



4. Priming the Project Pipeline

Building on our history

Using past studies that required the effort and input of all of Berkeley's distinct communities, overarching goals were identified to move the projects communities desired forward. Those goals, described in chapter 2 were used as the foundation of the BeST Plan evaluation criteria.

BeST Plan goals:

- Increasing Mobility and Access for All Mode Choices
- Increasing User Safety
- Increasing Access to Commercial Districts and Opportunity Areas
- Increasing Transportation Choices for Disadvantaged communities
- Increasing Environmental Sustainability & Resiliency

Scoring

BeST Plan project bundles were evaluated by the projects they contain against the criteria listed below as based on an overarching goal. Each criterion includes a metric (in the form of a question) to evaluate each bundled project. These projects then received a score based on the bundled projects' overall ability to meet the BeST Plan goals. Alongside project evaluation criteria developed from Berkeley's existing policies, additional evaluation criteria were included based on county and regional goals used in previous competitive grant application calls.

Prioritization

Ultimately, the results from the project evaluation are then used to develop a prioritized list of projects for 5-year implementation plans. Simply put, the projects that score the highest will be developed, designed, and potentially funded and constructed first.

Policy-related Evaluation Criteria

Increase Mobility and Access for all Mode Choices

Each bundled project was evaluated according to its contribution to increase multimodal access and support walking, bicycling and transit use through the following criteria:

Level of Comfort

- Is there a concern about perceived safety/comfort under current conditions?

Gap Closure

- Will the project fill a gap in an existing transportation network?

Alternative Transportation Enhancement

- Will the project enhance the attractiveness of an alternative transportation mode?

Increase User Safety

Each bundled project was evaluated by its potential to increase safety for all users. The proposed criteria will evaluate a project's ability to improve safety by each transportation choice, according to their proximity to high collision areas or "hot spots" and inclusion of safety improvements:

Collision History

- Is the project located in a corridor or area with a high number of collisions?

User Safety

- Will the project improve user safety?

Increase Access to Commercial Districts and Opportunity Areas

Commercial districts and Priority Development Areas are areas that have been identified as places of growth for housing, transit and other community amenities. Each bundled project will be evaluated according to their location within these specific planning areas:

ABAG PDAs

- Is the project within a Priority Development Area designated by the Association of Bay Area Governments (ABAG)?

Alameda CTC Activity Centers

- Is the project within an "Activity Center" as designated by the Alameda County Transportation Commission (Alameda CTC)?

Regional Access

- Does the project enhance regional access; provide a connection to or improvement on a part of the transportation network that connects Berkeley to the surrounding region?

Increase Transportation Choices for Disadvantaged Communities

The City of Berkeley is committed to providing universally safe and equal access to people of all ages, abilities, and backgrounds. As such, bundled projects will be evaluated according to whether they are within Communities of Concern and provide regional access:

Underserved Communities

- Is the project within a Community of Concern?

Increase Environmental Sustainability & Resiliency

Berkeley's public infrastructure faces unique challenges and opportunities in the 21st century. In order to increase environmental resiliency and achieve a more sustainable transportation system, projects will be evaluated according to their contribution to bettering overall public health, economic growth and aging infrastructure as well as the addition of green infrastructure elements and ITS infrastructure:

Public Health

- Does the project promote public health through physical activity?

Green Infrastructure

- Does the project include green infrastructure elements?

Economic Growth

- Will the project support economic growth?

State of Good Repair

- Does the project upgrade aging infrastructure and address maintenance needs (includes use of ITS infrastructure)?

Demand

- Will the project affect a large number of users?

Air Quality / Carbon Emissions

- Does the project have the potential to reduce VMT?

Additional Evaluation Criteria

The City of Berkeley recognizes that many projects will need additional funding through competitive grant applications. With that in mind, the BeST Plan includes county, regional and federal evaluation criteria used for competitive grant applications.

Project Readiness

Both Alameda County Transportation Commission (ACTC) and the regional planning agency, the Metropolitan Transportation Commission (MTC), have consistently promoted project readiness as a key quality in evaluating grant applications. Typically projects that have completed design work and are closest to “shovel ready” construction are encouraged.

- Is the project ready to initiate capital process and move to the construction phase?
- Are the project’s phases and costs clearly defined?
- Would a delay of the project bundle delay or impact other projects?

Cost Effectiveness

As with any project in arguably any city across the country, Berkeley, ACTC and MTC value projects that use valuable tax payer money effectively and efficiently. Cost effective projects are those that have a high return on investment and low costs relative to the number of project improvements.

- Does the project bundle have a relatively low estimated cost?
- Does the project bundle have a relatively high number of projects?
- Will the project improvements effect a relatively high users?

Community Support

Community support is paramount to any capital improvement, particularly those that affect so many residents, employees and visitors of the City of Berkeley. Similarly, funding agencies value community support to ensure that any money being spent through their authority is going to good use and has gone through an appropriate community engagement and outreach process.

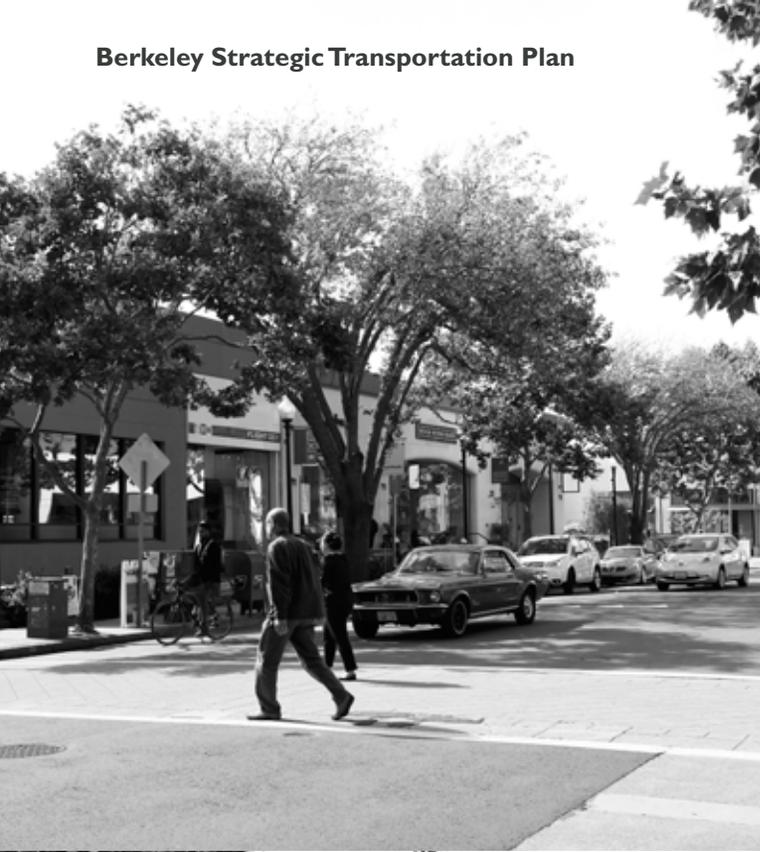
- Has the project bundle conducted a high level of public outreach?
- Was the project mentioned in Council referral or inquiry (as of 5/20/2015)?
- Does the project bundle lack identified major flaws related to engineering, political and legal feasibility?

Agency Coordination

Transportation improvements often involve multiple agencies including neighboring jurisdictions and transit agencies, among others. This is especially true for the City of Berkeley where many of its major streets cross through other cities; many Berkeley residents, employees and visitors travel beyond the City's borders; and numerous agencies use Berkeley facilities to run transit services.

- Is there an opportunity for the project bundle to be coordinated with efforts of other agencies, such as AC Transit, Caltrans, etc.?
- Are there improvements within the project bundle being complemented by or prioritized by outside agency efforts?





Preliminary Evaluation Results

The following table illustrates how each project performed relative to each of the performance criteria.

Project Performance for Specific Criteria

-  Higher Performance
-  Medium Performance
-  Lower Performance

	Signature Project							Citywide Programs				Multimodal Enhancement Areas			Complete Streets Corridors										
	9th Street Bikeway	Channing Bicycle Boulevard	Gilman Grade Separation	Gilman Interchange	Milvia Bicycle Boulevard	Ohlone Greenway	Railroad Quiet Zone	Southside Complete Streets	Bikeway Intersections	High Priority Ped Plan Projects	Residential Bike Blvd Enhancements	Signal Interconnect	Downtown Berkeley	Southside Area Improvements	West Berkeley	Adeline Street Corridor	Ashby Avenue Corridor	College Avenue Corridor	Dwight Way Corridor	Gilman Street Corridor	Sacramento Street Corridor	San Pablo Avenue Corridor	Shattuck Avenue Corridor	Telegraph Avenue Corridor	University Avenue Corridor
Criteria Based on Berkeley Policies																									
1.1 Mobility and Access	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
1.2 User Safety	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
1.3 Access to Commercial Districts	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
1.4 Transportation Choices	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
1.5 Sustainability & Resiliency	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Criteria Based on Funding Program Goals																									
2.1 Project Readiness	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2.2 Cost Effectiveness	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2.3 Community Support	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2.4 Agency Coordination	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■



Accounting for the Community's Preferences

Community Feedback Survey

After evaluating all of Berkeley's projects through various lenses – Berkeley's policy-related criteria and additional funder-related criteria– the evaluation results were weighted based on community feedback. During the community engagement process, the City of Berkeley distributed a survey that prompted participants to evaluate, from the set of criteria, which was most important to them and, more generally, how important each criterion was when determining which kinds of projects should be prioritized first.

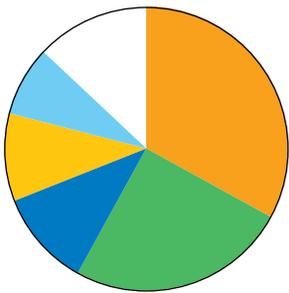
The City received 780 responses to its survey, of which over 90% were from Berkeley residents. Generally, 'Mobility and access for all modes of transportation', 'User safety', and 'Environmental sustainability and resiliency' were ranked highest amongst survey respondents.

Survey respondents were asked to identify which of all of the criteria was the most important to them, second most important and third most important. The pie charts on the next page illustrate the results from the survey responses.

The survey also prompted respondents to evaluate the importance of every criterion on its own: "Please tell us how important each of the criteria is to you by ranking each in order of importance, with 1 being most important and 5 being least important." The bar graphs on the following pages illustrate the results of the survey responses received.

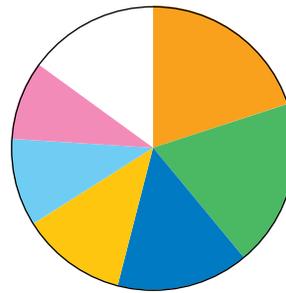
Most important evaluation criteria

1st most important



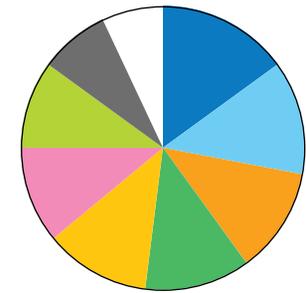
- Mobility and access (33%)
- User safety (25%)
- Sustainability and resiliency (11%)
- Disadvantaged communities (10%)
- Access to commercial districts (8%)

2nd most important



- Mobility and access (20%)
- User safety (20%)
- Sustainability and resiliency (15%)
- Disadvantaged communities (12%)
- Cost effectiveness (10%)
- Access to commercial districts (9%)

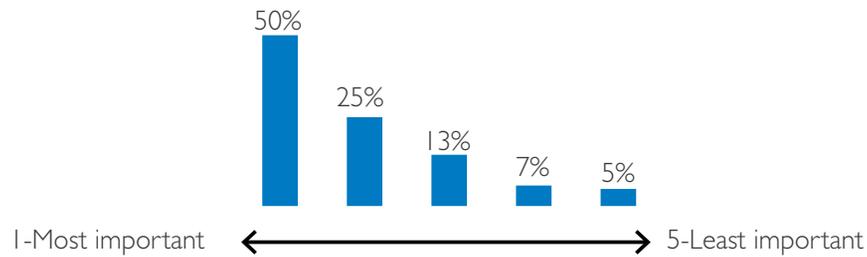
3rd most important



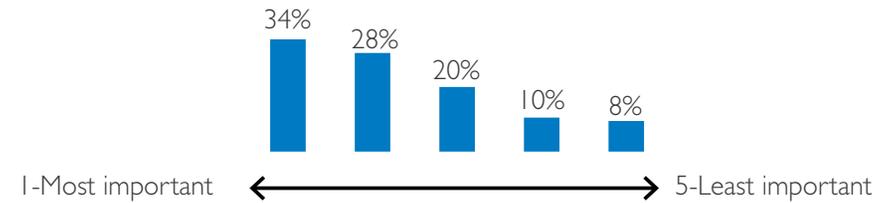
- Sustainability and resiliency (15%)
- Cost effectiveness (13%)
- Mobility and access (12%)
- User safety (12%)
- Disadvantaged communities (12%)
- Access to commercial districts (11%)
- Agency coordination (10%)
- Community support (8%)

Criteria Based on Berkeley Policies

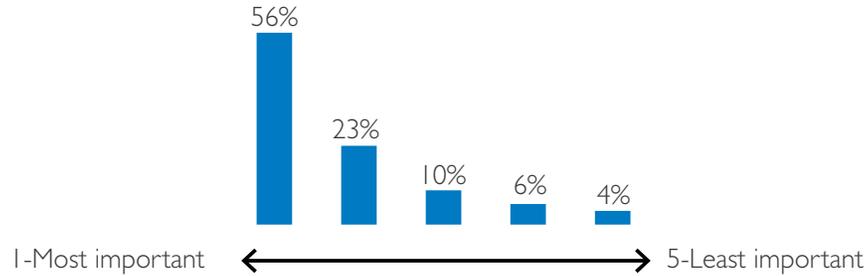
Mobility and access for all modes of transportation



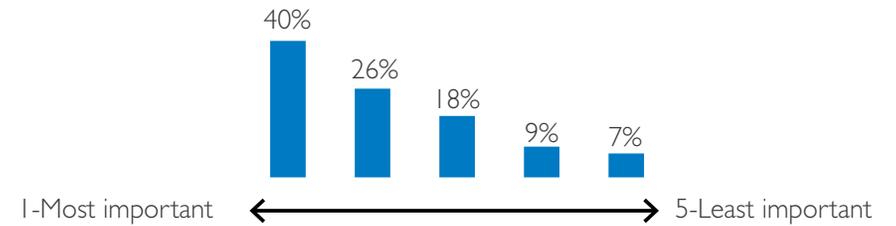
Disadvantaged communities and transportation choices



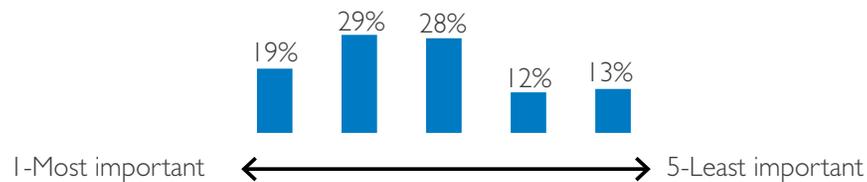
User safety



Sustainability and resiliency

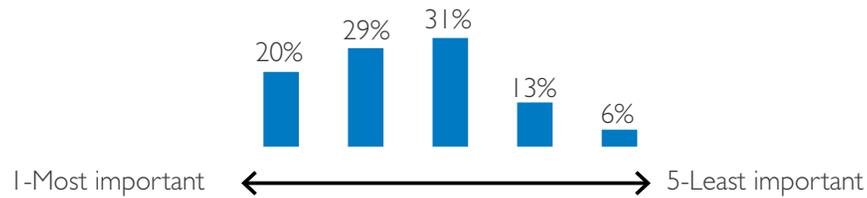


Access to commercial districts and priority development areas

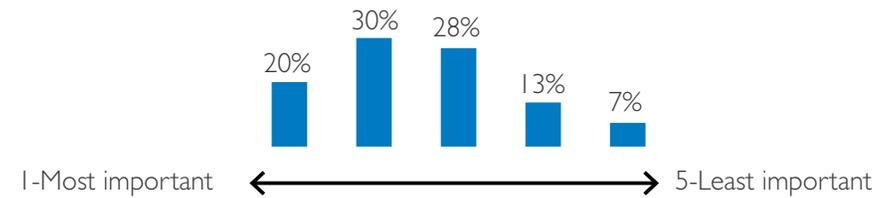


Additional Evaluation Criteria

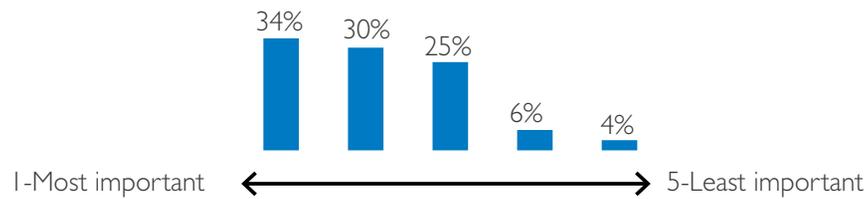
Project Readiness



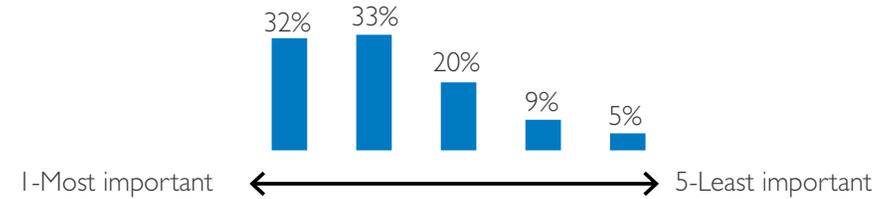
Community Support



Cost Effectiveness



Agency Coordination



Composite ranking of evaluation criteria

Together, responses from both the ranking and weighting of the evaluation criteria were used to develop composite scores for the evaluation criteria. Their respective weights were then used to finalize the evaluation results and develop a final project prioritization list.

Ranking	Composite Score (% of total score)	Performance Criteria
1	14.8%	Increase mobility and access for all mode choices
2	14.5%	Increase user safety
3	11.9%	Increase environmental sustainability
4	11.0%	Increase transportation choices for disadvantaged communities
5	11.0%	Cost effectiveness
6	9.8%	Agency coordination / plan alignment
7	9.6%	Increase access to commercial districts and opportunity areas
8	8.8%	Community support
9	8.6%	Project readiness

Project Prioritization (2016-2021)

The following list identifies the BeST Plan projects in their composite community-ranked criteria order. In some instances, given overlap between project definitions, some project bundles may include project improvements from other project bundles. As a result, the list identifies some project bundles “within” other larger project area bundles.

- | | | |
|---|---|---|
| 1. West Berkeley | 4c. Downtown Transit Center | 11. University Avenue Corridor |
| 1a. 9 th Street Bikeway Path Extension | 4d. Hearst Complete Streets | 12. Gilman Street Corridor |
| 1b. Gilman Grade Separation | 4e. Milvia Bicycle Boulevard | 13. Adeline Street Corridor |
| 1c. Gilman Interchange | 4f. Shattuck Avenue Realignment | 14. Residential Bike Boulevard Enhancements |
| 1d. Railroad Quiet Zone | 5. Signal Interconnect Phase I | 15. Shattuck Avenue Corridor |
| 2. Southside Berkeley | 6. Dwight Way Corridor | 16. Channing Bicycle Boulevard |
| 2a. Southside Complete Streets | 7. Ashby Avenue Corridor | 17. Ohlone Greenway |
| 3. Bikeway Intersections | 8. San Pablo Avenue Corridor | 18. Sacramento Street Corridor |
| 4. Downtown Berkeley | 9. High Priority Pedestrian Plan Projects | 19. College Avenue Corridor |
| 4a. Center Street Plaza | 9a. Safe Routes to Schools Projects | |
| 4b. Downtown Berkeley BART Plaza | 10. Telegraph Avenue Corridor | |