

Project Evaluation Scorecard Exploration Toolkit

From the Public Space Management Plan (Public Review Draft)

Thank you for your interest in the Public Space Management Plan and the proposed new Project Evaluation Scorecard tool! The following instructions will allow participants a chance to try out the scorecard and use a few fictional projects to better understand how it's designed to work.

The following components make up the Project Evaluation Scorecard Exploration Toolkit:

- Project Evaluation Scorecard Instructions
- Blank Project Evaluation Scorecard Template
- 3 fictional public space scenarios

Please submit any feedback on the scorecard the Public Space Management Plan feedback survey available at <https://bit.ly/publicspacemanagementplan>.



HOW TO USE THIS SCORECARD

(Available on p. 92 of the Public Space Management Plan)

1. Save a separate spreadsheet file (or worksheet within one file) for each project being compared.
2. For each of the eight categories, identify benefit areas that would be addressed by the project. Consider the list provided, and use the “other” category to list other distinct benefit(s) relevant to public space goals if needed. Consider whether the project’s impacts for any benefit area should be considered “exceptional,” meriting additional points, due to scale of impact or importance of the benefit to the community.
3. Determine an overall score between 0-3 for each benefit category and enter it into the category’s white box on the spreadsheet, based on these criteria:
 - **3** = Project provides benefit in three or more areas, provides exceptional benefit for at least two areas, or provides exceptional benefits in one area as well as benefits in other area(s)
 - **2** = Project provides benefit for two areas or provides exceptional benefit for one area
 - **1** = Project provides benefit for one area
 - **0** = Provides no significant benefit in any area
4. Progress through each of the eight benefit categories to determine an overall score (up to 33 points). The spreadsheet will calculate figures in the “Weighted Score” column at right.
5. Consider the overall cost of the project versus the score that has been awarded. The project’s benefit to-cost ratio may be higher or lower than other potential projects. A project requiring a high level of resources to deliver a high level of benefit may be weighed against several smaller projects that deliver a broader range of benefits with the same resources.
6. Finally, for the sake of this exercise to try out the Evaluation Scorecard, assume that the City can only up to two of the three projects. **Based on the scores given to each project, which project(s) would you choose to prioritize?**

Project Evaluation Scorecard

Scoring Method

This tool helps select priority projects for implementation by scoring them across eight categories of community benefit. Priority areas of project benefit are listed for each benefit category. Other benefit areas may be added if relevant. A project earns one point for addressing one benefit area in a substantial way. A project may earn two points for delivering exceptional benefit in an area, over and above typical benefits for other areas. Scores in the categories of Safety, Equity, and Sustainability are increased by a multiplier and so deliver extra value toward a project's overall score.

3 = Project provides benefit in three or more areas, provides exceptional benefit for at least 2 areas, or provides exceptional benefits in one area as well as benefits in other area(s)

2 = Project provides benefit for two areas or provides exceptional benefit for 1 area

1 = Project provides benefit for one area

0 = Project provides no significant benefit in any area

Benefits Categories

Score up to 3 Multiplier Weighted Score

Safety Improves physical conditions and integrity of public spaces to promote safety

x =

- Is essential to reduce risk of physical injury (current hazard)
- Improves ADA accessibility
- Applies specific strategies to reduce crime
- Improves visibility for pedestrians and bicyclists
- Improves City owned property, and addresses code compliance or hazardous condition
- Other

Equity Prioritizes needs of underserved and vulnerable populations

x =

- Located in area where sizable proportion of benefit goes to low-income or minority residents and/or users
- Provides resources/programs at low/no cost to residents, or else has mechanism to support use amongst vulnerable populations
- Addresses needs initiated or supported by the community
- Promotes goals of housing affordability, neighborhood conservation, environmental justice, food security, and/or community development for low-income and minority populations
- Generates economic opportunities for low-income/minority populations and/or minority-owned businesses
- Other

Sustainability Improves environmental quality

x =

- Improves local water quality
- Improves stormwater management
- Prevents or reduces soil erosion
- Improves habitat (such as through attention to stream buffers, steep slopes, or wetlands)
- Improves air quality
- Reduces energy use or impacts
- Increases native tree inventory and/or tree canopy area
- Addresses urban heat impacts
- Other

Benefits Categories (continued..)

Score up to 3 Multiplier Weighted Score

Implementation Feasibility Avoids obstacles related to site control, management, liability etc.

$$\boxed{} \times \boxed{1} = \boxed{}$$

- Utilize City-owned land
- Poses no legal or liability concerns beyond usual for City property
- No zoning variances, special permits, or plan changes needed
- No environmental mitigation required (such as chemical contamination or rampant invasive plant species)
- Maintenance/operations responsibility is determined
- Other

Placemaking (Social & Aesthetic) Provides high quality spaces improving community wellness and quality of life

$$\boxed{} \times \boxed{1} = \boxed{}$$

- Expected to enhance use of space or extend hours of operation
- Increases use/program opportunities appealing to a range of ages and interests
- Includes green space, public art, landscape amenities, seating and/or other facilities enhancing function and appearance
- Creates opportunities for more social interaction
- Provides public health benefit
- Creates opportunities for physical recreation/fitness
- Other

Connectivity Improves multi-modal access, fills network gaps

$$\boxed{} \times \boxed{1} = \boxed{}$$

- Fills gap in existing infrastructure
- Improves access to key community assets (such as school, library, community center)
- Improves or expands multi-modal transportation choices
- Improves safe routes to school(s), with emphasis on routes serving communities of color and/or lower income
- Expands existing green space adjacent to right-of-way
- Other

Identified Needs Addresses significant issues and serves a purpose

$$\boxed{} \times \boxed{1} = \boxed{}$$

- Addresses one or more City Council Priorities
- Addresses one or more priority strategies identified in the 2023 Takoma Park Public Space Management Plan
- Addresses strategies identified in the approved local, county, regional, or state plans
- Adds new use/program based on community needs assessment
- Creates/utilizes partnership opportunities with community-based organizations (CBOs)
- Other

Economic Impact Delivers equitable economic benefits for Takoma Park

$$\boxed{} \times \boxed{1} = \boxed{}$$

- Sources of funding are identified (municipal budget and/or external funds)
- Ongoing maintenance/operations costs accounted for
- Supports nearby local businesses or community-based organizations (CBOs)
- Supports property values
- Other

Total Score (Up to 33 Points)

$$\boxed{}$$

A protected bike lane

1



A bicycle advocacy group proposes a new protected bike lane along a street that provides direct connections between a dense, multi-family residential neighborhood and a commercial district with local, community-serving businesses.

The roadway has enough space if parking is eliminated along one side of the road. The route would create connection where direct public transit does not exist.

How should the City score the protected bike lane?

Cost \$ \$ \$ \$ \$

A new sidewalk near a senior center

2



City staff propose to install an ADA-accessible sidewalk along one side of a road that is commonly used by seniors taking walks and has no sidewalks currently.

The city right-of-way provides adequate space for sidewalks. However, over time, neighbors unknowingly have extended their yards into that right-of-way. The new sidewalk would impact a number of yards and remove some on-street parking.

How should the City score the sidewalk project?

Cost \$ \$ \$ \$ \$

A pocket park

3



A neighborhood group requests a new park.

This neighborhood of modest single-family homes has fewer parks than the rest of the city and no large spaces to use. The City could use a small city-owned parcel combined with a few on-street parking spaces.

The vacant property regularly floods during large storms, which makes placement of permanent structures, like playground equipment, on the space complicated. The property also is covered in invasive plants.

How should the City score the pocket park?

.....
Cost

\$ \$ \$

Additional Information

The scenarios in this exercise are fictional, but based on realistic projects and issues that the City might face. Because they are fictional, the scenarios may not have every piece of information required for analysis. This exercise requires participants to make some assumptions about demographics, neighborhood context, and geography. This exercise was deliberately designed to allow participants to shape the conditions that make sense for each scenario and highlight the kinds of considerations that may shift between future proposed projects.

If participants have any feedback to share about the Evaluation Scorecard, please include descriptions of any assumptions you used to test the tool.

Cost

The 'Cost' score refers to the cost of a project to the City, both at the initiation of the project and ongoing into the following years.

1 = Low or no immediate or ongoing cost

5 = High immediate or ongoing cost