

Memorandum

To: Centre-South CAC, City Project Management Team

From: The McMahon Team

Date: January 28, 2010

Subject: Evaluation Criteria for Segment Selection

Introduction

Based on discussion among the consultant team, we have chosen the seven criteria listed below to evaluate each of the segments in the corridor. *See Figure 1 for corridor segments.*

Each criterion was assigned a value for each segment. The values were 0, 1 or 2 and a brief description is listed after each of the criteria. The evaluation matrix used an empty circle for 0, a half-filled circle for 1 and a completely-filled circle for 2.

Decisions were based on a team consensus and reflect our professional judgment. However, as we mentioned at our first meeting, the consultant team and the CAC bring different viewpoints to the table. The members of the CAC live in the neighborhood and know it intimately; we welcome comments or suggestions from them that may alter the results of our analysis.

There are three variables that could potentially impact the analysis results:

1. Are these seven the right criteria? Should there be additional criteria or are some redundant and should be combined with others?
2. Are the values applied appropriately for each segment?
3. Are the segments correctly defined? We believe that the segments represent a change in the character of the corridor, primarily based on land use. Although hard lines are drawn out of a need to set boundaries, we realize that the beginning or end of any particular segment could shift slightly and, in fact, may do so as we get further into design.

Hyde Square and Monument Square were not rated since they had previously been selected for more detailed study. Forest Hills was not considered because there is already a plan in place from a previous effort. Although Jackson Square was evaluated and ranked fairly high, it is the team's opinion that it is not a particularly good candidate for further study because numerous other projects are already planned or underway.

The evaluation criteria are:

1. Density of Opportunity

A particular corridor segment has the potential for a number of projects in the public realm.

- 2 - Multiple projects and synergy
- 1 - Moderate number of potential projects
- 0 - Minimal potential projects

2. Connections to Major Destinations

This would emphasize segments that have intersections with streets that provide connections to the Green Street and Stony Brook T stations, Jamaica Pond and other off-corridor physical and cultural resources.

- 2 - Strong connections
- 1 - Moderate connections
- 0 - Minimal connections

3. Level of Activity

The more users in a given segment, the greater the benefit to more people.

- 2 - Benefits to large number of users
- 1 - Benefits to some users
- 0 - Benefits to few users

4. Visibility

This is the measure of a segment's potential for having a significant visual impact and thereby creating positive public relations and project momentum.

- 2 - Improvements in this segment would be highly visible
- 1 - Improvements have some visibility
- 0 - Improvements have low visibility

5. Ease of Implementation

Basically, small simple projects would score higher than large complicated ones. A complicated project could involve multiple City agencies, possibly utility providers or adjacent private owners, and would also factor in cost.

- 2 - Requires minimal coordination
- 1 - Requires some coordination
- 0 - Requires high level of coordination among multiple entities

6. Catalyst for Private Improvement

Segments with commercial or institutional uses will likely score higher than those that are predominately residential. This would also factor in the potential for private partners in a given segment.

- 2 - Multiple opportunities/partners
- 1 - Some opportunity
- 0 - Few opportunities/or/Private improvements underway

7. Need

Based on the Great Streets analysis, some segments will require a higher level of improvement than others. While the Great Streets analysis looks at the public realm as well as private property, this criterion focuses more on the public realm.

- 2 - High need for infrastructure improvements
- 1 - Some need
- 0 - Little need

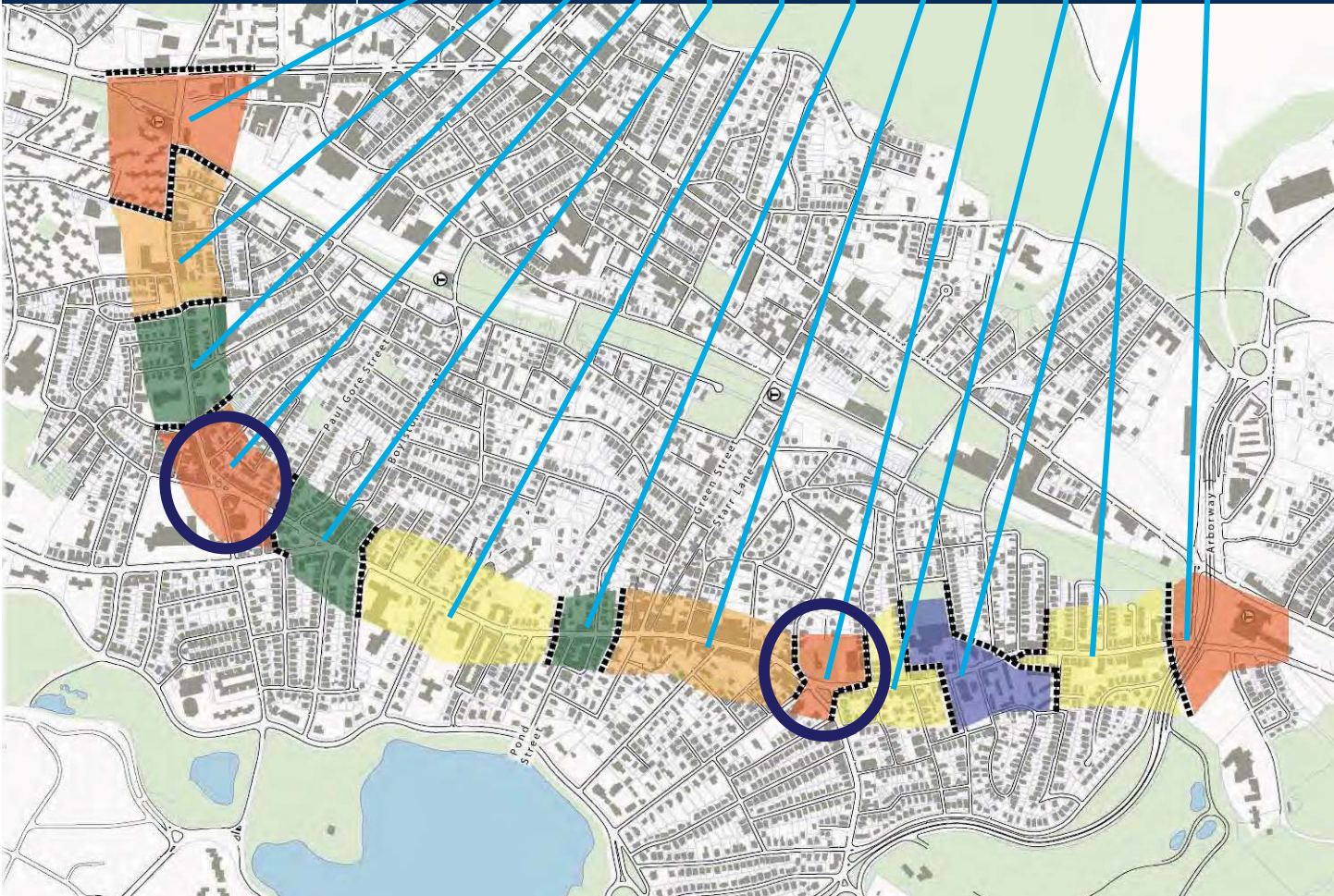
Figure 1: Corridor Segments

Jamaica Plain
Centre/South Street
Transportation Action Plan



Segments

- Jackson Square to Bromley-Heath
- Stop & Shop/Mozart Park
- Blessed Sacrament
- Hyde Square
- Canary Square
- Curley School
- Pond Street
- JP Center
- Monument Square
- South Street Mall Zone
- South Street
- Forest Hills



Evaluation Summary

Segments from Jackson Square to Forest Hills

<u>Area</u>	<u>Score</u>
Jackson Square	6
Stop & Shop/Mozart Park	9
Blessed Sacrament	4
Hyde Square	Already selected
Canary Square	5
Curley School	1
Pond Street	4
JP Center	9
Monument Square	Already selected
South Street Mall Zone	2
South Street - Mixed Use	3
South Street - Residential	2
Forest Hills	Not considered