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### Sample Implementation Matrix

This tool is intended to serve as sample matrix to use in structuring a future implementation plan. When the City of Tucson decides on its strategic direction and priority projects for this, and other corridors, this template can be used to outline responsible parties or agencies, establish benchmarks for measuring implementation progress, as well as outlining a timeframe for completion. This tool can also help map out areas of overlap across projects, where multiple initiatives are serving to achieve common goals.

CORRIDOR OPPORTUNITIES - RECOMMENDATION MATRIX					
No.	Corridor Enhancement Opportunity	Recommendation	Lead Agency	Progress and Evaluation	Completion Timeframe
1.	Key Node Identification	Create and initiate affordable renovation/rehabilitation activities for existing improvements, and correction of deficient parking and circulation patterns			
2.	Marketing Corridor Assets with Wayfinding	Utilizing the UNESCO City of Gastronomy designation as a marketing tool for the corridor. Implementation of a wayfinding program that identifies corridor eateries, with directional signage at high visibility intersections and destination signage at landmark corridor businesses		<p><b>Evaluation:</b> Program considered successful if retail businesses experience increased traffic and revenue</p> <p><b>Status:</b> Program will be initiated on 7/1/18</p>	11/15/18
3.	Marketing Corridor Assets with Themed	Marketing efforts for events that tap into the theme of gastronomy, such as food festivals, cook-		<p><b>Evaluation:</b> Program considered successful if retail</p>	Ongoing



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	Events	off events, etc.		businesses experience increased traffic and revenue <b>Status:</b> First event to be held by 7/1/18, a minimum of four (4) events to held annually	
4.	Sidewalk Improvements				
5.					
6.					