

Figure 4 - Composite Strategy Evaluation and Ranking, Jimmie Leeds Road (A49)

CMS Need			Route	Type	Location
A49			Jimmie Leeds Road	Arterial - Intersection	at Garden State Parkway Park and Ride Lot

ID	Strategy Grouping	Strategy Sub-grouping	Evaluation Criteria							Total
			Effectiveness	Lead Time	Technological Feasibility	Physical Feasibility	Cost and Financial Viability	Institutional Interface	Public Acceptance	
A1	Growth Management	1) Smart Growth	1	1	4	3	3	1	3	19
B1	TDM (Economic Based)	1) Pricing and Incentive	2	3	4	5	3	2	1	27
C1	TDM (Employer/TMA Based)	1) Person-Trip Reduction	2	5	5	5	3	2	4	30
C2	TDM (Employer/TMA Based)	2) Vehicle-Trip Reduction	2	5	5	5	4	2	3	31
D1	TDM (Preferential Based)	1) Priority Treatments	2	3	5	4	4	2	2	28
E1	Intelligent Transportation Systems (ITS)	1) Preserve Capacity	2	5	5	4	4	3	3	30
E2	Intelligent Transportation Systems (ITS)	2) Enhance Capacity/Operations	3	4	4	4	3	3	3	33
F1	Bus Service/Operation Enhancements	1) Improvements to Existing Services	1	4	5	5	4	2	3	26
G1	Rail Service/Operation Enhancements	1) Improvements to Existing Services	1	4	5	4	3	2	3	23
H1	New Transit Services	1) Increase Service Capacity	1	3	5	4	3	2	3	22
I1	Intermodal Integration	1) Improvements to Connectivity	1	3	5	3	3	3	3	21
J1	New Roadway Capacity	1) Minor - Localized Improvements	5	3	5	2	3	3	3	40
J2	New Roadway Capacity	2) Major - Corridor-wide Improvements	1	1	5	2	1	2	3	15
K1	Promote Non-Motorized Modes	1) Encourage Non-Motorized Trips	1	5	5	5	5	4	5	30
372										

Legend:

Effectiveness: How effective is the strategy in dealing with the problems?
 1=Negative or not effective; 3=Reasonable expectation; 5=Very effective

Lead Time: How long will it take for implementation and results to be felt ?
 1=Long term process (longer than 5 years); 3=Mid-term (2-5 years); 5=Short-term (less than 2 years)

Technological Feasibility: Are existing technologies available?
 1=Not presently available; 3=Have been implemented outside NJ; 5=Have been implemented on NJ projects

Physical Feasibility: Are there physical or geometric constraints?
 1=Considerable constraints; 3=Manageable constraints; 5=Little or no constraint

Cost / Financial Viability: Is cost too high? Potential funding source/mechanism?
 1=Costly or little funding prospect; 3=Reasonable cost / good funding prospect; 5=Low cost/existing funding

Institutional Interface: Are there major institutional issues? Supportive Implementation agency?
 1=Overcome major institutional issues; 3=Require typical cooperation; 5=Single supportive agency

Public Acceptance: Is there strong public opposition?
 1=Very strong opposition; 3=With moderate opposition; 5=Very strong public acceptance

Ranking Of Strategies By Total Score										Strategy Score
J1	New Roadway Capacity	1) Minor - Localized Improvements	5	3	5	2	3	3	3	40
E2	Intelligent Transportation Systems (ITS)	2) Enhance Capacity/Operations	3	4	4	4	3	3	3	33
C2	TDM (Employer/TMA Based)	2) Vehicle-Trip Reduction	2	5	5	5	4	2	3	31
C1	TDM (Employer/TMA Based)	1) Person-Trip Reduction	2	5	5	5	3	2	4	30
E1	Intelligent Transportation Systems (ITS)	1) Preserve Capacity	2	5	5	4	4	3	3	30
K1	Promote Non-Motorized Modes	1) Encourage Non-Motorized Trips	1	5	5	5	5	4	5	30
D1	TDM (Preferential Based)	1) Priority Treatments	2	3	5	4	4	2	2	28
B1	TDM (Economic Based)	1) Pricing and Incentive	2	3	4	5	3	2	1	27
F1	Bus Service/Operation Enhancements	1) Improvements to Existing Services	1	4	5	5	4	2	3	26
G1	Rail Service/Operation Enhancements	1) Improvements to Existing Services	1	4	5	4	3	2	3	23
H1	New Transit Services	1) Increase Service Capacity	1	3	5	4	3	2	3	22
I1	Intermodal Integration	1) Improvements to Connectivity	1	3	5	3	3	3	3	21
A1	Growth Management	1) Smart Growth	1	1	4	3	3	1	3	19
J2	New Roadway Capacity	2) Major - Corridor-wide Improvements	1	1	5	2	1	2	3	15

Prioritization of Primary and Secondary Strategies						
Primary/Secondary	Strategy ID	Needs Factor	Strategy Score	Strategy Factor	Priority Score	
Primary	J1	30	40	1.0	70	
Secondary	E2	30	33	0.5	46	
Secondary	C2	30	31	0.5	46	
Secondary	C1	30	30	0.5	45	