



*Gannett Fleming*

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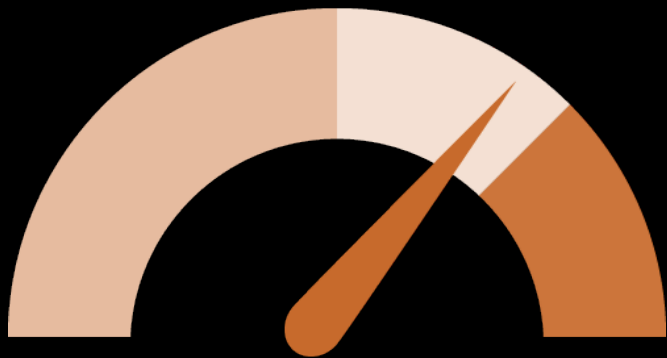
# **Future-Proofing Transportation Agencies through Excellent Performance Management**

Peter Rafferty

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## Organizational Alignment & Performance Cascade

Vision → Mission → Goals → Objectives → Processes → Results → Measures → Targets

S.M.A.R.T.  
W.I.G. or  
B.H.A.G. ?

The measure we want:  
***The most relevant and feasible  
quantification of evidence for an  
outcome strongly linked to a goal***



# Thanks!

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