



## SIERRA CLUB LOMA PRIETA CHAPTER GUIDELINES FOR RESIDENTIAL AND MIXED USE DEVELOPMENT

Revised July 2016

To download: [lomaprieta.sierraclub.org/sustain/guidelines](http://lomaprieta.sierraclub.org/sustain/guidelines)

### Executive Summary



The Sierra Club Loma Prieta Chapter supports grouping new homes, jobs, and services near transit. These communities are more walkable, bikeable, transit-accessible, reduced greenhouse gas emissions and can provide a variety of housing types, sizes, and affordability. Transportation accounts for nearly half of emissions in the Bay Area<sup>1</sup> and reducing transportation demand is the most significant opportunity to meet California's climate change goals.

The Sierra Club Loma Prieta Chapter uses these guidelines to make recommendations on **residential and mixed use development within ½ mile of major transit hubs and along major transit corridors**. They are also referenced when we review commercial development proposals. We publish these to make our evaluation process more transparent for residents, decision makers, planners, and developers and to provide a model for cities to meet AB32 and SB375 climate change goals. The first four pages are our guidelines, which can be treated as a menu of options for a developer to consider when creating a proposal for a residential or mixed use development, followed by a page of footnotes. The final two pages include a score sheet which is used when we consider endorsing a residential or mixed use development.

Developers that are proposing a residential or mixed use development within a ½ mile radius around major transit stations (i.e. Caltrain, BART, Bus Rapid Transit) and along transit corridors (i.e: El Camino Real) should focus on five goals:

1. **Compact Development**
2. **Community and Economic Benefits**
3. **Pedestrian Priority**
4. **Transportation Alternatives**
5. **Energy and Resource Efficiency**

**1. Compact Development** uses less land than conventional low density development. In compact neighborhoods, people are more likely to walk, bicycle and ride transit



#### a. Compact development

- i. Healthy jobs/housing balance<sup>2</sup>: project helps to achieve a healthy jobs/housing balance for the city
- ii. Average Dwelling Units per Acre is at least 40 residential units per acre or higher

#### b. Affordable Housing

- i. Affordable Housing<sup>3</sup> is a minimum of 15% of the unit total. Inclusion of affordable housing should be required as part of any zoning change the city grants

**2. Community and Economic Benefits** are part of a win-win development strategy to create a sense of community and help to ensure new projects result in a positive impact in the community.





- a. **Retail or office space included** to provide essential neighborhood services. Family and local businesses given the highest priority as businesses turn over
- b. **“Walk Score”**<sup>4</sup> or household trip survey to ensure neighborhood needs can be met through walking. Walking access to services that include trips to jobs, daycare, school, parks, senior center, medium-sized grocery store, and recreation should make up at least 50% of trips
- c. **Attractive place-making** with plazas and sidewalks and appealing street facades. Community aesthetic and high quality standards must be achieved
  - i. Pedestrian-friendly sidewalks<sup>5</sup> and intersections to be wide, level and well-lit
  - ii. Public Plaza or Open Space on-site
  - iii. Appealing street facades oriented to a street with parking behind, underground, or on top of the buildings to encourage pedestrian activity and access
  - iv. Combine the open space requirements with other projects, if within 500 feet of the station, into a common pedestrian plaza to work as a “place-making” setting
  - v. Existing natural features restored including creeks, wetland, wooded areas, native plants, etc. Possibly through a Transfer of Development Rights (TDR) to restore Planned Conservation Areas (PCAs)
- d. **Access to services** including open space, parks, health care, schools, recreation or day care
- e. **Other community benefits**
  - i. Community Benefit Agreement<sup>6</sup> to ensure ongoing funding for public amenities and allocates project fees and taxes to public benefits within ½ mile radius of project
  - ii. Meet regional air quality goals<sup>7</sup> to ensure new construction safeguards residents’ health by reducing airborne emissions (e.g. high efficiency boilers)
  - iii. Contribute money to maintain or upgrade public parks or trails
  - iv. Surrounding streets reclaimed for community benefits such as a pedestrian mall
  - v. On-site agriculture or community garden
  - vi. Conform to City Specific Plan<sup>8</sup> and falls within the Cumulative Impact Projections<sup>9</sup>
  - vii. State of the art telecommuting access on-site to reduce driving, e.g. free access to wi-fi
  - viii. Day care facility on-site
  - ix. Car share, bike share stations or shuttle stop onsite or within 3 blocks
  - x. Access to healthy food, including organic, provided by a variety of vendors.

**3. Pedestrian Priority** should be the primary goal for streets and public spaces



- a. **Create a Walkable City**- Walking has many health, environmental, and economic benefits - pedestrian priority ensures walking as the primary mode of transportation
  - i. Pedestrian priority is primary design criteria for block size, streets and public spaces, with bikes second, transit third, and automobiles last, controlling speed wherever possible to create pedestrian convenience
  - ii. Traffic speed limited to 15 mph maximum for pedestrian and bicycle safety. Fatalities rise exponentially above 15 mph<sup>10</sup>
  - iii. “Safe Routes to School integrated”<sup>11</sup> to accommodate the most vulnerable street users first and to serve all ages and abilities
  - iv. Mid-block pedestrian cross walks, paseos, paths and pass-through lobbies onsite<sup>12</sup> to increase the ease of walking through neighborhoods and reduce walking time
  - v. Coordinate with regional planning processes<sup>13</sup> such as Plan Bay Area, adopted Climate Action Plans and the Grand Boulevard Initiative to meet goals and targets

<p><b>4. Transportation Alternatives</b> so residents have options to conveniently and safely commute or run errands without a car</p> 	<p><b>a. Reduce Parking requirements and incentives to drive</b></p> <ul style="list-style-type: none"> <li>i. <u>Provide unbundled parking</u> passed on as rent reduction. When parking is unbundled, fewer spaces are needed and construction cost savings can be passed on to tenants</li> <li>ii. Work with the City to implement a <u>Residential Permit Parking</u><sup>14</sup> zone for existing residential neighborhoods adjacent to the project where needed to protect neighbors from overflow parking</li> <li>iii. <u>Contribute in-lieu fees to build public satellite parking</u><sup>15</sup> to avoid prime real estate from being used for parking garages in new development</li> <li>iv. Site located in an area with <u>parking congestion pricing</u> in a community benefit district<sup>4</sup></li> <li>v. <u>Provide Shared Parking</u><sup>16</sup> for example, make parking spaces available for residential parking at night and for office/commercial parking during the day. This can be successful in mixed-use buildings where office/commercial hours are limited to daytime use</li> </ul> <p><b>b. Bicycle Convenience</b></p> <ul style="list-style-type: none"> <li>i. <u>Implement the City Bicycle Master Plan</u><sup>17</sup> by building relevant portion at development</li> <li>ii. <u>Provide one free, gender-secure bike parking</u><sup>18</sup> spot per unit in residential developments.</li> <li>iii. <u>Include a 10% bike-to-car parking ratio</u> for public or guest parking</li> <li>iv. <u>Provide signage and direct connection to designated bike lane, route or path</u> to encourage bicycling and create a “way-finding”<sup>19</sup> system for pleasant safe bike travel</li> <li>v. <u>Bike share is on-site</u> or within three blocks of project site</li> </ul> <p><b>c. Public Transit / Transportation Management</b></p> <ul style="list-style-type: none"> <li>i. <u>Incentives for transit use</u> with transit passes provided or subsidized by developer to residents and by companies to employees for the first year or more</li> <li>ii. <u>Provide or financially support public shuttles</u> to transit hubs through development fees.</li> <li>iii. <u>Provide Mobility Management program</u><sup>20</sup> to provide or support car share, van pool, bike share, etc</li> <li>iv. <u>Include Traffic Demand Management (TDM) program</u><sup>21</sup></li> <li>v. <u>Locate on major bus line corridor</u></li> </ul>
<p><b>5. Energy and Resource Efficiency</b> prioritized so buildings and streets provide healthy work and living environments with a low carbon footprint</p> 	<p><b>a. Resource Efficiency Features</b></p> <ul style="list-style-type: none"> <li>i. <u>Strive for zero waste</u> and plan for efficient water usage, sewage disposal, and energy use, working with local water and sewage agencies and public utilities (e.g. PG&amp;E) to minimize and mitigate environmental impacts</li> <li>ii. <u>Meet LEED, LEED Neighborhood Development, or LEED Equivalent design</u></li> <li>iii. <u>Low Impact Development (LID)</u><sup>22</sup> to reduce hardscape for storm water management</li> <li>iv. <u>Provide electric car parking with Class 2 charging spots</u> in, at minimum, 10% of parking &amp; include public access to electric car stations as a public benefit where possible</li> <li>v. <u>Deconstruct 70%</u><sup>23</sup> or more of existing structures being demolished</li> <li>vi. <u>Use Forest Stewardship Council (FSC) wood and recycled wood</u><sup>24</sup> or wood from deconstruction for at least 75% of the project’s wood needs, including wood used during construction.</li> <li>vii. <u>Grey water reuse programs</u></li> <li>viii. <u>Direct connection to designated urban trail system</u></li> <li>ix. <u>Sustainable landscaping</u><sup>25</sup> / rooftop garden</li> <li>x. <u>Solar Panels or Net Zero Energy Building</u><sup>26</sup></li> <li>xi. <u>Bird-Friendly building and site design</u><sup>27</sup></li> </ul>

## Endnotes:

<sup>1</sup> **Bay Area Air Quality Management District** – Emissions Inventory Summary Report, May 17, 2011

<sup>2</sup> **Healthy jobs /housing balance** - The California Department of Finance considers a 1.5 jobs-to-housing unit ratio to be healthy. Any ratio above 1.5 Jobs/housing unit signifies there is insufficient number of housing units to meet the needs of the local workforce. The EIR for the precise plan will specify the anticipated jobs growth and the anticipated number of residential units generated by the precise plan.

<sup>3</sup> **Affordable Housing** – Housing affordable to individuals and families making between 30% to 120% of Area Median Income (AMI) as defined by the U.S. Department of Housing and Urban development (HUD).

<sup>4</sup> **Walk Score** - A web tool for comparing the walkability of a neighborhood by computing the time it would take a person to walk from a their home or place of work to common destinations such as the local coffee shop, a grocery store, a car share location, etc. The walkscore varies from 1 to 100 with 100 the most convenient and 1 the least convenient. [www.walkscore.com](http://www.walkscore.com) Walking convenience can also be measured by a Household Trip Survey - [www.bts.gov/programs/national\\_household\\_travel\\_survey/](http://www.bts.gov/programs/national_household_travel_survey/)

<sup>5</sup> **Pedestrian-Friendly Sidewalks** – Minimum width of 7' wide, level, with planting strip if directly adjacent to moving traffic, designed for enhancing and encouraging pedestrian traffic and pedestrian priority.

<sup>6</sup> **Community Benefit Agreement (CBA)** – A Community Benefit Agreement is a project-specific, negotiated agreement between a developer and a broad community coalition that outlines the project's contributions to the community and ensures community support for the project. CBAs are developed to ensure that developers receiving the benefits of transit-oriented developments could be held accountable to generate the project benefits that were promised. Benefits addressed in CBAs may include living wages, local hiring and training programs, affordable housing, environmental remediation as well as funds for community programs such as shuttles, beautification, neighborhood improvements. The principal goal of a Community Benefit District is to achieve the goals of a Transit Oriented District. Some research reveals that newly created transit rich districts can set in motion a cycle of unintended consequences in which core transit users- such as renters and lower-income households- are priced out in favor of higher income, car-owning residents who are less likely to use public transit for commuting. <http://www.dukakiscenter.org/storage/TRNEquityFull.pdf>

<sup>7</sup> **Regional Air Quality** – Meet requirements of the Bay Area Air Quality District (BAAQMD) 2010 Clean Air Plan and 2009 Regional Transportation Plan for the San Francisco Bay Area to protect and improve public health, air quality and global climate. During construction, strategies to reduce project emissions include new diesel equipment with hybrid motors. <http://www.baaqmd.gov/Divisions/Strategic-Incentives/Heavy-Duty-Vehicles.aspx>. After construction, strategies include increasing affordable housing (residents own fewer cars), un-bundled parking, reduce parking to one space per unit, offer transit passes, etc. [http://www.mtc.ca.gov/planning/2035\\_plan/](http://www.mtc.ca.gov/planning/2035_plan/)

<sup>8</sup> **City Specific Plans** – A specific plan is an overlay on the General Plan that lays out the city's requirements that a developer must meet to build in a specific area. Specific plans describe the types of building usage, the density allowed per building type, the visual appearance of the buildings, street widths and character, and the relationships between adjacent buildings within a clearly defined zoning area - often a transit-oriented zone or a downtown. Specific Plans are usually more detailed than either basic zoning plans or General Plans.

<sup>9</sup> **Cumulative Development Impact Projections** – The overall impact to a designated neighborhood once all anticipated developments are built in that neighborhood. This is used to analyze future traffic impacts & parking needs as well as future levels of pollution, noise, visual impact, and other impacts.

<sup>10</sup> **Pedestrian fatalities and auto speed** - <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/factsheets/safety>

<sup>11</sup> **Safe Routes to School** – A travel route designed to increase the number of children who walk or bicycle to school by removing the barriers that currently prevent them from doing so. Those barriers include lack of pedestrian infrastructure, unsafe intersections, and lack of programs that promote walking and bicycling. [www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm](http://www.dot.ca.gov/hq/LocalPrograms/saferoutes/saferoutes.htm)

<sup>12</sup> **Pedestrian Allée, pass-through lobby, path** - A pedestrian-only passageway separated from auto traffic. e.g. In Mountain View along Castro Street downtown, there are attractive mid-block allées connecting Castro Street sidewalks with parking lots located behind buildings.

<sup>13</sup> **Regional Planning Process Plan Bay Area Priority Development Areas** - [www.bayareavision.org/initiatives/prioritydevelopmentareas.html](http://www.bayareavision.org/initiatives/prioritydevelopmentareas.html), Grand Boulevard Initiative - [www.grandboulevard.net](http://www.grandboulevard.net), and FOCUS - [www.bayareavision.org/initiatives/index.html](http://www.bayareavision.org/initiatives/index.html)

<sup>14</sup> **Residential Parking Permit** – City parking restriction program to protect residential area street parking for use primarily by area residents. Plan for getting parking right: [http://www.mtc.ca.gov/planning/smart\\_growth/parking/2-2-12/12-Jeff\\_Tumlin\\_Nelson\\_Nygaard\\_Summary\\_and\\_Key\\_Lessons.pptx](http://www.mtc.ca.gov/planning/smart_growth/parking/2-2-12/12-Jeff_Tumlin_Nelson_Nygaard_Summary_and_Key_Lessons.pptx)

<sup>15</sup> **Satellite Parking** – Some cities, such as Portland, Oregon have low or no parking requirements in downtown buildings because the city provides public parking structures, in preferred locations, using "in-lieu" developer fees.

<sup>16</sup> **Shared Parking** – Private parking open to public use at certain times e.g. parking in office buildings is open for public parking at night; in Mountain View, CA, condo residential parking is shared with CalTrain commuters, during the day.

<sup>17</sup> **Bicycle Master Plan** – a document that describes long-range planning for developing bicycle infrastructure in a city, with emphasis on designating and expanding bike routes, fostering a safe environment for cycling, and promoting bicycling as a viable transportation option. It usually details connecting bike lanes to create continuous, safe bicycling routes.

<sup>18</sup> **Gender Secure Parking** -- Bicycle parking that is visible, accessible, and secure the bicycle and user from theft and harm.

<sup>19</sup> **Way-finding System**- Signage and other visual cues to help people move through a city and feel comfortable doing that because of the way-finding design

<sup>20</sup> **Mobility Management Program** – Used to increase the demand for multimodal transportation by providing convenience and cost savings through the use of advanced technologies (e.g., cellphones and contactless smart cards) to link travelers with transportation alternatives. This concept promotes sustainable transport by changing travelers' attitudes and behavior. At the core of Mobility Management are "soft" measures like information and communication, organizing services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new streetcar or bus lines, new shuttles and new bike lanes). Mobility Management do not necessarily require large financial investments and may have a high benefit-cost ratio e.g. [www.avego.com](http://www.avego.com), <http://www.ridejoy.com> and other sites provide peer-to-peer car-share.

<sup>21</sup> **Traffic Demand Management Program** – e.g. The City of San Carlos requires TDM for residential projects over a certain size and includes a good description of TDM in its new zoning code at: [www.codepublishing.com/CA/SanCarlos/html/SanCarlos18/SanCarlos1825.html#18.25](http://www.codepublishing.com/CA/SanCarlos/html/SanCarlos18/SanCarlos1825.html#18.25)

<sup>22</sup> **Low Impact Development (LID)** – Low Impact Development is a sustainable practice that benefits water supply and contributes to water quality protection. <http://www.lowimpactdevelopment.org/links.htm> <http://www.lowimpactdevelopment.org/links.htm>

<sup>23</sup> **Deconstruction** is the selective dismantlement of building components, specifically for reuse, recycling and waste management to reduce landfill

<sup>24</sup> **Forest Stewardship Council (FSC)** -- an international, not for-profit, multi-stakeholder organization established in 1993 to promote responsible management of the world's forests. <http://www.fscus.org/>

<sup>25</sup> **Sustainable Landscaping** requires minimal resource inputs such as fertilizer, pesticides, gasoline, time and water, is regenerative and sequesters carbon, cleans the air and water, restores habitat, creates significant economic, environmental and social benefits and contributes to development of a healthy community.

<sup>26</sup> **Net Zero Energy Building** – a building with zero net energy consumption and zero carbon emissions annually.

<sup>27</sup> **Bird-Friendly Design**: Reduced glass reflectivity and light pollution, habitat and other means to reduce bird fatalities and safety. For an example of ordinance see <http://sf-planning.org/standards-bird-safe-buildings>, <http://sanjoseca.gov/DocumentCenter/View/35638>

<b>SCORESHEET FOR RESIDENTIAL AND MIXED USE DEVELOPMENT, Page 1</b>	Project Name, City: Submitted by, Date:
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**Items in blue shaded rows are mandatory to consider endorsing a Downtown or Station Area Plan**

FOCUS	GOAL	SCORING					TOTAL
		Instructions: To score project, go row-by-row and write total at end of each row unless “**” is written next to the total score where you select the highest score applicable. Add up totals column for project score					
1. Compact Development	a. Dwelling Units per Acre	At least 40 units/acre (2 pt.)	At least 50 units/acre (4 pt.)	At least 60 units/acre (6 pt.)	At least 70 units/acre (8 pt.)	At least 80 units/acre (10 pt.)	** / Max.10
	b. Affordable Housing <sup>3</sup>	At least 15% of units affordable (2 pt.)	At least 20% of units affordable (4 pt.)	At least 25% of units affordable (6 pt.)	At least 50% of units affordable (8 pt.)	100% of units affordable (10 pt.)	** / Max.10
2. Community and Economic Benefits	a. Amount of Mixed-use Retail or Office Space	At least 5,000 sf or 10% of Ground floor (1 pt.)	At least 7,500 sf or 20% of Ground floor (2 pt.)	At least 10,000 sf or 30% of Ground floor (3 pt.)	At least 12,500 sf or 50% of Ground Floor (4 pt.)	More than 15,000 sf or > 75% of Ground floor (5 pts.)	/ Max. 5
	b. “Walk Score” <sup>4</sup>	55% Walk Score (1 Pt.)	65% Walk Score (2 Pt.)	75% Walk Score (3 Pt.)	85% Walk Score (4 Pt.)	> 95% Walk Score (5 Pt.)	/ Max. 5
	c. Attractive Place Making	i. Pedestrian-friendly sidewalks <sup>5</sup> and intersections (1 pt.)	ii. Public Plaza or open space (1 pt.)	iii. Appealing street facades. Minimal parking near street (1 pt.)	iv. Combine Open Space Requirements with nearby projects (1 pt)	v. Restore existing natural features on-site or off-site (1 pt.)	/ Max. 5
	d. Access to Services	Public Park within 1/2 mile (1 pt.)	Public Open Space within 1/2 mile (1 pt.)	Healthcare Facility within 1/2 mile (1 pt.)	Recreational Center within 1/2 mile (1 pt.)	School within 1/2 mile (1 pt.)	/ Max. 5
	e. Other Community benefits	i. Community Benefit Agreement <sup>6</sup> (1 pt.)	ii. Meets Regional Air Quality Goals <sup>7</sup> (1 pt.)	iii. Contribute \$ to maintain or upgrade offsite public parks/trails (1 pt.)	iv. Surrounding streets reclaimed for community benefit (1 pt.)	v. On-site agriculture or community garden (1 pt.)	/ Max. 5
		vi. Conforms to Specific Plan (1 pt.)	vii. State of the art telecommunications access (1 pt.)	viii. Day care facility on site (1 pt.)	ix. Car share or shuttle stations onsite (1 pt)	x. Other community benefits (1 pt.)	/ Max. 5
3. Pedestrian Priority	a. Create a Walkable City	i. Pedestrian convenience is the primary design criteria (1 pt.)	ii. Limit speed to 15 mph max on adjacent streets <sup>10</sup> (1 pt.)	iii. "Safe Routes to School" <sup>11</sup> (1 pt.)	iv. Mid-block pedestrian allée, pass-through lobby or path, on-site <sup>12</sup> (1 pt.)	v. Coordinate with regional planning processes <sup>13</sup> (1 pt.)	/ Max. 5
<b>PAGE 1 TOTAL</b>							

**SCORESHEET FOR  
RESIDENTIAL AND MIXED  
USE DEVELOPMENT, Page 2**

Project Name, City:  
Submitted by, Date:

*Items in blue shaded rows are mandatory to consider endorsing a Downtown or Station Area Plan*

FOCUS	GOAL	SCORING					TOTAL
		Instructions: To score project, go row-by- row and write total at end of each row unless “**” is written next to the total score where you select the highest score applicable. Add up totals column for project score					
4. Transportation Alternatives	a. Reduce Parking Requirements and Driving Incentives	i. Provide unbundled parking (1 pt.)	ii. Work with City to provide Residential Permit Parking <sup>14</sup> (1 pt.)	iii. Contribute in lieu fees to build public satellite parking <sup>15</sup> (1 Pt.)	iv. Located in an area with parking congestion pricing (1 pt.)	v. Shared parking <sup>16</sup> in mixed-use projects (1 pt.)	/ Max. 5
	b. Bicycle Convenience	i. Implement relevant portions of the City Bicycle Master Plan <sup>17</sup> (1 pt)	ii. One free gender-secure <sup>18</sup> bike parking spot per unit (1 pt.)	iii. 10% or more bike-to-car parking ratio for public and guest parking (1 pt.)	iv. Way-finding <sup>19</sup> signage and direct connection to bike route (1 pt.)	v. Bike Share onsite or within 3 Blocks (1 pt.)	/ Max. 5
	c. Public Transit and Mobility Management	i. Incentives for Transit Use (1 pt.)	ii. Provide or financially support shuttles (1 pt.)	iii. Provide Mobility Management program <sup>20</sup> (1 pt.)	iv. Include Traffic Demand Management (TDM) program <sup>21</sup> (1 pt.)	v. Located on major bus line corridor (1 pt.)	/ Max. 5
5. Energy and Resource Efficiency	a. LEED or GreenPoint rated (GPR)	ii LEED Silver or GPR of 75 pts. (1 pt.)	LEED Gold or GPR of 100 pts. (2 pts.)	LEED Platinum or GPR of 125 pts. (3 pts.)	LEED Neighborhood Development Gold (4 pts.)	LEED Neighborhood Development Platinum (5 pts.)	**/ Max. 8
	b. Additional Resource Efficient Features	iii. Low Impact Development (LID) <sup>22</sup> (1 pt.)	iv. Class 2 electric car charging stations at least 10% of parking (1 pt.)	v. Deconstructed 70% or more <sup>23</sup> (1 pt.)	vi. FSC or recycled wood used for at least 75% <sup>24</sup> (1 pt.)	vii. Grey water reuse program or describe other feature (1 pt.)	/ Max. 5
	c. Additional Features or Innovations Describe	viii. Direct connection to urban trail system (1 pt.).	ix. Sustainable landscaping <sup>25</sup> , roof top garden, etc (1 pt.)	x. Solar panels and/or Net Zero Energy Building <sup>26</sup> (1 pt.)	xi. Bird-Friendly design <sup>27</sup> or describe other feature (1 pt.)	Other Feature or innovation (describe) (1 pt.)	/ Max. 5
<b>Page 1 Total</b>							
<b>Page 2 Total</b>							
<b>TOTAL PROJECT SCORE</b> Minimum 50 points to be considered for endorsement							/ Max.88