



## *Goals and Objectives*

**Fiscal Years 2009 – 2012**

*To Be Adopted: April 29, 2009*

**Goal 1**      **Aggressively pursue all available Federal and State funding options in order to initiate transportation development projects including those that meet criteria for “shovel ready”, one-time-only stimulus funds.**

**Objectives:**

- a. Involve Board members in successfully securing Federal Infrastructure Stimulus funds for high priority regional projects that:
  - a. provide a demonstrated benefit to the region’s transportation system;
  - b. meet the criteria of equity among jurisdictions;
  - c. meet project delivery requirements; and
  - d. have a likelihood of meeting the funding time limits.
- b. Support the legislative initiative of Santa Cruz County to allow a simple majority or 55% of voters to approve funding for transportation projects.
- c. Continuously monitor the economic and political climate for indications that a sales tax measure to support transportation projects would be favorably received by voters.
- d. Direct staff to qualitatively consider the economic impact of development fees for proposed projects in the guidance provided by the Transportation Agency to land use agencies.
- e. In coordination with member agencies, actively support transportation-related policies and projects that are business friendly in terms of the retention or expansion of existing businesses and that have the potential to attract new business to the region.
- f. Use transportation projects to promote regional cooperation and partnerships among contiguous jurisdictions including the coordination and utilization of available grants and staff resources.

**Goal 2      Prioritize funding to maximize timely construction of high priority projects on State highways, rail and rapid transit corridors, and local roads and streets.**

**Concurrently, pursue innovative, cost effective approaches that result in incremental progress on projects that are crucial to safety, congestion alleviation and development of alternative transportation programs.**

**Objectives:**

- a. Fast track highway projects that are fully funded that address safety issues and support crucial local industries including tourism and agriculture.
- b. Seek funding from all available sources for priority projects on a regional basis that have a reasonable chance of full funding, or have a significant State or Federal matching funds.
- c. Employ traffic modeling technologies, corridor management system techniques and other cost effective strategies to incrementally continue progress on other crucial projects that currently lack full funding.
- d. Continue progress on alternative transportation projects that support smart growth, the development of light rail and bus rapid transit.
- e. Continually monitor the progress of project completion of vendors under all projects funded by the Transportation Agency.
- f. Consider interim development of railroad right-of-way properties for local beautification or bicycle/pedestrian uses.
- g. Collaborate with non-member, transportation-related agencies to maximize utilization of air and marine resources as integral parts of the transportation system.

**Goal 3**      **Continue the engagement and involvement of the Board in becoming the conduits of communication, advocacy and involvement for the member agencies, contiguous jurisdictions, the community and the staff.**

- a. Direct the Agency staff to develop strategic exposure for Board members to alternative transportation opportunities and options.
- b. Continue the highly effective outreach of Agency staff to member agencies and direct the staff to equip Board members with multilingual materials to ensure equitable communication to all communities.
- c. Direct staff to continue to create reports which would detail:
  - a. the equitable apportionment of available funds on a regional basis;
  - b. a listing of projects that were completed during the year and their respective budgetary and time parameters;
  - c. and progress-to-date on high priority projects that currently lack funding but are in active planning and design stages.
- e. Create a user-friendly manual of Agency projects, procedures, vocabulary and acronyms.
- f. Schedule time as appropriate at Board meetings for to share information on “best practices” relating to transportation; or suggestions on opportunities for coordination with other jurisdictions; or emerging needs.

Attached: Transportation Agency High Priority Regional Projects