



Task Force on Emerging Performance Areas Working Meeting

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Wednesday, September 24, 2025



Vision to Action: CPBM Task Force on Emerging Performance Areas

Developing Actionable Initiatives for the Next 1-3 Years



Today's Session Agenda



Introduction & Context Setting (10 min)



Individual Idea Generation (10 min)



Group Discussion & Categorization by Goal (30 min)



Prioritization & Selection (15 min)



Group Share Out & Synthesis (10 min)



Wrap-up & Next Steps (5 min)



CPBM Strategic Focus (Paraphrased)

- Align strategies with work systems and processes to improve project/program lifecycle through performance management.
- Enhance management tools, data collection, and analysis.
- Use metrics for transparency, accountability, and results.
- Share best practices through benchmarking and shared learning.
- Incorporate global trends and research to influence the development of policy, programs, regulations, and guidance.
- Guide organizational structure and performance practices.



Collaborative Opportunities

- CPBM Subcommittees/Task Force
- AASHTO
 - Committee on Planning
 - Committee on Safety
 - Committee on Environment and Sustainability
 - Committee on Transportation System Operations
 - Committee on Transportation System Security and Resilience
 - Council on Active Transportation
- Parallel/Crossover TRB Standing Committees



Emerging Measures Defined

- Performance measurements not widely adopted by State Transportation Agencies
- Generally, have one or more of the following characteristics:
 - User-Centric versus facility-centric
 - Broad range of objectives (e.g., accessibility, reliability, sustainability, fairness, economic vitality, quality of life, etc.)
 - Multi-modal perspective
 - May use new data sources and/or technologies for measurement



Who is the Task Force?

- Independent, volunteer panel of national experts in performance management.
- Works to improve how State DOTs conduct performance management.
- Identifies emerging performance areas.
- Makes recommendations for future research.
- Creates a platform for knowledge exchange.
- Shepherd development of performance measures and integration into agency decision-making.





2022-2025 Broad Focus Areas



- Accessibility/Destination Access (Multi-modal)
- Climate
- Equity



Task Force Themes & Goals

Serve

Goal 1: Serve as forum to advance ideas and examples of how transportation agencies are implementing new and emerging performance measures.

Develop

Goal 2: Work with CBPM Professional Development & Technical Services Coordinating Subcommittee to develop and communicate guidance, training, and educational resources.

Advance

Goal 3: Develop research proposals and problem statements for development, implementation, and integration of new areas and measures.

Collaborate

Goal 4: Work collaboratively with AASHTO, TRB, USDOT, and other partners.



Session Objectives

1

Brainstorm actionable initiatives and projects.

2

Validate and refine initiatives against the CPBM & task force's purpose and goals.

3

Prioritize initiatives based on impact and feasibility.

4

Develop a shared understanding and commitment to prioritized initiatives.



Purpose of This Exercise

- Develop a clear set of actionable initiatives for the CPBM Task Force on Emerging Performance Areas to pursue over the next 1-3 years.
- Benefits:
 - Ensures all voices are heard.
 - Generates ideas in an organized way.
 - Links initiatives to the task force's purpose and goals.



Trends to Consider

- Social trends, demographics, changing travel patterns
- Technological innovation and new services
- Economic Trends
- Environmental Challenges
- Governmental Transition/Priorities

Individual Idea Generation

Time Allotment: 10 minutes

- Silently brainstorm specific initiatives/projects.
- Think broadly (programs, resources, research, communication).
- Write each idea on a separate small Post-it note.
- Consider how the task force can fulfill its purpose and goals.

Group Discussion & Categorization by Goal

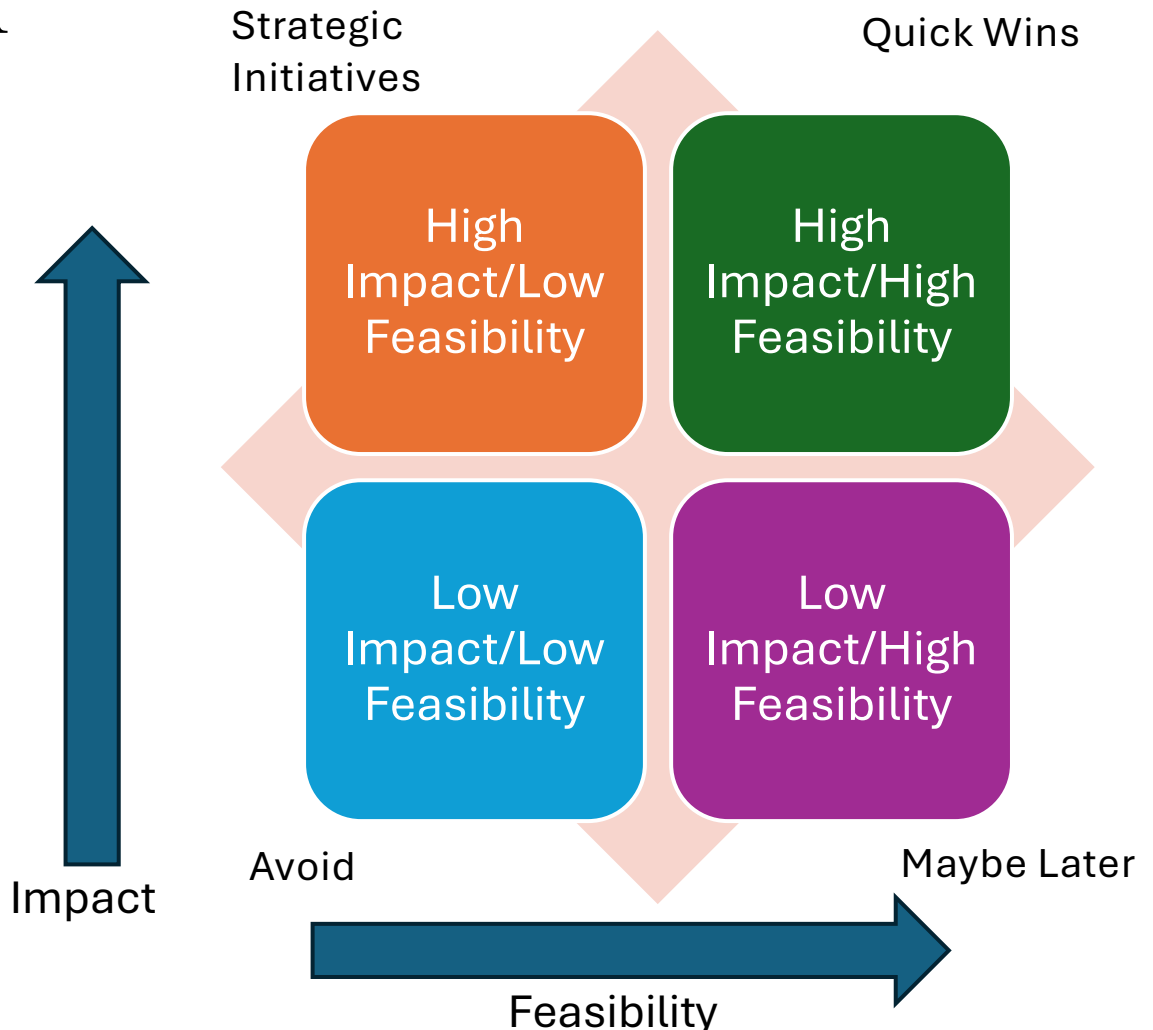
Time Allotment: 30 minutes

- Share ideas within group.
- Discuss which of the goals each idea primarily supports.
- Write ideas on a flip chart/large Post-it under the relevant goal.
- Discuss what each idea entails, its importance, and connection to goals.



Prioritization & Selection

- Time Allotment: 15 minutes
- Identify the top 2-3 most impactful and feasible initiatives for the next 1-3 years.
- Impact: How much will it help achieve mission and goals?
- Feasibility: Do we have the resources/capacity to undertake it?



Group Share Out & Synthesis

Time Allotment: 10 minutes

- Each group shares their top 2-3 prioritized initiatives for each goal.
- Briefly explain why they were selected.
- Which initiatives will YOU help to activate?



Wrap-Up & Next Steps

- Thank you for your valuable input!!
- Output from this session will inform overall 1-3 year action plan.
- Next Steps
 - Refining these initiatives
 - Assigning leads
 - Developing timelines
 - Identifying/finalizing resources



Task Force Update

- Excellent practitioner speakers
- Advancing best practices
 - Members have presented at Conferences and Meetings
- Successful in securing research funding



Funded Research

- A Guide to Assess, Measure and Communicate the Public Value of Transportation ([NCHRP 23-48](#))
- Implementing Effective Community Resilience Performance Management ([NCHRP 25-78](#))
- Performance Measures for Community-Centered Transportation Outcomes: A Guide ([NCHRP 23-34](#))
- Evaluating the Effects of Transportation Investments on Greenhouse Gas Emissions (NCHRP 25-74, Terminated)



Research Proposals in Development for FY2027

- Measuring economic benefit and public value from ROW utilization (Lead: Ricky Milner)
- Capital investment and STIP programming for public good measurement (Lead: Kelly Rodgers)



Current Discussions

1. Opportunities for Modal Choice: Measure how expansion of modal access mitigates climate impacts (Champion: Carolyn Ryan)
2. Separating Rural and Urban Measurements to Evaluate Strategy Performance and Community Outcomes
3. Measure Performance of Transportation Connections Between Communities
4. Improve/Expand Travel Demand Measurement (e.g., Multi-Modal, Non-Auto)



5. Implement Effective Resilience Performance Management (next step for resilience related funded research NCHRP 23-26)
6. Develop Destination Access Measures
7. Measure Performance of Sustainable Infrastructure
8. Measure Return on Investment of Emerging Performance Areas
9. Equity/Fairness In Programming (potential measurement of quality, availability and affordability leading to efficiency and economic development)



Volunteers

NEEDED





Questions?

