D6
Assignment 10
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Traffic and Tribulations: How Hoboken Traffic Laws Have Impacted Road Safety
Design Analysis

KT Decision Matrix:

Needs		Alternatives to provide a knowledge product to inform future policymaking and traffic research					
		Aggregated data for City of Hoboken, research framework for City of Hoboken		Aggregated data for each Hoboken traffic station, research framework for City of Hoboken		Aggregated data for each Hoboken traffic station, research framework for State of New Jersey	
Provide life support		Go		Go		Go	
Economically feasible		Go		Go		Go	
Wants	W	R	$D = W * R$	R	$D = W * R$	R	$D = W * R$
Accuracy/ Recency	10	8	80	9	90	9	90
Readability	9	10	90	10	90	10	90
Policymaking impact	6	5	30	5	30	5	30
Reusable framework	7.5	4	30	4	30	7	52.5
Publicly accessible	7.5	6	45	6	45	6	45
Total			**275**		**285**		**307.5**

After completing this decision matrix, we have determined that while all options are similar for most categories, the benefits in the Accuracy and Reusability categories were the most prominent for the third option, which is to use aggregated data for each Hoboken traffic station and create a research framework applicable to the entirety of New Jersey.

KT Evaluation Matrix:

Adverse consequences	Probability (P)	Severity (S)	Threat (T = P * S)
Aggregated data for city of Hoboken, research framework for City of Hoboken			**7.7**
Unavailable to researchers outside of Hoboken	0.8	5	4
Not specific to problematic intersections	1.0	3	3
May be misused for disinformation purposes	0.1	7	0.7
Aggregated data for each Hoboken traffic station, research framework for City of Hoboken			**4.7**
Unavailable to researchers outside of Hoboken	0.8	5	4
May be misused for disinformation purposes	0.1	7	0.7
Aggregated data for each Hoboken traffic station, research framework for State of New Jersey			**2.3**
Unavailable to researchers outside of New Jersey	0.5	3	1.5
May be misused for disinformation purposes	0.1	7	0.7

After completing this evaluation matrix, we have determined that the final option is still best when considering adverse consequences of all options. This is because this option minimizes the risk of unusability for traffic researchers and maximizes the specificity with which our data includes intersections. This will help show trends over time that may not be visible on the macro level.