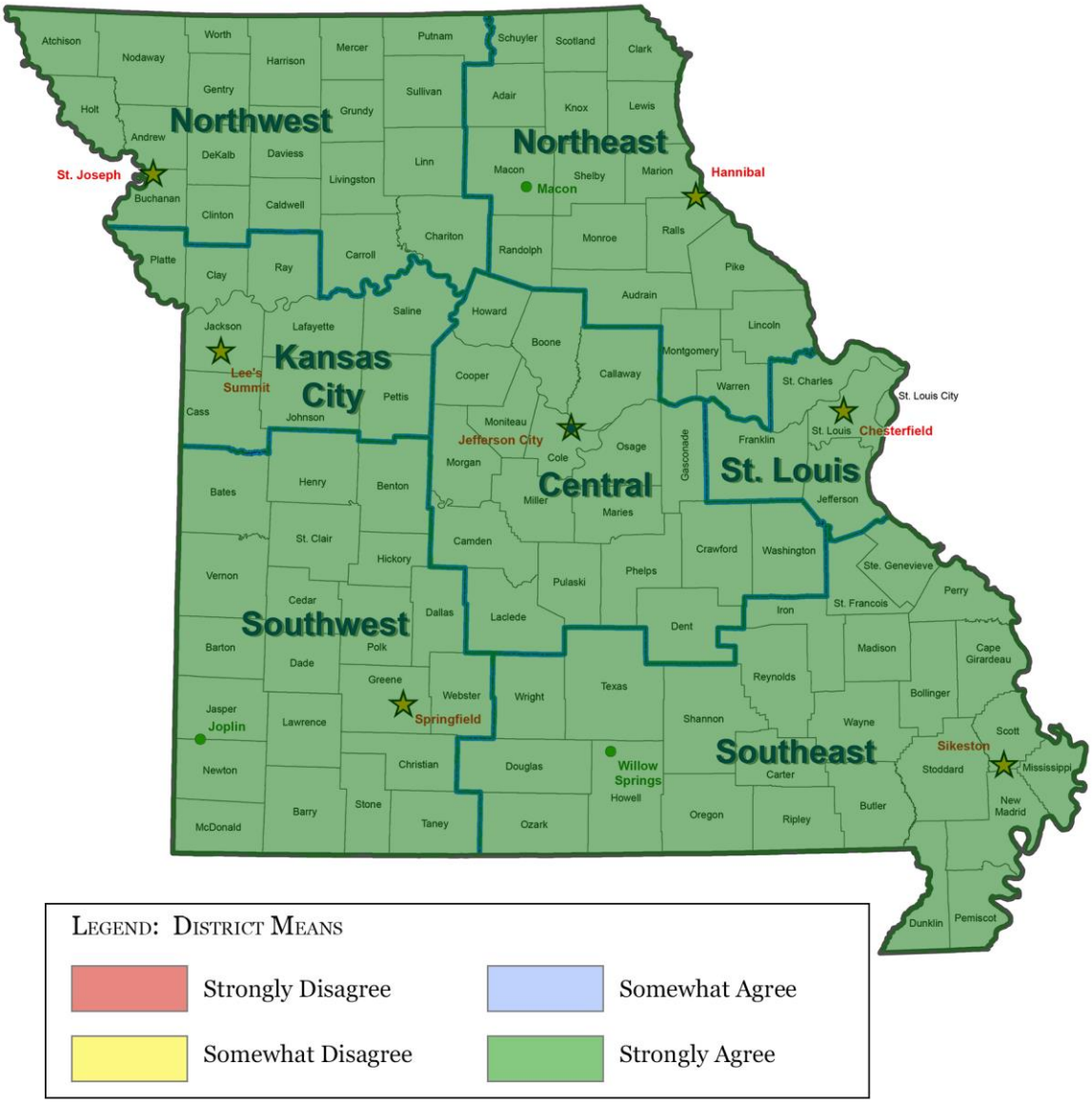
**Q5d. MoDOT is the primary transportation expert in Missouri.**



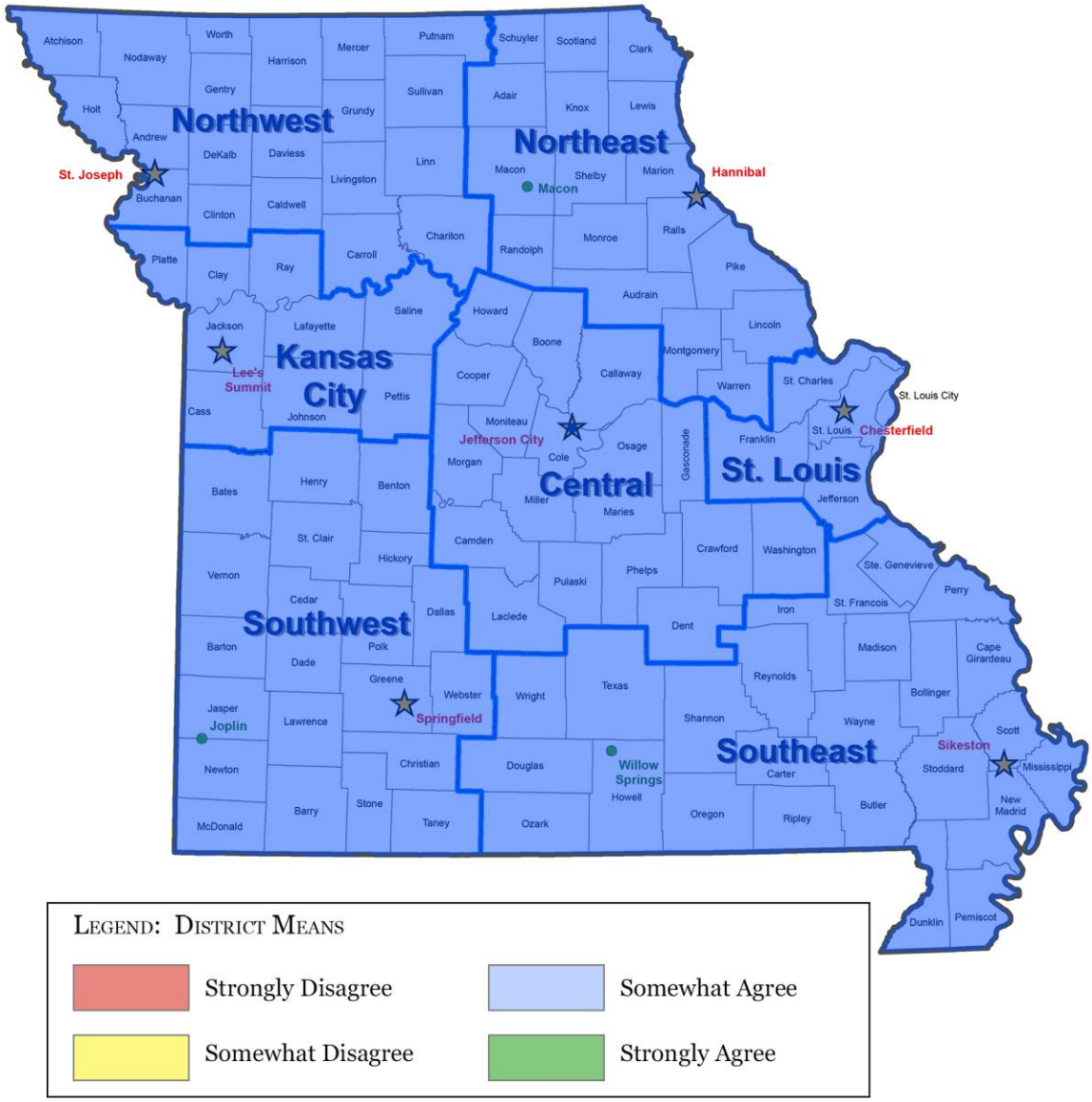
**Q5e. MoDOT keeps its commitments to the public.**



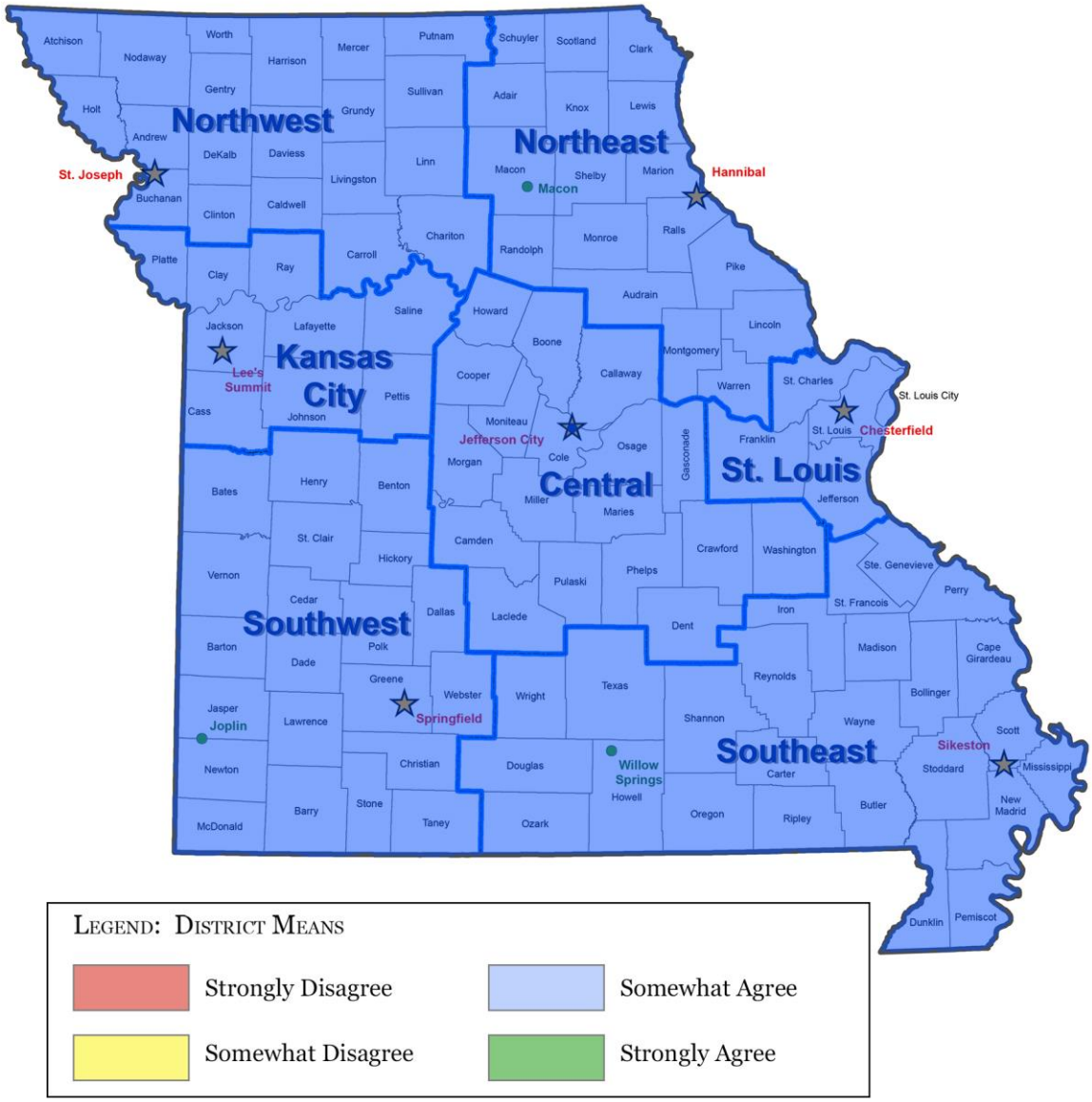
**Q5f. MoDOT does a good job of providing advance warning to motorists before entering work zones.**



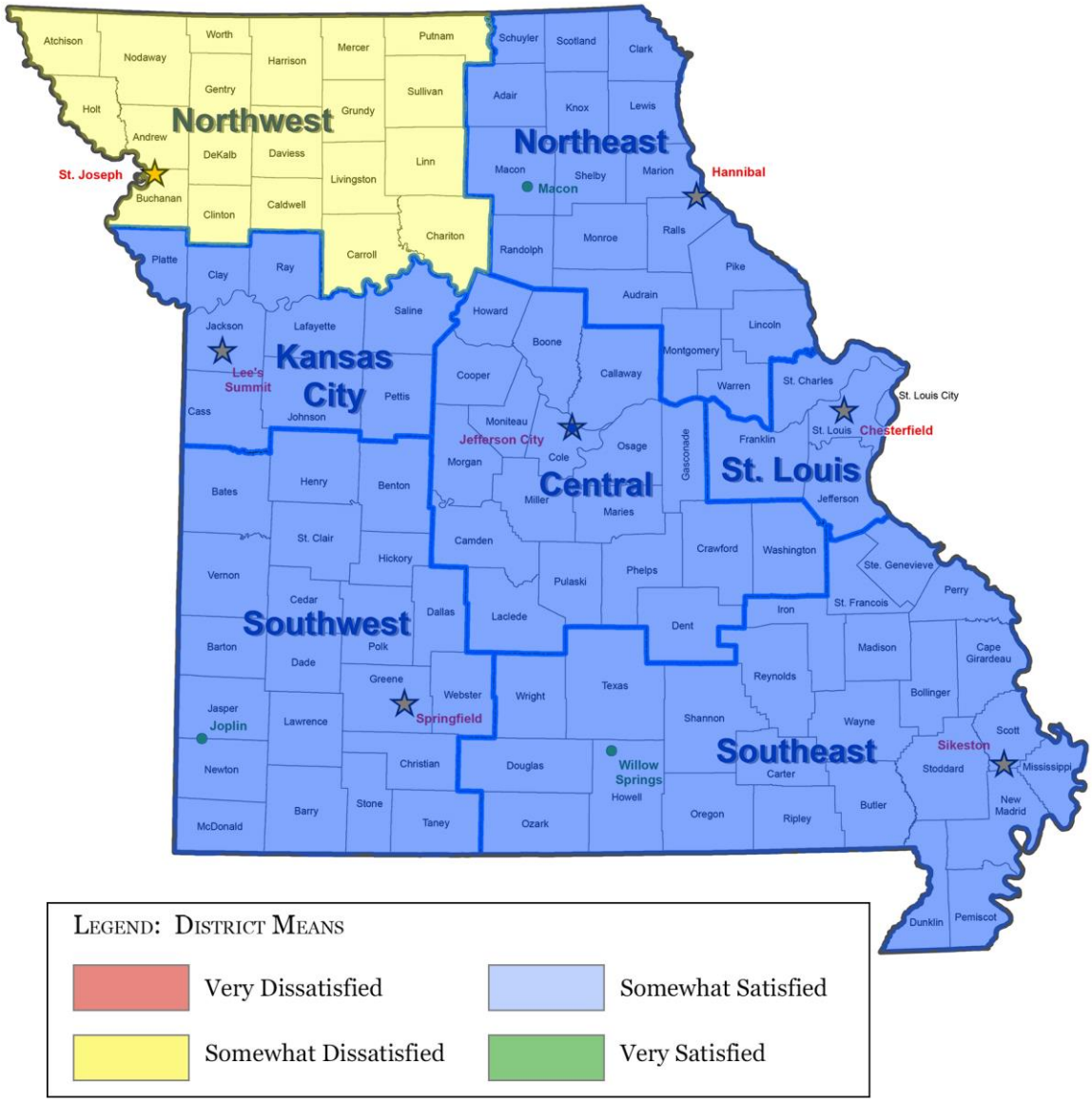
**Q5g. MoDOT does a good job of minimizing travel delays caused by work zones.**



**Q5h. You rely on MoDOT for real-time traffic information.**

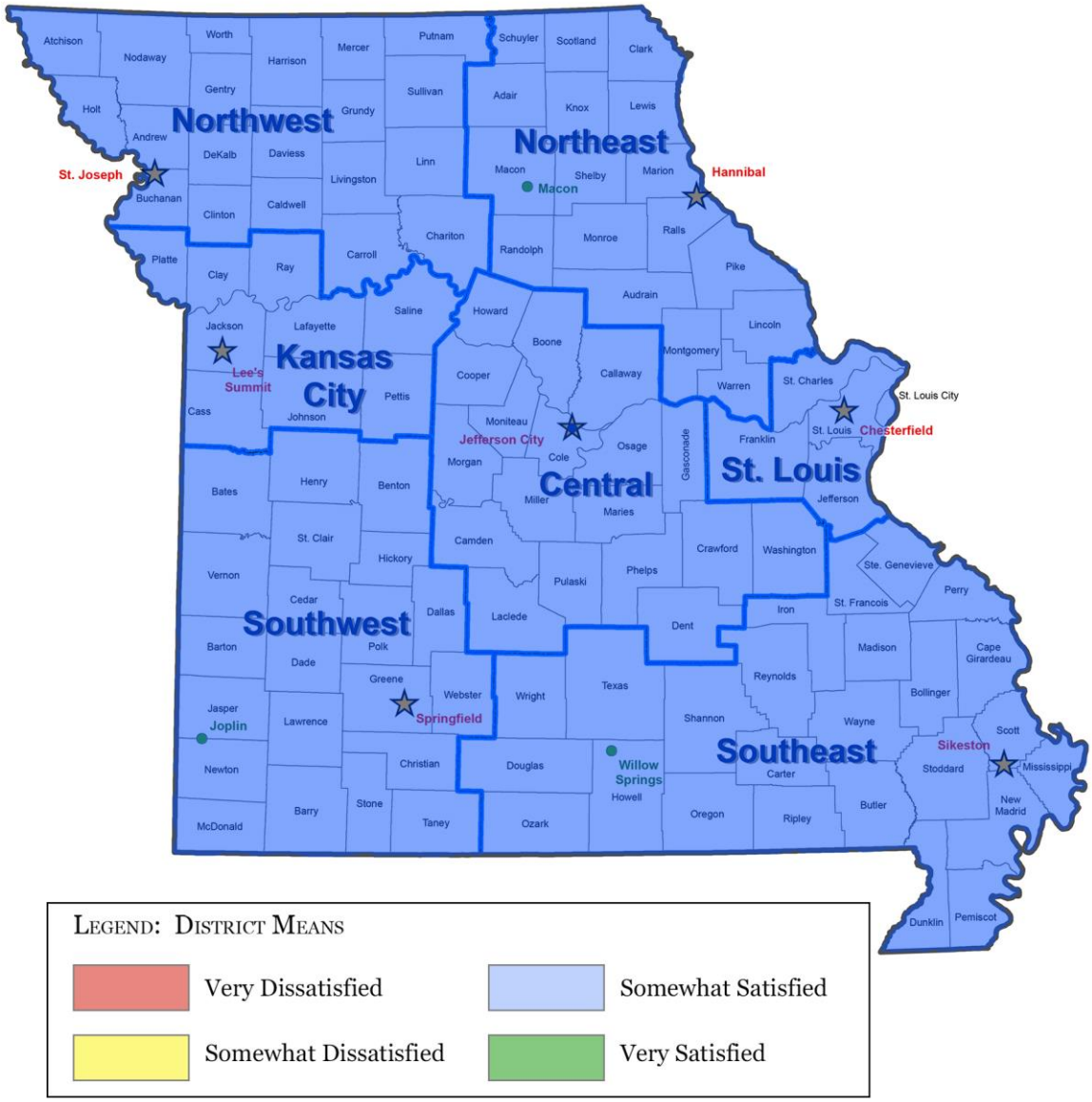


**Q6a. How satisfied are you with MoDOT's efforts to keep the surface of *major highways* in good condition (smooth and free of potholes)?**

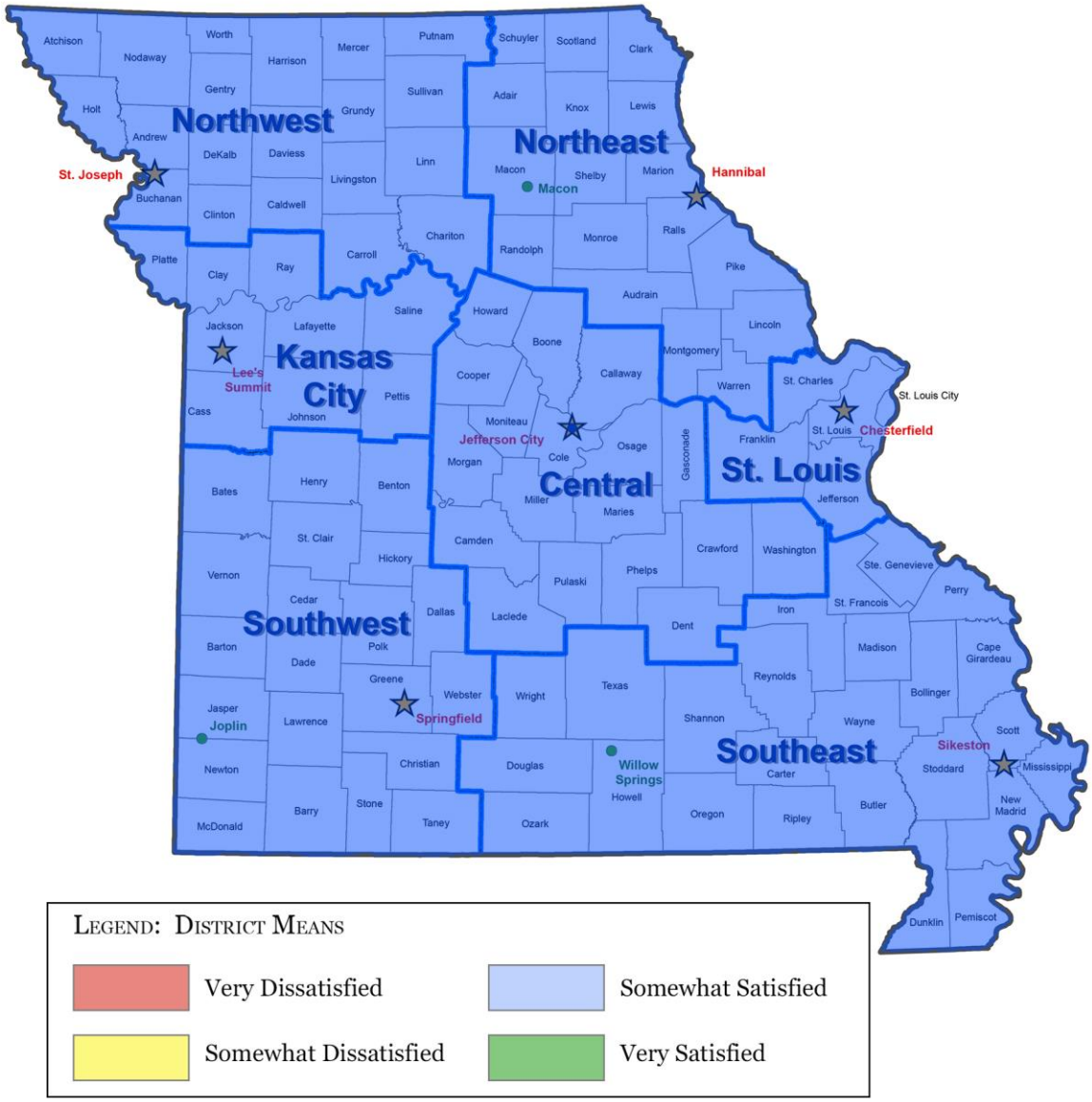


**Q6b. How satisfied are you with MoDOT's efforts to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**

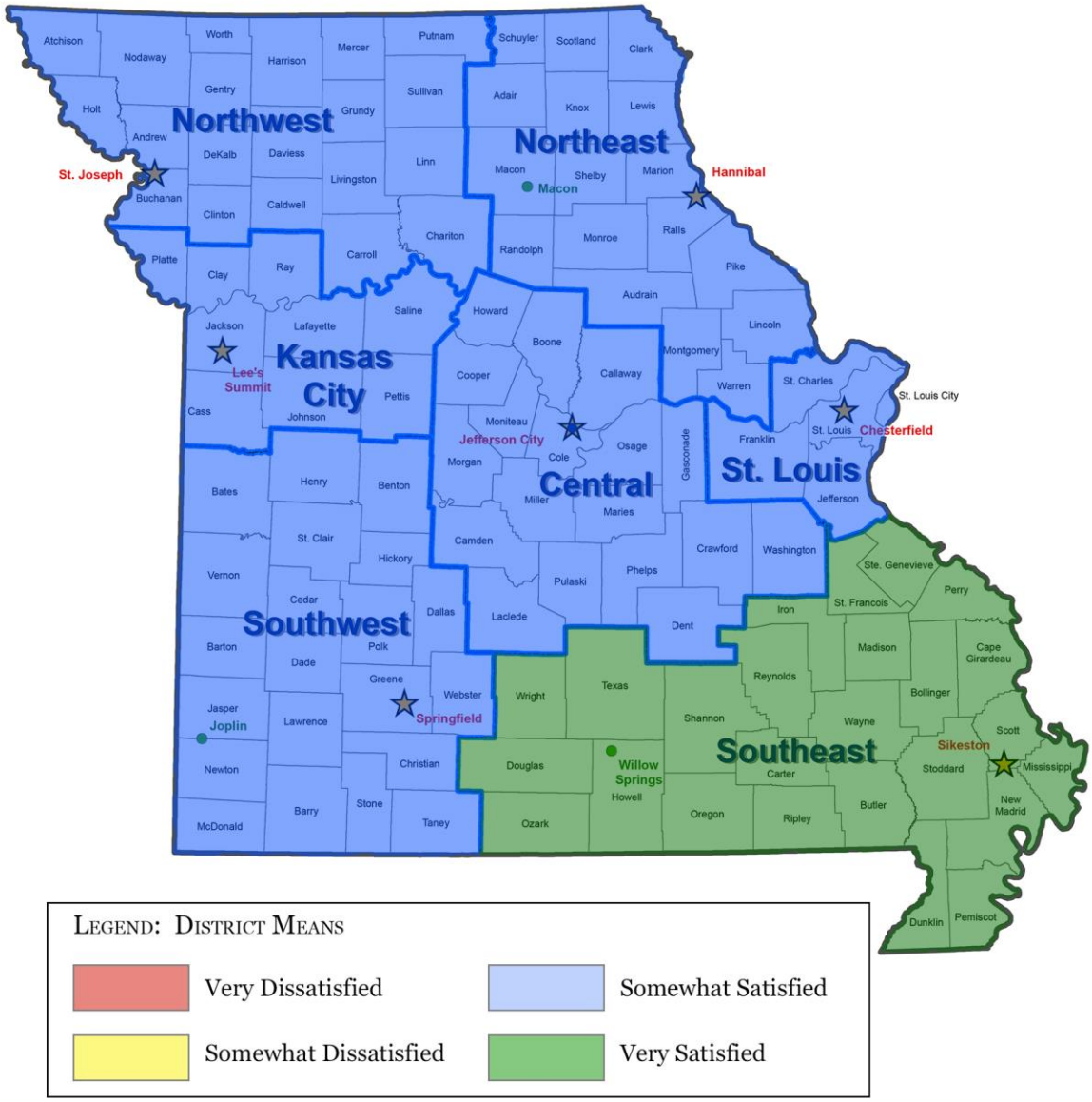
**Q6c. How satisfied are you with MoDOT's efforts to keep bridges in good condition?**



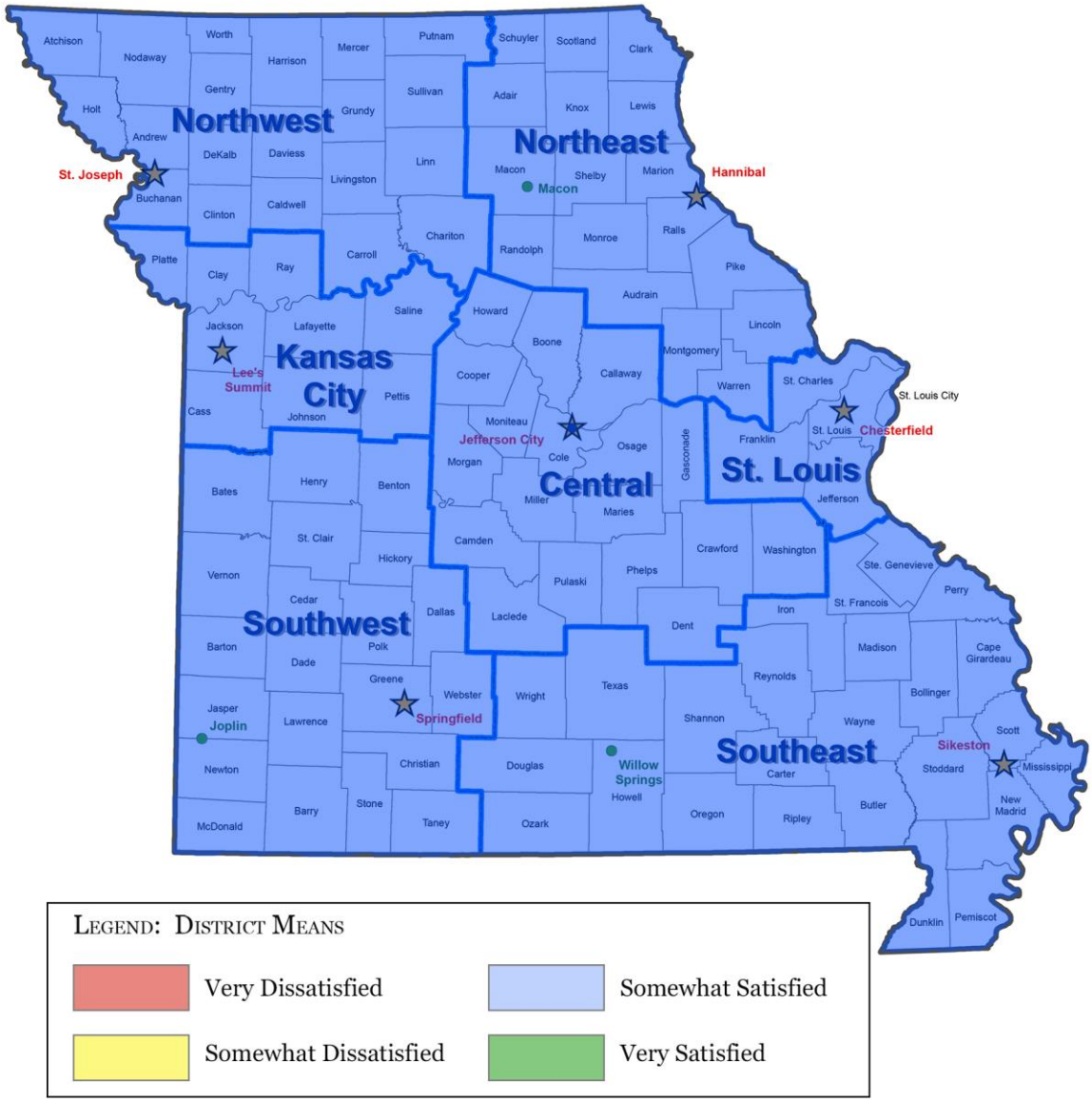
**Q6d. How satisfied are you with MoDOT's efforts to minimize congestion on highways?**



**Q6e. How satisfied are you with MoDOT's efforts to manage snow and ice on highways?**



**Q6f. How satisfied are you with MoDOT's efforts to keep the shoulders on highways in good condition?**

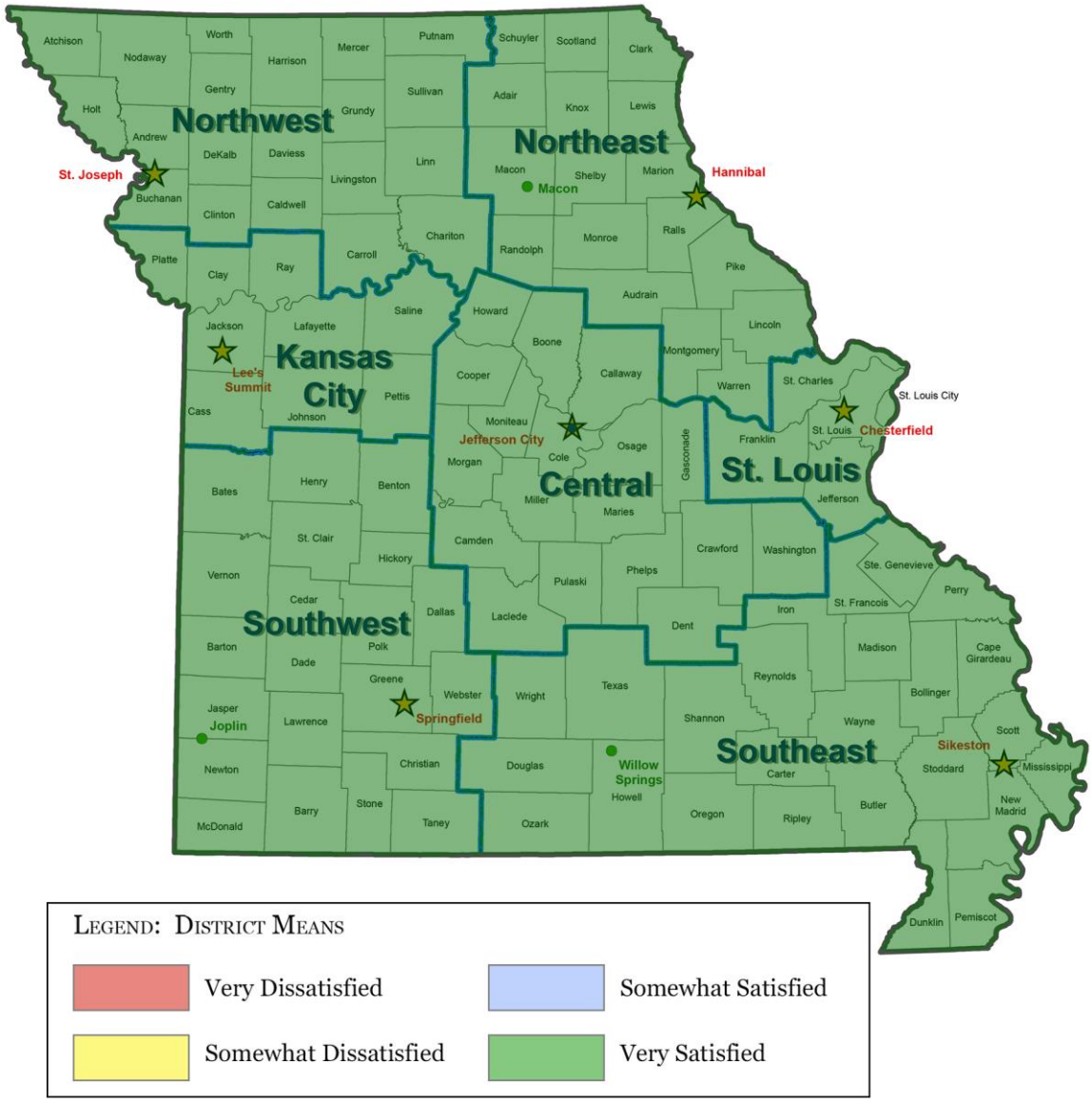


**Q6g. How satisfied are you with MoDOT's efforts to mow and trim trees, grass and weeds along highways?**

**Q6h. How satisfied are you with MoDOT's efforts to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**

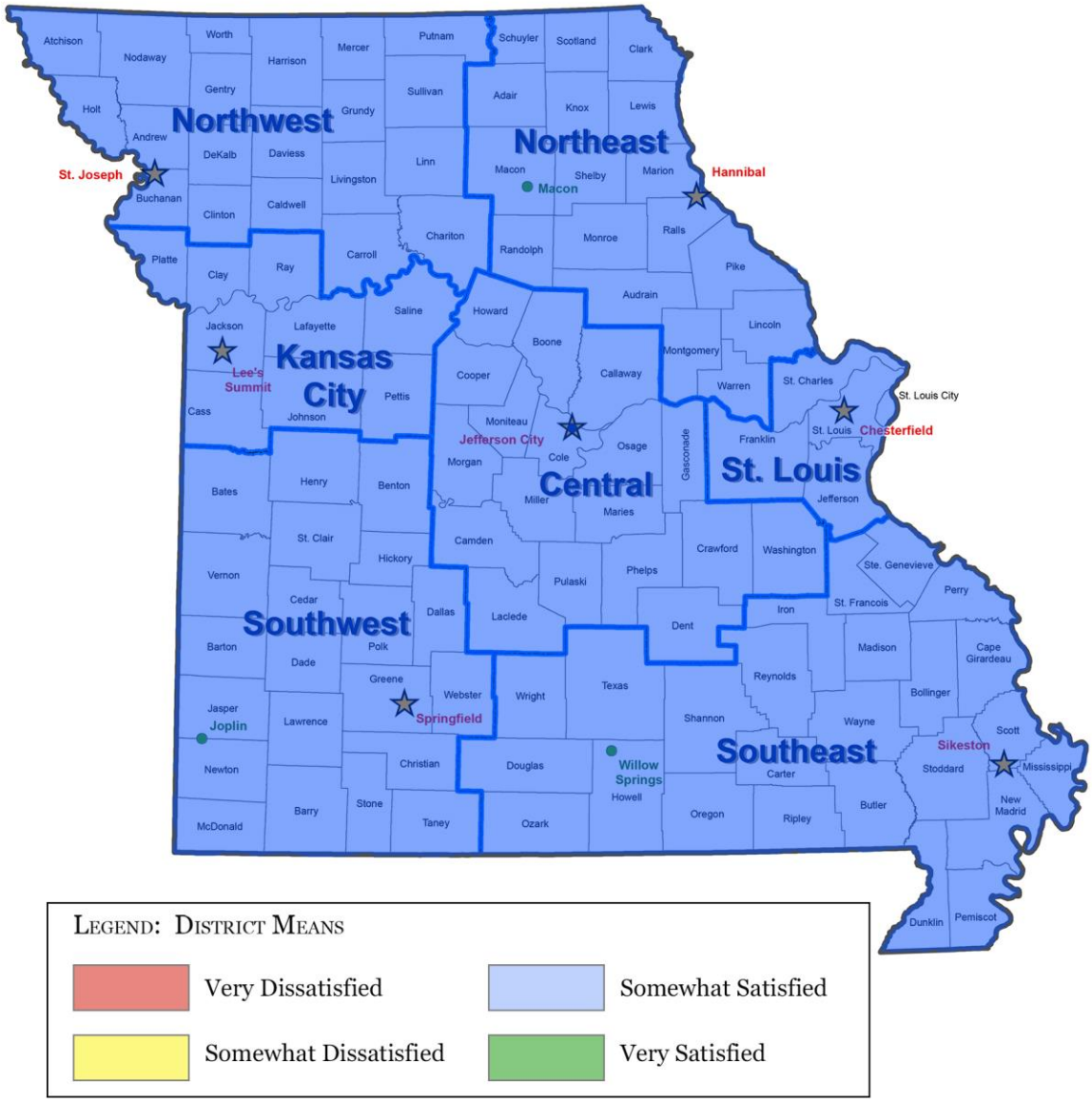
**Q6i. How satisfied are you with MoDOT's efforts to provide signs along highways that are easy to understand?**

**Q6j. How satisfied are you with the brightness of MoDOT's signs?**



**Q6k. How satisfied are you with the brightness of striping on MoDOT highways?**

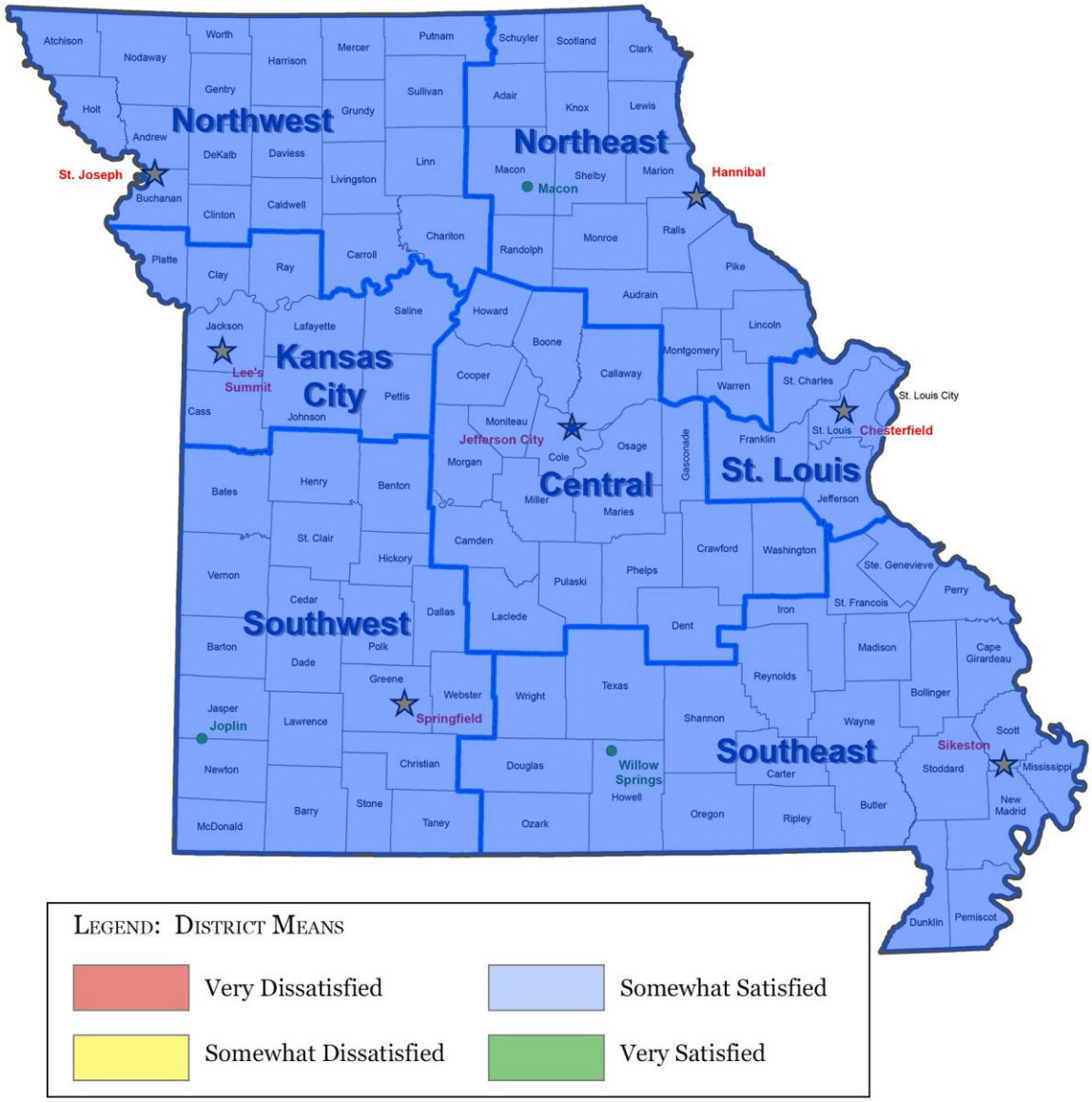
**Q6l. How satisfied are you with your options for traveling by public transit such as bus, light rail, or streetcar?**




LEGEND: DISTRICT MEANS

| | |
|---|---|
| Very Dissatisfied | Somewhat Satisfied |
| Somewhat Dissatisfied | Very Satisfied |

**Q6m. How satisfied are you with your options for traveling by bicycle on bike lanes or paved shoulders?**

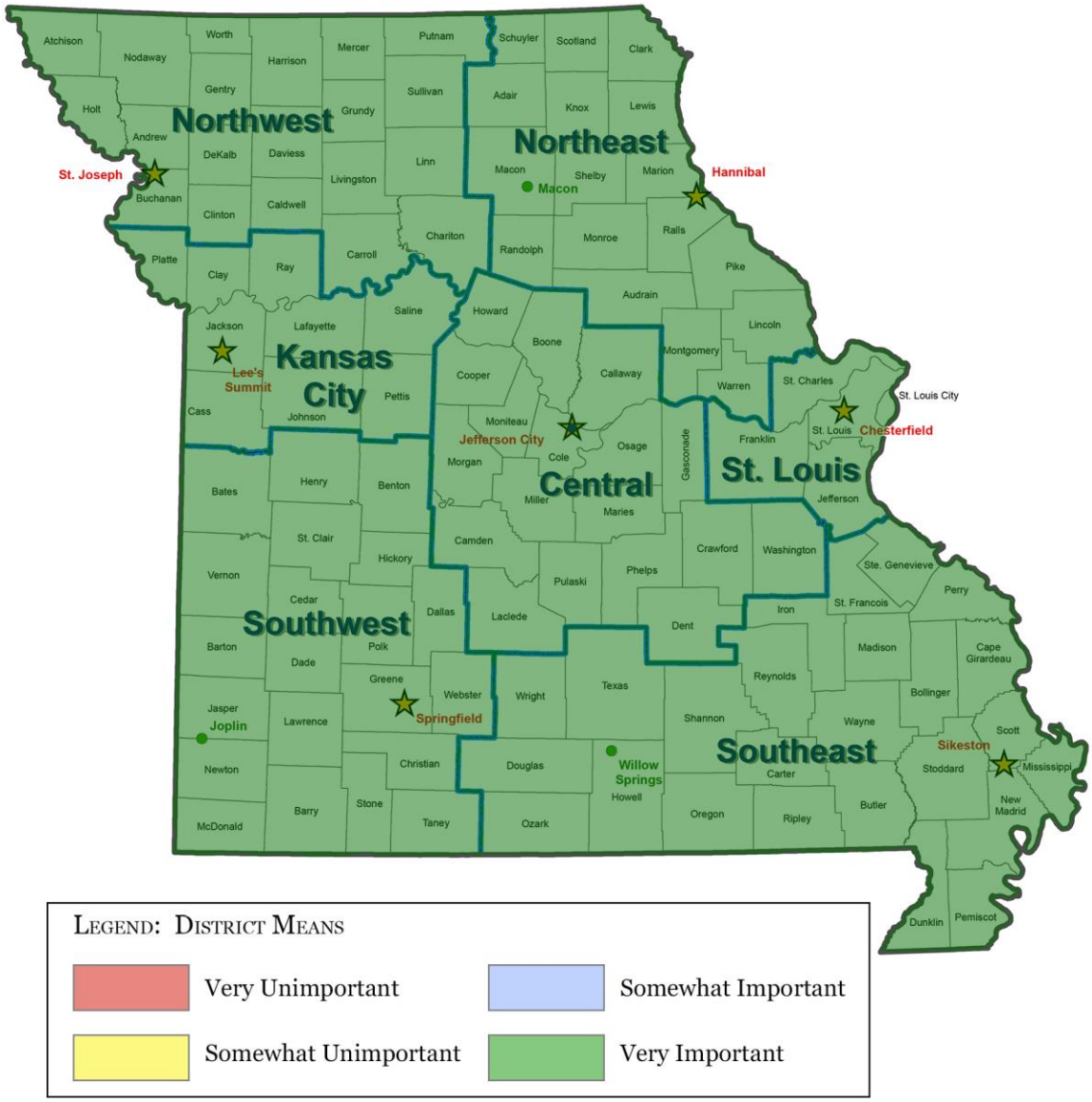


**Q6n. How satisfied are you with your options for traveling by walking on sidewalks or intersection crossings?**

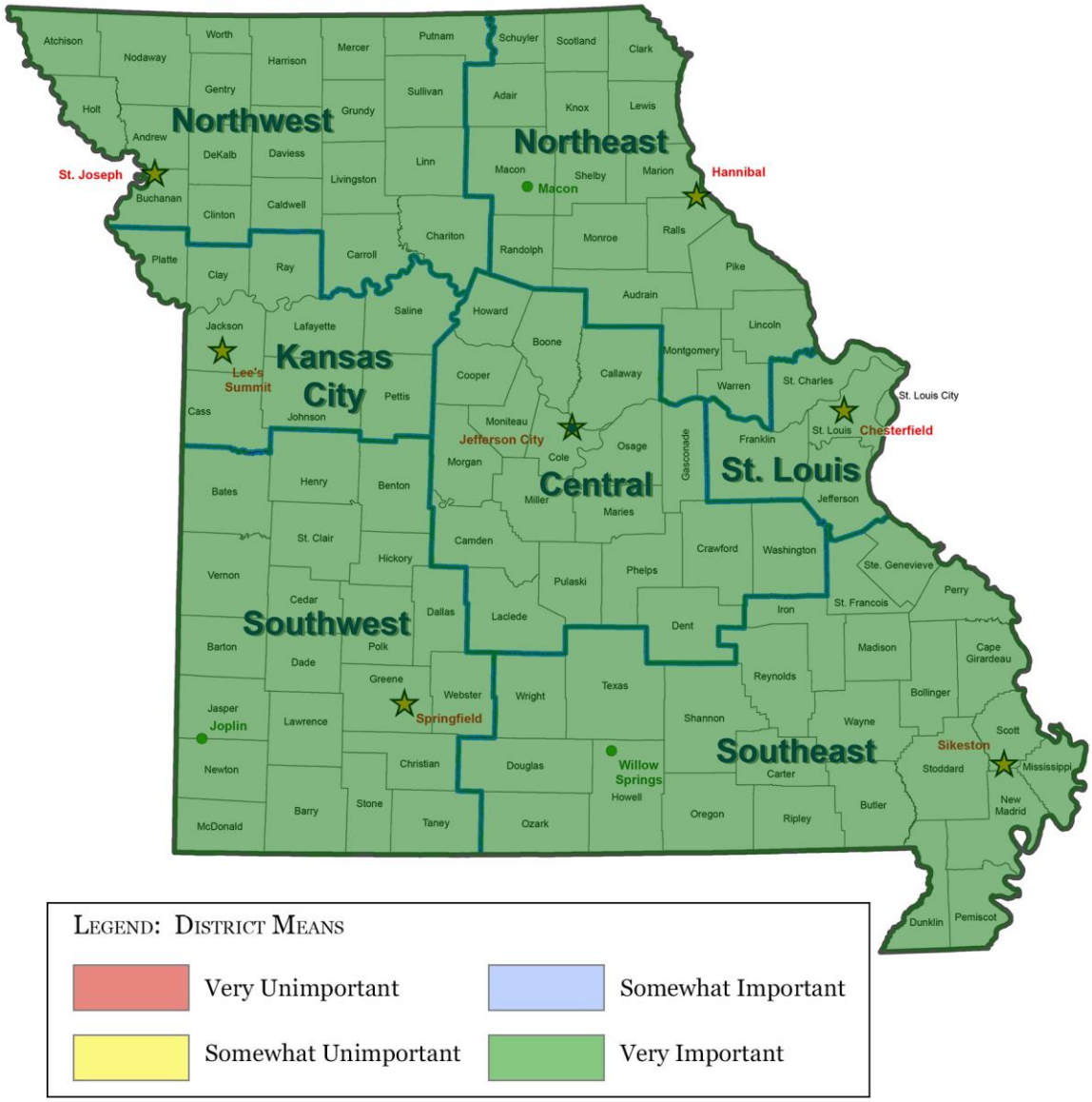
**Q7a. How important is it for MoDOT to keep the surface of *major highways* in good condition (smooth and free of potholes)?**

**Q7b. How important is it for MoDOT to keep the surface of *other state highways* in good condition (smooth and free of potholes)?**

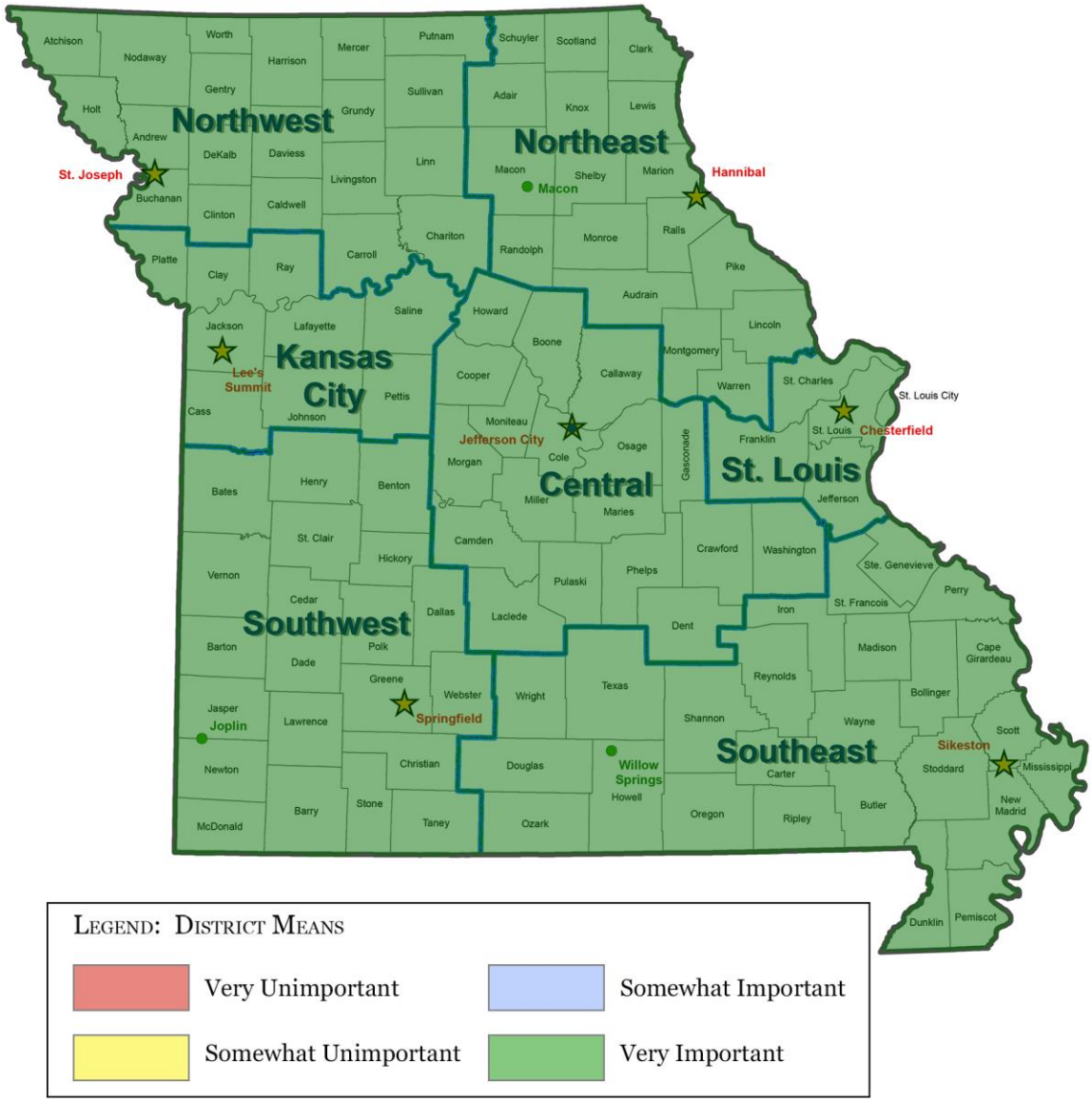
**Q7c. How important is it for MoDOT to keep bridges in good condition?**



**Q7d. How important is it for MoDOT to minimize congestion on highways?**



**Q7e. How important is it for MoDOT to manage snow and ice on highways?**



**Q7f. How important is it for MoDOT to keep the shoulders on highways in good condition?**

**Q7g. How important is it for MoDOT to mow and trim trees, grass and weeds along highways?**

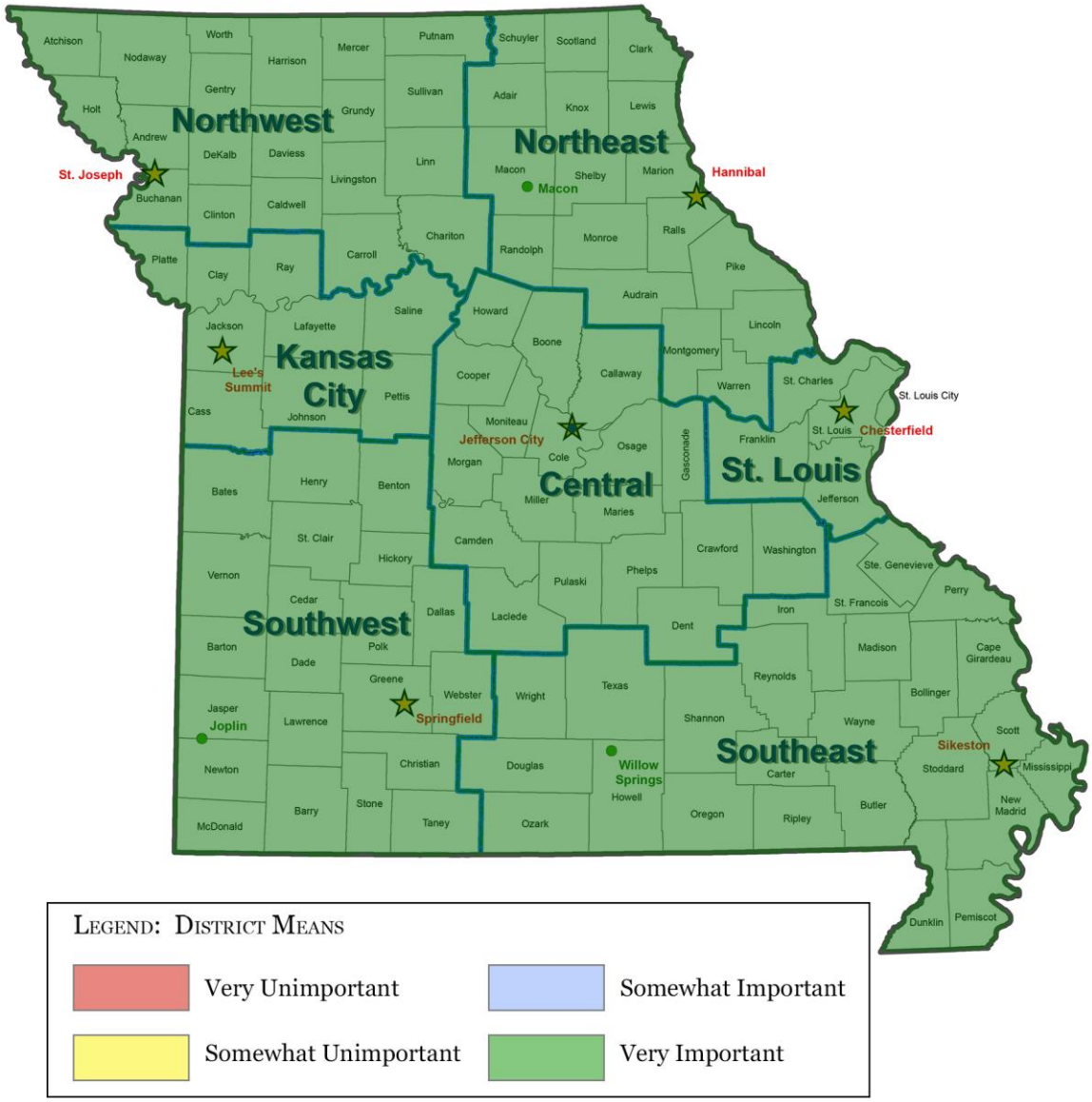
LEGEND: DISTRICT MEANS

| | |
|---|---|
| Very Unimportant | Somewhat Important |
| Somewhat Unimportant | Very Important |

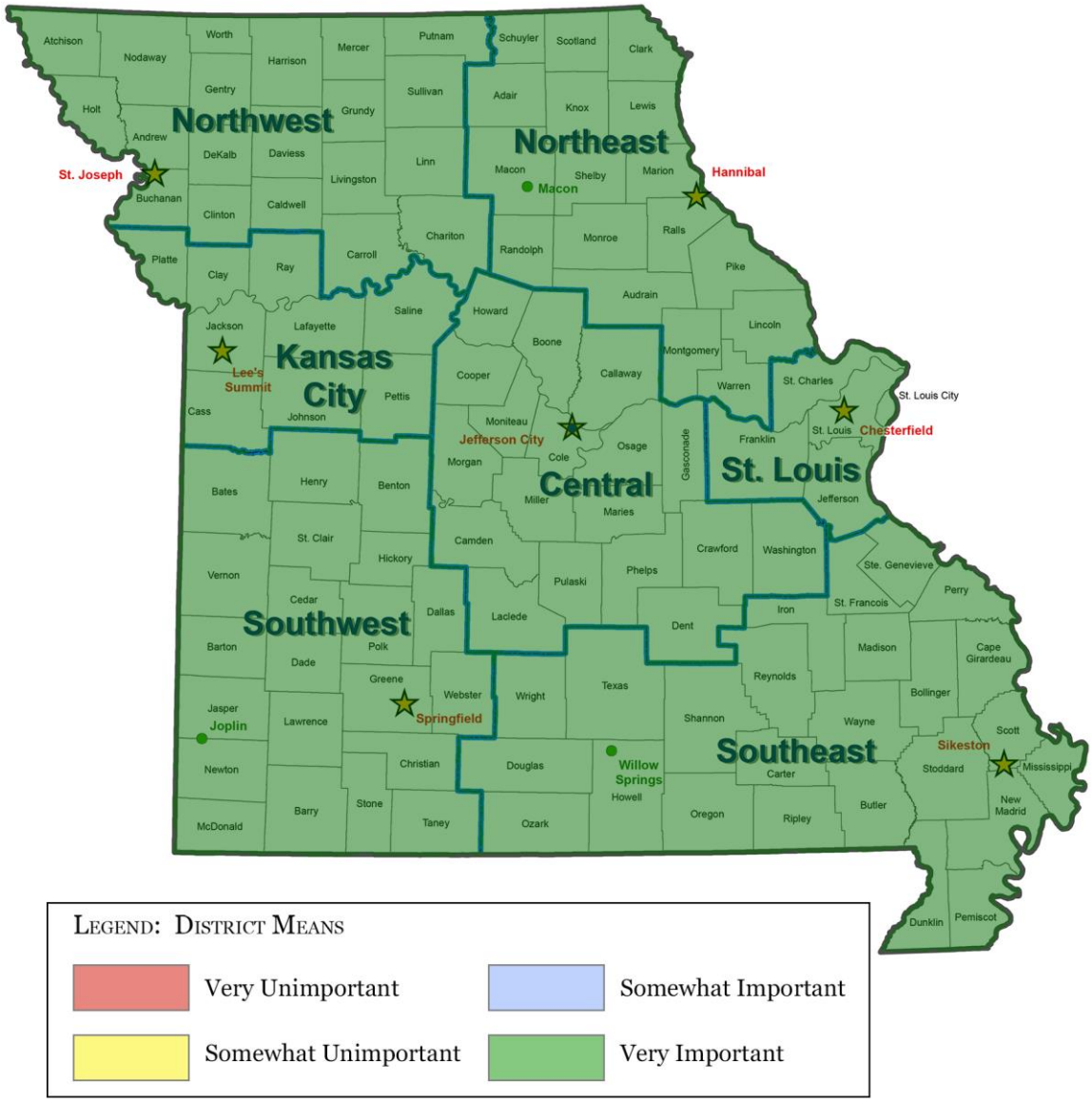
**Q7h. How important is it for MoDOT to remove debris, such as dead animals, glass, and torn tires from the driving lanes on highways?**

**Q7i. How important is it for MoDOT to provide signs along highways that are easy to understand?**

**Q7j. How important is it for MoDOT to provide bright signs?**

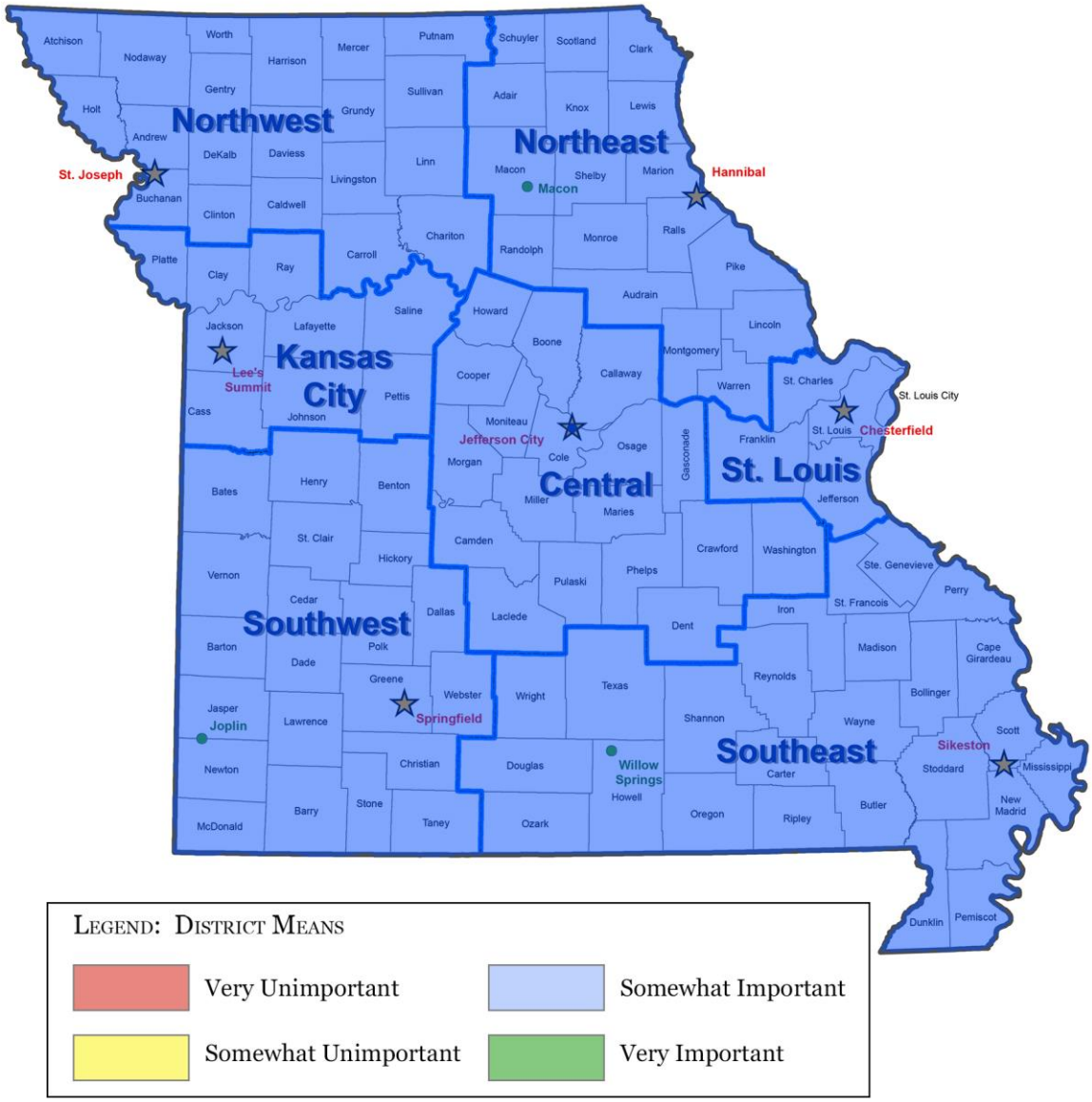


**Q7k. How important is it for MoDOT to provide bright striping on highways?**

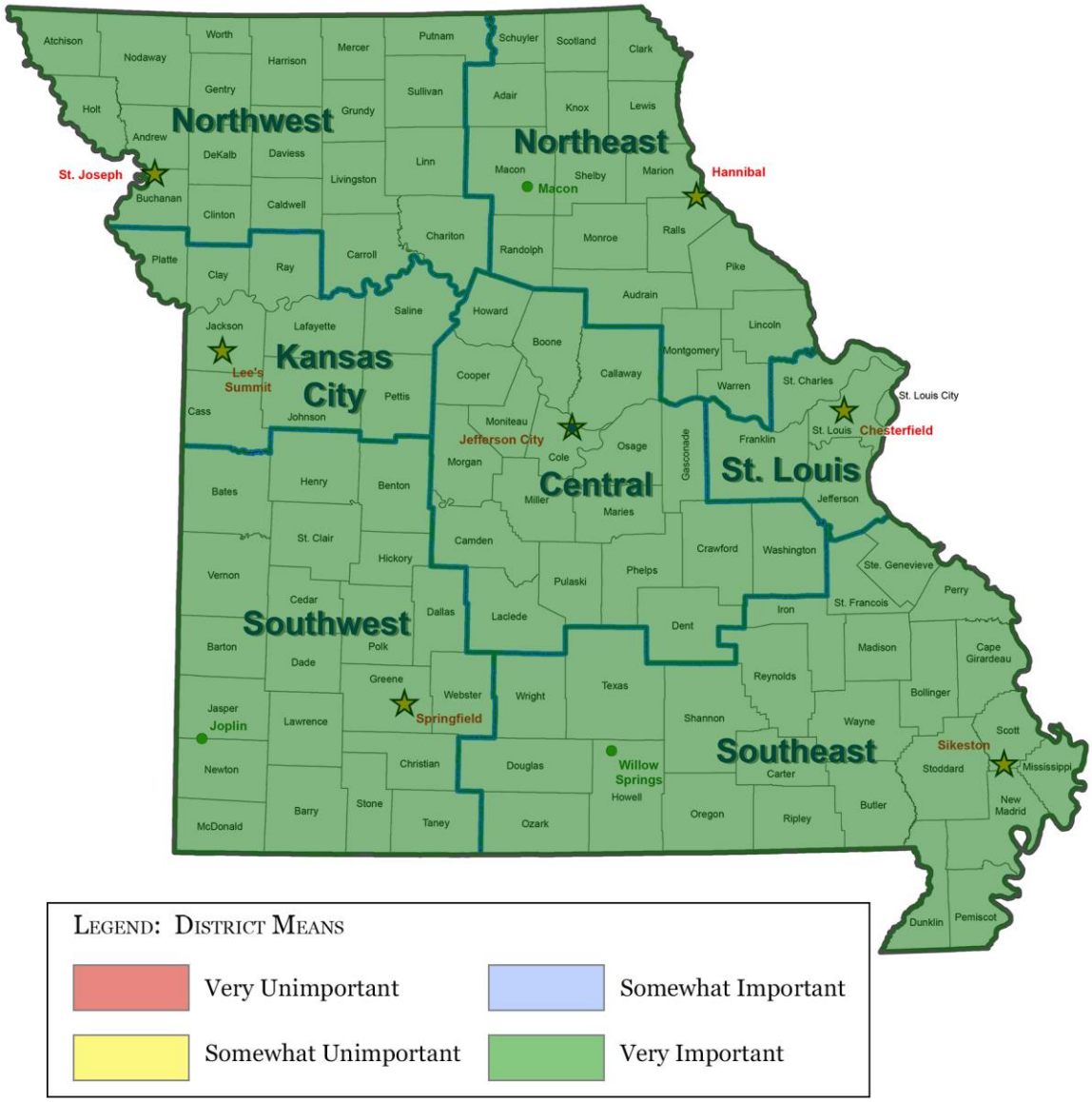


**Q7l. How important is it for MoDOT to support your options for traveling by public transit such as bus, light rail, or streetcar?**

**Q7m. How important is it for MoDOT to provide bike lanes or paved shoulders for traveling by bicycle?**



**Q7n. How important is it for MoDOT to provide sidewalks or intersection crossings for traveling by walking?**



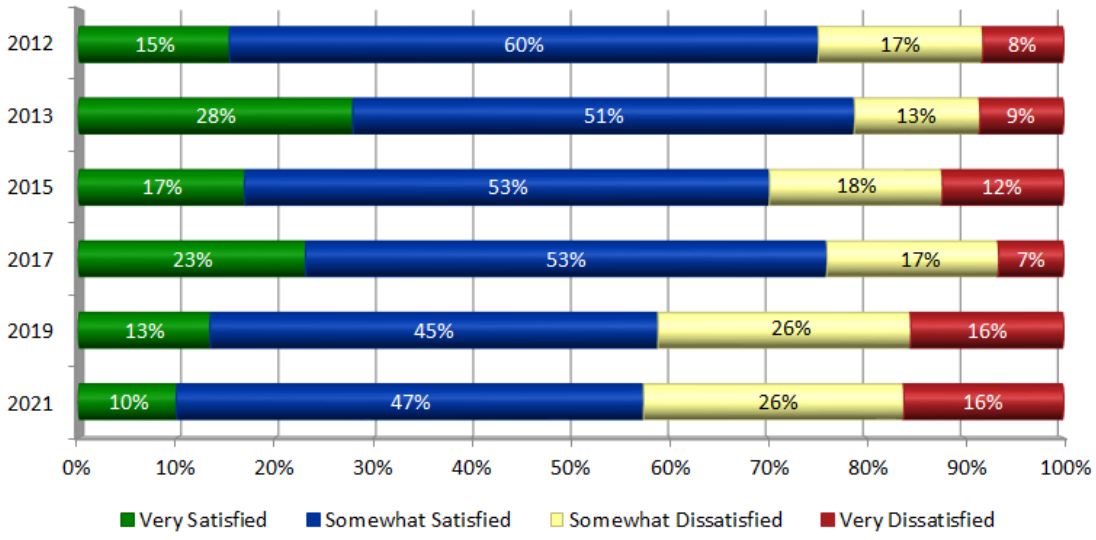
## Appendix C:

# Key Tracker Question Charts by District

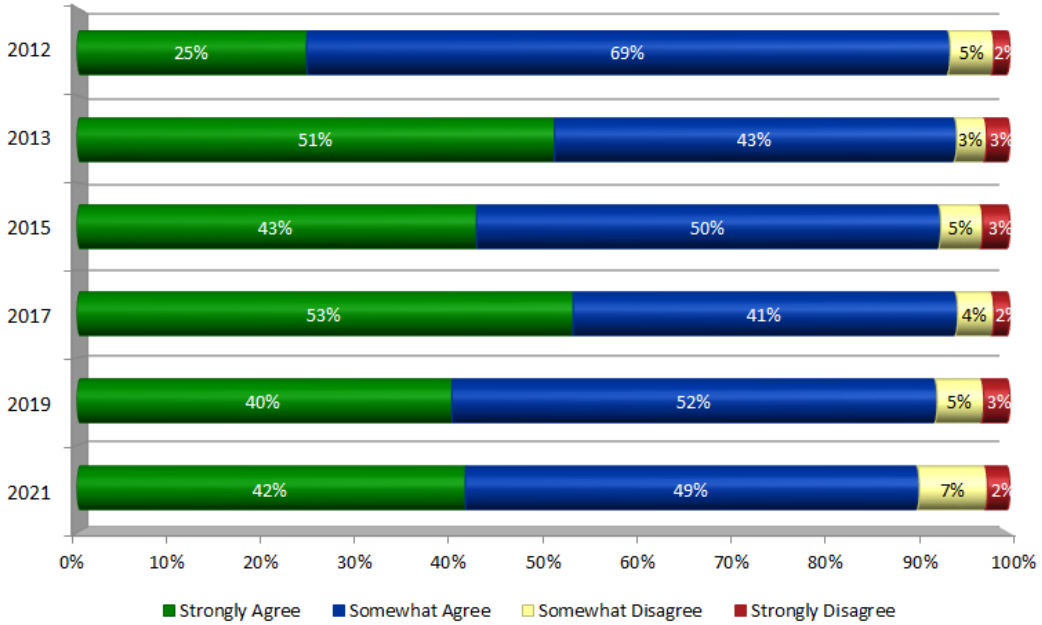
Northwest

## Northwest District

**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NW District**

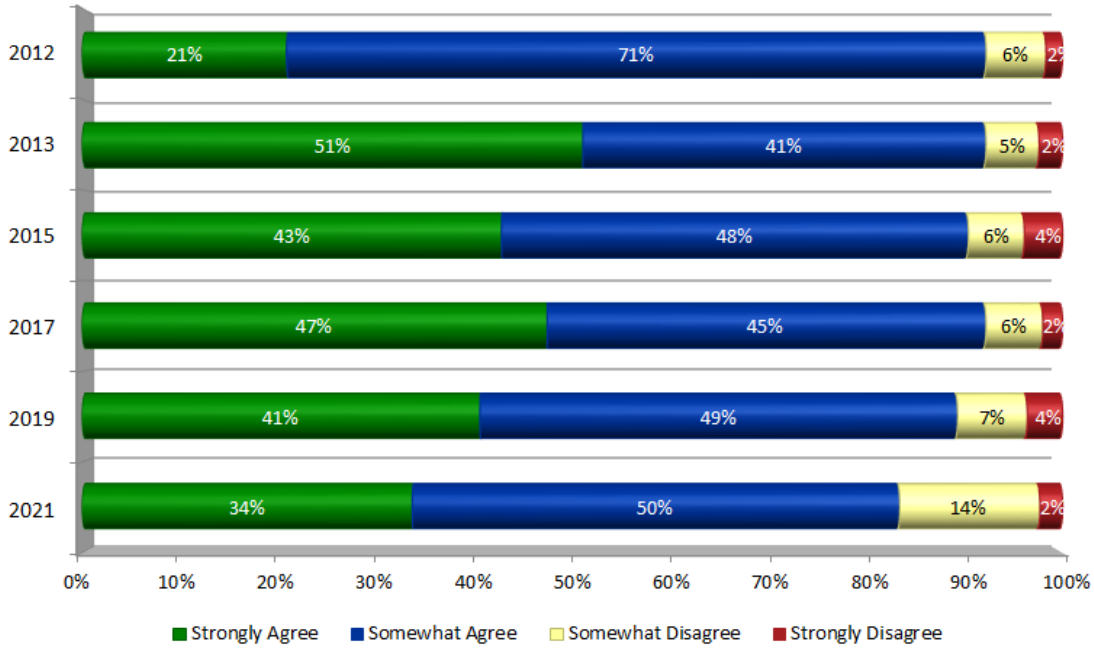



**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NW District**

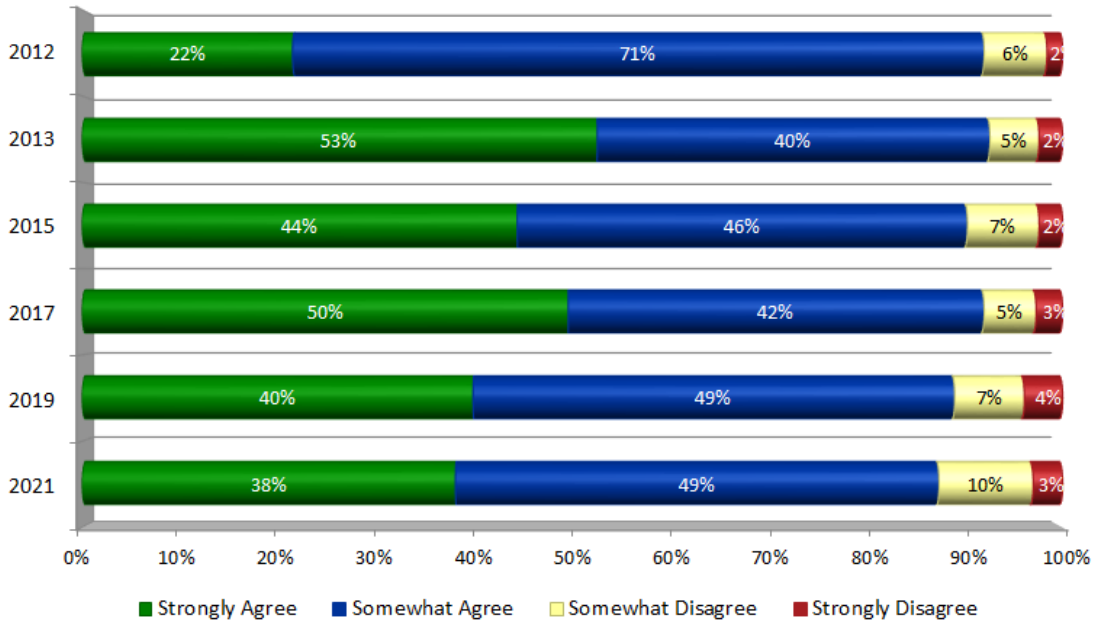


Northwest

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NW District

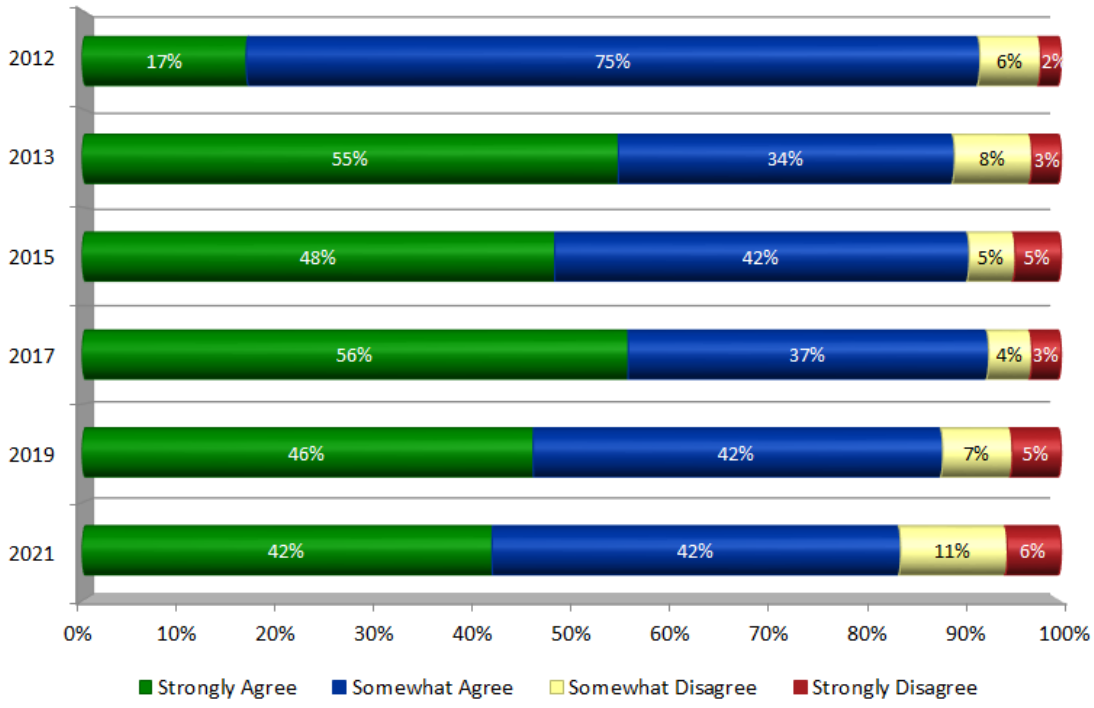



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NW District



Northwest

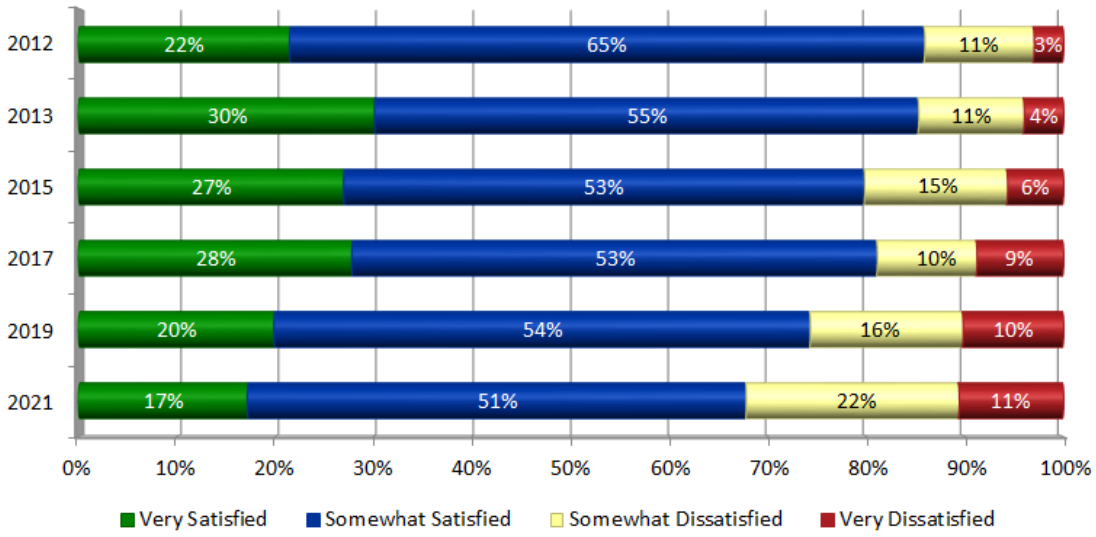
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NW District**



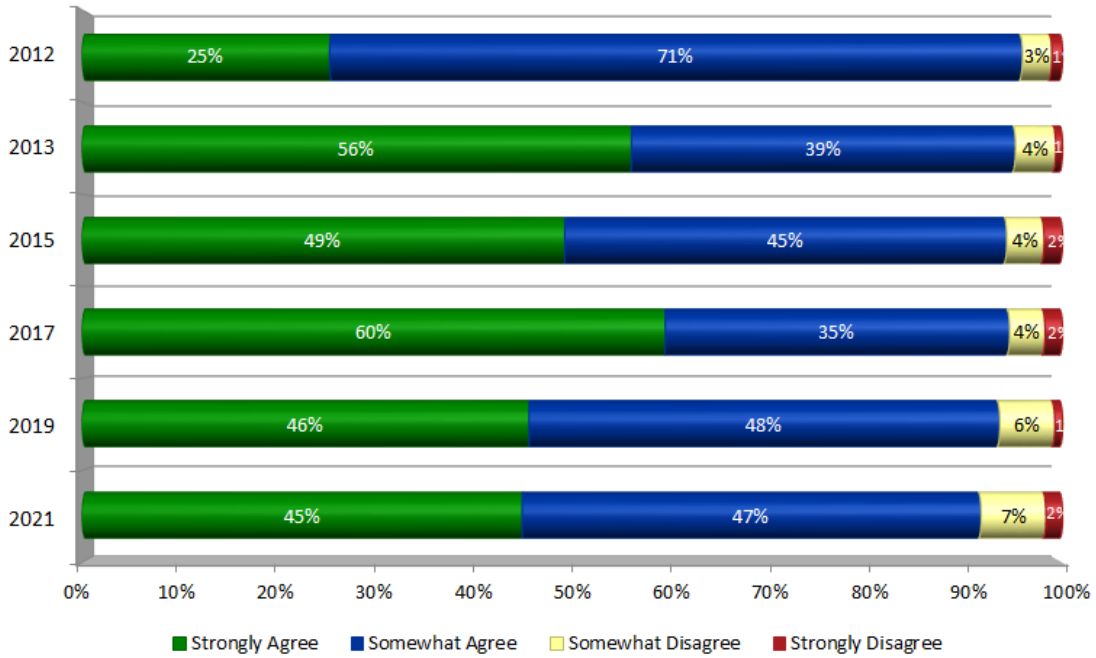
Northeast

## Northeast District

### TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: NE District

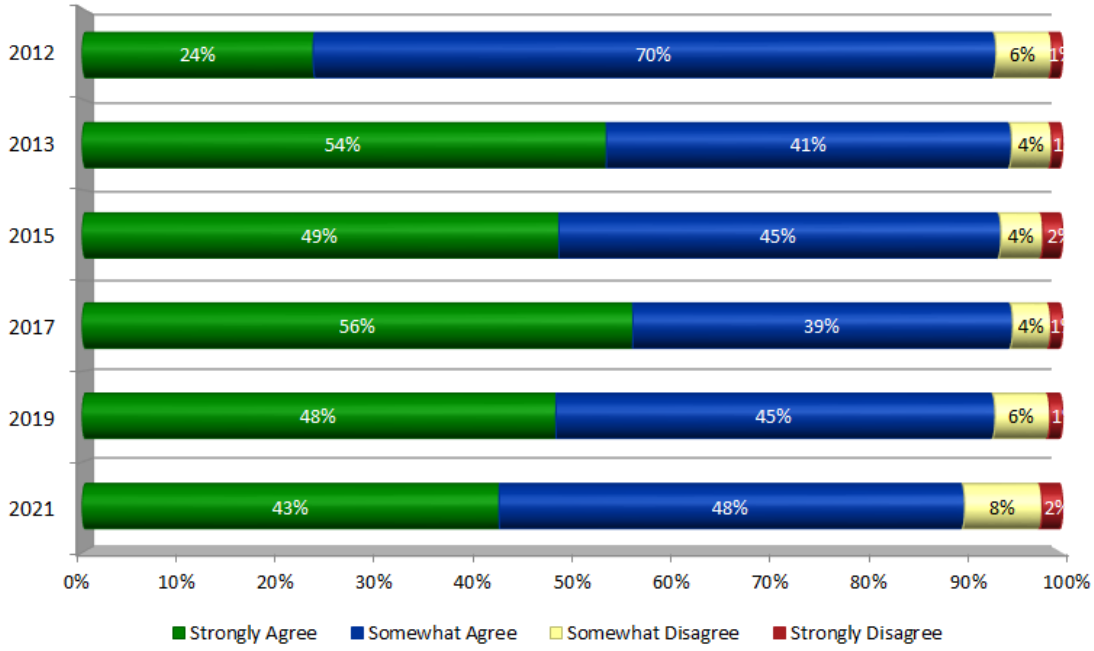



### TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: NE District

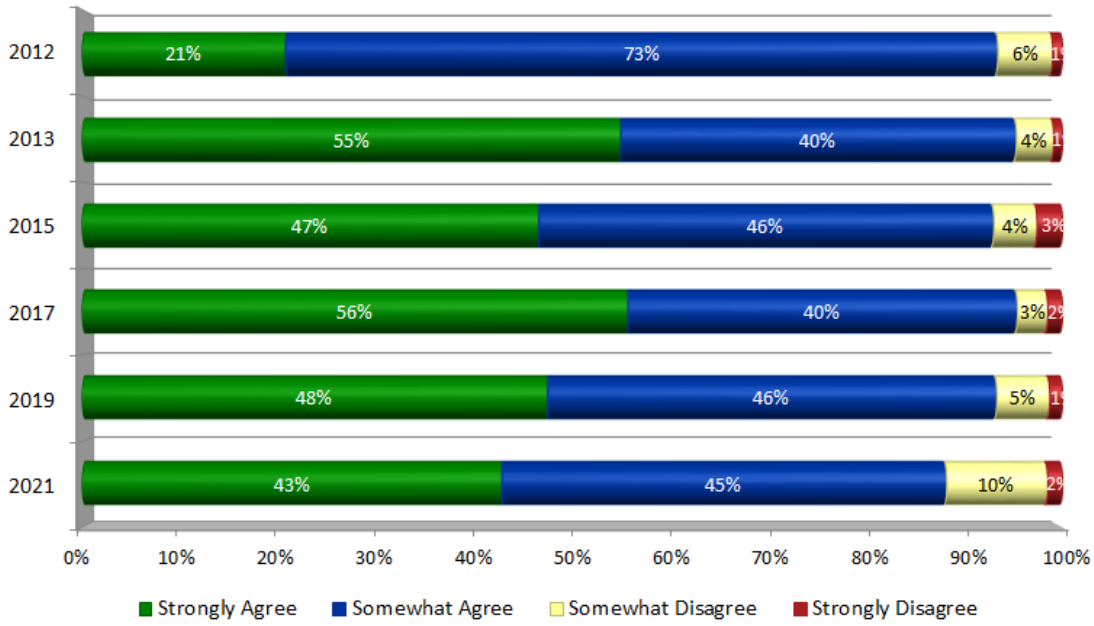


Northeast

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: NE District

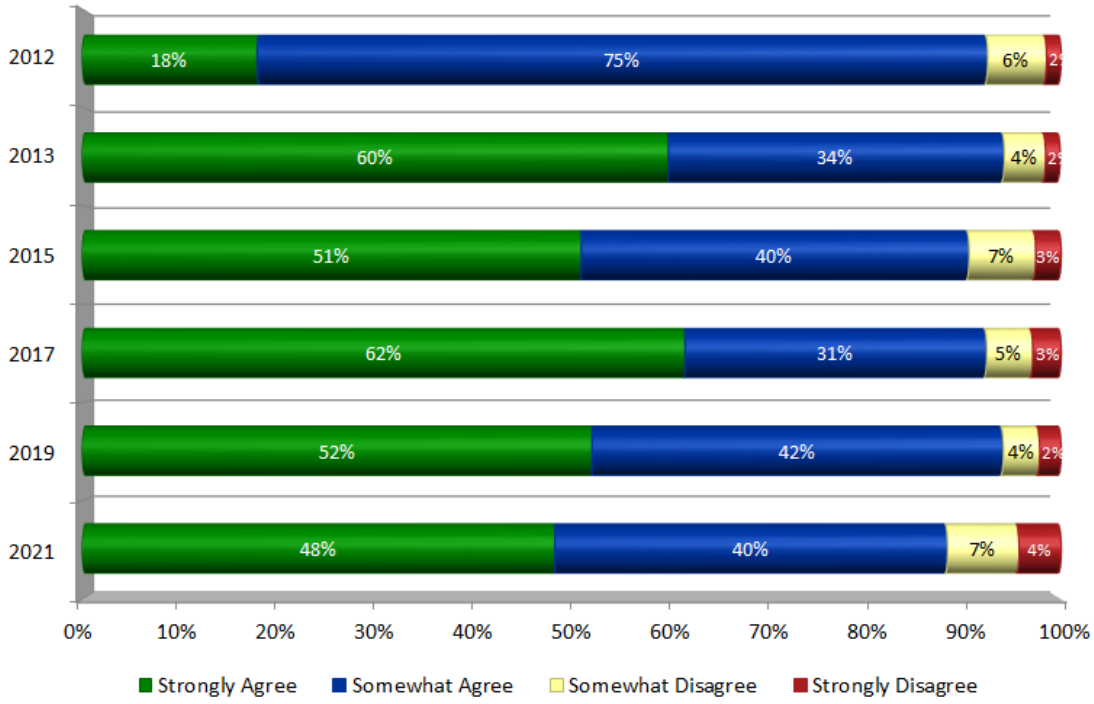



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: NE District



Northeast

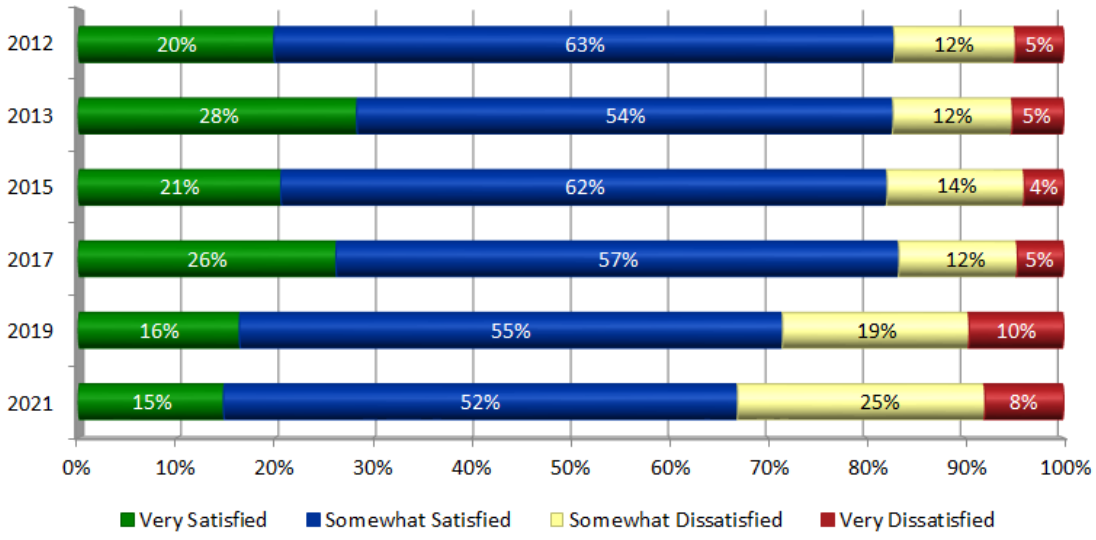
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: NE District**



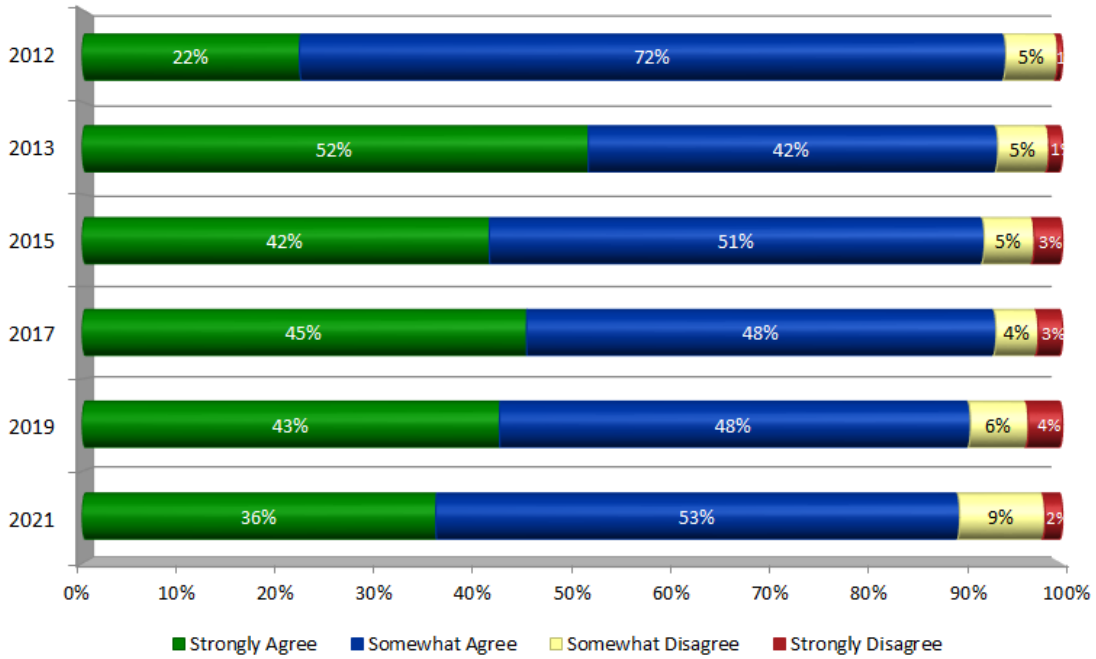
## KANSAS CITY DISTRICT

Kansas City

**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: KC District**

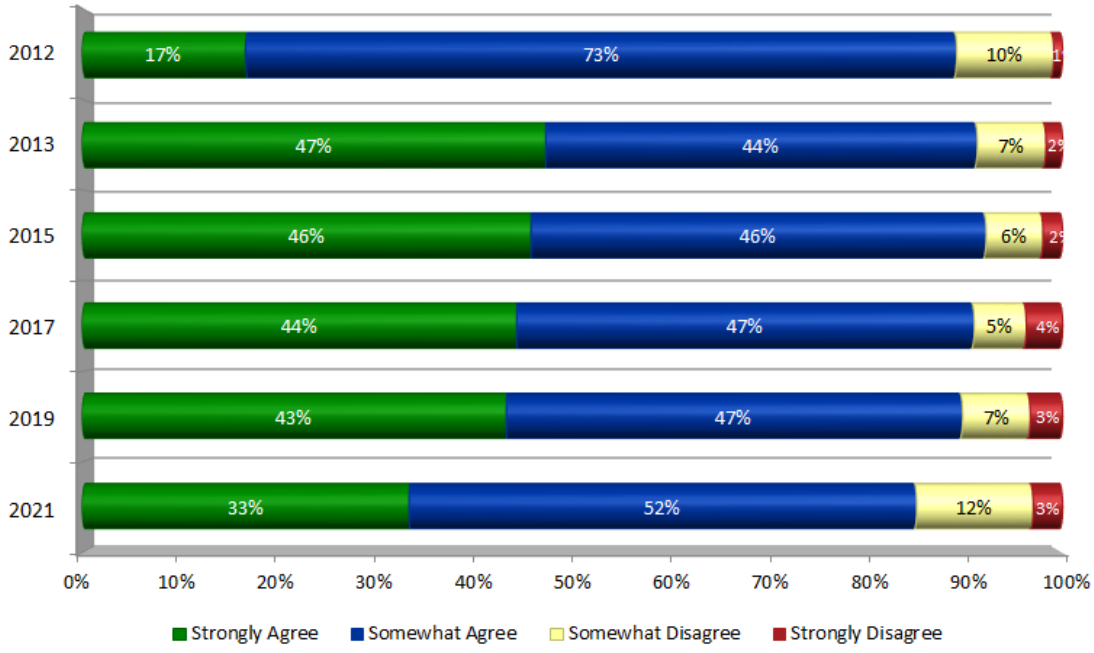



**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: KC District**

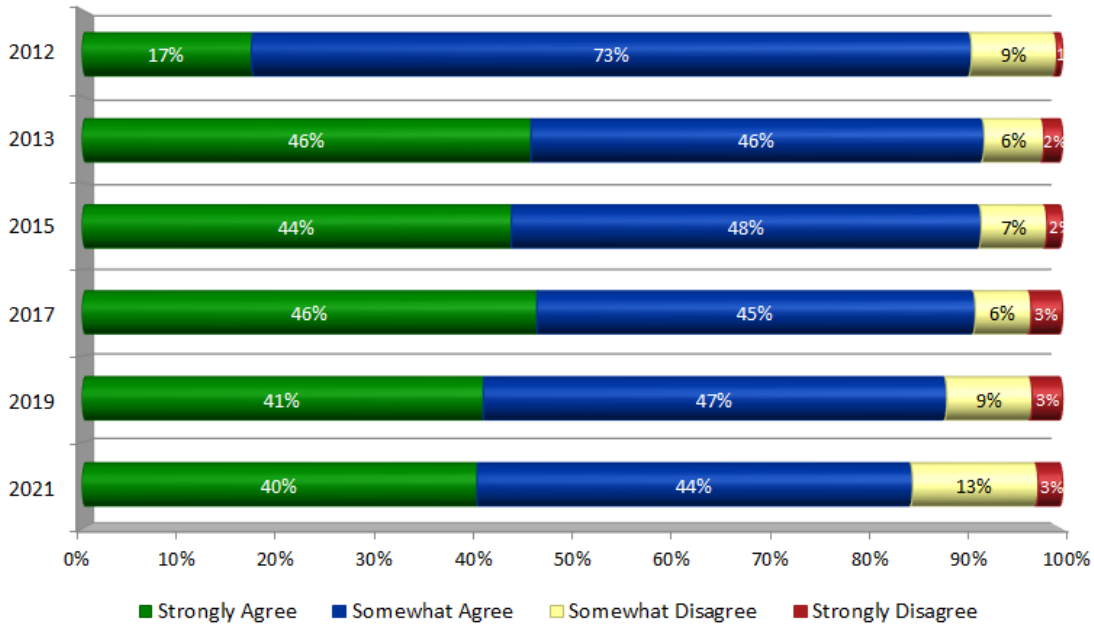


Kansas City

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: KC District

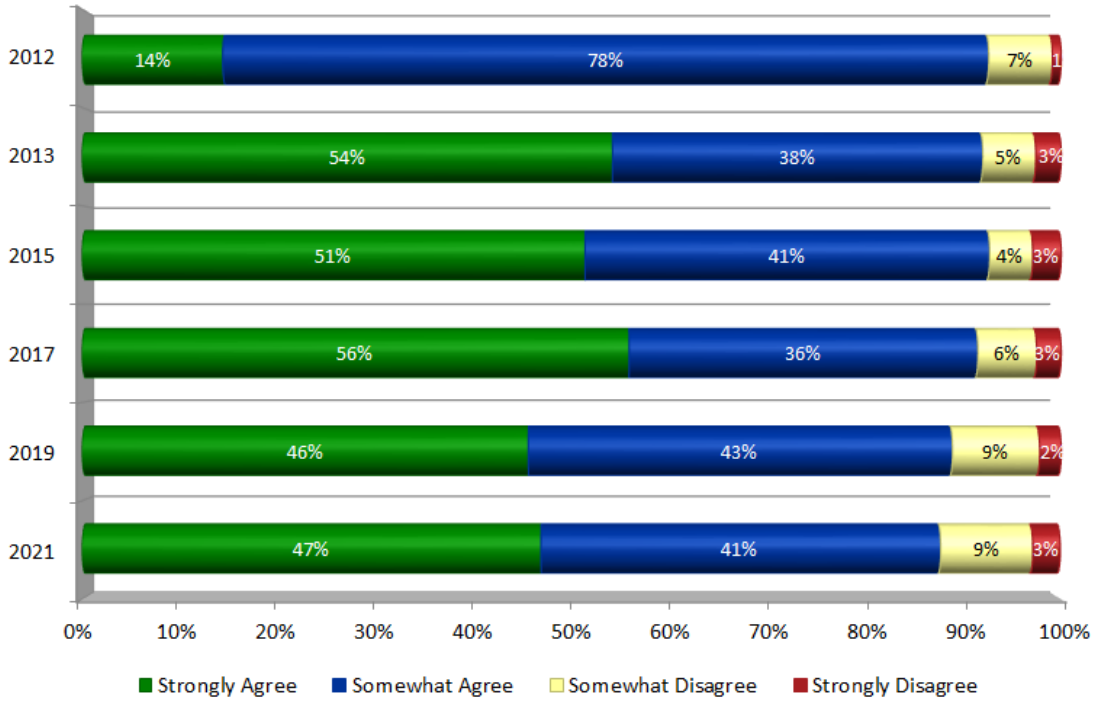



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: KC District



Kansas City

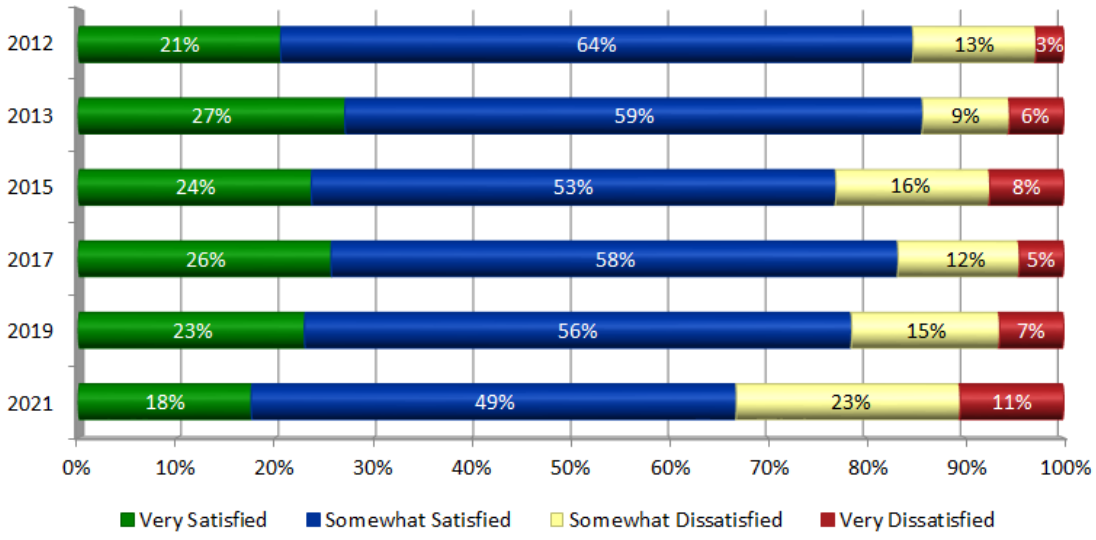
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: KC District**



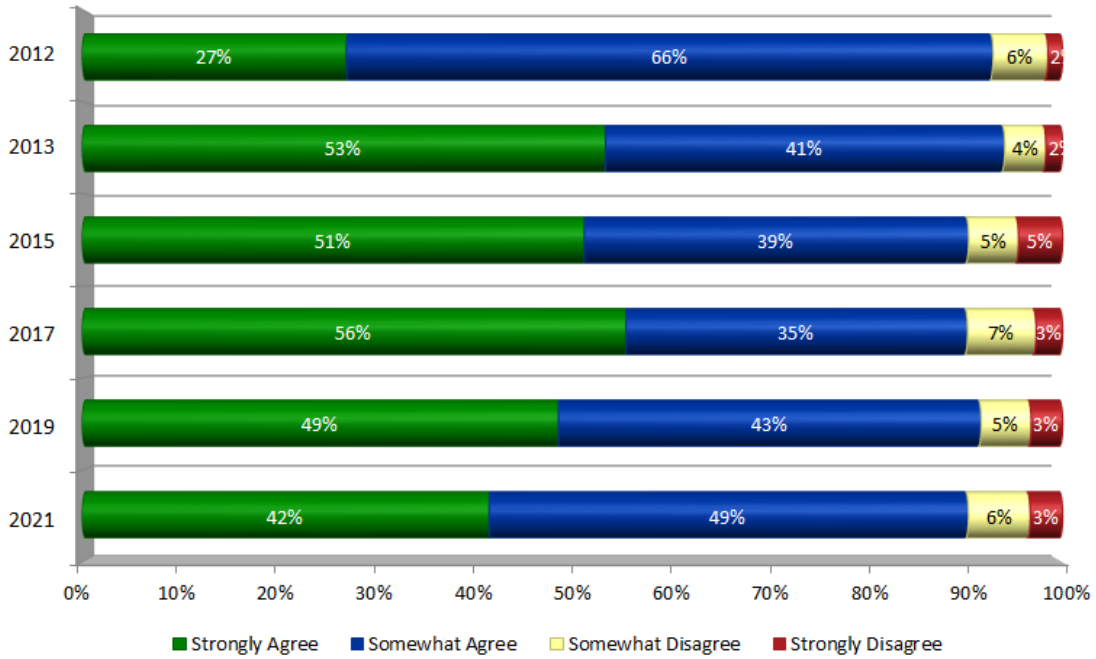
Central

## CENTRAL DISTRICT

### TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: Central District

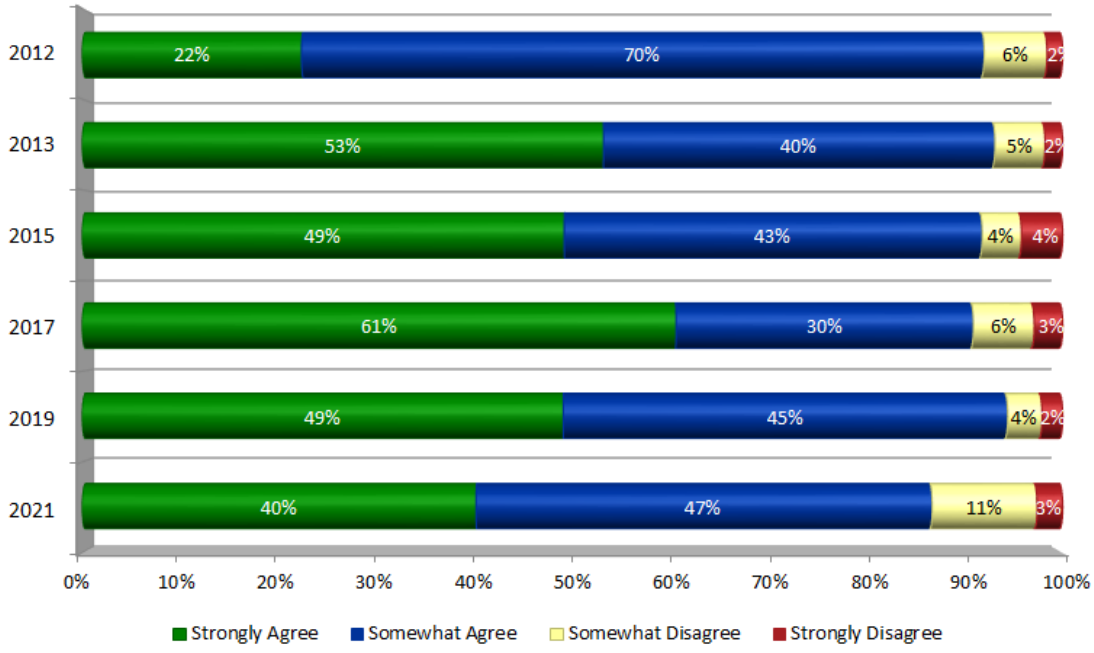



### TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: Central District

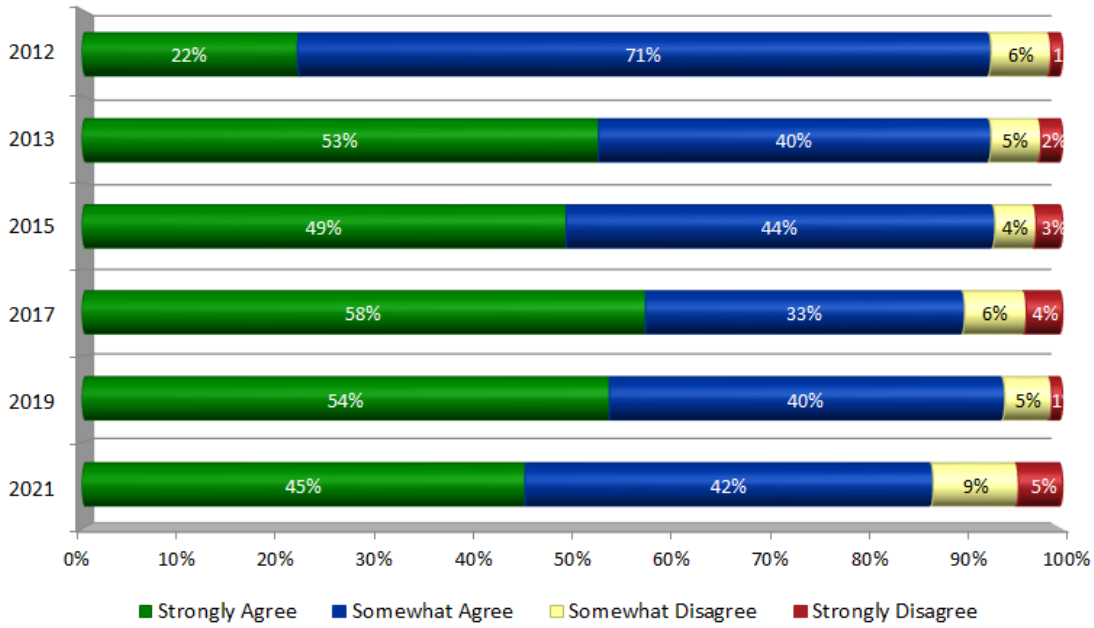


Central

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: Central District

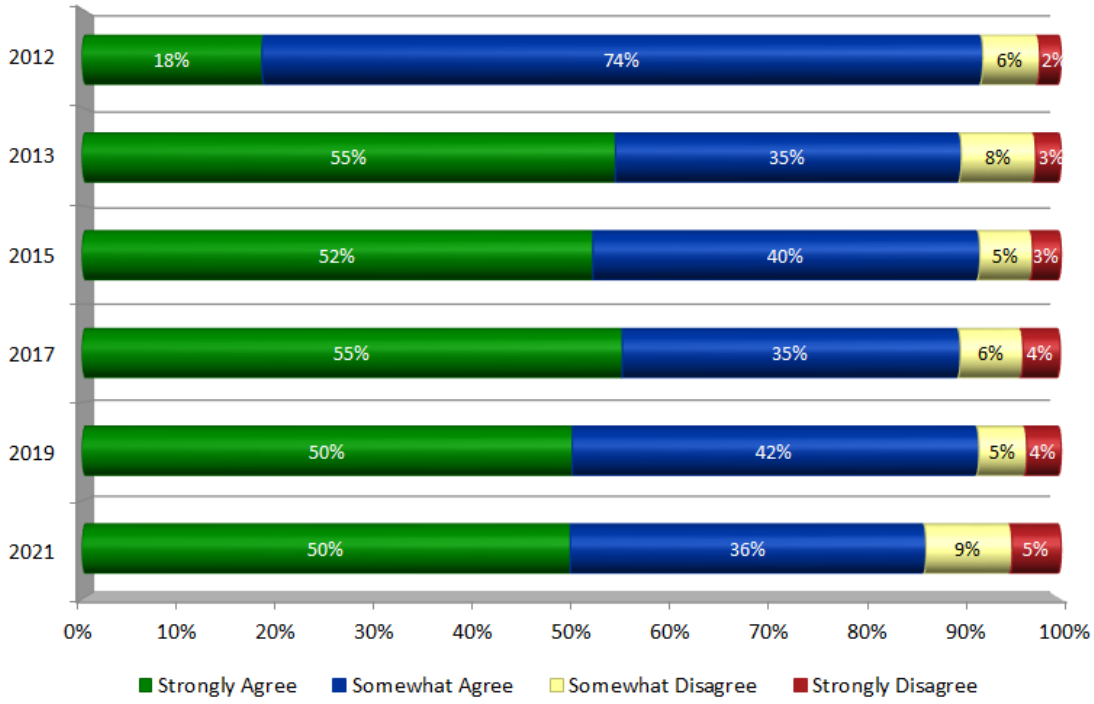



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: Central District



Central

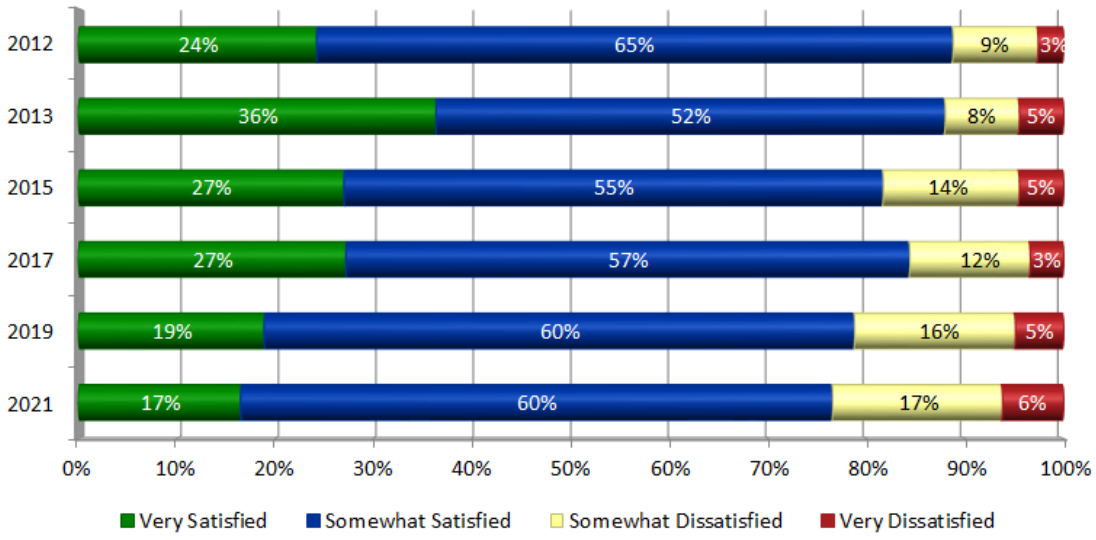
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: Central District**



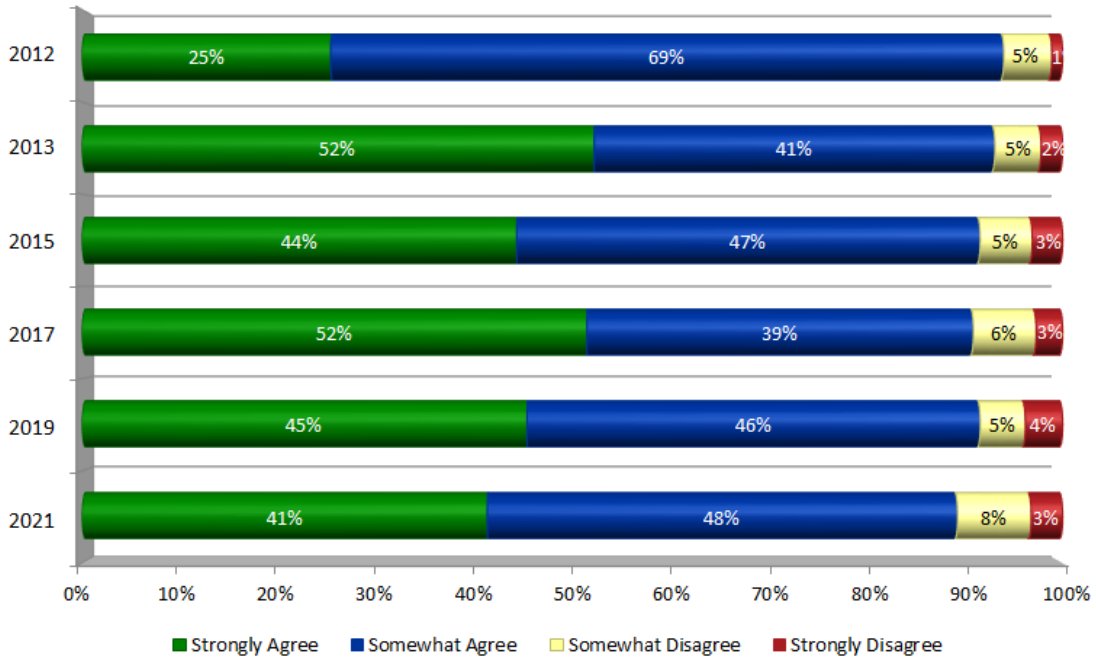
## St. Louis District

St Louis

**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: St. Louis District**

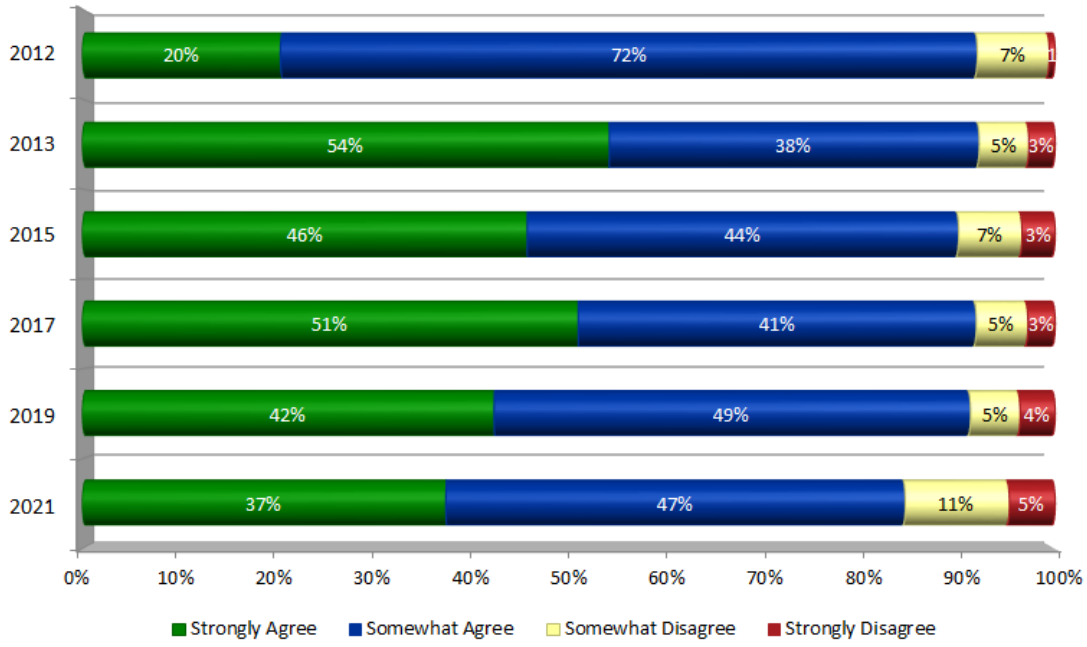



**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: St. Louis District**

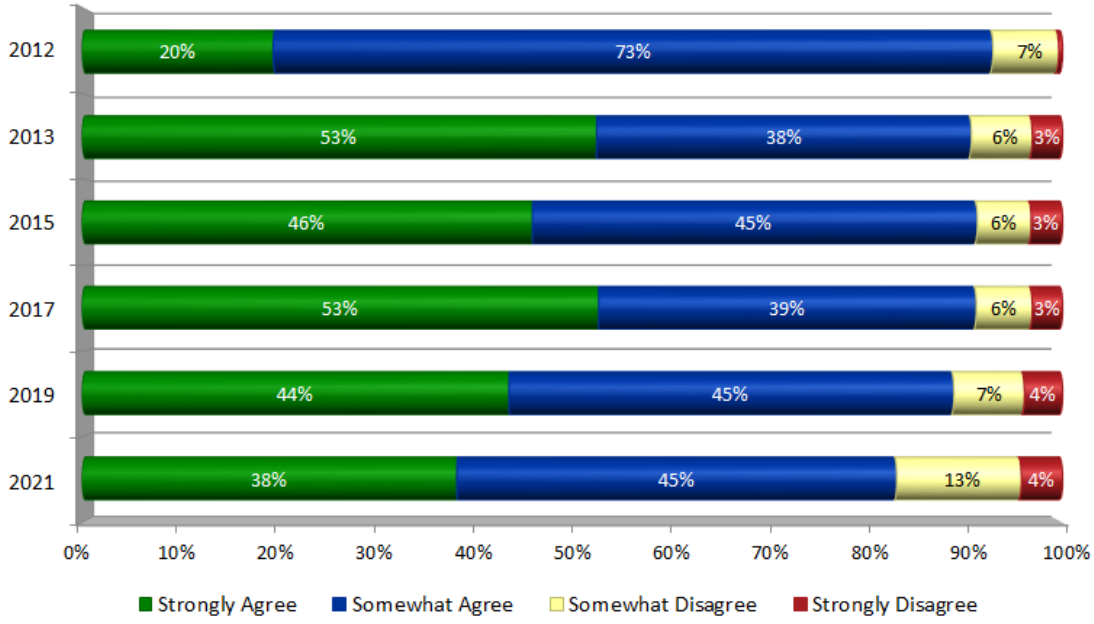


St Louis

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: St. Louis District

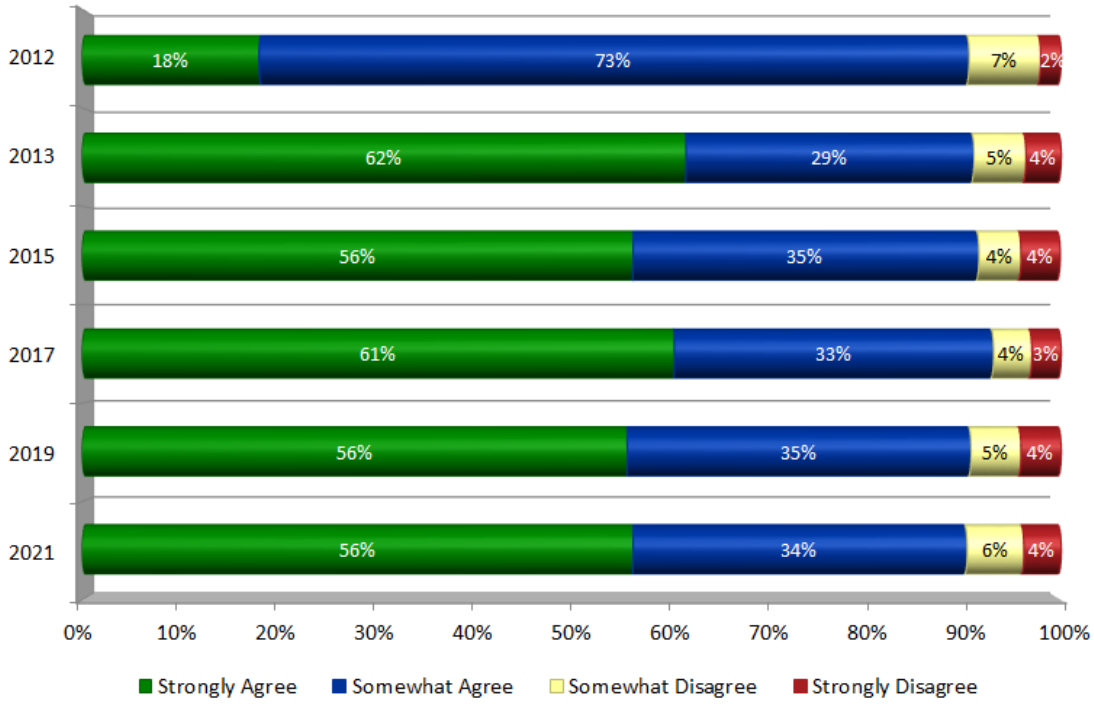



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: St. Louis District



St Louis

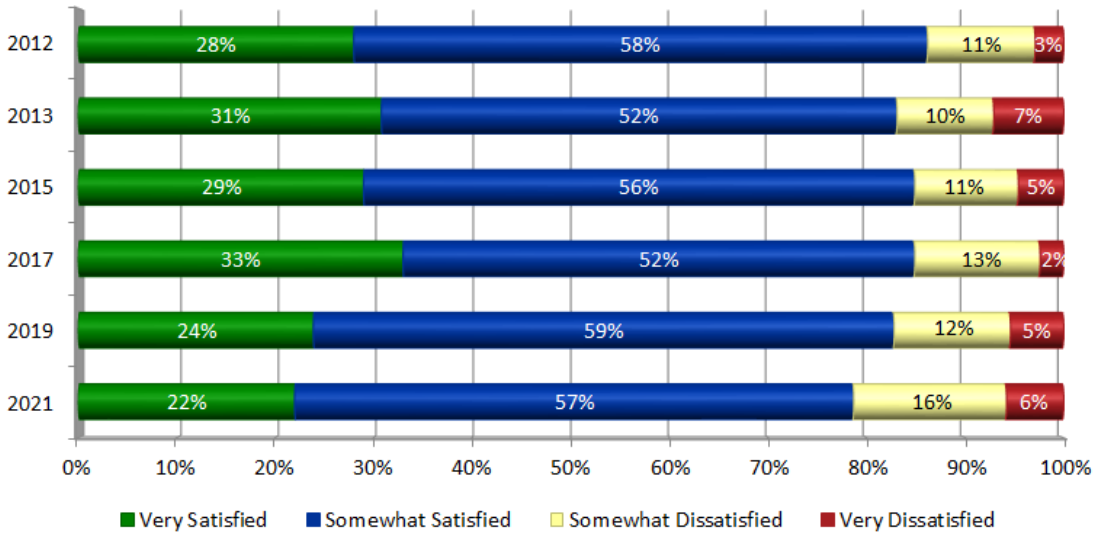
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: St. Louis District**



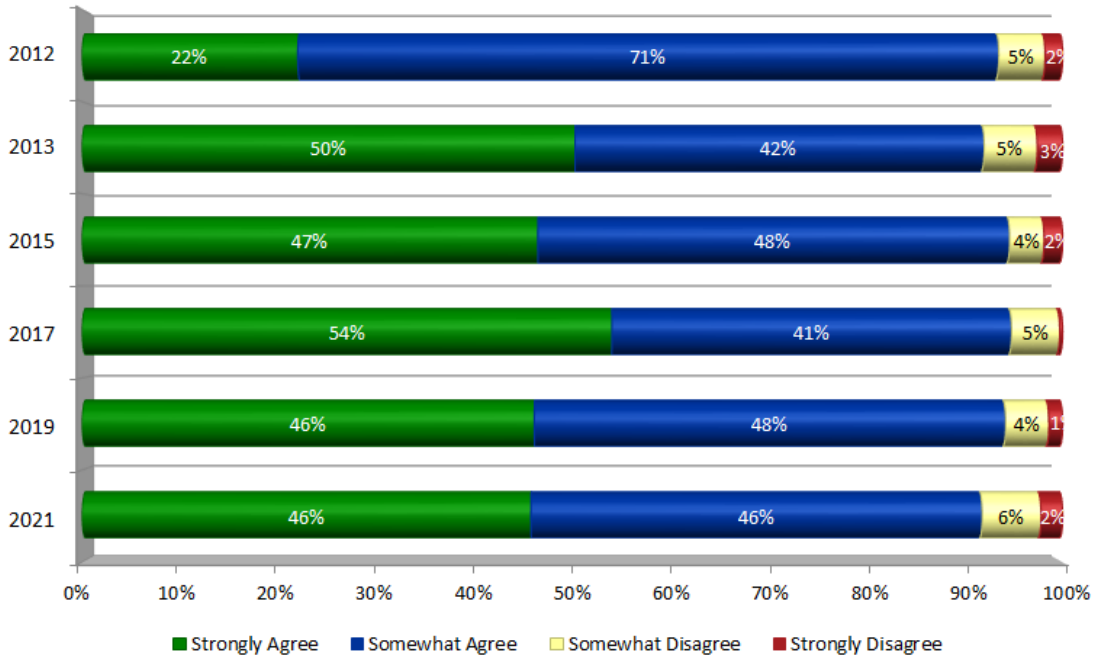
Southwest

## Southwest District

### TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SW District

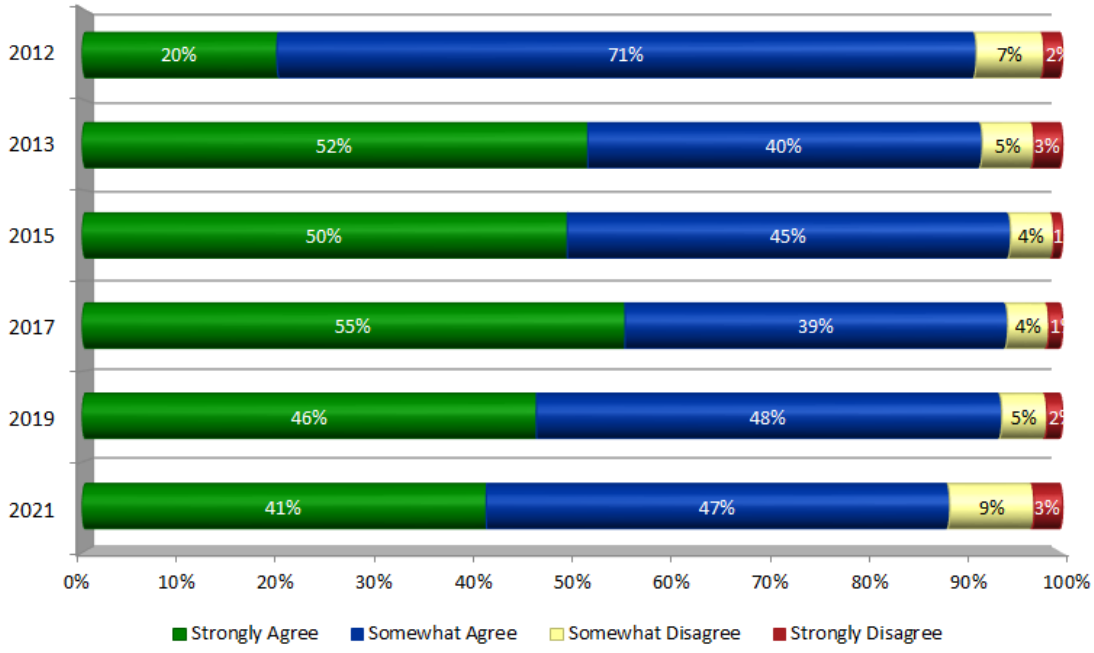



### TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SW District

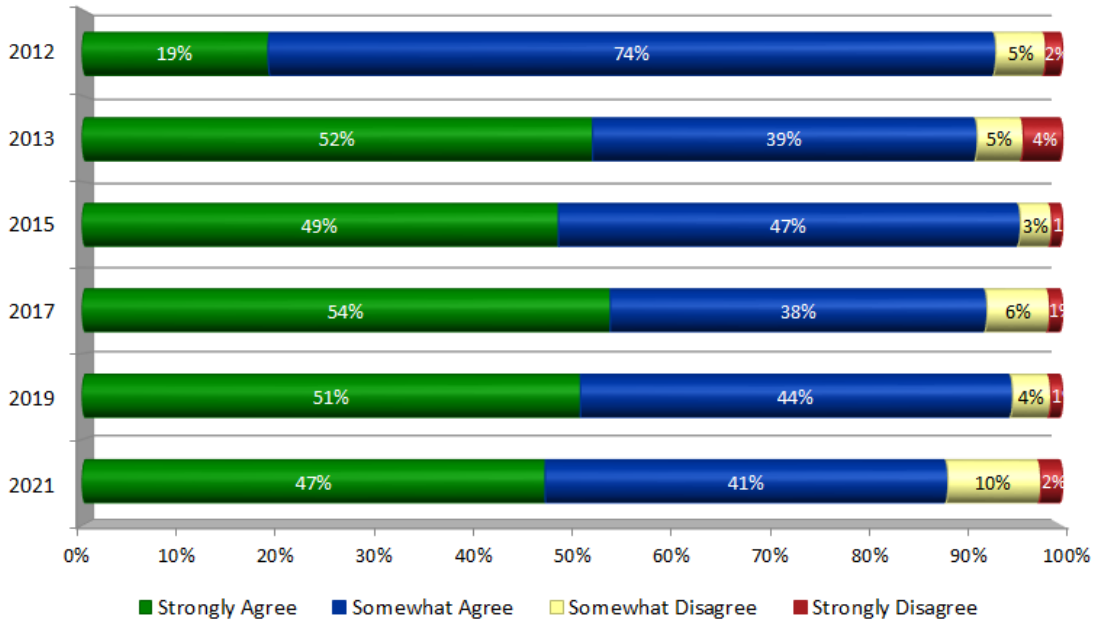


Southwest

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SW District

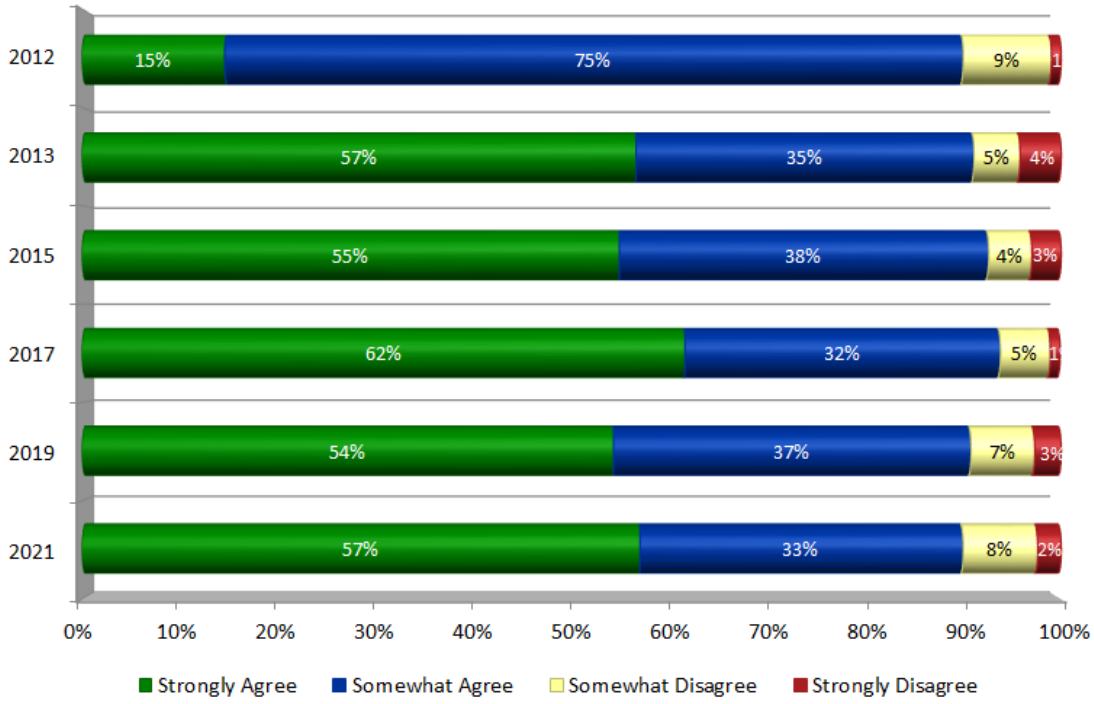



## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SW District



Southwest

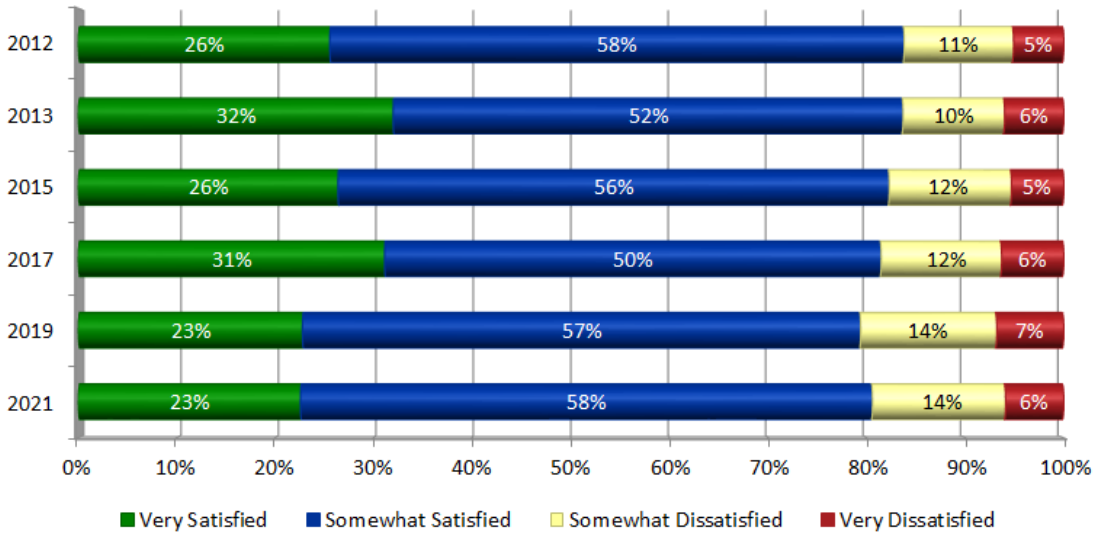
**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SW District**



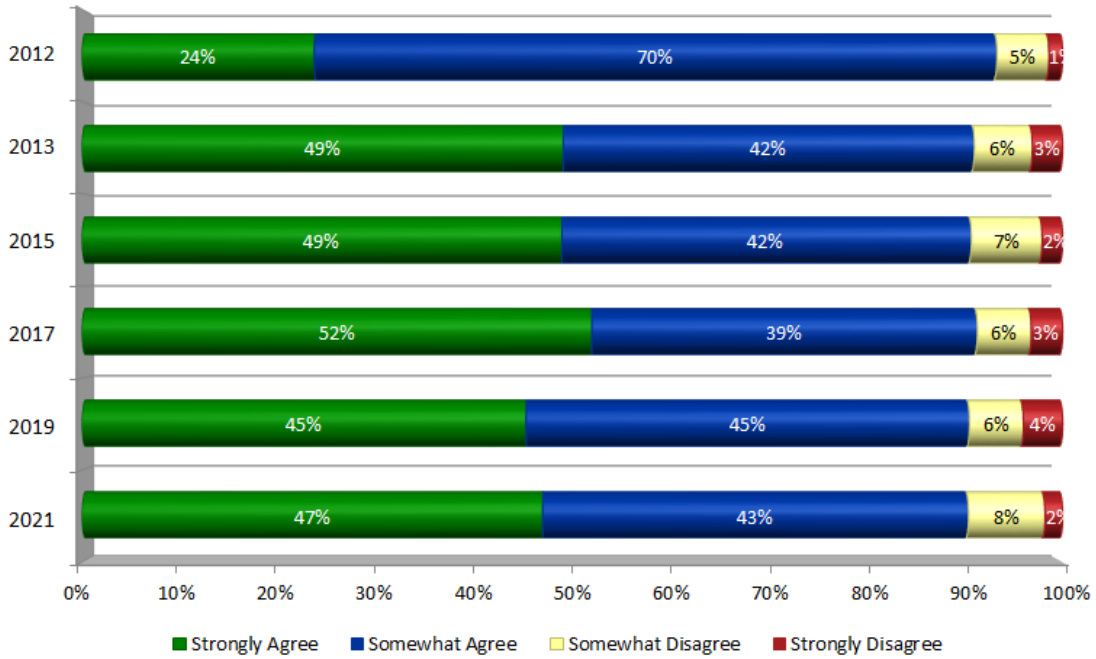
Southeast

## Southeast District

**TRENDS: Level of Satisfaction With the Job the Missouri Department of Transportation is Doing: SE District**

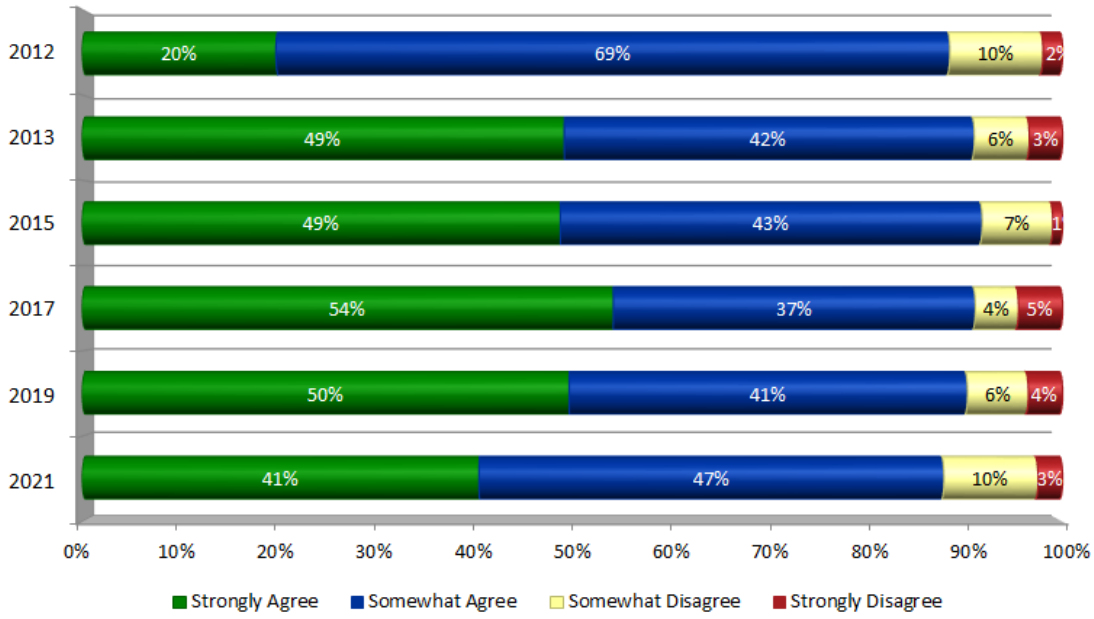



**TRENDS: Level of Agreement MoDOT Provides Accurate Information to Citizens: SE District**

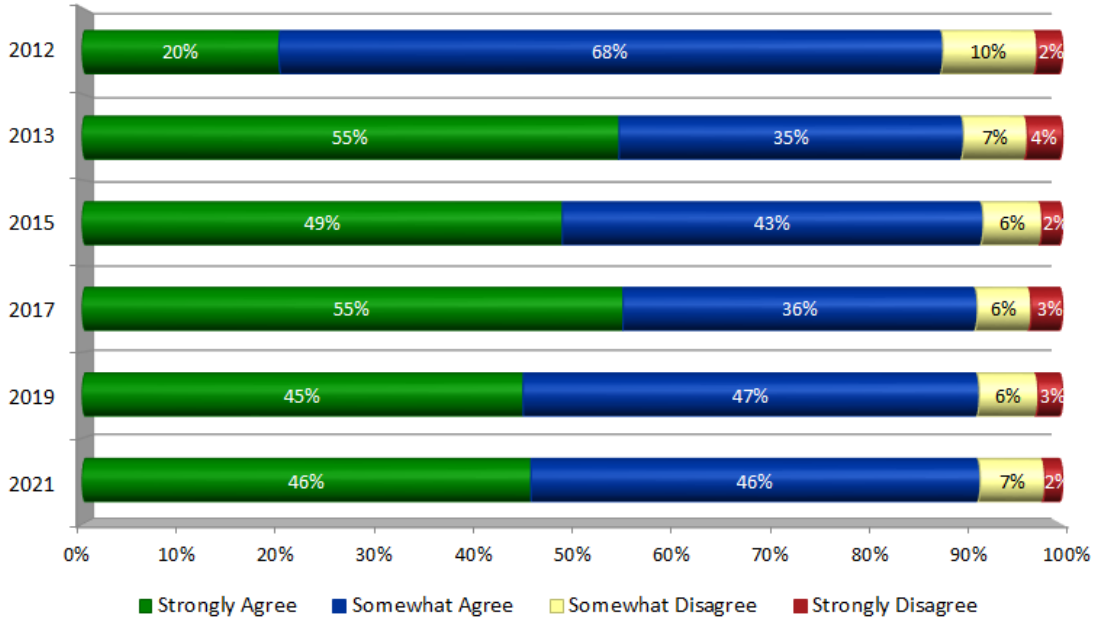


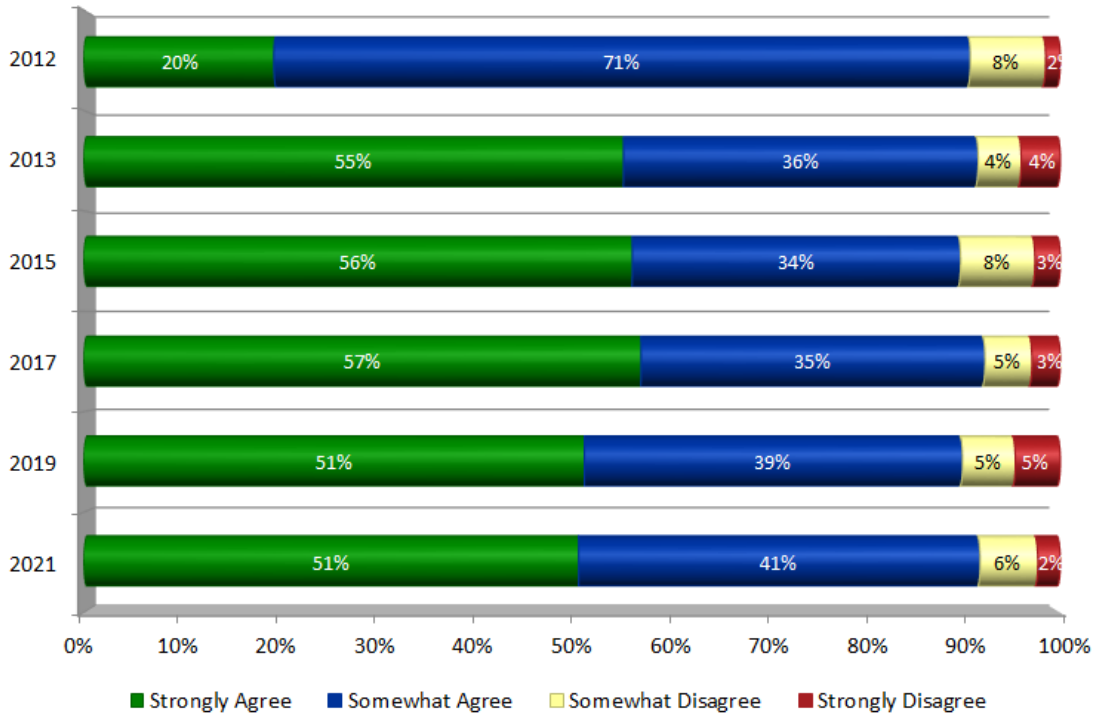
Southeast

## TRENDS: Level of Agreement MoDOT Provides Timely Information to Citizens: SE District




## TRENDS: Level of Agreement MoDOT Provides Understandable Information to Citizens: SE District



Southeast

**TRENDS: Level of Agreement MoDOT is the Primary Transportation Expert in Missouri: SE District**