



SAN MATEO COUNTY

**Transportation  
Authority**

# Measure A & W Strategic Plan 2020- 2024 Outreach Process

March 7, 2019

Board of Directors – Agenda Item#12 (b)



# Presentation Summary

- **Strategic Plan Purpose & Overview**
- **Recent Outreach History**
- **Outreach Purpose & Goals**
- **Outreach Process & Timeline**



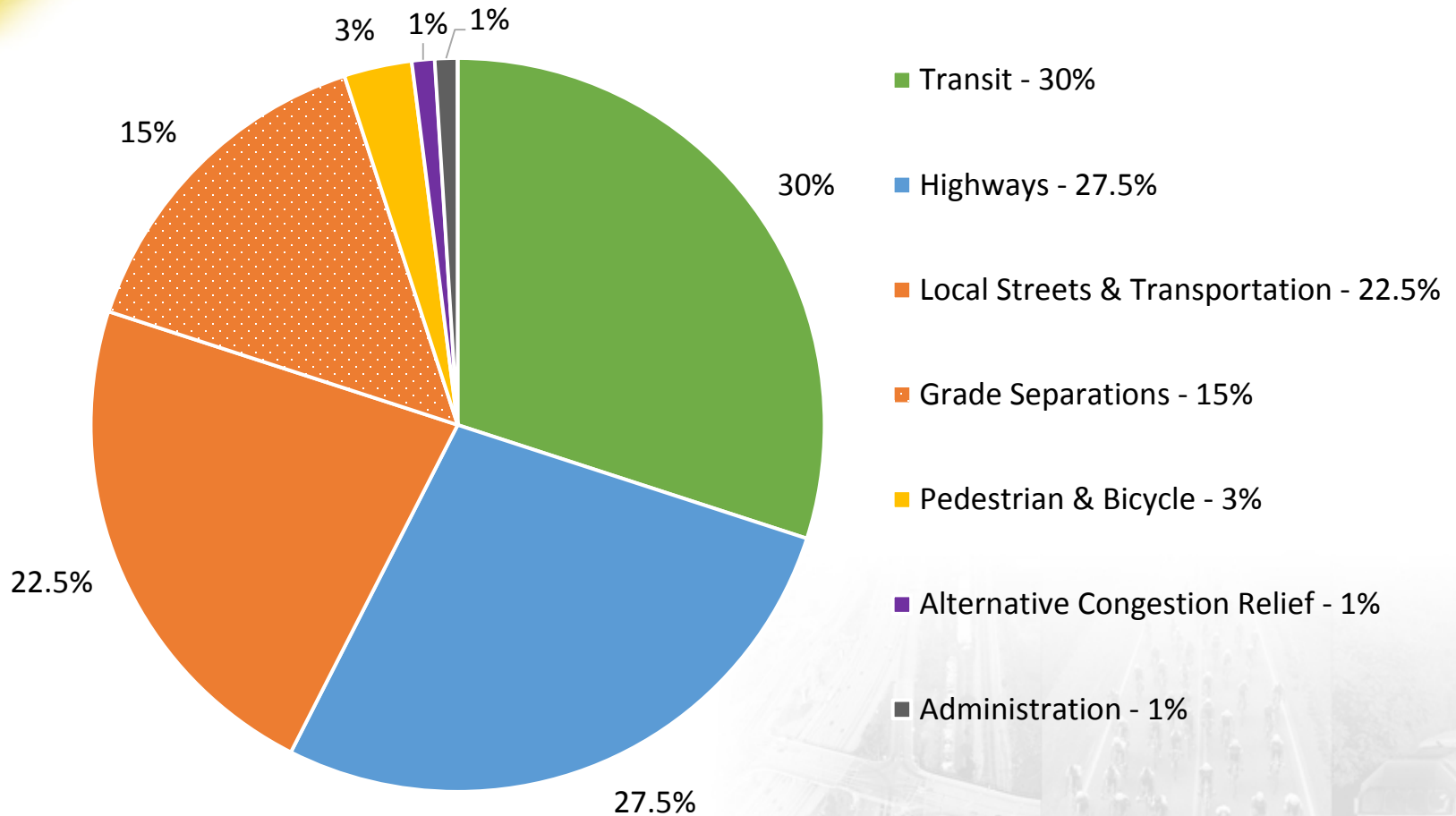


# Strategic Plan Purpose & Overview

- **One Plan for 2 Measures**
- **Policy framework for program implementation**
  - Project prioritization & evaluation criteria
  - Project initiation procedures
- **Measure A: update Plan every 5 years**
- **Measure W: Plan adoption with broad based outreach**

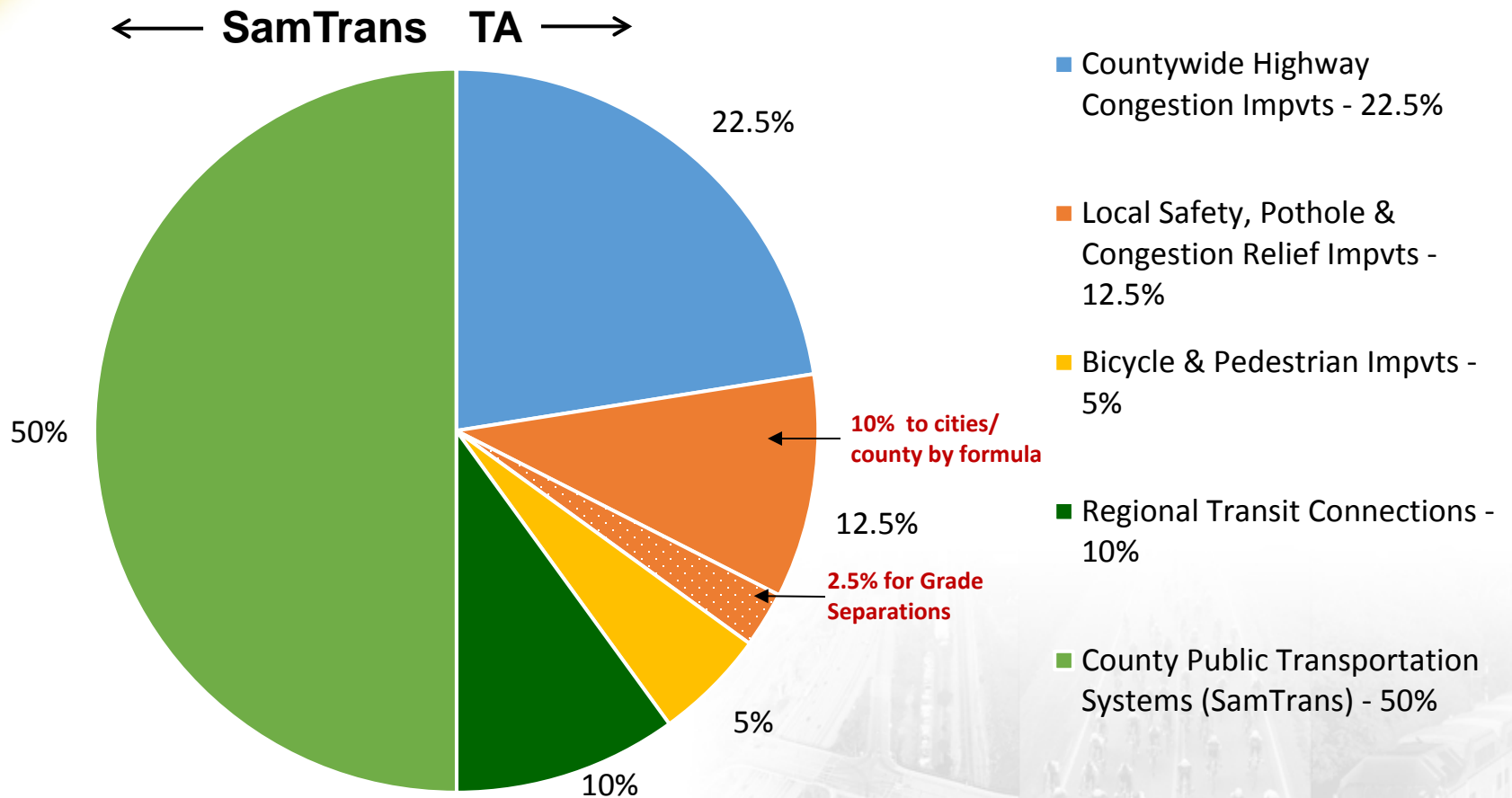


# Measure A – Program Categories



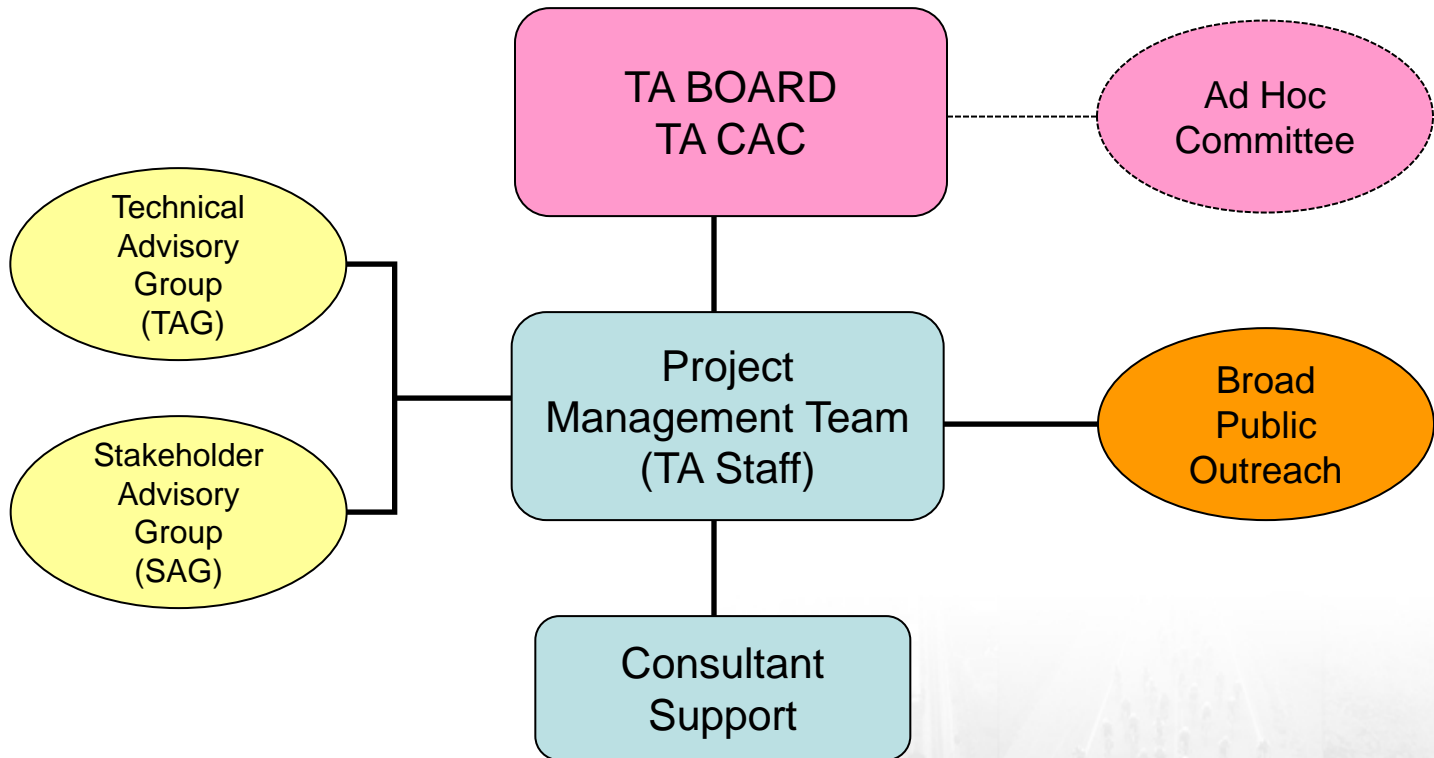


# Measure W – Program Categories





# Proposed Project Management Structure





# Plan Development Schedule

2019

## TASK

1 - Project Management

Work Sessions w/ TA Staff

## 2 - Public Outreach

- SAG Meetings

- TAG Meetings

- County BOS Meetings

- TA Board + CAC Meetings

- Community Engagement

3 - Past Progress/Challenges, Measure A & W Goals/Principles, Best Practices

4 - Existing Conditions/ Trends/ Projections Analysis, Linkages w/ Related Plans

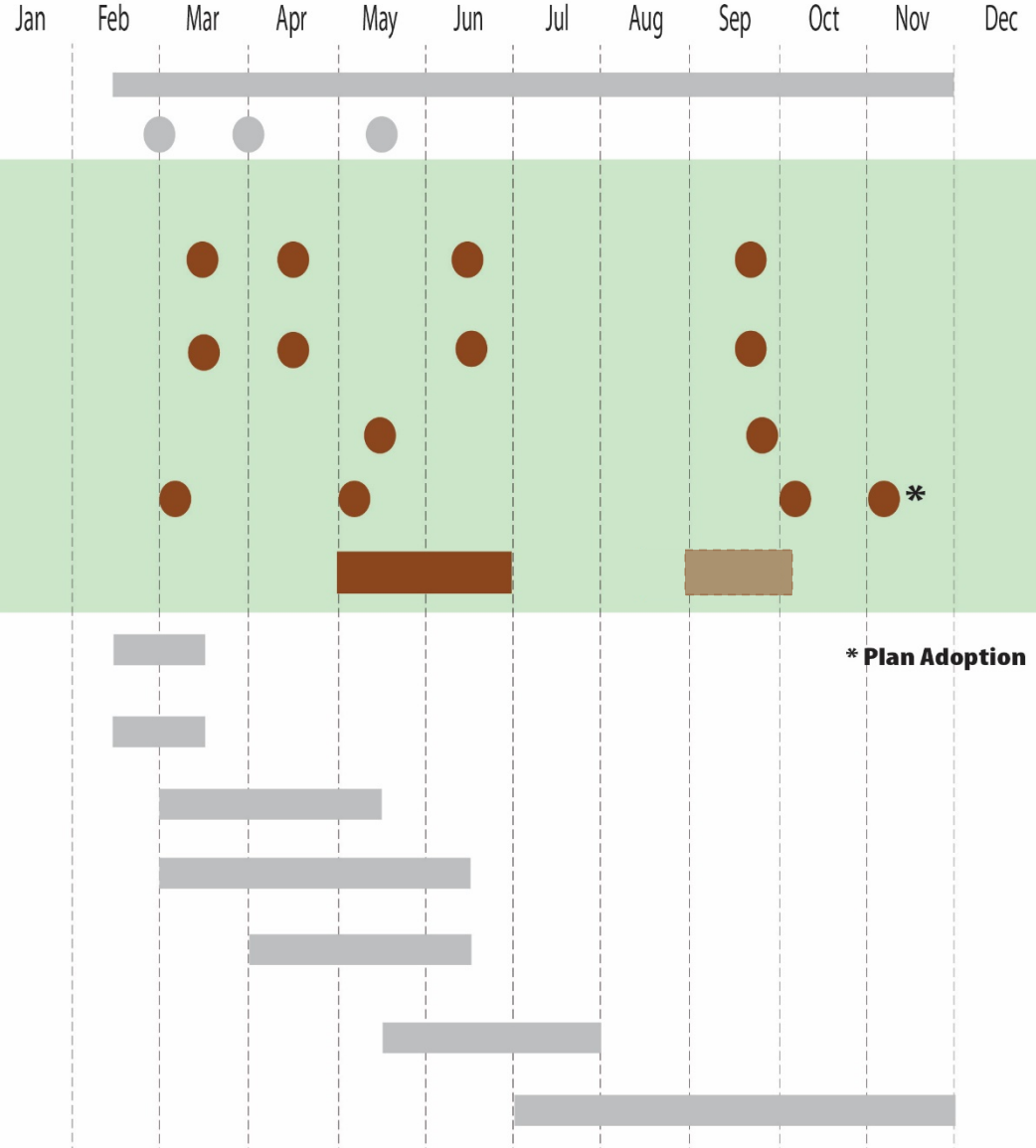
5 - Financial Projections/ Needs Analysis

6 - Program & Project Selection Progress

7 - Develop Recommendations to Improve Program Effectiveness

8 - Development of Tool to Assess Project Effectiveness

9 - Prepare Draft & Final Strategic Plan



\* Plan Adoption



# Get Us Moving Outreach History

- **Raised awareness of transportation conditions & helped identify needs**
- **Coordinated by SamTrans and County**
  - **Worked with Ad Hoc, Steering and Citizen Advisory Committees; stakeholder & technical advisory groups; key stakeholders; and general public to draft expenditure plan**
- **Expenditure plan served as the basis for Measure W**





# Strategic Plan: Outreach Purpose & Goals

- **Education about TA Measure A and W Strategic Plan purpose and how to influence its development**
- **Encourage community engagement in the process**
- **Gain input from key stakeholders and public to shape policy framework**
  - **Implementation plan**
  - **Project selection criteria and metrics**
  - **Policies to improve project delivery**



# Board & CAC Involvement

- **Receive progress reports at key points of Strategic Plan effort**
- **Review input from public outreach/ engagement efforts**
- **Provide direction to Staff for key plan components**



# Advisory Groups

## Stakeholder Advisory Group (SAG)

- More than 70 community partners, business representatives and civic organizations

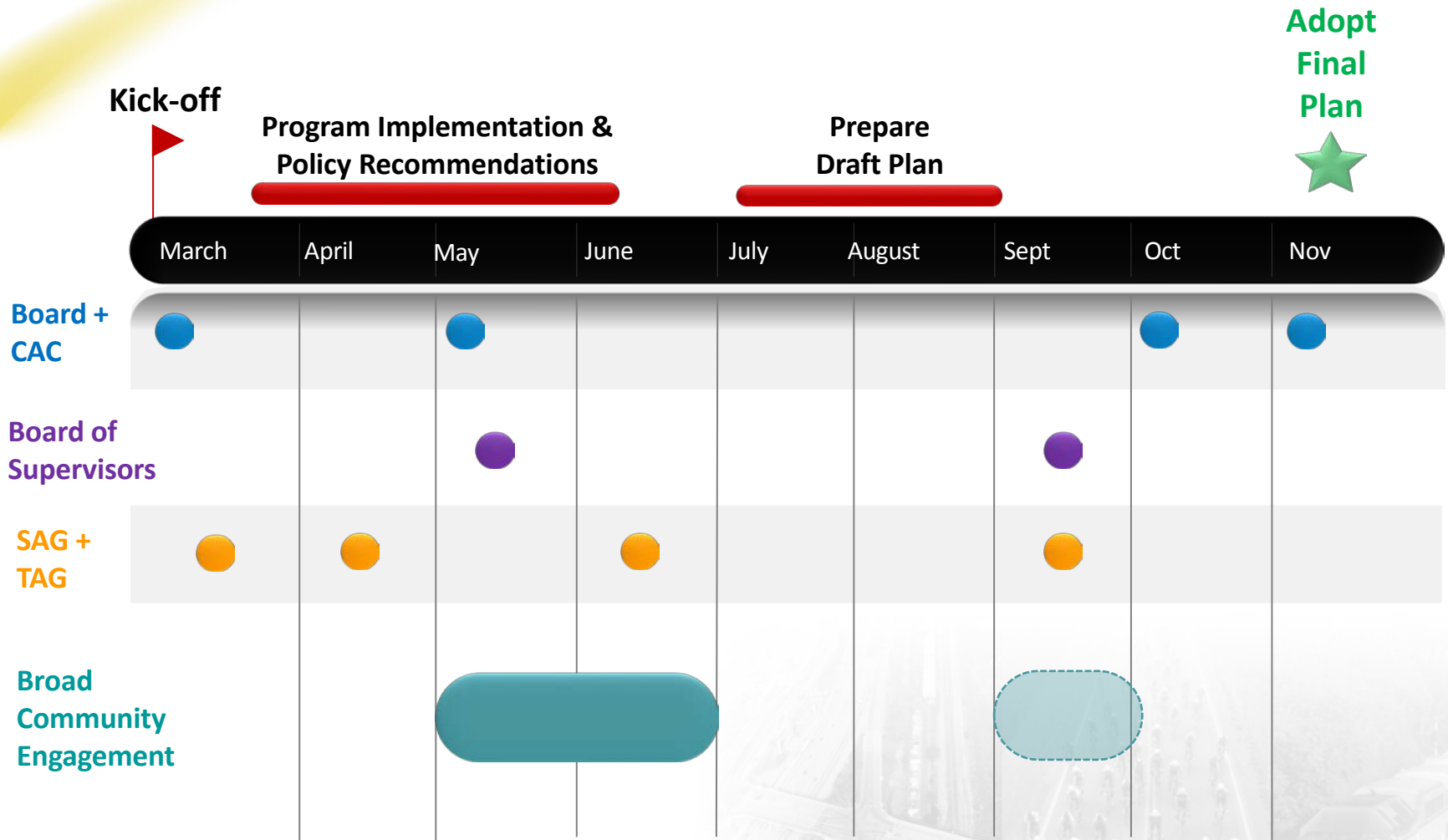
## Technical Advisory Group (TAG)

- Representatives from the County, cities, and other public agencies

*Both groups will provide input to Strategic Plan development, including policy framework and evaluation criteria*



# Outreach Timeline



Note: Ad Hoc meeting throughout



# Broad Community Outreach

- **Town Halls** (north, mid, south county and coast)
- **Presentations to civic/business groups, Sister Agencies & County Board of Supervisors**
- **Community pop-up events**
- **Online/mobile surveys such as prioritization**
- **Traditional & social media, multi-lingual materials**
- **Dedicated webpage**



# Next Outreach Steps

- **Late March 2019: First SAG and TAG meetings**
- **Late April: Second SAG and TAG meetings**
- **Early May: Update to CAC and Board**
- **May/June: First Town Hall Meeting & Public Engagement**