

SCTPO Strategic Plan

Adopted November 10, 2011

ROADS TO ROCKETS... THE SKY IS NOT THE LIMIT

VISION

To become the benchmark planning forum trusted for its leadership and respected for its integrity and inclusiveness in developing and implementing transportation projects and programs that enrich Brevard County.

MISSION

To develop and foster realization of regional multi-modal transportation projects and programs that improve the quality of life for Brevard residents, businesses and visitors.

CORE VALUES

- QUALITY:** We will deliver exceptional services in a professional, cost-effective, and efficient manner by demonstrating pride and dedication in everything we do.
- COMMITMENT:** We will build positive, collaborative relationships with elected leaders, volunteers and the community by listening carefully and responding appropriately to their needs and expectations.
- INTEGRITY:** We will earn public trust by conducting all business in a manner that is honest and ethical and will strive for equity and fairness in all decision making.
- SUCCESS:** We will set high goals and achieve them by focusing on our constituents, applying best practices, fostering innovation and creativity, and conscientiously pursuing excellence.

QUALITY, COMMITMENT, AND INTEGRITY ARE THE FOUNDATION FOR OUR SUCCESS.

GOAL 1: Enhance transportation system performance

Objective

Strategies

A. Focus on advancing top TPO priorities

1. Coordinate continuously with FDOT and stakeholders on projects' status
2. Ensure "90-day list" remains current
3. Develop brief "purpose and need" summary of top projects so members can advocate/discuss top projects when opportunities arise

B. Expand TPO's role in safety planning

1. Complete development and implementation of crash data management system
2. Identify high crash locations for possible funding action
3. Assist in expanding use of digital crash reporting by local law enforcement
4. Provide staff training on traffic safety engineering and counter-measures
5. Develop annual *Traffic Safety Report*

C. Institutionalize consideration of space as a transportation mode

1. Continue advocacy for FDOT's continued investment in space infrastructure
2. Maintain close relationship with Space Florida, KSC and other stakeholders
3. Assist Space Florida in dealings with external agencies, especially FDOT

D. Continue assistance in implementing bicycle, pedestrian and trails projects and programs

1. Update *Bicycle, Pedestrian, Trails Mobility Plan*
2. Continue assistance to implement trail projects throughout Brevard County
3. Continue support for and refinement as needed of in-school and FeetNotFuel web-based education programs
4. Engage law enforcement in bike/ped safety program

E. Ensure consideration of all transportation modes in TPO's planning and programming

1. Schedule modal agency presentations to the TPO and Committees and regular interagency staff meetings
2. Monitor SCAT's operating capital position
3. Implement FDOT's Transit Route Economic Impact tool when available.
4. Maintain coordination effort on passenger rail

F. Develop and maintain data and information to support planning and decision making

1. Continue annual *State of the System Report*.
2. Continue Traffic Count Program.
3. Pursue data coordinate, sharing with FDOT.
4. Explore retaining traffic data from ATMS sensors
5. Provide on-line access to traffic counts, other data as available

G. Maximize the existing transportation system

1. Continue support for county-wide implementation and operation of the Advanced Traffic Management System. Maintain list of future ATMS projects.
2. Assist in development of a Traffic Management Center
3. Conduct Corridor Improvement Assessments to identify how mobility, safety and livability can be enhanced.
4. Explore sponsoring or participating in a Traffic Operations Committee with local agency staff

H. Ensure Project Prioritization process reflects current transportation objectives and values

1. Explore incorporating the 2035 Long Range Plan Goals and Objectives [ATTACHMENT A] into project evaluation criteria and *State of the System Report*

GOAL 2: Improve regional planning and decision-making

Objective

Strategies

A. Maintain a collaborative environment to produce forward thinking regional plans

1. Produce high quality documents and reports with a minimum of technical jargon and abbreviations
2. Build a strong communication network using state-of-the-art technology
3. Share information, plans, policy decisions among stakeholders
4. Actively solicit and incorporate meaningful, timely public comment on the TPO's planning activities, policy decisions and programming recommendations

B. Develop external communications and media strategies to promote partnerships, build consensus and foster inclusiveness

1. Continue E-News. Expand distribution
2. Explore using Social Networking sites (Facebook, Twitter)
3. Maintain robust, useful, easy-to-use web site
4. Continue televising TPO meetings
5. Review and update the Public Involvement Plan every three years

C. Identify and support legislative initiatives

1. Annually develop legislative issues and present to the Legislative Delegation meeting
2. Coordinate the TPO's positions with local, regional and state groups

D. Participate and regional and state transportation planning functions

1. Participate in Central Florida MPO Alliance
2. Participate in the Florida Metropolitan Planning Organization Advisory Council
3. Participate in regional and state-wide committees on topic areas such as safety, ITS, bike/ped safety education, rail, space, etc.

E. Maintain awareness of actions, plans and programs of modal agencies

1. Attend meetings of modal agencies (Port, Airports)
2. Invite Agencies to present to the TPO
3. Include modal agencies in external communication

F. Develop and maintain planning models to support regional planning

1. Work with FDOT District 5 on the cooperative development of the Long Range Transportation Plan
2. Reserve funds to support a Plan update every five years
3. Engage local governments and modal agencies in the development of the TPO's Long Range Plan

G. Cultivate an engaged TPO Board and Committee membership

1. Encourage attendance at the MPO Institute
2. Develop an on-line orientation program that new members can review at their leisure and consult at any time to answer questions
3. Create an awards program to recognize Committee member longevity

H. Continually seek to improve effectiveness of procedures, outreach and communication

1. Conduct a Satisfaction Survey among TPO and Committee membership, modal agencies, FDOT and other stakeholders.
2. Incorporate recommended improvements or modifications into Strategic Plan, operation procedures, etc. as appropriate

GOAL 3: Foster community enrichment, empowerment and engagement

Objective

Strategies

A. Foster policies and programs that recognize and address the diverse mobility needs of the Brevard community

1. Implement a Complete Streets program
2. Encourage local governments to adopt and implement a Complete Streets policy
3. Encourage local agencies to consider the needs of elder transportation users in their decision making
4. Ensure TPO notices, agenda and reports can be produced for non-English speakers
5. Continue out-reach to raise adolescent awareness of traffic safety by involvement in the Safe Routes to School program, in-school safety education and at community events

B. Maintain current information on the diversity within Brevard County

1. Following receipt of 2010 Census date, update the Community Inventory database and GIS mapping

C. Engage non-traditional partners in the transportation planning and delivery process

1. Explore engaging Community Redevelopment Agencies, faith-based organizations, Keep Brevard Beautiful, or other non-traditional groups
2. Ensure active groups, such as the SR A1A improvement committee, remain engaged through the life of the improvement project of interest

D. Enhance the role of the Brevard transportation system to sustain and augment economic activity

1. Ensure economic diversification and competitiveness is a significant consideration in project programming actions
2. Consider conducting planning studies to identify and evaluate transportation infrastructure that may hinder economic growth
3. Monitor the condition of SR 401 and SR 528 which are particularly critical to Brevard’s economy
4. Participate with organizations that may be working toward economic diversification, efficient freight movement or other transportation related subject that could improve Brevard’s economic condition

E. Employ non-traditional means to inform and engage the public

1. Hold public meetings at locations convenient to the public, rather than expecting the public to come to us. Shopping malls, fairs, community day events are opportunities to interact with a cross-section of the public
2. Work with FDOT to utilize Space Coast Government Television to broadcast public service messages, public meetings, or public addresses by senior FDOT officials.

F. Encourage the implementation of attractive, multi-modal friendly roads

1. Encourage local agencies to keep landscaping and sidewalks in their projects despite the small additional cost.
2. Coordinate with FDOT and local governments to identify localized roadway improvement that can be corrected in conjunction with a resurfacing project
3. Assist FDOT in developing a program to address sidewalk gaps along state highways

GOAL 4: Ensure the Agency is financially stable, soundly managed and staffed by competent, engaged professionals

<i>Objective</i>	<i>Strategies</i>
A. Maintain adequate funding to support Agency functions	<ol style="list-style-type: none">1. Actively seek non-traditional funding sources such as grants and service contracts2. Apply for Local Agency Program (LAP) certification3. Undertake at least one LAP project each work program cycle4. Ensure staff management expenses are recovered for LAP projects5. Maintain sufficient reserves for contingencies, release pay and Long Range Transportation Plan development6. Periodically conduct a revenue and expense analysis for the upcoming five year period
B. Strengthen financial oversight	<ol style="list-style-type: none">1. Institute formal budget performance reporting2. Conduct an independent annual audit3. Explore modification to TPO Procedures granting the Executive Committee limited authority to address some financial management matters4. Cross-train staff on invoicing, budgeting, grant management, LAP
C. Ensure Agency's Personnel Policies are consistent, equitable and current	<ol style="list-style-type: none">1. Review and modify the TPO's position descriptions, pay grades and compensation to reflect current duties and responsibilities, labor market conditions and internal consistency (equal pay for equal work)2. Develop performance evaluation system specific for the TPO
D. Invest in employee development	<ol style="list-style-type: none">1. Provide training to improve professional skills2. Attend selected conferences to stay current with the profession3. Provide suitable equipment, tools and resources to enable staff to utilize latest techniques
E. Foster positive employee morale	<ol style="list-style-type: none">1. Institute an employee recognition program2. Explore an incentive system that rewards employees for outstanding contributions3. Ensure open communication between all staff members4. Hold informal activities that allow staff to interact on a more social level

Attachment A

Space Coast Transportation Planning Organization 2035 Long Range Transportation Plan: System Performance Goals and Objectives

Goal 1 - Improve economic vitality through better access and intermodal connectivity for people and goods

- 1.1 Enhance accessibility to regional economic generators and SIS / Emerging SIS hubs (seaport, airport and spaceport)
- 1.2 Improve extent and continuity of modal networks
- 1.3 Increase number of transportation choices
- 1.4 Maintain the connectivity of intermodal hubs (seaport, airport, spaceport, transit and rail stations)

Goal 2 - Improve the safety and security of the transportation system;

- 2.1 Reduce crashes and fatalities by 10 percent for each priority crash type by 2035;
- 2.2 Improve crash response and clearance times by 10 percent for each priority crash type;
- 2.3 Increase the number of roadway miles under surveillance by 50 percent;
- 2.4 Increase the number of pedestrian and bicycle events held annually;
- 2.5 Increase the percentage of surveyed parents who believe their child is safe walking or biking to school;
- 2.6 Improve the safety and security of the transit system;
- 2.7 Improve the ability to evacuate during an emergency event by reducing clearance times and increased capacity during evacuations;

Goal 3 - Improve mobility through effective management and operations of the transportation system;

- 3.1 Reduce system wide delay for cars, trucks and transit;
- 3.2 Reduce corridor delay for cars, trucks and transit with real time traffic management;
- 3.3 Improve reliability and predictability of travel;
- 3.4 Improve real time transit management;
- 3.5 Improve real time traffic and transit information;

Goal 4 - Improve sustainability and livability;

- 4.1 Reduce greenhouse gas emissions;
- 4.2 Improve street livability by providing more than one modal option; and
- 4.3 Minimize adverse environment and community impacts.