



Performance Journalism: Improving Your Ability to Provide Operations Program Support



U.S. Department
of Transportation
**Federal Highway
Administration**

What is this webinar about?

- Telling the Operations “story” in compelling, relevant ways. How? By using Operations data to develop performance measures that best explain what we are doing.
- Performance Journalism = “Be Proactive!!”
 - Set the story, don’t just react
 - Requires commitment and belief in the work your agency is doing
 - Operations is still the new kid in the transportation realm - we still need to “explain ourselves” in terms that the public and decision makers can relate to
 - Use the data available and tell the story in relatable terms



Why focus on Performance Journalism?

- Performance Journalism is a key component of a healthy, thriving Operations Performance Measurement Program
- FHWA wants operating agencies to use their data to develop operations performance measures and use them to:
 - Support operational strategy selection and assessment
 - Support funding decisions (benefit/cost, accountability)
 - Open an on-going dialog with the public and decision makers (reporting/accountability) - **Performance Journalism!**



This Webinar will....

- Give examples of how to discuss the Operations story with the public and decision makers
- Provide examples of how to tell a “story” versus provide facts
- Provide examples of how to graphically tell a story
- Leave ample time for questions and comments
 - An opportunity to share your ideas for additional Operations Performance Measures topics you would like to see FHWA provide support on



Credits

- We wanted to recognize the work that coined the term “Performance Journalism” as it is used in this webinar and, in general, the work of the Washington State Department of Transportation on this topic.
 - **“Bridging the Gap Between Agencies and Citizens: Performance Journalism as a Practical Solution to Communicate Performance Measures and Results,”** Daniela Bremmer and James H. Bryan, Jr. (WSDOT), TRB-TRR 2046
 - Find it at the WSDOT Accountability web site:
 - <http://www.wsdot.wa.gov/Accountability/>



For More Information

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 - 202-366-1327 or e-mail: rich.taylor@dot.gov
- Operations Performance Measures web site:
 - http://www.ops.fhwa.dot.gov/perf_measurement/index.htm
- Our speakers today:
 - Kenny Voorhies, Cambridge Systematics
 - Susan Sharp, Sharp & Company

