



City of Ventura

Appendix H: Prioritization Memo

April 2023



MEMORANDUM

To: City of Ventura
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Date: April 18, 2023
Subject: Ventura Active Transportation Plan – Prioritization Process

Introduction

This memo documents the process used to identify high priority locations, define projects, and recommend their phasing.

Citywide Workshop Input

Participants in the Active Transportation Plan citywide workshop gave input on where and how to prioritize active transportation investments in relationship to each of the goals. This informed a weighted values-based evaluation framework to score project and program potential to achieve stated goals. The workshop information is summarized immediately below.

Where to prioritize investments:

Connectivity

- Fills gaps in networks, connecting existing sidewalks and bikeways
- Proximity to priority locations
 - Harbor/Waterfront
 - Schools
 - Parks
 - Frequent transit (30 minutes or less) and transit hubs
 - Shopping
- May be completed as component of upcoming pavement maintenance (added by team)

Equity

- In neighborhoods with higher concentration of
 - Low-income households
 - Younger people
 - Older adults

- People living with disabilities

Safety

- Where people are already walking and biking in high volumes (the team decided not to use this because collision information can be a proxy for activity, and out of caution that this measure would discount places where activity is low because infrastructure feels unsafe)
- Where walking and bicycling demand is high, based on desktop analysis (added by team to include existing and latent activity)
- Streets with excessive speeding or high traffic volumes
- Places where crashes involving people walking or bicycling have happened
- High population density or growth areas streets with high levels of traffic stress

How to prioritize investments:

- Build trails on barrancas, public lands, or utility easements
- Protected bike lanes
- Open streets to people walking and bicycling
- Maintenance activities
- Streetscaping and street furnishings

Project Development and Prioritization Approach

How? Developing the Project List

The project team developed a project list for high priority locations comprised of:

- Class I, Class II, Class III, and Class IV facilities on the ATP proposed bike network
- Sidewalk, path, streetscape, and crossing projects on the low-stress pedestrian network (districts and corridors)
- Projects identified through the Safe Routes to School component of the ATP
- Locations of concern identified by community members via engagement
- Locations identified through the local road safety plan

Where? Geographic Screening

The project team used community input to draft a scoring matrix to rank project locations in accordance to how well they respond to the plan's goals. This matrix was revised to consider staff and ATFG comments.

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Criteria	Scoring for Projects		Scoring for Programs	
	Points	Threshold	Points	Threshold
Connectivity				
Fills a gap	2	Yes – the project fills a sidewalk or bikeway gap in an otherwise continuous facility (including crossings)		N/A
	0	No		
Provides access to harbor, waterfront, school, library, park, frequent transit, shopping	2	Within 0.25 miles	2	Primary goal/effect of program
	1	Within 0.5 miles	1	Secondary goal/effect of program
	0	More than 0.5 miles	0	Not achieved through program
Equity				
Is in an area (census tract) with a low existing coverage of walking or biking facilities per person (e.g., relatively high density of network gaps)	2	Facilities per person in 25 th percentile	2	Primary goal/effect of program
	1	Facilities per person in the 25 th to 50 th percentile	1	Secondary goal/effect of program
	0	Facilities per person above 50 th percentile	0	Not achieved through program
Serves people in low-income households, younger people, older adults, people living with disabilities (separately for each) by census tract	2	Low-income HH density within 0.25 miles above 75 th percentile	2	Primary goal/effect of program
	1	Low-income HH density within 0.25 miles in 75 th to 50 th percentile	1	Secondary goal/effect of program
	0	Low-income HH density within 0.25 miles in 50 th percentile or below	0	Not achieved through program
Safety				
Serves concentrations of walking and bicycling demand	2	High level of walking and biking demand – demand index score above 75 th percentile	2	Primary goal/effect of program
	1	75 th to 50 th percentile score	1	Secondary goal/effect of program
	0	Score in 50 th percentile or below	0	Not achieved through program

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Criteria	Scoring for Projects		Scoring for Programs	
Crash history	2	Within 250' of a location with a fatal injury crash or 2 or more injury crashes involving someone walking or bicycling in past 5 years	2	Primary goal/effect of program
	1	Within 250' of a location with 2 or more Injury crashes involving someone walking or bicycling in past 5 years	1	Secondary goal/effect of program
	0	Not close to a location with a crash history	0	Not achieved through program
High population density or growth area	2	Population density within 0.25 miles above 75 th percentile	2	Primary goal/effect of program
	1	Population density within 0.25 miles in 75 th to 50 th percentile	1	Secondary goal/effect of program
	0	Population density within 0.25 miles in 50 th percentile or below	0	Not achieved through program

When? Phasing Framework

While the prioritization framework lays out a method for selecting locations where it is important to invest, there may be operational, historical, environmental, economic, or social reasons to be flexible in when to advance even the most important project locations. The criteria listed below are considered to help decide which projects and programs to launch first.

- Is the project on the All Ages and Abilities bicycle network?
- Is there an opportunity to install the project in conjunction with pavement maintenance?
- Are there topographic, environmental or ROW constraints that will make the project difficult to implement?
- Has the project received a high level of community support?

Other Considerations

Additional considerations were discussed during the project phasing process. These considerations may be considered when advancing or scoping a project.

- Ratio of benefit to cost
- Funding availability and cost