

Ratings Chart

Impact

To what degree will this action improve sustainability (e.g. increase recycling, improve citizen participation levels, improve local economy)?

Rate 1 - Low, 2 - Medium, 3 - High

Achievability

Can the Green Team and the Township of Ewing achieve this Action or are there too many barriers to success?

Rate 1 - Low, 2 - Medium, 3 - High

Management Capacity

Does the Green Team have the capacity to manage this action or will outside assistance be needed?

Rate 1 - Low, 2 - Medium, 3 - High

Cost

What are the costs associated with this action?

Rate 1 - High, 2 - Medium, 3 - Low

Impact - to what degree will this action improve sustainability (e.g. increase recycling, improve citizen participation levels, improve local economy)?

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Achievability - can the Green Team and the Township of Ewing achieve this Action or are there too many barriers to success?

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Cost - What are the costs associated with this action?

Rate 1 - High, 2 - Medium, 3 - Low

Land Use/Bike/Pedestrian/Mobility					
Action Prioritization Matrix					
Visioning Actions	Impact	Achievability	Management Capacity	Cost	Feasibility Rating
Explore Road Restriping including bike lanes	2.8	2.3	1.5	1.8	8.5
Revise zoning to require mixed use	2.8	2.3	2.2	2.7	10.0
Ewing Shuttle between activity centers (free is best)	2.8	1.8	1.5	1.7	7.8
Connect trails and open space					
Business Maps for Community Services ⁵	3.0	2.8	2.2	2.7	10.7
Volunteer Groups to assist with maintenance ³	3.0	2.5	1.7	2.8	10.0
traffic calming measures ⁴	3.0	2.2	1.2	1.3	7.7
* Tax increment financing and Business Improvement District					
Comments					
¹ TCNJ? - GM site - Resource center for business starters					
² crosswalks, talking lights					
³ Parks, Highways, Shut ins (of public spaces) - social - parks - homes - external licensed agencies					
⁴ signage - specific signage for bikes/cars					
⁵ (Digital maps) - economic- external intervention					
⁶ long range, require experts skills					
more specific signage for bike trails					
traffic enforcement supporting bikes and walkers					

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Management Capacity - Does the Green Team have the capacity to manage this action or will outside assistance be needed?

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Cost - What are the costs associated with this action?

Rate 1 - High, 2 - Medium, 3 - Low

Preservation and Conservation					
Action Prioritization Matrix					
Visioning Actions	Impact	Achievability	Management Capacity	Cost	Feasibility Rating
Improve trail marking Crossroads of the Am Revolution (GW Trail) ⁴	2.2	2.7	2.5	2.5	9.8
Increase number of community gardens	2.2	2.7	2.3	2.2	9.3
Make all sidewalks continuous ¹	3.0	1.5	1.5	1.7	7.7
Heritage Tours to historical sites	2.7	2.2	2.0	2.3	9.2
Trees ³	2.8	2.5	2.3	1.8	9.5
Waterway and flood mgmt	3.0	1.6	1.6	1.8	8.0
GW Trail—Open shoulder for bikes or add sidewalk					
Open Space—NJM hiking trails					
Open Space—Airport hiking trails					
Open Space—School for the Deaf hiking trails					
Comments					
¹ target Green Lane					
² hiking and walking					
³ strategic plantings					
⁴ Digital *					
⁵ Digital * map					

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Cost - What are the costs associated with this action?

Rate 1 - High, 2 - Medium, 3 - Low

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Cost - What are the costs associated with this action?
Rate 1 - High, 2 - Medium, 3 - Low

Development Table Scores								
Visioning Actions - Impact	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Explore Road Restriping including bike lanes	3	3	3	2	3	3	17	2.8
Revise zoning to require mixed use	2	3	3	3	3	3	17	2.8
Ewing Shuttle between activity centers (free is best)	3	3	3	3	3	2	17	2.8
Connect trails and open space-							0	
Business incubator space (live-work-play)	2	3	3	3	3	3	17	2.8
Volunteer Groups to assist with maintenance	3	3	3	3	3	3	18	3.0
traffic calming measures	3	3	3	3	3	3	18	3.0
Visioning Actions - Achievability	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Explore Road Restriping including bike lanes	3	1	2	3	2	3	14	2.3
Revise zoning to require mixed use	3	3	3	1	2	2	14	2.3
Ewing Shuttle between activity centers (free is best)	2	1	1	2	3	2	11	1.8
Connect trails and open space-							0	
Business incubator space (live-work-play)	3	1	1	2	3	3	13	2.2
Development quality pedestrian spaces	3	1	1	2	2	3	12	2.0
Pedestrian friendly intersections	3	1	1	3	2	3	13	2.2
Investigate the use of Economic Tools - TIF, BID*	3	3	2	3	2	2	15	2.5
Business Maps for Community Services	3	3	3	3	3	2	17	2.8
Volunteer Groups to assist with maintenance	3	1	2	3	3	3	15	2.5
traffic calming measures	2	1	2	3	2	3	13	2.2
Visioning Actions - Mgmt Capacity	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Explore Road Restriping including bike lanes	1	1	1	1	2	3	9	1.5
Revise zoning to require mixed use	2	3	1	2	2	3	13	2.2
Ewing Shuttle between activity centers (free is best)	2	1	1	1	2	2	9	1.5
Connect trails and open space-							0	
Business incubator space (live-work-play)	2	1	1	1	1	3	9	1.5
Development quality pedestrian spaces	2	1	1	2	2	2	10	1.7
Pedestrian friendly intersections	2	1	1	1	1	1	7	1.2
Investigate the use of Economic Tools - TIF, BID*	1	3	1	1	2	2	10	1.7
Business Maps for Community Services	3	1	3	2	2	2	13	2.2
Volunteer Groups to assist with maintenance	2	1	1	2	2	2	10	1.7
traffic calming measures	1	1	1	1	2	1	7	1.2

<i>Visioning Actions - Cost</i>	<i>Table 1</i>	<i>Table 2</i>	<i>Table 3</i>	<i>Table 4</i>	<i>Table 5</i>	<i>Table 6</i>	<i>Total</i>	<i>Average</i>
Explore Road Restriping including bike lanes	2	1	2	2	1	3	11	1.8
Revise zoning to require mixed use	2	3	3	3	3	2	16	2.7
Ewing Shuttle between activity centers (free is best)	1	1	3	1	2	2	10	1.7
Connect trails and open space-							0	
Business incubator space (live-work-play)	2	1	3	1	2	3	12	2.0
Development quality pedestrian spaces	2	1	0	1	3	1	8	1.6
Pedestrian friendly intersections	2	1	3	2	1	1	10	1.7
Investigate the use of Economic Tools - TIF, BID*	2	3	2	2	2	2	13	2.2
Business Maps for Community Services	3	2	3	3	3	2	16	2.7
Volunteer Groups to assist with maintenance	3	3	3	3	3	2	17	2.8
traffic calming measures	1	1	1	1	3	1	8	1.3

Conservation/Preservation Table Scores								
Visioning Actions - Impact	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
GW Trail (i.e. Crossroads of the Am Rev.)- Improve trail marking	3	1	2	1	3	3	13	2.2
Increase number of community gardens	2	2	3	3	1	2	13	2.2
Make all sidewalks continuous	3	3	3	3	3	3	18	3.0
Heritage Tours to historical sites	3	3	3	2	3	2	16	2.7
improve trail connectivity	0	0	3	3	3	0	9	3.0
waterway and flood mgmt	3	3	0	3	3	3	15	3.0
Visioning Actions - Achievability								
Visioning Actions - Achievability	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
GW Trail (i.e. Crossroads of the Am Rev.)- Improve trail marking	3	3	2	3	2	3	16	2.7
Increase number of community gardens	3	2	3	3	3	2	16	2.7
Make all sidewalks continuous	2	1	1	1	3	1	9	1.5
Heritage Tours to historical sites	2	2	3	1	2	3	13	2.2
improve trail connectivity	0	0	0	2	2	0	4	2.0
Connect to the canal trail	0	0	0	3	2	0	5	2.5
<i>Increase number of trails in town</i>	3	1	2	1	2	2	11	1.8
Bike transit connectivity	2	1	3	1	3	2	12	2.0
Trees	2	2	3	2	3	3	15	2.5
waterway and flood mgmt	2	1	0	1	3	1	8	1.6
Visioning Actions - Mgmt capacity								
Visioning Actions - Mgmt capacity	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
GW Trail (i.e. Crossroads of the Am Rev.)- Improve trail marking	2	3		3	3	3	14	2.8
Increase number of community gardens	2	2	3	1	3	3	14	2.3
Make all sidewalks continuous	1	1	1	1	3	2	9	1.5
Heritage Tours to historical sites	3	1	1	1	3	3	12	2.0
improve trail connectivity	0	0	0	2	1	0	3	1.5
Connect to the canal trail	0	0	0	3	1	2	6	2.0
<i>Increase number of trails in town</i>	2	1	1	1	1	2	8	1.3
Bike transit connectivity	2	1	1	1	3	2	10	1.7
Trees	2	2	2	2	3	3	14	2.3
waterway and flood mgmt	1	1	0	1	3	2	8	1.6
Visioning Actions - Cost								
Visioning Actions - Cost	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
GW Trail (i.e. Crossroads of the Am Rev.)- Improve trail marking	3	3	3	2	1	3	15	2.5
Increase number of community gardens	1	2	2	3	3	2	13	2.2

Make all sidewalks continuous	3	1	1	1	3	1	10	1.7
Heritage Tours to historical sites	3	3	2	2	1	3	14	2.3
improve trail connectivity	0	0	0	1	1	0	2	1.0
Connect to the canal trail	0	0	0	3	1	2	6	2.0
<i>Increase number of trails in town</i>	1	1	1	1	1	2	7	1.2
Bike transit connectivity	3	1	2	1	1	2	10	1.7
Trees	2	1	2	1	3	2	11	1.8
waterway and flood mgmt	3	1	0	1	3	1	9	1.8

Branding Table Scores								
Visioning Actions - Impact	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Ewing's Pitch Contest								
Arts and Culture Quantification								
Identify communication opportunities (events)								
Identify media outlets								
Sustainability Promotion for residents								
Ewing's Pitch Contest								
Arts and Culture Quantification								
Identify communication opportunities (events)								
Identify media outlets								
Sustainability Promotion for residents								
Sustainability Recognition for businesses								
Community Bulletins (green bulletin board on Township website)								
Visioning Actions - Achievability	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Ewing's Pitch Contest								
Arts and Culture Quantification								
Identify communication opportunities (events)								
Identify media outlets								
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Sustainability Recognition for businesses								
Community Bulletins (green bulletin board on Township website)								
Visioning Actions - Mgmt Capacity	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Ewing's Pitch Contest								
Arts and Culture Quantification								
Identify communication opportunities (events)								
Identify media outlets								

Sustainability Promotion for residents								
Sustainability Recognition for businesses								
Community Bulletins (green bulletin board on Township website)								
<i>Visioning Actions - Cost</i>	<i>Table 1</i>	<i>Table 2</i>	<i>Table 3</i>	<i>Table 4</i>	<i>Table 5</i>	<i>Table 6</i>	<i>Total</i>	<i>Average</i>
Ewing's Pitch Contest								
Arts and Culture Quantification								
Identify communication opportunities (events)								
Identify media outlets								
Sustainability Promotion for residents								
Sustainability Recognition for businesses								
Community Bulletins (green bulletin board on Township website)								

Local Economy Table Scores								
Visioning Actions - Impact	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Business incubator space								
Market Ewing to businesses								
Visioning Actions - Achievability	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Business incubator space								
Market Ewing to businesses								
Visioning Actions - Mgmt. Capacity	Table 1	Table 2	Table 3	Table 4	Table 5	Table 6	Total	Average
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Business incubator space								

Market Ewing to businesses								
<i>Visioning Actions - Cost</i>	<i>Table 1</i>	<i>Table 2</i>	<i>Table 3</i>	<i>Table 4</i>	<i>Table 5</i>	<i>Table 6</i>	<i>Total</i>	<i>Average</i>
Township target specific business sectors								
Support local businesses								
Retail zoning in neighborhoods								
Create vibrant events for businesses								
Development of Transit Village								
Business incubator space								
Market Ewing to businesses								