

To: CTAC  
Re: Citizen Comment- Performance Measurement  
From: Dave Kyle  
August 23, 2018

The performance measurements (PM) are the most important recommendations that you will make. What you measure is what you get. They are more important than goals that are general in nature. You should spend more time on the PM than on the goals.

Although understanding required PM is necessary, I suggest spending most of your time on what Bend wants to accomplish. First you need to establish the criteria for a PM. I suggest:

1. It must be easily understandable by Bend residents.
2. It must be a specific measurement and the performance goals must be over different time frames. For instance if we are trying to reduce vehicle trips a sub-goal might be: Reduce the % of school students driving or being driven to school.
  - A. Establish benchmark - 6mos.
  - B. Create plan for all schools- 1 year
  - C. 20% reduction- 3 years
  - D. 35% reduction -5 years
  - E. 50% reduction - 7 years Total reduction after 7 years- 50%
3. The data must be made available by neighborhood or corridor or in this case by school. A citywide PM is not sufficient. And, some measurements are more important in one neighborhood than another.
4. The PM must drive the goal.

### Example 2

There was a lot of discussion about the Project Goal to Protect Livability and Ensure Equity and Access. **Note: It doesn't make any difference if sidewalks or paths or roads are within 1/4 mile if the destination is too far away for the mode of travel used.**

A better goal might be: Identify and mitigate neighborhoods that have to travel farther to obtain basic services.

- A. Identify the types of trips that are most important to livability by neighborhood by frequency of trips and average distance traveled- 1 year
  - 20% Work
  - 10% Food
  - 8% School
  - 15% Doctors
  - 10% Recreation Note: These are made up percentages.
- B. Determine neighborhoods that need to travel the farthest and the multi-modal transportation grid that is needed by specific neighborhood- 1 year  
Need includes encouraging new destinations such as grocery stores or doctors or

bars that are closer. Focus on what generates the most trips by neighborhood. A neighborhood that has an older population would probably have more trips to doctors but shorter walking and biking trips. In this case a plan is needed to encourage doctors to be closer to neighborhoods that are farthest from doctors.

C. Determine neighborhoods that don't have a minimum multi-modal network within 1/4 mile- 1 year. Define minimum.

D. Implement a plan with 2 year benchmarks to address identified neighborhoods. This helps to force the integration of a transportation plan based on the needs of specific neighborhoods.

Example 3- Sometime it is better to develop PM to fit a goal vs try to impose a PM too soon.

An existing required goal is - Increase System Capacity, Quality, and Connectivity for All Users.

An additional goal for Bend might be- Reduce automobile capacity demand on north-south arterials through east-west grid development.

A. Identify east-west multi-modal grid development that would reduce automobile demand on north-south arterial corridors- six months.

B. Test several corridors to determine the impact of reduced speed on throughput and increased use of multi-modal transportation- 1-2 years

C. Create plan and 2 year PM benchmarks based on test results 2 years.