

HCAOG - MoD Strategic Plan - Strategies *Evaluation Matrix*

MoD Strategies	Guiding Principles				Evaluation Criteria												
	Reduce GHG Emissions	Increase Transit Effectiveness	Contribute to Regional Economic Development	Equitable Access	Effectiveness - population served & ridership potential	Economy - total cost of service	Efficiency - cost per trip, per veh. Hour	Reduce Vehicle Miles Traveled (VMTs) Per Capita/SOV	Level of Service	Quality of Service (User's experience)	Socio-economic factors	Civil Rights Implications	Organizational - operational flexibility, control, accountability	Ease of Implementation	Technical Risk	Political Risk	
SERVICE ALTERNATIVES																	
On-Demand Transit	-	+	+	+	+	+	+	-	+	+	+	+	+	+	+	-	-
Vehicle Sharing / Micro-Mobility (motorized)	+	+	+	+	+	+	+	+	+	+	+	0	-	+	-	-	
Modern Hitch-Hiking	0	+	+	+	+	+	+	+	+	+	-	0	-	+	+	-	
Community Ridesharing	+	-	+	+	+	+	+	+	+	+	+	+	0	+	+	-	
Volunteer Driver Program	0	-	+	+	-	+	+	+	+	+	+	+	0	+	+	+	
Active Transportation- Vehicle Sharing (bicycles, e-scooters)	+	+	+	+	+	+	+	+	+	+	+	0	+	+	+	+	
MOBILITY TECHNOLOGIES																	
Trip Discovery (trip planning)	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	-	-
Trip Booking (e-Hailing)	+	+	+	+	+	+	+	0	+	+	+	+	+	+	+	-	-
Cashless (mobile) Payments	0	+	+	+	+	+	+	0	+	+	0	+	+	+	+	-	-

Legend

- + Positive / Somewhat Positive
- 0 Neutral / No Significant Change or Impact
- Negative / Somewhat Negative

Draft - for discussion

