From Performance Measurement to Performance Management: A North Carolina Experience

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Best Practices for Communicating and Using Safe Routes to School Data Webinar

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www.hsrc.unc.edu
A North Carolina partnership

STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

NCPH
North Carolina Public Health

ACTIVE ROUTES TO SCHOOL
A North Carolina Safe Routes to School Project
Active Routes to School project goal

Increase the number of elementary and middle school students who safely walk and bike to school
Active Routes to School regions
Performance measurement: Active Routes project activities

<table>
<thead>
<tr>
<th>Category</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness-Raising Events</td>
<td>• Increase one-time awareness events about the importance of Safe Routes to School</td>
</tr>
<tr>
<td>Ongoing Programs</td>
<td>• Increase the number of ongoing programs that encourage walking and biking to school</td>
</tr>
<tr>
<td>Trainings/Workshops</td>
<td>• Increase the number of trainings on how to implement Safe Routes to School-related activities</td>
</tr>
<tr>
<td>Policy Changes</td>
<td>• Increase the number of policies that support walking and biking to school</td>
</tr>
<tr>
<td>Built Environment Changes</td>
<td>• Develop a plan for an infrastructure issue statement to identify a physical improvement to local infrastructure for future exploration</td>
</tr>
</tbody>
</table>
What is performance measurement?

Consistent collection of data to assess whether the agreed-upon actions are being taken and desired results are being achieved.
Active Routes performance management
What is performance management?

The **responding to performance measurement results toward improving outcomes**
Example performance measure: registered Walk and Bike to School Day events

For more on events, visit: walkbiketoschool.org
Walk to School Day in NC - 2013 (85 schools)*

*Before Active Routes to School project
Walk to School Day in NC - 2014 (156 schools)*

* Active Routes to School project begins
Walk to School Day in NC - 2015 (235 schools)
Walk to School Day in NC - 2016 (317 schools)
Registered events in NC

- Walk to School Day
- Bike to School Day

<table>
<thead>
<tr>
<th>Year</th>
<th>Walk to School Day</th>
<th>Bike to School Day</th>
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<tbody>
<tr>
<td>2013</td>
<td>85</td>
<td>18</td>
</tr>
<tr>
<td>2014 (Active Routes Begins)</td>
<td>156</td>
<td>41</td>
</tr>
<tr>
<td>2015</td>
<td>235</td>
<td>102</td>
</tr>
<tr>
<td>2016</td>
<td>317</td>
<td>153</td>
</tr>
<tr>
<td>2017</td>
<td>392</td>
<td>(estimated)</td>
</tr>
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</table>
Relating performance **measurement** to performance **management**
Based on event registrations and Coordinator input, we developed a “From Events to Ongoing” resource:

1. Together, decide where, when, and how programs will continue after the event
2. Present a menu of programming options
3. Speak in the language of “programs” instead of “events”
4. Make results visible
5. Work with school admin to assign people roles
6. Talk less about “healthier” or “safer” kids, and show more happy kids and smiling parents
### Performance measure: schools’ “Active Travel Readiness”

<table>
<thead>
<tr>
<th>Keywords for classifying a school</th>
<th>Resistor</th>
<th>Beginner-1</th>
<th>Beginner-2</th>
<th>Maintainer-1</th>
<th>Maintainer-2</th>
<th>Maintainer-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>No interest</td>
<td>No interest</td>
<td>No activity</td>
<td>Some interest</td>
<td>Lots of interest</td>
<td>Lots of interest</td>
<td>Lots of interest</td>
</tr>
<tr>
<td>No activity</td>
<td>Some interest</td>
<td>No activity</td>
<td>Some interest</td>
<td>A few activities</td>
<td>Many activities</td>
<td>Lots of interest</td>
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</tbody>
</table>

### Archetype

<table>
<thead>
<tr>
<th>Archetype</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Resistor</td>
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<tr>
<td>Beginner-1</td>
<td>1</td>
</tr>
<tr>
<td>Beginner-2</td>
<td>2</td>
</tr>
<tr>
<td>Maintainer-1</td>
<td>3</td>
</tr>
<tr>
<td>Maintainer-2</td>
<td>4</td>
</tr>
<tr>
<td>Maintainer-3</td>
<td>5</td>
</tr>
</tbody>
</table>
Active Travel Readiness results

“Maintainer” status
Readiness Results ➔ Recommendations for using incentives

1. **Use incentives to introduce** safe walking and biking to students and their families. Later on, **use incentives to prompt** continued walking and biking.

2. Pair incentives with **goal-setting**.

3. Help families build safe walking and biking **habits**.

4. Use incentives that make walking and biking **easier** for students and their families.

5. Support children’s **internal motivations** to walk or bike by (a) providing them with choices; (b) creating opportunities for them to connect with peers and friends; and (c) helping them develop pedestrian and bicycle safety skills.

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Three strongest predictors of walking and biking to school

From 7,730 parent surveys collected by 73 schools:

1. **Distance from School**: Students living within one mile of school were **10 times more likely** to walk or bike to school than students living beyond one mile of school.

2. **Fun!**: Students whose parents perceived walking or biking to school as fun were **3 times more likely** to walk or bike.

3. **Asking permission**: Students who asked their parent for permission to walk or bike to school were **2.5 times more likely** to do so.

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Based on survey results, how to support more walking and biking:

1. Highlight the **fun** in walking and bicycling
2. Encourage **parents** to walk and bicycle more
3. Encourage students to **discuss transportation options** with their families
4. Involve **traditionally disadvantaged** communities in programs and programming
5. Create a **welcoming community climate** for safe walking and bicycling to and from (or at) school
Walking and bicycling to school predicted more physical activity for parents…

Average number of minutes parents walked or biked per week by child’s usual school travel mode

- **Walk**: 170 minutes
- **Bike**: 161 minutes
- **School Bus**: 110 minutes
- **Family Vehicle**: 127 minutes
- **Carpool**: 122 minutes
- **Transit**: 89 minutes
- **Other**: 92 minutes
- **Recommendation**: 150 minutes
...and kids

Average number of minutes students walked or biked per week by how they usually got to school

- Walk: 216 minutes
- Bike: 243 minutes
- School Bus: 96 minutes
- Family Vehicle: 111 minutes
- Carpool: 115 minutes
- Transit: 60 minutes
- Other: 115 minutes

Recommendation: 420 minutes
Next steps for performance management
Next steps

• Conducting *Health Equity Assessments* – how low income and low academically achieve desirable results

• Examining causal direction of parents’ and children’s walking and biking behavior
Thank You

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