

The Five Steps to Customer-Driven Benchmarking

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1

Customer Driven Benchmarking

1. Establish customer-oriented measures.
2. Form partnerships with others to compare performance and practices.
3. Measure performance using agreed upon measures and share results.
4. Sort best performance, ID practices associated with best performance.
5. Implement the best practices.

2

Benefits

1. Gain ideas on how to improve performance.
2. Save time in discovering better methods.
3. Learn from the accomplishments of others.
4. Don't duplicate others' mistakes.

3

Market Research

- Phone survey – 1200 participants
- Determine importance of products and services
- Determine our performance of products and services
- Trade-offs between products and services

4

		Importance Rating	
		High	Low
Performance Rating	High	Strengths	Possible over-commitment
	Low	Areas for Improvement	Customer Irritants

Strengths

- Roadway is clear of S & I
- Traffic signals are visible and working
- Signs are readable
- Road stripes and markings are visible

6

Performance Indicators

BARE PAVEMENT INDICATOR =

Time from the end of the storm until bare pavement is regained.

7

Snow and Ice Market Research

- To measure how various levels of service impact the willingness to drive.
- To identify levels of comfort in driving in various levels of service.
- To identify perceived acceptability for these various levels of service.
- To determine how willingness to drive, acceptability, and comfort level change as time passes after the storm ended.

8



S & I Market Research Conclusions

- Acceptability levels match comfort levels.
- Levels of acceptability and comfort do not impact willingness to drive.
- Winter driving road conditions impact discretionary driving.

13

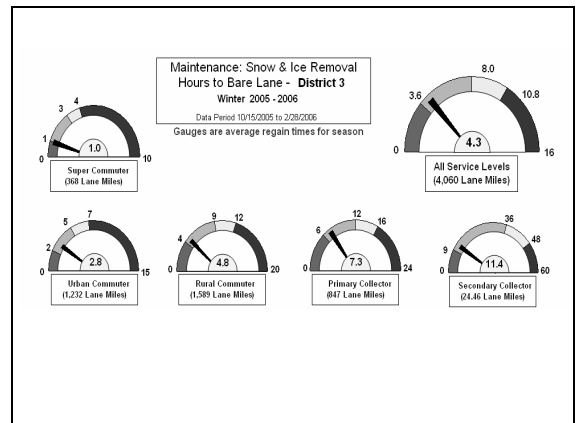
BARE PAVEMENT VS BARE LANE

14

S & I Performance Targets

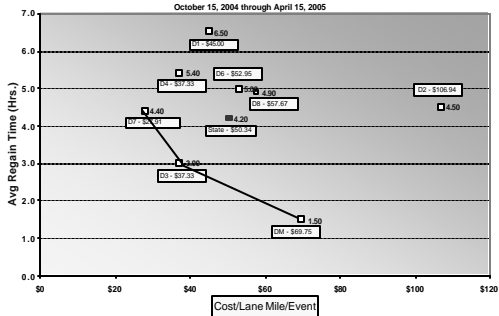
ADT	Regain Time (hrs)
> 30,000	1 - 3
> 10,000	2 - 5
> 2,000	4 - 9
> 800	6 - 12
< 800	9 - 36

15



Urban Commuter - Best Performance


Regain Time & Cost Per Event
October 15, 2004 through April 15, 2005



Conclusions

- Focus on the customer
- Focus on outcomes
- Performance indicators
- Benchmark
- Best practices

18



MANAGEMENT REQUIRES MEASUREMENT

19



Thank you

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20