

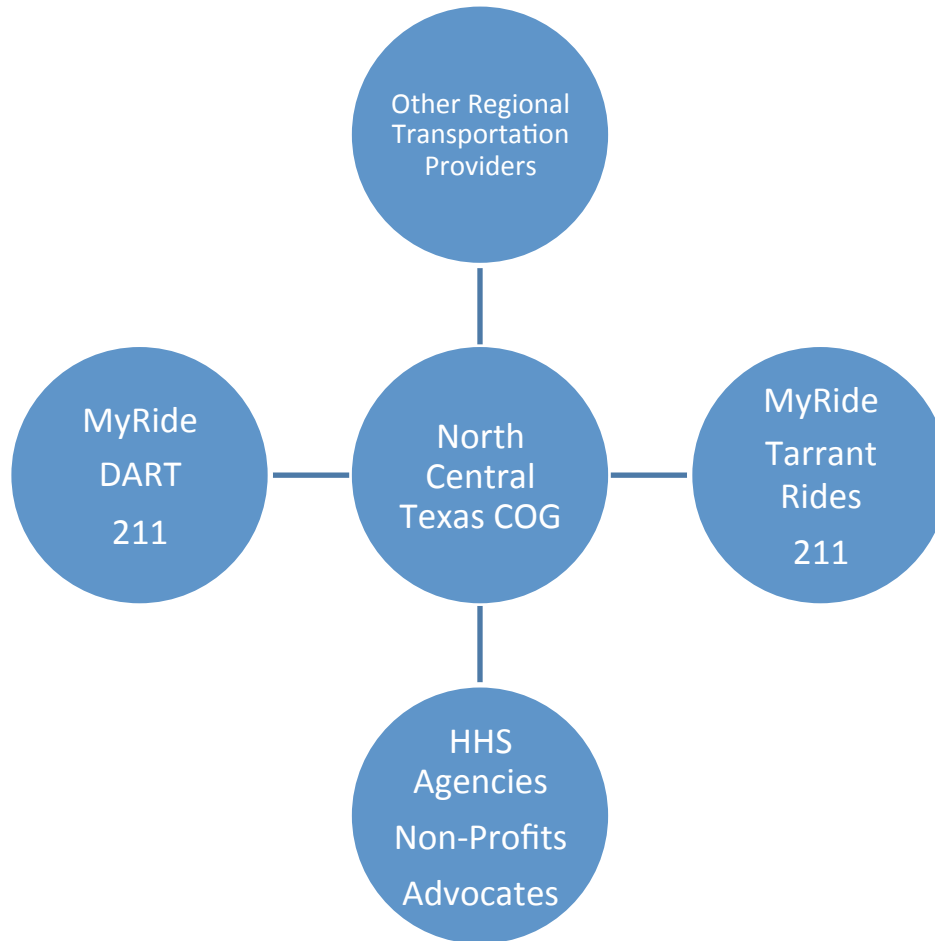


Dallas Mobility Management & Performance Measures

Measuring Performance & Success



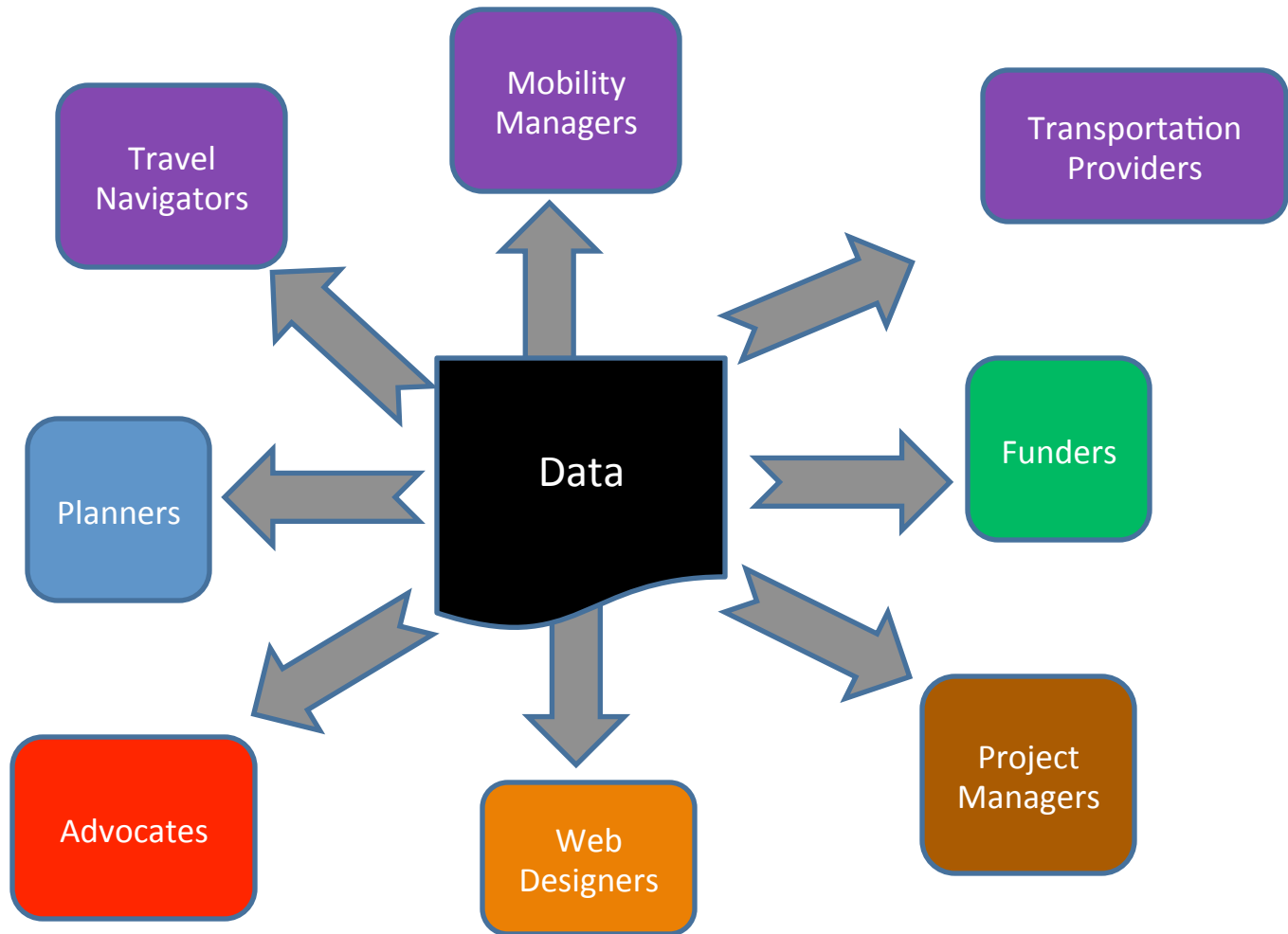
Dallas Fort Worth Mobility Management



Why Measure Performance?

1. We cannot improve if we do not know how well we are performing
2. Making the case for additional funding
3. Have quantifiable data to demonstrate the need for additional services

Who Uses the Data?



Types of Research & Data Collection

Quantitative: High # responses, statistically significant sampling

Data Mining

Routine Exit Survey (All “Users”)

Large Sample Satisfaction Studies

Quantitative: Smaller sample

Topic/Issue Related

Random or stratified samples

Qualitative

Focus Groups

Field Visits

Stories



Contact Information

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