



2013 Chief Executive Officer Initiatives and Action Plan

OCTA

ADVANCE

delivery of
M2020
program

OPTIMIZE

existing
transportation
systems

ENGAGE

stakeholders
and regional
partners

CREATE

services to meet
community and
customer needs

SAFEGUARD

taxpayer
transportation
dollars

ENSURE

a fiscally
sustainable
transit system

PROMOTE

environmentally
friendly
initiatives

UNDERScore

a commitment
to health
and safety

CULTIVATE

a top-notch
workforce



ADVANCE

delivery of
M2020
program

1. I-5, SR-55, SR-57, SR-91
2. I-405 design-build
3. OC Bridges
4. State/federal funds
5. Breaking Down Barriers



OPTIMIZE

existing
transportation
systems

1. LOSSAN corridor
2. Metrolink metrics
3. Last mile options
4. SR-91/SR-241
5. Bus radio communications
6. Station Van program



ENGAGE

stakeholders
and regional
partners

1. City/county listening tour
2. Stakeholder outreach
3. Inter-county communications



CREATE

services to meet
community and
customer needs

1. Strategic Plan
2. Long-Range Transportation Plan
3. Metrolink connectivity to local transit
4. Customer satisfaction studies



SAFEGUARD

taxpayer
transportation
dollars

1. M2 assessment
2. Triennial audits
3. Unqualified opinion
4. Balanced budget
5. Headquarters options



ENSURE

a fiscally
sustainable
transit system

1. Transit System Study pilots
2. ACCESS service contract
3. Collective bargaining agreements
4. Bus improvement service plan
5. Metrolink financial strategy



PROMOTE

environmentally
friendly
initiatives

1. Bikes
2. Green options
3. Natural Communities/Habitat Conservation Plan
4. Water quality programs



UNDERScore

a commitment
to health
and safety

1. Safety audit
2. Assess employee health risks
3. Tailor wellness programs



CULTIVATE

a top-notch
workforce

1. M2020 Organizational Readiness
2. Review compensation policies
3. Integrate core competencies
4. Leadership development

