Engaging Stakeholder Engagement

Purdue Road School

March 3, 2017
Challenge

How to educate and engage busy stakeholders about a technical topic.
Technical Topic

Performance measures

• Data-intensive
• Divisive
• Dense
LRTP and MPO Engagement Philosophy

• Engage early and often
• For technical topics, use technical member expertise
• Try to be creative with dense material
Proposed Approach

• Technical memorandum with detailed descriptions
• 25 Performance Measures (PMs) to begin
• Each PM was about 1-2 pages in a memo;
• Discuss during Steering Committee meeting
How did the first meeting go?

• Received valuable input but long meeting
• Unable to cover as many PMs as desired
• Missing committee members felt behind
• Staff knowledge felt like a hammer against committee suggestions instead of a gentle guiding voice
Objectives of PM Meeting

• Baseline Knowledge
  • Provide members with baseline information about technical topic

• Active Engagement
  • More talking, less listening to a single speaker

• Valuable Input
  • Input from members about their feelings on the performance measures
The Adjustment

• Staff discussion of new strategies to educate/engage about PMs

• T4A Performance Measures Academy
  • Workshop style
  • Engaged policy members who attended
Engagement Opportunity Options

• Longer meeting
  • From 1 hour to 4

• Shorter meeting, more meetings
  • From 1 meeting every couple months to 1 meeting every month

• Day-long Retreat
  • 1 long meeting; workshop style
Daylong Retreat

• Allow longer time for members to engage
• Bring in speakers
• Use a creative location to reduce distractions
• Provide opportunity for members to move around and engage other members
Daylong Retreat

2045 Long Range Transportation Plan Steering Committee

September 1, 2016  9:00 a.m. – 3:00 p.m.
Eagle’s Hide-a-Way
8901 W. 69th Street, Indianapolis, IN 46278

AGENDA

1. Introductions
2. Opening Session
   - Indianapolis Region 2045 LRTP Process
   - Kansas City Performance Measures Experience
3. 2045 Themes/Performance Measures Breakout Groups
4. Lunch and Speaker
5. Overview of Breakout Groups
6. Final Session - Tables Regroup and Report
7. Next Steps/Adjourn
Speakers

- Invited guest speakers
- Kansas City, MO MPO
  - Completed PM in previous LRTP
  - Provide good overview of exercises and what we could do
- FHWA Safety
  - Examples of PMs in action
Scorecards and Quiet Time

- Educate
- Input
- Guide
Poster Exercise

- Input
- Guidance
- Get people up!
Daylong Retreat
Performance Measure Process

Steering Committee Input (First 2 Themes) - July
Steering Committee Input (Last 5 Themes) - August
Stakeholder Input - September
Gather All Input
Revise Performance Measures
Steering Committee Approval - September
IRTC Approval - October
MPO Staff Screening
Adjustment for Stakeholders

Our Performance Measures Planning Process

Background
The Indianapolis Metropolitan Planning Organization is developing a Long Range Transportation Plan. The plan sets goals for how Central Indiana’s transportation system can best support residents and the economy. These goals are organized around seven themes: mobility, prosperity, safety, preservation, equity, environment, and health. Performance measures show progress in meeting these goals and objectives.

How were performance measures chosen?
Specific performance measures target a specific area for improvement.

Measurable performance measures are based on numbers and facts, not opinions. (They are quantifiable and objective.) These performance measures allow the setting of targets and tracking of progress.

Available performance measures use data that can be accessed. A useful measure is not only based on numerical data, but on data that exists and can be obtained.

Relevant performance measures are strongly linked to the objectives they support, so that achieving targets for a performance measure is a good indication that you are achieving the objective. In other words, a performance measure must be the “right tool for the job.”

Timely performance measures are able to be measured regularly and to be forecasted over the life of the long range plan.

Development Process

Develop Goals and Objectives
Research and Develop Draft Performance Measures
Screen Performance Measures
Feedback from Steering Committee, Stakeholders
Draft List of Performance Measures

How will these measure be used?
These measures will be used to choose the right projects, policies, and scenarios for Central Indiana. The purpose is to track spending to ensure the region is selecting projects and enacting policies to create the regional transportation system people desire and need.
**Preservation Theme 7A Objective**

Preserve or enhance the condition of on- and off-system bridges.

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**PM3 Measure**

Percentage of non-NHS bridges in “good” condition.

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**What does it mean?**

The percentage of bridges off the National Highway System in “good” condition in Central Indiana.

- “Central Indiana” is defined as the area within the defined Metropolitan Planning Area.
- “National Highway System” is the system of roadways that are considered nationally significant and part of the National Highway System.
- “Good” condition is defined by the federal rule governing this performance measure.

**Why did we choose it?**

This performance measure complements the federal performance measures by examining bridges off the National Highway System.

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**Data**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent of Bridges in Good Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>0.9%</td>
</tr>
<tr>
<td>2015</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

The percentage of bridges in good condition increased from 2010 to 2015. Still, the vast majority of bridges are neither in good or bad condition, but somewhere in the middle.

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**What drives this measure up or down?**

Bridge maintenance, vehicle type, and traffic volume are all considerations for this measure. This measure is linked to:

- **Bridge maintenance schedule.** Properly maintaining a bridge at a sufficient level will reduce the need for expensive complete rehabilitation or rebuild.
- **Vehicle types.** Bridges on roadways with a higher percentage and frequency of truck traffic will experience a higher rate of roadway decay.
- **Traffic volume.** Bridges with higher traffic volumes, especially higher truck volumes, will experience a faster rate of decay.

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**How is it measured?**

Counties regularly inspect and rate bridges. They report that data to the National Bridge Inventory.

For this measure, the MPO compares the area of bridges in good condition to the total area of all bridges.
Stakeholder Meeting
Final PM Engagement Steps

- Filtering
- IRTC Presentation
- Final Steering Committee PM meeting
Lessons Learned

- Small groups helpful for technical topics
- Too much time between meetings hindered understanding/input
- Brevity is helpful
- Daylong retreat useful, but maybe not for all projects
- Public Involvement
Stuff we did that you shouldn’t do

• Present PMs in PPTs
• Expect people to read lengthy technical documents on PMs
• Meet quarterly
Thank you!

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