

TO: Commercial-Vista Corridor Plan Project Management Team

FROM: Judith Johnduff, Associate Transportation Planner
Public Works Department

Eunice Kim, Planner II
Community Development Department

DATE: November 26, 2014

SUBJECT: Draft Evaluation Criteria

This memo provides an initial set of qualitative and quantitative criteria and performance measures that will be used to guide the development of design alternatives and aid in the selection of a preferred alternative for the study area. A point based scoring system will be developed, based upon feedback from stakeholders, to measure how well the proposed alternatives reflect the identified goals and objectives for the Commercial-Liberty-Vista Corridor. The ranking will be used to inform the decision making process and to aid in setting priorities for implementation.

Proposed Evaluation Criteria

Draft Criteria	Performance Measures
Improves Multi-Modal Transportation	
Improves pedestrian access, circulation and safety	<ul style="list-style-type: none"> • Reduces the number of closed pedestrian crossings • Improves crossings of major arterials • Improves pedestrian lighting • Removes obstacles within sidewalks area • Improves driveways to reduce conflicts • Increases connections to adjacent residential areas • Reduces out of direction travel • Provides pedestrian crossings at regular intervals
Improves bicycle access, circulation and safety	<ul style="list-style-type: none"> • Increases the number and quality of bicycle facilities through project area • Provides an enhanced bike facility through the Commercial/Liberty Split • Reduces out of direction travel • Improves connections to adjacent neighborhoods • Provides for bicycle parking • Minimizes bicycle/motor vehicle conflicts
Maintains/enhances motor vehicle/freight and emergency vehicle access and circulation	<ul style="list-style-type: none"> • Maintains or reduces delay • Discourages cut-through traffic
Improves motor vehicle safety	<ul style="list-style-type: none"> • Reduces vehicle conflict points • Improved street lighting
Provides for future growth in motor vehicle/transit/freight traffic	<ul style="list-style-type: none"> • Projected performance relative to City mobility standards
Improves service to transportation disadvantaged populations	<ul style="list-style-type: none"> • Considers age related mobility issues in the facility design

Improves the ability of transit to serve residences, business, and employers in the corridor	<ul style="list-style-type: none"> • Minimizes merging conflicts required by transit vehicles • Improves transit reliability • Provides convenient access from transit to uses in the corridor • Provides safe transit waiting areas
Improves the visual character of street network and strengthens the identity, character, marketability and economic benefit of the area	
Strengthens the area's economy by attracting customers	<ul style="list-style-type: none"> • Improves aesthetics including landscaping, street trees, and streetscape elements, improved lighting and directional signage • Provides buffers or removes barriers for pedestrians • Creates a quality sense of place
Supports area economic vitality by improving motor vehicle, bicycle, pedestrian access and cross-access	<ul style="list-style-type: none"> • Provides access from front doors of businesses to the public right-of-way • Supports cross access for all modes where possible
Reduces barriers to reinvestment	<ul style="list-style-type: none"> • Promotes efficient use of parking while ensuring adequate supply • Provides opportunities for reinvestment
Encourages activity friendly design	<ul style="list-style-type: none"> • Creates activity friendly areas
Provides Achievable Solutions	
Ability to leverage private investment	<ul style="list-style-type: none"> • Does the alternative support opportunities for combining recommended improvements with private investment actions
Ability to Combine Projects	<ul style="list-style-type: none"> • Does the alternative provide opportunities to combine public or private (utility) improvement projects
Public support	<ul style="list-style-type: none"> • Consistency with local plans • Broad public consensus
Minimize project costs	<ul style="list-style-type: none"> • Provides opportunities for phasing
Increase the likelihood of receiving grant funding	<ul style="list-style-type: none"> • Number of likely funding sources • Is Right-of-way needed • Is conceptual design complete