Is “Practical Design” New?

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Regardless of the resources (+/-), we must be focused on “why we exist.”

MoDOT: *Our mission is to provide a world class transportation experience that delights our customers and supports a prosperous Missouri.*

Priority must be given to meeting customer needs, not limiting our efforts to what keeps us comfortable.
Everyday Solution:

Emphasize The System
+
Innovate, Innovate, Innovate
Why Do We Start with This...
And Build This?
And...
When This Is All That Is Needed...
That Is What Happens When An Organization Is Focused On *Projects* and Not The System!
practical design (prækˈti-kl dɪˈzaɪn) n. 1. A process by which the value of a project is maximized. 2. Ensuring that a project is the correct solution for its surroundings: RIGHT SIZING. 3. An approach to transportation in which an improvement is considered on the basis of its contribution to the entire system instead of its individual perfection.
What Do You Get with Practical Design

After

6 ft. Shoulder

Before

10 ft. Shoulder
And this…

Glasgow Bridge
Ground Rule #1: Every Project Must Get Safer

Rumble Strips and Median Guard Cable
Big Problem—and Not Enough Money

I-64 St. Louis, MO
Innovation
Does Not Mean It Is Easy…
More Innovation
And More Innovation…

Shouldering Machine

Automatic Cone Setter
Communicate, Communicate, Communicate! (or Market!, Market!, Market!)

- Public Meetings
- Connections
- Publications
- Express Lane
- Public Speaking
- Social Networking
- Displays
- Twitter
- YouTube
- Virtual Meetings
- Web Site
- Press Releases
- Videos, Photos and Podcasts
- MoDOT Minute
- E-updates
- Sponsorships at Sporting Events
And Market Some More...
“MoDOT is not only doing better with road construction and maintenance but it is also doing a good job of touting it. Both should help its cause with voting lawmakers and taxpayers.”

Editorial

By Dave Berry

Bolivar Herald-Free Press

Jan. 6, 2010
“Government is the art of allocating limited resources toward insatiable wants.”

Unknown author

I don’t believe meeting customer expectations to the greatest extent possible will limit future increases to our funding, but rather will be the key to securing those increases!