

- Reaching Your Audience with Transportation Performance Reports (*Sam Van Hecke, Deb Miller - Cambridge Systematics*)

The public, legislators, and transportation professionals are all seeking greater accountability and transparency in the processes which determine how we spend our transportation dollars. Transportation performance measurement has become a necessity to transportation agencies, guiding them to get the most out of scarce dollars and providing much-needed transparency in the decision-making process. The Federal Highway Administration (FHWA) plays an important role in shaping and tracking the performance of our transportation system with many state, regional, and local partners. FHWA initiated the Performance Reports project to learn more about the best ways to engage audiences of transportation professionals and non-transportation professionals and provide them with the information they want and need about the performance of our system. Cambridge Systematics tackled this project with a series of audience outreach meetings, research into the best examples of successful communication, and the development of mock performance reports that reach the key audience groups. The findings include keys to reaching difficult audiences, mechanisms for attracting broad interest, and ways to communicate technical content without losing audience interest. The findings are tailored to help FHWA and other transportation agencies build a strong foundation for a transportation performance reporting system but they can also support agencies looking to reach audiences for a wide variety of reasons.

