

# SCOPM Task Force on Performance Measure Development, Coordination and Reporting

Supported by the NCHRP 20-24 program

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Spy Pond Partners, LLC

Communications Workshop  
March 25, 2013

# Agenda – Day One

- 1. Introduction**
- 2. MAP-21 Communications Introduction**
  - Paul Degges
  - Tashia Clemons
- 3. Performance Measures Opportunities & Challenges**
  - Deb Miller
  - Kyle Schneweis
  - Hyun-A Park
  - Bob Paddon
- 4. MAP-21 National Performance Measures Communications**
  - Safety
  - Pavement
  - Bridge
  - Freight
  - System Performance
  - CMAQ
- 5. Day One Wrap-Up**

# Agenda – Day Two

- 1. Day Two Introduction**
- 2. Performance Measures Opportunities & Challenges**
  - Mara Campbell
  - Tim Henkel
- 3. The National Message – Part One**
  - What should be the national message?
  - Achieving consistency
- 4. The National Message - Part Two**
  - What are needs and opportunities by phases of MAP-21 implementation?
  - What are priority actions?
- 5. Next Steps & Workshop Wrap-Up**
  - What needs to be communicated now?
  - What needs to be presented at Spring meeting?

# MAP-21 National Performance Measures Communication

- Need to Understand:
  - What is measured
  - Why it's important
  - Any challenges related to reporting at the national level
  - Communication and visualization practices
- Discussion Topics/Questions:
  - What information needs to be understood by your expected audiences?
  - Do you think your audiences are likely to show an interest in this measure? Why or why not?
  - How could the language be improved? What words might work best?