

Measuring progress towards
sustainable and safe transportation:
What data should we collect, who should
collect it, and how should it be shared?

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Specific

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."



Measurable

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."



Attainable

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.



Realistic

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.



Time-bound

Do: Give yourself a deadline.

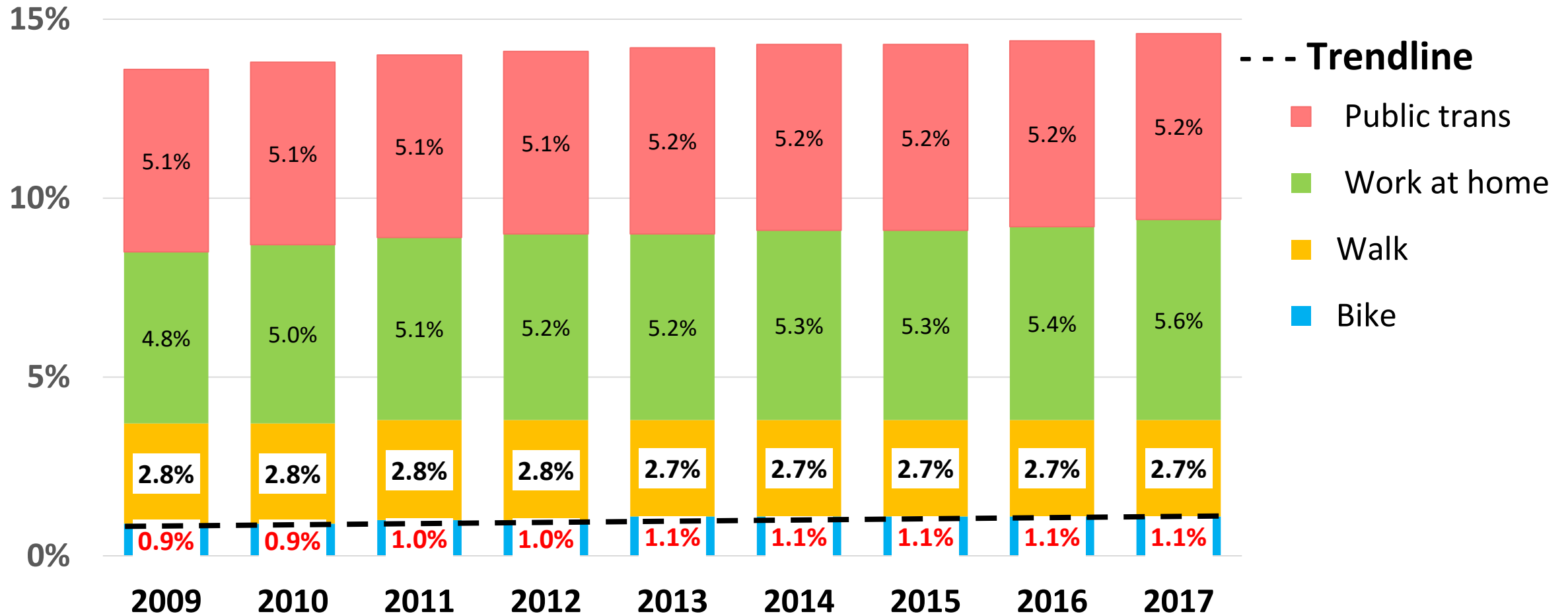
Don't: Keep pushing towards a goal you might hit, "some day."



A survey conducted by the U.S. Census Bureau. It regularly gathers information previously contained only in the long form of the decennial census, such as ancestry, educational attainment, income, language proficiency, migration, disability, employment, and housing characteristics

Primary method of transportation to work*

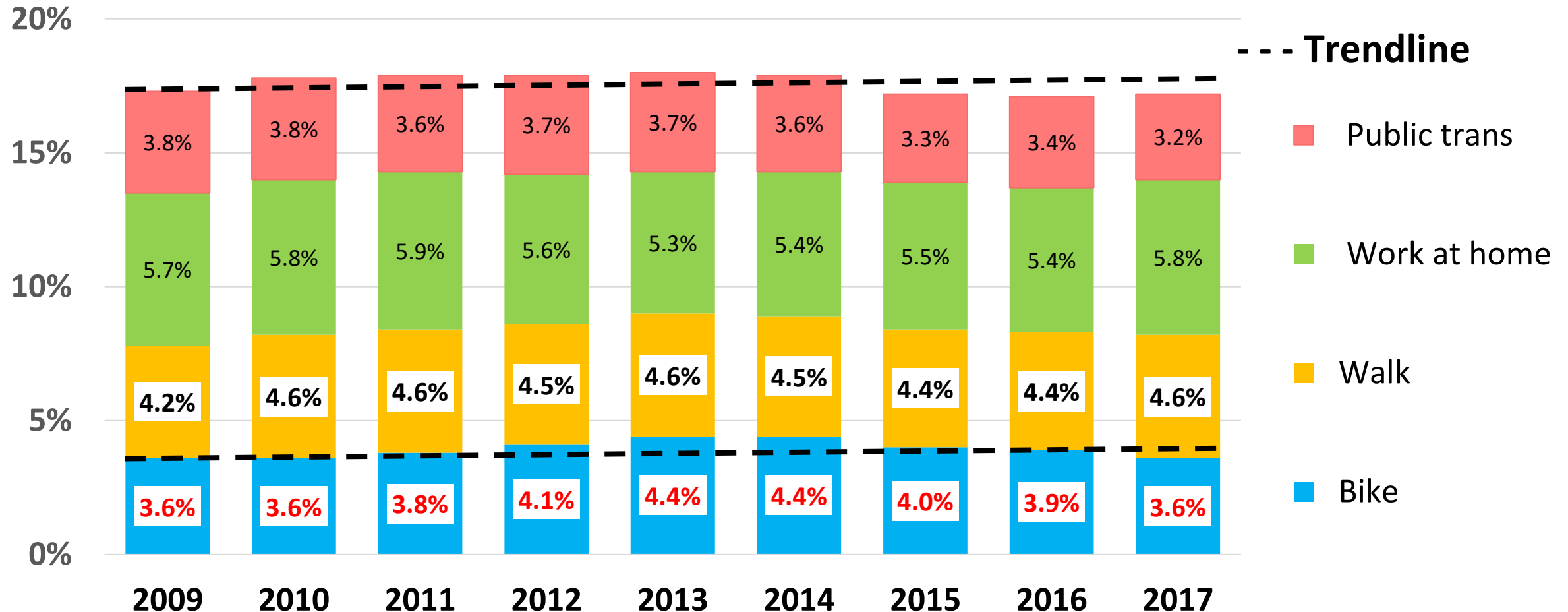
State of California, 2009-2017



* Excluding automobile and "other", 5-yr average among people over 16 who worked for pay, US Census Bureau, American Community Survey. Data became first available in 2009; 2018 results will be available in December 2019

Primary method of transportation to work*

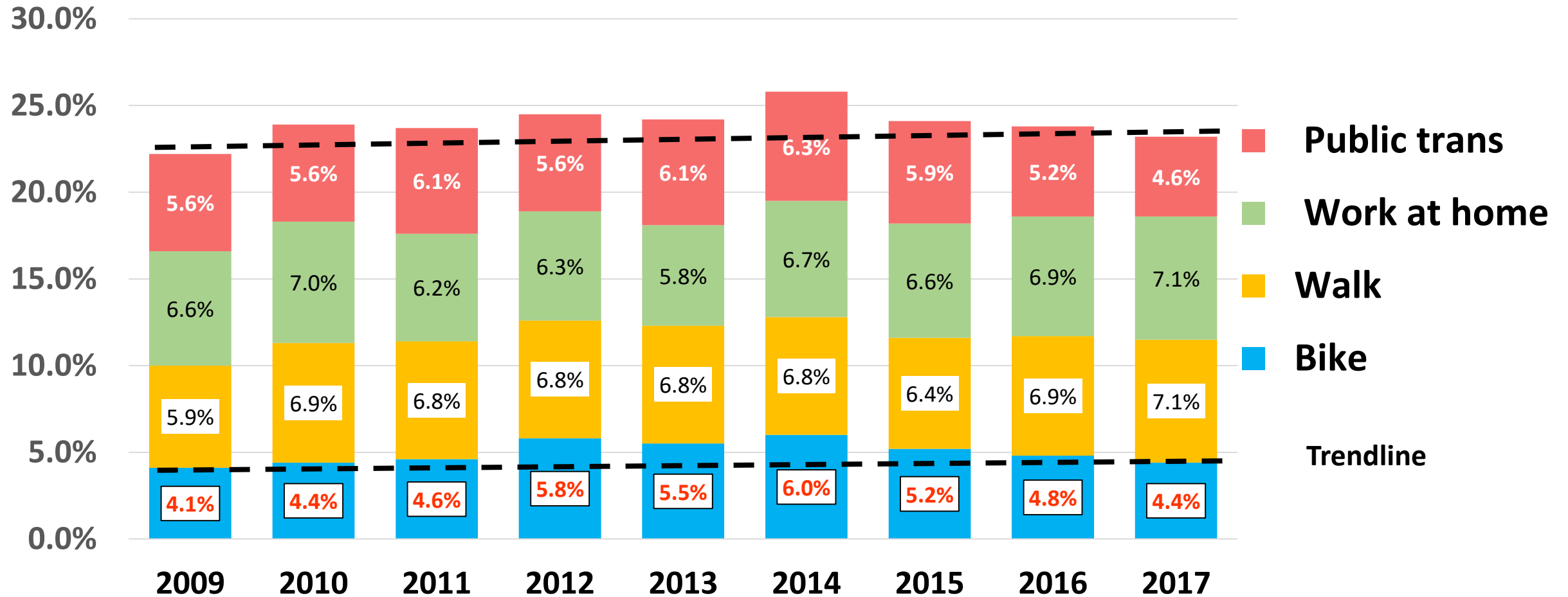
County of Santa Barbara, 2009-2017



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Primary method of transportation to work*

City of Santa Barbara, 2009-2017

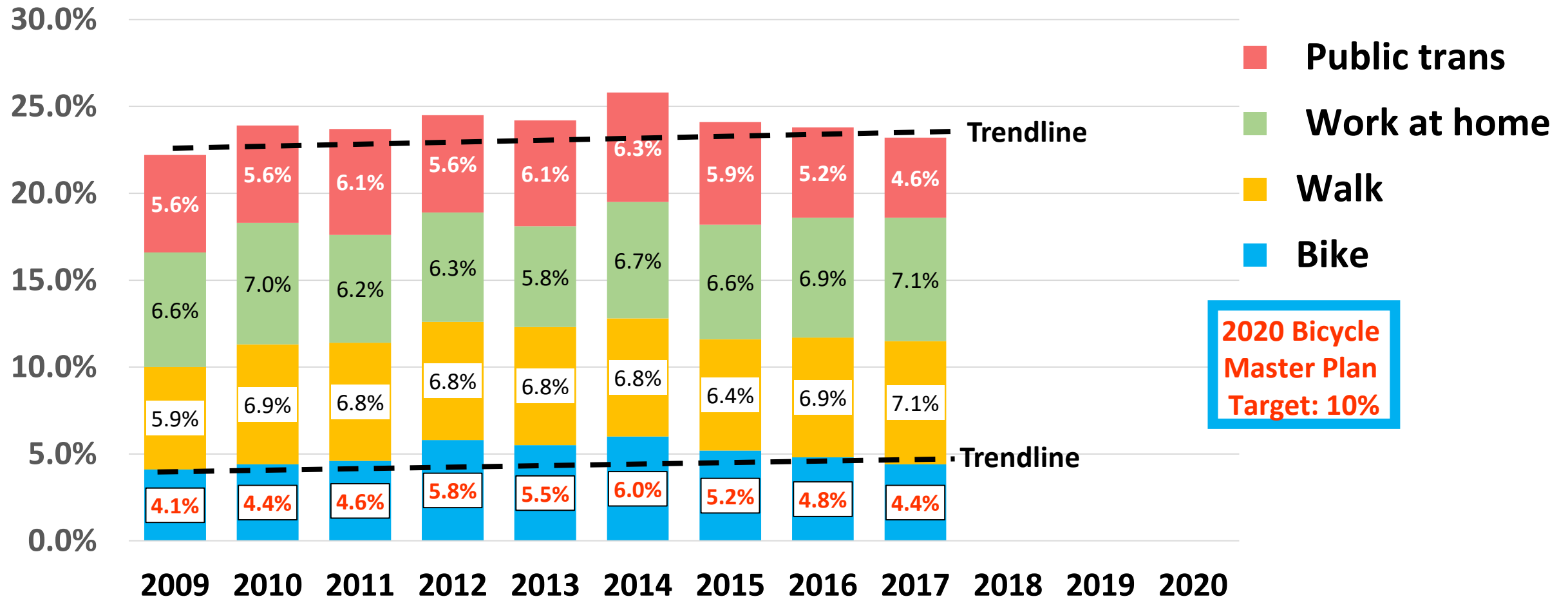


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Questions or comments to Daniel B Fishbein MD ([Dr. Dan@SBBIKE.org](mailto:Dr.Dan@SBBIKE.org))

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City of Santa Barbara, 2009-2017

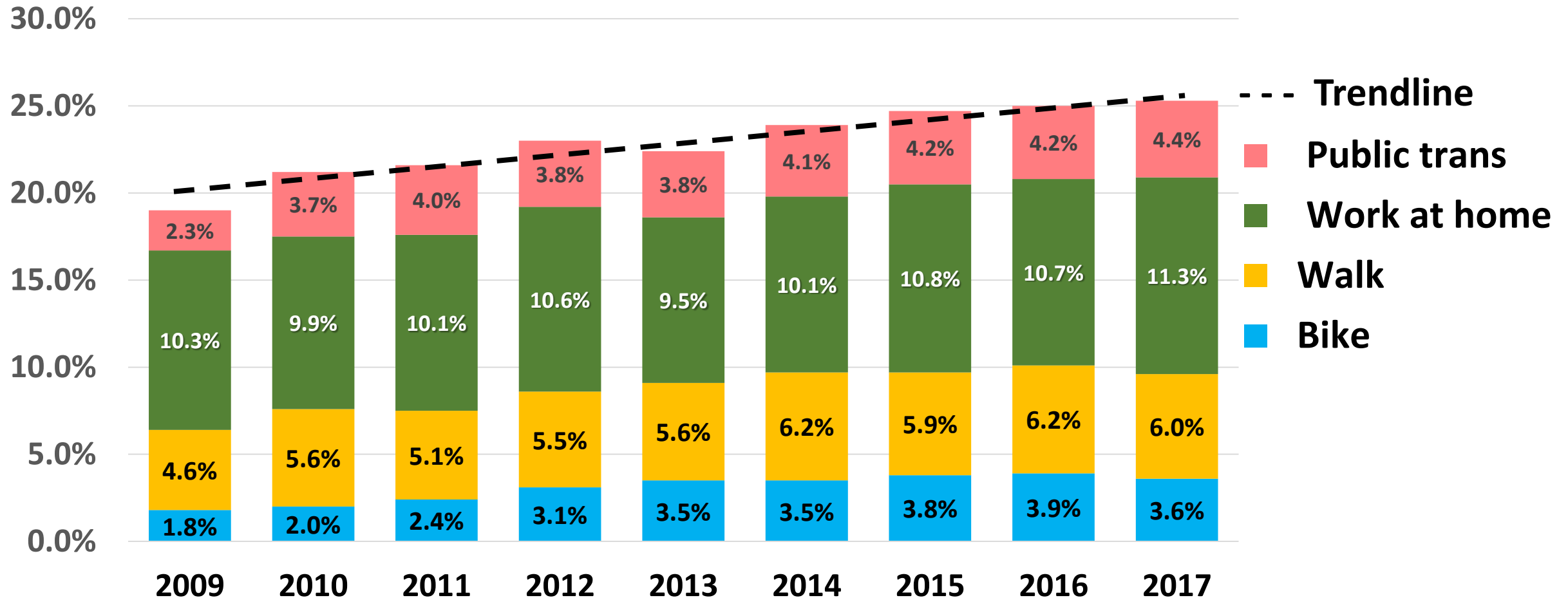


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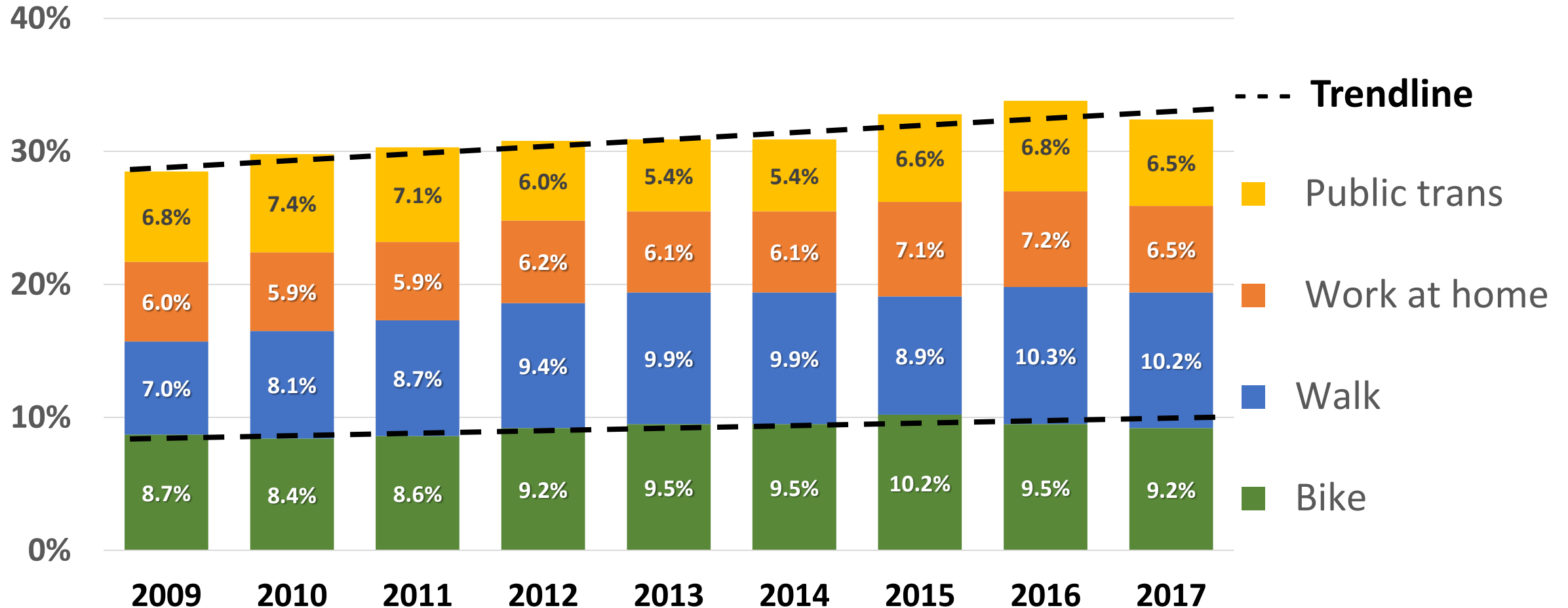
Primary method of transportation to work*

City of Santa Monica, 2009-2017



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Primary method of transportation to work,* City of Santa Cruz, 2009-2017



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*What do we need to do to
measure, hasten, and sustain
progress?*

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