



SAN MATEO COUNTY

**Transportation  
Authority**

# Transportation Authority Strategic Plan 2020-2024

December 6, 2018  
Board of Directors



# Presentation Overview

- **Purpose of Strategic Plan & Measure A & W Requirements**
- **Proposed Work Scope**
- **Proposed Process & Schedule**

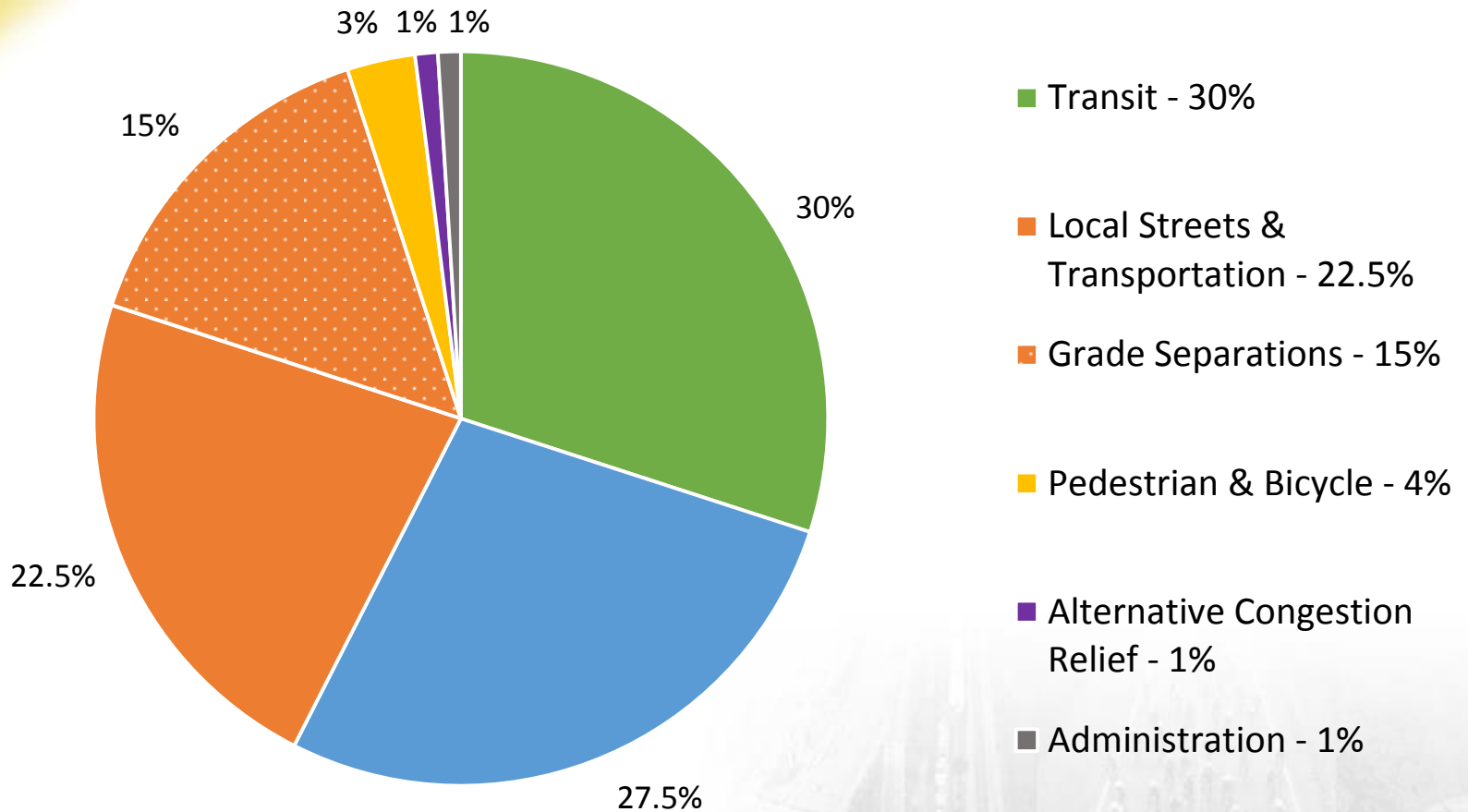


# Strategic Plan Purpose & Requirements

- **Provides policy framework for program implementation, including:**
  - **Prioritization/evaluation criteria for project selection**
  - **Procedures to initiate projects**
- **One Strategic Plan for 2 Measures**
- **Measure A requirement - Plan adoption & update at least once every 5 years**
- **Measure W requirement - Plan adoption with broad based outreach**

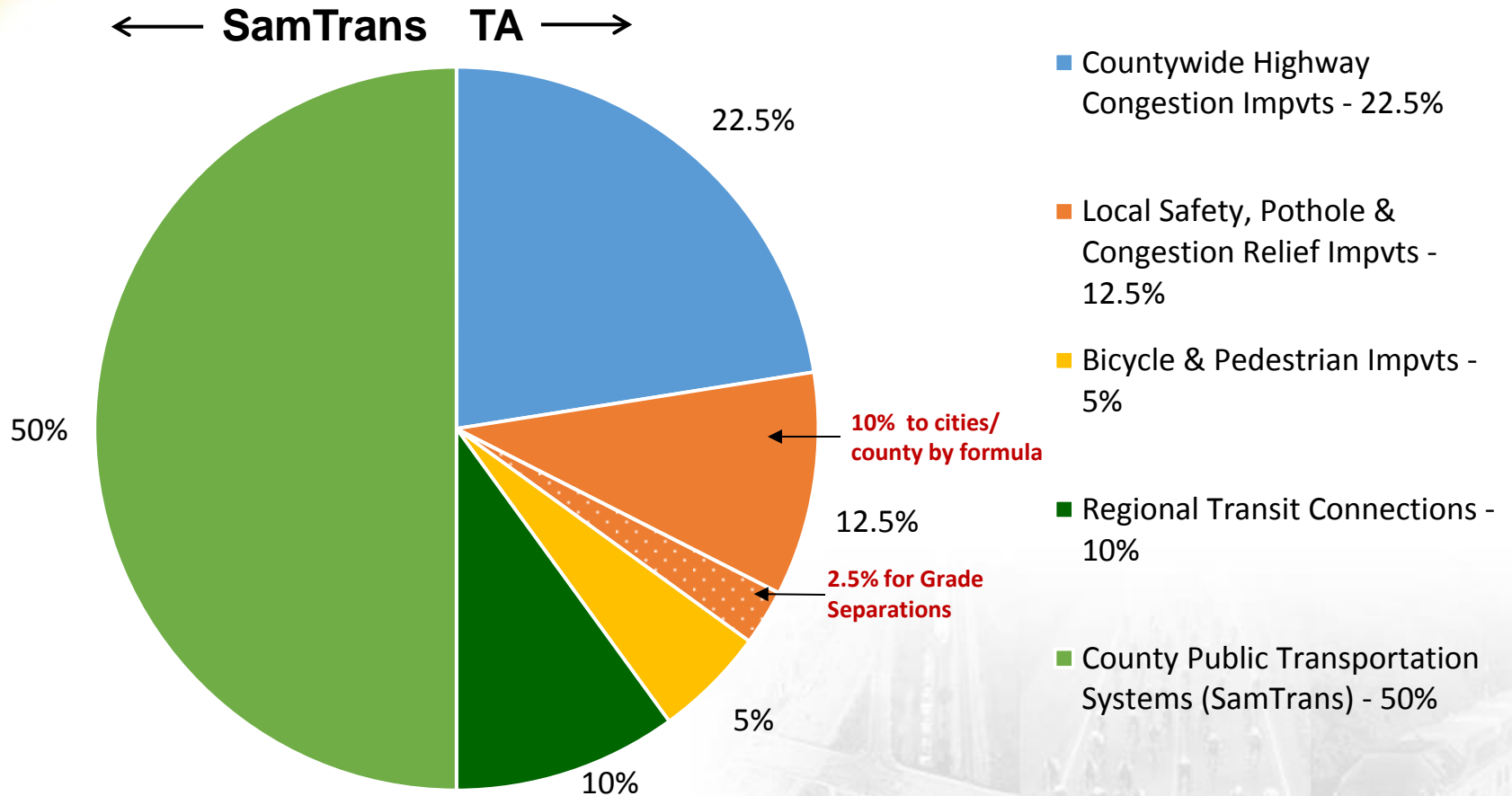


# Measure A – Program Categories



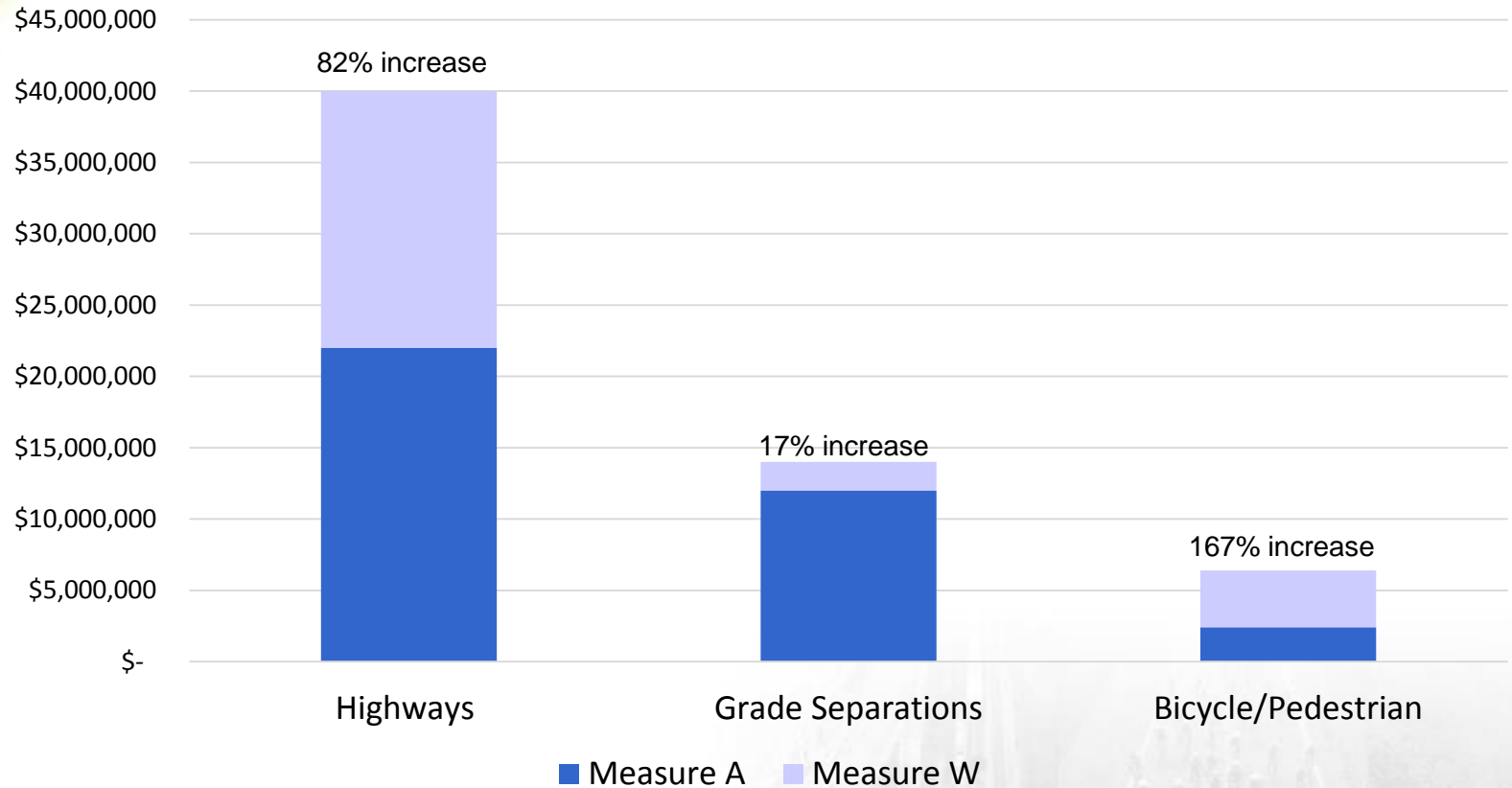


# Measure W – Program Categories





# Projected Annual Funding Changes



\*Assumes \$80M/year in sales tax receipts for each measure



# Plan Background/Foundation

- **Overview of past measure achievements/challenges**
- **Review & integration of Measure A goals/objectives w/ Measure W Core Principles**
- **Best practices review for program implementation**



# Plan Background/Foundation

- **Update on land use/traffic patterns/growth projections/new & emerging mobility services**
- **Define links with other countywide and regional planning efforts**
- **Financial projections:**
  - **Develop 5 year & life of measure revenue projections**
  - **Assess 5 year program needs & order of magnitude shortfalls**





# Program Policy and Implementation Framework

- Review Measure A program selection processes, modify as needed
- Develop Measure W program selection processes, identify integration opportunities
- Review Measure A prioritization criteria, modify as needed to improve effectiveness
- Develop Measure W prioritization criteria, identify integration opportunities



# Other Considerations

- **Incorporation of relevant linkages from other countywide/regional planning efforts**
- **Recommendations to improve timely delivery of TA funded projects**
- **What should the TA's role be with regard to:**
  - **Identification & delivery of projects**
  - **Provider of technical assistance to sponsors**

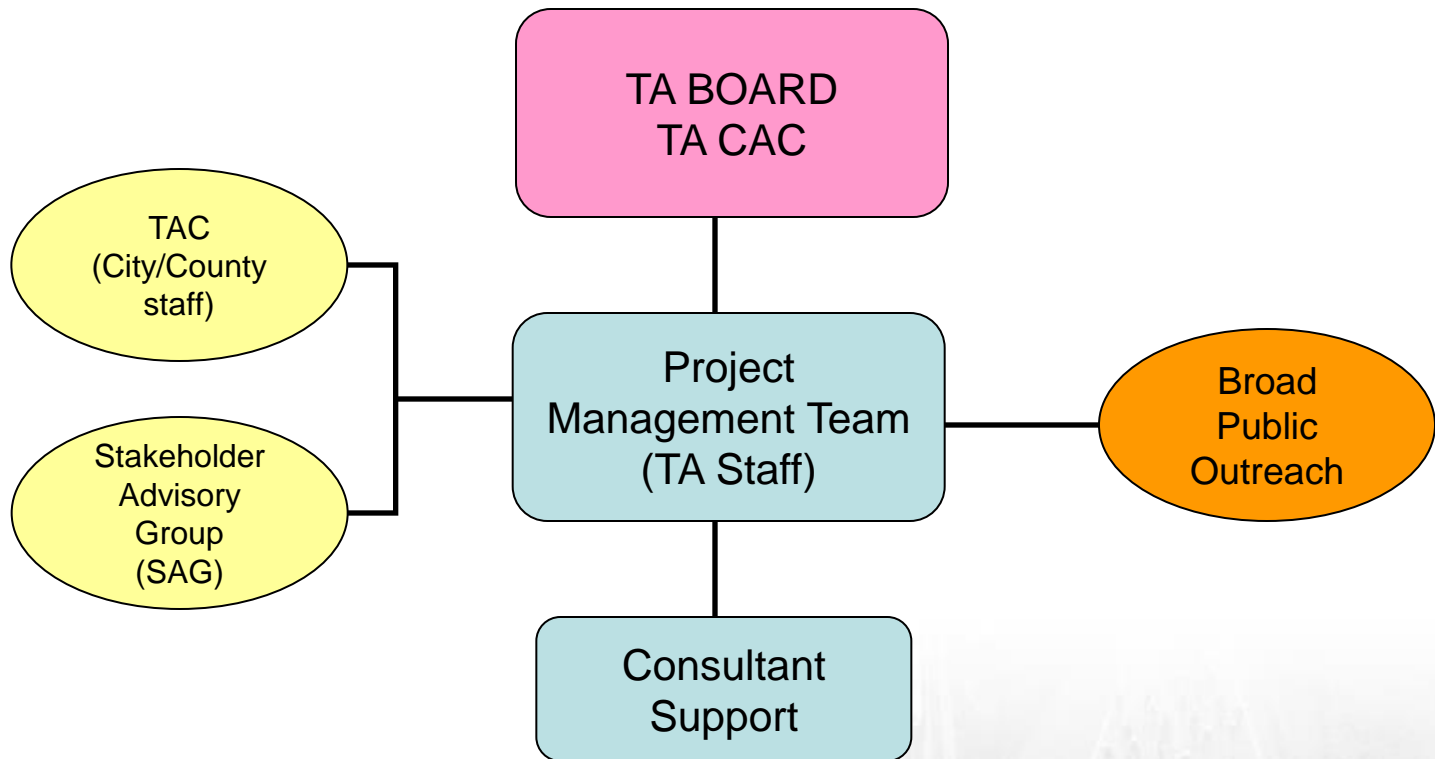


# Develop Tools for Project Selection Process

- **Development of evaluation tools to help better assess performance of various project types when conducting project selection process**
- **Metrics may include factors such as:**
  - **Person thru-put**
  - **Vehicle Miles Traveled (VMT)**
  - **Greenhouse gas (GHG) emissions**



# Proposed Planning Process





# Proposed Schedule

Timeline	Activity
December 2018	Funding allocation for planning effort
January – September 2019	Plan Development; outreach with stakeholders, project partners
May/June 2019	Develop Plan implementation recommendations with Board input
October 2019	Draft Strategic Plan presented to C/CAG TAC, CAC & Board
November 2019	Board adopts Final Plan