







Table 5. TSMO Program Objectives, Measures, and Data Sources

Strategic Goals	Program Objectives	Performance Measures	Data Source	Baseline Target
 <p>Enhance Safety</p>	<ul style="list-style-type: none"> Reduce the number of incidents. Reduce the state's fatality rate. Reduce the number of secondary incidents. 	<ul style="list-style-type: none"> Number of incidents Number of incidents with injuries Number of fatalities Rate of fatalities for 100 million VMT Number of non-motorized fatalities Number of non-motorized injuries Number of secondary incidents Incident density Number of incidents in work zones 	<ul style="list-style-type: none"> NDOT Traffic safety application Annual NDOT traffic safety report Burn blue reports 	<ul style="list-style-type: none"> Decrease the projected 5-year rolling average of traffic fatalities by at least 1 {12}² Decrease the projected 5-year rolling average of serious injuries by at least 1 {12} Decrease the projected 5-year rolling average of fatalities per 100M VMT by at least 0.5 {12} Decrease the projected 5-year rolling average of non-motorized fatalities & serious injuries by 1 {12}
 <p>Preserve Infrastructure</p>	<ul style="list-style-type: none"> Preserve and maintain the transportation system. 	<ul style="list-style-type: none"> TAMP measures Identification of NDOT ITS assets Condition of NDOT assets Age of NDOT assets Status of assets 	<ul style="list-style-type: none"> TAMP document and database NDOT ITS assets repository Asset Management Plan (AMP) 	<ul style="list-style-type: none"> >35% of bridges in "good" condition and <7% in "poor" condition {5} <10% structurally deficient bridges³ >75% of Interstate Pavements and >45% of Non-Interstate NHS Pavements in good condition³ <5% of Interstate Pavements in poor condition³ Age of the device is less than 80% of the manufacturers' recommended service life to classify it in good condition, 80%-100% for low-risk condition, 100%-125% for medium-risk condition, and >125% for high-risk condition³
 <p>Optimize Mobility</p>	<ul style="list-style-type: none"> Optimize efficiency of the highway transportation system. Maximize efficiency of all modes of transportation. Implement Travel Demand Management (TDM) strategies. 	<ul style="list-style-type: none"> Average travel time by mode (urban and rural) Travel Time Reliability Buffer index 	<ul style="list-style-type: none"> Signal timing INRIX data Waze data Google analytics VMT Bicycle and pedestrian level of service 	<ul style="list-style-type: none"> Percent of person-miles traveled: 85% for Interstate and 65% for Non-Interstate {6} 12 hours of peak hour excessive delay per capita {6}

² {xx} indicates performance measure # from NDOT 2018 Performance Management Report

³ (NDOT, Transportation Asset Management Plan, 2018)

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Strategic Goals	Program Objectives	Performance Measures	Data Source	Baseline Target
 <p>Foster Sustainability</p>	<ul style="list-style-type: none"> ▪ Increase multi-modal travel. 	<ul style="list-style-type: none"> ▪ Percent of non-Single Occupancy Vehicle (SOV) travel in Nevada urbanized areas ▪ Ensure alignment with CMAQ performance measures 	<ul style="list-style-type: none"> ▪ VMT ▪ Carbon dioxide emissions ▪ Bicycle and pedestrian level of service ▪ America Community Survey ▪ US Census 	<ul style="list-style-type: none"> ▪ 20% non-single occupancy vehicle travel in urbanized areas {6}⁴ ▪ 12 hours of peak hour excessive delay per capita {6}⁴
 <p>Enhance Reliability</p>	<ul style="list-style-type: none"> ▪ Improve and optimize travel time reliability. ▪ Increase transportation system resilience. ▪ Reduce delay during special events. ▪ Implement Transportation System Management (TSM) strategies 	<ul style="list-style-type: none"> ▪ MAP-21 measures ▪ Peak hour excessive delay in urban areas ▪ Average incident-related delay ▪ Average duration of impact from weather-related events ▪ Average delay related to special events ▪ Roadway and incidents clearance time 	<ul style="list-style-type: none"> ▪ INRIX data ▪ TIM reports ▪ Freeway service patrol statistics ▪ Waze data ▪ Waycare data 	<ul style="list-style-type: none"> ▪ 12 hours of peak hour excessive delay per capita ▪ Incidents with no injuries removed from the travel lane in <30 minutes⁵ ▪ Incidents with injuries removed from the travel lane in <60 minutes⁵ ▪ Incidents with a fatality cleared in <90 minutes⁵
 <p>Optimize Customer Service</p>	<ul style="list-style-type: none"> ▪ Provide timely and accurate travel information to all transportation users. 	<ul style="list-style-type: none"> ▪ Near real-time updates to 511⁶ ▪ Near real-time updates to website ▪ Near real-time updates to DMS ▪ Number of visits to Travel Information webpage on the NDOT website 	<ul style="list-style-type: none"> ▪ Google analytics ▪ Customer surveys ▪ Website reviews ▪ Spillman logs ▪ Crowdsourcing data 	<ul style="list-style-type: none"> ▪ 75% Positive Satisfaction Level (Annual Customer Service Survey) ▪ Increase Facebook likes to 10,000 by end of fiscal year {5} ▪ Increase Twitter followers to 25,000 by end of fiscal year {5} ▪ Increase Twitter retweets by 10% by end of fiscal year {5} ▪ Increase YouTube views by 10% by end of fiscal year {5} ▪ Increase Instagram followers to 1,000 by end of fiscal year {5} ▪ Information on website updated/archived quarterly by content editors {5} ▪ Respond to all simple requests from reporters immediately. More complex questions answered within one business day {5}

⁴ Meet CMAQ Traffic Congestion Measures

⁵ (Applied Engineering Management Corp. and Texas A&M Transportation Institute, n.d.)

⁶ Near real time: the time between when an incident is discovered until the public is notified of the incident.

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Strategic Goals	Program Objectives	Performance Measures	Data Source	Baseline Target
 <p>Enhance Collaboration</p>	<ul style="list-style-type: none"> Collaborate across divisions and districts. Collaborate with external partner agencies. Coordinate with neighboring states to proactively manage common transportation routes. 	<ul style="list-style-type: none"> Additional scheduled TCT meetings annually Increased participation with TSMO coalitions Additional relevant agreements with partners and neighboring states Use of collaboration tools Results from surveys and questionnaires Participation in TIM coalition meetings 	<ul style="list-style-type: none"> Success of collaborative policies with internal and external stakeholders (this may include shared agreements, MOUs, etc.) CMM assessments Success of participation in interagency meetings Feedback from internal and external stakeholders (may include surveys or questionnaires) Number of integrated strategies with internal and external stakeholders 	<ul style="list-style-type: none"> 75% Positive Satisfaction Level (Annual Customer Service Survey)
 <p>Strengthen TSMO Integration</p>	<ul style="list-style-type: none"> Integrate TSMO into existing NDOT policies, plans, and procedures Coordinate TSMO strategies with external partners 	<ul style="list-style-type: none"> Executed policies, plans, and procedures that reference TSMO strategies Executed multi-agency activities and agreements to promote TSMO 	<ul style="list-style-type: none"> CMM assessments Number of executed plans and policies that have integrated TSMO strategies Success of participation in interagency meetings Number of executed integrated strategies with internal and external stakeholders 	<ul style="list-style-type: none"> To be identified within the TSMO Performance Management Program.

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