



MEMORANDUM

TO: Mayor and City Council

FROM: Robert D. Goode, P.E., Assistant City Manager *RDG*

CC: Citizen Task Force Members
Marc A. Ott, City Manager
Howard Lazarus, P.E., Acting Assistant City Manager
Leslie Browder, CFO
Robert Spillar, P.E., Director, Austin Transportation Department

DATE: April 23, 2010

SUBJECT: **Evaluation Criteria for Mobility Investments:**
Project Prioritization Process for Transportation Investments

As you know, the City Council directed the City Manager to “present...for approval the criteria by which investments will be prioritized for inclusion in the [proposed November 2010 Mobility Bond Package]” under Resolution No. 20100325-050, adopted March 25, 2010.

City staff, with the assistance of its Strategic Mobility Plan consultant team, has developed what we feel is an innovative and progressive process for prioritizing and selecting mobility projects for community investment. The *Project Prioritization Process* documents this multi-step process for:

- o Collecting and assimilating community and professional input on “gaps” in our regional mobility network,
- o Identifying the community’s values,
- o Prioritizing gaps, potential solutions, and the resulting projects,
- o Developing mobility bond packages, and
- o Validating mobility bond packages.

In addition to the step-by-step description of the process, the *Draft Project Prioritization Process* report includes a discussion establishing the context for this new mobility investment paradigm.

The actual evaluation criteria applied throughout the prioritization process are the technical *Measures of Effectiveness (MOEs)*. These MOEs are grouped by values, or *Objectives*, confirmed and prioritized by the community, as well as by the City’s project team. These Objectives and their corresponding MOEs are weighted according to their relative importance, as assigned by the community and the project team, such that some criteria are ‘worth’ more than others.

The *Draft Project Prioritization Process for Transportation Investments* report presents the process overview that will be provided for your consideration and adoption on April 29, 2010.

Please feel free to call me at 322-6157 if you have any questions.