

## MEASURES OF SUCCESS

Excerpts from Village Specific Plan Chapter X (adopted August 6, 2012)

Completion of the Village Specific Plan strategies for implementing the Community Plan Goals and Objectives may extend over the next 20- to 30-years. To monitor the City’s progress toward accomplishing this vision, both qualitative and quantifiable measures of success, or metrics, are needed. These metrics will provide residents, property owners, and City officials the ability to track progress toward achievement of the implementation strategies and the Community Plan’s Goals and Objectives. They will enable the community to determine if the Village Specific Plan strategies are working and whether changes or adjustments are desired or needed.

These metrics are grouped into four categories: Smart Growth and Village Character, Community Compatibility, Economic Prosperity, and Healthful, Sustainable Environment.

1.0 Smart Growth & Village Character Measures		Existing Condition	Target	Cumulative Milestones			
Quantifiable Metrics				10 year	20 year	30 year	Achieved
<b>1.1 Pedestrian metrics:</b>							
1.1.1	Increase pedestrians usage	1,800 average daily trips	7,200 average daily trips	2,400	4,800	7,200	
1.1.2	Improve streetscape and remove pedestrian obstacles	9,000 SF now installed; 20 obstacles	36,000 SF of new sidewalks; 0 obstacles	12,000 SF/13 obstacles	24,000 SF/7 obstacles	36,000 SF/0 obstacles	
1.1.3	Add benches with trash/recycling containers	15 benches/13 recycle-trash	48 both	48	48	48	
1.1.4	Add new plazas and paseos (square feet)	2,060 SF	6,200 SF	4,000 SF	6,200 SF	6,200 SF	
<b>1.2 Vehicular Circulation metrics:</b>							
1.2.1	Reduce traffic volumes that exceed capacity along Camino del Mar	3,200 ADT over capacity	at capacity	at capacity	at capacity	at capacity	
1.2.2	Reduce traffic speeds along Camino del Mar	28 mph to 33 mph	20 mph to 25 mph	20-25 mph	20-25 mph	20-25 mph	
1.2.3	reduce vehicle accidents involving pedestrians or bicycles	17% of accidents	no new	0%	0%	0%	
1.2.4	Increase number of public parking spaces	323	1,726	800	1,100	1,436	
<b>1.3 Bicyclist metrics:</b>							
1.3.1	Add bicycle racks	4	60	20	40	60	
<b>1.4 Transit metrics:</b>							
1.4.1	Increase bus service frequency (NCTD)	30 min.	10 min.	30 min.	15 min.	10 min.	
<b>1.5 Land Use metrics:</b>							
1.5.1	Add retail/restaurant/residential serving use floor area	74,200 SF	139,000 SF	100,000 SF	120,000 SF	139,000 SF	
1.5.2	Add residential units	2	110	35	70	110	
1.5.3	Add new lodging or hotel rooms	17	60	32	48	60	
1.5.4	Convert street-front office to retail space or infill vacant lots [in linear feet (LF)]	4,565 LF /41%	0 LF/0%	28%	15%	0%	

1.0 Smart Growth and Village Character Measures		Existing Condition	Target
Qualitative Metrics			
1.6	Prepare a Civic Center Action Plan and Progress Report	No plan in place	Plan prepared and implemented
1.7	Evaluate the progress towards plan implementation yearly and provide a periodic report to confirm measures or readjust if necessary	Existing regulatory conditions	Meets or exceeds ten-year targets
1.8	Survey of pedestrian attitudes and satisfaction periodically	constrained by safety, incomplete sidewalks, interruptions, lack of destinations	≥70% believe the Village is a desirable destination
1.9	Survey residents' satisfaction periodically	Impacts outweigh benefits, few local serving uses	≥70% of residents find Village satisfying and the negative impacts have been reduced
1.10	Survey property owners attitudes, intent and satisfaction periodically	Limited development potential, parking constraints	≥70% of property owners find value with revitalization efforts and intend to take advantage of incentives

2.0 Community Compatibility		Existing Condition	Target
Qualitative Metrics			
2.1	Maintain traffic volumes below capacity on residential streets	50-600 ADT below capacity	minimum of 50 ADT below capacity
2.2	Maintain parking occupancy at 90% on average	some areas reach 100% occupied	90% occupancy rate
2.3	Reduce noise complaints from commercial areas	average 9 complaints per year	no complaints
2.4	Prevent light and glare complaints	no complaints on record	no complaints
2.5	Conduct a periodic survey of residents' satisfaction	baseline survey to determine satisfaction needed	≥70% of residents find Village satisfying and the negative impacts have been reduced

3.0 Economic Prosperity		Existing Condition	Target	Cumulative Milestones			
3.1 Quantifiable Metrics				10 year	20 year	30 year	Achieved
3.1.0	New property assessed values in Village (property tax @1%)	\$0	\$ 180,000	\$ 60,000	\$ 120,000	\$ 180,000	
3.2.0	Sales tax and TOT revenues increase from new development	\$0	\$ 348,000	\$ 116,000	\$ 232,000	\$ 348,000	
3.3.0	Annual business licenses increase in Village	282	450			450	
3.4.0	Retail vacancy rates decrease	8%-12%	<3%	9%	6%	3%	
3.2 Qualitative Metrics		Existing Condition		Target			
3.2.0	Survey of business climate among business owners	baseline survey to determine satisfaction needed		≥70% of business owners find value with revitalization efforts and increased business satisfaction			

note: all figures in 2012 dollars

4.0 Healthy & Sustainable Environment		Existing Condition	Target	Cumulative Milestones			
4.1 Quantifiable Metrics				10 year	20 year	30 year	Achieved
4.1.1	Reduce Water Quality infractions per year	15 illegal discharges	0 illegal discharges	0 illegal discharges	0 illegal discharges	0 illegal discharges	
4.1.2	Reduce exceedances at coastal outfalls	4 exceedances	0 exceedances	0 exceedance	0 exceedance	0 exceedance	
4.1.3	Reduce Decibel (dB) noise levels along Camino del Mar	63.5-66.3 dB	45-50 dB	55-60 dB	50-55 dB	45-50 dB	
4.1.4	Increase number of new/remodeled buildings that meet/exceed energy standards	0	20	7	15	20	
4.1.5	Increase number of mature trees for carbon sequestration	50	175	90	130	175	
4.1.6	Reduce potable water consumption by 20%	0.104 MGD av. daily demand	0.085 MGD av. daily demand	0.097 MGD av. daily demand	0.091 MGD av. daily demand	0.085 MGD av. daily demand	
4.1.7	Measure and reduce air quality emissions	25,825 metric tons CO2e	13,222 metric tons CO2e	20,660 metric tons CO2e	16,528 metric tons CO2e	13,222 metric tons CO2e	
4.1.8	Reduce solid waste disposal with reuse/recycling	4,471 tons at buildout	1,117 tons (75% diversion)	2,235 tons (50% diversion)	1,676 tons (62% diversion)	1,117 tons (75% diversion)	
4.2 Qualitative Metrics		Existing Condition			Target		
4.2.1	Climate Action Plan prepared and actions implemented	under consideration			TBD		

The above text is excerpted from the Village Specific Plan. For a complete discussion of the Measures of Success and the strategies and regulations, please see the adopted Village Specific Plan document located at: <http://www.delmar.ca.us/Government/Pages/VillageRevitalization.aspx>