



# GOAL 3

## Data, Analysis, & Performance Management

### **Objective 3.1: Implement a comprehensive data driven performance management program to support TSMO**

**Strategy 3.1a:** Monitor corridor and system level performance of Maryland highways and arterials from a mobility, reliability, and access standpoint

**Strategy 3.1b:** Advance communication and visualization tools to assess performance, progress, benefits, and challenges

**Strategy 3.1c:** Monitor work zone performance measures at a project, corridor and system level to improve work zone management

**Strategy 3.1d:** Develop next generation customer facing performance measures using big data innovations and advanced technologies

### **Objective 3.2: Advance data governance, analysis and modeling capabilities to inform planning, operational and TSMO decisions**

**Strategy 3.2a:** Formalize a data governance plan that supports the MDOT SHA Program

**Strategy 3.2b:** Advance data analysis, methods and application tools to support TSMO decision-making at strategic, tactical, and operational levels

**Strategy 3.2c:** Advance travel and traffic modeling applications to support multi-modal passenger and freight-related TSMO strategies and projects

**Strategy 3.2d:** Develop and mainstream methods and tools that incorporate travel time reliability, accessibility, life-cycle planning, and project development/prioritization