

# Draft Goals, Objectives and Evaluation Criteria

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## 1. Purpose

The goals, objectives and evaluation criteria provide an overarching direction for the City of Alameda Transit and TDM Plan, and will be used to identify and measure recommended improvements. The following definitions are used for goals, objectives and evaluation criteria:

- **Goals:** Explain what we want to achieve.
- **Objectives:** Define specific outcomes that help meet the goal.
- **Evaluation Criteria:** Measure how proposed improvements and strategies meet goals and objectives.

The process for identifying the goals, objectives, and evaluation criteria has been an iterative one based on community input. The work is not yet complete and we are still refining the goals, objectives and evaluation criteria to best fit the transportation needs of the community.

## 2. Goals

The goals began with input from the City Council, the Transportation Commission, and the Planning Board when the scope of this project was being developed, and were refined with input from city staff, key stakeholders including transit agency staff and community members who live or work in Alameda.

1. **Island Crossings:** No increase in drive alone trips at island crossings, especially in the peak period.
2. **Alameda Trips:** Decrease drive alone trips within Alameda.

### 3. Objectives

After the project kicked off, the objectives were developed for each goal. Additionally, the public engagement process has resulted in input that has helped shape them.

- **Access:** Improve access to transportation options including BART stations, ferry terminals and bus stops
- **Climate Change:** Provide programs and strategies that reduce greenhouse gas emissions
- **Drive Alone Trips:** Provide programs and strategies to reduce drive alone trips, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- **Equity:** Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant with the Americans with Disabilities Act (ADA) requirements and guidelines
- **Land Use:** Integrate land use changes and transportation improvements
- **Parking:** Use parking management strategies to reduce incentives to driving
- **Partnerships:** Maintain positive partnerships with transit operators, adjacent jurisdictions, the private sector and other key stakeholders to leverage monies and expertise
- **Prioritize:** Elevate the priority of transit, bicycling, walking, carsharing and ridesharing, especially for youth and for first-mile/last-mile transportation choices
- **Public Awareness:** Increase public, employee/employer and residential association awareness of transportation options
- **Safety:** Emphasize safety in the planning, design and implementation of all transportation improvements
- **Transit Frequency/Reliability:** Improve transit frequency, reliability and times, especially in the peak period

### 3. Evaluation Criteria

These evaluation criteria will be used to gauge if proposed improvements and strategies meet the goals and objectives.

- **Access:** Measure number of employees/residents with access to transportation programs and information
- **Climate Change:** Assess the impact on greenhouse gas emissions
- **Cost:** Assess planning-level operating and capital costs and the feasibility of obtaining funding
- **Drive Alone Trips:** Measure relative increase or decrease in drive alone trips
- **Equity:** Assess the impact on ADA compliance, seniors, low-income and minority populations
- **Existing Plans:** Assess whether the proposed strategy supports the Transportation Element and other City and transit operator plans
- **Partnerships:** Assess whether the proposed strategy strengthens or maintains partnerships with transit operators, adjacent jurisdictions, the private sector or other key stakeholders
- **Public Awareness:** Assess increases in public awareness and perception of transportation options
- **Public Support:** Measure support based on input received from surveys, community meetings, and other forms of community input
- **Safety:** Assess the impact on safety for all street users
- **Transit Frequency:** Measure increase in transit frequency and reliability
- **Travel Time Savings:** Assess increase in travel time savings for transit riders, bicyclists, carpool/rideshare users and pedestrians