

Strategic Plan Update (2025-2029)

The San Mateo County Transportation Authority (TA) updates its Strategic Plan every five years to provide a policy framework for the implementation of the local transportation sales taxes known as Measures A and Measure W. The current Strategic Plan (2020-2024) is set to expire by the end of this year.

As part of the Strategic Plan 2025-2029 development process, we are reevaluating how we prioritize funding for projects proposed by project sponsors (such as the county, cities, or transit agencies) and establish future actions that the TA can help support or lead over the next five years.

Project Overview

The Strategic Plan is a five-year plan that identifies the policies, procedures, and methods for effectively administering funds generated from Measure A and 50 percent of funds from Measure W.

The goal of the Strategic Plan update is to ensure funding is aligned with community needs and evolving priorities and facilitate efficient and impactful resource allocation. Community and stakeholder input will help shape how funding is given out and where the TA should focus its resources next five years.

Why is the TA updating its Strategic Plan?

The Strategic Plan update is a chance for the TA to look back on achievements in six key funding areas covered by Measure A and W. These funding areas include:



The TA is excited to work with agency committees, county partners, cities, towns and the public to learn how to prioritize funding allocation, expedite the administration of funds, and how to improve technical assistance offerings for project implementation.

Timeline

April - May 2024

Travel Patterns & Needs Assessment
Review of Strategic Plan 2020-2024 Progress

Phase 1

June - July 2024

Financial Projection Updates
Policy Update Recommendations

Phase 2

August 2024

Evaluation Criteria Recommendations
Program Administration, Technical Assistance, & Monitoring Recommendations

Phase 3

Sep. - Dec. 2024

Create the Admin and Public Review Draft
TA Board Adoption

Phase 4

GOALS

The 2025-2029 TA Strategic Plan aims to improve transportation in San Mateo County through the following objectives:

- » **Project Evaluation:** Asses the progress of funded and completed projects from 2020-2024 and highlight notable achievements.
- » **Stakeholder Engagement:** Ask stakeholders and city/town sponsors for input on how to improve internal processes, how to support partner agencies, and plan for technical assistance.
- » **Community Engagement:** Ensure public input and priorities are reflected in the project funding programs.
- » **Optimize Grant Funding:** Ensure evaluation criteria for projects are strategically aligned with state and federal funding opportunities.
- » **Integration of Planning Policy:** Integrate individual planning initiatives, such as the Short-Range Highway Plan and Alternative Congestion Relief/Transportation Demand Management Plan into a cohesive Strategic Plan for San Mateo County.

What is Technical Assistance?

Technical assistance provided by the TA is intended to advance sponsor project delivery by:

- » Offering technical trainings for local jurisdictions such as Complete Streets best practice workshops;
- » Providing TA staff and consultant support to lead projects on behalf of local jurisdictions when staffing needs arise or multijurisdictional coordination is required; and,
- » Obtaining grant funds to help sponsors better leverage Measure A and W funds.

Stay Informed

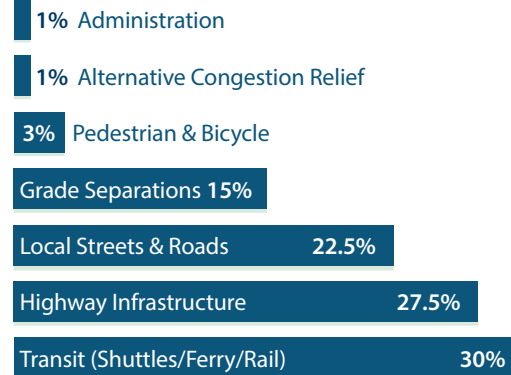
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How Are Funds Used Today?

The charts show how Measure A and Measure W funds are currently allocated. While the allocations cannot be changed during the Strategic Plan update process, the funding categories helps to provide insights on the available budget.

Measure A (2009-2033)



Measure W (2019-2049)

