

Strategy and Project Selection Noteworthy Practice:

Use Transparent Scoring Criteria to Prioritize Projects



Use a transparent, consistent scoring system to rank projects and focus limited resources on those that deliver the greatest safety benefit.

Noteworthy Practices for Selecting Projects Through Scoring and Ranking:

- Develop scoring criteria for strategies and countermeasures that reflect local conditions and priorities
- Assign weighted values to key categories to systematically identify and rank priority projects
- Collaborate with local staff and steering or advisory committees to inform criteria and weighting
- Apply a uniform and transparent methodology to build trust and ensure consistency
- Prioritize locations with the greatest potential safety impact to strengthen support

The following success stories highlight how SS4A grant recipients have applied these practices in their grants.

Scoring Projects Based on Transparent Metrics



Berkshire Regional Planning Commission
Massachusetts, Rural, FY22

[View Berkshire Regional Planning Commission's Action Plan to learn more](#)

Berkshire Regional Planning Commission identified 50 priority projects by applying a straightforward, data-driven scoring methodology across communities in the region.

Berkshire Regional Planning Commission:



Combined nearby high-injury network locations into consolidated projects, then reprioritized them based on crash severity, risk scores, other characteristics, and community input.



Developed a scoring methodology to identify locations with the highest risk for severe or fatal crashes using historical crash data.



Generated a set of policies and strategies aligned with the Safe System Approach to support systemic safety improvements.

Berkshire's Scoring Approach

	Crash Type	1, 1.5, 5, or 15 points
	Fatal Crash History	15 points
	Average Risk Score	5 points
	Community Priority	1.25 points, if applicable
	Equitable Investment	1.25 points, if applicable



Source: Adapted from [Berkshire Regional Planning Commission's Action Plan](#), used with permission

Berkshire's approach demonstrates how clear scoring criteria can streamline project selection while maintaining safety focus.

Identifying High-Impact Strategies and Projects



Macomb County
Michigan, Urban, FY22

[View Macomb County's Action Plan to learn more](#)

Macomb County used a structured evaluation framework to prioritize projects that address the most common and severe crash factors through both engineering and behavioral strategies. Macomb County:



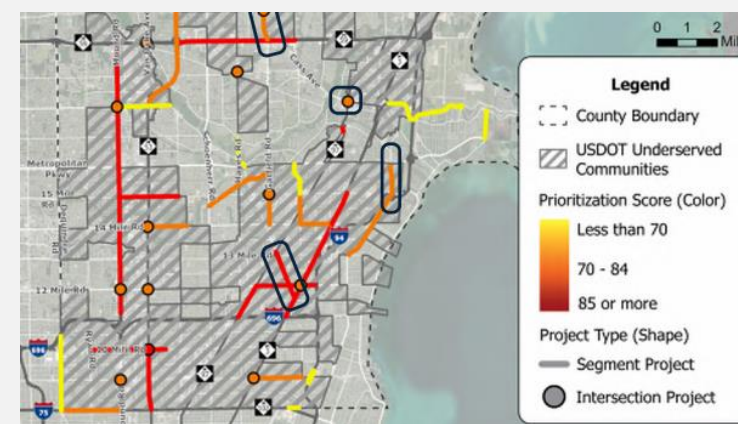
Created a strategy evaluation "menu" to help select appropriate countermeasures based on safety impact, ease of implementation, number of crash factors addressed, and level of agency control.



Developed a Project Prioritization Framework that evaluates safety impacts, proximity to community destinations, sustainability considerations, economic competitiveness, and project readiness.



Identified four "catalyst project profiles" for in-depth analysis, including crash history, recommended countermeasures, and cost estimates, to maximize investment impact.



Source: [Macomb County](#), used with permission

Macomb's map shows prioritized areas based on project scores, helping stakeholders clearly understand how and why projects were selected.