NACTO DESIGNING CITIES DENVER 2023

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When Numbers Talk: Using Data to Tell Stories and Make the Case

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In a sentence or phrase, what is your biggest storytelling or communications challenge?

May 17, 2023

Nick Sifuentes
Program Director, Sustainable Cities

When Numbers Talk: Messaging Data to Your Audiences

Congestion Pricing in NYC

The Summit Foundation

01 The Context: Congestion Pricing in NYC

The Context:
Congestion Pricing in NYC

After years of New York City subway delays and breakdowns, then-New York State Governor Andrew Cuomo announced the formation of the Fix NYC advisory panel.

The panel's findings included congestion pricing, which Gov. Cuomo then included in his 2019 state budget. That budget would need approval from the State Legislature.

Our task? Convince a majority of the 213-member New York State Legislature to support congestion pricing.

Congestion pricing was reasonably popular: 52%/39% in a January 2019 Siena Research Institute poll. But it was not popular among elected officials at the time.

02 Know Your Audience

Know Your Audience
Who Matters and Why?

Who Are Your Audiences?

An audience is:

- A **subset** of the general public
- Necessary to motivate to help you achieve your goals
- Are receptive to your messages

Things to Consider When Thinking About Audiences:

- Who influences your audience? How do you reach them?
- Multiple audiences? Tailor your message!
- Go to where your audience is to both reach them and shape who is a part of your audience.

03 Values and Frames

Values and Frames:
The Theory of Mind Approach

- Theory of mind: others think differently than we do
- People don’t view the world neutrally
- Frames are mental shortcuts that influence how we process data and complex issues
- We trigger frames through word choice, use of imagery, or speaker identity
- What do your audiences care about?

04 The Data: District Analyses

Tri-State Transportation Campaign's District Fact Sheets

Congestion Pricing District-Level Analysis

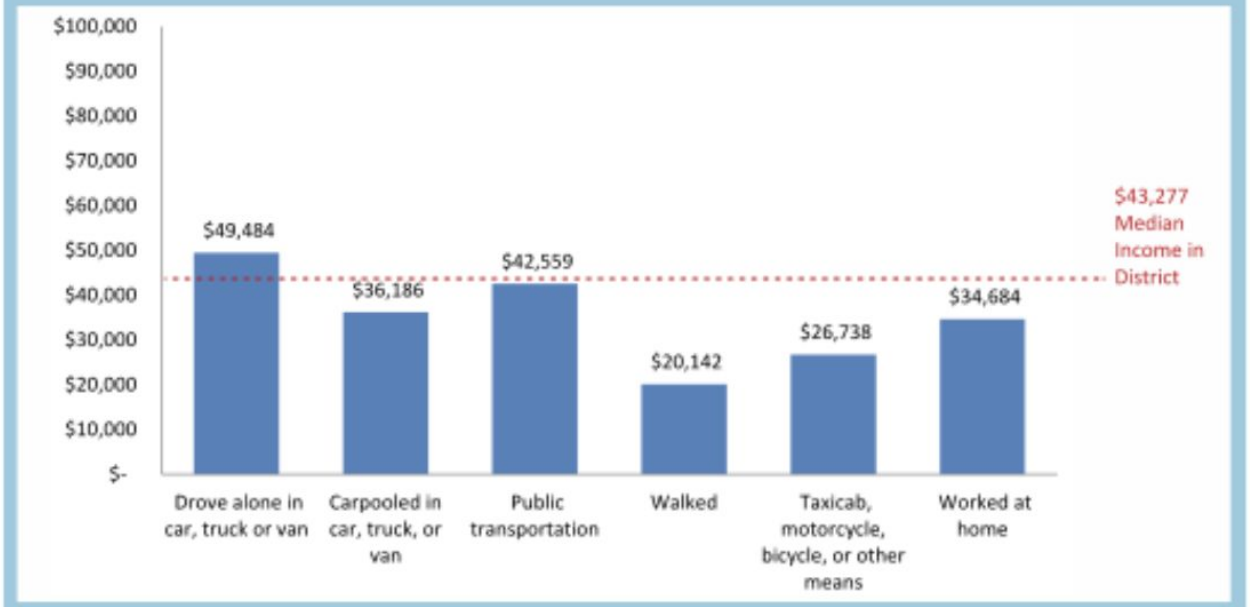
Senate District 11 – Queens County

Senator Tony Avella (D)

Impact on District Commuters

- **Only 5.3% of district commuters would pay a congestion charge** because they drive or take taxis into the central business district (CBD) of Manhattan below 60th Street.
- **33.3% of district commuters take public transit** and would benefit from increased funding for transit.
- **24.2% of district workers commute into the CBD and 75.8% do not commute into the CBD.**
- The district median income is $43,277. Workers who drive alone have a higher median income than those who take public transit.

Median Income of Workers 16 Years and Older by Mode



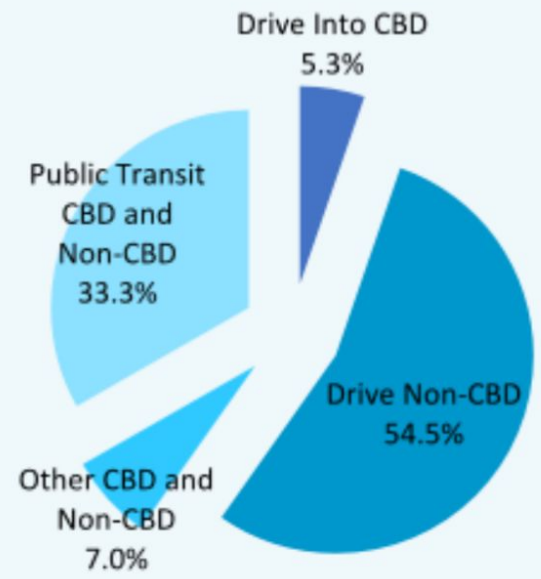
Data source: US Bureau of the Census 2011-2015 5-year American Community Survey (ACS).

Tri-State Transportation Campaign's District Fact Sheets

Travel to Work Analysis for District Commuters

How Many Commuters Would Pay a Congestion Charge?

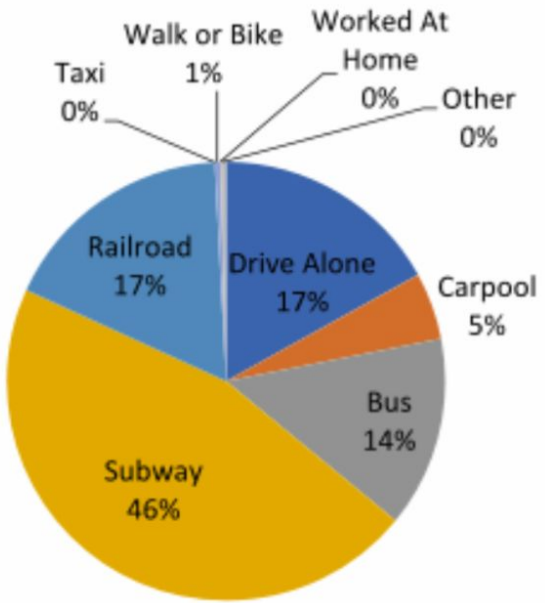
Only 5.3% of All Commuters Would Pay A Congestion Charge



* Drive includes Drive Alone, Taxi, and Carpool. Public Transit includes Railroad, Subway, and Bus. Other includes Walk, Bike, Work at Home, and Other.

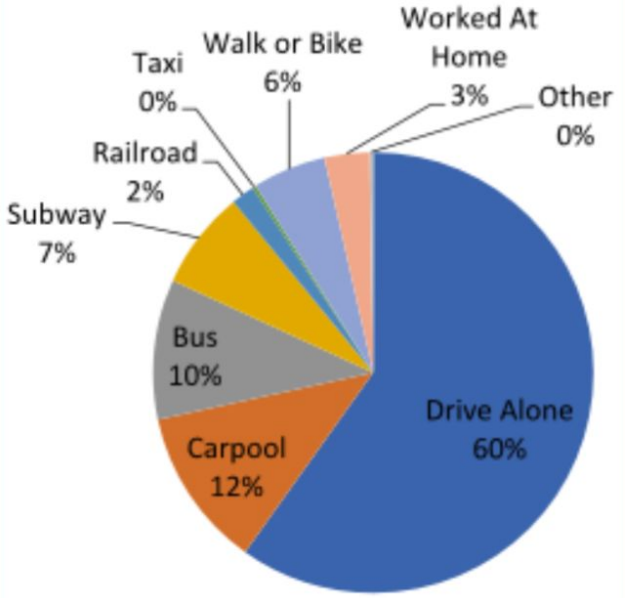
How Do Commuters Get into the CBD?

24.2% Are CBD Commuters



How Do Commuters Get to Work in Other Locations?

75.8% Are Non-CBD Commuters



Data source: Census Transportation Planning Products (CTPP), US Bureau of the Census 2006-2010 ACS, sponsored by the American Association of State Highway and Transportation Officials (AASHTO).

4960
ELECTRICBUS
New York City Bus
I ♥ NY
0018
ALL-ELECTRIC BUS
0019

05 Impact

Impact:
Shifting the Narrative

Cities Look to New York to Lead the Way on Traffic Congestion

Andrew Cuomo is proposing fee on vehicles entering Manhattan's central business district to help fund faltering subway system

By Paul Berger Follow

March 27, 2018 5:30 am ET

Between 2013 and 2017 the number of for-hire vehicles in Manhattan's central business district more than doubled during the afternoon rush hour. PHOTO: DREW ANGERER/GETTY IMAGES

Congestion in the U.S.'s largest cities is only getting worse, and as municipal leaders search for solutions, the idea of charging vehicles to enter high-trafficked zones is gaining momentum.

CURBED NEW YORK

MTA NYC TRANSPORTATION OPINION

Amid political bickering, a progressive solution to NYC's transit crisis waits in the wings

At its core, the current transit crisis is more regressive than any fee-based plan to solve it

The New York Times

Data Shows City Drivers Won't Face the Brunt of Congestion Fees

Give this article

A task force has suggested charging drivers who enter Manhattan from 60th Street south to the Battery $11.52 during peak commuting hours, while trucks would pay $25.34. Passengers in for-hire vehicles would face extra fees of between $2 and $5. Todd Heisler/The New York Times

By Sarah Maslin Nir

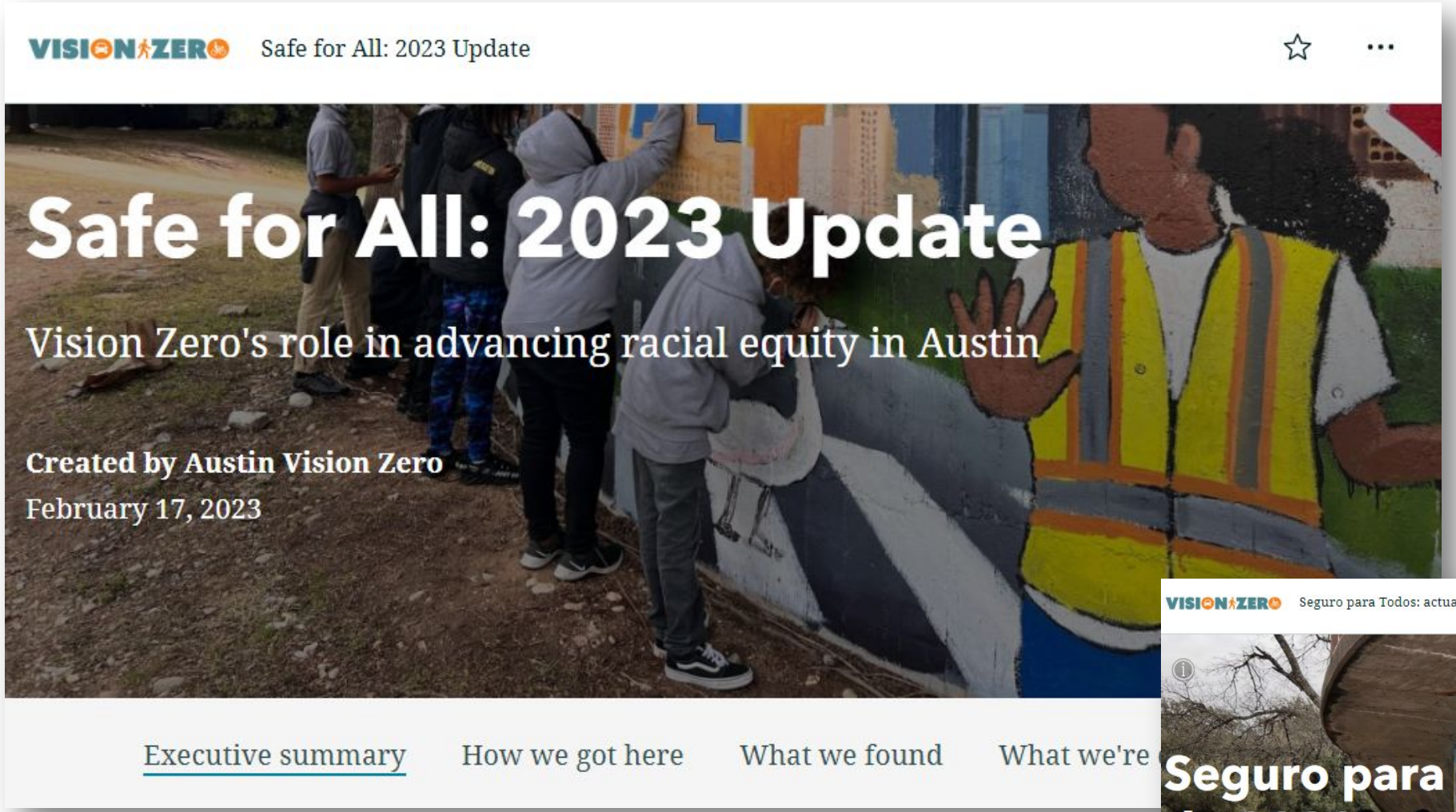
Jan. 30, 2018

After a New York State task force unveiled its report to impose a charge on drivers in Manhattan's most congested neighborhoods, one main line of attack came from lawmakers and others who say that it penalizes drivers who live far from subway and bus stops and already pay tolls that help finance a public transit system they rarely use.

But on Tuesday a transportation research group is planning to release a report that seeks to challenge the weight of that argument. Using census data, the study by the Tri-State Transportation Campaign, which promotes a decreased reliance on vehicles, analyzed commuting patterns in every State Senate and

The Summit Foundation

In a sentence or phrase, what is your biggest storytelling or communications challenge?

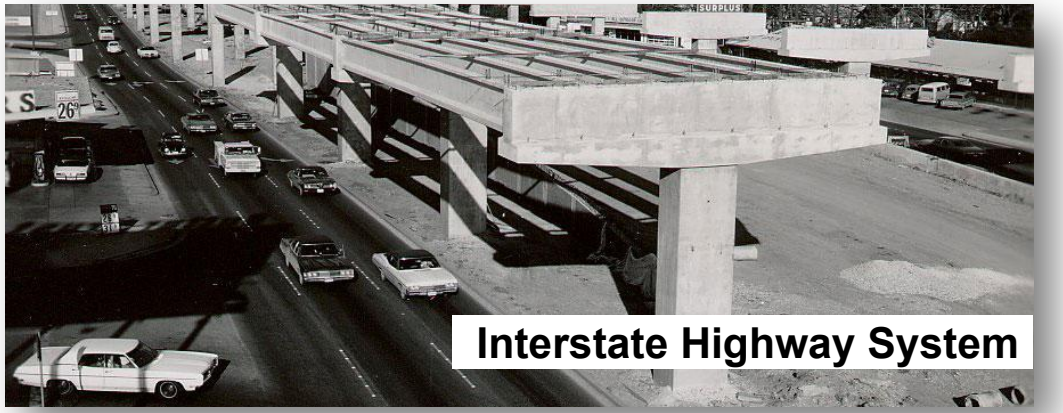


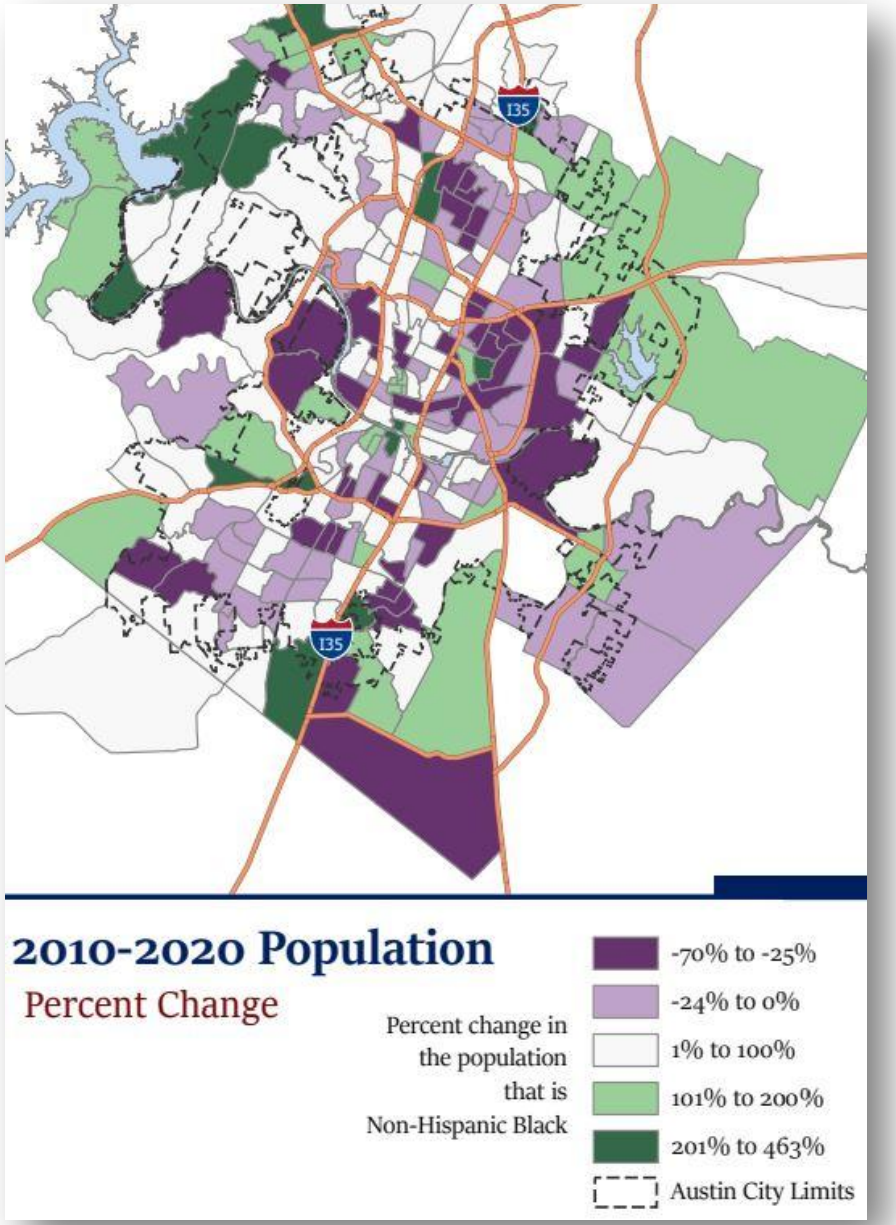
[link: "Safe for All" storymap]
[link: "Seguro para Todos"]

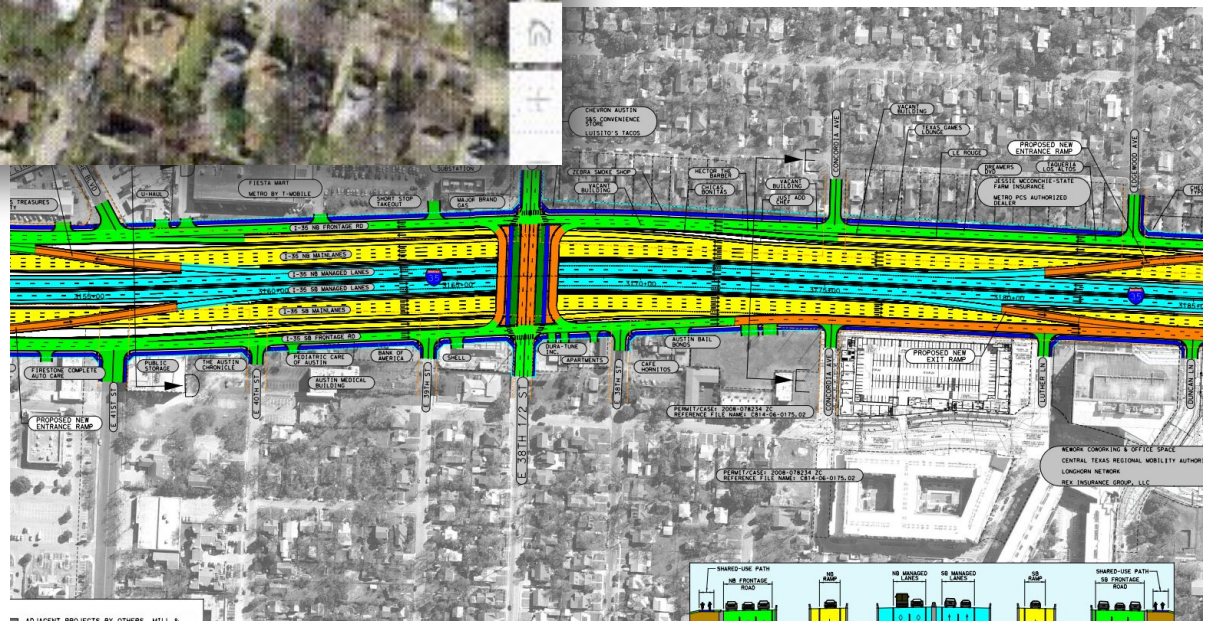
Context

Redlining

HYDE PARK IS EXCLUSIVELY FOR WHITE PEOPLE.
The main line of Electric Street Cars run into and around a belt in the Park. Free Mail Delivery twice a day.
There is no limestone dust. The soil is the best for Fruits, Flowers
carriage drive without going to Hyde Park. The drives are free from
ing. The altitude of Hyde Park is 185 feet above the river.
white YOU CAN SELECT, and SECURE ONE LOT FREE. If you wish to buy on the installment plan the
Deed restrictions


Interstate Highway System


135
135
2010-2020 Population
Percent Change
Percent change in the population that is Non-Hispanic Black
-70% to -25%
-24% to 0%
1% to 100%
101% to 200%
201% to 463%
Austin City Limits



Interstate 35 in 1940 (left) vs present day (right)

Victim : population ratio by mode

Serious injury and fatal crashes

	Motor Vehicle	Motorcycle	Bicycle	Pedestrian
American India/Alaska Native	0.7	0.0	0.0	3.7
Asian	0.4	0.3	0.4	0.2
Black or African American	2.5	1.1	1.2	2.6
Hispanic or Latino	1.2	0.5	0.6	0.9
Other	0.3	0.2	0.3	0.2
White	0.8	1.5	1.4	1.0

Demographic data: U.S. Census Bureau, 2020 Census

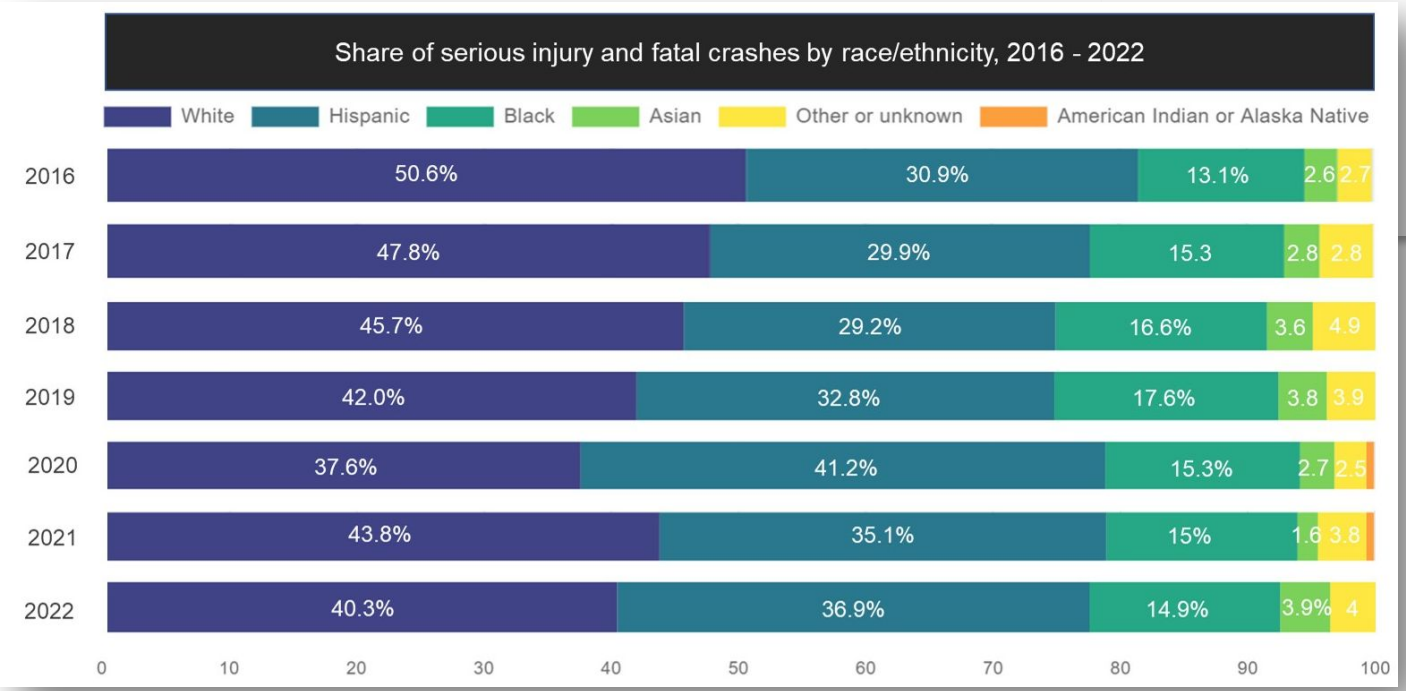
Crash data: 2017-01-01 to 2022-06-30

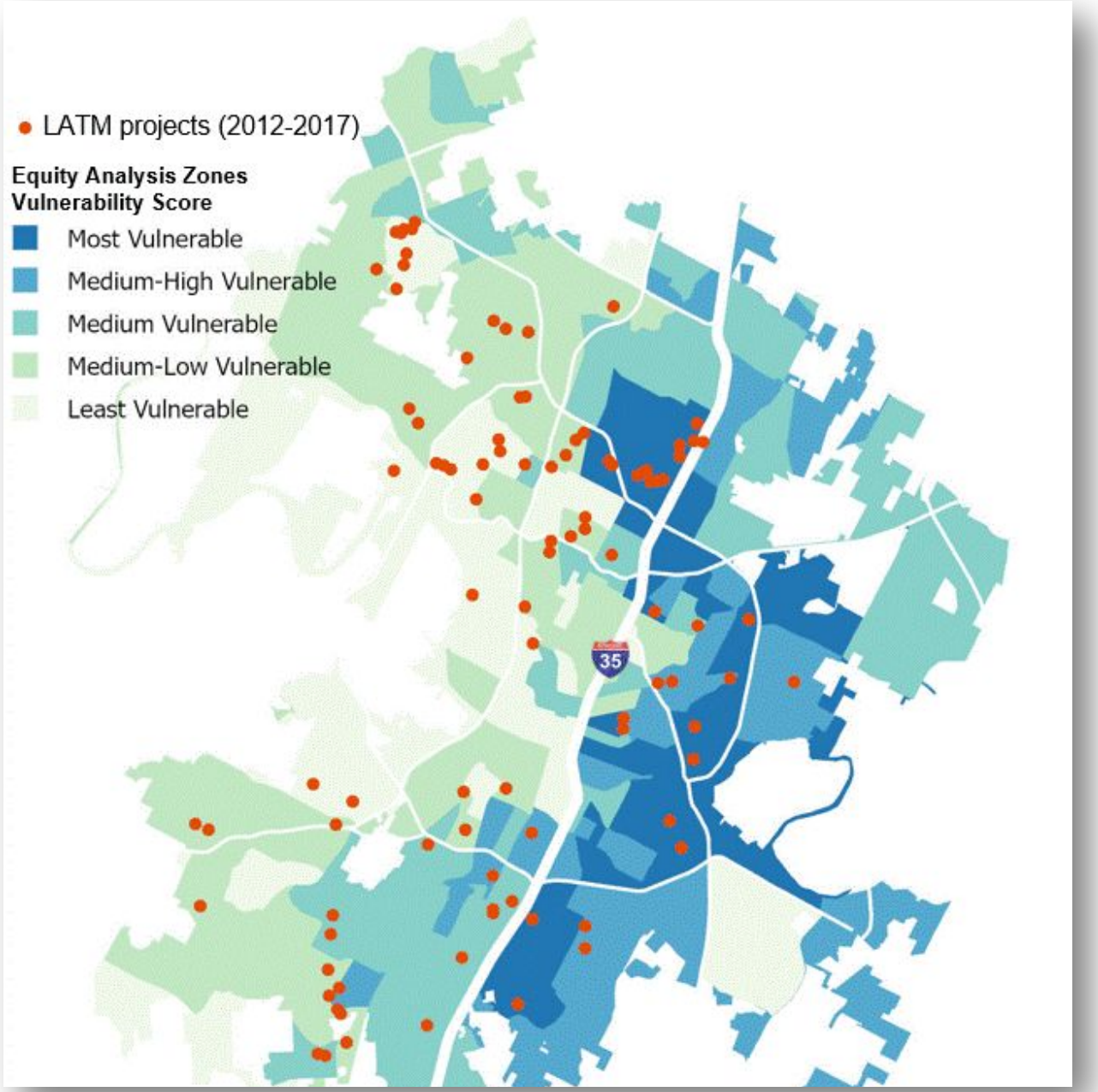
Note: citywide crash victim shares by race/ethnicity do not sum to 100% as crash records with "Unknown" race/ethnicity have been excluded from this analysis.

Higher than population share

1:1 representation

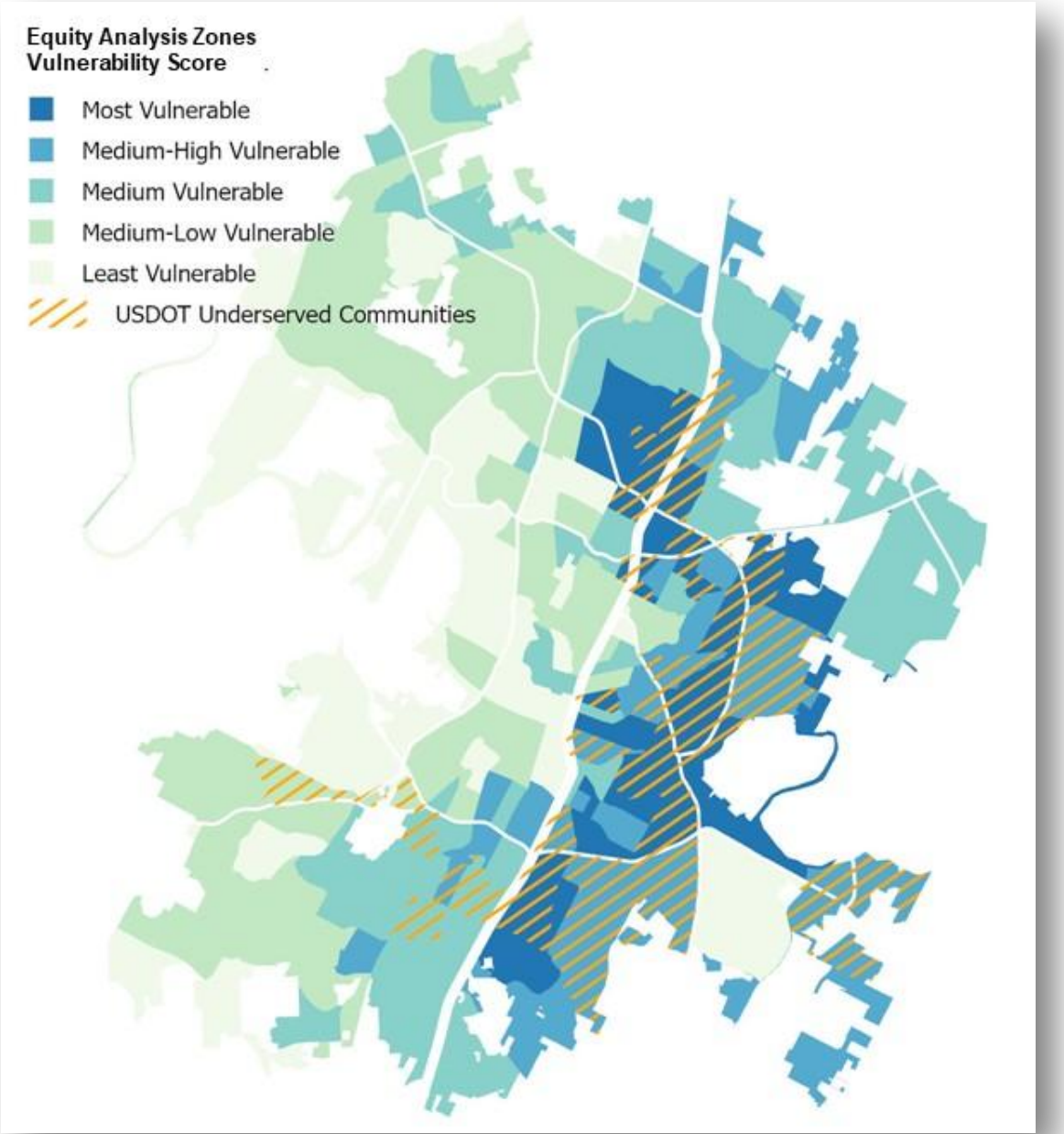
Lower than population share




LATM projects (2012-2017)
Equity Analysis Zones
Vulnerability Score
Most Vulnerable
Medium-High Vulnerable
Medium Vulnerable
Medium-Low Vulnerable
Least Vulnerable
35

S | S
4 | A

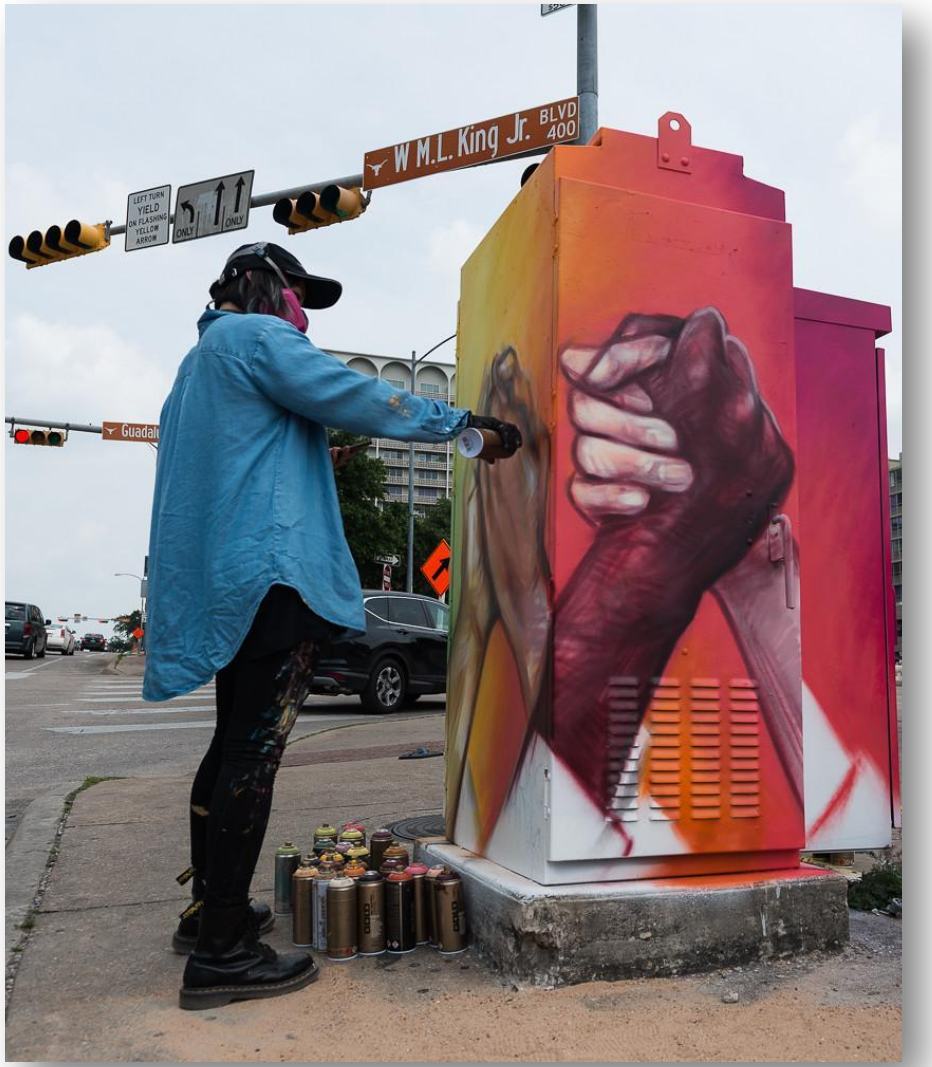
DEPARTMENT OF TRANSPORTATION
UNITED STATES OF AMERICA



Our next steps

The reforms presented in this report are just the beginning of our effort to better promote equity within our work. Achieving our equity goals will require sustained effort and commitment by the City, our public agency partners, and our community to implement systemic changes in transportation planning and engineering, law enforcement, and traffic safety culture. Transportation & Public Works will be working on the following items in the coming months:

- Further equity analysis on specific locations where we are considering safety investments or initiatives;
- Refine and implement changes to prioritization methodologies;
- Evaluate the impacts of our investments on communities of color;
- Participate in community conversations around systemic changes needed to promote equitable traffic enforcement.
- Continue to engage with TxDOT in ongoing conversations around the I-35 Capital Express project and support the Our Future 35 initiative to ensure that the reconstruction of I-35 accounts for the impacts that the highway has had on communities of color and seeks to address community concerns about equity, safety and mobility.



Our Key Takeaways

- Think about internal audiences
- Data points are real people
- Storytelling to inspire bold action

In a sentence or phrase, what is your biggest storytelling or communications challenge?

NACTO Designing Cities 2023

When Numbers Talk:

Using Data to Tell Stories and Make the Case

Better Bus Network

Linda Morris

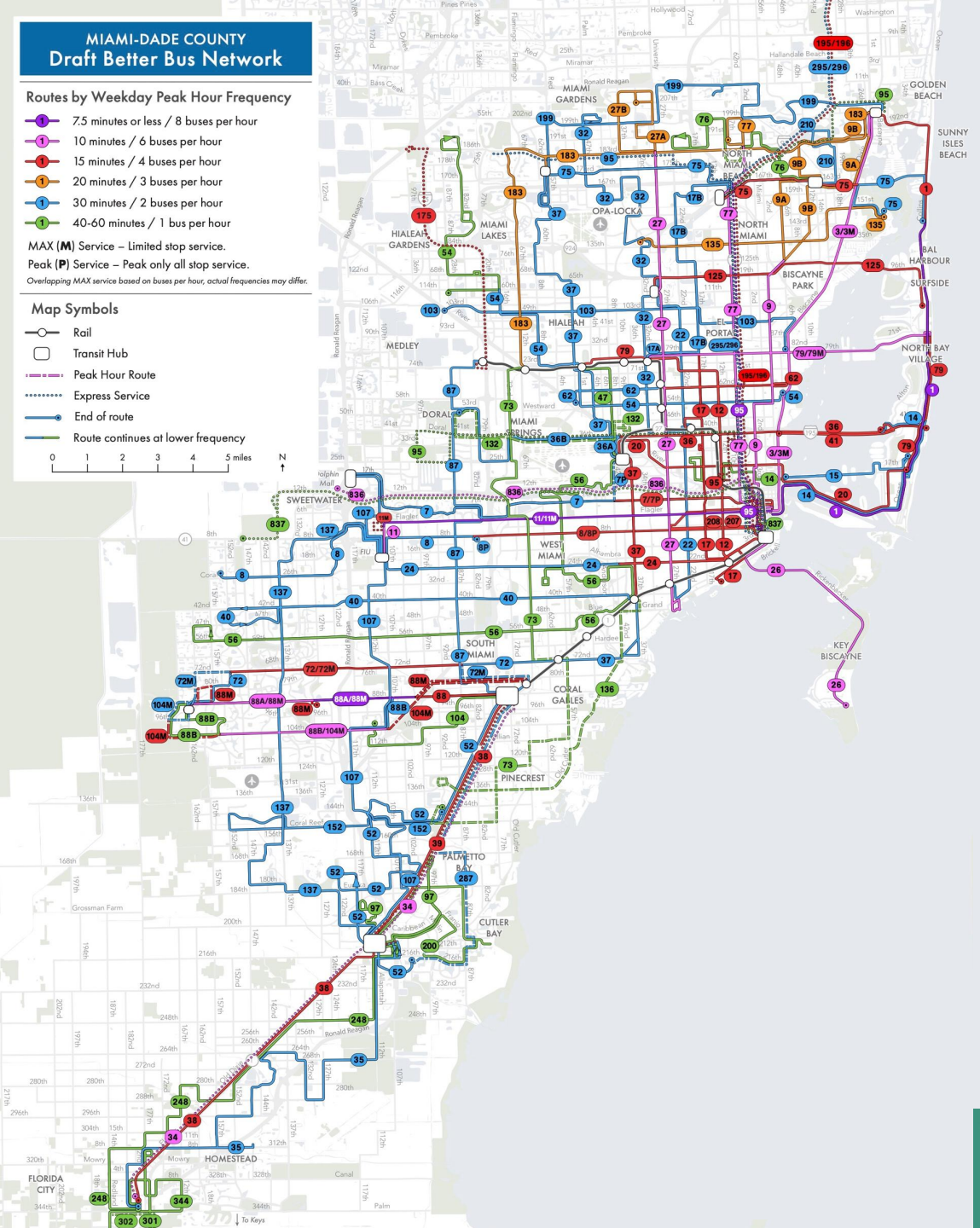
Chief of Service Planning and Scheduling

Miami Dade County,

Department of Transportation and Public Works

Better Bus Network

MIAMI-DADE COUNTY



BETTER BUS NETWORK

- 2018 - First community-led full network redesign
- No major changes since start of rail in 1986
- Re-imagined bus network
  - Increased access to frequent bus routes
  - Improved off-peak service
  - Faster journeys
- 2020 – Developed a pre-COVID cost-neutral plan
- 2021 – Approved a 9 per cent increase plan
  - (~$27M annualized costs)

Better Bus Network

MIAMI-DADE COUNTY

HISTORICAL CONTEXT

Surtax Skepticism – People's Transportation Plan 2002

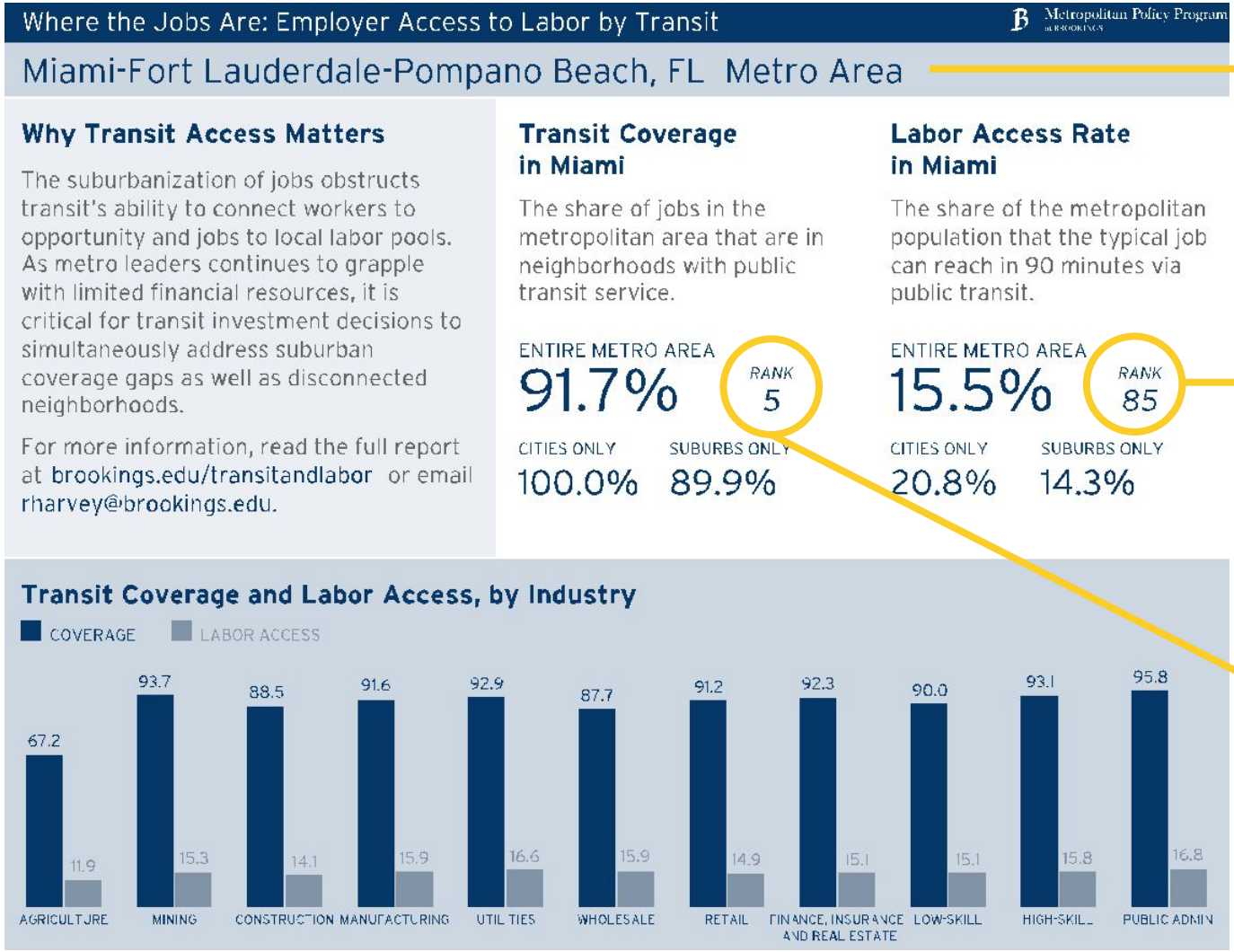
Degradation of public trust

Budget constraints and service/quality cuts

Worsening congestion with rapid population growth

Local advocates taking the initial project lead

WHAT'S THE STORY?



Among very large metro areas

Only 15.5% of people can access jobs with a transit commute of 90 minutes or less

Transit Coverage

Source: Where the Jobs Are: Employer Access to Labor by Transit | 2012 | Brookings Institute

WHY FOCUS ON BUS SERVICE?

4 out of 5 passengers are riding the bus*

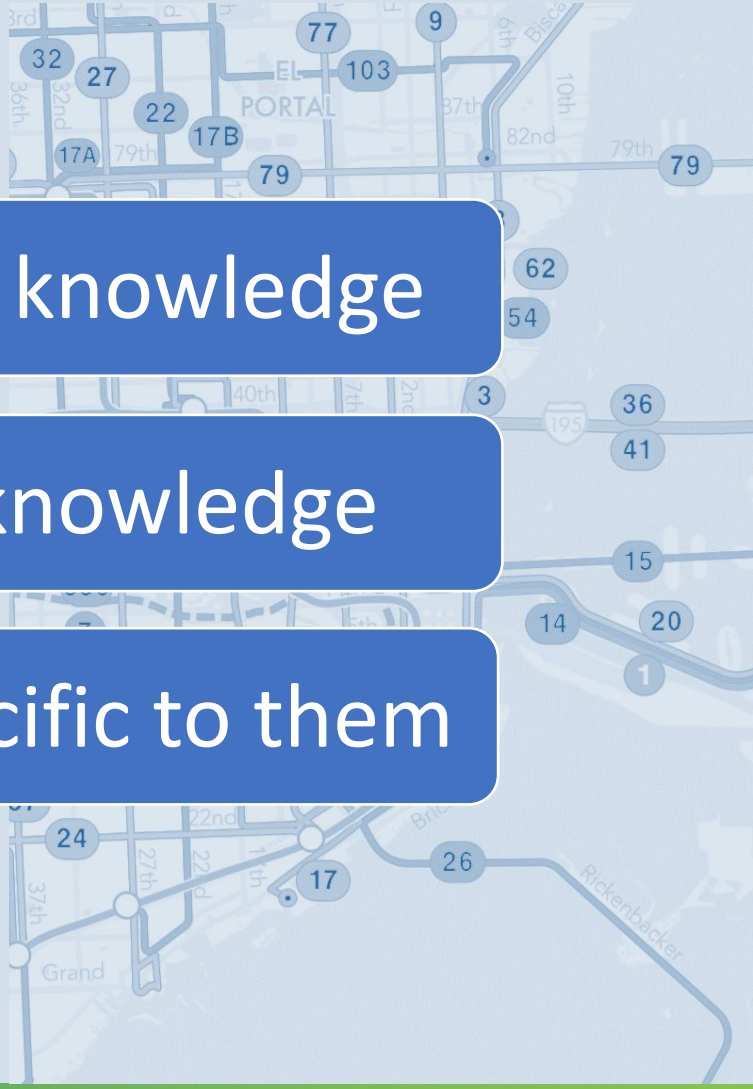
* when considering only Metrobus and Metrorail services

AUDIENCE

13 County Commissioners – low transit knowledge

Strong Operator Union – high transit knowledge

Local Residents – transit knowledge specific to them

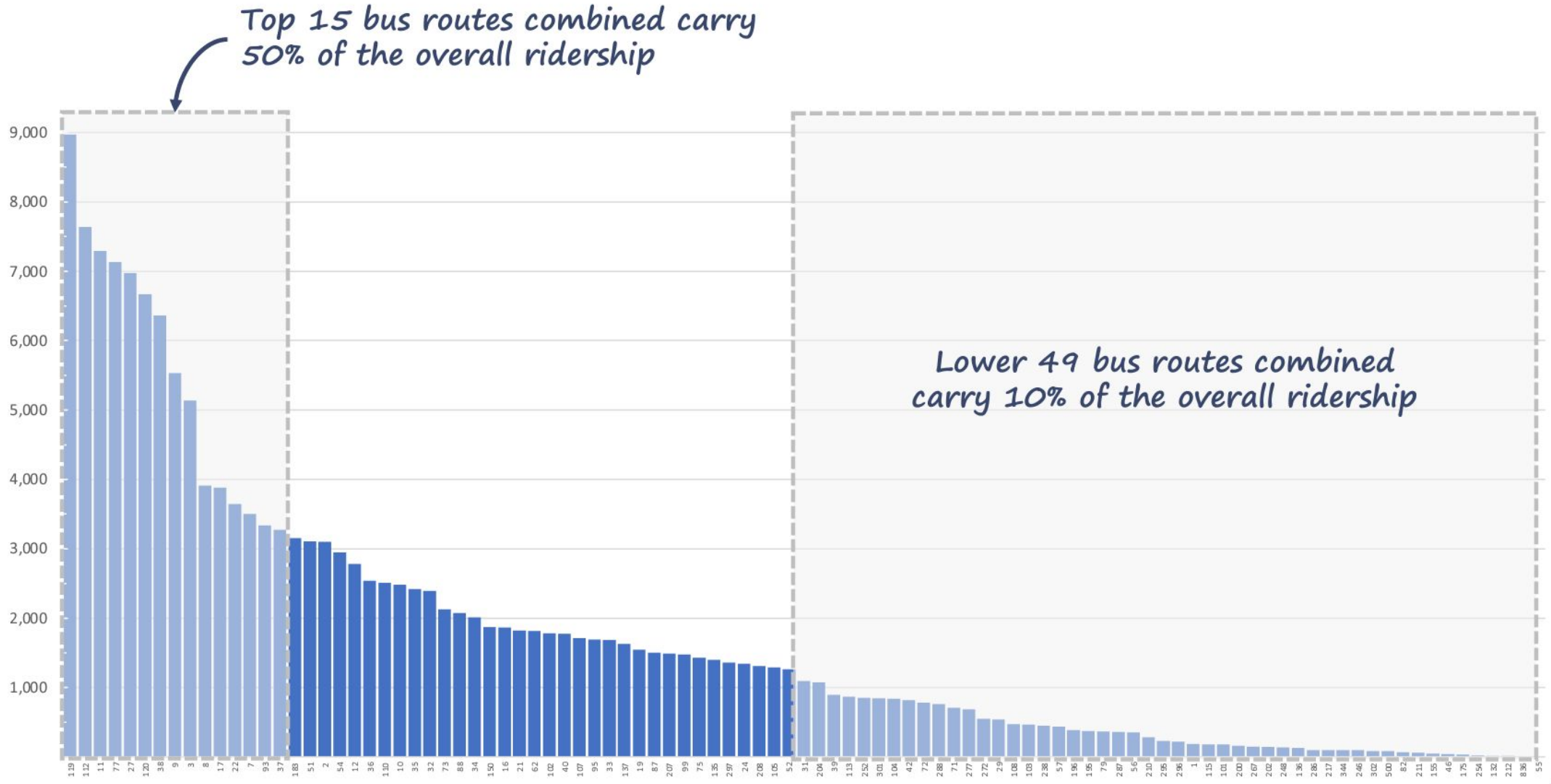


WHAT'S THE PROBLEM?

EXISTING NETWORK

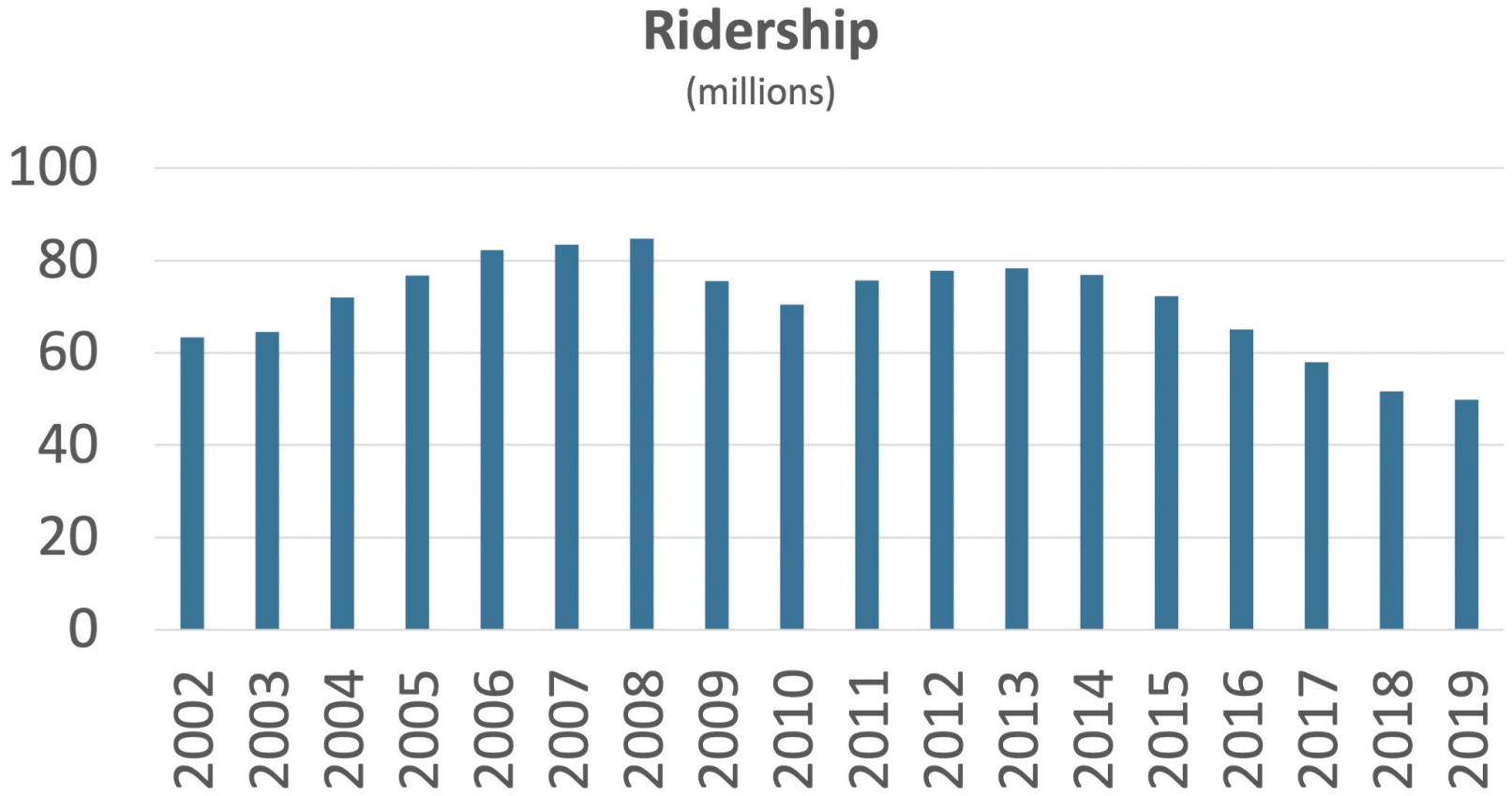
- From the 1980s
- Confusing
- Duplicative
- Unreliable
- Slow

WHAT'S THE PROBLEM?



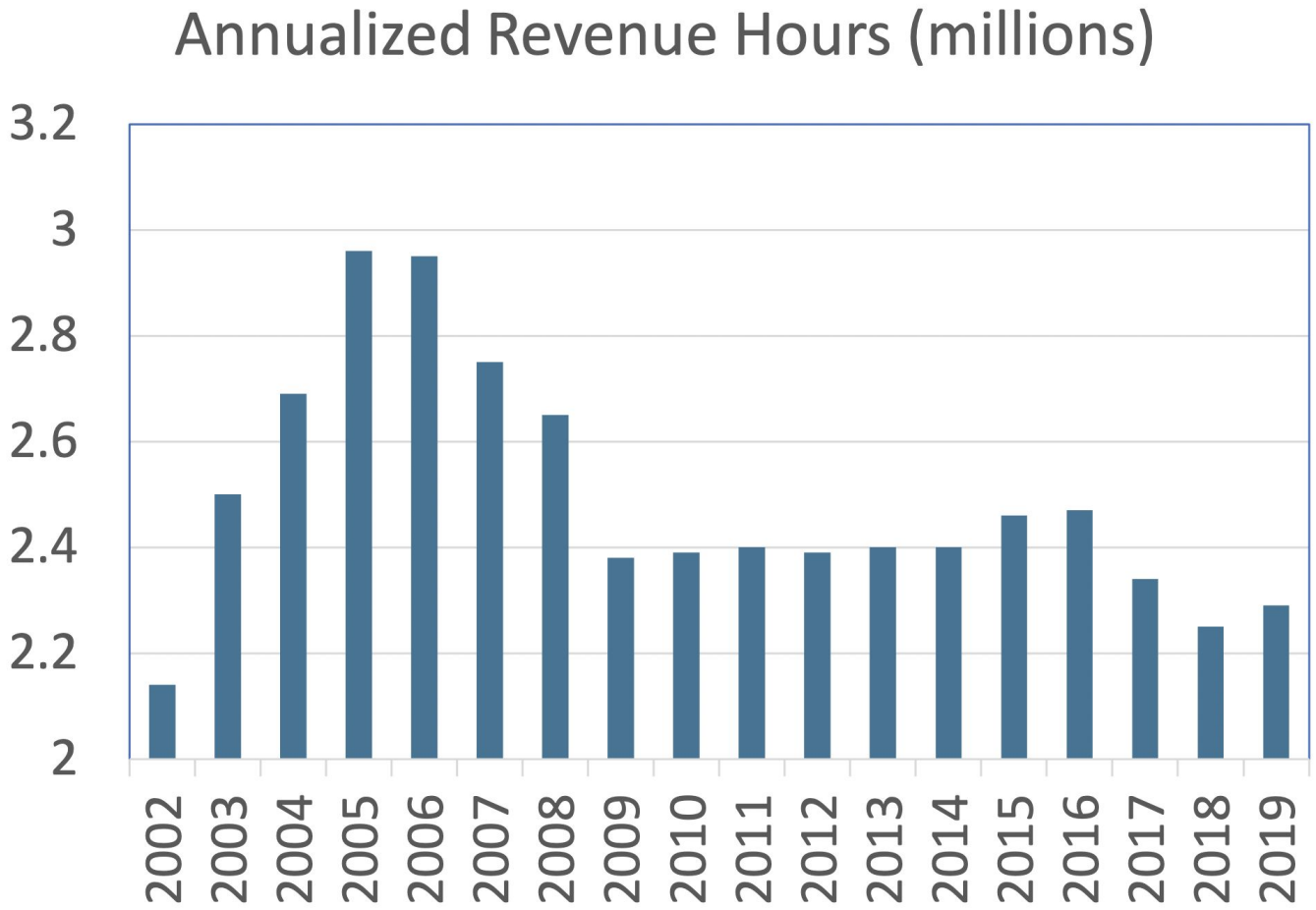
WHAT'S THE PROBLEM?

- No major changes since start of metrorail in 1986
- County's population grew nearly 75%



HOW DID WE GET HERE?

- Lowest level of service hours since 2002
- Better Bus Network brings us back to around 2015 levels



WHAT ARE THE BENEFITS?

- Connects residents to more opportunities

  > 30% more in 60 minutes transit and walk travel time

- Provides consistent high-frequent service

  Major corridors 6am-10pm

- Creates a more efficient system

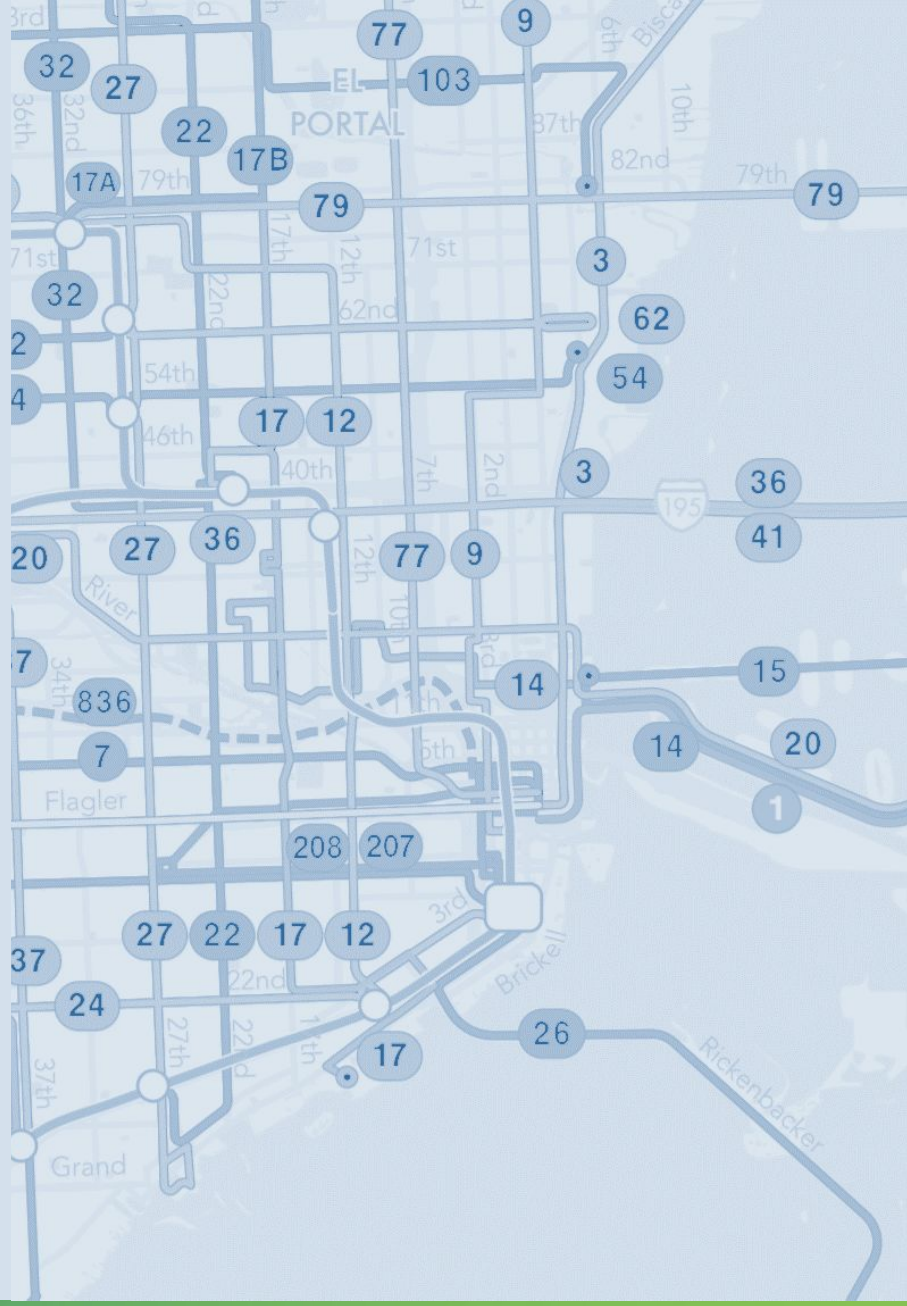
  ~10% of our service is duplication

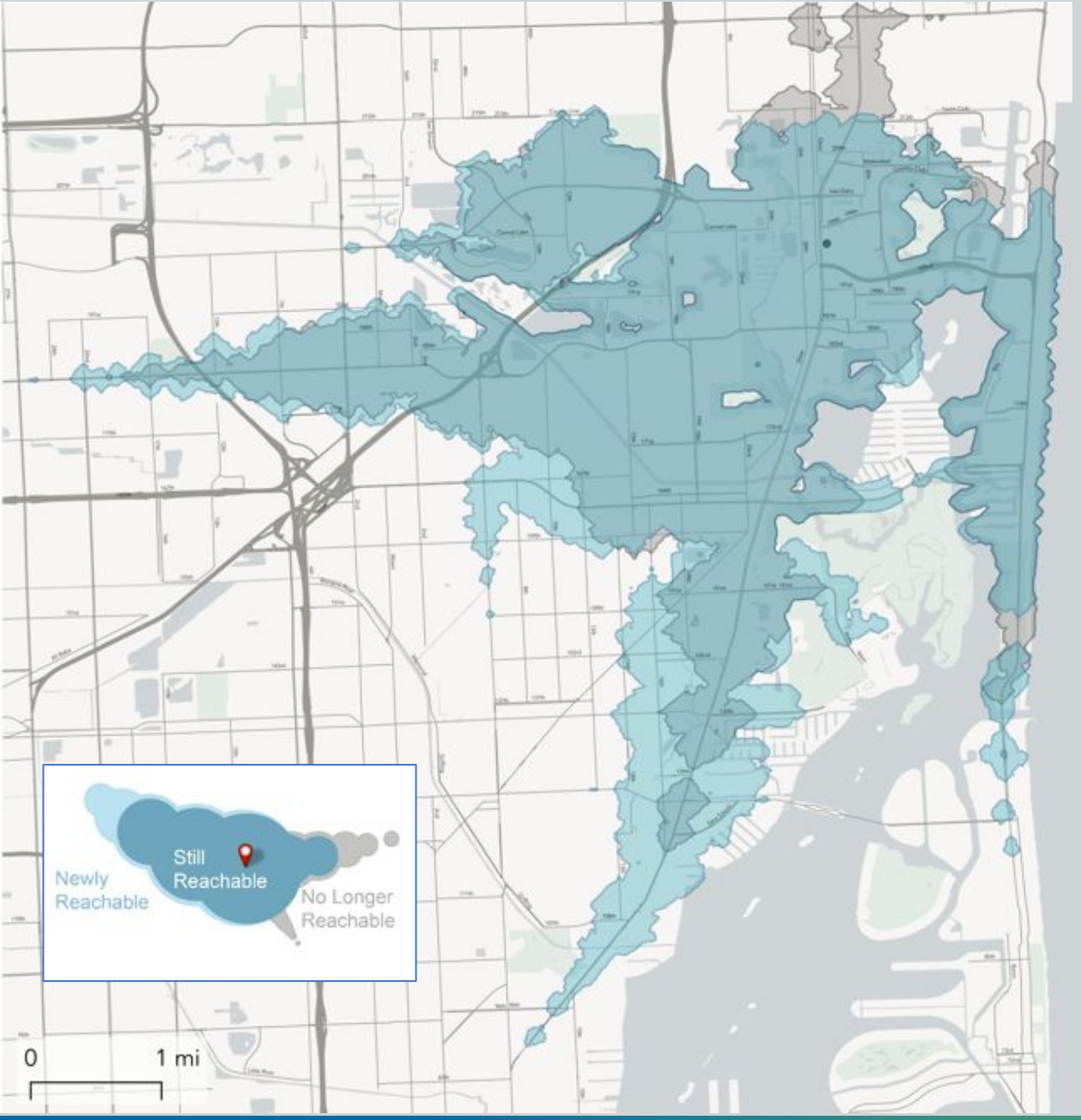
- Provides greater access to high frequent routes

  > 350,000 residents from 10% today to 23%

- Creates more equitable service

  Greater accessibility gains in minority and low-income areas





ACCESSIBILITY

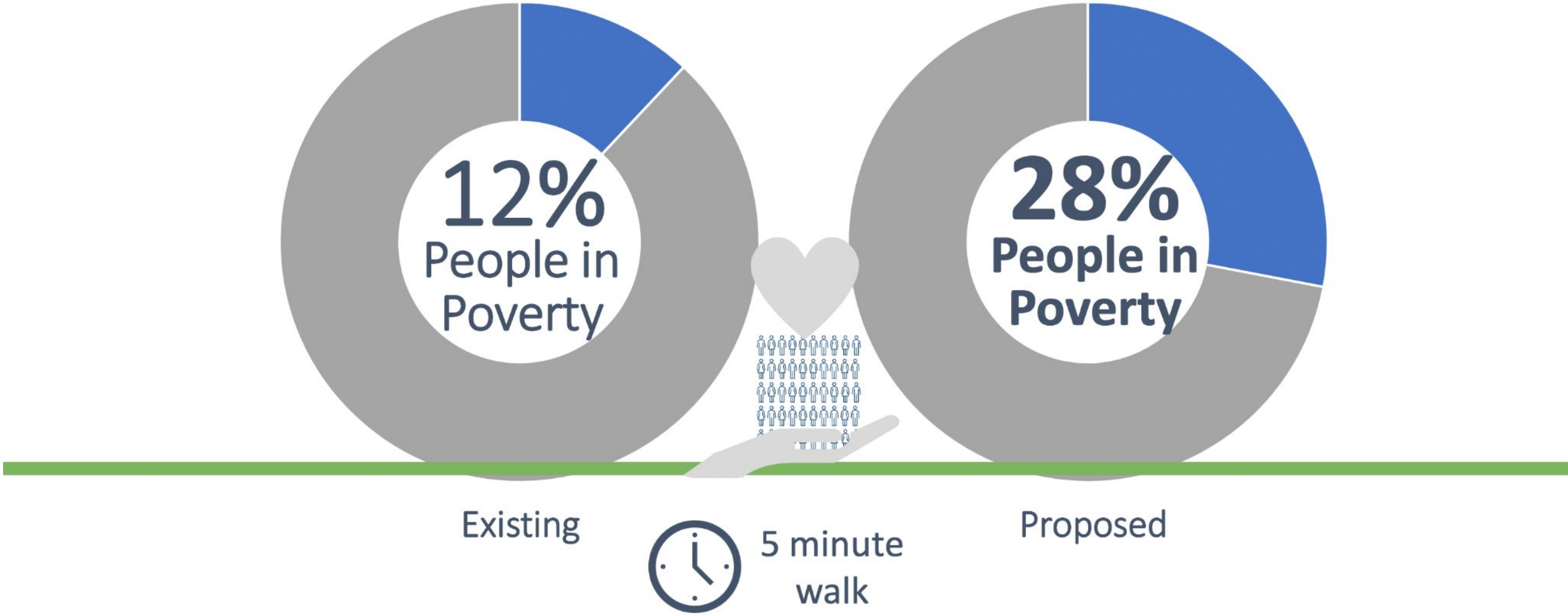
How far can I travel in **45 minutes** from **Aventura Mall** at noon?

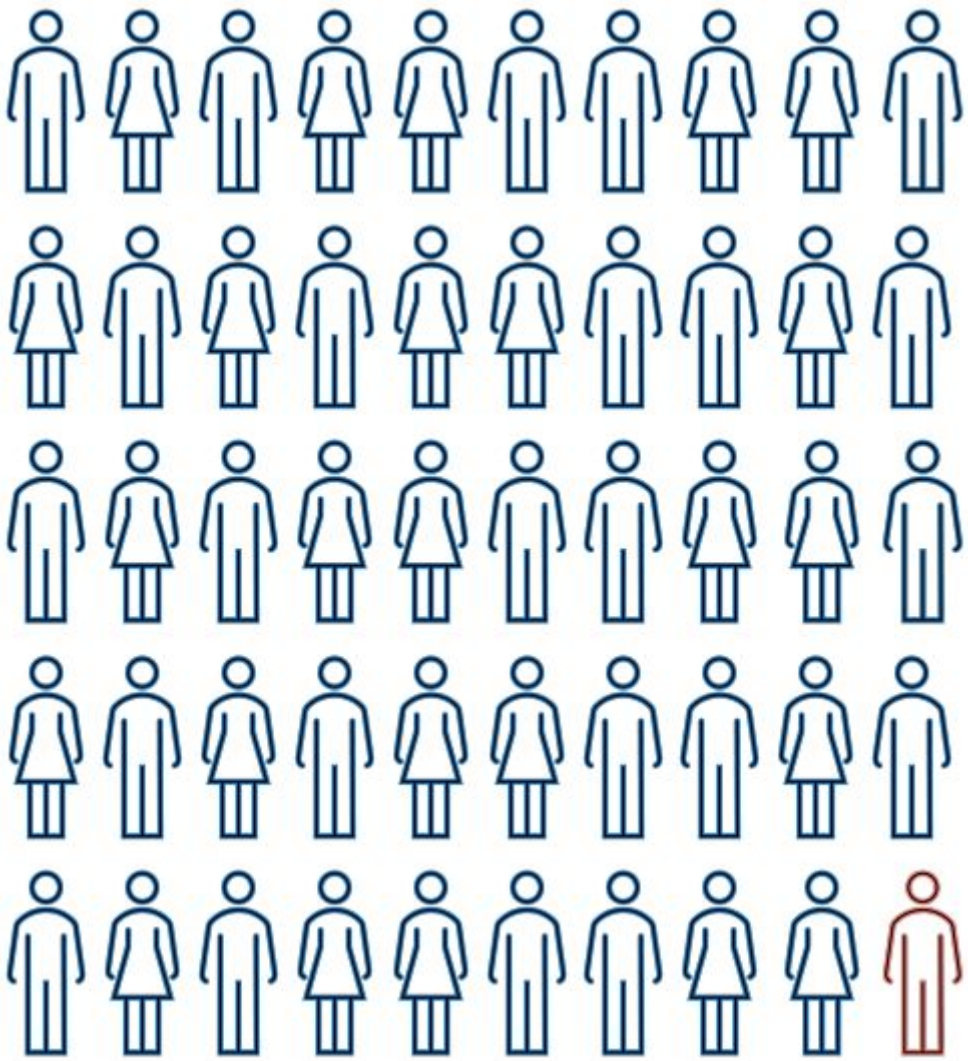
Reaching:

15% more jobs

20% more residents

WHO HAS ACCESS TO HIGH FREQUENT SERVICE?





49 out of every 50 will have same or better transit service

KEY TAKEAWAYS

- Clearly identify the problem/story hook
- Mea Culpas are healing, and deflecting
- Consider your audience's knowledge/interest levels
- Transparency builds trust

THANK YOU!

Linda Morris – linda.morris@miamidade.gov

In a sentence or phrase, what is your biggest storytelling or communications challenge?

Elevating Stories Through Data
Jenesis Gallego, NYC DOT
© NYC DOT

Agenda

Public Engagement Group

Canal St Outreach

Useful Context

Presentation of Findings

Key Takeaways

Agenda

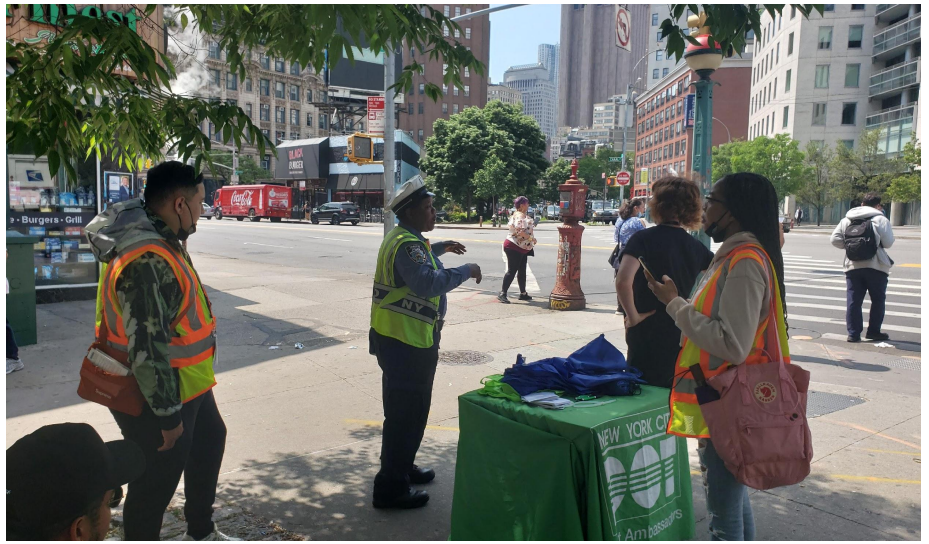
Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

NYC DOT Street Ambassadors *(in action)*



Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

Presenting Findings in an Outreach Summary

Things to Note

Intended Audience

- Primarily for Project Manager/Planning Unit
- Prepped for use in Community Board Presentations

Deliverable Goals

- Tell the community's story in a way that is useful for the PMs, Planners, and Decision Makers, but maintains the humanity of the data.

Our Unit's focus is to move forward the voice of the public.

Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

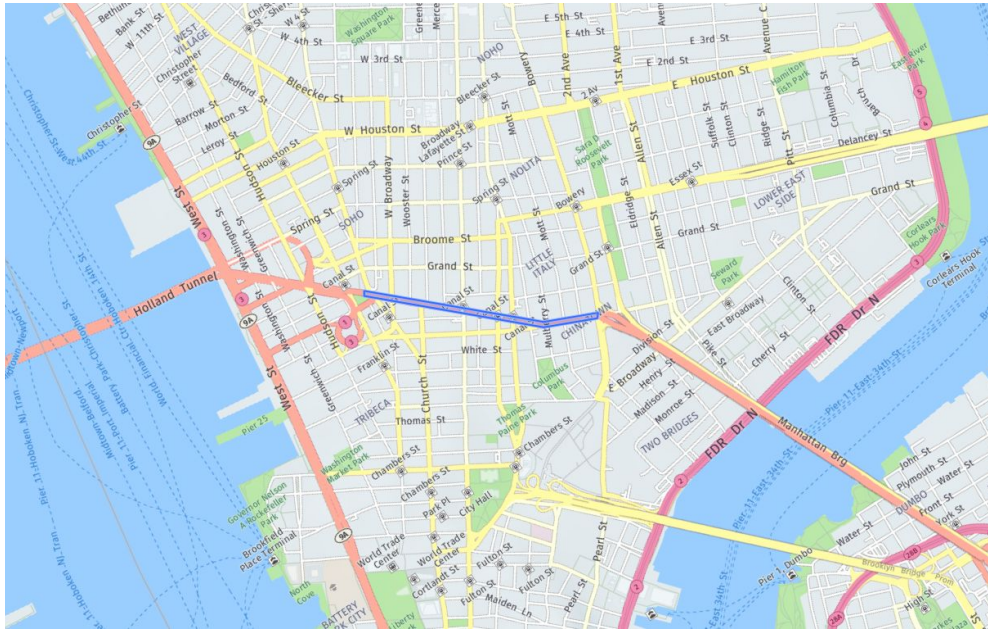
Canal St Visioning Project Public Engagement

Background

- The Pedestrian Unit collaborated with the Steet Ambassadors to collect feedback from the members of the community about their experience on Canal St.

What We Knew

- Canal St handles high volumes of pedestrian traffic on narrow sidewalks especially throughout the Chinatown area, a popular New York City destination.
- Large vehicle lanes that use up most of the street space in this area.
- Vehicles use Canal St to reach both the Manhattan Bridge and Holland Tunnel. Trucks travel both through Canal St, as well as to destinations along the corridor to unload goods to many local merchants.



Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

Public Engagement

Our Process

Between March and August, we collected feedback and engaged the public through multiple avenues.

- **Print Advertisements**
  - Cards
  - Flyers
  - In English, Spanish, Simplified Chinese
- **Social Media (Weekly)**
  - Facebook, Twitter, Instagram
  - Over 100k impressions total over 8 weeks
- **Collaboration with Chinatown BID**
- **In Person Deployments**
  - Merchants
  - Pedestrians

Agenda

Public Engagement Group

Canal St Outreach

Presentation of Findings

Key Takeaways

A Full Story Summary

Setting the Stage

Project Overview

Background

- The Pedestrian Unit identified Canal St as a priority area in need of sidewalk and safety improvements but wanted to see what members of the community identified as issues and challenges.
- Canal St handles high volumes of pedestrian traffic on narrow sidewalks especially throughout the Chinatown area, which is a popular New York City destination.
- Canal St has large vehicle lanes that use up the majority of the street space in this area.
- Vehicles use this street to reach both the Manhattan Bridge and Holland Tunnel.
- Trucks travel both through Canal St, as well as to destinations along the corridor to unload goods to many local merchants.

A Street Ambassador and an interpreter speak to a participant on Canal St.

Social Media Coverage

DOT's Social Media Strategy

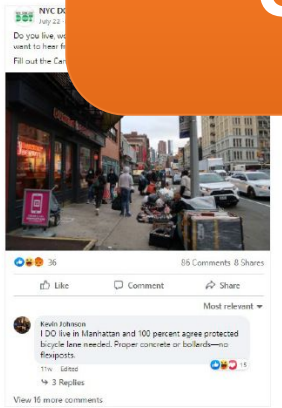
- In coordination with DOT's Press Office, we distributed the survey along with some language to encourage viewers to participate.
- The survey was featured on both the agency's Twitter and Facebook accounts.

Facebook Impressions

DOT's Press Office posted on Facebook on an almost weekly basis. Listed impressions are the number of times content entered a person's screen.

Below are the total impressions for each posting.

- Friday 7/8 at 4:15PM: 4,973
- Thursday 7/14 at 2:47PM: 2,836
- Friday 7/22 at 3:30PM: 1,586
- Monday 7/25 at 11:34AM: 2,406
- Thursday 8/4 at 3:09PM: 4,551
- Thursday 8/11 at 12:02PM: 2,072
- Thursday 8/18 at 12:40PM: 2,657
- Tuesday 8/30 at 1:06PM: 4,985



Outreach Overview

Purpose

- To understand what pedestrian and safety improvements the community would like to see.

Outcomes

- Project Managers will be able to identify intersections that are traffic safety concerns to the community.
- Project Managers will be able to identify pedestrian needs and concerns.
- Project Managers will understand how pedestrians get around, including if they use mobility devices.

Process

- The Street Ambassadors facilitated a Merchant Survey with businesses along the corridor.
- Pop-up outreach stations were set-up at sites along the project corridor.
- Boards were set-up to show survey participants visuals of examples of safety improvements.
- Palm cards were distributed with the survey link available in English, Chinese and Spanish
- The Street Ambassadors coordinated with the Chinatown BID to further circulate the survey within the community.

An Ambassador conducts an Intercept Survey on Canal St and Baxter St.

Two ambassadors conduct separate Intercept Surveys on Canal St and Baxter St.

Corridor Overview

Data Source: Land Use for New York City Planning Community Profile for Manhattan Districts 1, 2 and 3

Land Use

- In Manhattan Community District 3, Canal St and the surrounding area house many mixed use residential and commercial buildings, many public institutions and government buildings as well as some park space.
- In Manhattan Community District 2, Canal St also has mixed use residential and commercial spaces with a high concentration of commercial and office spaces.
- In Manhattan Community District 1, Canal St has a high concentration of public facilities, institutions, commercial and office space.

Notable Organizations

Chinatown BID & Chinatown Partnership
217 Park Row, 2nd Floor – Suite 9
New York, NY 10038

United Healthcare
161 Canal St
New York, NY 10013

Agenda

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Canal St Outreach

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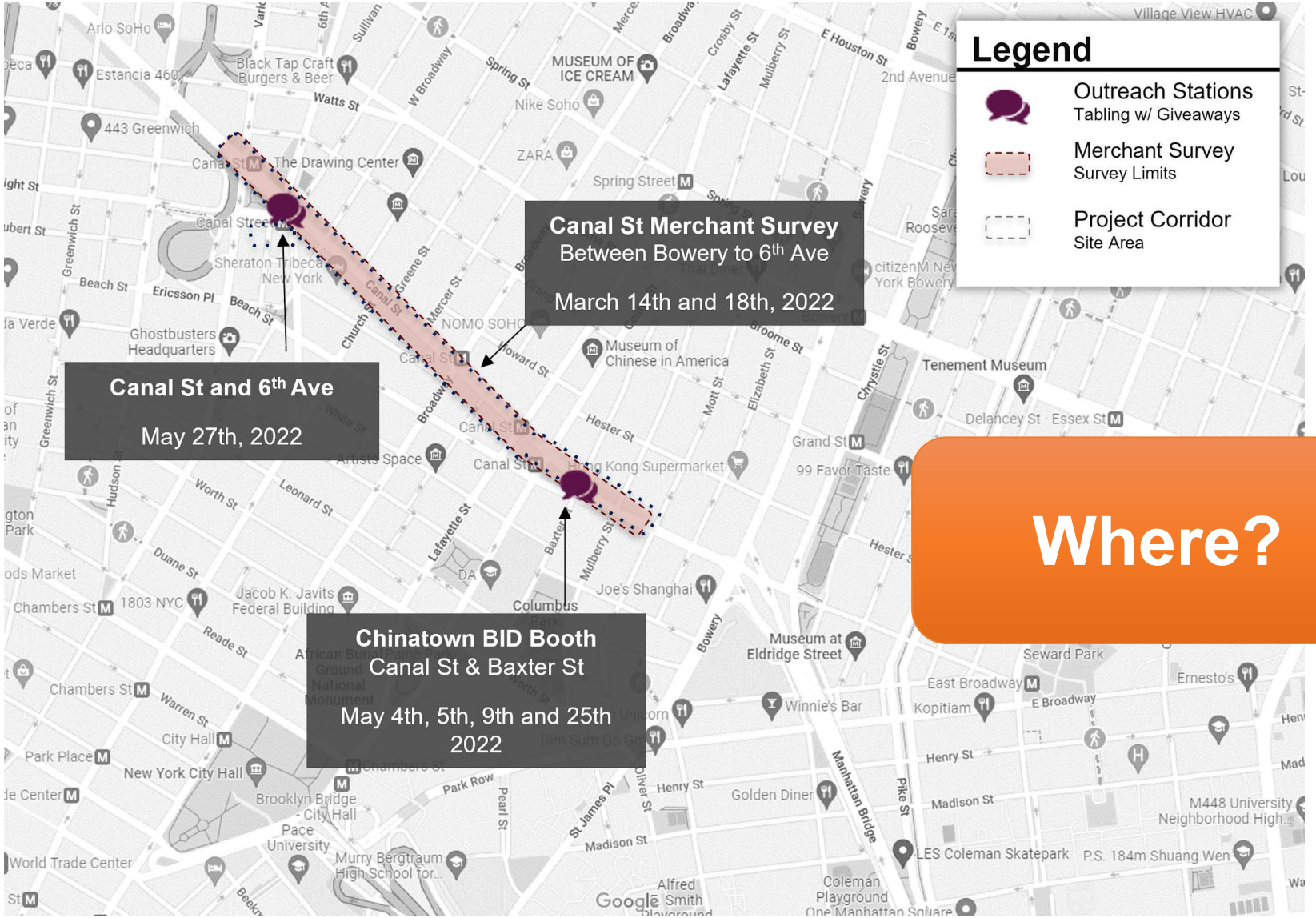
Key Takeaways

Deployment Sites



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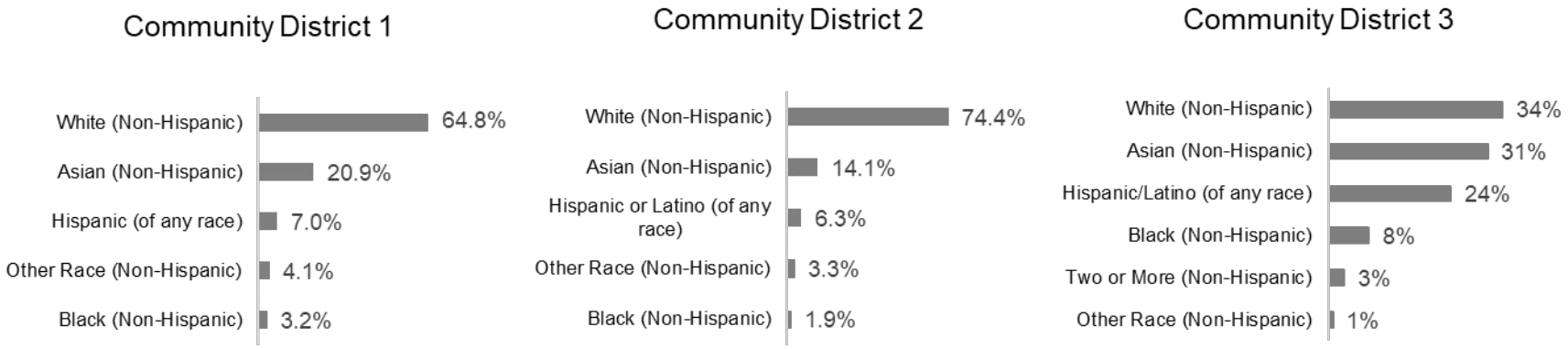
Demographics: Manhattan Community Districts 1, 2, and 3

Who?

Race & Hispanic Origin



Quick Facts

	Community District 1	Community District 2	Community District 3
Foreign Born	**28.1%**	**21.5%**	**34.5%**
Have Limited English Proficiency	**9.6%**	**6.1%**	**28.1%**
Under 18	**16.7%**	**9.4%**	**11.4%**
Age 65 & Older	**9.5%**	**16.5%**	**17.9%**
Are Rent Burdened (spend 35% or more of their income on rent)	**28.4%**	**33.4%**	**38.4%**
Mean Commute Time	**26.1 min**	**24.9 min**	**31.3 min**

Data Source: https://communityprofiles.planning.nyc.gov/manhattan/3

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Intercept Survey Participation

By the Numbers

In Spring 2022, NYC DOT launched a comprehensive in-person transportation survey along Canal St, Manhattan to understand the transportation experiences from users traveling around the corridor.

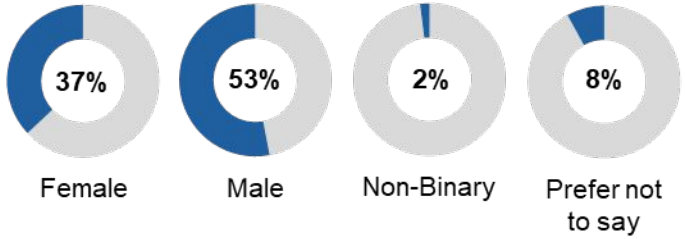
NYC DOT conducted its community survey on March 14th and 18th, and May 4th, 5th, 25th, and 27th.

› **480 people participated in the survey;** in addition to on-the-ground QR flyers posted on Canal St, the survey was available digitally via NYC DOT's social media campaign.

Real & Humanizing

Who Took the Survey?

Gender



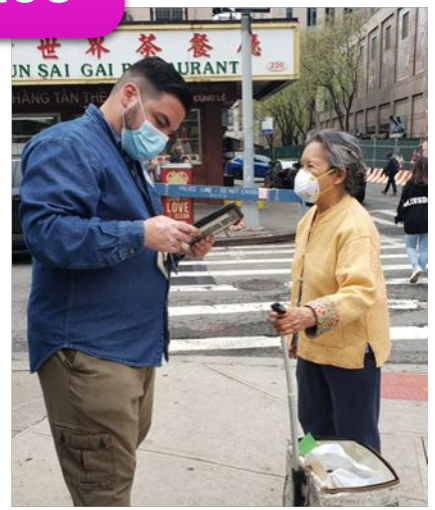
Race/Ethnicity

Asian	(175)	36%
White	(144)	30%
Prefer not to say	(63)	13%
Other race, ethnicity, or origin	(33)	7%
Black	(29)	6%
Hispanic	(29)	6%
Middle Eastern	(7)	1%

Participant Age

18 - 24	(28)	6%
25 - 34	(121)	25%
35 - 44	(107)	22%
45 - 54	(73)	15%
55 - 64	(54)	11%
65 - 74	(46)	10%
75 or older	(21)	4%

Use of Photos



A Street Ambassador conducts a survey with a senior citizen.

Clean Design

A Street Ambassador surveying a shopper on Canal St.

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Baseline Data: Trip Purpose

Brief Highlights

How do people get around in the neighborhood?

- Most respondents reported walking as their preferred mode of transportation for accessing their selected activities on Canal St, while fewer participants indicated driving alone as their typical mode of transportation.
- Respondents reported using public transit often for work (20%), visiting friends and family (23%), and going to restaurants/bars/social venues (38%), emphasizing its importance for commuting, socializing, and accessing goods and services.
- Based on the experiences reported, driving alone is not commonly used for most activities on Canal St. However, a few respondents

Trip Purpose & Travel Choice: Canal Street Area, Manhattan

Which of these methods of transportation do you use most often when traveling in and around this neighborhood? (n=480)

	Walk	Subway	Bike	Bike Share	Bus	Drive Alone	Car Pool	FHV/ Taxi	Electric Scooter
Shopping/Errands	67%	40%	15%	16%	9%	4%	7%	4%	1%
Dining	46%	31%	10%	13%	7%	3%	7%	5%	0%
Parks/Recreation	26%	14%	7%	9%	5%	1%	2%	1%	0%
Visiting Friends/Family	24%	18%	5%	7%	5%	3%	5%	2%	0%
Community Services	7%	3%	1%	1%	1%	0%	2%	1%	0%
Work	20%	16%	5%	5%	4%	3%	4%	1%	1%
Medical Visit	21%	9%	1%	1%	3%	2%	3%	2%	0%
Religious Services	3%	1%	0%	1%	0%	1%	1%		
Child Pick Up/Drop Off	3%	1%	0%	0%	1%	0%	1%		
School	1%	0%	0%	0%	0%	0%	0%		
Senior Center	4%	0%	0%	0%	0%	0%	0%	0%	0%

Illustrating Big Picture Use

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Baseline Data: Pedestrian Experience

Traffic safety concerns and barriers affecting pedestrians who frequently walk along Canal St

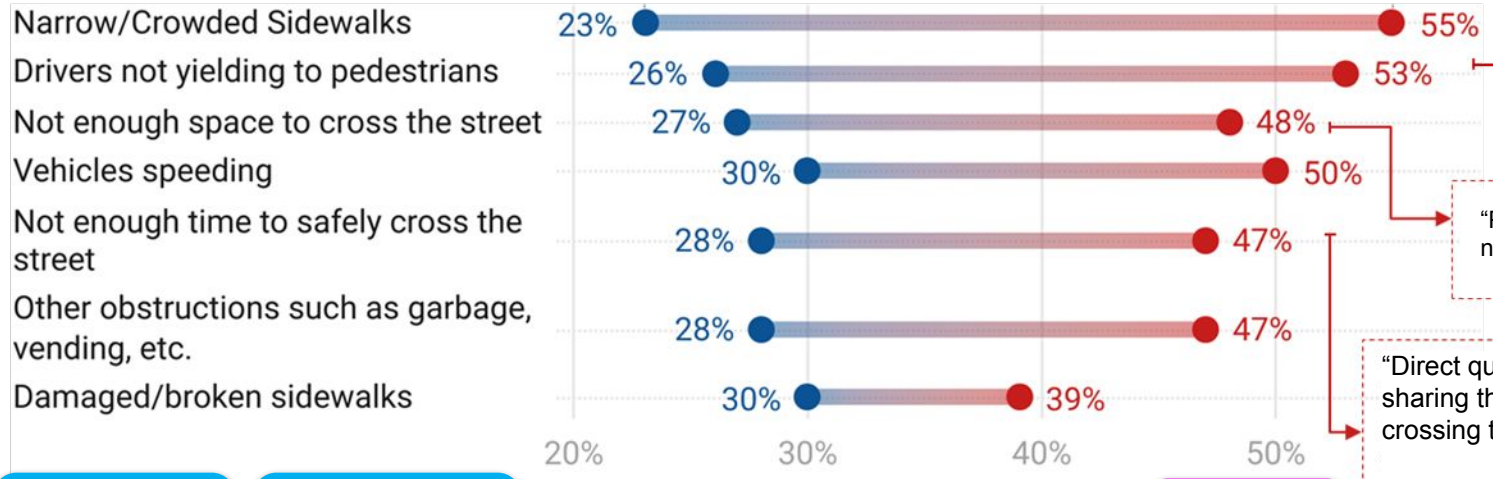
» When asked to identify and assess safety issues that would negatively impact the overall experience for pedestrians, more than half of respondents say they experience varying levels of traffic safety issues and barriers when walking on Canal St, including:

- Narrow/crowded sidewalks (55%)
- Vehicles failing to yield to pedestrians (53%)
- Vehicular speeding (50%)

Brief Highlights

***Ranking of pedestrian traffic safety issues, barriers or obstructions**

Rate each of the following conditions from 1 (not a barrier) to 5 (absolute barrier) that can make walking difficult or unpleasant for you on your trips in this neighborhood (n=141)



Use Direct Quotes when possible.

"Participant feedback about needing more street space"

"Direct quote from a participant sharing their experience about crossing the street."

Using their words can be powerful!

Use of Color

Clean Design

Using Quotes

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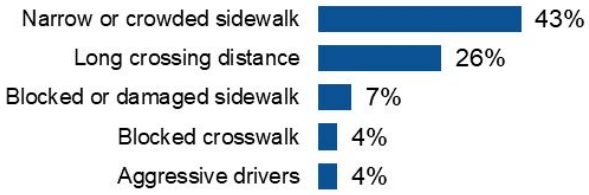
Reported Pedestrian Pain Points/Concerns

Pedestrian Experience

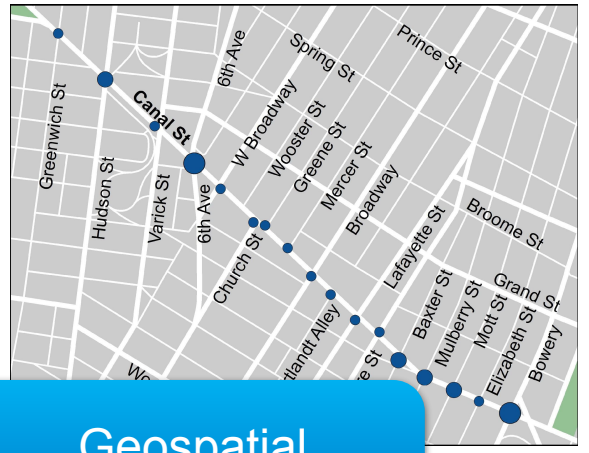
- 43% of participants reported experiencing narrow or crowded sidewalk issues; many identified points between Broadway and Bowery on Canal St.
- Over a quarter of reported pedestrian concerns noted long crossing distances.

Percentage of Reported Problem Intersections



Narrow or crowded sidewalk

Long crossing distance



Geospatial Illustration

Blocked or damaged sidewalk

Blocked crosswalk

Aggressive drivers

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What We Do

1. **We tell the story of our data** – Who, what, where, when, and why

2. **Humanize the data** – Photos, Quotes

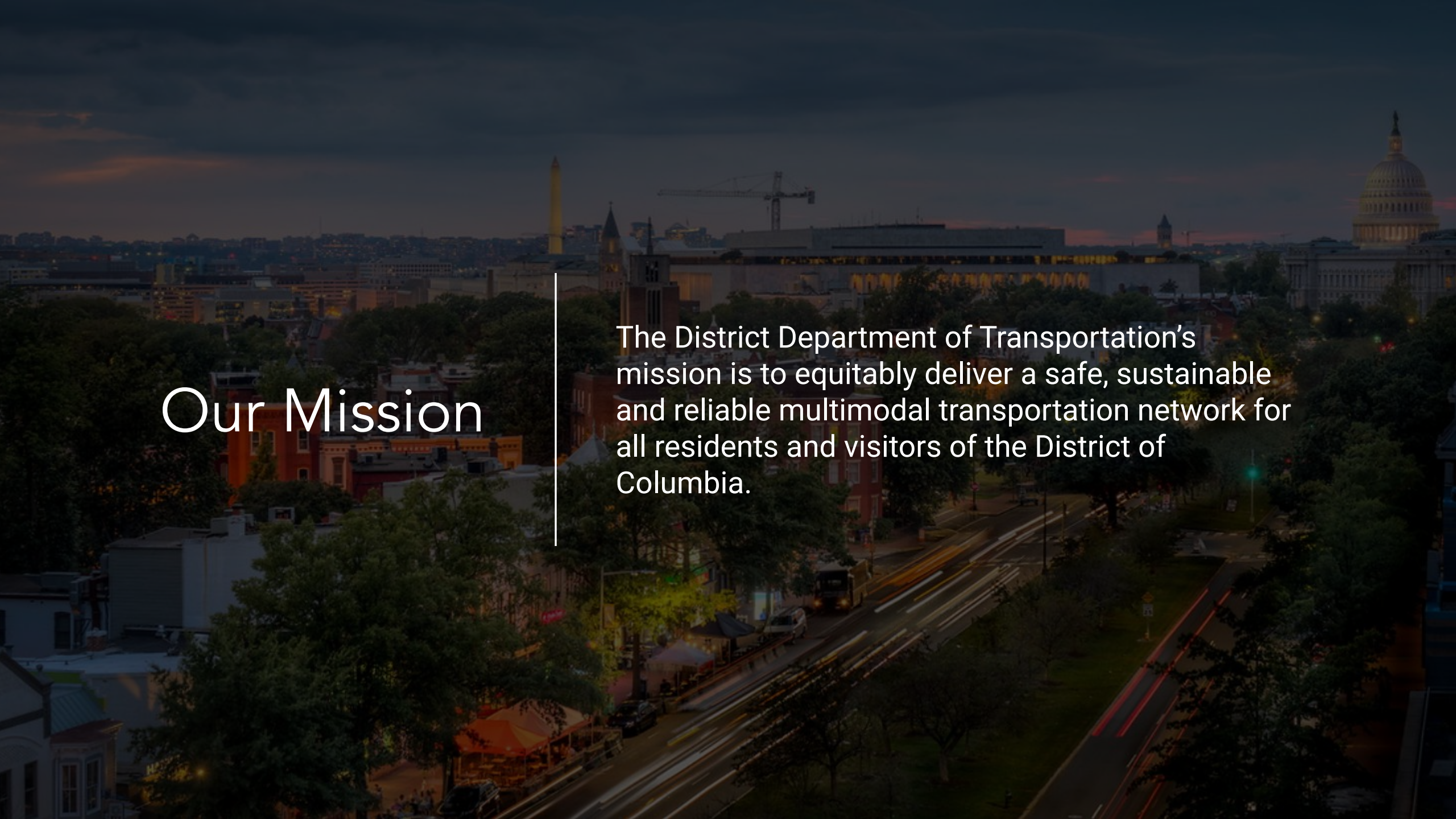
3. **Create minimal, colorful, and accessible visuals**

4. **We provide brief notes** on the data presented in the visuals – ideally in accessible language

In a sentence or phrase, what is your biggest storytelling or communications challenge?

When Numbers Talk: Using Data to Tell Stories and Make the Case

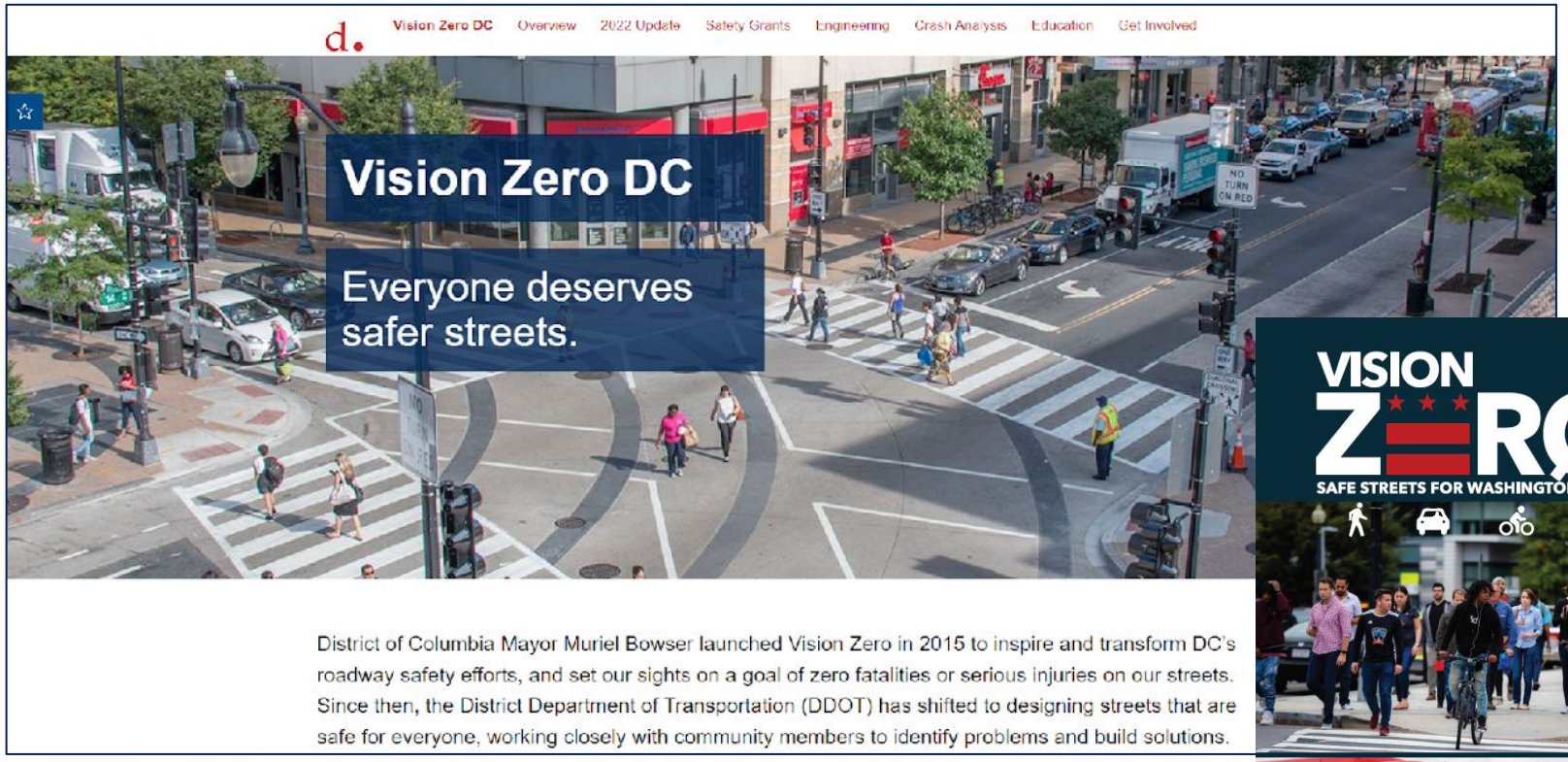
Amanda Stout, AICP
Deputy Chief Project Delivery Officer
District Department of Transportation (DDOT)
NACTO 2023

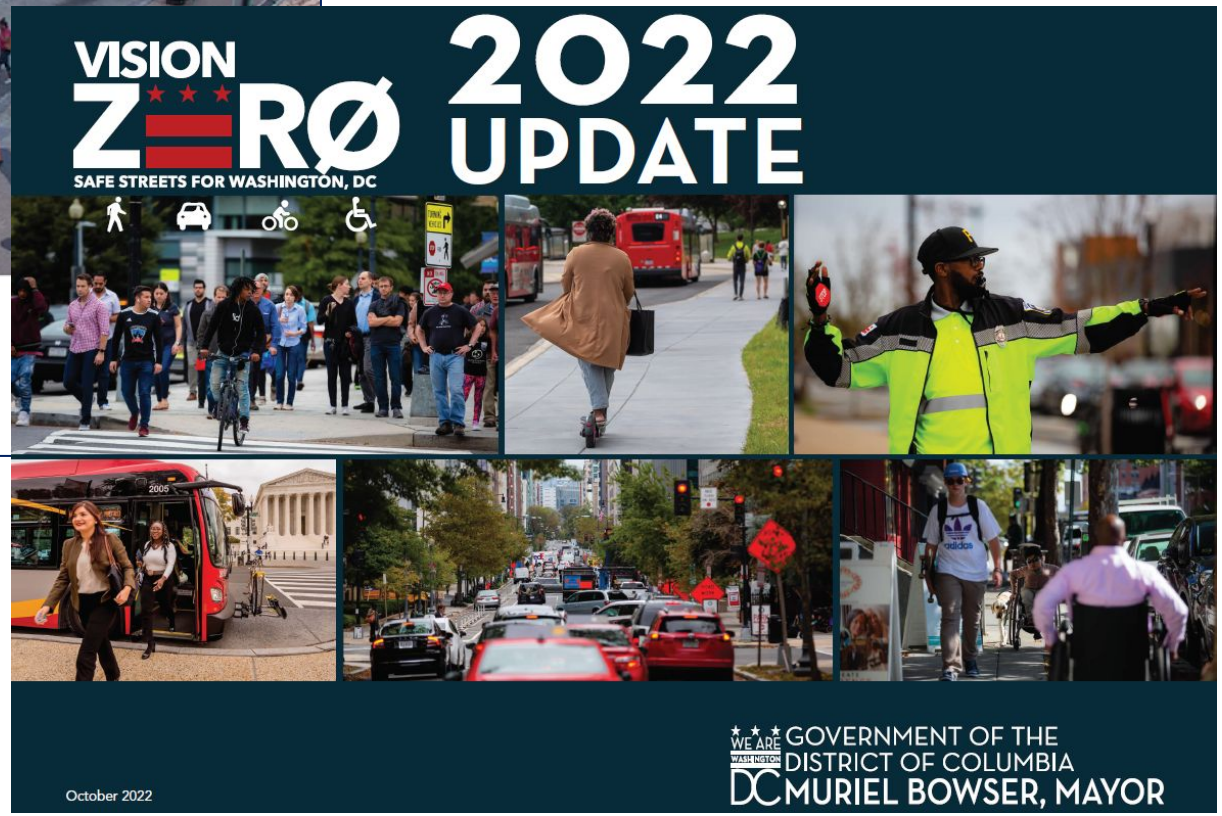


Our Mission

The District Department of Transportation's mission is to equitably deliver a safe, sustainable and reliable multimodal transportation network for all residents and visitors of the District of Columbia.

The District of Columbia has a Vision Zero goal



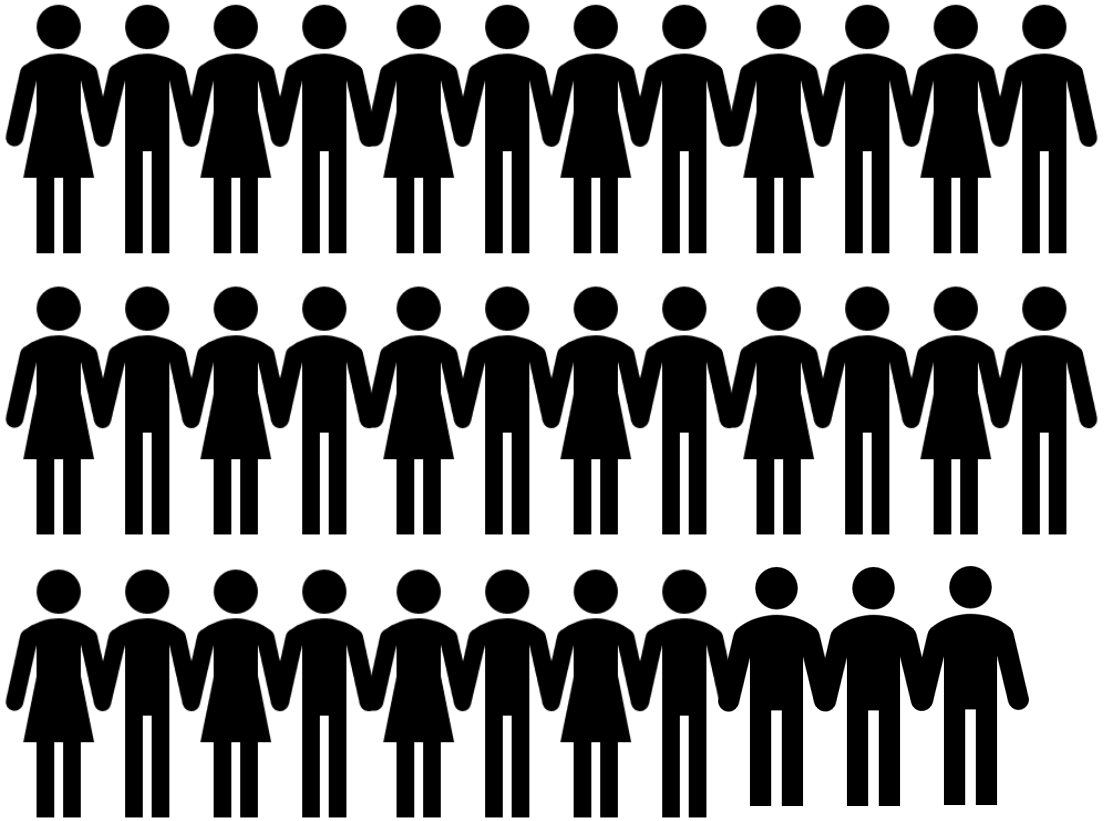


https://visionzero.dc.gov

…and it is challenging.

In 2022:

- **35 people died in or from crashes**
  - 19 people were pedestrians
  - 3 people were killed while they were biking
    - 2/3 cyclists killed by right turning large trucks on green
- **307 people suffered major injuries including**:
  - 146 People driving
  - 40 people inside the vehicle
  - 86 people walking
  - 23 people biking



How can data help us achieve our safety goals?

- Big goal = make our streets safer for all

- Show our progress and better tell our story
  - to internal DDOT teams
  - to residents
  - to the Mayor's Office and Council
  - to the media

- Effectively advocate for more funding for our transportation infrastructure projects
  - Competing against other local funding priorities
  - Opportunity of the Bipartisan Infrastructure Legislation (BIL)

DDOT Paving Plan

An interactive map of DDOT's paving work for Washingtonians to track our progress as we enhance the safety of the roadway and improve the ride comfort of the road surface.

View the map on your mobile device

d. delivers

Overview | Roads | Sidewalks | Alleys | Markings | Roads Paving Progress

Roads Tool tip: Click a road segment in the map for details

Select a ward: All Wards

Select an ANC: All ANCs

Select a plan: Paving Plan 2023

24
Completed Miles

4
Substantially Completed Miles

4
Under Construction Miles

77
Planned Miles

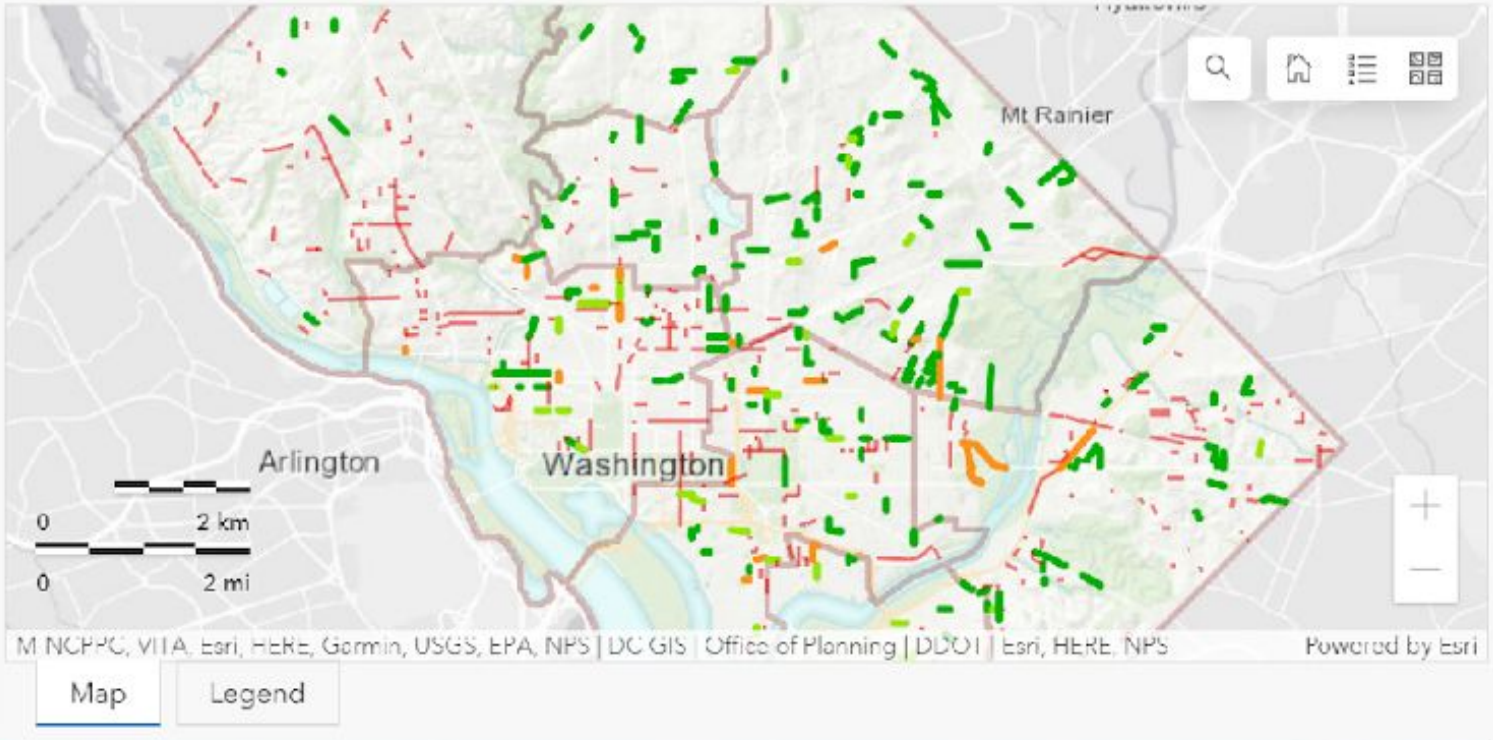
Road Segments Currently Under Construction

Click to zoom into the road segment.

KENILWORTH AVE NE
from to Ramp-36001012
Work Type: Crack Seal
Status: Under Construction
Ward 7, ANC 7D/7F

15TH ST NW
from Q ST NW to CORCORAN ST NW
Work Type: Pavement Resurface/Restoration
Status: Under Construction
Ward 2, ANC 2B/2F

15TH ST NW
from P ST NW to CHURCH ST NW
Work Type: Pavement



https://ddot.dc.gov/page/pavedc-frequently-asked-questions

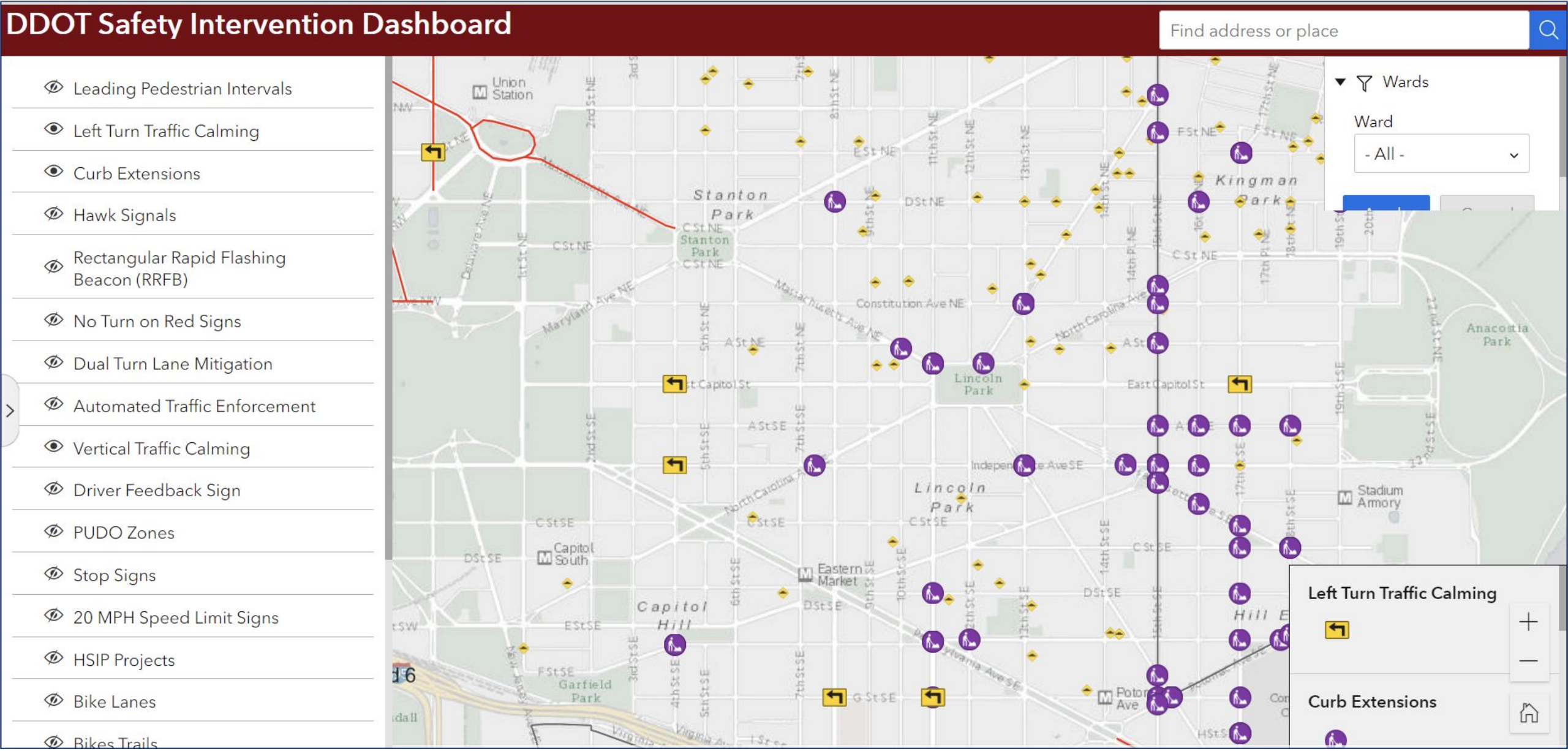
How is DDOT using dashboards to communicate progress on our safety projects?

- Iterative approach worked on by several teams across the agency
- Using dashboards to provide transparent, trackable, and up-to-date information

Three examples:

1. Safety Intervention Dashboard
2. Annual Safety Improvement Program (ASAP)
3. Traffic Safety Input (TSI) Program 2.0

DDOT Safety Intervention Dashboard



https://visionzero.dc.gov/pages/engineering

Annual Safety Improvement Program

Select a Ward: All

Select a Year: 2023

High Injury Network: Corridors | Intersections

Roadway Improvements: 25

16 Completed

0 Substantially Completed

9 Under Design/Construction

Roadway Improvement Projects Completed or Substantially Complete

- 34TH ST NW From MASSACHUSETTS AVE NW , GOLDSBOROUGH AVE NW To FULTON ST NW
- ARLINGTON MEMORIAL BRG SW From ROCK CREEK TRAIL NW , ROCK CREEK TRAIL SW To MOUNT VERNON TRAIL SW
- BENNING RD NE From ANACOSTIA AVE NE To Driveway-58012892 , 34TH ST NE

Intersection Improvements: 74

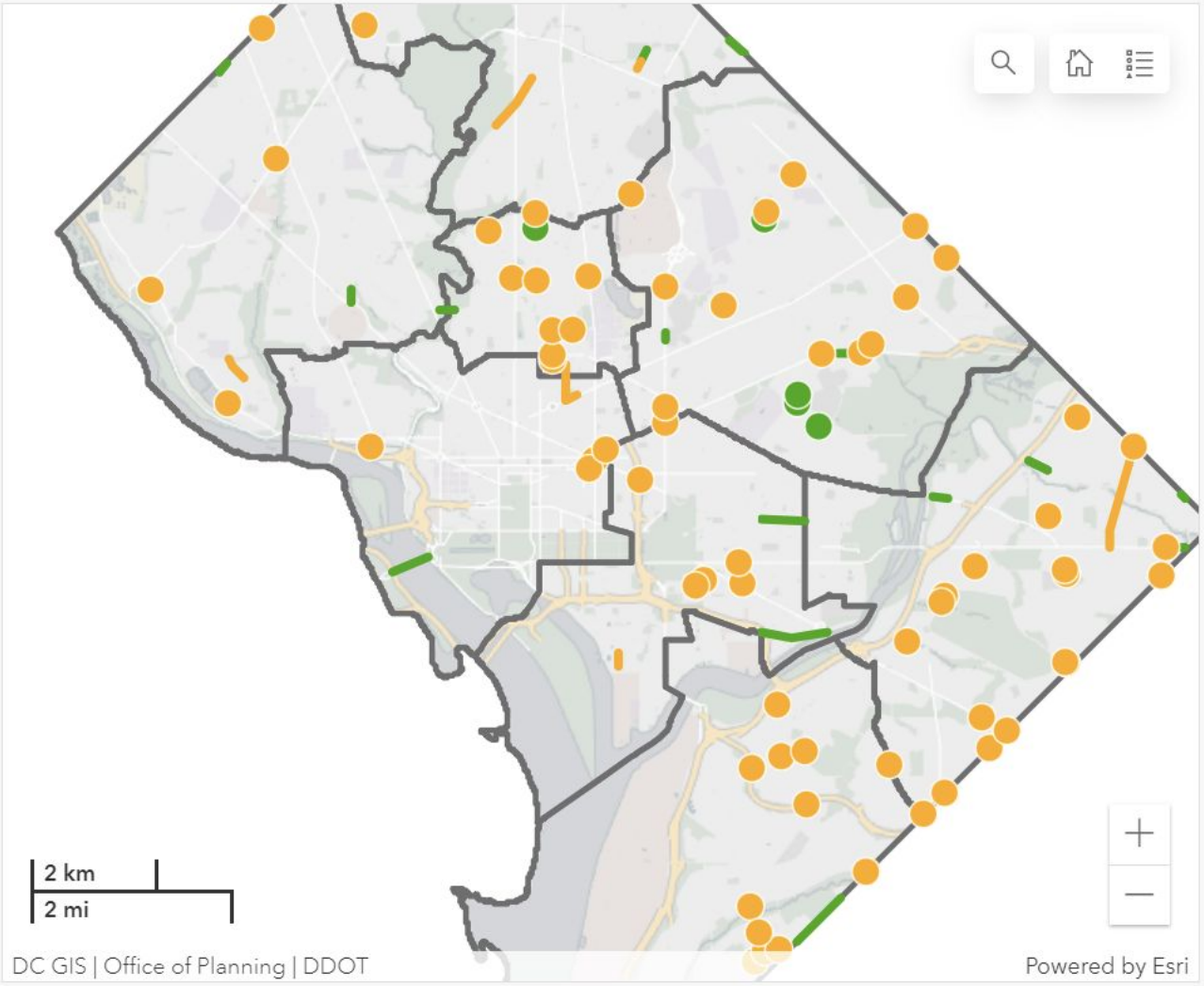
5 Completed

0 Substantially Completed

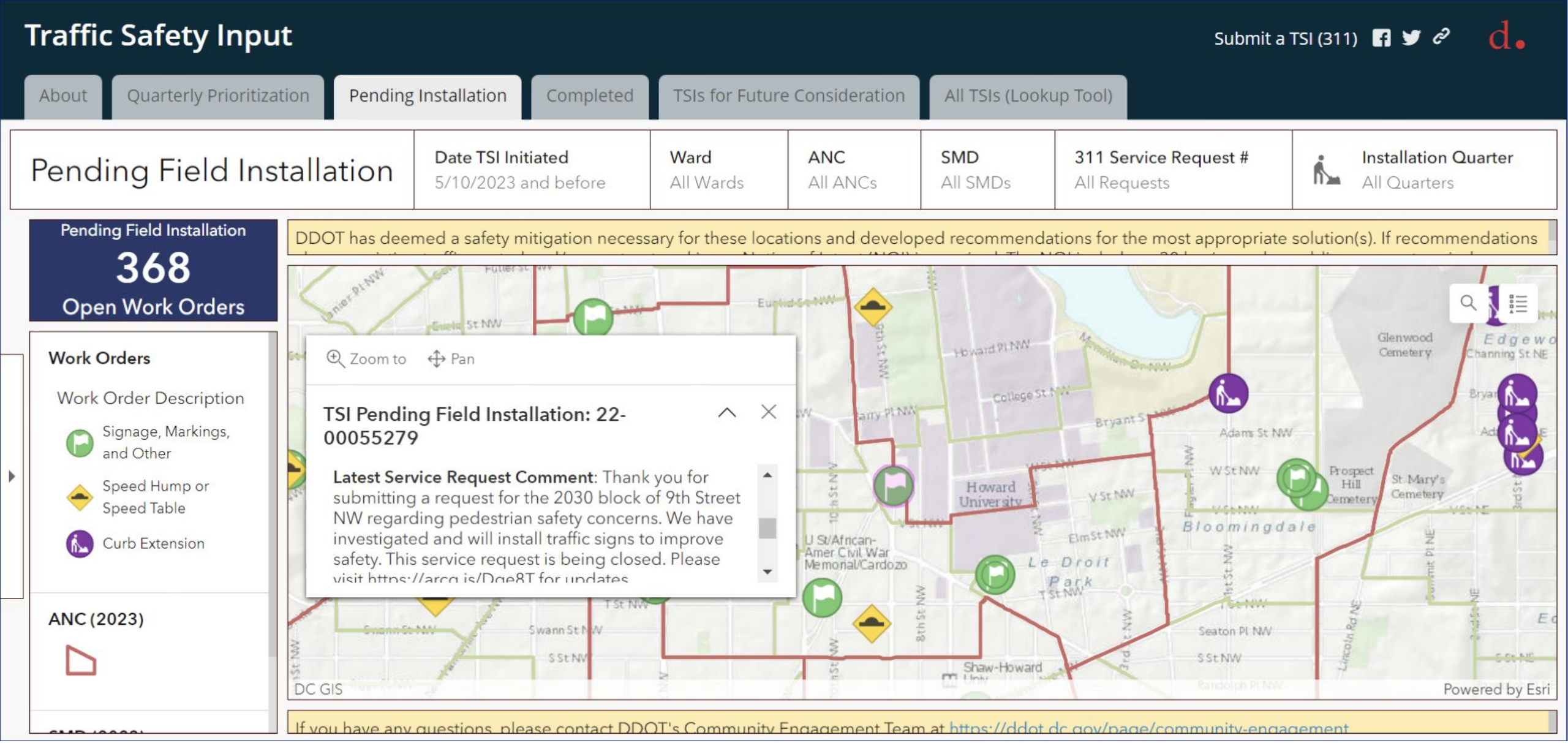
69 Under Design/Construction

Intersection Improvement Projects Completed or Substantially Complete

- 14TH STREET & OTIS PLACE, NW
- HOLBROOK STREET & RAUM STREET, NE
- WEST VIRGINIA AVENUE & CENTRAL PLACE, NE
- 12TH STREET & PERRY STREET, NE
- Mt Olivet Rd & Montello Ave NE



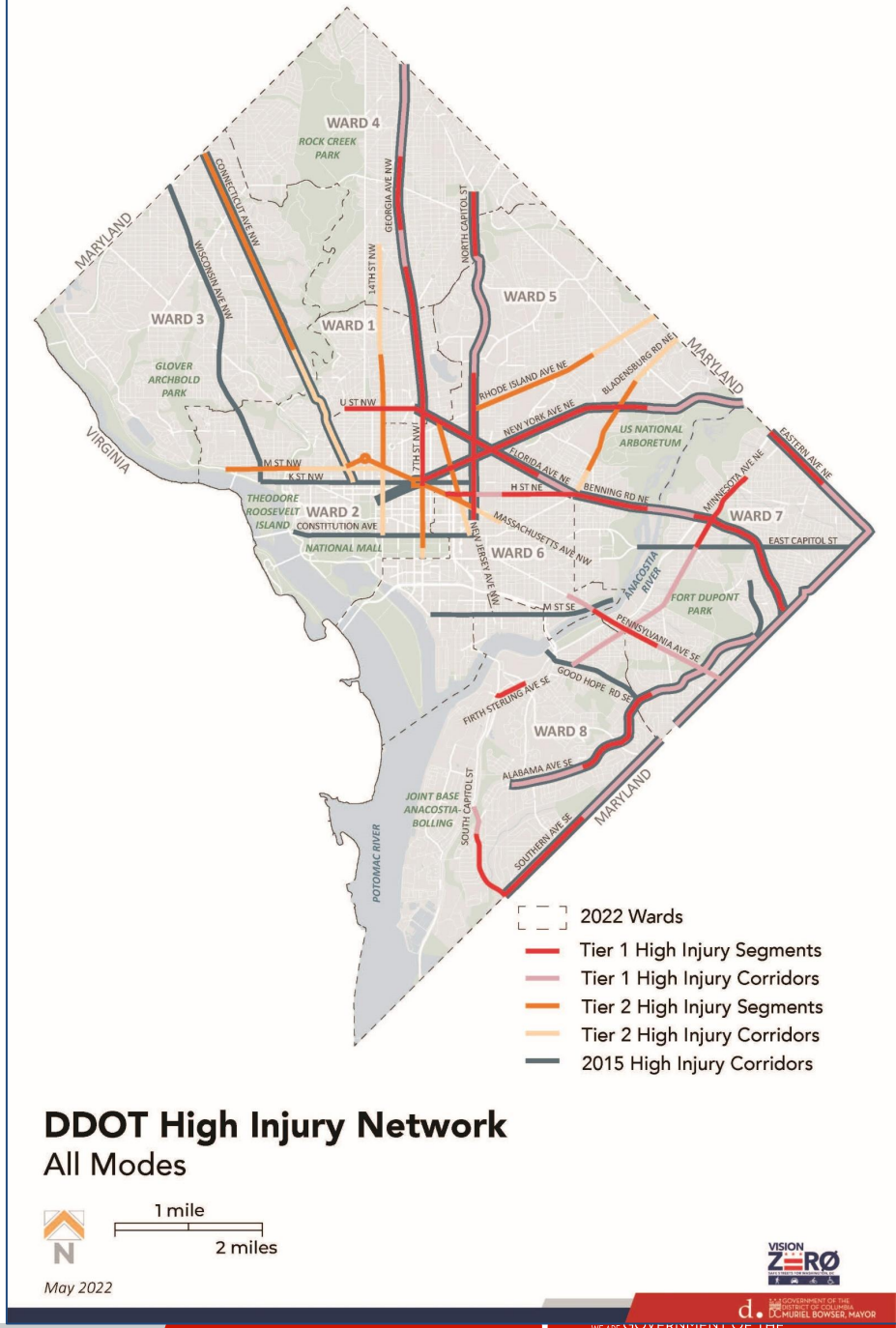
https://visionzero.dc.gov/pages/engineering



https://ddot.dc.gov/featured-content/traffic-safety-input-tsi-dashboard

Next Steps and Challenges

- DDOT has identified a High-Injury Network (HIN) comprised of 29 corridors.
- How to communicate progress on bigger, long-term capital projects in a comprehensive and coordinated fashion (not just individual project websites)
- How can we more effectively use dashboards and data to communicate both internally and externally how we are planning, prioritizing, funding, and implementing safety projects?
- Challenge and opportunity presented by new BIL funding



GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

Strategies and Considerations

Different programs and projects require different methods of presenting information.

- **Past-looking vs. future-looking** (What we have accomplished/built vs. a plan for future work)
- **Reactive projects vs. proactive projects** (The importance of "closing out" requests)
- **More nimble and tactical projects** (show results faster) **vs. progress on longer-term capital infrastructure projects**

Thank you!

Amanda Stout, AICP | Deputy Chief Project Delivery Officer
amanda.stout@dc.gov | 202-409-1907

Vision Zero website: https://visionzero.dc.gov/

Traffic Safety Input (TSI) program: https://ddot.dc.gov/featured-content/traffic-safety-investigation-tsi-dashboard

District Department of Transportation

250 M St SE | Washington, DC 20003 | 202.673.6813

In a sentence or phrase, what is your biggest storytelling or communications challenge?

NACTO DESIGNING CITIES DENVER 2023

#NACTO2023

When Numbers Talk: Using Data to Tell Stories and Make the Case