Federal Highway Administration Performance Reports

Sample National Report Demo

Presented to:
AASHTO SCOPM

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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)
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
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

Message-Oriented Infographics

Educational, shareable, ties transportation to performance

Performance Measure Reports

Aimed at transportation pros, simple but data-driven

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 or 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
THANKS FOR YOUR TIME!