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

May 2, 2017

THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY RESEARCH CENTER

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A North Carolina partnership
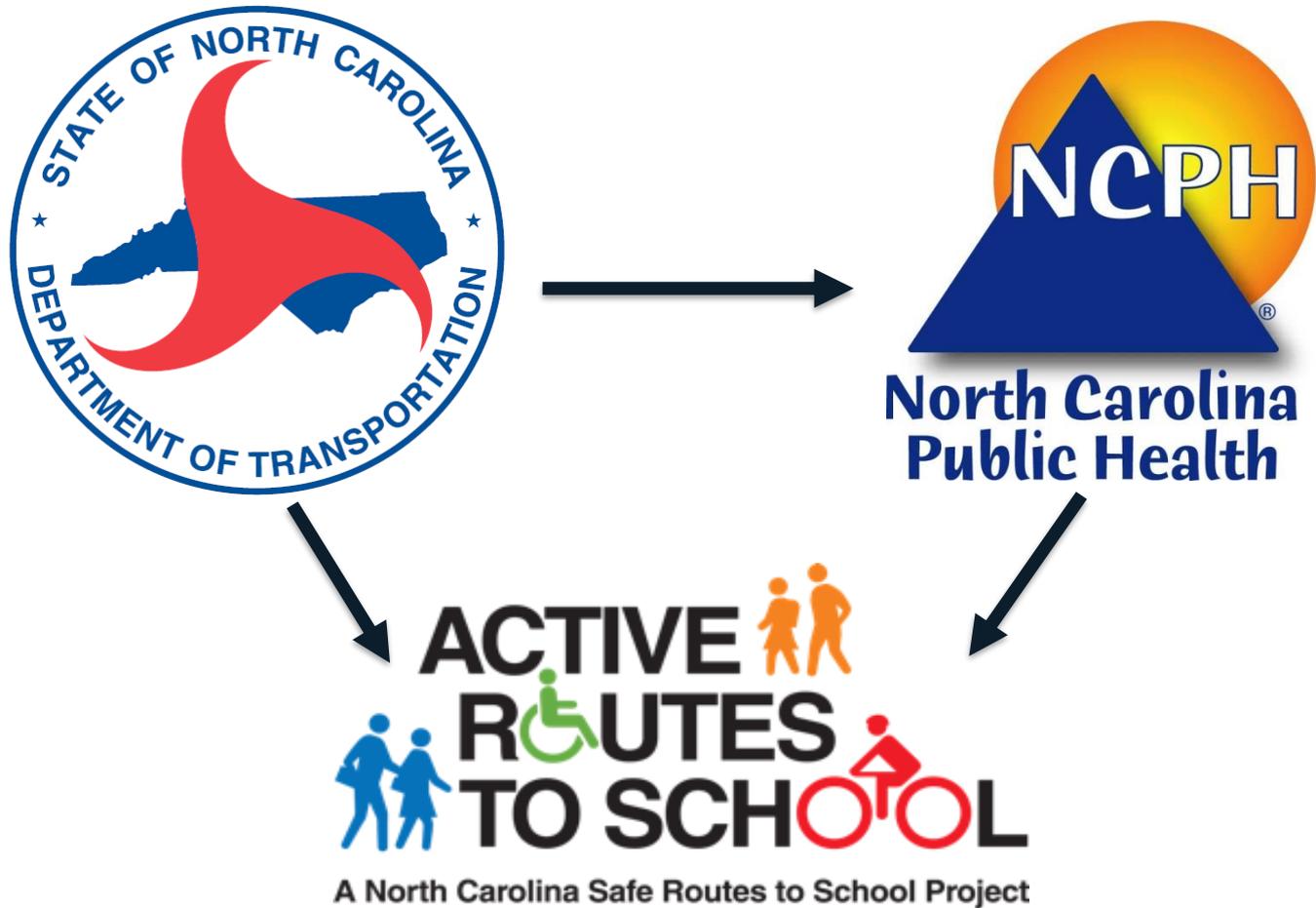
Active Routes to School project goal

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

Awareness-Raising Events
- **Increase one-time awareness events about the importance of Safe Routes to School**

Ongoing Programs
- **Increase the number of ongoing programs that encourage walking and biking to school**

Trainings/Workshops
- **Increase the number of trainings on how to implement Safe Routes to School-related activities**

Policy Changes
- **Increase the number of policies that support walking and biking to school**

Built Environment Changes
- **Develop a plan for an infrastructure issue statement to identify a physical improvement to local infrastructure for future exploration**

What is performance **measurement?**

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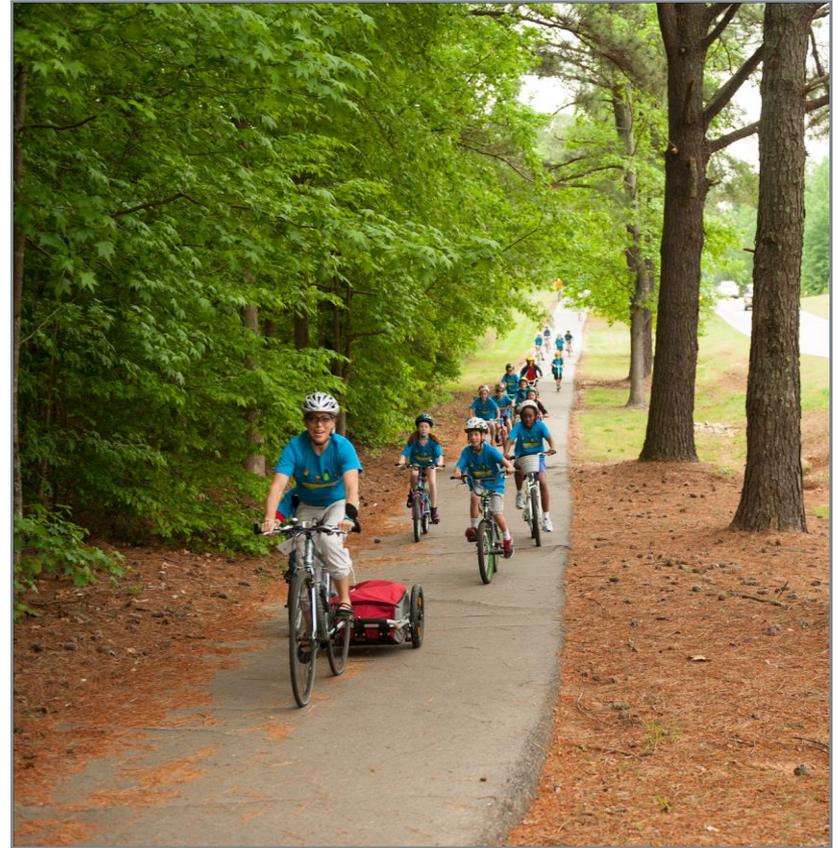
Active Routes performance management
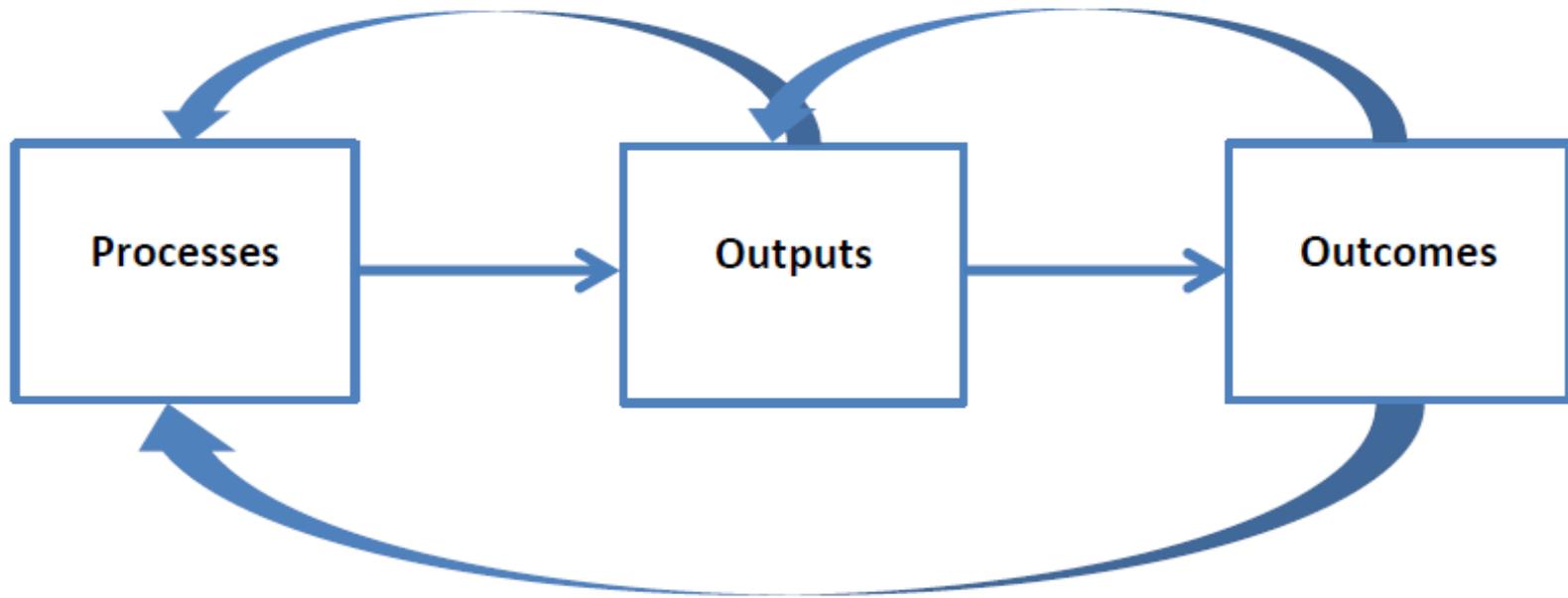
What is performance **management?**

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
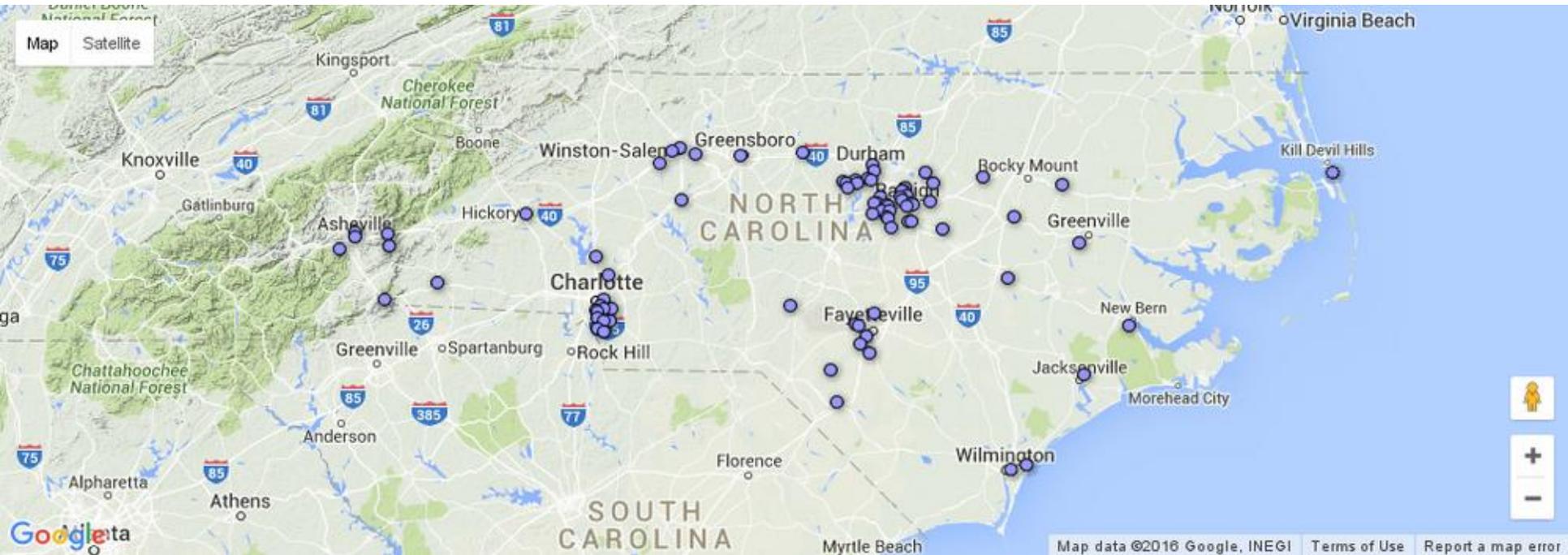
Walk to School Day in NC - 2014 (156 schools)*
# * Active Routes to School project begins
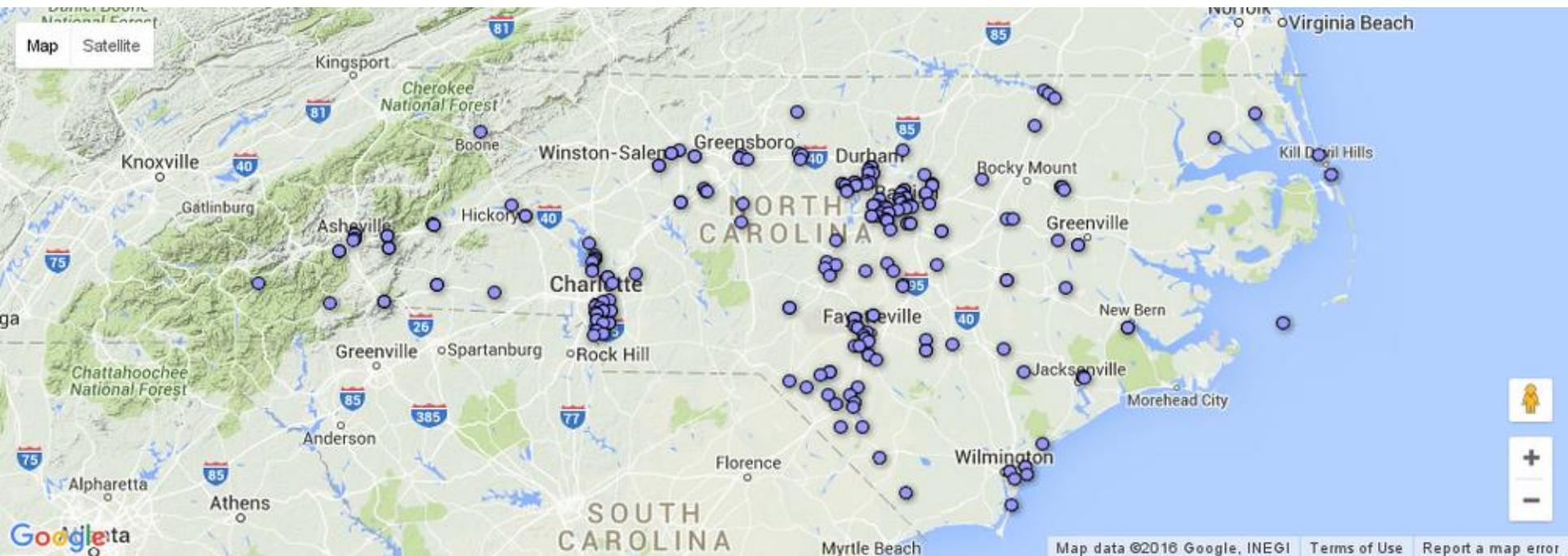
Walk to School Day in NC - 2015 (235 schools)
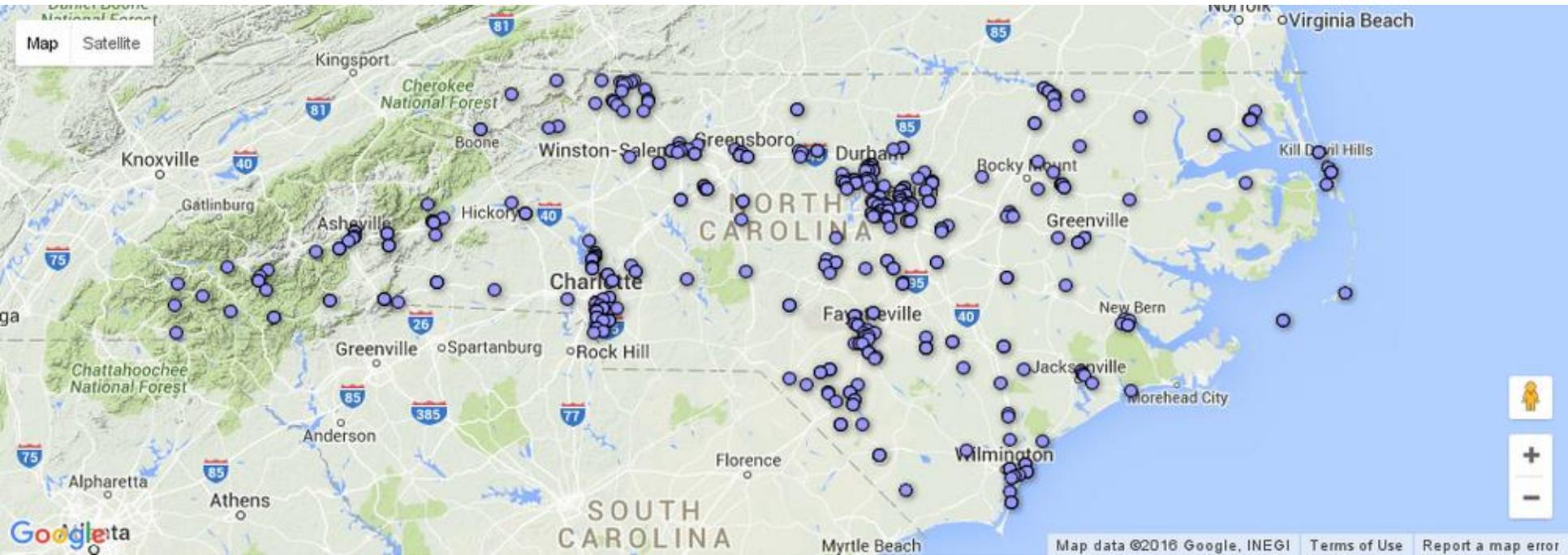
Walk to School Day in NC - 2016 (317 schools)
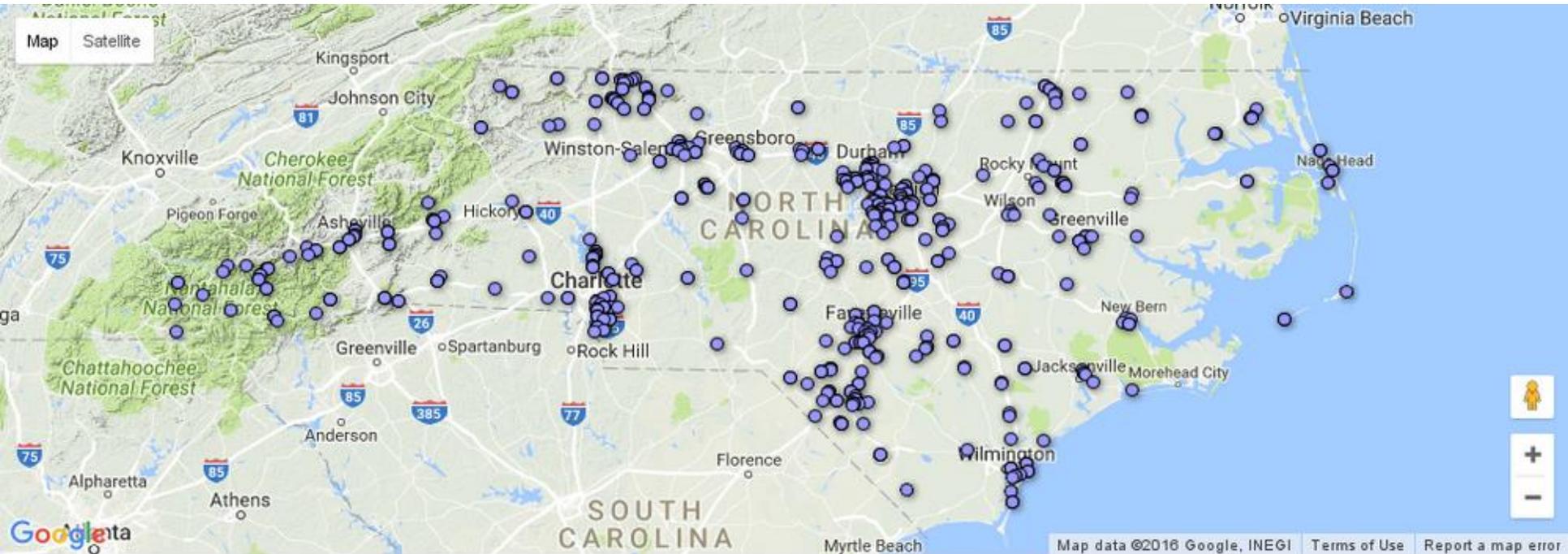
Registered events in NC
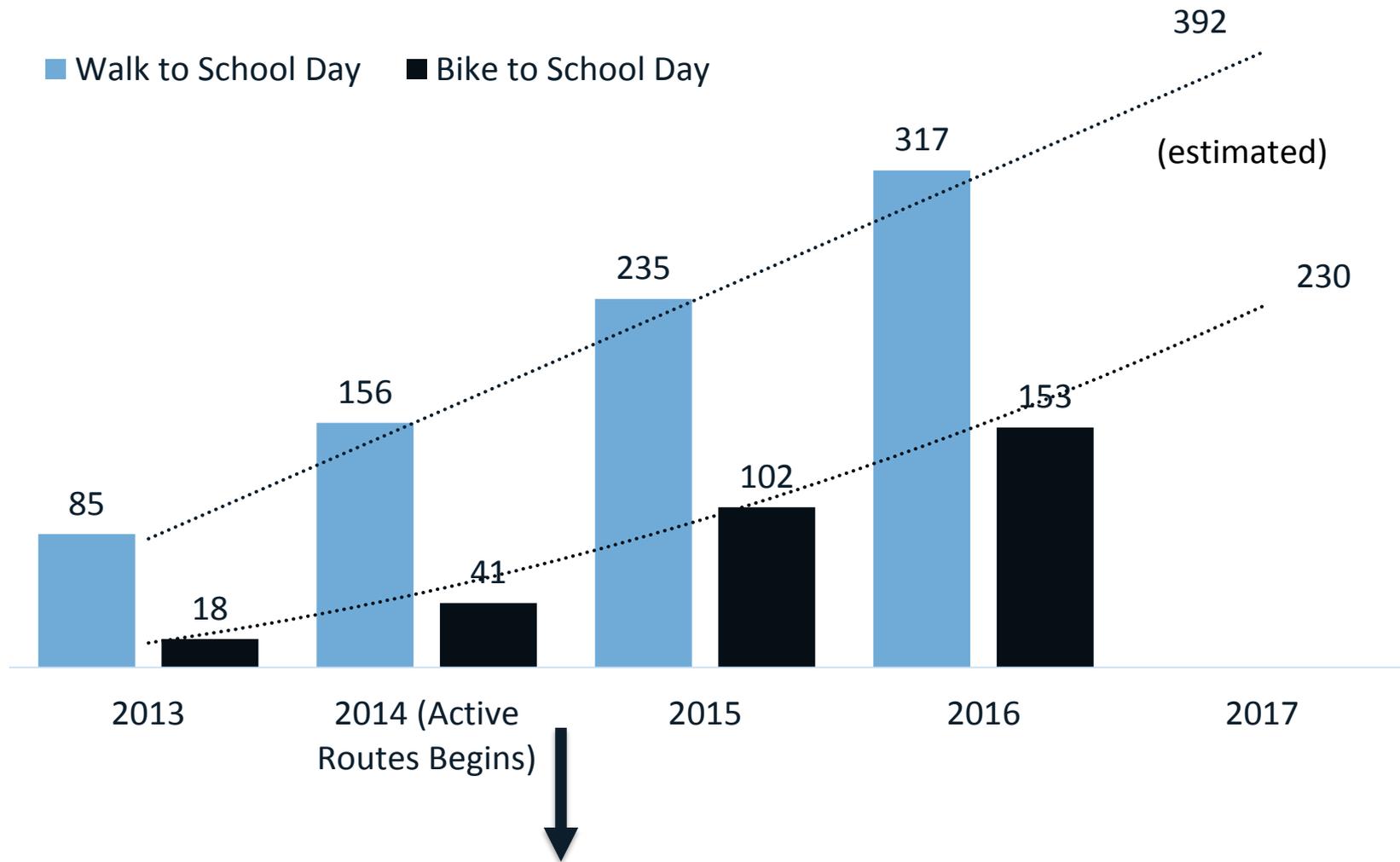
Relating performance **measurement** to performance **management**

# 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"

Keywords for classifying a school					
No interest No activity	Some interest No activity	Some interest A little activity	Lots of interest A few activities	Lots of interest Many activities	Lots of interest Many activities Seeking more to do
Archetype					
Resistor	**Beginner-1**	**Beginner-2**	**Maintainer-1**	**Maintainer-2**	**Maintainer-3**
Rating					
0	**1**	**2**	**3**	**4**	**5**

Active Travel Readiness results
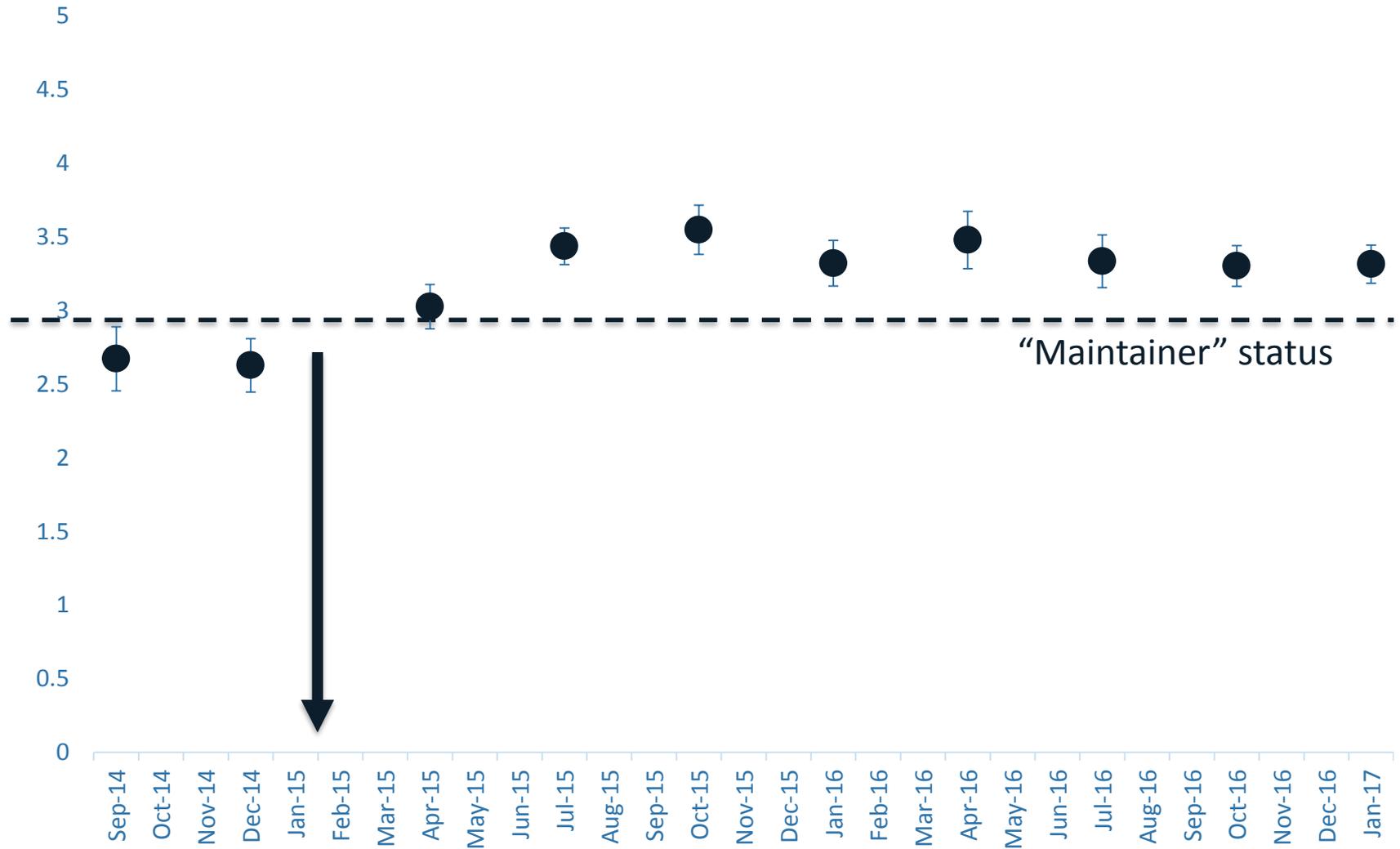
Readiness Results ➡ Recommendations for using incentives

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

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

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

Mode	Minutes
Walk	170
Bike	161
School Bus	110
Family Vehicle	127
Carpool	122
Transit	89
Other	92
Recommendation	150
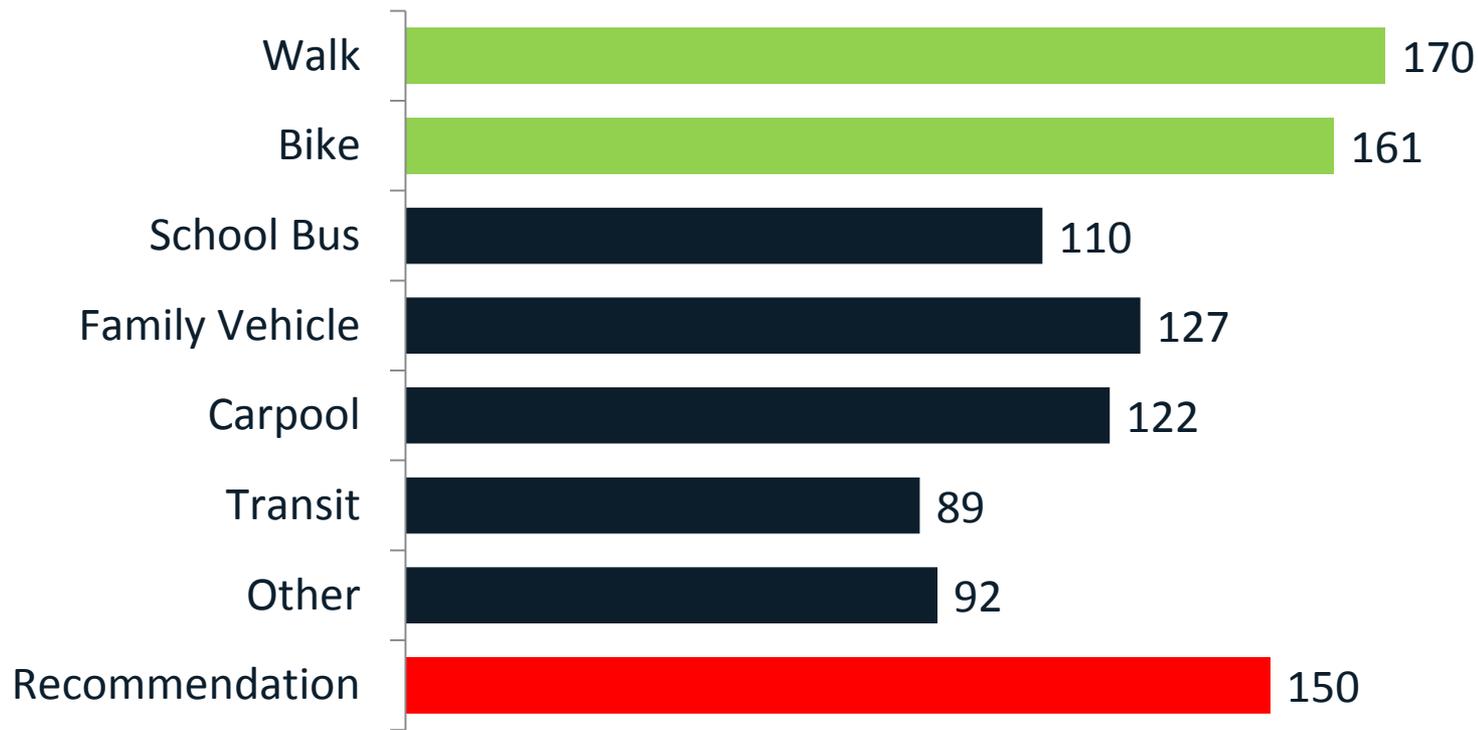
…and kids

Average number of minutes students walked or biked per week by how they usually got to school
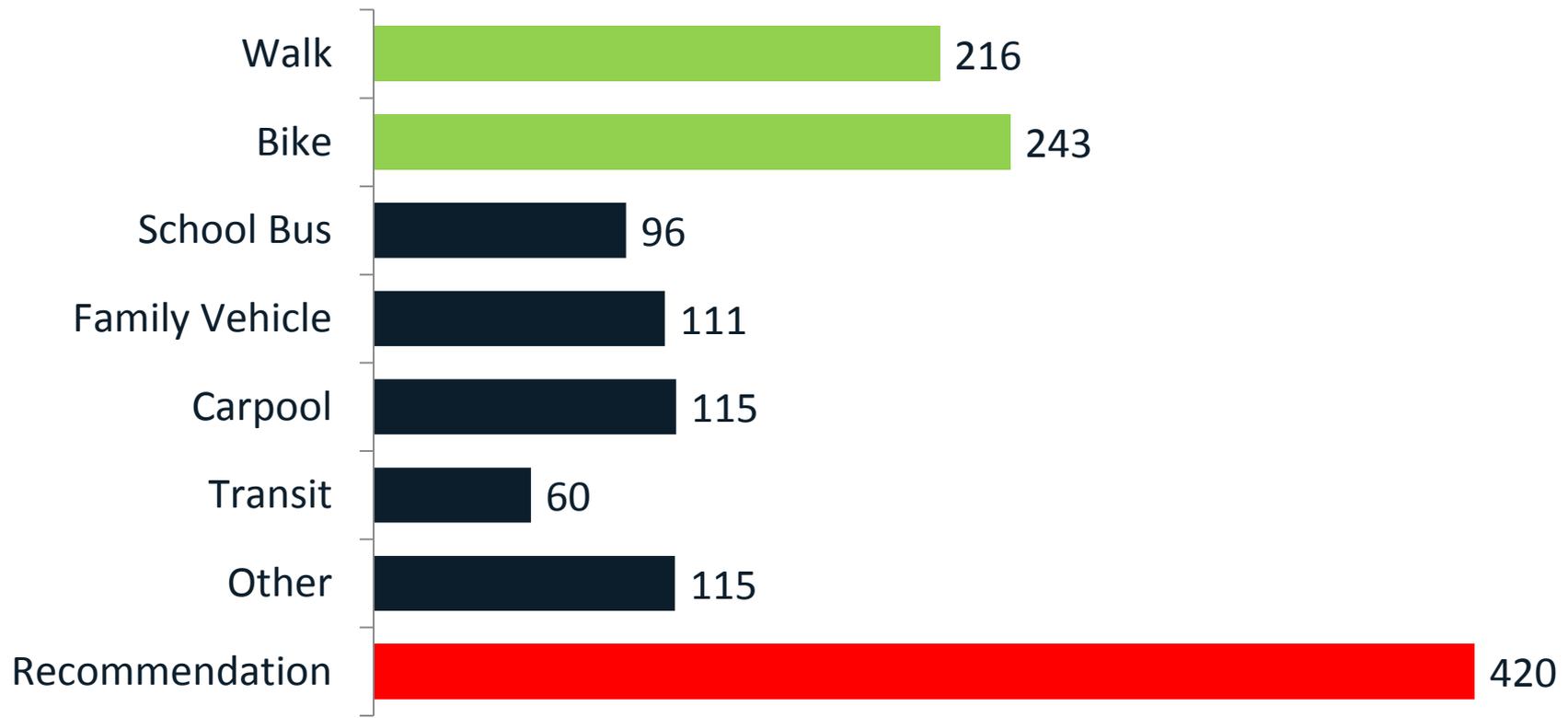
Next steps for performance management

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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