

The logo for the Salem River Crossing Task Force is located on the left side of the slide. It features the word "SALEM" in large, light blue, sans-serif capital letters at the top. Below it is a white rectangular box with an orange border containing the words "RIVER · CROSSING" in black, sans-serif capital letters. The bottom of the logo is a stylized blue wave graphic. The background of the slide is a light blue wavy pattern.

SALEM

RIVER · CROSSING

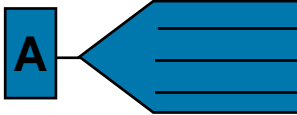
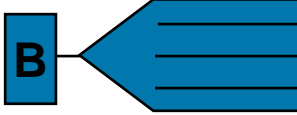
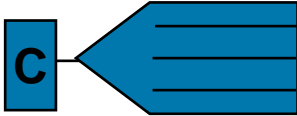
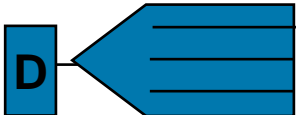
Weighting Workshop: Introduction

Salem River Crossing Task Force

April 18, 2007

Alternative Evaluation Process Involves:

- ◆ Develop objectives
- ◆ Develop performance measures
- ◆ Determine measured values
- ◆ Weight objectives
- ◆ Calculate total score
- ◆ Rank alternatives

| Objective | Performance Measure | Measured Value | Value X Weight | = Score |
|--------------------|--|----------------|----------------|------------|
| A |  | 3 | 20 | 60 |
| B |  | 4 | 70 | 280 |
| C |  | 1 | 10 | 10 |
| D |  | 2 | 25 | 50 |
| Total Score | | | | 400 |

Alternatives Evaluated On Objectives Established By Stakeholders

Alternative A

| Objective | Performance Measures | Measured Value |
|----------------------|----------------------|----------------|
| Affordability | | 4 |
| Economic Development | | 7 |
| Reduce Congestion | | 6 |

Alternative B

| Objective | Performance Measures | Measured Value |
|-----------|----------------------|----------------|
| | | 4 |
| | | 6 |
| | | 9 |

Alternative C

| Objective | Performance Measures | Measured Value |
|-----------|----------------------|----------------|
| | | 5 |
| | | 3 |
| | | 2 |

Objective Weights Established By Stakeholders Applied To Alternatives

Alternative C

Alternative B

| Objective | Performance Measures | Measured Value | Weight | Objective Score |
|-----------|----------------------|----------------|--------|-----------------|
|-----------|----------------------|----------------|--------|-----------------|

Objective Score

| | | |
|--|---|-----|
| | = | 125 |
| | = | 120 |
| | = | 70 |
| | = | 315 |

Alternative A

| Objective | Performance Measures | Measured Value | Weight | Objective Score |
|-----------|----------------------|----------------|--------|-----------------|
|-----------|----------------------|----------------|--------|-----------------|

| | | | | |
|----------------------|--|---|------|-------|
| Affordability | | 4 | x 25 | = 100 |
| Economic Development | | 7 | x 40 | = 280 |
| Reduce Congestion | | 6 | x 35 | = 210 |

| | | |
|----|---|-----|
| 25 | = | 100 |
| 40 | = | 240 |
| 35 | = | 315 |
| | | 655 |

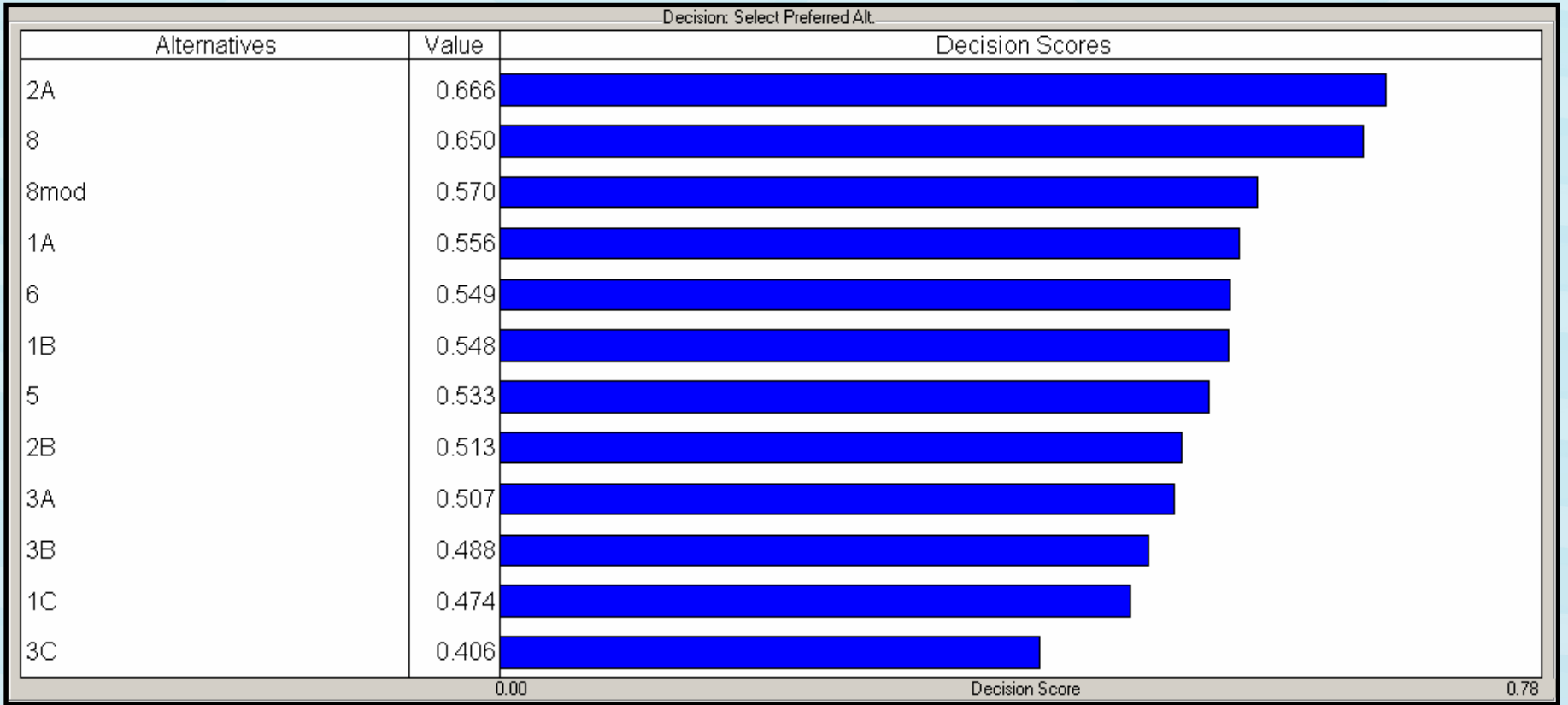
Score for Alternative A

590

Provides A Ranking of Alternatives

- ◆ A comparison of how well alternatives meet the values of stakeholders
- ◆ Highest score represents highest value
- ◆ Scores are not the “answer”— they provide a basis for informed discussion and justification of choices

Alternatives Rankings



Contributions to Rankings

Contributions to Select Preferred Alt. from Level: Criteria Categories

