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

- Transit: 30%
- Highways: 27.5%
- Local Streets & Transportation: 22.5%
- Grade Separations: 15%
- Pedestrian & Bicycle: 3%
- Alternative Congestion Relief: 1%
- Administration: 1%
Measure W – Program Categories

- Countywide Highway Congestion Impvts - 22.5%
- Local Safety, Pothole & Congestion Relief Impvts - 12.5%
- Bicycle & Pedestrian Impvts - 5%
- Regional Transit Connections - 10%
- County Public Transportation Systems (SamTrans) - 50%

10% to cities/county by formula
2.5% for Grade Separations
5%
Proposed Project Management Structure

- **TA BOARD**
  - TA CAC

- **Technical Advisory Group (TAG)**

- **Stakeholder Advisory Group (SAG)**

- **Project Management Team (TA Staff)**

- **Consultant Support**

- **Ad Hoc Committee**

- **Broad Public Outreach**
## Plan Development Schedule

### 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

<table>
<thead>
<tr>
<th>Kick-off</th>
<th>Program Implementation &amp; Policy Recommendations</th>
<th>Prepare Draft Plan</th>
<th>Adopt Final Plan</th>
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<tbody>
<tr>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
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<td>Board + CAC</td>
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<td>Board of Supervisors</td>
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<td>SAG + TAG</td>
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<tr>
<td>Broad Community Engagement</td>
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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