



Ventura County Transportation Commission



Commission Goal Setting Session

April 13, 2022

9 am to 1:45 pm



Welcome from
Commission
Chair
Tony Trembley



Public Comments





Agenda Review

Today's Objective
(per employment
agreement):

Goal Setting
session to provide
Executive Director
with direction
through June 30,
2023

- Introductions / Icebreaker Exercise
- Context for Goal Setting
 - Mission, Successes, Core Functions, Funding
- Review goals for FY 2022/2023
 - Feedback and input from Commissioners
 - Consensus on direction
- Proposed three-year strategic planning process in early 2023
- Review next steps
 - Executive Director to compile results and report back to Commission
- Wrap up



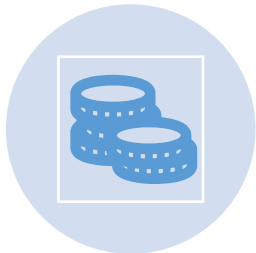
Executive Director Comments



Mutual understanding and alignment of goals is important to success



Early input from Commission about goals is key



Today is complementary to budget process – but not part of it



Longer range goal setting will be helpful – discussion of that later today



Icebreaker



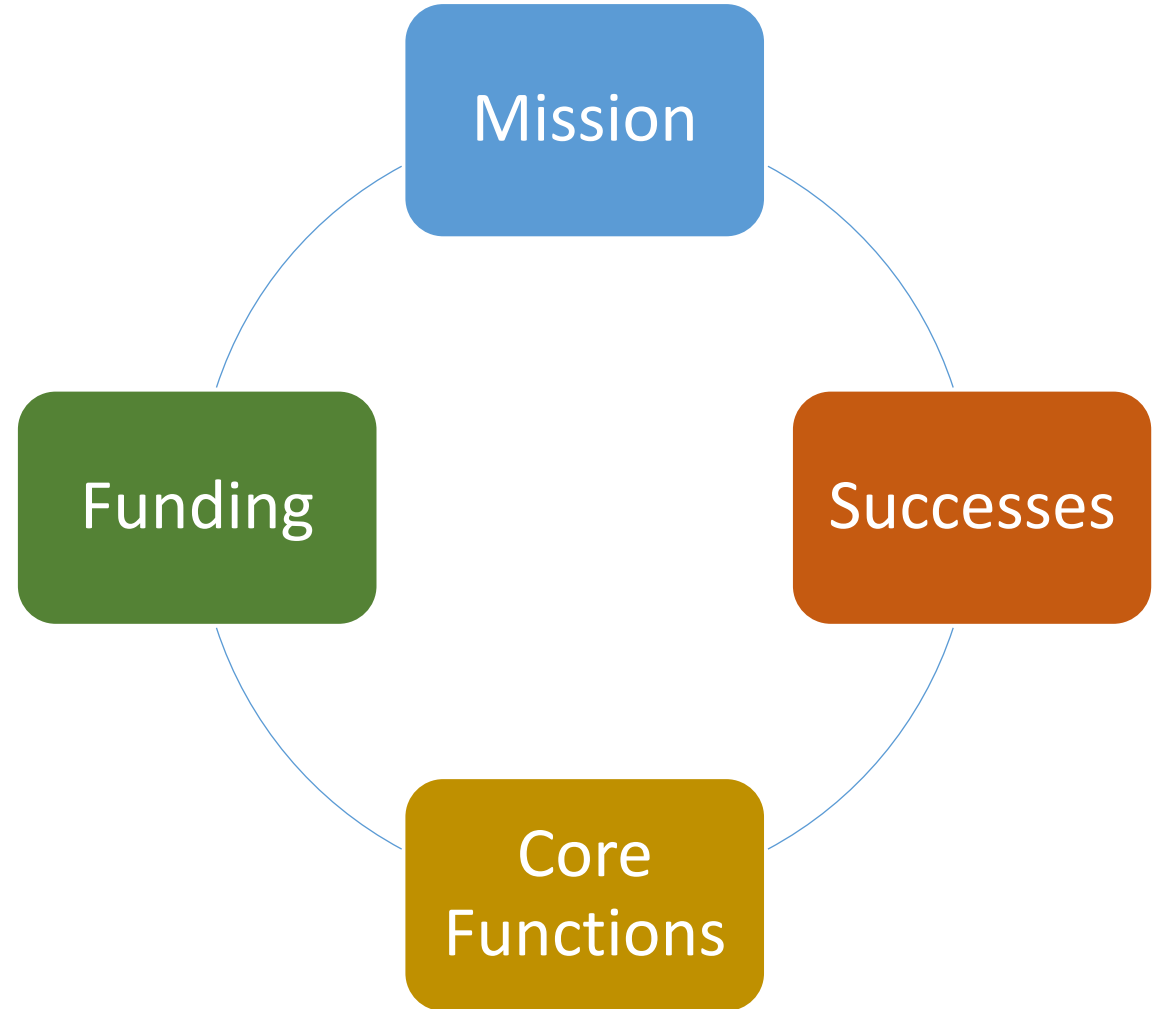


Ground Rules for a Successful Workshop

-  Listen to understand each other's points of view
-  Engage fully
-  Assume good intent
-  Stay focused
-  Please turn off your phones!
-  Respect time limits



Context for Goal Setting





VCTC Mission Statement from Adopted Budget



Everything
we do is
aimed at our
mission

To improve mobility within the County and increase funding to meet transportation needs.

To fulfill that mission, VCTC establishes transportation policies and priorities ensuring an equitable allocation of federal, state, and local funds for highway, transit, rail, aviation, bicycle, and other transportation projects.

Our mission is the foundation of all we do, the time we invest and the resources we allocate as can be seen in the budget program summaries and detailed budget tasks.



Successes



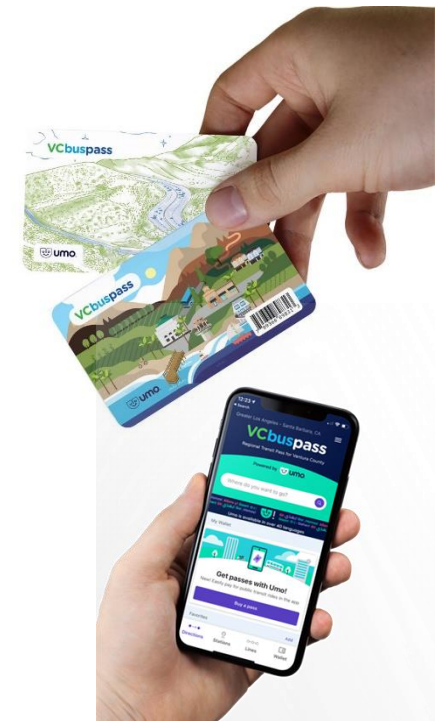
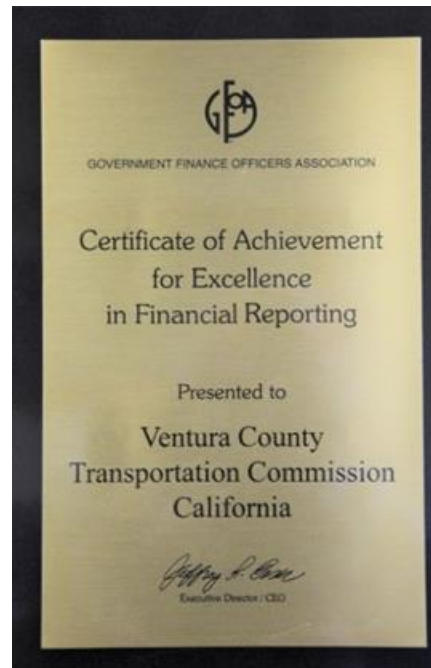
TRANSPORTATION EMERGENCY PREPAREDNESS PLAN



Prepared by
Claris Strategy Terra Firma Enterprises CPARS Consulting

December 17, 2020

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Core Functions



**Regional
Transportation
Planning Agency**



**Transit
Services &
Coordination**



**Service Authority for
Freeway Emergencies
Motorist Aid**



**Finance
Transit
Development Act
Programming &
Administration**



**Santa Paula
Branch Line**



**Active
Transportation**



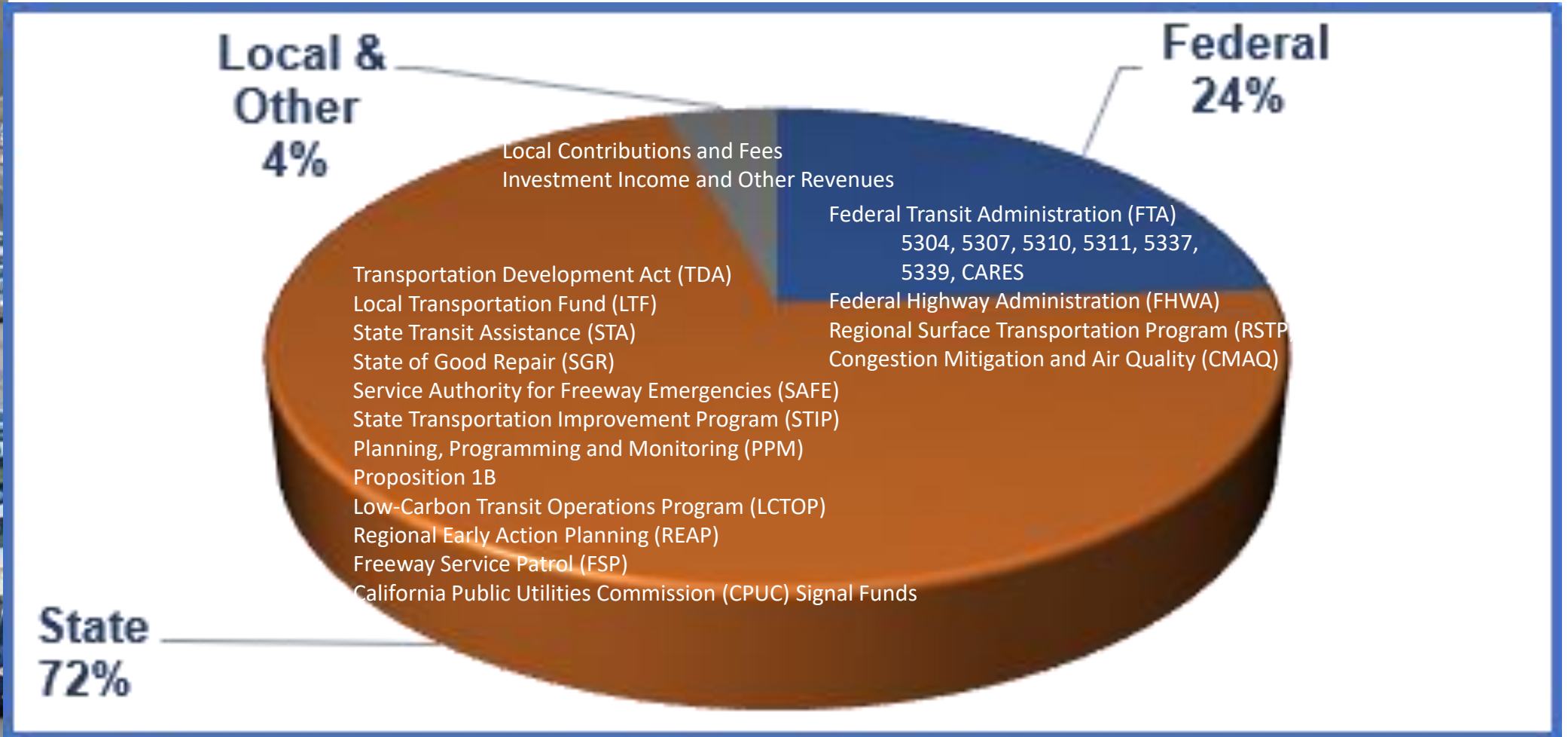
**Metrolink & LOSSAN
Member Agency**



**Airport Land
Use Commission**

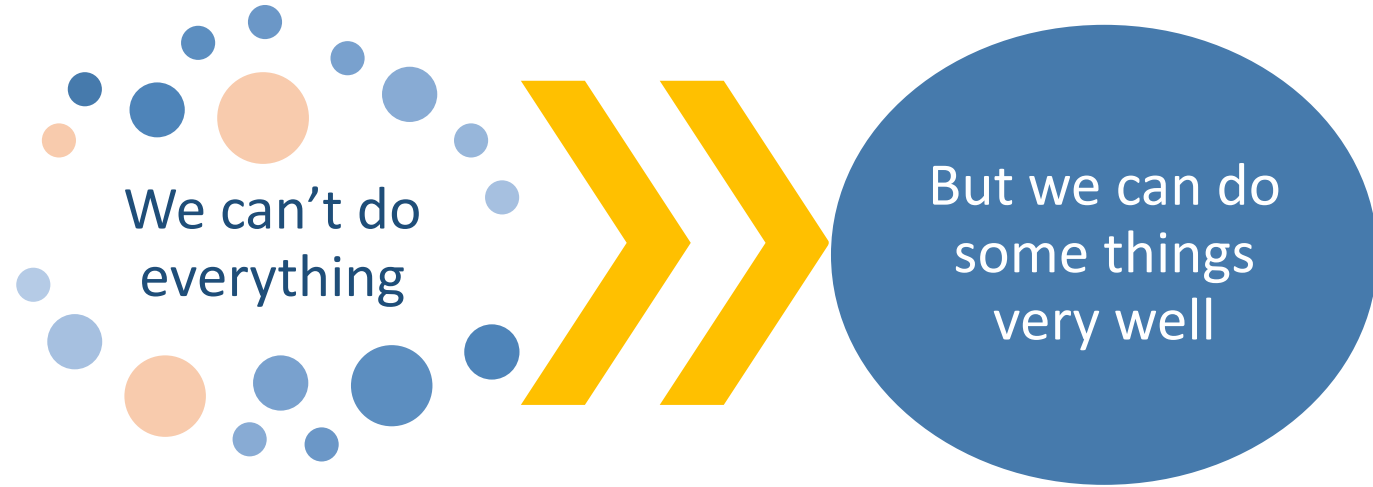


Funding

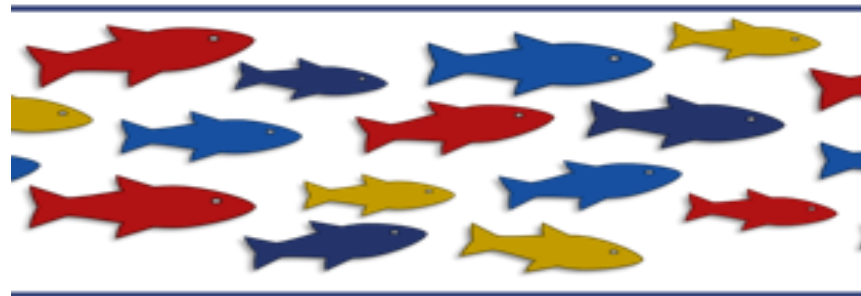




Goal Setting



Set Priorities





Discussion of Goals

Project Goals for Fiscal Year 2022/2023

- 10 recommended near-term goals to be completed during the year
- 5 mid-term goals started and then completed over 2 – 3 years

Longer Range Goals



“
THE MOST
EFFECTIVE WAY
TO DO IT,
IS TO DO IT.

”

AMELIA EARHART



Fiscal Year 2022-23 Goals

10 Recommended Near-Term Goals

1. To complete the Comprehensive Transportation Plan (CTP) as VCTC's primary guiding document.
2. To complete the Transit Integration & Efficiency Study (TIES) and Coordinated Public Transit-Human Services Transportation Plan Update to serve as a roadmap for improving transit and accessible transportation services.
3. Implement strategies to promote transit ridership recovery.
4. Complete the Zero-emission Bus Transition Plan.
5. Work with partner agencies to implement the Bicycle Wayfinding Plan.



Fiscal Year 2022-23 (Near-term) Goals

6. Connect with the community/expand youth outreach.
7. To continue progress on Metrolink and LOSSAN capital projects (Simi Valley double track, Leesdale siding, Camarillo station)
8. Expand availability of discount/free transit pass programs (College Ride, Youth Pass).
9. Ensure continued operational excellence of the financial administration of VCTC.
10. Aggressively seek out federal and state infrastructure funding (and assist cities and county in this endeavor).



Mid-Term Goals (2-3 Years)

To begin in FY 2022/2023

11. Reach consensus on the future of the 101 Corridor (congestion, wildlife connectivity, managed lanes, environmental review).
12. Reinvigorate the process to complete the Santa Paula Branch Line (SPBL) multi-use path.
13. Develop transportation sustainability framework and principles.
14. To initiate the process to become a leader in the development of Mobility as a Service (MaaS) strategies.
15. Leverage data to better inform transportation and land use decision-making and grant-seeking for VCTC and local partners.



Fiscal Year 2022-23 Goals

To complete the Comprehensive Transportation Plan (CTP) as VCTC's primary guiding document.

Overview

- *Creating a Connected, Resilient, and Equitable Transportation Future for All*
- Long-range, multimodal, countywide
- Establish a vision for mobility in Ventura County for the next 30 years

Actions to Achieve Goal

- Community and Stakeholder Engagement
- Develop Draft CTP Update and Coordinate Review
- Commission Adoption





Fiscal Year 2022-23 Goals

Work with partner agencies to implement the Bicycle Wayfinding Plan.

DECISION SIGN



Overview

- Goal: Improve the convenience and safety of people traveling by bike in Ventura County
- Route identification and prioritization
- Wayfinding Toolkit

Actions to Achieve Goal

- Appoint Advisory Committee comprised of local agency staff and stakeholders





Fiscal Year 2022-23 Goals

Connect with the community/expand youth outreach.

Overview

- Expand the youth outreach program by developing educational opportunities for more age groups
- Continue to promote the services and role of VCTC in the community

Actions to Achieve Goal

- Identify target age groups and avenues to connect
- Develop ideas and materials to share core messages



Complete the Zero-emission Bus Transition plan.

Overview

- State-mandated planning document that outlines each transit agency's transition to achieve a fully zero-emission bus fleet.
- Identifies recommended fuel-path, infrastructure, funding and purchase timeline, and impacts to workforce and disadvantaged communities.

Actions to Achieve Goal

- Award consultant contract and conduct plan.
- Adopt plan by Commission before submitting to State.



Fiscal Year 2022-23 Goals

To complete the Transit Integration & Efficiency Study (TIES) and Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan) to serve as a roadmap for improving transit and accessible transportation services.

Overview

- TIES: Study to review opportunities for integration and efficiencies to reduce costs and grow ridership.
- Coordinated Plan: Conducted every 4-5 years. Provides recommendations to improve transit for specialized rider communities.

Actions to Achieve Goal

- Finalize study deliverables and present Alternative Packages to the Commission (TIES) for adoption.
- Adopt Coordinated Plan following subcommittee approval.





Fiscal Year 2022-23 Goals

To continue progress on Metrolink and LOSSAN capital projects (Simi Valley double track, Leesdale siding, Camarillo station).

Overview

- Metrolink is leading the Simi Valley Double Track project
- LOSSAN has received funding for the Leesdale siding project
- The Camarillo station pedestrian underpass is underfunded and requires additional ADA improvements

Actions to Achieve Goal

- Support Metrolink regarding the Simi Valley double track project and LOSSAN with the Leesdale siding project
- Support Camarillo with additional funding efforts and work with DOJ to determine timeline for ADA improvements



Fiscal Year 2022-23 Goals

Expand availability of discount/free pass programs (College Ride, Youth Pass).

Overview

- Ventura County operators currently provide free fares to students of Ventura County colleges funded by LCTOP
- VCTC applied for funding to provide free fares to youth and students K-12

Actions to Achieve Goal

- Work with Ventura County colleges to provide a long-term funding solution for the College Ride Program
- Implement the youth fare free pilot program



Fiscal Year 2022-23 Goals

Implement strategies to promote transit ridership recovery.

Overview

- Rebuild and expand ridership for returning and evolving travel markets.
- Increase transit mode-share & decrease reliance on SOVs.

Actions to Achieve Goal

- Expand outreach activities, partnering with local/regional agencies.
- Administer free and reduced transit fare programs.
- Implement near-term actions from transit “roadmap” (TIES and Coordinated Plan), begin update of VCTC’s Short-range Transit Plan, and conduct a “post-pandemic” origin & destination survey.



Fiscal Year 2022-23 Goals

Aggressively seek out federal and state infrastructure funding (and assist cities and county in this endeavor).

Overview

- Increased state/federal competitive grant opportunities
- Increased federal apportionments to VCTC

Actions to Achieve Goal

- With project sponsors, strategize competitive grant proposals
- Adopt priorities for apportioned funds, using calls for projects





Fiscal Year 2022-23 Goals

Ensure continued operational excellence of the financial Administration of VCTC.

Overview

- Protect VCTC resources and assets
- Provide financial accountability

Actions to Achieve Goal

- Monitor cash and investments and follow investment policy
- Monitor and insure assets
- Assure accountability, accuracy and transparency through monthly and annual budget and audited financial reports





Potential Longer-Range Goals



What other goals should
VCTC consider in the
future?





Next Steps



1

Proceed with the adopted goals and direction of the Commission

2

Compile Commissioner input from today and report back

3

Plan for a strategic planning process in early 2023



Wrap Up



Thank you!