
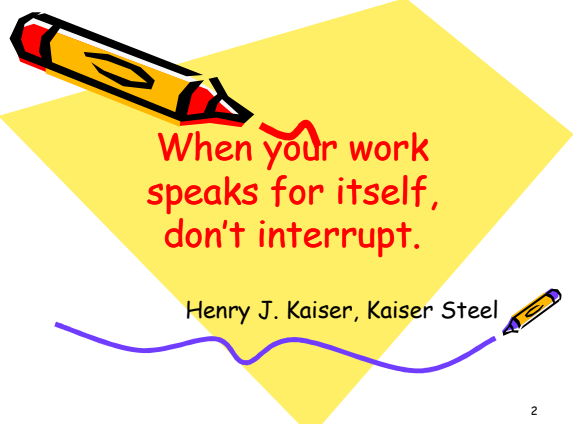


Data Driven Decision Making

By
Pete Meslin
Director of Transportation
Newport-Mesa Unified School District




1



**When your work
speaks for itself,
don't interrupt.**


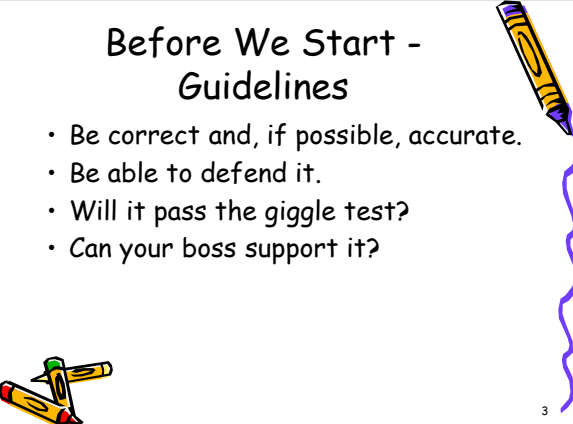
Henry J. Kaiser, Kaiser Steel



2

**Before We Start -
Guidelines**

- Be correct and, if possible, accurate.
- Be able to defend it.
- Will it pass the giggle test?
- Can your boss support it?



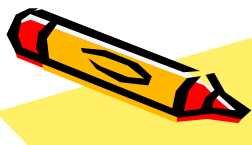
3

Tailor Your Argument

- The Asst. Superintendent of Elem. Ed. might not be motivated by increased cost or work in our dept.
- Asst. Superintendent of Business or Budget Director might be.
- Superintendent might be as well.



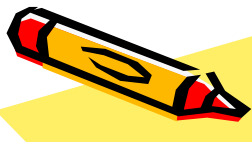
4



What gets measured
gets improved.

Peter Drucker

5

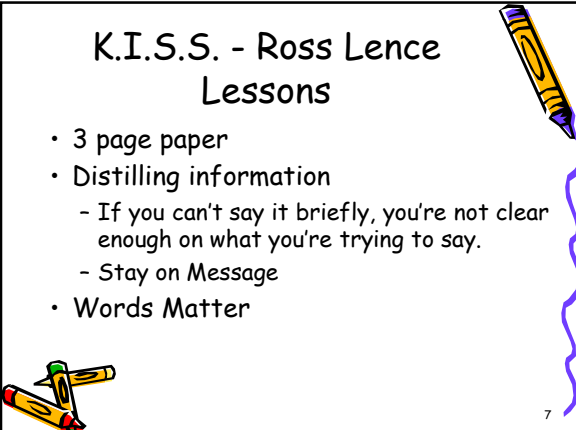


You can measure just
about anything.

6

K.I.S.S. - Ross Lence Lessons

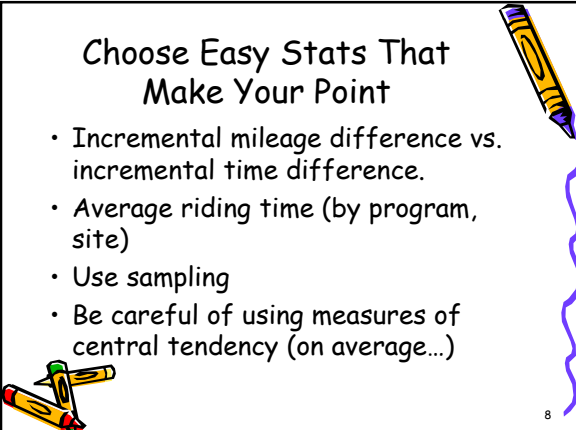
- 3 page paper
- Distilling information
 - If you can't say it briefly, you're not clear enough on what you're trying to say.
 - Stay on Message
- Words Matter



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Choose Easy Stats That Make Your Point


- Incremental mileage difference vs. incremental time difference.
- Average riding time (by program, site)
- Use sampling
- Be careful of using measures of central tendency (on average...)



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Are You Lying

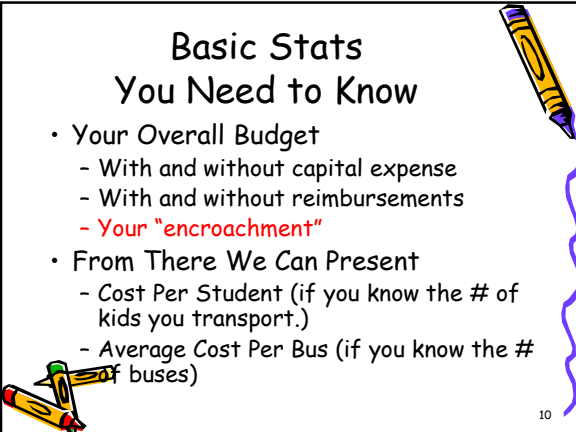
The most common lies ever told



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Basic Stats You Need to Know

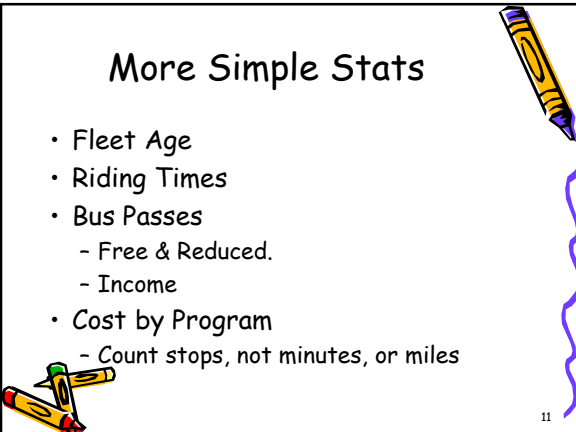
- Your Overall Budget
 - With and without capital expense
 - With and without reimbursements
 - Your "encroachment"
- From There We Can Present
 - Cost Per Student (if you know the # of kids you transport.)
 - Average Cost Per Bus (if you know the # of buses)



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More Simple Stats

- Fleet Age
- Riding Times
- Bus Passes
 - Free & Reduced.
 - Income
- Cost by Program
 - Count stops, not minutes, or miles

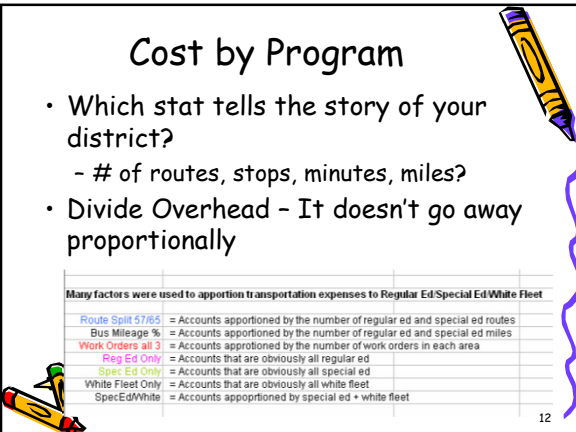


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Cost by Program

- Which stat tells the story of your district?
 - # of routes, stops, minutes, miles?
- Divide Overhead - It doesn't go away proportionally

Many factors were used to apportion transportation expenses to Regular Ed/Special Ed/White Fleet	
Route Split 57/65	= Accounts apportioned by the number of regular ed and special ed routes
Bus Mileage %	= Accounts apportioned by the number of regular ed and special ed miles
Work Orders all 3	= Accounts apportioned by the number of work orders in each area
Reg Ed Only	= Accounts that are obviously all regular ed
Spec Ed Only	= Accounts that are obviously all special ed
White Fleet Only	= Accounts that are obviously all white fleet
SpecEdWhite	= Accounts apportioned by special ed + white fleet



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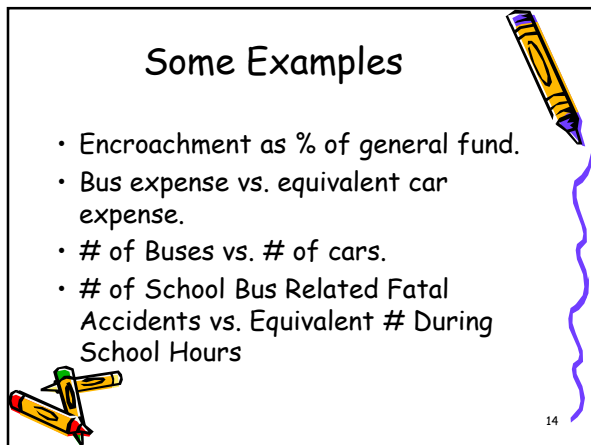


We are not in the public relations business.

However, we are in the perception management business.

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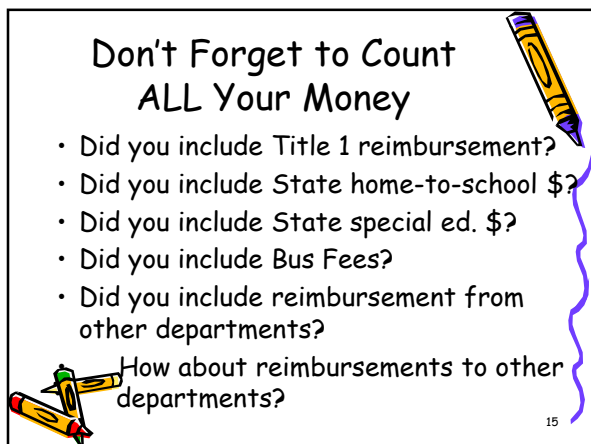
Some Examples



- Encroachment as % of general fund.
- Bus expense vs. equivalent car expense.
- # of Buses vs. # of cars.
- # of School Bus Related Fatal Accidents vs. Equivalent # During School Hours

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Don't Forget to Count ALL Your Money



- Did you include Title 1 reimbursement?
- Did you include State home-to-school \$?
- Did you include State special ed. \$?
- Did you include Bus Fees?
- Did you include reimbursement from other departments?

How about reimbursements to other departments?

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Give #s the Audience Can Digest
The Bell Time Example

Sample Master Schedule

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Prime Time Example

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Get Over It

No one, except maybe your staff
(and spouse) cares how hard you
worked to put that study together.

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Simple, Yet Effective

19

It Doesn't Have to be Fancy

School Year	# of Trips	Performed by Charter	Performed by District
2006-07	938	224	714
2007-08	966	153	813
Change	2.98%	-31.70%	13.87%

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Another Version


Field Trips

School Year	District Buses	Chartered Buses
2006-07	76.1%	23.9%
2007-08	84.2%	15.8%

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Presenting to the Board

- Keep it less than 10 minutes.
- Make your point in the first 1.5 minutes.
- Don't present anything they don't already know.
- Make sure to give them time to talk.
- Be prepared for questions.


 Build a reputation for honesty and integrity

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"Not everything that can be counted counts, and not everything that counts can be counted." - Albert Einstein (1879-1955)




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Questions?

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