

Date:

Participating Members:

Assessment Context:

B-Collect Data

4-Priority Criteria and Values

B.4.a – Public Perception

Element

Description

Capture and use of information about how the public perceives different conditions, treatment options, or other TAM related factors.

Benchmark Level 0	Benchmark Level 1	Benchmark Level 2	Benchmark Level 3	Benchmark Level 4
Public perception data is not captured.	Public perception is generally evaluated against internal thresholds established through expert opinion (e.g. minimum program or service standards set based on internal DOT input).	Customer complaints or requests related to asset condition and service are compiled, but there is no specific guidance on how this information should be used.	Public perception information is gathered through proactive methods, and there are clear expectations for how this input will be used.	Public perception information is gathered through proactive methods that are coordinated across assets and program areas. Processes for considering and resolving conflicting perspectives are in place.
Current: <input type="checkbox"/> Desired: <input type="checkbox"/>	Current: <input type="checkbox"/> Desired: <input type="checkbox"/>	Current: <input type="checkbox"/> Desired: <input type="checkbox"/>	Current: <input type="checkbox"/> Desired: <input type="checkbox"/>	Current: <input type="checkbox"/> Desired: <input type="checkbox"/>
<input type="checkbox"/> Define customer-oriented service levels and minimum expectations for asset related programs and services through expert opinion.	<input type="checkbox"/> Implement a data collection plan to track complaints, work requests, or other reactive metrics of public perception.	<input type="checkbox"/> Implement a data collection plan to use proactive methods of gathering general public perceptions of asset condition and service (e.g. surveys or opinion polls.)	<input type="checkbox"/> Implement a data collection plan to capture detailed information (e.g. thru focus groups) to expand upon general public perception data.	
<input type="checkbox"/> Evaluate asset related program and service levels against expectations. Flag if minimum levels are not met.	<input type="checkbox"/> Develop agency or program-level guidance on approaches to capturing public perceptions to support asset-related decision-making.	<input type="checkbox"/> Define how public perception data will be incorporated into asset-related decision-making.	<input type="checkbox"/> Document processes to resolve conflicting perspectives or input received through public engagement.	
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	

Assessment Notes:

Improvement Notes:

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