



Note to self: Must fix this problem!

In order to improve mobility, growing communities must measure, document and report mobility changes. These 6 steps outline the framework designed to help accomplish this task and plan needed improvements to **fix the problem**.

- 1.** *Identify the needs and opportunities in our community and set targets.* We must know our public. What are their primary concerns? What's the best way to communicate with them and others? Which congestion-reduction strategies will work best here? How are transportation projects planned and built in our community? We must determine the best method for measuring mobility and, most importantly, identify a funding source because the monitoring will be ongoing.
- 2.** *Next, create a monitoring plan.* Make sure key locations are covered and that key timeframes are considered (for example, there may be certain days, weeks or seasons during the year that impact mobility). Figure out **how much** data are needed and **how often** the monitoring will occur.
- 3.** *Monitor the system we've put in place.* This is the ongoing work that involves collecting all the information we need for a substantive report.
- 4.** *Now, analyze the data.* Compute the mobility performance measures and compare performance with our community targets. This is where we'll start to see the fruits of our labor. Make note of recurring and new trends revealed by the data. And, make sure the performance measures are capturing known congestion.
- 5.** *We're ready to package and distribute the results!* Write the content and create graphics so the information is packaged and communicated as effectively as possible. Develop mobility improvement strategies based on the data collected. Produce press releases and work with the media to publicize our findings.
- 6.** *Finally, move forward with improvements and keep the steps in motion.* Monitoring congestion in our community is not a one-time event. As our community grows and changes, and as improvements are made, our monitoring and data collection must continue in order to provide current and useful information. We must always be seeking ways to improve our monitoring system.

