

**Streetscape Capitol Program  
Adopted Prioritization Methodology  
2/20/2013**

Project Benefits	Maximum Points	Scoring Criteria
<b>TRANSIT SUPPORT:</b> Projects located on an identified Multi-Modal Corridor in the Comprehensive Pedestrian Plan and/or located within a half-mile of a planned fixed-guideway transit station.	6	<b>Within 1/2 mile of Existing or Planned Fixed-guideway Station: 3 points</b> <b>Located in Multi-Modal Corridor: 3 points</b>
<b>PEDESTRIAN SAFETY:</b> This criterion is based on an analysis of pedestrian crashes within the project area. Projects receive points based on the pedestrian crash density per square mile recorded in the project area.	5	<b>Crash Density per Sq Mi is 97.9 - 183.6: 5 points</b> <b>Crash Density per Sq Mi is 38.1 - 97.8: 3 points</b> <b>Crash Density per Sq Mi is 8.6 - 38.0: 1 points</b> <b>Crash Density per Sq Mi is 0 - 8.5: 0 points</b>
<b>INFRASTRUCTURE/APPEARANCE ENHANCEMENT:</b> Projects are scored based on the opportunity to rectify existing deficiencies with regards to infrastructure adequacy and community appearance.	4	<b>Substandard Sidewalk: 1 point</b> <b>Substandard Street: 1 point</b> <b>Substandard Landscaping: 1 point</b> <b>Substandard Buildings: 1 point</b>
<b>PEDESTRIAN DEMAND:</b> This criterion is based on the relative amounts of pedestrian activity that are anticipated in the project area. Analysis of population density and pedestrian generators (proximity to schools, community services, and parks, etc).	4	<b>Evidence of Pedestrian Activity: 1 point</b> <b>Pedestrian Plan's Demand Analysis Ranking (heat map):</b> <b>High Demand: 3 points</b> <b>Medium Demand: 2 points</b> <b>Low Demand: 1 point</b>
<b>CYCLING INTEGRATION:</b> Projects are awarded points based upon the inclusion of bike facilities in the scope of the streetscape project.	4	<b>Project will clearly include Bicycle Improvements: 4 points</b> <b>Unclear if Project will include Bicycle Improvements: 2 points</b> <b>No Bicycle Improvements: 0 points</b>
<b>RETURN ON INVESTMENT:</b> This category requires an assessment of the extent to which the project has the potential to catalyze private investment, based on the presence of development/redevelopment site, commercial potential, and market demand.	3	<b>Commercial Frontage is Greater then 75%: 3 points</b> <b>Commercial Frontage is between 35% - 75%: 2 points</b> <b>Commercial Frontage is less then 35%: 1 point</b> <b>Residential Frontage is 100%: 0 points</b>
<b>2030 COMPREHENSIVE PEDESTRIAN PLAN ACTION ITEM:</b> Projects specifically identified as an action item, adopted Area Plan, or other special purpose plan.	3	<b>Identified as Comprehensive Plan Action Item: 3 points</b> <b>Not identified in Comprehensive Plan: 0 points</b>
<b>REINVESTMENT AREAS:</b> Projects that are located in a Target Area for Economic Development, as show on Map ED-1 in the Comprehensive Plan.	3	<b>Located within Target Area on Map ED-1: 3 points</b> <b>Outside of Target Area on Map ED-1: 0 points</b>
<b>TRAFFIC VOLUME:</b> The purpose of this category is to prioritize projects located in highly trafficked, hence highly visible locations.	3	<b>ADT between 20,000-30,000: 3 points</b> <b>ADT between 10,000-20,000: 2 points</b> <b>ADT between 0-10,000: 1 point</b>
<b>TOTAL:</b>	<b>35</b>	

\*\*In the event of a tie, projects will be ranked in order of category priority weight, i.e. transit support to traffic volume.