PROJECT PRIORITIZATION CRITERIA (DRAFT)

This document outlines a two-step evaluation process for prioritizing capital projects. Step 1 uses evaluation criteria to help determine which projects should be included in the Capital Improvements Project (CIP) list for the *Parks & Recreation System Master Plan* (Master Plan). The criteria are based on the community's priorities and system needs, as identified through extensive community outreach and technical analysis. Step 2 helps review and sequence the projects in the Master Plan CIP to support project phasing and scheduling for implementation in coming years.

MASTER PLAN PROJECT CRITERIA (STEP 1)

The Step 1 screening criteria can be used in a simple fashion to sort projects to determine their eligibility for inclusion in the capital program. The criteria will help ensure that the projects included in the Master Plan are aligned community priorities, Master Plan goals and the specific needs of the park and recreation system.

Screen A: Alignment with Master Plan Goals

Use these criteria as a checklist to see how well the proposed project addresses Master Plan goals. Ensure each project advances at least one of the six goals. *Note: Projects not aligned with at least one Master Plan goal will be excluded from the CIP and from further evaluation.*

Does the project:
   a. Protect nature, trees and natural areas in parks and throughout the city to support wildlife, ecological functions and a stronger connection to Cupertino's natural environment?
   b. Create a walkable, bikeable and accessible city by providing an interconnected network of multiuse trails, walkways and bikeways, close-to-home parks, and community destinations?
   c. Reinvigorate and revitalize parks and recreation facilities and offerings to support broad and inclusive recreation interests?
   d. Support social gatherings, events, programs and activities for people of all ages, abilities, cultures, and interests?

    e. Create high quality recreation experiences, places and services that are welcoming, responsive, comfortable and reflective of Cupertino's unique character?

    f. Collaborate with partners and stakeholders to provide, manage and maintain high-quality parks, recreation facilities, trails and programs for Cupertino residents?

Screen B: Alignment with Community Priorities

These criteria can be used as checklist to evaluate the project to see how well it addresses the twelve key themes that emerged from the Master Plan outreach activities.

Does the project:

    a. Protect nature or support nature experiences?
    b. Provide trail opportunities/improved connectivity?
    c. Support park and facility access (ADA, geographic, bike/pedestrian entry)?
    d. Increase the variety and diversity of recreation options?
    e. Support social gatherings, special events and celebrations?
    f. Provide unique or extraordinary play opportunities?
    g. Empower teens or youth?
    h. Reflect Cupertino's unique character and identity?
    i. Improve user comfort, increase ease of use or create welcoming places and services?
    j. Support the Arts in our community?
    k. Promote partnerships?
    l. Support diverse cultural interests?

Screen C: Alignment with Park and Recreation System Realities

If the project advances Master Plan goals and responds to community priorities, evaluate the project against the following criteria. For similar projects or various alternatives for one project, these criteria will help decide which option to include in the Master Plan CIP. These criteria also are the first screening for project sequencing in Step 2. (Give one 1 point for each criterion the project will meet. The project or alternative with the higher score will advance.)

Does/can the project:

    a. Repair or improve an existing site, asset or natural resource?
    b. Improve access to an existing site or asset?
    c. Improve service to residents and users, or improve the ability to provide high-quality service?
    d. Be implemented using existing park space or available space?
    e. Support multiple or flexible uses?
    f. Provide an opportunity or service not already available (e.g., meet an unmet need, address a gap in services, serve an underserved group).

g. Improve the balance of amenities in the system?
h. Benefit a large number of residents?
i. Increase sustainability, reduce costs or increase maintenance and operational efficiencies?
j. Use or leverage available resources (staffing, funding, partnerships, equipment)?
k. If for an enterprise facility, increase the financial viability or sustainability of the facility?

SEQUENCING CRITERIA (STEP 2)

Phasing for the completion of Master Plan projects will be identified using the criteria noted below. The proposed criteria could be assigned individual weighting that reflects their importance. This scoring will help identify higher priority projects that should be initiated in the short-term (1-5 years), mid-term (6-15 years), and long term (16 years+). Staff will review the Master Plan capital projects list to determine which should be included in the City's annual and five-year Capital Improvement Program (CIP).

- **Screen C Criteria:** At the time the project is reviewed for implementation, re-review the project against these criteria. How many of the criteria are achieved?
- **Safety and Use:** Does it repair or replace unsafe or non-functioning amenities and facilities to improve safety or restore use?
- **Service Gaps:** Does the project fill identified gaps in service or meet the needs of an underserved group or geographic area?
- **City Priority:** Does the project coincide with or support another City project, goal or City Council initiative?
- **Timing:** Does action need to be taken now before the opportunity is lost? Is project completion needed before another priority project can be started?
- **Staffing/Operations:** Are staff and resources available to operate and maintain the site/facility?
- **Funding Availability:** Is funding available for the project in the proposed time frame?
- **Outside Funding/Partnerships:** Does the project leverage outside resources?
- **Ease of Implementation:** Can the project be done quickly and easily? Have the necessary planning and feasibility studies already been completed?
- **Public Support:** Does public support exist?
- **Value:** Does the project deliver high value for the cost or resources needed, relative to other projects?