

# **Federal Highway Administration Performance Reports**

## **Sample National Report Demo**

**Presented to:**

**USDOT**

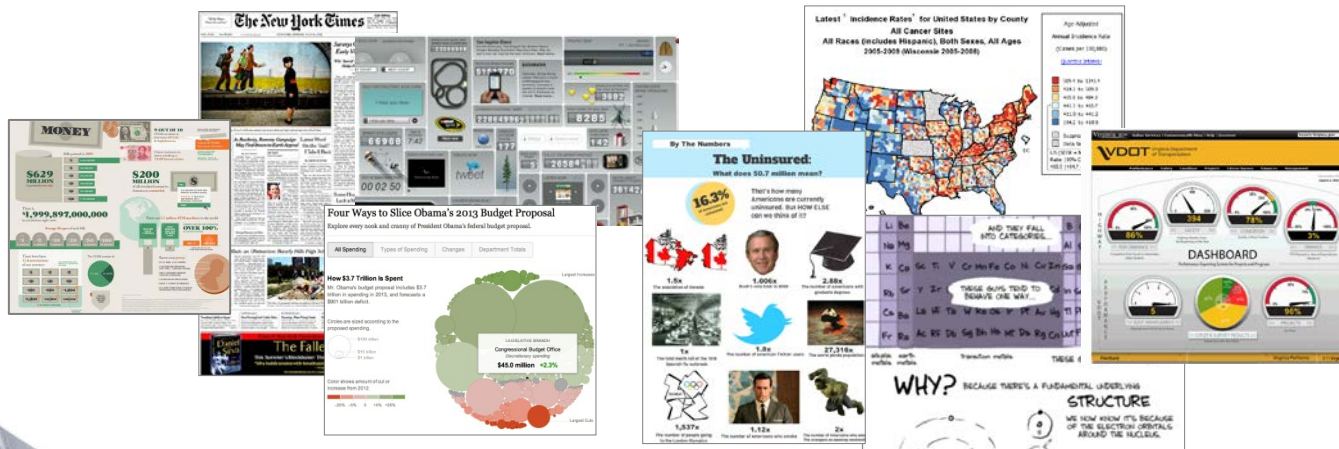
**Presented by:**

**Deb Miller, Cambridge Systematics**

**November 27, 2012**

# Project Overview

*Design an ideal transportation performance report that tells transportation stories that matter in a visually compelling way that the target audiences care about (general public, transportation professionals, elected officials).*



# Audience Outreach

## Outreach Meetings

- National Conference of State Legislators
- Congressional Staffers
- TPM Group
- AASHTO SCOPM Subcommittee
- IL Chamber of Commerce and Transportation for IL Coalition
- Council of State Governments
- Minnesota DOT Online Community

### Participants

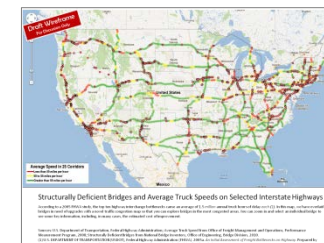
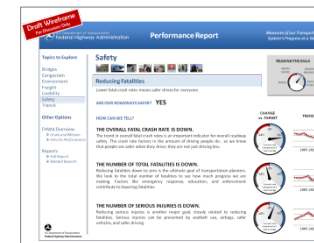
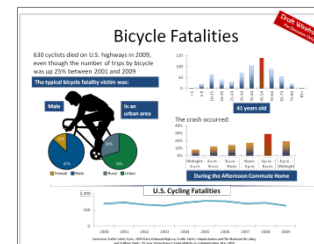
- ✓ General Public (over 200)
- ✓ Private Sector (about 10)
- ✓ Elected Officials (about 30)
- ✓ Transportation Pros (about 40)

# Audience Feedback

## What We Learned

- Personalize and localize
- Not just snapshots, trends and context
- State-by-state comparisons
- Safety and funding primary interest
- Provide headlines and simple explanations
- Include an interactive tool

## Report Samples



# What We Recommend

## To Reach Key Audience Groups...

- Be customer-centric, about transportation not FHWA
- Use narratives, connect to performance but don't lead with it
- Use headlines, simple explanations, put into context
- Reports need to be robust, changing
- Ability for users to share
- One report, provide for drill-down

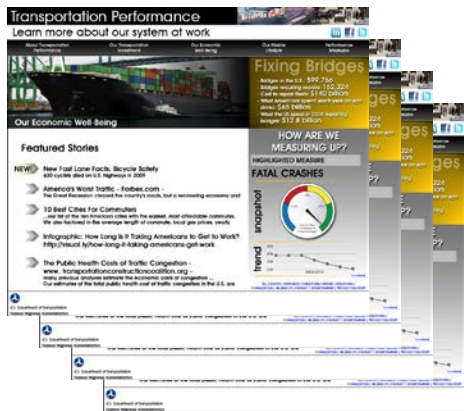
# You Should Know...

- This is research to get insights and this represents "one way" we could do it, but it is one of many ways
- This is really preliminary; FHWA isn't going to put this out there tomorrow
- This is meant to be thought provoking

# Put the Pieces Together

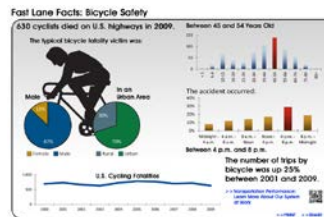
## Cast a Wide Net but Draw Audiences to a Central Location

### Website



Elements of report, blog, clearinghouse, data tool

### Topical Infographics



"One page, one issue", stand-alone, widely shareable

### Performance Measure Reports



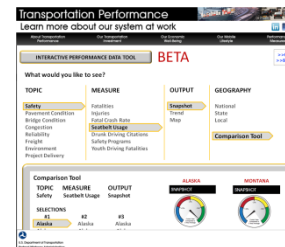
Aimed at transportation pros, simple but data-driven

### Message-Oriented Infographics



Educational, shareable, ties transportation to performance

### Data Tool



For those interested in playing with data and researching comparisons

### Related Content

Build on the performance work of others, make site a "one-stop shopping" experience


# Demonstration Site Disclaimer

Transportation Performance is a demonstration website being developed for the Federal Highway Administration (FHWA). This project began before the passage of Moving Ahead for Progress in the 21st Century (MAP 21). While this project relates to performance reporting, its purpose is not to get ahead of MAP 21 or make any assumptions about the likely outcome of MAP 21 rulemaking but instead was designed to explore approaches for talking about transportation performance in a way that resonates with multiple audiences.

The purpose of this demonstration website is to develop a test approach that will be used to solicit reaction and to gather input.

For any feedback on this website demonstration, please email [performancereportsfeedback@camsys.com](mailto:performancereportsfeedback@camsys.com) or [connie.yew@dot.gov](mailto:connie.yew@dot.gov)





**FOR AN INTERACTIVE DEMO OF A  
SAMPLE NATIONAL TRANSPORTATION  
PERFORMANCE REPORT,  
PLEASE VISIT**

**[HTTP://CAMSYS.COM/FHWA\\_PERFORMANCE\\_REPORT\\_DEMO/INDEX.HTM](http://camsys.com/fhwa_performance_report_demo/index.htm)**

**THANKS FOR YOUR TIME!**