

Partnering for Performance NH



Insider Tips for Performance Measurement

DO

1. Use SMART performance measures (Specific, Measurable, Attainable, Relevant, and Timely).
2. Revisit goals throughout the process to ensure consistency with measures.
3. Evaluate measure feasibility early in the process.
4. Get early input from the agencies that will be providing the data for your measures. Ideally, involve them throughout the process.
5. Document your methodology from data collection through target setting and reporting.
6. Plan to revisit measures after implementation to evaluate effectiveness.
7. Determine early on in your process if you are measuring something that is likely to change AND something that you can affect change upon.
8. Set clear and consistent definition of terms
9. Start small. You can always add additional measures in future.

DON'T

1. Re-invent the wheel. Lots of other people have performance measures. Look at other organizations in your industry for best practices and examples.
2. Spend your time evaluating measures that you can't impact.
3. Take on more measures than you can maintain over time.
4. Set targets for things that you cannot control.

Examples of Performance Measures

Objective: Increase Safety		
	Ineffective	Effective
Measure:	Number of Injuries by Mode	Number of Serious Injuries (five-year rolling average)
Why?	<ul style="list-style-type: none"> • It is not clear whether the measure is intended to include serious (incapacitating) injuries, non-incapacitating injuries, possible injuries, or all of the above. • On an annual basis, the number of injuries can be highly variable in New Hampshire. • Data could be challenging to obtain for some modes (transit, air, and rail) and may not exist for some modes (carpooling/ridesharing). 	<ul style="list-style-type: none"> • “Serious injuries” has a defined meaning and can be extracted from NH crash report forms. • Tracking the five-year rolling average helps to “smooth out” year-by-year variability to show underlying trends. • Data is available through existing sources without imposing new collection burdens on partner agencies. • The measure can be tracked/reported at a low cost.

Objective: To protect the environment		
	Ineffective	Effective
Measure:	Non-attainment days (number)	Total on-road greenhouse gas emissions per capita
Why?	<ul style="list-style-type: none"> • It is poorly defined (non-attainment for what?) • "Non-attainment" is technical term that may not be understood by general public ("Air Quality Action Days" are used by NH for ozone and particulate matter) • Sources of pollutants not just from on-road transportation • Weather is a significant and uncontrollable contributor to AQADs 	<ul style="list-style-type: none"> • Greenhouse gas is something familiar to the general public • Measure isolates the on-road from the off-road sources so there's a clear link to transportation • Data is free, easy to access, and use (GHG data through EPA's website and population data through NHOEP's website) • Dedicated funding source exists for transportation projects that improve air quality (CMAQ)

Objective: To increase mobility		
	Ineffective	Effective
Measure:	Number of Annual Zipcar Rentals	Annual Vehicle Miles of Travel (VMT)
Why?	<ul style="list-style-type: none"> • Requires access to proprietary data • Requires making an assessment as to what percentages of people without access to a vehicle use that particular service. • Extremely limited geographic availability (Durham, Hanover, and Nashua only) 	<ul style="list-style-type: none"> • Historic data is available to track trends over time. • Can be aggregated to corridor, community, and regional levels • Indicator of traffic patterns and economic activity • Indicator of congestion and emissions

