

## DRAFT PHASE II MEASURES OF EFFECTIVENESS (MOEs)

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### PHASE II MOE DEVELOPMENT PROCESS

The intent of the Phase II analysis for the CYCCS is to assess generally defined *categories of improvements* at a fairly broad level to gauge their potential to meet the study goals. This initial screening will identify the types of improvements that show the most promise and begin to quantify the magnitude of benefits that could be expected from implementing such improvements.

The Phase II analysis will allow the study team to advance for further study those concepts that are most promising. These will be further developed into specific improvement proposals and screened in greater detail using an expanded set of MOEs (including measures such as Cost/Benefit, impacts to properties and existing buildings, etc.) during phase II of the study.

#### Exhibit 1: Phase 2 Measures of Effectiveness

SC Rank	MOE Name	Measure	Measurement Tools/ Approach
1	Economic Benefit	<ul style="list-style-type: none"> <li>Potential job creation</li> </ul>	<ul style="list-style-type: none"> <li>PRISM model</li> </ul>
2	Impact to Rural and Urban Character	<ul style="list-style-type: none"> <li>Potential impact on scenic resources</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative assessment</li> </ul>
3	Traffic Safety (all modes)	<ul style="list-style-type: none"> <li>Frequency and severity of crashes and potential for reduction</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative assessment based on corridor crash history</li> </ul>
4	Access to and Availability of Transit	<ul style="list-style-type: none"> <li>Potential to improve transit travel times.</li> <li>Transit service areas (availability of service)</li> <li>Potential to improve access to transit service</li> </ul>	<ul style="list-style-type: none"> <li>Semi-quantitative based on TransCAD model travel times (highway network)</li> <li>Qualitative assessment of service area coverage and comparison of availability</li> <li>Qualitative assessment</li> </ul>
5	Municipal and Public Feedback	<ul style="list-style-type: none"> <li>SC and AC reactions.</li> </ul>	<ul style="list-style-type: none"> <li>AC and SC meetings</li> </ul>
6	Travel times and Delay	<ul style="list-style-type: none"> <li>Projected travel times between key origins and destinations</li> <li>Total network travel delay</li> </ul>	<ul style="list-style-type: none"> <li>TransCAD Model</li> </ul>
7	Roadway Capacity and Projected Traffic	<ul style="list-style-type: none"> <li>Amount of travel on each type of roadway classification</li> <li>Segment volume/capacity ratios.</li> </ul>	<ul style="list-style-type: none"> <li>TransCAD Model</li> </ul>
8	Environmental Impacts	<ul style="list-style-type: none"> <li>Potential degree of impact to environmental feature</li> </ul>	<ul style="list-style-type: none"> <li>Relative assessment of mapped environmental constraints</li> </ul>
9	Cost	<ul style="list-style-type: none"> <li>Approximated (planning-level) cost of concept</li> </ul>	<ul style="list-style-type: none"> <li>Order of Magnitude Ranking of Concepts</li> </ul>

Exhibit 2: Relationship between Phase II MOEs and Study Goals

		Measures of Effectiveness (MOEs)								
		(1) Economic Development	(2) Impact to Rural and Urban Character	(3) Traffic Safety	(4) Access to and Availability of Transit	(5) Muni and Public Feedback	(6) Travel Times and Delay	(7) Roadway Capacity and Projected Traffic	(8) Environmental Impacts	(9) Cost
Goals	Promote economic development.	✓								
	Promote tourism development.	✓								
	Improve regional connectivity.				✓		✓	✓		
	Improve modal interconnectivity (ability to easily transfer between travel modes such as motor vehicle, rail, air, bicycle, pedestrian).				✓					
	Improve access to major corridors.						✓	✓		
	Promote consistency between study goals and municipal comprehensive plans.									
	Address traffic safety issues (including those involving pedestrians and bicyclists).			✓						
	Maintain and enhance the visual, cultural, historical and environmental character of the region.		✓						✓	
	Improve travel choices, including public transportation (bus, rail), biking and walking as well as Travel Demand Management opportunities (van pool, car pool, park and ride, telecommute).				✓					
	Improve access management along major corridors.			✓			✓			
	Prioritize transportation improvements that serve and support existing and planned investments (public and private) in the community.					✓				✓
	Encourage cooperation among municipalities and agencies in developing, operating and maintaining transportation infrastructure and services.					✓				
	Coordinate study concepts with other planning efforts in the study area.					✓				
	Feasibility		✓			✓			✓	✓