

## Unified Corridor Investment Study

Highway 1, Soquel Ave/Drive & Freedom Blvd, and the Santa Cruz Branch Rail Line

### Goals, Criteria and Performance Measures

The goals, criteria and performance measures below support a vision for an integrated, multimodal transportation network based on a triple bottom line approach that maximizes the environmental, economic and equity benefits.

Goal	Step 1 Criteria
Promote feasible solutions that address transportation challenges.	Community support and coordination/consistency with local, regional, state and federal plans
	Potential to address transportation challenges and advance environmental, economic and equity goals
	Compatibility with regulatory requirements
	Level of public investment
	Right of way constraints
	Technological feasibility
Goals	Step 2 Performance Measures
Safer transportation for all modes	Injury and fatal collisions by mode
Reliable and efficient transportation choices that serve the most people and facilitate the transport of goods	Peak period mean automobile travel time
	Peak period mean transit travel time
	Peak period travel time reliability
	Mode share
	Person trips across N-S screenline
Develop a well-integrated transportation system that supports economic vitality	Level of public investment
	Visitor tax revenues
	Cost associated with fatalities and injuries
Minimize environmental concerns and reduce adverse health impacts	Automobile vehicle miles traveled
	Environmentally sensitive areas
	Criteria pollutants
	Greenhouse gas emissions
Accessible and equitable transportation system that is responsive to the needs of all users	Transit Vehicle Miles Traveled
	Household transportation costs
	Benefits and impacts to transportation disadvantaged communities