

Measuring Success: Tip Sheet

Practical Paths to Safer Streets in Sonoma County

MTC Active Transportation + Vision Zero Project

CHALLENGE:

Choosing the right multimodal treatments within constrained urban and suburban environments

SOLUTIONS:

DESIGN



Design for the everyday: Plan around typical conditions, not the peak hour or the parade.

DEFINE



Say what you mean: Describe goals using language and metrics that reflect the conditions of your street.

VALUE



Trust your judgment: A grade is often someone else's opinion in disguise. Well documented reasoning can be more valuable than a numerical score.

QUESTION



Ask why: Seek to understand the intent and purpose behind evaluation metrics. Explore nontraditional solutions that can achieve desired goals.

KEY TAKEAWAY:

Streets aren't the sum of their scores. Design for real conditions, define goals plainly, lead with values, and question every metric, including your own.

