

Beautifying Transportation Infrastructure Council
Task Statement 2: Developing Aesthetic Performance Metrics

I. Task Summary

Provide feedback to the U.S. Department of Transportation (DOT or Department) regarding metrics that can be cultivated to assess the aesthetic value of transportation infrastructure and facilities when considering the development of new or revitalization of existing transportation projects.

II. Background

The traveling public has inherent reactions to different visual forms and styles, but measuring the aesthetic value of our Nation's transportation system is more complicated and often perceived as subjective. However, certain visual aspects of infrastructure and facility design, and the processes used to consider those designs are concrete. For example, incorporation of appropriate plantings, integration of public art, and appropriate visual augmentation of projects can all be measured and documented.

III. Task

For Task 2, DOT asks the Council to discuss and consider what aesthetic performance metrics the Department may consider to evaluate current and proposed projects across the Nation. DOT asks that these performance metrics consider all modes of transportation and respect regional heritage and preferences. The performance metrics should be discussed in such a fashion that they could be used both for the purposes of evaluating project applications as well as inserted into program guidelines. DOT also asks that the Council discuss how performance metrics can be modified over time as needed.

VI. Estimated Time to Complete Task

DOT asks the Council to deliberate on this task at its March 31, 2026 meeting and, if necessary, continue its deliberations at subsequent or subcommittee meetings. The results of this and other tasks will be compiled and submitted to DOT's Deputy Assistant Secretary for Transportation Policy.

VI. DOT Technical Representatives

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