



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...

Br. N0413 New Madrid Co Rt. EE
10-4-06 East side



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

tion. 4. Capable of being used or put into effect : *practical knowledge of auto repair* 5. Designed to serve a useful purpose <*practical shoes*> 6. Concerned with the production or operation of something useful <Metalworking is a *practical* art.> 7. Having or displaying good judgment : SENSIBLE. 8. Being actually so in almost every respect : VIRTUAL <a *practical* catastrophe> —**prac'ti-cal'i-ty** (-käl'ī-tē), **prac'ti-cal-ness** *n.*

❖ **synonyms:** PRACTICAL, FUNCTIONAL, HANDY, SERVICEABLE, USEFUL, UTILITARIAN *adj. core meaning :* serving or capable of serving a useful purpose <a *practical* kitchen device—not a worthless gadget> **antonym:** IMPRACTICAL

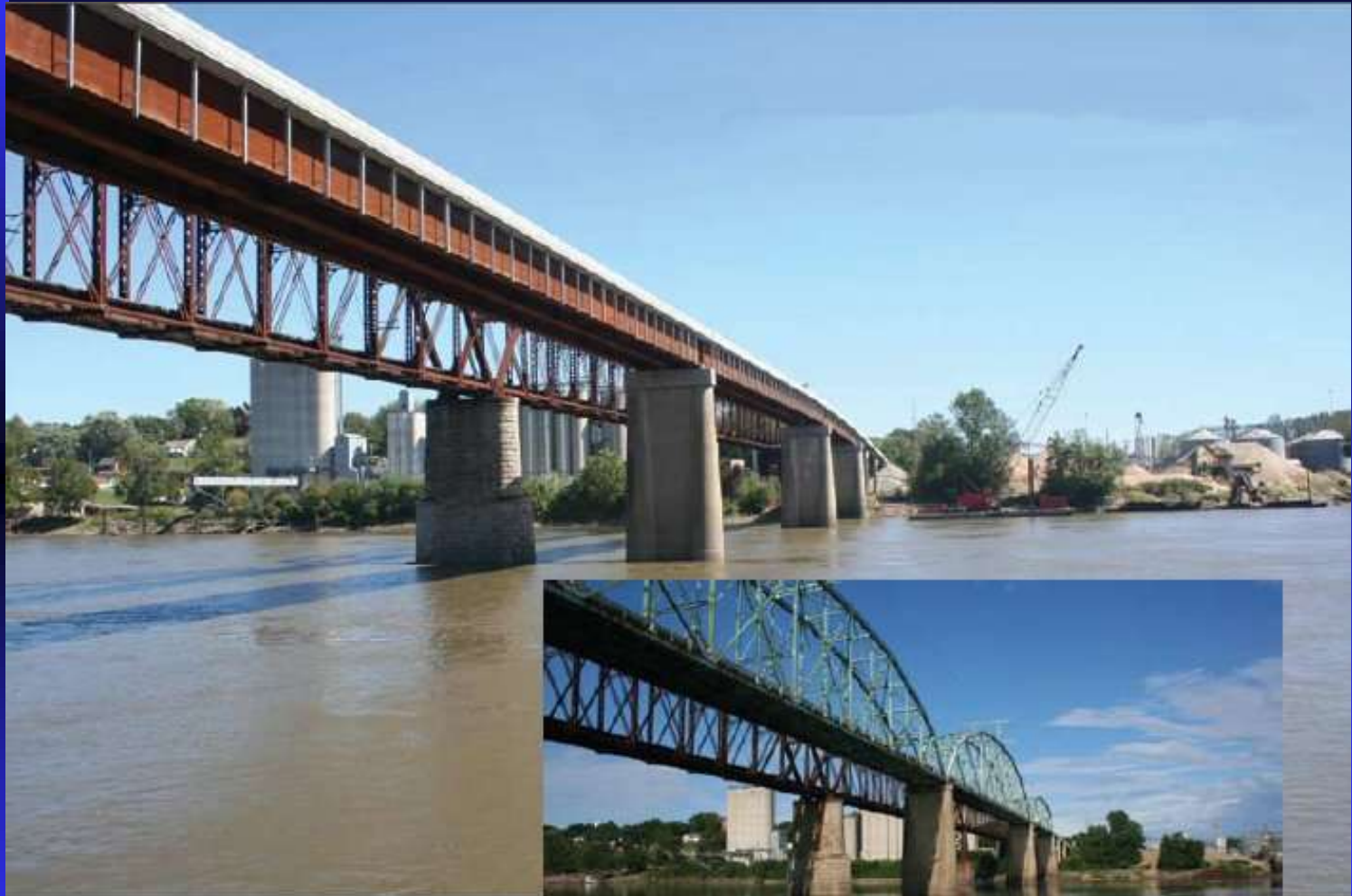
prac-ti-cal de-sign (prāk'tī-kəl dī-zīn') *n.* 1. A process by which the value of a project is maximized. 2. Ensuring that a project is the correct solution for its surroundings: RIGHT SIZING. 3. An approach to transportation in which an improvement is considered on the basis of its contribution to the entire system instead of its individual perfection.

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ûr urge zh vision a about, item

What Do You Get with Practical Design



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!