Appendix C:
Plan Strategies Goals Alignment

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Table C-1: Strategies Evaluation Framework

Each strategy was qualitatively assessed against metrics associated with each goal as described in Table C-1. Each strategy was assigned a High, Medium, or Low goal alignment assessment.

Goal	Metric	Qualitative Evaluation Method (High, Medium, Low)
Improve Safety for All Users[1,2]	• Reduce severe and fatal injury collisions	H = Includes substantial active transportation improvements (e.g. crossing visibility, sidewalk bulb-outs, protected bikeway, etc.) OR strategy that slows down speeding vehicles M = All other road safety improvement strategies L = All other strategies
Increase Access to Key Destinations[1]	• Increase quality of connections • Expand connectivity to key destinations	H = Close an active transportation gap between existing facilities with Class I or Class IV bikeway OR increase access through transit frequency/reliability M = Improve quality of sidewalks, crossings, bus stops, or Bay Trail OR provide access through/over a barrier L = All other strategies
Improve Health[1]	• Decrease in GHG emissions and other pollutants • Reduce cut-through traffic	H = Strategies that reduce neighborhood cut-through traffic OR that promote ZE technology or GHG reduction OR support active travel M = Multimodal and transit strategies L = All other strategies
Advance Placemaking[1]	• Maintenance and street beautification • Community support	H = Strategy with placemaking elements (e.g. public art, beautification, greening, lighting, traffic calming, etc) and maintenance (e.g. removing litter, improving pavement/markings, reducing illegal dumping) OR reduce truck throughput and parking in residential areas M = Addresses other key concern raised during Phase 1 community engagement process (i.e. safety, biking and walking, and congestion) L = All other strategies
Enhance Travel Time Reliability and Efficiency	• Reduce vehicle delay • Increase vehicle occupancy	H = HOV/Express lane strategies OR Transit-priority strategies (e.g. bus lane, signal priority) M = Signal or capacity efficiency improvements OR all other transit service strategies L = All other strategies
Support Feasible Strategies	• Advance feasible strategies • Develop cost-effective transportation solutions	H = Strategy can be delivered in the the next 5 years depending on staffing and priority levels (includes first phase of capital projects or quick-build version of strategies where applicable) OR recommended in an adopted plan M = Strategy can be delivered in the next 6-10 years L = All other strategies

1. Goal identified as one that would disproportionately benefit Equity Priority Communities along the corridor. These goals are given greater weight in total goal alignment assessment.
2. Note that the entire corridor is on the CCTA High Injury Network. Typically safety projects located on the HIN may score higher, but in this case, that would be the entire corridor.

Table C-2: Strategy Goals Alignment Assessment

ID	Topic	Subtopic	Strategy Name
DG-1*	Driving and Goods Movement	Signals	Upgrade and coordinate traffic signals
DG-2	Driving and Goods Movement	Congestion	Add carpool lane on segments with high congestion
DG-3	Driving and Goods Movement	Street Design	Redesign Richmond Parkway/Castro Street merge
DG-4	Driving and Goods Movement	Signage/Wayfinding	Signage for blind turns
DG-5	Driving and Goods Movement	Signage/Wayfinding	Install wayfinding for drivers
M-1*	Maintenance	Roadway	Implement cross-jurisdictional maintenance program
M-2	Maintenance	Encampments	Keep sidewalks and paths clear near encampments
M-3	Maintenance	Illegal Dumping	Discourage illegal dumping
PH-1*	Public Health	Trucks	Confirm and enforce truck routes in North Richmond
PH-2*	Public Health	Urban Greening	Trees and Green Infrastructure
PH-3*	Public Health	Air Quality	Minimize vehicle impacts to air quality
PH-4	Public Health	EV/AV adoption	Encourage private electric vehicle adoption and usage
PH-5	Public Health	Noise	Improve sound wall

*Priority Strategies with an implementation plan in Chapter 5.

1. Improve Safety for All Users	2. Increase Access to Key Destinations	3. Improve Health	4. Advance Placemaking	5. Enhance Travel Time Reliability and Efficiency	6. Support Feasible Strategies	Goals Alignment
M	L	L	M	M	H	Meets Many Goals
L	H	H	M	H	M	Meets Most Goals
L	L	L	M	M	H	Meets Some Goals
M	L	L	M	L	H	Meets Some Goals
L	L	L	H	L	H	Meets Some Goals
M	M	H	H	L	H	Meets Most Goals
M	M	H	H	L	H	Meets Most Goals
L	L	L	H	L	H	Meets Some Goals
M	L	H	H	L	H	Meets Most Goals
L	M	H	H	L	H	Meets Most Goals
L	L	H	H	L	H	Meets Many Goals
L	L	H	L	L	M	Meets Some Goals
L	L	L	L	L	L	Meets Some Goals

Table C-2: Strategy Goals Alignment Assessment (continued)

ID	Topic	Subtopic	Strategy Name
S-1*	Safety	Street Design	Safety improvements at intersections
S-2*	Safety	Speeding	Reduce speeding
S-3	Safety	Monitoring	Monitor high-risk intersections
T-1*	Transit	Richmond Parkway Transit Center	Improve access to the Richmond Parkway Transit Center
T-2	Transit	Bus/Shuttle	Improve bus stop comfort
T-3	Transit	Bus/Shuttle	New transit service to Marin County
T-4	Transit	Service	Increase bus frequency
T-5	Transit	Bus/Shuttle	On-demand shuttle service
T-6	Transit	Parking	Parking lot for transit to Marin County
T-7	Transit	Accessibility	Publicize transit options/information
WB-1*	Walking and Biking	Street Design	Upgrade bikeways and connect sidewalk gaps
WB-2*	Walking and Biking	Wildcat Creek Trail Crossing	On-street Wildcat Creek Trail crossing
WB-3	Walking and Biking	New Technology	Test innovative bicycle and pedestrian detection at intersections
WB-4	Walking and Biking	Shared Mobility	Expand electric bike share program

*Priority Strategies with an implementation plan in Chapter 5.

1. Improve Safety for All Users	2. Increase Access to Key Destinations	3. Improve Health	4. Advance Placemaking	5. Enhance Travel Time Reliability and Efficiency	6. Support Feasible Strategies	Goals Alignment
H	M	H	M	L	M	Meets Most Goals
H	L	L	H	L	M	Meets Many Goals
H	L	L	M	L	M	Meets Some Goals
L	H	H	M	L	M	Meets Many Goals
L	H	M	H	L	H	Meets Most Goals
L	H	M	M	M	H	Meets Most Goals
L	H	M	M	M	H	Meets Most Goals
L	H	M	M	M	H	Meets Most Goals
L	H	M	L	M	M	Meets Many Goals
L	L	M	M	L	H	Meets Some Goals
H	H	H	M	L	M	Meets Most Goals
H	M	H	M	L	L	Meets Many Goals
H	L	H	M	L	L	Meets Many Goals
L	L	H	L	L	H	Meets Some Goals

Photo of community meeting during Phase 2 of engagement in the Santa Fe neighborhood.