

# 9 STRATEGIC INITIATIVES FOR 2012



1

## IMPROVE PASSENGER RAIL SERVICE

- Expand first and last mile options.
- Enhance passenger rail stations and amenities.
- Advocate for legislative policies supporting local control along the LOSSAN corridor.



2

## CREATE RIDERSHIP PROGRAMS

- Explore Metrolink market potential.
- Assess bus and rail customer satisfaction.
- Develop marketing programs to stimulate trial use of bus and rail transit.



3

## EXPEDITE CAPITAL PROJECT DELIVERY

- Develop a funding strategy to fast-track M2 implementation.
- Ensure public safety and timely movement of goods and traffic by advancing the OC Bridges program.



4

## BUILD COLLABORATIVE RELATIONSHIPS

- Participate in regional planning efforts.
- Create collaborative relationships with agencies that affect and influence transportation in Orange County.



5

## TAKE ADVANTAGE OF FUNDING OPPORTUNITIES

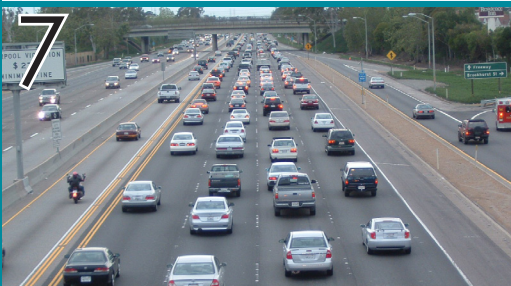
- Participate in federal reauthorization.
- Augment traditional revenues with federal, state and local grants.
- Advance Breaking Down Barriers initiative.



6

## OPTIMIZE STREET AND BIKEWAY NETWORKS

- Develop bicycle plans and initiate a call for projects.
- Invest in streets and roads capacity and signal synchronization.



7

## SELECT I-405 LOCALLY PREFERRED STRATEGY

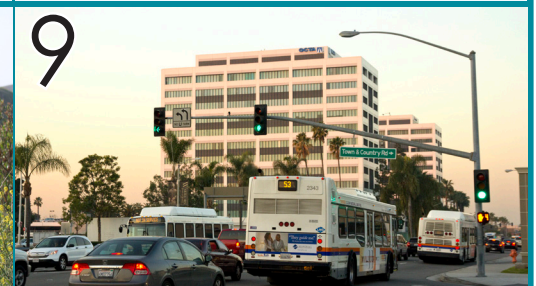
- Create a dialog related to project funding alternatives.
- Discuss public-private partnerships and project delivery options.



8

## SUPPORT SUSTAINABILITY INITIATIVES

- Implement M2 freeway and water quality environmental programs.
- Emphasize sustainability and environmental stewardship in projects and operations.



9

## ENHANCE EFFICIENCY AND EFFECTIVENESS

- Analyze long-term options for the OCTA headquarters.
- Maximize human capital potential.
- Adopt a balanced budget that includes cost containment strategies.