

Criteria *the "Yard Stick"*

- Measurements used to select strategies
- Need to be measured objectively - *i.e.*
 - # of acres of wetlands impacted
 - # of homes displaced.
- Subjective criteria must be carefully defined
 - *i.e.* "country feel" means what?
- Criteria may emphasize important issues.
 - *i.e.* Preserving wetlands is priority then
 - 2 X acres in evaluation - doubles score