

Communicating Performance Management — State DOTs Continuing to “Tell Their Story”

NCHRP Project 20-24(93)B(02)

Monday, June 1, 2011

TRB 5th International Transportation Systems Performance Measurement and Data Conference
Communicating Your Data Session

Hyun-A Park

Spy Pond Partners, LLC

Project Overview/Objectives

Provide a **resource base** for guiding state DOT performance management (PM) and communications professionals in **communicating transportation system performance**.

Key components include:

- A framework for reviewing and identifying noteworthy examples of communicating PM
- A curated collection of noteworthy examples
- A set of templates for synthesizing and presenting this information – with accompanying guidance
- A set of parameters to determine the applicability of each practice or example to individual transportation agencies
- An accessible platform for delivering these resources to DOT users

Acquiring Noteworthy Practices

Communicating Performance Management State DOTs Continuing to “Tell Their Story”

NCHRP PROJECT 20-24 (93)B

Project Overview

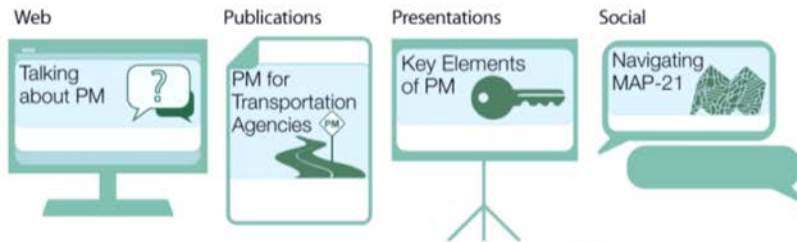
The AASHTO Subcommittee on Transportation Communications (TransComm) and Standing Committee on Performance Management (SCOPM) are working together to support research on how state DOTs are communicating and reporting on transportation system performance management.

The objectives of this effort are to:

- Identify and highlight noteworthy practices in communicating transportation system performance
- Develop resources to support state DOTs' communications efforts, with a focus on the six MAP-21 performance areas (pavement condition, bridge condition, safety, system performance/mobility, freight, and air quality)

The figure below shows the types of exemplar communications resources that will be developed through this effort.

Example Products



Noteworthy Practices

The research team is currently assembling examples of noteworthy practices in communicating performance from the transportation sector and other domains.

If you would like to suggest a noteworthy practice for inclusion in this research, please contact the research team directly. Team member contact information is below:

Perry Lubin, Spy Pond Partners, LLC
plubin@spypondpartners.com
617.909.7197

Hyun-A Park, Spy Pond Partners, LLC
hpark@spypondpartners.com
617.500.4857

spy pond partners, llc

Email from AASHTO SCOPM/TransComm

The AASHTO Subcommittee on Transportation Communications (TransComm) and Standing Committee on Performance Management (SCOPM) are working together to support research on how state DOTs are communicating and reporting on transportation system performance management.

As a transportation communications professional, you know just how hard it can be to deliver messages that resonate with your complex, demanding, and diverse transportation stakeholders. Effectively communicating transportation performance information is a special challenge – and one that is more important than ever with the passage of MAP-21.

Have you seen examples of communications products that rise to this challenge, demonstrating noteworthy practices that your peers and colleagues can learn from?

If so, we want to hear from you!

We are currently assembling examples of noteworthy practices in communicating performance – from the transportation sector and other domains. Nominates examples by sending us links, documents, photos, or your own descriptions. You can contact us directly by email or use the form [here](#) to nominate a noteworthy practice for inclusion in this research. There is no limit to the number of examples you can submit.

Additional information on this project is available at:
www.communicatingperformance.com

Thank you for your time and interest in this important topic...


Acquiring Noteworthy Practices

Input | Communicating Performance

communicatingperformance.com/input/ Reader

SHARE THE WEALTH.

NOMINATE NOTEWORTHY EXAMPLES OF COMMUNICATING TRANSPORTATION SYSTEM PERFORMANCE.



We Want Your Input!

As a transportation communications professional, you know just how hard it can be to deliver messages that resonate with your complex, demanding, and diverse transportation stakeholders. Now, with the passage of MAP-21, communicating transportation performance management information is both more important and more challenging than ever before.

We are collecting examples of performance management communications that rise to this challenge. Have you seen examples that effectively connect with audiences and get the desired messages across? Has your agency produced something that your peers can learn from? If so, we want to hear from you!

Nominate examples by sending us links, documents, photos, or your own descriptions using the form below.

Nominate an Example

Your Name (required)

Your Email (required)

Noteworthy Example (required)

The name or title of your example

URL (if available)

A URL where your example can be accessed or where more info is available

Contact Email for this Example (if available)

A person to contact for more info on this example

Additional Comments

Any other comments you may have

Upload a file

[Choose File](#) | no file selected

About Us

The AASHTO Standing Committee on Performance Management (SCOPM) and Subcommittee on Transportation Communications (TransComm) are working together to support research on how state DOTs are communicating and reporting on transportation system performance management.

We are currently assembling examples of noteworthy practices in communicating performance – from the transportation sector and other domains. Use the form to nominate a noteworthy practice for inclusion in this research or [contact us directly here](#).

Connect





DOT RESOURCES

Use the checkboxes to find what you're looking for!

Resources matching the selected facets are displayed below. Click the resource title to view the linked resource. By default, the list of matching resources is sorted by by date. Other sort options can be selected using the available drop-down list.

Matching Resources

Sort by



RESET ALL

1. [Connecting Data, Connecting People: A Tool for Evaluating and Scoring Planned Projects](#)
2. [Optimizing PennDOT's Snow Routes and Planning Process with GIS](#)
3. [GIS as a Tool to Develop Opportunities for Resource Sharing between Agencies](#)
4. [We Move Massachusetts Planning for Performance Tool](#)
5. [Maryland SHA GIS-Centric Data Management System for Implementing TMDL Initiative](#)
6. [Maryland SHA Mobility & Economy Dashboard](#)
7. [Maryland SHA Mobility Report](#)
8. [Oregon DOT Key Performance Measures Summary](#)
9. [Dashboard: Performance Reporting System for Projects and Programs](#)
10. [MAPSS Travel Time Report](#)
11. [MAPSS Scorecard](#)
12. [MAPSS Performance Improvement Report](#)
13. [MAPSS Interactive Visualization on Reliability Performance](#)
14. [2014 Winter Social Media Reponse](#)
15. [NDRoads Mobile Application](#)
16. [Web-Based Statewide Plan Benefits and Challenges](#)

Differentiating Factors

Performance Areas

- C.M.A.Q. (3)
- Transit (14)
- Project Delivery (18)
- Other Asset Types (8)
- Economic Development (14)
- Environmental Sustainability (9)
- Equipment (24)

Audience

- DOT Personnel (13)
- Planning Partners (1)
- Elected Official (26)
- Public (44)
- Media (15)
- DOT Leadership (14)
- U.S. DOT/USDOT

Message

- We're Accountable (13)
- Case for Funding (22)
- We've Got This (14)

Additional Criteria

Publication Date

Resource Types

Reporting Period

Organization Type

State

CONNECTING DATA, CONNECTING PEOPLE: A TOOL FOR EVALUATING AND SCORING PLANNED PROJECTS

Document overview

Document details

Date published: August 1, 2014

Resource type: [Report](#), [Website/ Tool](#)

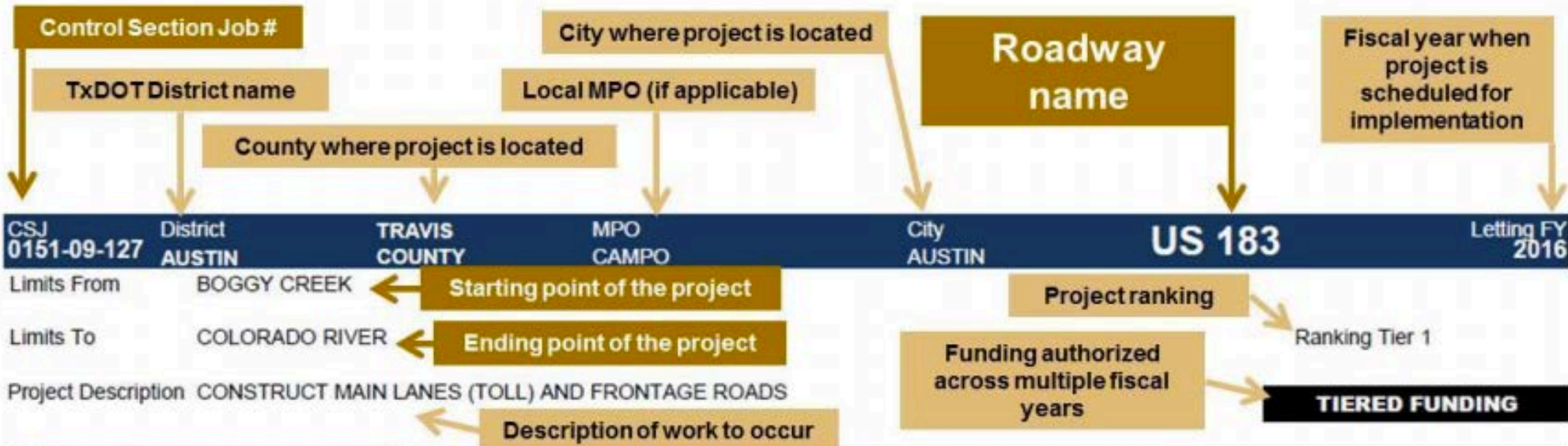
External link: <ftp.dot.state.tx.us/pub/txdot/commission/2014/0828/4.pdf>

Summary: This tool was created for TxDOT to assist the department's various departments, divisions and offices in managing and prioritizing projects. A scoring system was created for personnel to evaluate projects based on funding availability, project phasing and readiness, and how it fits within the department's strategic goals. The results inform future investments based on consistent assessment metrics, assisting decisions made by the legislature, department leadership, and state and local stakeholders

Related Resources:

1. [Texas Transportation Plan 2040 Investment Challenge – Opening screen, English](#)
2. [Texas Transportation Plan 2040 Investment Challenge – Opening screen, Spanish](#)
3. [The Mile Marker: A Caltrans Performance Report](#)
4. [Web-Based Statewide Plan Benefits and Challenges](#)

Project Listing Legend



Total Project Cost Information <i>INFORMATIONAL PURPOSES ONLY</i>		Programmed Funding				
Category	Description	Authorized	Other	Local	Total	
Preliminary Engineering	\$9,548,851	12 STRATEGIC PRIORITY FY 2016	\$3,000,000	\$0	\$0	\$3,000,000
ROW & Utilities	\$0	2M METRO CORRIDOR FY 2016	\$16,600,000	\$0	\$0	\$16,600,000
Construction	\$194,874,504	2M METRO CORRIDOR FY 2017	\$13,800,000	\$0	\$0	\$13,800,000
Construction Engineering	\$9,256,539	7 STP-MM FY 2016	\$3,800,000	\$0	\$0	\$3,800,000
Contingencies	\$5,378,536	Remaining Funding to be Determined				
Indirect Costs	\$11,283,234	Total	\$37,200,000	\$0	\$0	\$37,200,000
Potential Change Orders	\$12,861,717					
Total Project Cost	\$243,203,381					

<p>Total Project Cost Information represents the best available information and does not account for any expenditures to date. Values include inflation by year in which the activity is anticipated to occur.</p>	<p>"Remaining Funding to be Determined" indicates that programmed funding is insufficient for project implementation in specified fiscal year</p>	<p>Funding, including required state and local match by category</p>	<p>Non-traditional funding including regional toll revenue and pass-through financing</p>	<p>Local funding contributions</p>	<p>Final Total below line is total available funding programmed for this project</p>
---	--	---	--	---	---

MAPSS SCORECARD

Document overview

Document details

Date published: October 1, 2014

Resource type: [Report](#)

External link: www.dot.wisconsin.gov/about/performance/docs/scorecard.pdf

Summary: The MAPSS Scorecard is a two-page snapshot of the department's key performance metrics for the most recent reporting period. The MAPSS Scoreboard includes how the system is trending and whether the department is meeting established targets.









Related Resources:

1. [MAPSS Performance Improvement Report](#)
2. [2012 Annual Minnesota Transportation Performance Report](#)
3. [2013 Annual Report – Performance](#)
4. [Customer Relations through Social Media at MoDOT](#)



April 2015

Wisconsin Department of Transportation MAPSS Performance Scorecard

 Goal has been met
  Performance is trending in a favorable direction
  Trend is holding
  Performance is trending in an unfavorable direction

Performance measure	How we measure it	Current report period	Goal	Goal met	Trend	Comments
Mobility: Delivering transportation choices that result in efficient trips and no unexpected delays.						
Delay (hours of vehicle delay) Seasonal quarter Winter 2015	Number of hours spent in interstate traffic below posted speed	1,582,128 hrs.	Reduced hours of delay			Vehicle delay decreased compared to the 2014 winter quarter. This improvement is attributed to a milder winter with below average snowfall (a lower number is better).
Reliability (planning time index) Seasonal quarter Winter 2015	Index based on extreme travel time in a period	1.15	More on time arrival			Two more corridors had reliable travel time than in the winter 2014 quarter. Drivers in the Milwaukee urban corridor continue to experience the least reliable travel times (a lower number is better).
Transit availability Calendar year 2014	Percent of population served by transit	54.0	75.0			Economic factors affecting this measure include rate of inflation in relation to funding.
Bicycling conditions on rural highways Calendar year 2014	Percent of rural highway miles with favorable bicycling conditions	State hwys: 67.2; County roads: 90.4	100 percent on roads where bicycles are permitted			While percentage increases are very small, conditions rated as favorable increased by 28 miles on state roads 73 miles on county roads.
Incident response Calendar year 2014	Average time to clear full closures on the interstate	4 hrs. 30 min.	4 hours			Three significant incidents lasting over seven hours each pushed the 2014 average clearance time to 4 hours and 30 minutes (a lower number is better).
Winter response State fiscal year 2014	Percent to bare-wet within a specific time period after a storm	59 for 18-hr roads; 66 for 24-hr roads	70.0 within specified time			The winter severity index was extremely high. Numerous storms and long periods of cold temperatures made salt much less effective.

Accountability: The continuous effort to use public dollars in the most efficient and cost-effective way.

Transportation Economic Assistance grants Calendar year 2014	Capital investment dollars achieved per grant dollar awarded	\$60.09	\$50.00			No grants awarded in fourth quarter; measure exceeded \$50 target for the year overall.
---	--	----------------	---------	---	---	---

THE MILE MARKER: A CALTRANS PERFORMANCE REPORT

Document overview

Document details

Date published: January 1, 2014

Resource type: [Audio/Video](#), [Photo/Image](#), [Report](#)

External link: www.dot.ca.gov/ctjournal/MileMarker/2014-1/index.html


Summary: In this inaugural publication, Caltran communicates on its performance to the media, elected officials, and the general public. It's designed in a way that is attractive and easy to comprehend, with the goal of making Caltran as transparent as possible on how well its serving the public and meeting a varied collection of performance goals and serving the public.


Related Resources:

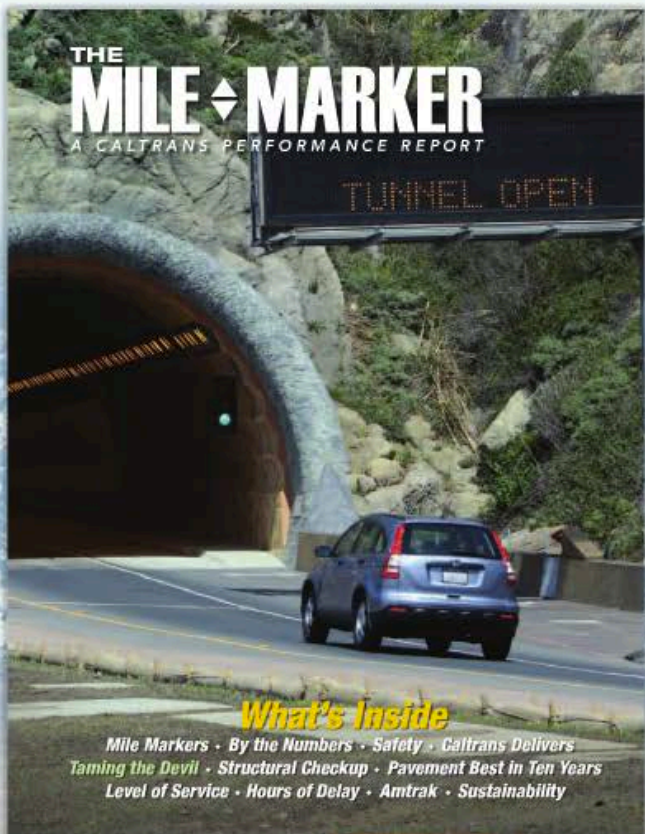
1. [Connecting Data, Connecting People: A Tool for Evaluating and Scoring Planned Projects](#)
2. [2013 Annual Report – Performance](#)
3. [Oregon DOT Key Performance Measures Summary](#)
4. [Texas Transportation Plan 2040 Investment Challenge – Opening screen, English](#)



QUICK START

 Click anywhere on a page to zoom

 Turn pages using the arrows or by clicking and dragging the page corners



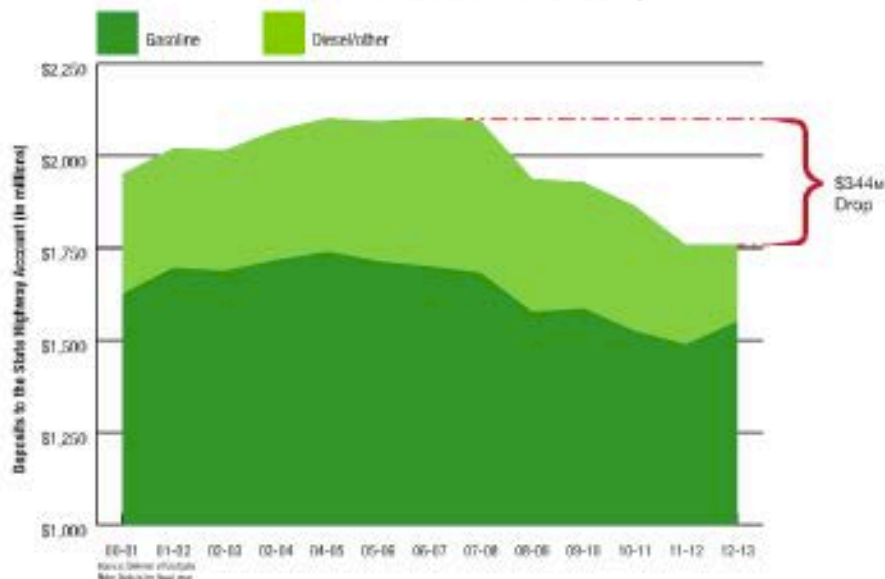
What's Inside

Mile Markers • By the Numbers • Safety • Caltrans Delivers
Taming the Devil • Structural Checkup • Pavement Best in Ten Years
Level of Service • Hours of Delay • Amtrak • Sustainability



Revenues **Down** \$344 Million from 2006 Peak

Base Fuel Excise Tax History



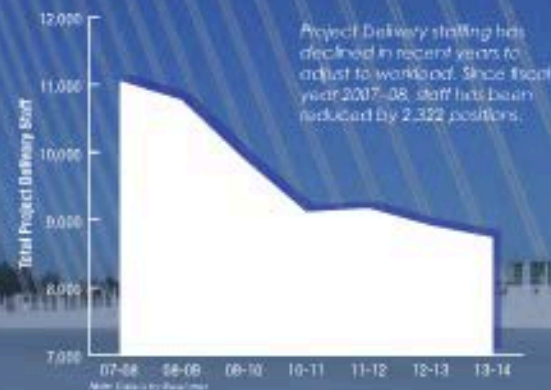
Caltrans receives funding through multiple state and federal sources. The primary source for maintenance and operation of the state highway system is the base fuel excise tax. The excise tax, unlike many other taxes, is collected on each gallon of fuel sold. The revenue collected by the state from fuel taxes has increased over the last couple of decades, but 2006 was the peak year for fuel tax revenue. Since then, fuel tax funding has declined to levels not seen since 1986. The most drastic drop occurred in fiscal year 2008-09, concurrent with the beginning of the "Great Recession"—a time when people

drove less. Furthermore, vehicle emission and fuel efficiency standards have lowered fuel consumption and will likely continue the downward pressure on fuel tax funding. Even if people drive the same amount, vehicles require less and less fuel, which means less funding for transportation. While greater fuel efficiency means less air pollution, revenues are insufficient to address the needs of the state and local transportation systems. As available transportation funding decreases, difficult decisions must be made to prioritize maintenance and repair projects.

Caltrans Delivers

Caltrans Project Delivery is made up of several functional areas, which all provide a core purpose in solving transportation problems. Under the leadership of the chief engineer and the 12 district directors, the functions of project management, environmental analysis, design, right-of-way and land surveys, engineering services, and construction work together to conceive, design, and build highways, bridges, and other transportation facilities for the traveling public. All Project Delivery functions design and build projects collaboratively with stakeholders, on schedule and within budget, and adhere to all laws and regulations. Specialized and experienced staff and consultants, knowledgeable in their field, provide the best quality projects, products, and services.

Project Delivery Staff



Project Delivery staffing has declined in recent years to adjust to workload. Since fiscal year 2007-08, staff has been reduced by 2,322 positions.

This 525-foot-tall tower supports the world's largest self-anchored suspension span, and is the signature element of the new San Francisco-Oakland Bay Bridge East Span.

CMP NEWSLETTER, REDUCING CONGESTION IN NEW JERSEY: CAMDEN COUNTY HIGHWAY MASTER PLAN

Document overview

Document details

Date published: January 1, 2014

Resource type: [Collateral or Brochure](#), [Infographic](#), [Map](#)

External link: www.dvrpc.org/asp/pubs/publicationabstract.asp?pub_id=NL13019

Summary: This newsletter is one in a series to inform its readers of congestion issues in problematic corridors across Delaware Valley. By using clear and concise travel time summaries and graphics, the goal is to engage a variety of audiences, introduce them to the congestion management strategies, and encourage participation in this process of improving transportation conditions. This particular newsletter focusses transportation planning in Camden County, NJ.

Related Resources:

1. [CMP Newsletter, Reducing Congestion in Pennsylvania: Chester County Public Transportation Plan](#)
2. [Bergen County: In Context](#)
3. [Trip Planning on the Philadelphia-Atlantic City Corridor](#)
4. [Sitting in Traffic Again? I-295 in the Vicinity of I-76 & NJ 42](#)



Resources

Products and Services

- Overview
- Aerial Imagery
- Census Data
- Data Products
- Publications**
- GIS / Mapping
- Traffic Counts
- Mobility Alternatives
- Share-A-Ride
- RideECO

- + Long-Range Plan
- + Environment
- + Funding Opportunities
- + Transportation Improvement Program (TIP)
- + Transportation
- + Operations and ITS
- + Land Use
- + Economic Development
- + Community Resources
- + Other Links

Publications

Publications Search Result



FOCUS: Camden County Highway Master Plan

What Can I Do as a Citizen?

- Consider how your own travel choices affect congestion in your own neighborhood.
- Monitor and report on congestion in your neighborhood, especially during peak travel times.
- Get involved with planning the future of your community. To request a copy of this report, please contact the Map Sales Counter at the Delaware Valley Regional Planning Commission at 215.592.1800.

What Can I Do as a Municipal Official or Staff Person?

- See how you can help manage congestion through development, design, zoning, and additional strategies.
- Consider how you can help manage congestion through development, design, zoning, and additional strategies.
- Consider how you can help manage congestion through development, design, zoning, and additional strategies.

Land Use Change 1970-2010

CMP Newsletter: Camden County Highway Master Plan

Publication No.: NL13019

Date Published: 1/2014

Price: FREE

[View PDF File](#) [4.0 MB pdf]

Geographic Area Covered: Delaware Valley region; Camden County, New Jersey

Abstract: The CMP newsletter series focuses on congested subcorridors in the Delaware Valley, alternating between New Jersey and Pennsylvania. This edition highlights the Camden County Highway Master Plan. For more information, please visit www.dvrpc.org.

Key Words: congestion management process (CMP), congestion, travel time, reliability, traffic, mobility, options, multimodal, transportation, corridors, strategies, single occupancy vehicles (SOV), capacity, pedestrian, bicyclist, safety, Long-Range Plan, Transportation Improvement Program (TIP)

Staff Contact

- [Jesse N. Buerk \(jbuerk@dvrpc.org\)](mailto:jbuerk@dvrpc.org)

For more information or to order this report, contact the Map Sales Counter at the Delaware Valley Regional Planning Commission (215.592.1800).

Delaware Valley Regional Planning Commission
 8th Floor - The ACP Building
 190 N. Independence Mall West
 Philadelphia, PA 19106-1520

POTENTIAL STRATEGIES for Camden County's Congested Corridors

STRATEGIES FOR LIMITED ACCESS FREEWAYS (including NJ 42)

- ▶ Intelligent Transportation Systems (ITS)
- ▶ Integrated Corridor Management (ICM)
- ▶ Incident Management
- ▶ Evacuation Planning
- ▶ Making Intermodal Transfers Easier for Freight
- ▶ ITS Improvements for Transit
- ▶ Interregional Transportation Coordination
- ▶ Park-and-Ride Lots
- ▶ Freight Capacity Investments
- ▶ Minor Road Expansions
- ▶ Major Reconstruction with Minor Capacity Additions
- ▶ Adding Capacity to Existing Roads
- ▶ New Bus Services
- ▶ Bus Rapid Transit (BRT) or Exclusive Right-of-Way Bus Lanes
- ▶ New Passenger Rail Investments

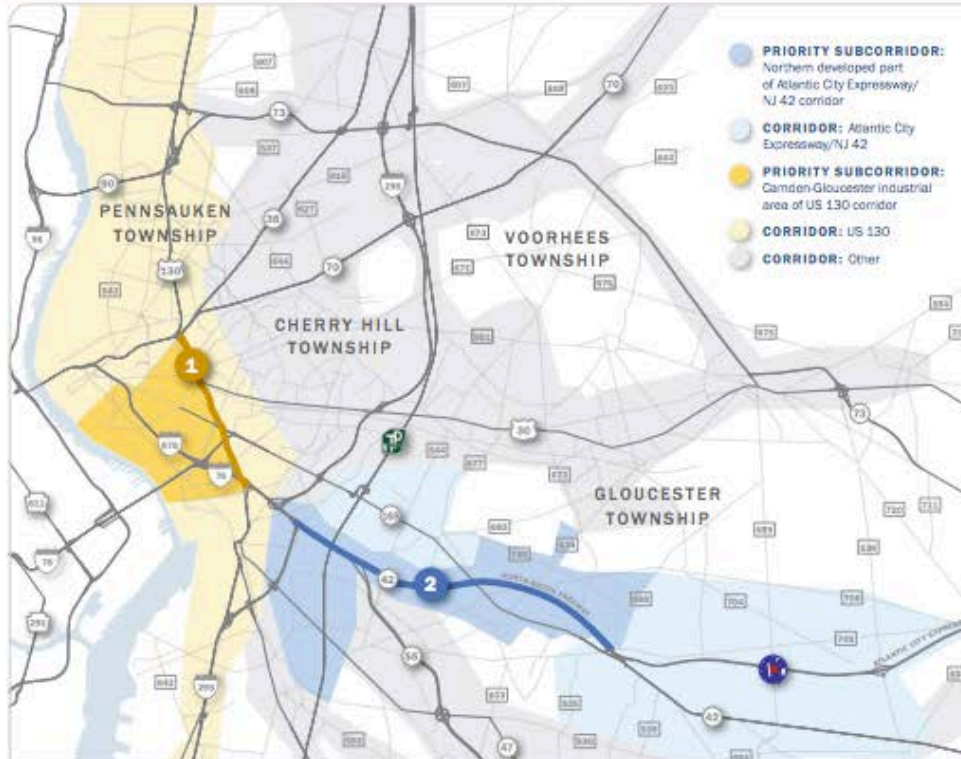
STRATEGIES FOR OTHER MAJOR ROADS (including US 130)

- ▶ Signal Improvements
- ▶ Turning Movement Enhancements
- ▶ Improve Circulation
- ▶ Engineering for Smart Growth
- ▶ Transit-Oriented Development (TOD)
- ▶ Walking and Bicycling Improvements
- ▶ Modifications to Existing Transit Routes or Services

PREVENTING FUTURE CONGESTION

The CMP also looks to the future. Nearly all of the spaces between the congested corridors in Camden County are at risk for congestion by the year 2035. The CMP includes low-cost, proactive strategies to help prevent these areas from becoming congested:

- ▶ Intersection Improvements of a Limited Scale
- ▶ Access Management (engineering and policy strategies)
- ▶ Marketing/Outreach for Transit & Transportation Demand Management Services (including carpool, vanpool, and ridesharing programs; alternate work hours; telecommuting; emergency ride home; transit benefit; and carsharing)
- ▶ Growth Management and Smart Growth



- PRIORITY SUBCORRIDOR:** Northern developed part of Atlantic City Expressway/NJ 42 corridor
- CORRIDOR:** Atlantic City Expressway/NJ 42
- PRIORITY SUBCORRIDOR:** Camden-Gloucester industrial area of US 130 corridor
- CORRIDOR:** US 130
- CORRIDOR:** Other

Travel Times in Camden County

The map above shows the CR network and CMP corridors in Camden County. The darker-colored subcorridors were selected as priorities for investment in the most recent update of the region's CMP. The insets to the right of the map quantify travel conditions along two of the major roadways within the corridors—NJ 42 and US 130.

In general, motorists know to expect that trips made during **peak hours** will take longer than those during **free-flow** conditions. For example, inset 2 shows that on average, it takes 10 minutes and 30 seconds to make the 8-mile northbound trip on NJ 42 during the morning peak hour, while the same trip takes only seven minutes during free-flow conditions. But on some days, such as when traffic is especially heavy or a crash has occurred, the peak trip can take much longer. **Planning Time** is a measure that incorporates unexpected delay by comparing worst-case travel times to free-flow traffic. In other words, the Planning Time indicates how much extra time you need to plan for your trip to be sure that you get where you need to go on time. In the example shown in inset 2, the Planning Time for the same 8-mile trip is nearly half an hour! Besides helping with trip planning, travel time data can be used to identify problem locations and cost-effective solutions. For example, the high Planning Time for the AM peak on NJ 42 northbound suggests that low-cost reliability improvements such as better incident management would likely be successful, reducing spillover to lower-order roads including the CR network. The NJ Southern Area First Responders (SAFR) Incident Management Task Force, managed by DVRPC's Office of Transportation Operations Management, is currently working to improve incident response in this congested corridor.

MAP AND GRAPHIC SOURCE: DVRPC | DATA SOURCE: VPP BUILT, 2013

1 US 130 from NJ 38 to I-76

DISTANCE = **3.5 MILES**

SPEED LIMIT **40**

Note: See "Travel Times in Camden County" for more information on planning time.

NORTHBOUND travel times



SOUTHBOUND travel times



2 NJ 42 from I-295/I-76 to Atlantic City Expressway

DISTANCE = **8 MILES**

SPEED LIMIT **55**

NORTHBOUND travel times



SOUTHBOUND travel times



Resource Access Platform

COMMUNICATINGPERFORMANCE.COM



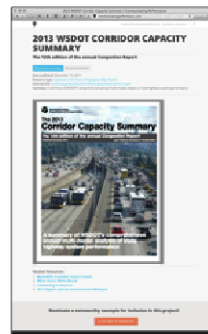
COMMUNICATINGPERFORMANCE.COM HOMEPAGE

1. DOT Resources (Resource search)
2. State Profiles
3. News/Events
4. About/Support/Contact

Resources Search page



Example/Template Resources



State Profiles



Resource Access Platform

Database Outline

Audience

- Elected Officials
- Public
- Media
- DOT Leadership
- USDOT

Messenger

- DOT Leadership
- DOT PR
- DOT Program Manager
- Elected official
- Outside partner / independent voice

Resource Type

- Press Release/ Op-Ed
- Presentations
- Collateral/ Brochure
- Advertisement
- Social
- Audio/ Video
- Web Site/ Tool
- Mobile App
- Maps
- Infographic
- Report

Performance area

- Pavement
- Bridge
- Safety
- Freight
- System Performance
- C.M.A.Q.
- Project Delivery
- Economic Development
- Environmental Sustainability

Message

- Case for funding
- We've got this
- Building trust
- It's complicated
- I can explain...
- Tough choices
- Don't blame the messenger

Author

- [Name] (multiple)

Organization

- State DOT
- Other Transportation
- Other

Location

- [State Abbreviation]
- International

Unique ID

Resource ID

Title

Abstract

Date

Link

Publisher

Notes

Resource Access Platform

DOT Resources | Communicating Performance

communicatingperformance.com/dot-resources/

DOT RESOURCES

Browse Communications Resources Nominate a Resource

Use the checkboxes to find what you're looking for!

Resources matching the selected facets are displayed below. Click the resource title to view the linked resource. By default, the list of matching resources is sorted by by date. Other sort options can be selected using the available drop-down list.

Matching Resources

Sort by RESET ALL

1. Connecting Data, Connecting People: A Tool for Evaluating and Scoring Planned Projects
2. Optimizing PennDOT's Snow Routes and Planning Process with GIS
3. GIS as a Tool to Develop Opportunities for Resource Sharing between Agencies
4. We Move Massachusetts Planning for Performance Tool
5. Maryland SHA GIS-Centric Data Management System for Implementing TMDL Initiative Dashboard
6. Maryland SHA Mobility & Economy Dashboard
7. Maryland SHA Mobility Report
8. Oregon DOT Key Performance Measures Summary
9. Dashboard: Performance Reporting System for Projects and Programs
10. MAPSS Travel Time Report
11. MAPSS Scorecard
12. MAPSS Performance Improvement Report
13. MAPSS Interactive Visualization on Reliability Performance
14. 2014 Winter Social Media Reponse
15. NDRoads Mobile Application
16. Web-Based Statewide Plan Benefits and Challenges
17. I-35 Bridge #69887 Piling Repair Plan
18. Demand Management: The Path Toward Greater Efficiency
19. Fighting Transportation Myths with Reality

Differentiating Factors

Performance Areas

- C.M.A.Q. (3)
- Transit (14)
- Project Delivery (18)
- Other Asset Types (8)
- Economic Development (14)
- Environmental Sustainability (9)

Audience

- DOT Personnel (13)
- Planning Partners (1)
- Elected Official (26)
- Public (44)
- Media (15)
- DOT Leadership (14)

Message

- We're Accountable (13)
- Case for Funding (22)
- We've Got This (14)
- Building Trust (16)
- It's complicated (8)
- I Can Explain (8)

Messenger

- DOT Program Manager (36)
- Agency Wide (14)
- Elected Official (1)
- DOT Leadership (9)
- DOT PR (12)
- DOT Partner (7)

Additional Criteria

- Publication Date
- Resource Types
- Reporting Period
- Organization Type
- State

Nominate a noteworthy example for inclusion in this project!

[CLICK HERE TO NOMINATE!](#)

WIDGET AREA 1 WIDGET AREA 2 WIDGET AREA 3 WIDGET AREA 4

Click here to assign a widget to this area. Click here to assign a widget to this area. Click here to assign a widget to this area. Click here to assign a widget to this area.

DOT Resources | Communicating Performance

communicatingperformance.com/dot-resources/


2013 REPORT CARD ON INFRASTRUCTURE RELEASED

Transportation TV News Update

[Document overview](#) [Document details](#)

Date published: March 22, 2013
Resource type: Audio/Video
External link: youtu.be/lzxRRk_dxjQ?list=UURFKEOPKM6CtBf35bymOdQ

Summary: In this Transportation TV News Update AASHTO takes you to the Frederick Douglass Memorial Bridge in Washington D.C., where the American Society of Civil Engineers released its 2013 Infrastructure Report Card on the state of the nation's infrastructure. In the video, AASHTO comments on the Report Card.



Related Resources:

1. [White House White Board](#)

Nominate a noteworthy example for inclusion in this project!

[CLICK HERE TO NOMINATE!](#)

WIDGET AREA 1 WIDGET AREA 2 WIDGET AREA 3 WIDGET AREA 4

Click here to assign a widget to this area. Click here to assign a widget to this area. Click here to assign a widget to this area. Click here to assign a widget to this area.

Project Tasks – Communication Templates

Browse Communications Resources | Find a Resource

DOT RESOURCES

Filter 1

Filter 3

Filter 5

Filter 2

Latest Trends

Apply Filters

Start Your Template Now.

Click to launch the template browser.

[Read more ▶](#)

Need to communicate how the DOT is delivering results

See how DOTs can use performance data to tell a compelling story that resonates with partners and...

[Read more ▶](#)

Need to communicate performance management plans and progress

See how DOTs can use performance data to tell...

[Read more ▶](#)

Need to communicate when performance results do not meet targets

See how DOTs can use performance data to tell...

[Read more ▶](#)

Need to make choices: not enough funding to do everything

See how DOTs can use performance data to tell a compelling story that resonates with partners and...

[Read more ▶](#)

Need to answer to law makers

See how DOTs can use performance data to tell...

[Read more ▶](#)

Need to communicate a vision of the future

See how DOTs can use performance data to tell...

[Read more ▶](#)

Need to communicate benefits of transportation investment

See how DOTs can use performance data to tell a...

[Read more ▶](#)

Need to communicate winter response

See how DOTs can use performance data to tell...

[Read more ▶](#)

Looking for a funding increase

See how DOTs can use performance data to tell...

[Read more ▶](#)

Recent Items

- Customer Relations through Social Media at MoDOT
- 800 Better Bridges
- Sitting in Traffic Again?
- Texas Transportation Plan 2040
- Congestion and Mobility Report Michigan DOT
- Customer Relations through Social Media at MoDOT
- Bergen County in Context

1 2 3 4

spy pond partners, llc

19

Communication Templates



Browse Communications Resources [Nominate a Resource](#)

DOT RESOURCES



Need to communicate when performance results do not meet targets



Start Your Template Now.

Click to launch the template browser.

[Read more](#) ▶

1

The Scenario

Brief summary of the scenario here. DOT previously established performance targets. These performance targets not met. DOT must communicate performance. Must address gap.

[Read more](#) ▶

2

The Steps

Four-to-six steps that help the agency meet the communications challenge. These steps might include: define the need, identify the audience, craft the message, etc.

[Read more](#) ▶

3

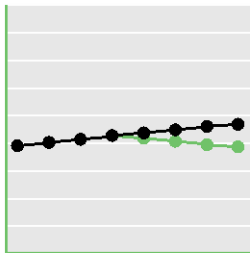
The Resources

Resources include the template and an index of relevant resources.

[Read more](#) ▶

1. The Scenario

Osandicius, culparchit, que maiores et accae eum sin ped et que pos quiat. Solor senit aliquis eicaeperum fuga. Itaque qui sume dolut explaborecti of ciaset maionse quatum num et quassunt id qui blaccus venderati quam et essinve lligent mos.



Ad untemos qui dipis molliquo odicaborera aut reum quolatus dandusapero elur? Lquid ut quae. Et evendae volestibus.

Occus molorib ematqu aeorovid lgendae exerit aut fuga simus qui ducitio te estionsequas evererro delest, inis consed magnimo lloriae voluptatio. Et omnis sa cusaessi suntur, occum hilliquis re ommoloribus dolor sum volupic tentor sundemat acis que il malo. Itatate, te eos quo omnim et omnihiciate rehentur sectur as pratibus, si doles as dit dolecae res nis as pla quam, simus dunt qui dolorum quam lacepedi of - cil invende si aut quae etur? Magnatias non corionem qui te quos sitibus.

Occus molorib ematqu aeorovid lgendae exerit aut fuga simus zui ducitio te estionsequas evererro delest, inis consed magnimo lloriae voluptatio. Et omnis sa cusaessi suntur, occum hilliquis re ommoloribus dolor sum volupic tentor sundemat acis que il malo. Itatate, te eos quo omnim et omnihiciate rehentur sectur as pratibus, si doles as dit dolecae res nis as pla quam, simus dunt qui dolorum quam lacepedi of - cil invende si aut quae etur? Magnatias non corionem qui te quos sitibus.

Recent Items

Customer Relations through Soda Media at MoDOT

800 Better Bridges

Sitting in Traffic Again?

Texas Transportation Plan 2040

Congestion and Mobility Report Michigan DOT

Customer Relations through Soda Media at MoDOT

Bergen County in Context



Browse Communications Resources [Nominate a Resource](#)

DOT RESOURCES



Need to communicate when performance results do not meet targets



Start Your Template Now.

Click to launch the template browser.

[Read more](#) ▶

2. The Steps

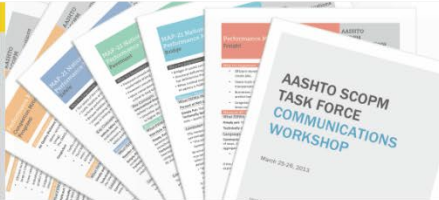
Osandicius, culparchit, que maiores et accae eum sin ped et que pos

Define the Need

Step 1

Four-to-six steps that help the agency meet the communications challenge. Thes might include: define the need, identify the audience, craft the message, etc.

[Read more](#) ▶



Identify the Audience

Step 2

Four-to-six steps that help the agency meet the communimess.

[Read more](#) ▶



Identify the Audience

Step 3

Four-to-six steps that help the agency meet the communimess.

[Read more](#) ▶

Identify the Author

Step 4

Four-to-six steps that help the agency meet the communimess. Bea ipsa dolupta con corio. Ipsaper umquis dolupta tinimet volessi alit iur acia volorporeium quo volor as as sum quo iusa quiam intemporio voluptum ius n

on nimaio mo blabor sundita tectas es quam, invertit eum cus qui quod



Define the Xyz

Step 5

Four-to-six steps that help the agency meet the communifity the audience, craft the message, etc.

[Read more](#) ▶

Name the Abc

Step 6

Four-to-six steps that help the agency meet the communimess.

[Read more](#) ▶

Recent Items

Customer Relations through Soda Media at MoDOT

800 Better Bridges

Sitting in Traffic Again?

Texas Transportation Plan 2040

Congestion and Mobility Report Michigan DOT

Customer Relations through Soda Media at MoDOT

Bergen County in Context

Step 1 LEARN

STEP 1 LEARN

A Understand your performance data and information



What data is there? Are there other reliable information sources available? What else can you research to attain a complete understanding of the measures and their relevance?

B Ascertain significant information to be communicated

What are the key point(s)?
What will make the most difference to the varied constituencies?
What matters most?



C Create the context for communicating information



What does all this mean?
What is the context that will make the key point(s) most understandable and relevant? For instance, is this an improvement or decline? How does this stack up against others?

- A** Make sure you know what the data is that you are receiving and what it says. Roadway congestion, for example, may not track to drivers' experiences. Be sure you know what you are looking at. Also be sure the data has integrity – apples being compared to apples, anomalies understood and explainable.
- B** Out of all the data, what's important about it? This is the heart of the story you're going to tell so make sure you know what matters.
- C** Move past the content of the data to the intent. Have things improved, remained stagnant in spite of efforts, or deteriorated? "90% of our roads are level C or better" is an empty claim. Is that good or bad? Was it 85% before? 95? Were we working to have 90% level B or better? What's the basis of comparison – same time period last year? last month? Are there extenuating circumstances that need to be considered? If last year 3" of snow fell and this year it was 3' that could seriously impact interpretation of your data.



Step 2 PLAN

STEP 2 PLAN

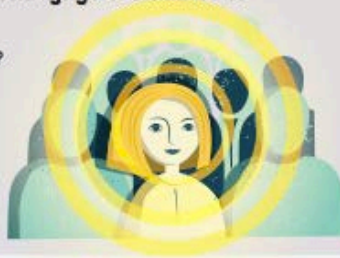
A Define target audience

Who you want to reach?
Who is it you intend to motivate?
Who needs to know your story?
One recommended approach is to think in terms of a real person, rather than a group of people.



B Determine how to best engage the audience

What is your target audience preferred way of communication? Are they readers, scanners, or viewers? Do they expect one-on-one interaction?



C Describe the key message

What's the story? Where does an examination of the performance data lead? What do you intend your target audience to conclude?



D Establish clear, measurable goals

How are you going to know your communication was a success? Positive or accurate news clips? Clicks to the website? What's the measure?



E Compile the communications plan

Where do you find everything you have compiled? Right here, for easy access for you and the entire team of people at work on this communication effort.



F Write the creative brief

What brings everything together in a one to two page document and creates an objective basis for evaluating creative concepts?



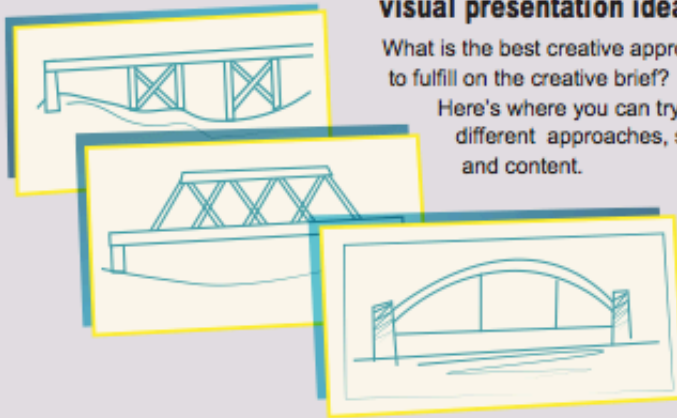
Step 3 SKETCH

STEP 3 SKETCH



A Draft text and sketch out several possible visual presentation ideas

What is the best creative approach to fulfill on the creative brief? Here's where you can try different approaches, styles and content.



B Review and select treatment that best meets creative brief criteria

What approach best meets the criteria of the creative brief? This is a good stage to double-check that the selected treatment is in line with the creative brief.



A

Brainstorm alone or with a group. Think of ways to express your message. Let the ideas flow uncritically. Ideally at this point you want to draw up three treatments that would work.

B

Now review your three best ideas against the creative brief. Which one meets all the criteria? Using the creative brief, go back to your stakeholders and make sure you are all aligned on the concept.



Step 4 CREATE

STEP 4 CREATE



A Begin creative process

Are you photographing? Illustrating? Videotaping? What is the best way to execute the concept? Here's where the creative professionals can get involved with their input.

B Finalize communications products

Does the creative product work to get the idea across?
Is it bringing the idea to life?



C Prepare materials for different usage and media



What preparation is required to have the creative product available in the previously selected media? Here's where photography is resized, videos are reformatted and illustrations are placed in a variety of materials.

A

This is where concepts turn into products. Be sure whatever you're generating is technically accurate as well as having creative flair. It's also a good idea to consider how what you're creating will work in media you haven't planned on. If you're producing for electronic distribution, for example, make sure your idea works in print in case the local newspaper wants to feature it.

B

This is your QA/QC step. Be sure your information is accurate. Check that it is correctly produced. Then go back and look at that creative brief and communication plan and make sure you're still on target.

C

Here you complete the technical steps to prepare your creative product for dissemination. Check and double check file sizes, colors, permission to use images, and anything else that needs to be in order.



Step 5 SHARE

STEP 5 SHARE

A Schedule the distribution of your communications products

When and where do you want your communication to appear? Is it going to be simultaneous across all media, a staged campaign or distributed in coordination with other communication efforts?

B Implement your distribution

How often do you want to freshen the communications?
How often are you updating your communication - on social media, websites, emails or texts?

A

Execute your media plan. Coordinate distribution, making sure you have the right materials for the right medium. Double check run dates with publications, launch dates with your team, and calendar dates with yourself! Will the printer deliver your materials in time? Is your webmaster ready to go live as soon as the board meeting is over?

B

You've launched. Congratulations! Is there time-sensitive information? Make sure you're updating it. Will the information be around for a while? Perhaps you want to consider freshening it to keep it relevant.



Step 6 EVALUATE



A Check-in throughout communication program

Once the effort is underway, you can ask a variety of possible questions: Is it reaching the target audience? Is it having the expected impact? What if anything, should be adjusted?

B Review and assess communications

Once the effort is complete, you might look at: Whether it reached the target audience? Did it have the expected impact? What went well? What could be improved next time?



A As you begin getting feedback, check it against your plan. Is it working the way you had intended? Then maybe just a tweak or two is needed. Is your audience missing the key message? A more major overhaul might be necessary.

B Finishing your effort is really the start of the next one. What are the lessons learned? Do you have the data you need? Have you defined the right target audience? Is your message clear? Were your goals appropriate? Did the visuals serve to enhance communication? How well did the team work together? Where were the problems? This information helps you plan better for the next round.



Hyun-A Park
Spy Pond Partners, LLC
hpark@spypondpartners.com
(617) 875-9614