

To: David Stillman, Transportation Manager, City of Cupertino
Matthew Schroeder, Senior Transportation Planner, City of Cupertino

From: Christopher Kidd and George Foster, Alta Planning + Design

Date: August 5, 2025

Re: Cupertino ATP: Draft Project Prioritization Criteria

Introduction

Proposed improvements will prioritize the development of a complete active transportation network that improves fair outcomes, safety, access, and comfort for people of all ages and abilities.

Criteria for prioritization have been aligned with the Goals of the Active Transportation Plan:

- Safety
- Access
- Sustainability
- Multimodal Balance
- Fairness

Table 1: Bicycle Network Project Prioritization Matrix

Goal	Criteria	Metric (Source)	Scoring	Max Score	Goal Max Score
Safety	Collision History	Roadway segment is near a corridor identified in the City of Cupertino Vision Zero Action Plan (2024) High Injury Network (HIN)	20 pts if within ¼-mile of a HIN corridor 0 pts if not	20	30
	Stress Level	Max score from the bicycle level of stress analysis	10 pts: BLTS 4 5 pts: BLTS 3 0 pts: BLTS 2 or 1	10	
Access	School Proximity	School located nearby	20 pts if within ¼-mile of schools 0 pts if not	10	25
	High Frequency Transit Proximity	Presence of major transit stops along the roadway	5 pts for 0.5 mile proximity to major transit stops (VTA) 0 pts if not.	5	
	Parks & Other Destination Proximity	Presence of parks, the library, and shopping centers along the roadway	5 pts for 0.5 mile proximity to a park or other destination 0 pts if not.	10	
Sustainability	Active Trip Potential	Roadway has high bicycle trip potential or high e-bike trip potential	5 pts: 50% share of short trips 0 pts: <50% share of short trips	5	10
		Fills the network facility gap within a segment	5 pts if gap filled 0 pts if no gap filled	5	
Balance	Roadway Impact	Potential need for lane reduction or parking removal based upon aerial imagery	10 pts if no parking removal or lane reduction is needed to implement project 0 pts if needed to implement project	10	10
Fairness	Public Input	Roadway was positively identified during the public outreach process	20 pts if roadway has net +10 comments/likes 10 pts if roadway has net +5 comments/likes 0 pts if roadway has less than net +5 comments/likes	20	20

Table 2: Pedestrian Intersection Project Prioritization Matrix

Goal	Criteria	Metric (Source)	Scoring	Max Score	Goal Max Score
Safety	<i>Collision History</i>	Roadway segment is near a corridor identified in the City of Cupertino Vision Zero Action Plan (2024) High Injury Network (HIN)	20 pts if within ¼-mile of a HIN corridor 0 pts if not	20	30
	<i>Stress Level</i>	Max score from pedestrian level of stress analysis	10 pts: PLTS 4 5 pts: PLTS 3 0 pts: PLTS 2 or 1	10	
Access	<i>School Proximity</i>	School located nearby	20 pts if within ¼-mile of schools 0 pts if not	10	30
	<i>High Frequency Transit Proximity</i>	Presence of major transit stops along the roadway	5 pts for 0.5 mile proximity to major transit stops (VTA) 0 pts if not.	10	
	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, and shopping centers along the roadway	5 pts for 0.5 mile proximity to a park or other destination 0 pts if not.	10	
Sustainability	<i>Active Trip Potential</i>	Roadway has high active pedestrian trip potential	5 pts: 50% share of short trips 0 pts: <50% share of short trips	5	10
		Fills the facility gap within a segment	5 pts if gap filled on one, or both sides of segment 0 pts if no gap filled	5	
Fairness	<i>Public Input</i>	Roadway was identified during the public outreach process	20 pts if roadway has net +10 comments/likes 10 pts if roadway has net +5 comments/likes 0 pts if roadway has less than net +5 comments/likes	20	20

Table 3: Pedestrian Sidewalk Projects Prioritization Matrix

Goal	Criteria	Metric (Source)	Scoring	Max Score	Goal Max Score
Safety	<i>Collision History</i>	Roadway segment is near a corridor identified in the City of Cupertino Vision Zero Action Plan (2024) High Injury Network (HIN)	20 pts if within ¼-mile of a HIN corridor 0 pts if not	20	30
	<i>Stress Level</i>	Max score from pedestrian and bicycle level of stress analysis	10 pts: PLTS 4 5 pts: PLTS 3 0 pts: PLTS 2 or 1	10	
Access	<i>School Proximity</i>	School located nearby	20 pts if within ¼-mile of schools 0 pts if not	10	30
	<i>High Frequency Transit Proximity</i>	Presence of major transit stops along the roadway	5 pts for 1-mile proximity to major transit stops (VTA) 0 pts if not.	10	
	<i>Parks & Other Destination Proximity</i>	Presence of parks, the library, and shopping centers along the roadway	5 pts for 1-mile proximity to a park or other destination 0 pts if not.	10	
Sustainability	<i>Active Trip Potential</i>	Roadway has high active trip potential	5 pts: 50% share of short trips 0 pts: <50% share of short trips	5	10
		Fills the facility gap within a segment	5 pts if gap filled on one, or both sides of segment 0 pts if no gap filled	5	
Fairness	<i>Public Input</i>	Roadway was identified during the public outreach process	20 pts if roadway was identified by 10 residents 10 pts if roadway was identified by 5 residents 0 pts if roadway was identified by 4 or less residents	20	20