The Measure of Success: Opportunities and Challenges When We Use Performance Data to Sustain and Improve Services
Things we typically report

- Fare Revenue
- Passenger Trips
- Project Revenue Miles
- Deadhead Miles
- Total Project Miles
- Vehicle Service Hours
- Volunteers
- Vehicles
- Incidents
- Injuries
- Fatalities
Good or Bad?

- Total Trips: 10,000
- Location: Los Angeles County
- Timeframe: 1 year
- Total Vehicle Hours: 5,000
  - Trips/Hour: 2
- Total Cost: $500,000
  - Cost/Trip: $50
  - Cost/Hour: $100
- Destination: Prenatal Care
  - Outcome: 20% reduction in pre-term births
  - Healthcare savings: $4M

Goal: Improve operating efficiencies and lower operating costs

7X return on investment
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Wisdom
- Applied knowledge

Knowledge
- Synthesized learning

Information
- Patterns, organized, useful

Data
- Unfiltered, noise

Effective Leadership
- Direction that makes an impact

Given context becomes

Given meaning becomes

Given insight becomes

Given purpose becomes

Past

Future
Outcomes of Transportation Investments

• Health:
  – Access to preventive healthcare
  – Improved air quality
  – Increased physical activity

• Education:
  – Access to education & training

• Economic Development:
  – Access to goods and services
  – Access to jobs

• Community Living:
  – Increased independence among seniors and people with disabilities
Transportation + Health Pathways

Environment
- Land Use Patterns
- Transportation Infrastructure & Services

Travel Patterns
- Active Transport
- Transit Use
- NEMT Use
- Vehicular Travel

Pathways
- Physical Activity
- Dietary Patterns
- Body Mass Index
- Prevention & Management of Chronic Disease
- Emissions & Noise
- Volume & Speed

Health Outcomes
- Mental Health
- Chronic Disease Onset
- Respiratory Function
- Accidents
- Healthcare Utilization
- Healthcare Cost

Adapted from Procyk, Andrea, 2013, Transportation & Health Context Report, TransLink, Vancouver B.C., Canada
The workshop will showcase local examples of formal and informal health care and transportation partnerships; explore ways to use data to estimate the value of transportation to health care in various settings; examine PERFORMANCE MEASURES pertinent to the relationship between transit/transportation services and health care outcomes; and, discuss what is needed to calculate the RETURN ON INVESTMENT in terms of health outcomes.
Transportation to health care and health-related services and destinations

Health care costs reduced or avoided

Social and personal benefits and avoided costs

Changes in health outcomes
“[Could we quantify] family costs, such as costs saved because family members who are caregivers can return to work and/or engage in family activities because their role as caregiver diminishes as their loved one gets well?” – Human services

“We’re not trying to keep people from healthcare, so that’s not really the cost we want to look at. Are we adjusting medication or treating someone after a stroke? Is it making a difference for you, individual person who received a ride? Transportation providers - are you giving more rides because the system is more efficient? Health care providers - are you noticing fewer no-shows?” – Human services

“This is like a sieve - you create a little space and there’s lots more need. No matter what we’re doing, the more access we provide, the higher the cost will be, because we’re not providing for all of those needs now.” – Transportation services

“One of the things that we really believe, is that what we do supports people living in place, decreases isolation, so they’re less likely to go to an assisted living facility.” – Transportation services

“If we have patients who are abusing drugs, they’re going to have myriad health conditions. Their children are going to have health issues, domestic violence issues, going to be in jail all of the time – it leads to societal issues as well as health issues.” – Health services

Flickr user Anonmouse1
Aligning with Outcomes

- What are the intended outcomes?
- Does this measure actually support one of our primary goals?
- Could this goal have other unintended consequences?
- Be flexible.
Credit: Jessica Roberts, Alta Planning + Design
Defining the Calculation

• Single Variable or Multi Variable?
• Percent or whole number?
• Quantitative or Qualitative?
• How often will we measure this?
• What should the threshold(s) be?
  – Is it attainable?
• Do we currently collect the data necessary to measure this? Or could we?
• How much would it cost to collect it?
Iterative Process

- Collect Data
- Analyze Data
- Compare Goals and Performance
- Create/Adjust Measures
First Round

1. Healthcare Provider Satisfaction
2. Customer Satisfaction Survey
3. Grievances
4. On Time Performance
5. Travel Times

Revised Measures

1. Healthcare Provider Satisfaction
2. Customer Satisfaction Survey
3. Grievances
4. On Time Performance
5. Broker Controlled Vehicles
6. Broker Defined Measure