

TRANSCOMM AWARDS



Highway Designations



Highway Safety



Traffic Safety

MODOT.ORG

MISSOURI DEPARTMENT OF TRANSPORTATION

Partnership Development

In response to the demand for transportation improvements, MoDOT has established various mechanisms for successful public/public and public/private partnerships.

[LEARN MORE](#)

Planning/Performance Support

MoDOT maintains two primary planning documents: a five-year [statewide transportation improvement plan](#) and a 20-year long-range transportation plan.

9A) WEBSITE, WITH CONSULTANT

[LEARN MORE](#)



Winter Driving Tips



Flood Info



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Highway Features

Due to a number of contributing factors, there are one-of-a-kind interchanges worldwide.

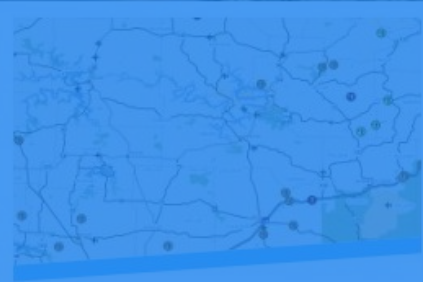
[LEARN MORE](#)

INTRODUCTION

In 2017, the Missouri Department of Transportation asked the public how its website was performing. The results indicated a need for a redesign, in terms of both look and functionality. Over the course of a year, MoDOT took its external site from static HTML to a responsive content management system, maximizing mobile efficiency and removing unnecessary obstacles from necessary updates.

WELCOME TO THE MISSOURI
DEPARTMENT OF TRANSPORTATION

MISSION



Feedback from both public and internal users made it clear that MoDOT's website was in need of a redesign. The static site wasn't meeting the standards demanded by today's multi-platform users. Without a mobile-friendly experience, MoDOT was failing to serve more than half of the site's visitors. Likewise, site contributors were using outdated software to provide necessary updates to their content, often taking hours to complete simple tasks. With a massive website redesign project, MoDOT hoped to provide the best web experience for both external visitors and internal contributors.



A U D I E N C E

100+ INTERNAL WEB
CONTRIBUTORS

TRAVELING PUBLIC,
BUSINESSES,
LAWMAKERS

STRATEGY

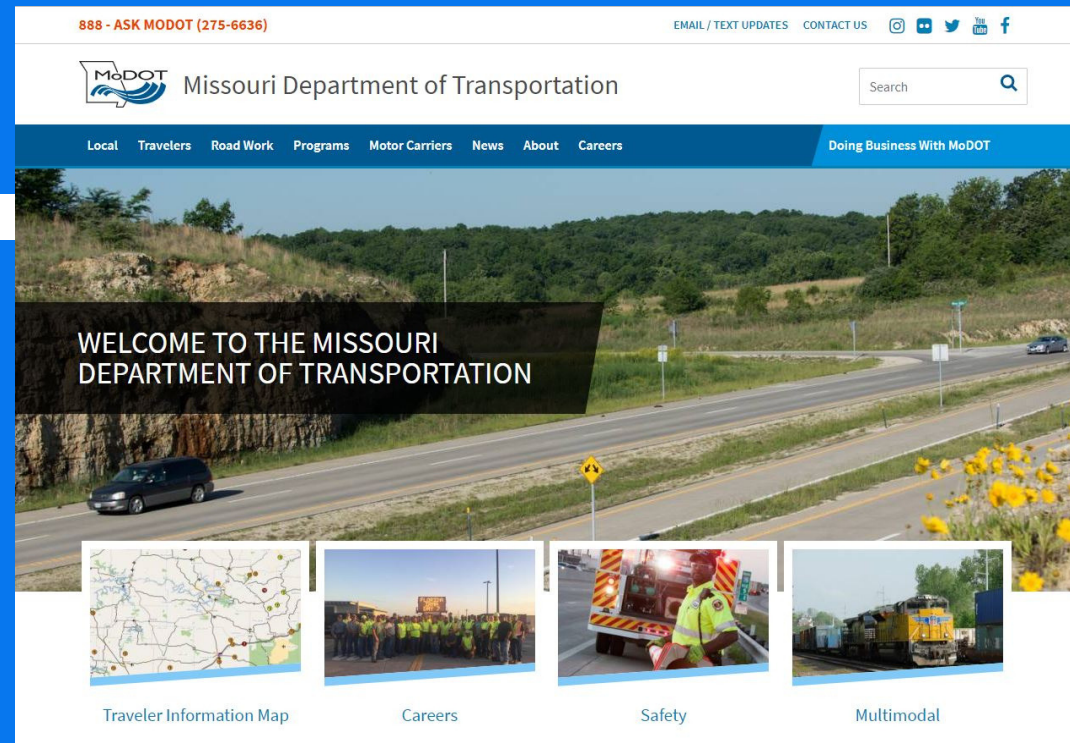
- Issued a survey to external web users to gauge what was most important to them
 - Used survey results and Google Analytics to determine the layout and necessary functions of the redesigned site
 - Formed internal sub-teams across the state to determine other necessary functions for internal and external use
 - Worked with a consultant, Portland Webworks, to develop the redesigned site
 - Trained more than 100 internal users to migrate content to the redesigned site and regularly make updates
 - Launched the site in mid-September, 2018, after a year of research and development
-

BEFORE & AFTER HOME PAGE



The home page was cluttered, with little imagery and unused white space.

← BEFORE



AFTER →

The redesigned home page prominently featured visual elements and removed unnecessarily featured links.

BEFORE & AFTER

HOME PAGE

Quick Links

MoDOT Results
Being Green at MoDOT
Zipper Merge
I-70 Tolling Report
Poor and Weight Restricted Bridges
Report A Road Concern
MoDOT Bid Letting Plans Room
Fallen Workers In Memoriam
Freight On The Move
Blueprint Conference
MoDOT Proposed Rules
MoDOT Periodic Rule Review
Bidding Opportunities
Motor Carrier Services
1-866-831-6277
Long Range Transportation Plan
File A Claim
Area Engineers
Tracker

An overabundance of links defeated the purpose of a "quick links" section on the home page. The list of links was long enough to create empty white space at the bottom of the page. The links spilled over from one section to another, named "more links." No links had visual representation.

More Links

Arrive Alive - SaveMOLives
Partnership Development
Adopt - A - Highway
Engineering Policy Guide
Environmental & Historic Preservation
Embracing Diversity and Inclusion

Disadvantaged Business Enterprises
Doing Business With MoDOT
Local Programs
Consultant Services
Realty for Sale
Obtain a Drivers License



MODOT RESOURCES



Highways and Transportation Commission

The Missouri Highways and Transportation Commission is a six-member board that governs the Missouri Department of Transportation.



Disadvantaged Business Enterprise Program

The overall goal of the program is to provide opportunities to participate in the economic benefits of highway construction to small businesses owned and operated by disadvantaged individuals.



Proposed Rules

Proposed Rule reports and Executive Order summaries.



Citizen's Guide to Transportation Funding

In an effort to educate and inform Missourians on the current status and future direction of their transportation system, the Citizen's Guide to Transportation Funding takes the complex issues of the ...



Being Green at MoDOT

Alternative fuels - recycling - environmental studies. The idea of taking care of what we have always been at the core of MoDOT's environmental philosophy.



Engineering Policy Guide

MoDOT has made great strides to build a good transportation system and increase taxpayers' trust in its ability to deliver what was promised. Innovative concepts, such as Practical Design and design-build...



Work Zone Safety

Any time highway workers are present on a Missouri roadway - whether it's a long term lane closure, a moving operation, or shoulder work - your safety and the safety of those workers depends on driver...

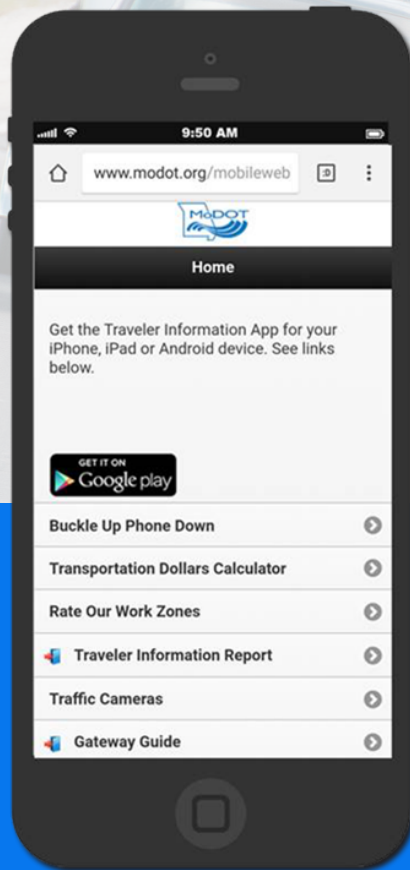


Tracker: Performance Measures

MoDOT's Tracker is a tool to assess how well we deliver services and products to our customers. Much like a GPS tracking system, this tool can only show the direction in which the department is headed...

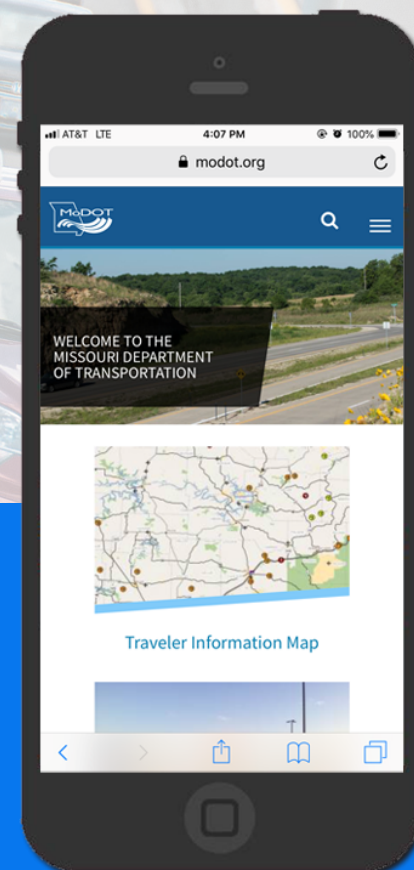
"MoDOT Resources" replaced the long list of links with a shorter, more descriptive section of information. Each link is accompanied by a summary of the page's content as well as a relevant image to help users better navigate and preview content.

BEFORE & AFTER MOBILE SITE



BEFORE

The landing page was a limited menu of tabs that, once selected, took users to the full HTML site, where they would pinch, zoom and scroll to navigate.



AFTER

The site responds and adjusts to all screen sizes, meaning the content doesn't change and users do not have to manually adjust to view certain items.



RESULTS

INTERNAL NEEDS MET

- Removed reliance on outdated software for updates
- Saved hundreds of man-hours a year in staff updates
- Consolidated multiple external sites and documents to one location

EXTERNAL NEEDS MET

- Mobile usage up 17.4% in the first five months when compared to previous year
- Removed thousands of pages of outdated material
- Prepared site for future applications and development