COMMUNICATING PERFORMANCE MEASURES
Des Moines Area MPO Experience

March 12, 2018

About us

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Today’s presentation

• Background on regional planning efforts
• Keeping up organizational momentum
• Educating the public and media
• Lessons learned, other tips & tricks
• Q&A

How we got to where we are

REGIONAL PLANNING EFFORTS
Sustainable Communities Regional Planning Grant

THE TOMORROW PLAN
Partnering for a Greener Greater Des Moines
GOAL 1: Create a Resilient Regional Economy

GOAL 2: Improve the Region’s Environmental Health and Access to the Outdoors

GOAL 3: Further the Health and Well-Being of All Residents in the Region

GOAL 4: Increase Regional Cooperation and Efficiency at All Levels

SCRPG – Required Outcomes

- Aligned plans in the region
- Increased participation + decision-making
- Reduced socioeconomic disparities
- Decreased vehicle miles traveled
- Decreased housing + transportation costs
- Infill + compact development
- Improved access
- Improved public health
- Decreased hazardous environmental threats
- Enhanced regional competitiveness
Annual vehicle miles traveled

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business as Usual</td>
<td>20,431,000</td>
</tr>
<tr>
<td>BAU: Smaller Lots</td>
<td>20,021,000</td>
</tr>
<tr>
<td>Future Land Use Plans</td>
<td>19,517,000</td>
</tr>
<tr>
<td>Regional Systems</td>
<td>18,542,000</td>
</tr>
</tbody>
</table>

Annual trips by mode type

<table>
<thead>
<tr>
<th>Mode Type</th>
<th>AUTO</th>
<th>NON-AUTO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business as Usual</td>
<td>2,325,000</td>
<td>47,000</td>
</tr>
<tr>
<td>BAU: Smaller Lots</td>
<td>2,322,000</td>
<td>48,000</td>
</tr>
<tr>
<td>Future Land Use Plans</td>
<td>2,292,000</td>
<td>81,000</td>
</tr>
<tr>
<td>Regional Systems</td>
<td>2,201,000</td>
<td>132,000</td>
</tr>
</tbody>
</table>
Tomorrow Plan Overview

- Three-year process
- 17 communities, 4 counties
- $3.1 million effort
- Umbrella plan for region
- Voluntary
- 4 goals
- Nearly 27,000 contacts

Mobilizing Tomorrow

- Long-Range Transportation Plan – builds from Tomorrow Plan
- Had to meet new MAP-21 guidance, including performance measures
- Different planning process from previous LRTPs
Aging Infrastructure

- 18% of roads in MPO area rated Poor or Very Poor.
- To prevent roads from worsening, metro needs to spend $40 million annually over next 10 years – at least $10 million more annually than current spending levels.

Aging Infrastructure

- Currently, 100 of 409 bridges in the MPO area are considered deficient or obsolete.
- *Tomorrow Plan:* Invest in maintaining current infrastructure.
Vehicle miles traveled are declining

Declining Federal Revenue: Highway Trust Fund
Metro continues to grow

- 750,000 population by 2050
- Older, more diverse
  - 21% will be 65 or older by 2050 (11% in 2010)
  - 31% will be non-white by 2050 (16% in 2010)

What do these trends mean moving forward?

Less money, Changing needs & Aging infrastructure = Funding investments in transportation need to change
Performance Measures

- Pavement condition
- Bridge condition
- Freight impediments
- Level of service
- On-street bike system
- Trail gaps
- Vehicle miles traveled
- Increase multimodal commuting rate
- Transit ridership
- Crash rates
- Environmental justice

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>100</td>
</tr>
<tr>
<td>Transportation Infrastructure and Services are Well-managed and Optimized</td>
<td>40</td>
</tr>
<tr>
<td>1 Project improves or maintains an existing route or intersection - see Map</td>
<td>+</td>
</tr>
<tr>
<td>2 Project addresses major maintenance including deficient or obsolete bridge, pavement in poor or very poor condition or state of good repair for buses - see Map</td>
<td>+</td>
</tr>
<tr>
<td>3 Project is on a corridor with existing congestion (LOS E or F in peak hours) - see Map</td>
<td>+</td>
</tr>
<tr>
<td>4 Project is on a corridor with future congestion (LOS E or F during peak hours by 2030 based on the MPO’s Travel Demand Model) - see Map</td>
<td>+</td>
</tr>
<tr>
<td>5 Project design includes one or more of the following congestion management strategies:</td>
<td></td>
</tr>
<tr>
<td>a. Improvements to access management</td>
<td></td>
</tr>
<tr>
<td>b. ITS/Signalization Improvements</td>
<td></td>
</tr>
<tr>
<td>c. Improvements to turning movements</td>
<td></td>
</tr>
<tr>
<td>d. Improves parallel facility/contributes to alternative</td>
<td></td>
</tr>
<tr>
<td>6 Route addresses designated freight impediment - see Map</td>
<td></td>
</tr>
<tr>
<td>7 Project is on a roadway with traffic volumes exceeding 10,000</td>
<td></td>
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Enhance Multimodal Transportation Options

<table>
<thead>
<tr>
<th>SCOR</th>
<th>20</th>
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</thead>
<tbody>
<tr>
<td>8 Project is on an existing or planned transit route - see Map</td>
<td></td>
</tr>
<tr>
<td>9 If project is on a transit route, the project includes design pullouts, pedestrian connection from transit stop to sides</td>
<td></td>
</tr>
<tr>
<td>10 Project includes an addition to or improvement of the bike lane</td>
<td></td>
</tr>
<tr>
<td>11 Project enhances multi-modal opportunities within or adjacent to the Tomorrow Plan - see Map</td>
<td></td>
</tr>
<tr>
<td>12 Project improves pedestrian access and facilities</td>
<td></td>
</tr>
</tbody>
</table>

Improve the Region’s Environmental Health

<table>
<thead>
<tr>
<th>SCOR</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Project increases the number of street tree plantings or other landscaping.</td>
<td>+</td>
</tr>
<tr>
<td>14 Project avoids a critical natural resource: wetland, floodplain, known endangered species site, stream, or park/trail - see Map</td>
<td>+</td>
</tr>
<tr>
<td>15 Project avoids a natural resource of concern: habitat, hydric soils or contaminated site - see Map</td>
<td>+</td>
</tr>
<tr>
<td>16 Project is using permeable paving, vegetation or other green streets techniques to manage 1½ inches of the average rainfall.</td>
<td>+</td>
</tr>
<tr>
<td>17 Project decreases energy consumption (idle reduction, electric vehicle infrastructure, etc.)</td>
<td>+</td>
</tr>
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</table>

Further the health, safety, and well-being of all residents in the region.

<table>
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<tr>
<th>SCOR</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Project is located in a high-crash area as defined by CNMAT and the project incorporates traffic calming solutions - see Map</td>
<td>+</td>
</tr>
<tr>
<td>19 Project has traffic calming solutions to reduce modal conflict</td>
<td>+</td>
</tr>
<tr>
<td>20 Project is entirely or partially located within a social justice area - see Map</td>
<td>+</td>
</tr>
<tr>
<td>21 Project enhances multimodal transportation to/from a social justice area</td>
<td>+</td>
</tr>
<tr>
<td>22 Project promotes safe routes to schools (within 1/2 mile radius of a school with multi-modal elements - see Map</td>
<td>+</td>
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Changes in Investment Strategies

• $3.2 billion MPO will invest through 2050

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<thead>
<tr>
<th></th>
<th>Previous Allocation (Target % of Total)</th>
<th>New Allocation (% of Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway Projects</td>
<td>75% max</td>
<td>60% max</td>
</tr>
<tr>
<td>Preservation &amp; System Optimization</td>
<td>10% max</td>
<td>10% min</td>
</tr>
<tr>
<td>Bridge</td>
<td>N/A</td>
<td>15% min</td>
</tr>
<tr>
<td>Transit</td>
<td>10% max</td>
<td>10% min</td>
</tr>
<tr>
<td>Flexible Funds</td>
<td>N/A</td>
<td>5% max</td>
</tr>
</tbody>
</table>

Keeping up the momentum

PLANS ARE DONE. NOW WHAT?
Monthly Data Reports

• Keep performance measures relevant
  – Deeper dive than plan
• Track implementation of plans
• Update data as they become more current

• Present findings to policy makers
• Publish reports publicly

Pavement Quality Forecasting Report

[Graph showing average condition (PCI) by budget scenario]
Pavement Quality Forecasting Report

2050 TARGET: MAINTAIN CURRENT PAVEMENT QUALITY

$40 Million Annually

Individual City Forecasts
Examine Environmental Justice Areas

<table>
<thead>
<tr>
<th>AVERAGE PCI</th>
<th>Environmental Justice Area</th>
<th>Non-Environmental Justice Area</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>43</strong></td>
<td>53</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>POOR OR WORSE ROADS (%)</th>
<th>Environmental Justice Area</th>
<th>Non-Environmental Justice Area</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>44</strong></td>
<td>26</td>
<td></td>
</tr>
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Annual Report on Performance Measures
Lessons from Monthly Data Reports

- Have staff from communities vet the information before it’s made public
- Compare cities when possible
- Forecast conditions when possible
- Communicate the $$$
- Also include an EJ breakdown in all report
- Developed an annual report summarizing all data trends

HOW DO WE LET EVERYONE ELSE KNOW?

Media and Public Engagement
How do I make this ...

- 209-page report
- 21 governments
- Myriad expert resources
- 4 goals
- Scores of strategies
- Zzzzzzzzzzz

... into this?

- 12” inches copy
- Written by 25-year-old
- In 3rd Grade language
- Snappy headline
- Read in 10 to 60 seconds
DON’T: Write Mushy Press Releases.
DO:
Provide valuable content;
Package it for journalists;
Be timely;
Deliver as credible expert.

Providing valuable content

- MPO Report on local pavement conditions
- Forecasted conditions based on current spending levels. Read in 10 to 60 seconds
Providing valuable content

- Strong graphics
- Easily understood numbers
- Put dollar figure to the issue

Providing valuable content

- Localize data as much as possible
Package it for journalists

Most Newsworthy Info

Important Details

Other General Info
Background Info

“We have all this great information. Where’s the media?”

DATA & ANALYSIS

PERFORMANCE MEASURES

REGIONAL TRANSPORTATION PLAN

REGIONAL SUSTAINABLE DEVELOPMENT PLAN
Make a plan ...

• ... for the organization
  – Support organizational strategy
  – Define success
  – Identify key audiences and messages

• ... and for individual projects
  – Same exercise, smaller scale

Press Release

• One page
• Keep with inverted pyramid
• Link to full report
• Bullet points of key findings for easy extraction
• Give heads up to stakeholders
Website & Social Media

- Repurpose press release as website news content
- Same core content, adjusted only slightly for different platform
- Direct social media back to website

Website & Social Media

- OK to have same information discoverable from multiple pages
Make It Visual

- Take advantage of staff with abilities in graphic design and mapping

And it doesn’t hurt to be timely ...

Can you comment on the gas tax?

Business Record

The Des Moines Register
Above all, deliver as credible expert

Deliver as credible expert

Provide valuable content

Package it for journalists

Be credible

- Develop trust-based relationships with media
  - Know the reporters who write about your subject area
  - Introduce yourself and be readily available to help them
  - Meet for coffee or lunch and get to know them
  - Offer story ideas, even if not about your organization
  - Be prompt in returning calls
  - Be forthcoming with information
  - NEVER be dishonest
Know what is (and isn’t) your area of expertise

• “Know your role”
  – DO talk with media about subjects in which you have significant professional knowledge
  – DO feel OK saying “I don’t know (but let me look into that for you)” when you don’t know something
  – DO NOT offer personal opinions
  – DO speak to established goals
  – DO speak to best practices

HOW DO I KNOW IT WORKED?

There are multiple reports with same message.
News article in daily newspaper

• Independent reporter
• Gives your audience exposure to your news from a source seen as unbiased
• Consider giving them embargoed report and meet early with reporter

Article in business journal

• Reaches critical audiences:
  – Elected officials
  – Influential business leaders
  – People “in the know”
TV news coverage

- Reaches broad audiences of general public
- TV often produces a more condense report
- Requires very tight, simple messaging
- Need to time to their news cycle

Guest editorial

- High degree of control over messaging
- Pitch in advance through opinion page staff
- NOT a letter to the editor
Another guest editorial

**Time to fund smart transportation**

By Jay Byers

The need for billions in transportation investments has been recognized for years. The bipartisan infrastructure bill signed into law in 2021 was a step in the right direction. However, it is crucial to ensure that these investments are strategically targeted to address the needs of communities across the nation.

Congressional leaders and transportation experts agree that transportation needs are greater than federal funding can cover. This is a time to prioritize our nation’s transportation infrastructure to support economic growth and social equity.

**Reinforce messaging**
- Lets other leaders carry your messaging
- Boosts your credibility

QUESTIONS?
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