

National Performance Measures Communications Cross-Cutting Themes

The expected outcome: consensus and understanding about: 1) how to communicate the national measure, 2) what needs to be done, and 3) issues that need to be addressed.

1) How to communicate the national measure?

FHWA/CS Wireframe Remarks: *avoid distorting what the data have to say, encourage the eye to compare different pieces of data, maximize the data-to-ink ratio, shared visuals, visuals help the viewer to reflect on the data and relate-to.*

Principles: *use words that work and in particular work for the public; Personalize and localize; not just snapshots, trends and context; state by state comparisons; safety and funding are of primary primary interest to the reader; provide headlines and simple explanations; and, include an interactive tool.*

Conclusions:

To reach key customer groups we must: be customer-centric about transportation not FHWA; use narratives that connect to performance; use headlines (put in context); reports need to be robust, ability for users to share; one report....provide drill-down.

Lesson from TransLink: *immediate feedback dashboards (e.g., in-vehicle, station platforms, etc.)*

Lessons from Communicating the Value of Preservation: *the difficulty lies not so much in finding and implementing new ideas, rather getting rid of old ideas/cultures, etc.*

The art: making it stick - simple, unexpected, credible, emotional, stay positive, story-based.

Surround Sound - continue to pound on the table!

**Communications Cross-Cutting Themes:
What needs to be done, and Issues that need to be addressed**

DOT'S MUST take command & control of the communication(s) process/outcome (Paul)

We have been "dealt a hand that we have to live with yet sell/market" (Erik)

.....Messaging needs to support both state and federal reporting needs (e.g., communicating pavement management.....cost savings, impacts to taxpayers, etc.)

.....States (Dot's) know how their assets are performing; FHWA performance measure program needs to recognize and build on this reality.

.....Asset performance must align with customer experience/perception.

0. DOT Culture (National measures vs. a State Performance) - focused "performance messaging" to ensure that the national transportation is competitive vs. continued concern for state comparisons/competition.

1. Language - what language/words do we need to use (structurally deficient bridges)?

2. Local Needs/Wants: How does national performance measurement play locally?

3. Resource requirements - state/federal/local staff and funding needs?

4. Audience Definition: Who is the audience?

5. Customer Experience/Perception: What does the customer think? What does the customer want/need to know? Example: infrastructure health?

6. Reporting Techniques/Messaging Vehicle - new technology (CMS), old tech (news)

7.

What info needs to be understood by your expected audience(s)? Will your audience show an interest in this measure? How can the language be improved?

Safety: need target data/visual; too technical, we need a message that resonates with our audience; need a target line; need the backstory

Pavement: words that suggest the smoothness (a-f, coffee cup analogy; also need a pavement health measure - preventing chronic deterioration)

Bridge: need to define structurally deficient - and clarify that it is safe (open) or unsafe (closed)

Freight:

System: