Balancing Needs to Improve Local and Regional Connectivity

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North Metropolitan Industrial Area Connectivity Study (NMIACs)

Mission Statement

Identify and prioritize projects in the study area; provide conceptual design and cost estimates for the top 9 priority projects; and discuss funding and implementation needs for the projects. The basis for prioritization will be based on identifying those projects which will provide connectivity in the industrial area the best, regardless of jurisdictional boundaries.
Where do we start?

Large mix of industrial, residential, recreational, and commercial land uses.

40 previous planning documents, 297 previously identified projects
Our Expectations Were Wrong

Improvements by Mode

- Multimodal, 3%
- Freight, 5%
- Pedestrian, 13%
- Bicycle & Pedestrian, 24%
- Bicycle, 15%
- Transit, 8%

Improvements by Primary Purpose and Mode

- Multimodal
- Freight
- Vehicle
- Transit
- Bicycle
- Bicycle & Pedestrian
- Pedestrian
A Traditional Screening Process: The Funnel

297 Projects ➔ Filter by P&N ➔ Fewer Projects ➔ Prioritize G&O ➔ Fewer Projects ➔ Detailed Analysis ➔ Top 9 Projects

What if there is no defined purpose and need?
What if some things are not quantifiable?
What if the project team decides they want to expand or get more detailed lists of projects?
Our Approach: Use as Sieve Not a Funnel

Score every project on every criteria and compare each project to every other project at the same time

297 Projects

Top 9 Projects
The Evaluation Process

5 Goals

- Mobility for all users
- Balance of uses
- Access to redevelopment opportunities
- Connections to transit
- Safe connections for bicyclists and pedestrians

39 Criteria

- Does the alternative reduce conflict between travel modes?
- Does the alternative improve intermodal connectivity?
- Does the alternative fit the travel shed mode prioritization?
Weighting Goals and Criteria

Top Projects

- Improves Mobility for All users
  - Freight
  - Pedestrian
  - Vehicle
  - Transit

- Reduces Conflict Between Modes
  - Freight/Ped
  - Ped/Transit
  - Bike/Vehicle
  - Ped/Vehicle
  - Ped/Bike

- Integrates with Existing Plans
  - Bike/Transit
  - Freight/Bike

- Improves Transit Connections
  - Alt. is cited in Land Use Plan
  - Fits travel shed mode priority
Understanding the Results
Why was this better than the traditional approach?

Documented qualitative analysis in a uniform and agreed upon manner.

Allowed people to change their minds based on new information (through weighting), but didn’t allow them to change the qualitative data.