

1.5 Goals & Progress



102-15

This 2016 Report presents our final reporting on the existing 13 key performance indicators (KPIs) identified in 2011, as we transition to a new set of goals that will guide our direction for the next several years. The new goals are presented in an infographic on page 9.

Regarding the existing KPIs, we met or exceeded goals for:

- Full-Time Employee Retention Rate;
- Total Charitable Contributions;
- Aircraft Emissions per Payload Capacity; and
- Alternative Fuel & Advanced Technology Miles Driven.

We did not achieve our goals for three KPIs: Employer of Choice Index, Lost Time Injury Frequency and Auto Accident Frequency. Worth noting, we are not reporting on 2016 results of the Employer of Choice Index, as that was no longer measured as part of changes made to the broader Employee Engagement

Survey in 2016. These changes include shortening the survey from 72 to 30 questions and adding six benchmark statements to measure ourselves against best-in-class employers. Given these changes to the survey composition, year-over-year comparisons of EES results are not instructive, but we will keep our six benchmark statements going forward as we continue to modify the survey to better fit what we need to learn about our workforce.

There are three existing KPIs with a 2020 goal year: Transportation Intensity Index, Aviation Gallons Burned per 100 Available Ton Miles and CO2 Pounds per Available Ton Mile. We will continue to publish progress toward these goals through 2020. More information about the results for our existing KPIs and a discussion of our future KPIs can be found in each chapter of this Report.

