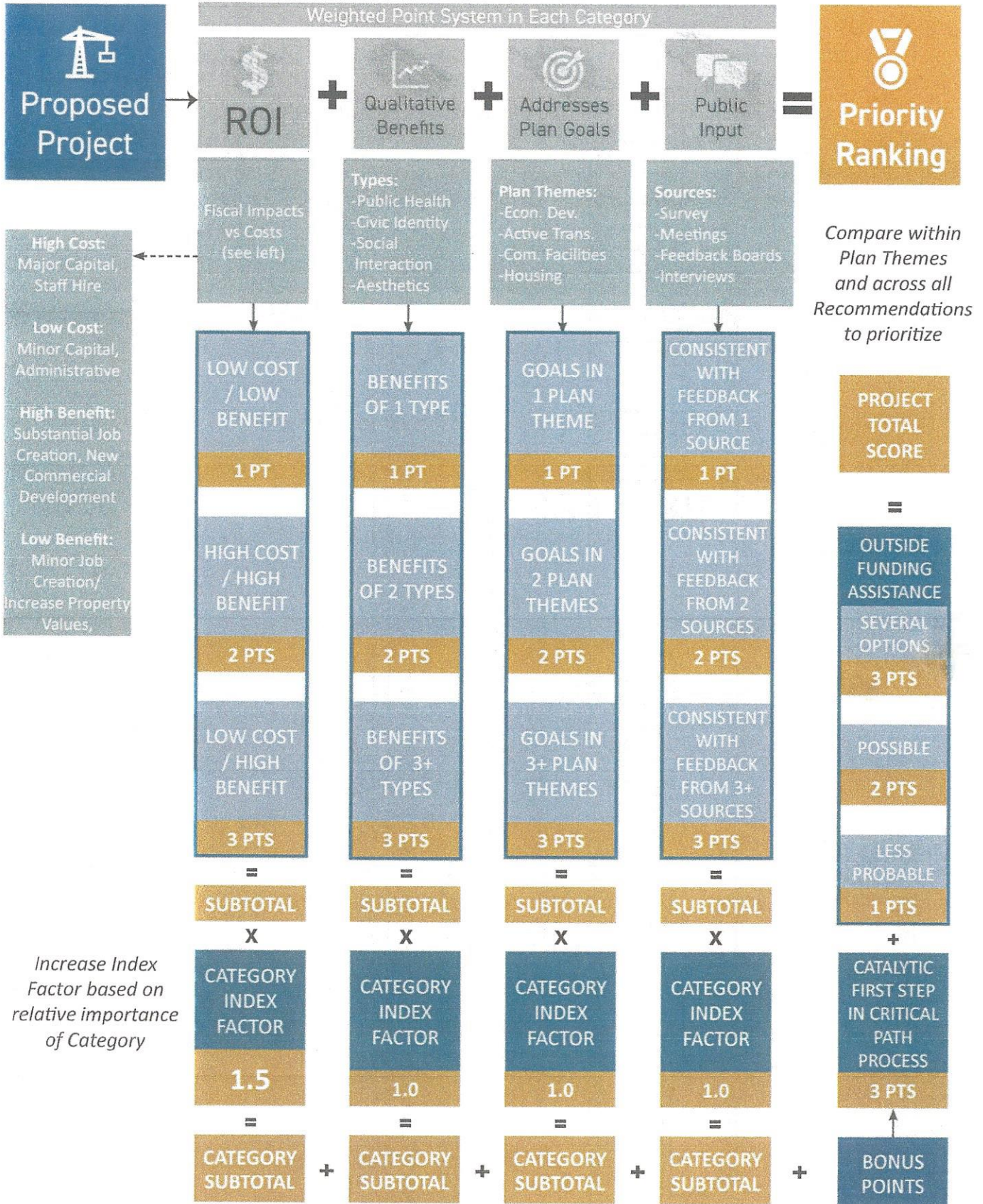


# Decision Matrix



# Decision Matrix

## SAMPLE ANNOTATED SCORING

3/29/2019 DRAFT

Implementation Matrix					ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score		
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path		Outside Funding	
Active Transportation	Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities (e.g. Indian Hill and Cincinnati) to develop a cohesive vision for a regional greenway connection to the Little Miami Scenic Trail.	Regional Trail	Public Relations	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	3	3	16.5

Low cost (concept plan); Minor Increase in Property Values = 1 PT

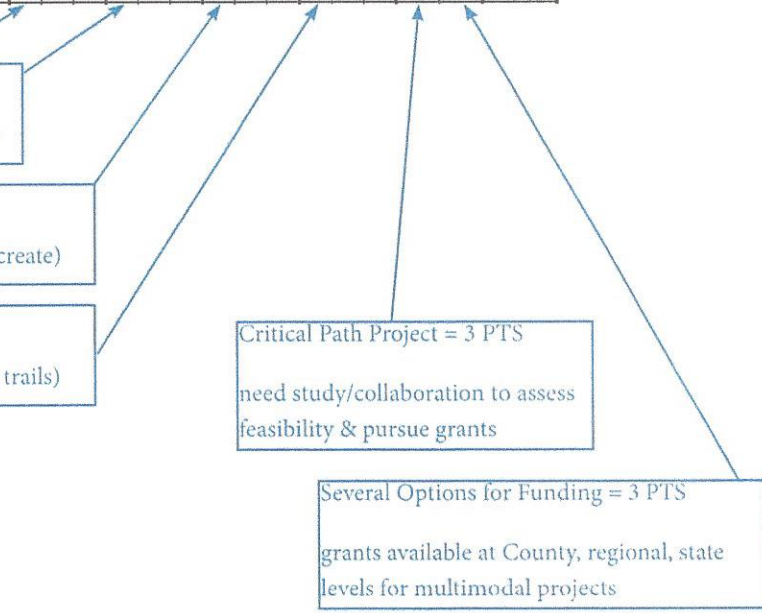
Benefits in all 4 (3 or more) Qualitative categories = 3 PTS  
(trail enhances Public Health, Civic Identity, Social Interaction & Aesthetics)

Address goals in 3 (3 or more) Plan Themes = 3 PTS  
(Trail simulates Econ. Development, provides Active Transportation, creates Community Facility to recreate)

Consistent with Public Input from 4 (3 or more) Sources = 3 PTS  
(Survey, Feedback Boards, Working Group Meetings, and Business Interviews demonstrated desire for trails)

Critical Path Project = 3 PTS  
need study/collaboration to assess feasibility & pursue grants

Several Options for Funding = 3 PTS  
grants available at County, regional, state levels for multimodal projects



# Decision Matrix

## SAMPLE ANNOTATED SCORING

3/29/2019 DRAFT

Implementation Matrix					ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score	
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path		Outside Funding
Economic Development	Community Improvement Corporation (CIC)	Consider re-establishing a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3	3		16.5

Low cost (administrative); Major long-term Increase in Property Values & Income Tax = 3 PTS

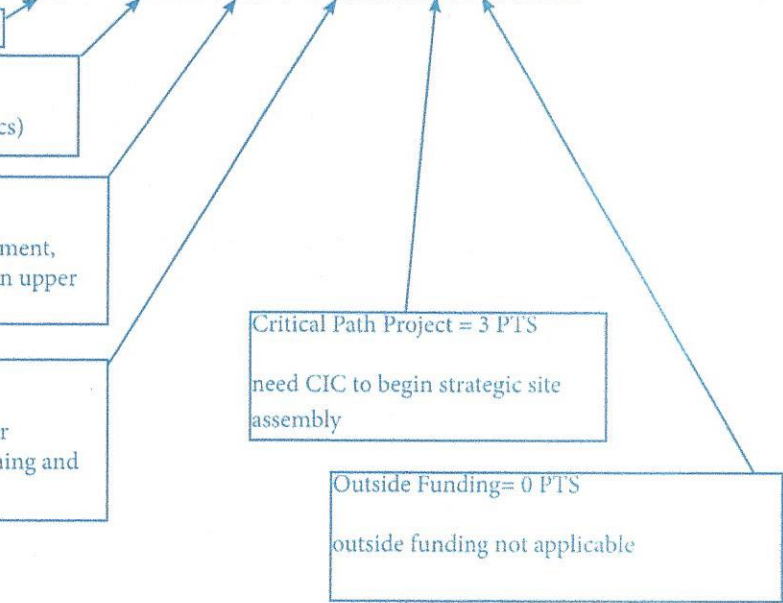
Benefits in all 4 (3 or more) Qualitative categories = 3 PTS  
 (CIC & mixed-use development enhances Public Health, Civic Identity, Social Interaction & Aesthetics)

Address goals in 4 (3 or more) Plan Themes = 3 PTS  
 (CIC simulates Economic Development, promotes Active Transportation through mixed-use environment, creates Community Facility for civic gathering space, and provides additional, denser Housing types in upper levels of Downtown)

Consistent with Public Input from 4 (3 or more) Sources = 3 PTS  
 (Survey, Feedback Boards, Working Group Meetings, and Business Interviews demonstrated desire for Community-Scaled Retail options and in walkable, mixed-use setting, particularly family-friendly dining and more nightlife options with patio seating, as well as shared parking)

Critical Path Project = 3 PTS  
 need CIC to begin strategic site assembly

Outside Funding= 0 PTS  
 outside funding not applicable



**Decision Matrix**  
**SAMPLE ANNOTATED SCORING**  
**3/29/2019 DRAFT**

Implementation Matrix					ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score	
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path		Outside Funding
Community Facilities	Passive Recreation	Enhance the natural eastern portion of Sellman Park overlooking Sycamore Creek.	Sellman Park	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5

Low cost (minor capital); Minor long-term Increase in Property Values = 1 PT

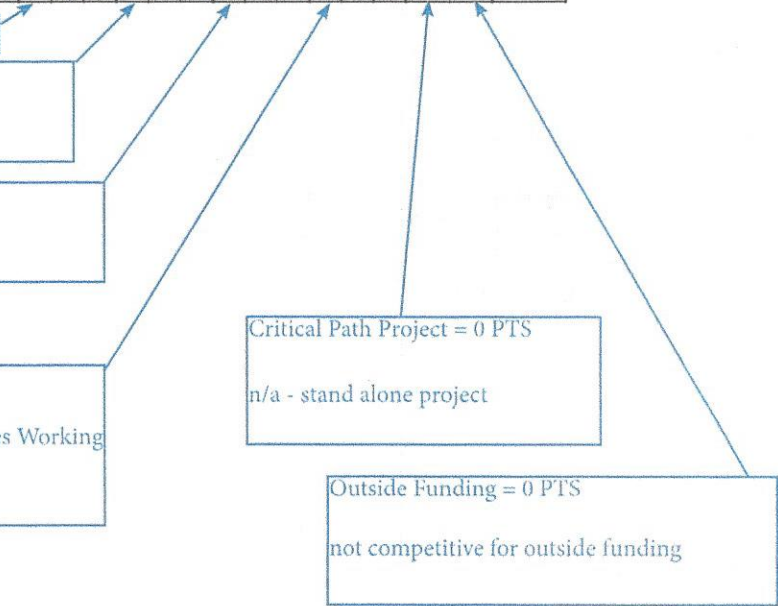
Benefits in all 4 (3 or more) Qualitative categories = 3 PTS  
 (outdoor recreation facility enhances Public Health, Civic Identity, Social Interaction & Aesthetics)

Address goals in 1 Plan Themes = 1 PT  
 passive recreation facility provides a Community Facility

Consistent with Public Input from 2 Sources = 2 PTS  
 (Feedback Boards indicated desire for passive recreation space in natural setting, Community Facilities Working Group Meetings discussed need for enhanced interaction with nature)

Critical Path Project = 0 PTS  
 n/a - stand alone project

Outside Funding = 0 PTS  
 not competitive for outside funding



**Decision Matrix**  
**SAMPLE ANNOTATED SCORING**  
**3/29/2019 DRAFT**

Implementation Matrix						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding	
Housing	Transitional Residential Overlay Districts	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Transitional Residential Overlay Districts	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2			12.5

Low cost (administrative); Major long-term Increase in Property Values = 3 PTS

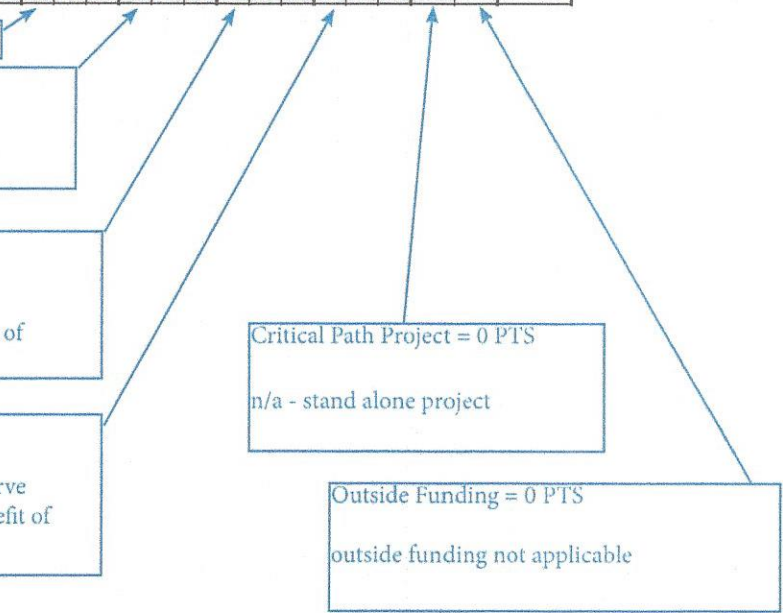
Benefits in all 4 (3 or more) Qualitative categories = 3 PTS  
 (denser housing in walkable proximity to Downtown enhances Public Health, Civic Identity, Social Interaction & Aesthetics)

Address goals in 3 (3 or more) Plan Themes = 3 PTS  
 (denser simulates Economic Development through induced storefront foot traffic, promotes Active Transportation through walkable location, and provides additional, denser Housing types along edges of Downtown)

Consistent with Public Input from 4 (3 or more) Sources = 3 PTS  
 (Housing Working Group Meetings discussed need for "step-in" and "step-down" housing to better serve increasing multi-generational preference for denser housing types, and Business Interviews cited benefit of housing in close proximity to local retail)

Critical Path Project = 0 PTS  
 n/a - stand alone project

Outside Funding = 0 PTS  
 outside funding not applicable



ACTIVE TRANSPORTATION

Implementation Matrix						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding	Score
Active Transportation	Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities (e.g. Indian Hill and Cincinnati) to develop a cohesive vision for a regional greenway connection to the Little Miami Scenic Trail.	Regional Trail	Public Relations	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	3	16.5
Active Transportation	Traffic Calming	Conduct a detailed traffic study along Miami Avenue in the business district to establish feasibility of traffic calming measures to pedestrianize the area and activate storefronts.	Downtown	Preliminary Engineering	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3		15.0
Active Transportation	Walkability	Pair priority sidewalk connection projects with roadway rehabilitation projects and outside grant funding assistance (e.g. Ohio Public Works Commission) to reduce City's out of pocket expenses.	Sidewalk Gaps (especially Euclid & Camargo)	Capital Improvement	Expense	3	1.5	4.5	3	1.0	3	1	1.0	1	3	1.0	3		1	12.5
Active Transportation	Traffic Calming / Streetscape	Based on study recommendations, pursue grant funding (e.g. OKI Transportation Alternatives Program) for eligible multimodal transportation enhancements such as curb extensions, decorative crosswalks, and pedestrian-scaled lighting.	Downtown	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3			12.0
Active Transportation	Traffic Calming / Streetscape	Enhance streetscape along Camargo Road between Miami Avenue and Euclid Avenue especially sidewalks, parking, and drive access.	Camargo Road	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3			12.0
Active Transportation	Traffic Calming	Enhance crosswalks through improved signage and pavement markings to safely facilitate pedestrian crossings across arterials at the locations where family usage is high.	Downtown / School Crossings	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3		1	11.5
Active Transportation	Walkability / Recreational Access	Approach key property owners about the possibility of voluntary easements for trail access.	Regional Trail south of McDonald Commons	Public Relations	Effort	1	1.5	1.5	3	1.0	3	2	1.0	2	3	1.0	3		1	10.5
Active Transportation	Traffic Calming / Streetscape	Create eastern gateway to business district at "The Point" intersection of Camargo Road and Euclid Avenue with decorative signage, landscaping and realigned intersection.	The Point Intersection	Capital Improvement	Effort	2	1.5	3	3	1.0	3	1	1.0	1	2	1.0	2			9.0

COMMUNITY FACILITIES

Implementation Matrix						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding	Score
Community Facilities	Ensure Major Developments include Civic Space	Require and/or incentivize catalytic Mixed-Use development projects in excess of a minimum size (i.e. acreage or square footage) to provide dedicated public space.	Downtown	Zoning / Incentives	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2		3	15.5
Community Facilities	Repurpose Railroad Avenue as Civic Space	Consider vacating and/or restricting Railroad Avenue to drive access (possibly during delivery hours) and repurpose as a Civic Space that integrates potential enhancements such as outdoor seating, outdoor games/activities, and event space for a relocated Farmers Market and/or food trucks.	Railroad Avenue	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	1	14.5
Community Facilities	State Capital Budget Request	Advocate for State Capital Budget funds for central Civic Space improvements.	Downtown	Advocacy	Effort	3	1.5	4.5	3	1.0	3	2	1.0	2	3	1.0	3		1	13.5
Community Facilities	Enhance Connection to McDonald Commons	Widen sidewalk and enhance the user experience along Dawson Road between the Business District and McDonald Commons to create a more inviting connection between businesses and the City's largest park.	Dawson Promenade	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3		1	13.0
Community Facilities	Active Recreation	Enhance McDonald Commons by capitalizing on the potential City acquisition of parcels fronting Dawson Rd as the future culverting of the stream would create an additional 2 acres of park space which could be used for new recreational facilities.	McDonald Commons	Property Acquisition / Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5
Community Facilities	Passive Recreation	Install nature trail and interpretive trail in wooded area of McDonald Commons.	McDonald Commons	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5
Community Facilities	Passive Recreation	Enhance the natural eastern portion of Sellman Park overlooking Sycamore Creek.	Sellman Park	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5
Community Facilities	Passive Recreation	Provide a dedicated public right-of-way and/or easement to currently land-locked Camargo Canyon Preserve to enable public access to the site.	Camargo Canyon	Public Relations / Property Acquisition	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5
Community Facilities	Passive Recreation	Enhance Camargo Canyon Preserve as "Passive Recreation" space that allows residents a chance to enjoy a preserved, natural setting.	Camargo Canyon	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5

### ECONOMIC DEVELOPMENT

Implementation Matrix						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding	Score
Economic Development	Community Improvement Corporation (CIC)	Consider re-establishing a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3	3		16.5
Economic Development	Non-Profit Community Foundation	Build local philanthropic support to create a non-profit foundation that provides support to worthy public realm enhancements.	Citywide	Public Relations	Effort	3	1.5	4.5	2	1.0	2	3	1.0	3	3	1.0	3		1	13.5
Economic Development	Modernize Parking Code	Update zoning code to allow for flexible parking standards and shared parking.	Downtown	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3			13.5
Economic Development	Shared Municipal Parking	Explore development of a public municipal parking lot or garage.	Downtown	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3			12.0
Economic Development	Develop Community Brand	Develop a recognizable Community Brand and Identity that resonates with residents, businesses, and visitors.	Citywide	Public Relations	Expense	2	1.5	3	3	1.0	3	3	1.0	3	2	1.0	2			11.0
Economic Development	Smart Cities Technology	Integrate emerging Smart Cities technologies, such as Electric Vehicle (EV) charging stations, into commercial areas.	Commercial Districts	Capital Improvement	Expense	2	1.5	3	2	1.0	2	3	1.0	3	1	1.0	1		1	10.0
Economic Development	Incentive Package	Work with HCDC and other regional development organizations to develop an incentive package to encourage desired development and leverage private investment. Develop a webpage on City's website to market the incentive package.	Citywide	Incentives	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	2	1.0	2			9.5
Economic Development	Retain Existing Businesses	Work with Madeira Chamber of Commerce to formalize an ongoing Business Retention & Expansion program.	Citywide	Public Relations	Effort	3	1.5	4.5	1	1.0	1	1	1.0	1	2	1.0	2			8.5
Economic Development	Attract New Businesses	Identify and engage corporate leaders living in Madeira and connect with them to see what it would take to encourage them to locate operations here.	Citywide	Public Relations	Effort	3	1.5	4.5	1	1.0	1	1	1.0	1	2	1.0	2			8.5
Economic Development	Promote Flex Office Space	Ensure zoning allows opportunities to provide "jobs of tomorrow" workspace - particularly flex-office space in Downtown.	Downtown	Zoning	Effort	3	1.5	4.5	1	1.0	1	1	1.0	1	2	1.0	2			8.5
Economic Development	Promote Adaptive Re-Use	Allow and encourage adaptive re-use of Camargo Road properties for tech uses such as the LifeFormations facility.	Camargo Road	Zoning	Effort	3	1.5	4.5	1	1.0	1	1	1.0	1	2	1.0	2			8.5
Economic Development	Increase Density	Allow higher density zoning on Montgomery Rd	Montgomery Road	Zoning	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	1	1.0	1			8.5



HOUSING

Implementation Matrix						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score
Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding	
Housing	Mixed-Use Residential in Downtown	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Downtown	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2			12.5
Housing	Transitional Residential Overlay Districts	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Transitional Residential Overlay Districts	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2			12.5
Housing	Incentivize Rehabilitation	Consider offering property tax abatements for residential rehabilitations to encourage investments in existing homes. The property tax abatement would not result in a decrease in property taxes currently paid, but rather an abatement on a portion of the improved value over a set number of years.	Single Family Residential	Incentive	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	3	1.0	3			10.5
Housing	Incentivize Green Building	If incentives are offered, consider performance measures for building materials/energy efficiency certifications that increase abatement levels by meeting quality thresholds.	Single Family Residential	Incentive	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	2	1.0	2			9.5
Housing	Aging in Place	Allow flexibility for aging family members to live with relatives in "mother-in-law" suites without comprising single-family residential atmosphere.	Single Family Residential	Zoning	Effort	1	1.5	1.5	3	1.0	3	1	1.0	1	2	1.0	2			7.5
Housing	Leverage Potential Future Opportunities	Monitor future developments in Ohio's PACE Program, currently only available for commercial properties, to capitalize on potential residential applications.	All Residential	Monitoring/Tracking	Effort	1	1.5	1.5	2	1.0	2	1	1.0	1	2	1.0	2			6.5
Housing	Amend Zoning in Residence B District	Consider zoning amendments to the Residence B district that encompasses the area with the highest tear-down pressure to create more consistent size/scale of new builds	Residence B District	Zoning	Effort	1	1.5	1.5	2	1.0	2	1	1.0	1	2	1.0	2			6.5

TOP 10 PRIORITIES - All Plan Themes						ROI			Qualitative			Plan Goals			Public Input			Bonus Pts			
Rank	Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding Available	Score
1a	Active Transportation	Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities (e.g. Indian Hill and Cincinnati) to develop a cohesive vision for a regional greenway connection to the Little Miami Scenic Trail.	Regional Trail	Public Relations	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	3	16.5
1b	Economic Development	Community Improvement Corporation (CIC)	Consider re-establishing a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3	3		16.5
3	Community Facilities	Ensure Major Developments include Civic Space	Require and/or incentivize catalytic Mixed-Use development projects in excess of a minimum size (i.e. acreage or square footage) to provide dedicated public space.	Downtown	Zoning / Incentives	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2		3	15.5
4	Active Transportation	Traffic Calming	Conduct a detailed traffic study along Miami Avenue in the business district to establish feasibility of traffic calming measures to pedestrianize the area and activate	Downtown	Preliminary Engineering	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3		15.0
5	Community Facilities	Repurpose Railroad Avenue as Civic Space	Consider vacating and/or restricting Railroad Avenue to drive access (possibly during delivery hours) and repurpose as a Civic Space that integrates potential enhancements such as outdoor seating, outdoor games/activities, and event space for a relocated Farmers Market and/or food trucks.	Railroad Avenue	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	1	14.5
6	Community Facilities	State Capital Budget Request	Advocate for State Capital Budget funds for central Civic Space improvements.	Downtown	Advocacy	Effort	3	1.5	4.5	3	1.0	3	2	1.0	2	3	1.0	3		1	13.5
7a	Economic Development	Non-Profit Community Foundation	Build local philanthropic support to create a non-profit foundation that provides support to worthy public realm enhancements.	Citywide	Public Relations	Effort	3	1.5	4.5	2	1.0	2	3	1.0	3	3	1.0	3		1	13.5
7b	Economic Development	Modernize Parking Code	Update zoning code to allow for flexible parking standards and shared parking.	Downtown	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3			13.5
9	Community Facilities	Enhance Connection to McDonald Commons	Widen sidewalk and enhance the user experience along Dawson Road between the Business District and McDonald Commons to create a more inviting connection between businesses and the City's largest park.	Dawson Promenade	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3		1	13.0
10	Active Transportation	Walkability	Pair priority sidewalk connection projects with roadway rehabilitation projects and outside grant funding assistance (e.g. Ohio Public Works Commission) to reduce City's out of pocket expenses.	Sidewalk Gaps (especially Euclid & Camargo)	Capital Improvement	Expense	3	1.5	4.5	3	1.0	3	1	1.0	1	3	1.0	3		1	12.5

TOP 10 "EFFORT" PRIORITIES - All Plan Themes																					
Rank	Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	ROI			Qualitative			Plan Goals			Public Input		Bonus Pts		Score	
							Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path		Outside Funding Available
1	Economic Development	Community Improvement Corporation (CIC)	Consider re-establishing a Community Improvement Corporation (CIC) to allow the City to acquire strategic parcels for land-banking and redevelopment	Citywide	Administrative / Legal	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3	3	0	16.5
2	Community Facilities	Ensure Major Developments include Civic Space	Require and/or incentivize catalytic Mixed-Use development projects in excess of a minimum size (i.e. acreage or square footage) to provide dedicated public space.	Downtown	Zoning / Incentives	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2	0	3	15.5
3a	Community Facilities	State Capital Budget Request	Advocate for State Capital Budget funds for central Civic Space improvements.	Downtown	Advocacy	Effort	3	1.5	4.5	3	1.0	3	2	1.0	2	3	1.0	3	0	1	13.5
3b	Economic Development	Non-Profit Community Foundation	Build local philanthropic support to create a non-profit foundation that provides support to worthy public realm enhancements.	Citywide	Public Relations	Effort	3	1.5	4.5	2	1.0	2	3	1.0	3	3	1.0	3	0	1	13.5
3c	Economic Development	Modernize Parking Code	Update zoning code to allow for flexible parking standards and shared parking.	Downtown	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	3	1.0	3	0	0	13.5
6a	Housing	Mixed-Use Residential in Downtown	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Downtown	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2	0	0	12.5
6b	Housing	Transitional Residential Overlay Districts	Continue to utilize Downtown and Transitional Residential Overlay Districts as regulations allowing flexibility for mixed-use and denser housing types.	Transitional Residential Overlay Districts	Zoning	Effort	3	1.5	4.5	3	1.0	3	3	1.0	3	2	1.0	2	0	0	12.5
8a	Active Transportation	Walkability / Recreational Access	Approach key property owners about the possibility of voluntary easements for trail access.	Regional Trail south of McDonald Commons	Public Relations	Effort	1	1.5	1.5	3	1.0	3	2	1.0	2	3	1.0	3	0	1	10.5
8b	Housing	Incentivize Rehabilitation	Consider offering property tax abatements for residential rehabilitations to encourage investments in existing homes. The property tax abatement would not result in a decrease in property taxes currently paid, but rather an abatement on a portion of the improved value over a set number of years.	Single Family Residential	Incentive	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	3	1.0	3	0	0	10.5
10a	Economic Development	Incentive Package	Work with HCDC and other regional development organizations to develop an incentive package to encourage desired development and leverage private investment. Develop a webpage on City's website to market the incentive package.	Citywide	Incentives	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	2	1.0	2	0	0	9.5
10b	Housing	Incentivize Green Building	If incentives are offered, consider performance measures for building materials/energy efficiency certifications that increase abatement levels by meeting quality thresholds.	Single Family Residential	Incentive	Effort	3	1.5	4.5	2	1.0	2	1	1.0	1	2	1.0	2	0	0	9.5



TOP 10 "EXPENSE" PRIORITIES - All Plan Themes																						
Rank	Plan Theme	Strategy	Description	Focus Area	Project Type	Council Project Bucket	ROI			Qualitative			Plan Goals			Public Input			Bonus Pts		Score	
							Points	Index	Total	Points	Index	Total	Points	Index	Total	Points	Index	Total	Critical Path	Outside Funding Available		
1	Active Transportation	Walkability / Recreational Access	Collaborate with regional partners (e.g. OKI) and neighboring communities (e.g. Indian Hill and Cincinnati) to develop a cohesive vision for a regional greenway connection to the Little Miami Scenic Trail.	Regional Trail	Public Relations	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	3	3	16.5
2	Active Transportation	Traffic Calming	Conduct a detailed traffic study along Miami Avenue in the business district to establish feasibility of traffic calming measures to pedestrianize the area and activate	Downtown	Preliminary Engineering	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3	3	0	15.0
3	Community Facilities	Repurpose Railroad Avenue as Civic Space	Consider vacating and/or restricting Railroad Avenue to drive access (possibly during delivery hours) and repurpose as a Civic Space that integrates potential enhancements such as outdoor seating, outdoor games/activities, and event space for a relocated Farmers Market and/or food trucks.	Railroad Avenue	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	3	1	14.5
4	Community Facilities	Enhance Connection to McDonald Commons	Widen sidewalk and enhance the user experience along Dawson Road between the Business District and McDonald Commons to create a more inviting connection between businesses and the City's largest park.	Dawson Promenade	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3	0	1	13.0
5	Active Transportation	Walkability	Pair priority sidewalk connection projects with roadway rehabilitation projects and outside grant funding assistance (e.g. Ohio Public Works Commission) to reduce City's out of pocket expenses.	Sidewalk Gaps (especially Euclid & Camargo)	Capital Improvement	Expense	3	1.5	4.5	3	1.0	3	1	1.0	1	3	1.0	3	0	1	12.5	
6a	Active Transportation	Traffic Calming / Streetscape	Based on study recommendations, pursue grant funding (e.g. OKI Transportation Alternatives Program) for eligible multimodal transportation enhancements such as curb extensions, decorative crosswalks, and pedestrian-scaled lighting.	Downtown	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3	0	0	12.0
6b	Active Transportation	Traffic Calming / Streetscape	Enhance streetscape along Camargo Road between Miami Avenue and Euclid Avenue especially sidewalks, parking, and drive access.	Camargo Road	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3	0	0	12.0
6c	Economic Development	Shared Municipal Parking	Explore development of a public municipal parking lot or garage.	Downtown	Capital Improvement	Expense	2	1.5	3	3	1.0	3	3	1.0	3	3	1.0	3	3	0	0	12.0
9	Active Transportation	Traffic Calming	Enhance crosswalks through improved signage and pavement markings to safely facilitate pedestrian crossings across arterials at the locations where family usage is high.	Downtown / School Crossings	Capital Improvement	Expense	1	1.5	1.5	3	1.0	3	3	1.0	3	3	1.0	3	3	0	1	11.5
10	Economic Development	Develop Community Brand	Develop a recognizable Community Brand and Identity that resonates with residents, businesses, and visitors.	Citywide	Public Relations	Expense	2	1.5	3	3	1.0	3	3	1.0	3	2	1.0	2	0	0	11.0	