

# Key Performance Indicators (KPI) for Sustainability based on Population Surveys

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Surface Transportation Solutions

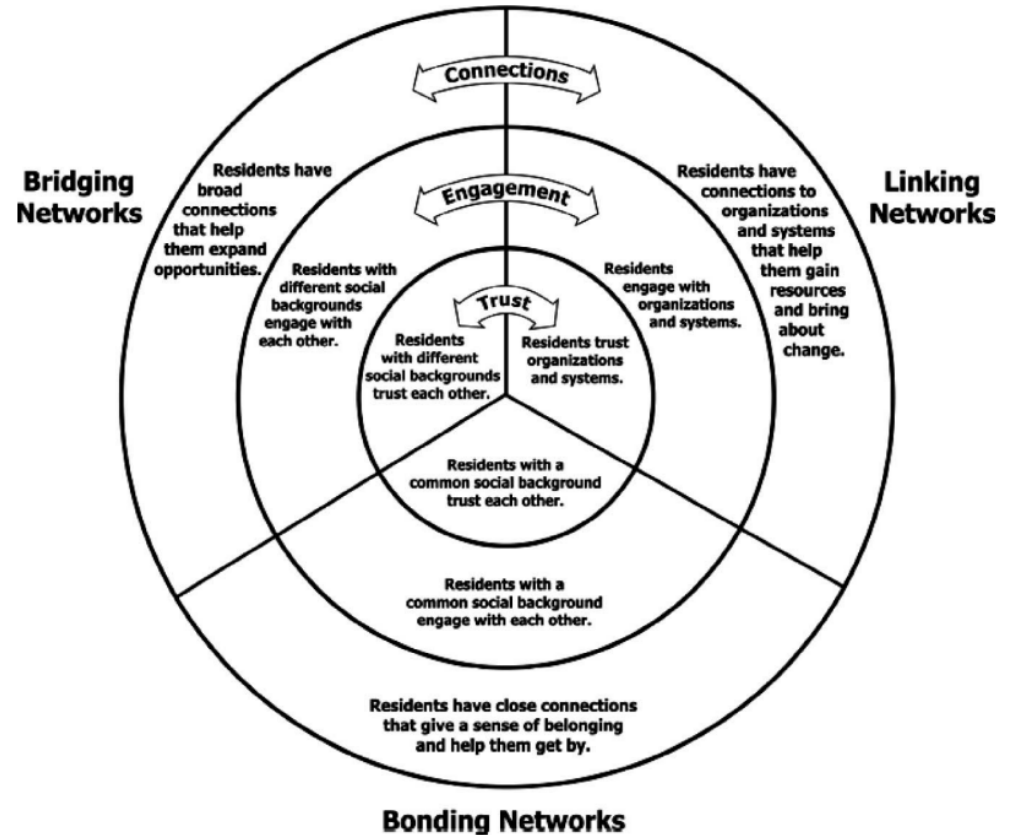
Leidos

# KPI: Social Capital

## Society and Culture

Safety, Housing and Social Inclusion  
Citizen Participation

- "Social Capital" is the perceived bond (e.g. trust) amongst people that supports reciprocity and cooperation.
- It can be measured by surveys etc. (or representative behavior).



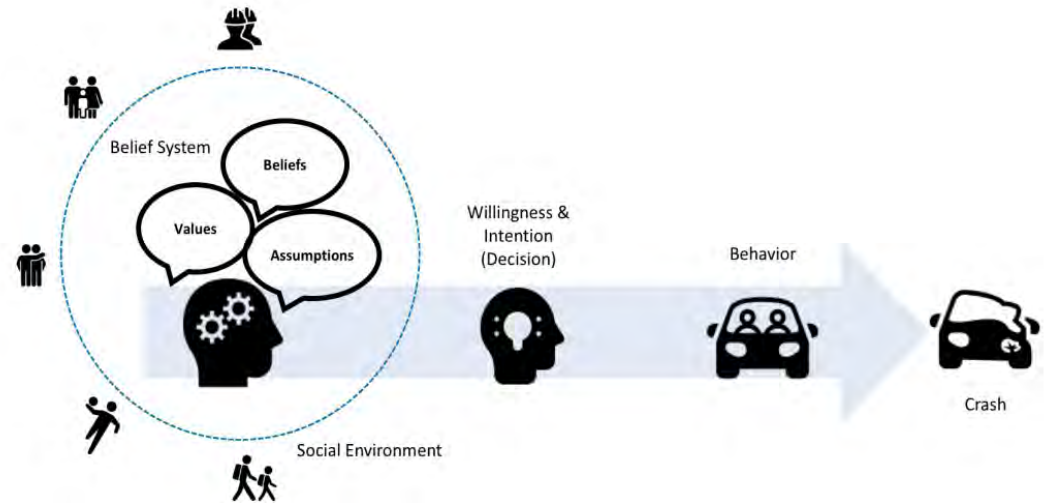
[Source: Chazdon, Scott A. and Lott, Stephanie(2010) 'Ready for engagement: using key informant interviews to measure community social capacity', Community Development, 41: 2, 156 — 175

# KPI: Traffic Safety Culture

## Society and Culture

Safety, Housing and Social Inclusion  
Safety  
Traffic Fatalities

- "Traffic Safety Culture" is a shared belief system that prioritizes traffic safety and encourages safe behaviors.
- It can be measured by surveys etc.



[Source: Ward, N., Otto, J., Finley, K. (2019). Traffic Safety Culture Primer. Bozeman, MT: Center for Health and Safety Culture, Montana State University.

# KPI: Time Orientation

## Society and Culture

Safety, Housing and Social Inclusion  
Safety  
Traffic Fatalities



- “Time orientation” refers to our cognitive framework that organizes our experience into temporal categories of past, present, and future.
- It can be measured by surveys etc.

”Sustainable development is based on long-term goals: it requires one to adopt anticipatory behaviors, to imagine the future, and consider the consequences of one's own behavior.”

[Source: Philip G. Zimbardo, Kelli A. Keough, John N. Boyd (1997). Present time perspective as a predictor of risky driving, Personality and Individual Differences, 23(6), 1007-1023.

