



Measure A Strategic Plan 2014-2019

Board of Directors
December 4, 2014
Agenda Item #11a



Presentation Outline

- Purpose of the Strategic Plan
- Update on development process
- Additional Comments from 30-day public outreach period
- Summary of Next Steps



Purpose of the Strategic Plan

- **Purpose - sets policy framework and guiding principles for:**
 - Funding prioritization and evaluation criteria used for the selection of projects
 - Procedures for sponsors to initiate and implement projects
- **Measure A requires a Strategic Plan, updated at least every 5 years**

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Strategic Plan Development Process

June-August:

- Looked at past Plan accomplishments
- Reviewed demographic and travel data
- Assessed financial outlook for next 5 years
- Conducted stakeholder outreach

Oct. 2: Draft Plan framework to Board

Oct. 10: Draft Plan released, start of 30-day public comment period

November: Plan finalized with public input

Dec. 4: Board adoption of Final Plan

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Additional Comments from 30-day Public Outreach Period

- Include all relevant stakeholders in efforts to solve transportation issues

The TA continues to coordinate with key stakeholders in countywide transportation planning efforts

- Support for inclusion of Complete Streets in project selection criteria, expand to Local Streets and Transportation Program (LSTP)

Cities and county are required by the state to plan for Complete Streets, sponsors have discretion on LSTP project selection

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Additional Comments from 30-day Public Outreach Period

- 3 percent share of Measure A for pedestrian/bicycle program is insufficient

3 percent share is governed by the Transportation Expenditure Plan, sponsors can apply for other grants to supplement Measure A funds

- Concerns expressed about the Calera Parkway highway project proceeding

Project specific concerns are outside purview of Strategic Plan

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Summary of Next Steps

- Continue competitive program funding calls
- Better align timing of Measure A calls based on external grant cycles and project needs
- Develop CIP for large competitive capital programs
- TA to coordinate with key stakeholders on countywide transportation planning efforts
 - *SamTrans Mobility Management Plan*
 - *TA Alternative Congestion Relief Plan*
 - *C/CAG Countywide Transportation Plan*
- Include Complete Streets & Sustainability in project selection criteria

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Summary of Next Steps

- Require sponsor coordination with the TA to determine entities best suited to deliver projects as part of the application process
- Debt financing to be considered when appropriate to advance projects
- Explore and develop metrics to determine if programs/projects meet Measure A goals

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