

# PRIORITIZATION TOOLS

## OVERVIEW

The following prioritization tools are designed to aid in the POA's decision-making process when evaluating where finances are best allocated for incentivizing or directing development, or for capital outlays for new projects or existing project upgrades. Each of the following tools are described and accompanied by a sample spreadsheet. However, the utilization of these tools has been automated by their digital counterparts, also provided to the POA.

Evaluation of projects, comparison of one project type or development to another, and the assistance to creating capital improvement plans (CIPs) are a few of the uses for these tools.

### GROWTH PRIORITIZATION TOOL

The Growth Prioritization Tool is designed to evaluate potential development projects and determine if such projects meet the objectives established in the Comprehensive Master Plan. By responding to each yes or no question, points are awarded to the project. A spectrum of priorities is then determined based on the total points accumulated, as follows:

- Very Low Priority: Up to 14 points
- Low Priority: Up to 28 points
- Medium Priority: Up to 42 points
- High Priority: Up to 56 points
- Very High Priority: Up to 70 points

### AMENITIES PRIORITIZATION TOOL

The Amenities Prioritization Tool includes two parts: New Amenities and Existing Project Upgrades. The tool allows the POA to evaluate or compare new amenity types, especially when funding is limited, to determine which project types are of highest benefit to the community, and as a result, the highest priority. The second component of the tool allows the POA to evaluate and compare where funds should be spent to upgrade existing facilities as they age. This does not replace the need for continued annual maintenance procedures for all facilities, amenities, and assets. As above, evaluators answer yes or no to the criteria provided, corresponding "yes" points are tabulated, and priorities are assigned, as follows:

	New Projects	Upgrades
● Low Priority:	Up to 50	Up to 45
● Medium Priority:	Up to 105	Up to 95
● High Priority:	Up to 155	Up to 140

It is important to note that evaluators should not respond to criteria for the corresponding project types where "n/a" is present in the "yes/no" and "yes value" columns, as these criteria do not pertain to that specific evaluation.

### QUANTIFYING VALUE

The Quantifying Value Tool is an approach to determining the value of amenities beyond fiscal means. The tool is meant to provide

understanding of the importance of various amenities, based on the values that have been expressed within Hot Springs Village. These values and their corresponding ratings should be re-evaluated on a regular basis.

Customizing this tool for Hot Springs Village's values:

1. Rank the importance of each value as it pertains to your community (based on your community's values).
2. Assign a weight factor to each value, with the greatest weight factor applied to most important value and no weighting for least important value. These weights need not follow a strict numerical sequence. If certain values are deemed significantly more important than others, then weight factors should be applied accordingly.
3. The weight factor becomes the score for each criteria that the amenity or project meets as a "yes" value. These factors should be placed in the "yes value" column.
4. Determine the maximum number of total points, enter amount on line H.
5. Test sample projects to determine low, medium, and high values.
6. Within the Excel spreadsheet, adjust formula in cells B31 - B33 to reflect low, medium, and high values.
7. Evaluate each amenity or project's value based on the outcomes of steps 1 and 2
8. Total scores to determine value.

# PRIORITIZATION TOOLS

## GROWTH PRIORITIZATION TOOL

Stage 1: Project Location		Measure / Reference	Yes/No	Weight	Score
1	Project is located within an Activity Center	Must fulfill the intent of the activity center design		15	0
2	Project is located within 1/4 mile of an Activity Center	As the crow flies, mutually exclusive with #1 and #3		10	0
3	Project is located within 1/2 mile of an Activity Center	As the crow flies, mutually exclusive with #1 and #2		6	0
4	Project is within an area to Complete	Mutually exclusive with #1, #2, and #3		2	0
5	Project is within an area to Suspend	Negatively weighted to discourage development		-15	0
Stage 1 score, out of				15	<b>0</b>

Stage 2: Fills a Market Gap		Measure / Reference	Yes/No	Weight	Score
6	Cottages are provided (20% or more of total units)	Cottages have a 25% market gap		5	0
7	Rowhouses are provided (20% or more of total units)	Rowhouses have an 11% market gap		4	0
8	Multi-family housing is provided (15% or more of total units)	Multi-family has a 5% market gap		3	0
9	Duplex units are provided (15% or more of total units)	Duplexes have an observed but unstudied market gap		2	0
10	Estate houses are provided (more than 5% of total units)	Estate houses have a 9% market gap		1	0
Stage 2 score, out of				15	<b>0</b>

# PRIORITIZATION TOOLS

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Stage 3: Supports Village Quality of Life		Measure / Reference	Yes/No	Weight	Score
11	Project is within 1/4 mile of a Trail	Existing or planned trails		1	0
12	Project is within 1/4 mile of a other Amenities	Place-specific amenities like golf, dog parks, pickle ball, etc		1	0
13	Project is within 1/4 mile of a neighborhood center	Existing or planned neighborhood centers		1	0
14	Project is within 1/4 mile of a church			1	0
15	Trail connections provided through the site			1	0
16	Up to 25% of units create off-site preserve lots (purchase or TDR)	Mutually exclusive with #17 and #18		4	0
17	Up to 50% of units create off-site preserve lots (purchase or TDR)	Mutually exclusive with #16 and #18		6	0
18	Over 50% of units create off-site preserve lots (purchase or TDR)	Mutually exclusive with #16 and #17		8	0
19	Development transitions scale towards existing housing	Same height within 100 feet		2	0
20	Project preserves existing topography			2	0
21	Project preserves 30-40% existing tree cover	Mutually exclusive with #22 and #23		1	0
22	Project preserves 41-50% existing tree cover	Mutually exclusive with #21 and #23		2	0
23	Project preserves over 50% existing tree cover	Mutually exclusive with #21 and #22		3	0
Stage 3 score, out of				20	<b>0</b>

# PRIORITIZATION TOOLS

## GROWTH PRIORITIZATION TOOL

Stage 4: Profit and Costs		Measure / Reference	Yes/No	Weight	Score
24	The project can be served by existing infrastructure or is part of a development where infrastructure will be provided	Public Utilities maps		5	0
25	The project is fully funded by non-POA sources	Mutually exclusive with #26 and #27		8	0
26	The project requires less than 25% POA funding	Mutually exclusive with #25 and #27		3	0
27	The project requires less than 50% POA funding	Mutually exclusive with #25 and #26		1	0
28	The project will provide commercial sales or lease fees to POA			2	0
29	The project will provide assessments over \$6,000 per acre per year	Mutually exclusive with #30 and #31		1	0
30	The project will provide assessments over \$8,000 per acre per year	Mutually exclusive with #29 and #31		3	0
31	The project will provide assessments over \$10,000 per acre per year	Mutually exclusive with #29 and #30		5	0
Stage 4 score, out of				20	<b>0</b>
<b>TOTAL SCORE, out of</b>				<b>70</b>	<b>0</b>
<b>PROJECT PRIORITY</b>				<b>Low</b>	

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# PRIORITIZATION TOOLS

## AMENITIES PRIORITIZATION TOOL

AMENITIES TOOL: PRIORITIZATION			NEW PROJECTS			EXISTING PROJECT UPGRADES		
Need / Support		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
1	The project or amenity represents an activity growing in popularity or participation	Community Survey, National Trends		5	0		5	0
2	The amenity is identified in the comprehensive plan general strategies	Comprehensive Master Plan		1	0		1	0
3	Demonstratable public support exists for the project	Community Survey		3	0		3	0
4	POA staff supports the addition of the amenity	POA Staff Written Approval		1	0		1	0
5	The POA Board of Directors supports the addition of the amenity	POA Board of Directors Written Approval		3	0		3	0
Fills a Gap		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
6	The project fulfills a need that is not currently being met	Amenities Inventory Spreadsheet		5	0	n/a	n/a	0
7	The amenity is unique and not duplicated anywhere in the Village	Amenities Inventory Spreadsheet	n/a	n/a	0		5	0
8	The project serves multiple age groups	Determined by Director of Recreation		3	0		3	0
9	The project serves multiple user abilities	Determined by Director of Recreation		3	0		3	0
10	The project provides an amenity available to all property owners	No additional membership required		5	0		5	0
11	The project <b>serves neighborhoods</b> within close proximity of it, <b>OR</b>	Radius of service area		1	0		1	0
	The project <b>serves the entire community</b>	Radius of service area		5	0		5	0

# PRIORITIZATION TOOLS

## AMENITIES PRIORITIZATION TOOL

AMENITIES TOOL: PRIORITIZATION			NEW PROJECTS			EXISTING PROJECT UPGRADES		
Quality of Life	Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score	
12	The project has the potential to attract new home buyers		5	0		5	0	
13	The amenity <b>creates or adds value to nearby properties</b> ; OR		5	0		5	0	
	The amenity <b>creates or adds value village-wide</b>		3	0		3	0	
14	The amenity promotes health and well being or supports active lifestyles		3	0		3	0	
15	The amenity has both day and night uses		3	0		3	0	
16	The project supports community building by providing a community gathering space or opportunities for social engagement		3	0		3	0	
17	The project provides educational opportunities or resources		3	0		3	0	
18	The project supports or promotes economic development		5	0		5	0	
19	The project supports environmental sustainability or employs low-impact development techniques		3	0		3	0	
20	The site has scenic value or significance that will be preserved		3	0		3	0	
21	The site has natural or ecological value or significance that will be preserved		3	0		3	0	
22	The site has historic or cultural value or significance that will be preserved		3	0		3	0	

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AMENITIES TOOL: PRIORITIZATION			NEW PROJECTS			EXISTING PROJECT UPGRADES		
Quality of Life		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
23	The site has a topography that is suitable for its intended use	Slopes under 5% for fields, courts, playgrounds, walking trails; greater slopes satisfactory for hiking or mountain bike trails		5	0	n/a	n/a	0
24	The project is adjacent to or can be easily connected to a trail or walking path	Connection in POA ownership		5	0		5	0
25	The project site is part of a linear connection that will link one or more existing amenities	Determined by Director of Recreation		3	0		3	0
26	The project rehabilitates old facilities or is an adaptive reuse project	Determined by Director of Recreation		1	0		1	0
Development Costs		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
27	The amenity will utilize an existing POA building or an existing POA site	Determined by Director of Recreation		5	0	n/a	n/a	0
28	The project site is within an area that the POA would like to acquire	CMP, other POA plans		3	0	n/a	n/a	0
29	The project can be served by existing infrastructure or is part of a development where infrastructure will be provided	Public Utilities maps		5	0	n/a	n/a	0
30	The amenity does not require additional infrastructure	Public Utilities maps	n/a	n/a	0		5	0
31	The space required for this amenity serves multiple activities/uses (flex/space)	Determined by Director of Recreation		3	0		3	0



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AMENITIES TOOL: PRIORITIZATION			NEW PROJECTS			EXISTING PROJECT UPGRADES		
32	The total development cost is under \$100,000 (low horizon)	Cost estimate		5	0		5	0
33	The total development cost is between \$100,000 - \$250,000 (low-mid horizon)	Cost estimate		3	0		3	0
34	The total development cost is between \$250,000 - \$500,000 (mid horizon)	Cost estimate		1	0		1	0
35	Necessary support facilities are available adjacent to or within close proximity to the project (storage, restrooms, concessions, etc.)	Determined by Director of Recreation		3	0	n/a	n/a	0
36	The project can be served by shared parking	Determined by Director of Recreation		3	0	n/a	n/a	0
37	A development partner will share capital costs	Staff, Board of Directors Approval		5	0	n/a	n/a	0
38	The project can be related to planned infrastructure improvements, environmental remediation, or historic restoration/preservation (one point for each that applies)	Departmental Status & Maintenance Plans		3 max	0		3 max	0
39	A private development group will rent or lease the amenity to generate revenue	Staff, Board of Directors Approval		5	0		5	0

Maintenance and Operations		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
40	There is adequate money in the POA budget for operations	Annually: approximately 5% of estimated replacement cost)		3	0		3	0
41	There is adequate money in the POA budget for maintenance	Annually: approximately 5% of estimated replacement cost)		3	0		3	0
42	Maintenance and/or operations can be incorporated to existing staff schedules (one point for each)	Determined by Director of Recreation		2 max	0	n/a	n/a	0

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43	The amenity has been recently upgraded and does not require any major investment in the next 10-15 years	Determined by Director of Recreation	n/a	n/a	0		3	0
44	The project has a friends group who will assume minor maintenance/cleanup duties	Determined by Director of Recreation		1	0	n/a	n/a	0
45	The project will be operationally <b>self-supporting</b> through user fees, sales, or memberships	Business Modeling		5	0		5	0
46	The project is well-built and has relatively low life cycle costs	Determined by Director of Recreation	n/a	n/a	0		3	0
47	Is the amenity free from critical issues (mold, lack of accessibility, structural damage) that limits long-term viability	Determined by Director of Recreation	n/a	n/a	0		3	0
48	Is the amenity free from regular administrative or maintenance issues that are persistent and time consuming	Determined by Director of Recreation	n/a	n/a	0		3	0

Funding and Profit Generation		Measure / Reference	Yes/No	Yes Value	Score	Yes/No	Yes Value	Score
49	The project will <b>generate a profit</b> through user fees, sales, or memberships	Business Modeling		10	0		10	0
50	The project will support another existing program/facility, or draw people to an existing program/facility	Determined by Director of Recreation		3	0		3	0
51	Additional support services can be added to generate revenue in conjunction with this project (value-added amenities)	Determined by Director of Recreation, Business Modeling		1	0		1	0

<b>Total Score, out of</b>			<b>155</b>	<b>0</b>	<b>140</b>	<b>0</b>
<b>PROJECT PRIORITY</b>			<b>Low</b>		<b>Low</b>	

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## AMENITIES: QUANTIFYING VALUE TOOL

Quantifying VALUE (as related to Amenities)	Definition / Purpose	Measure	Yes/ No	Yes Value	Score
VALUES	The things that a population deems important based on beliefs, morals, society, tradition, or preferences	See below	n/a	n/a	n/a
A Fiscal Value	Efficiency of monetary cost	Revenue generation, profitability			0
B Economic Development Value	Potential to create future monetary return	Retail sales, rent levels, local business ownership, property values			0
C Quality of Life Value	Opportunities to improve your personal well-being through providing any or all of the following:	See below	n/a	n/a	n/a
1. Recreational Value	1. Provides opportunities to recreate individually or in a group environment	NRPA trends and park metrics, AR SCORP			0
2. Health Value	2. Provides physical or mental health benefits	Obesity rates, RWJ Foundation state indicator reports on physical activity			0
3. Social Value	3. Provides opportunities for social interaction	Social networks, evening use, volunteerism			0
4. Safety	4. Provides a safe environment	Crime statistics			0
D Environmental Value	Protects or enhances the natural environment	Environmental data (ADEQ, EPA, USFW, USGS, FEMA)			0
E Historic Value	Protects or enhances man-made or natural places of historic significance	National Register designation, state or local historic designations			0
F Cultural Value	Culturally significant to the local population based on beliefs, customs, or the arts	Tourist activity, visitation rates			0
G Access and Mobility	The capacity to access and utilize amenities in multiple formats, regardless of age or ability	Traffic data, pedestrian activity, transit usage, bicycle usage			0
<b>Total Score, out of</b>					
<b>Project/Amenity Latent Value</b>					