

# From Baselines to Outcomes: Quality Data is the KEY to Success



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# Road Map



- Quality Data
- Data Collection
- Data Reporting
- Data Analysis

# Quality Data

**When we consider a new project  
we really study it. Not just the  
surface idea, but everything  
about it.**

**Walt Disney**



## Data Collection:

It's not always in the ink,

Sometimes it's in the think.

Replacing, improving, and adding infrastructure is fundamental to providing safe and fluid operations, right?

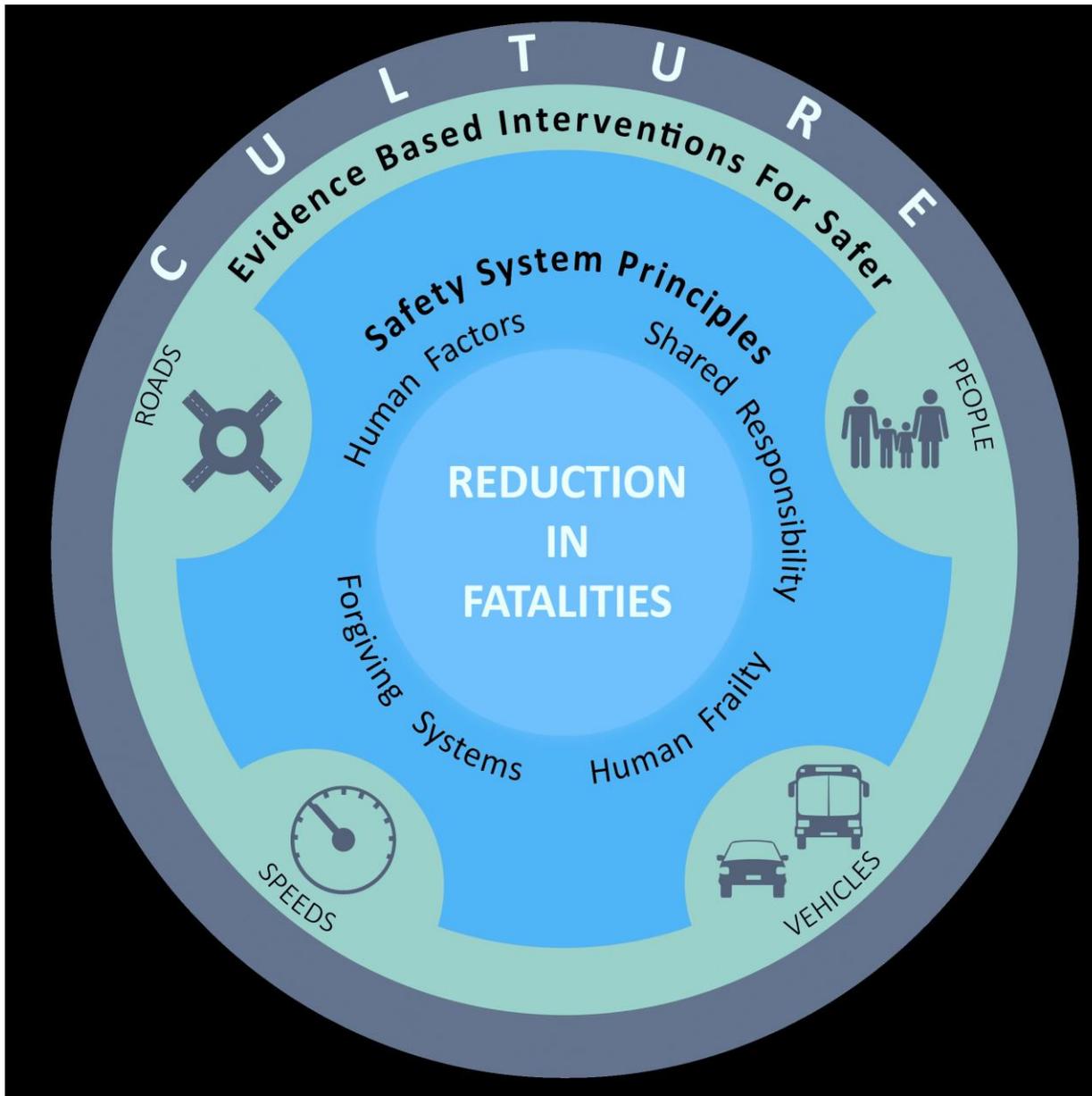
**THERE ARE NO  
“ONE-SIZE-FITS-ALL”  
SOLUTIONS**

# We have to consider the HUMAN environment

## Who's Driving There? Who's Walking? Who's Cycling? And why?



Culture, Socioeconomic Status, Demographics, Preferences, Needs, and yes, even Perception



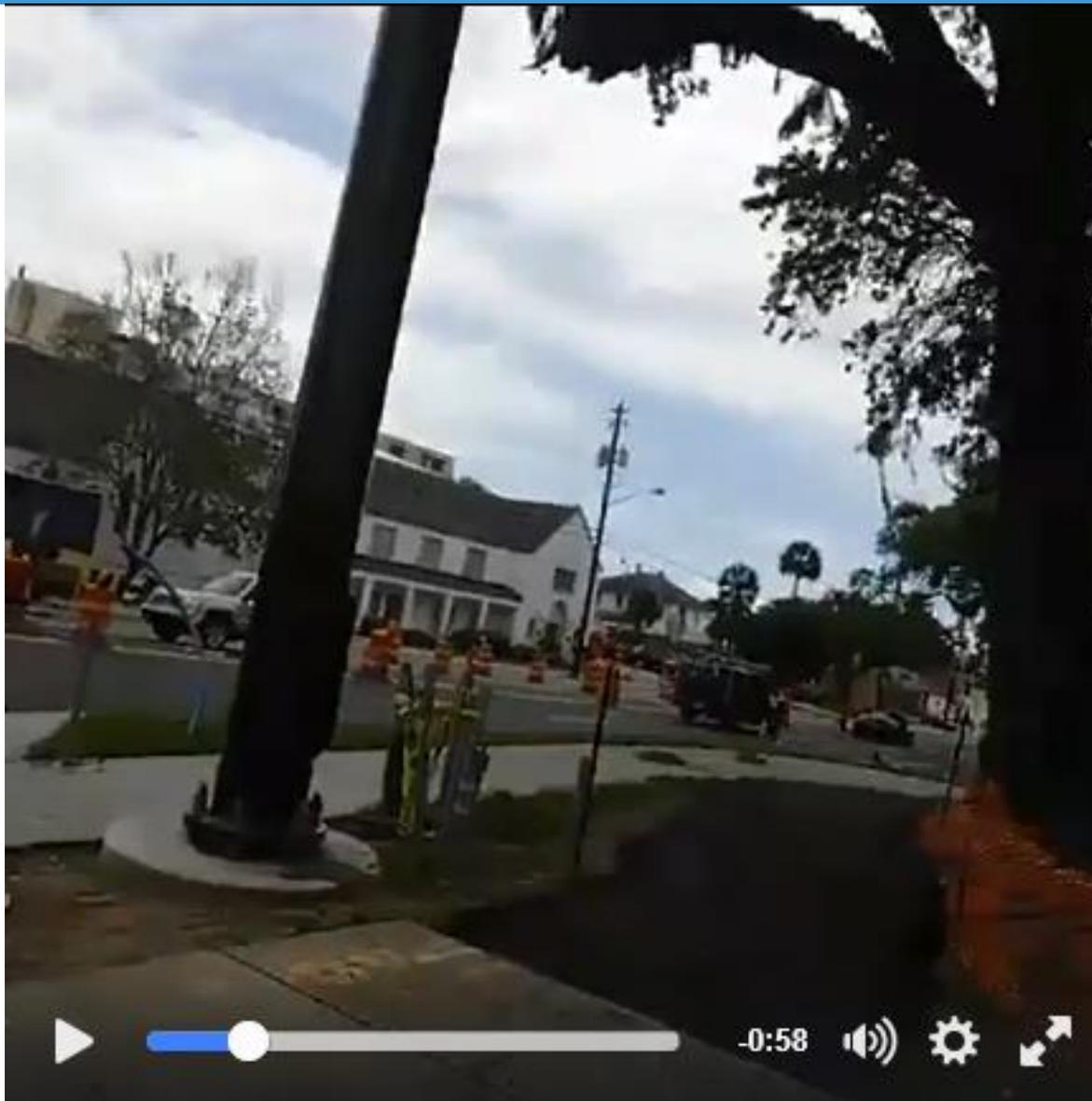
If we don't meet the needs of the people using the roads, we will not improve their safety and accessibility.



Heather Taylor  
*Ms. Wheelchair Florida 2016*

Example #1

Please Welcome  
Mrs. Heather Taylor



<https://www.facebook.com/PerfectOpportunitiesToShine/videos/924544834329151/?pnref=story>



Example #2

Please Welcome  
Mrs. Brenda Young



Let's say you determine that a road diet is in order along Brenda's route.



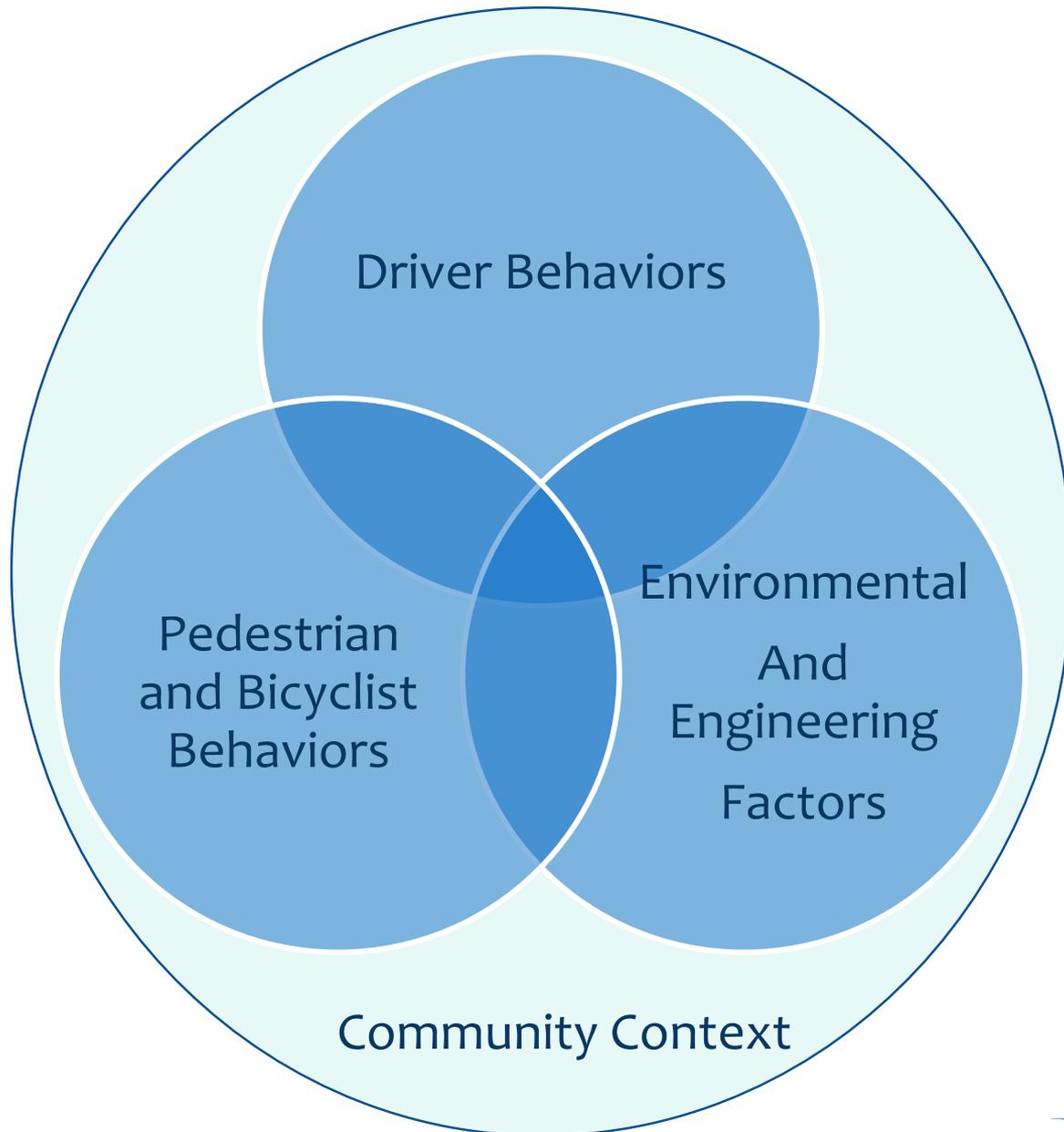
## Example #3

Please Welcome  
NASCAR Driver  
Scott Lagasse, Jr.



Human Factors: Behavior affects the safety of pedestrians and bicyclists.





# Data Reporting:

## Comparing Baselines to Outcomes



## Output Evaluation

Measures progress and productivity.

Some examples of output performance measures are:

The number of intersections with improved pavement markings

The number of center line miles with cable median barrier, rumble strips, etc.

The number of features that provided or improved access for persons with disabilities

## Outcome Evaluation

Outcome evaluation measures the degree to which goals and objectives are being met .

Some examples of outcome performance measures are:

- Overall reduction in fatalities and serious injuries

- Observed changes in behavior

- Understanding of and compliance with signs, signals, and pavement markings

