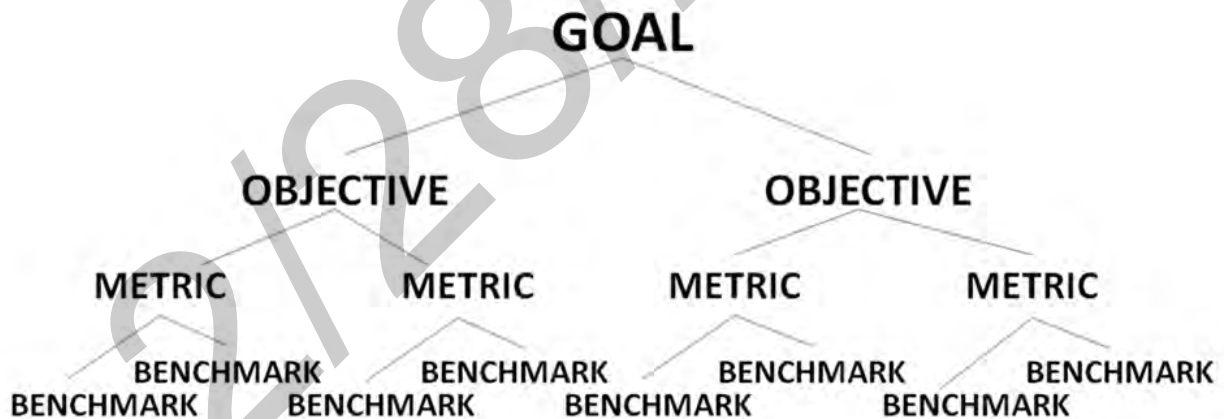


Terminology

- **Goals:** Broadly defined desired outcomes of the planning process.
Example: Our region's residents have the opportunity to live in safe, healthy communities with transportation options, including walking, biking, transit, and driving.
- **Objectives:** The measurable outcomes desired to achieve the goals.
Example: Decrease single-occupancy vehicle usage.
- **Metric:** The measure(s) used to test the effectiveness of an objective in achieving a goal.
Example: Per capita vehicle miles traveled (VMT).
- **Benchmark:** A benchmark is a statement outlining desired targets. These state specific targets used to assess if an objective is reached at a particular point in time based on the metric data. Benchmarks are also used to evaluate performance of an outcome against a best-practice.
Example: Reduce VMT in the region 25% by 2040.



Theme

Goal

Objective

Our region's residents have access to education and training opportunities to allow them to realize their full potential

Encourage use of alternative transportation modes

Our region's residents have the opportunity to live in safe, healthy communities with transportation options, including walking, biking, transit and driving

People

Our region's residents enjoy clean and plentiful water, air, soil and food resources to sustain healthy future generations



Our region's residents are physically and mentally healthy and are able to lead healthy lifestyles



2/28/2012

Metric

Data Source

Degree completion rate (high school graduate, community college)

<http://ritter.tea.state.tx.us/acctres/completion/2010/district.html>

Vocational certification

Benchmark educational attainment vs. other regions

Employment rate and mix for non-degreed residents

Quantify impacts/results of increased education / outreach / awareness (*environment*)

Number of educated on food labels

Number of schools with healthy food education

Number of youth groups that are aimed at preserving culture

Literacy rate

<http://nces.ed.gov/naal/estimates/StateEstimates.aspx>

Incarceration levels

<http://www.tcjs.state.tx.us/docs/incar.pdf>

Number of households within X radius of quality education

Number of voter registrations and voter turnout

Example: VMT (total)

H-GAC Regional Travel Demand Model

Commute alternative (and alternative mode trips) vs. single occupancy vehicle usage / trips

Reduce/improve pedestrian accidents/conflicts

Measure of walkable communities

www.walkscore.com

“Special Districts” – get ped crash data, walkability index

http://www.h-gac.com/community/qualityplaces/pedbike/special-districts/documents/2010_special_district_study.pdf

Effective/access to bike trails/facilities

http://arcgis02.h-gac.com/Bikeway_Viewer/

Walkable community center in neighborhoods

Existing vs. projected users

Multi-modal Level of Service

% of people living within access to transit

% of people living within access to bikeway/trail

Mode share, % commute share by mode split (ped, bike, transit)

Per capita VMT

Measure ridership of modes, trips/day, frequency of transit

Mode of access for passengers

Access to transit options/mobility

Number of housing units close to transportation centers, X% LMI households

Number of housing units built with walkable access to retail, education and transportation

Number of subdivisions connected to other subdivisions

http://www.h-gac.com/community/livablecenters/publications/livable_centers_connections_roadway_density.pdf

Organic matter content

<http://www.h-gac.com/community/water/tmdl/BIG/default.aspx>

Meet EPA National Ambient Air Quality Standards (NAAQS) and state air toxics rules

<http://www.h-gac.com/taq/airquality/sip/default.aspx>

Reduce greenhouse gas levels to X level by X year

<http://www.h-gac.com/community/environmental-stewardship/fpee/default.aspx>

Number of fresh produce outlets per 1,000 residents

Measure availability of healthy fast food places

Number of households within X radius of grocery store

Units painted or repainted with low or no VOC paints and carpet

Water quality data compared to baseline – total suspended solids, bacteria, etc

<http://www.h-gac.com/community/water/tmdl/BIG/default.aspx>

Air quality data compared to baseline

Acres of prime farmland conversion

Quality of life index

<http://www.mercer.com/press-releases/quality-of-living-report-2011>

Access to natural areas

http://arcgis02.h-gac.com/park_score/index.html

Access to local food sources

Measure illness rates

Measure school systems that provide healthy foods

Measure injury prevalence

Measure disabilities – mental and physical health aspects

Measure/need for school health advisory committees

Measure economic costs – degree to loss of work time; insurance claims; sustainable economic costs of health

Measure availability of fast/junk food from a certain area/population

Incidents of lead poisoning (*housing*)

2/28/2012

Purchase Data Set?

H-GAC Data

Current

Geography

Transect(s)

Do we keep it?

Benchmark

-
Maybe
Yes
Yes
No
No
No
No
Yes
-
Yes

County

County
County

County
County

No	Yes	166,000,000 Total Daily VMT	Region	All	Yes	Decrease total daily VMT by 25% by 2040
----	-----	-----------------------------	--------	-----	-----	---

Yes
Maybe
Yes

Yes

Yes
Maybe
Maybe
Yes
Yes
Yes
Yes
Yes
Yes
Maybe
Yes
Yes
Yes
Yes

Yes
Yes
Yes
Maybe
No
Maybe
No
Yes
Yes

2/28/20

Yes

No

Yes

No

No

No

No

No

No

No

No

2/28/2012

Reason for Benchmark

Comments

In 2040 the region will be approximately the size of Chicago today. Chicago's current VMT is 25% below our current level.

2/28/2012



2/28/2012

Goals and Metrics Development Process

The Coordinating Committee will make the final decision as to what will be included as the goals and metrics of the plan. The goals and metrics will help to identify inputs for use in the scenarios, which is the next major step in the planning process.

Review: Based on direction from the January Coordinating Committee meeting, the schedule and process for goal finalization has been revised:

- Draft goals approved for commenting/input purposes by Coordinating Committee (1/12/12)
- Draft goals sent to workgroups (1/19/12)
- Draft goals used in survey and at public meetings (Jan/Feb/March 2012)
- Draft goal feedback received from GAC (March 20, 2012)
- Comments from all of the above (workgroups, public, GAC) compiled and sent to CC for review April 9, 2012, and reviewed by workgroups at joint meeting on April 13, 2012
- Make suggested revisions based on input and final goals will be approved by CC at April CC meeting

The initial list of metrics that was developed by the nine workgroups at the meetings in November has been compiled into a “Metrics Matrix”. The Metrics Matrix helps to organize the information gathered and will be used to help demonstrate the relationship between the goals, objectives, metrics, and benchmarks (see terminology list) as well as highlight the most relevant and usable metrics.

A draft schedule for completion (and discussion) of the Metrics Matrix:

- Distribute to Coordinating Committee Tuesday, Feb. 28th
- Coordinating Committee comments on only the matrix organization due by Tuesday, March 6th
- Release to Workgroups for their completion on Thursday, March 8th
- “Metrics Matrix Office Hours” for workgroups held week of March 12th in order to answer questions about the matrix and the path forward (in person and phone).
- Final due date April 2nd, for first round of Metrics completion from workgroups and Coordinating Committee.
- Joint workgroup meeting (“Goals and Metrics Symposium”) to be held on April 13th to discuss goals and metrics

Instructions for the Metrics Matrix

The purpose of the metrics matrix is to assist consortium members in aligning goals, objectives, and metrics, with associated data sources and benchmarks in an easy to read and visual format. The matrix includes all of the metrics that were recorded at the November workgroup meetings based on consortium member feedback. Once the matrix is completed the information will be used to inform the regional scenarios and future implementation strategies. The matrix is divided into three separate spreadsheets based on the three thematic areas *people, places, and prosperity* as seen on the three tabs at the bottom of the workbook. The thematic approach creates a framework in which the interdependency of quality housing, transportation choices, healthy environment, etc; can be displayed in achieving healthy people and great places which leads to a prosperous region. Below are more detailed instructions explaining the meaning of each column heading and how to appropriately fill-out each column:

- **Theme:** This column is provided to remind one what theme the goals are associated with. The three themes associated with the “Our Region” plan were created in order to better associate goals with the broader issues that each address.
 - **Instructions for the Theme Column:** *No changes should be made to this column.*

- **Goals:** The purpose of the “Our Region” goals is to outline the broadly defined desired outcomes of the planning process.
 - **Instructions for the Goals Column:** *No changes should be made to this column.*

- **Objectives:** The objectives are the measurable outcomes needed to achieve the goals.
 - **Instructions for the Objectives Column:** Please state specific and measurable outcomes needed to achieve the goals. This includes an action step and the direction in which the action step should be taken. For example, an objective to achieve the goal, “*Our region’s residents have the opportunity to live in safe, healthy communities with transportation options, including walking, biking, transit, and driving*”; therefore an appropriate objective is, “*The region should increase the use of alternative transportation modes.*”
 - To add additional objectives to a goal:
 - Highlight the row below the objective you want to add and right click. Select insert, then insert entire row. A new blank row should appear.
 - In column b, highlight the cell that associated goal is in, as well as the blank cell that was just created when the new row was inserted.
 - Go to the “Home” tool bar and select “Merge and Center”. This should put the goal text into one large cell.

- **Metric:** A metric is a measure used to test the effectiveness of an objective in achieving a goal.
 - **Instructions for the Metrics Column:** Determine an appropriate measure to achieve the associated objective. For example: The objective is “*The region should increase the use of alternative transportation modes.*”; therefore an appropriate metric is “*vehicle miles*”

traveled”. It is critical that the metric specifies or implies a unit of measurement (absolute value, percentage, dollars, miles, etc.).

- To add additional metrics to an objective:
 1. Highlight the row below the objective you want to add the metric and right click. Select insert, then insert entire row. A new blank row should appear.
 2. In column b, highlight the cell that associated goal is in, as well as the new blank cell that was just created below the goal cell. There should be two cells highlighted.
 3. Go to the “Home” tool bar and select “Merge and Center”. This should put the goal text into one large cell. Repeat steps one and two in column D to merge and center the objective column.
- **Data Source:** In order for the metric to be usable, a data source associated with the metric must be identified
 - **Instructions for the Data Source(s) Column:** A viable data source for the metric should be listed. For online sources there needs to be a direct link to a webpage where the data is located. For print materials, please include the name of the document, page numbers, and as much detail as possible so pertinent information can be found. For Example, if the metric is “number of direct international flights” then the source listed in column E should link directly to a page that has information about the number of flights to international destinations from the Houston Area Commercial Airports, (<http://www.fly2houston.com/passengerMarket>). If for any reason there are two data sources for the same metric, please list the best source. If the metric requires two or more different sources, please differentiate which metric each source is for in the comments column. *Note: It is okay to list data sets that need to be purchased. See the next bullet.*
- **Instructions for “Purchase Data Set?” Column:** Please indicate whether or not the metric requires a special data set that will need to be purchased. In the column, please answer as specifically as possible indicating what data is needed. Here is a hypothetical example “*number of buttons produced in button factories*”. If a data set does not need to be purchased, please answer with “no”.
- **H-GAC Data:** This refers to whether or not H-GAC has the data.
 - **Instructions for H-GAC Data (H-GAC Staff Only):** Please indicate whether or not H-GAC has the available, if yes, then indicate the source in the data source(s).
- **Current Figure:** This column is used for the most current data pertaining to the associated metric. This will yield the baseline figure in which the objective can be measured against in the future.

- **Instructions for the Current Figure Column:** Please input the most current data regarding the metric. This should include a number and an indicator of what the number is counting. The data source for the “current figure column” should be the same as the source listed in column E. For example if a metric for the objective “Maintain airport connectivity and availability” is the “Number of direct international flights” then the current figure is “68 flights”, as 68 is the current number of international direct flights from the Houston-Galveston Area.
- **Geography:** This refers to the spatial area is the data pertaining to. Is the data collected at the census tract, zip code, city, county, regional, or other level?
 - *Instructions for the Geography Column:* Please input the geography that the data for the metric is collected. This is a 13-county area plan therefore data needs to be available for all areas of the region. Please see matrix for example.
- **Transect(s):** For this planning process we are using a transect-based (rural, coastal, urban, and suburban) approach to ensure that each of the objectives, metrics, and implementation strategies are not cookie-cutter but appropriate for the diverse contexts of the region.
 - **Instructions for the Transect(s) Column:** Please indicate which transect(s) that the metric should be applied to. In many cases the metric may be applicable to multiple areas of the transect. Please use the following six answers **only**: *rural, coastal, urban, and suburban, all, none or see comment.*
- **Benchmark:** A benchmark is a statement outlining desired targets. These state specific targets used to assess if an objective is reached at a particular point in time based on the metric data. Benchmarks are also used to evaluate performance of an outcome against a best-practice. For this plan the assumed benchmark date for the metrics is 2040, however, if other benchmark dates are needed or more appropriate please indicate. For example:
 - **Instructions for the Benchmark Column:** Include specific quantities, percentages, and specifics that will accurately determine the effectiveness of our objectives in reaching our goals. If the objective is “Encourage use of alternative transportation modes” and the metric is “VMT per capita”, then an appropriate benchmark would be “decrease per capita VMT by 25% by 2040”.
- **Instructions for Reason for Benchmark:** In this column, please justify the reasoning on why a particular benchmark target was set for the metric and objective. For example if the benchmark is to “decrease per capita VMT by 25% by 2040”, the benchmark reasoning might be “By 2040 our region can have the same VMT that Chicago has as of today, since at that time we will have the same population as Chicago has currently”. The reasoning can be based on a best practice, peer-region, or other trends, and should always be based in facts.

- **Instructions for the “Do we keep it?” Column:** This column is where one should indicate whether or not the metric is worth keeping. Items that should be taken into consideration are: Is the metric “measurable”? Is there a data source available for both current dates and future benchmark dates? Is the data for the appropriate geographic areas? Are there better metrics associated with the goal? Please indicate using only the following three answers: *yes, no, or see comment*.
- **Instructions for Comments:** In this column, please leave any additional comments or explanations needed for data that has been input. If you leave a comment, please type “see comment” in the column that the comment is referencing.
- **Red Highlights** indicate items that may or may not be in the appropriate column. Please leave a comment if the item should be moved to another more appropriate column or omitted from the matrix.

If you have any questions, please contact:

- Kelly Porter at 713-993-4529 or kelly.porter@h-gac.com

or

- Meredith Dang at 713-993-2443 or meredith.dang@h-gac.com

Webinar Provider	Capacity Topic	Webinar Topic	Date	Time
HUD	Fair Housing Equity Assessment	RCAP/ECAP (Racially/Ethnically Concentrated Areas of Poverty)	2/29/2012	1 p.m. – 3 p.m. EST
HUD	Fair Housing Equity Assessment	Disparities in Access to Opportunity	3/5/2012	1 p.m. – 3 p.m. EST
HUD	Fair Housing Equity Assessment	Fair Housing Infrastructure	3/12/2012	1 p.m. – 3 p.m. EST
HUD	Fair Housing Equity Assessment	Physical Infrastructure	3/19/2012	1 p.m. – 3 p.m. EST
Envision Utah and Place Matters	Scenario Planning	2nd and 4th Thursday of each month		
Envision Utah and Place Matters	Scenario Planning	Values-Driven Planning, Issue Identification, and Partnership Building for Scenarios Planning	3/8/2012	11:30 - 1PM CST
Envision Utah and Place Matters	Scenario Planning	Data Gathering, Assessment, and Scenarios Modeling Tools Selection	3/22/2012	11:30 - 1PM CST
Envision Utah and Place Matters	Scenario Planning	Community Engagement and Workshops for Scenarios Planning	4/12/2012	11:30 - 1PM CST
Envision Utah and Place Matters	Scenario Planning	Technical Analysis and Scenario Development/Tools Training	4/26/2012	11:30 - 1PM CST
Envision Utah and Place Matters	Scenario Planning	Scenario Planning Tools to Improve Social Equity in Communities	5/10/2012	11:30 - 1PM CST
Envision Utah and Place Matters	Scenario Planning	Implementation: Developing a Vision, Vision Scenario and Implementation Framework from a Scenarios Process	5/24/2012	11:30 - 1PM CST

Envision Utah and Place Matters	Scenario Planning	Opportunities for Streamlining Regional Databases for Scenario Planning and Project Implementation	6/8/2012	11:30 - 1PM CST
Reconnecting America	Implementation	3rd Wednesday of the Month		
Reconnecting America	Implementation	Creating Regional TOD Plans and Strategies	3/21/2012	1-2:30 PM CST
Reconnecting America	Implementation	Using the Housing + Transportation Index	4/18/2012	1-2:30 PM CST
Reconnecting America	Implementation	Developing Land Acquisition and TOD Funds	5/16/2012	1-2:30 PM CST
Reconnecting America	Implementation	Redeveloping Environmentally Contaminated Land	6/20/2012	1-2:30 PM CST
Reconnecting America	Implementation	Financing Infill and TOD Supportive Infrastructure	7/18/2012	1-2:30 PM CST
Reconnecting America	Implementation	Supporting Economic Development Strategies in Weak Markets	8/15/2012	1-2:30 PM CST
Reconnecting America	Implementation	Developing Corridor Plans for Implementation	9/19/2012	1-2:30 PM CST
Reconnecting America	Implementation	Applying Data, Indicators and Benchmarks to Regional Planning	10/17/2012	1-2:30 PM CST
Policy Link	Social Equity	TBD		