

# VCTC Strategic Plan FY 2023-24 – FY 2027-28

April 7, 2023



**Martin Erickson**  
**Executive Director**

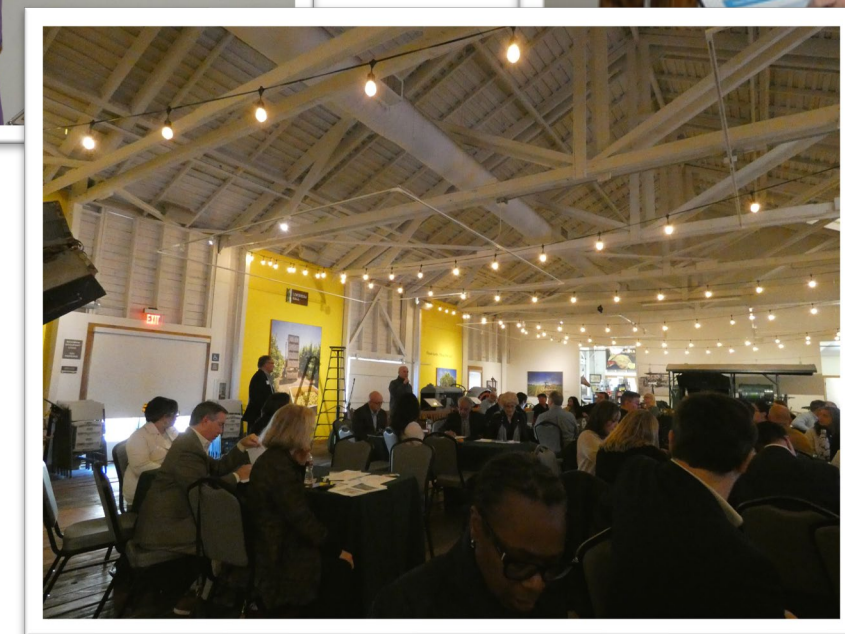


# Ventura County Transportation Commission- Strategic Plan





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# Strategic Planning Process Timeline





**Commission Goal Setting**  
April 2022


**Employee Survey**  
August 2022

**Executive Team Workshop**  
December 7, 2022

**Commissioner Workshop**  
March 3, 2023



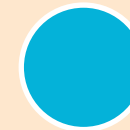

**Department Gap / SWOT Questionnaire**  
July 2022 to August 2022



**Commissioner Questionnaire**  
November 2022 to January 2023



**Develop Draft Strategic Plan**  
December 2022 to February 2023



**Adoption and Implementation**  
April 2023

# Elements of the Strategic Plan

Vision, Mission and Values

Key Commission Priorities

Multi-Year Goals

Strategies

Implementation Action Plan



# Information Gathered



**Commissioner Questionnaire**



**Gap Analysis Questionnaire  
Completed by Executive Team**



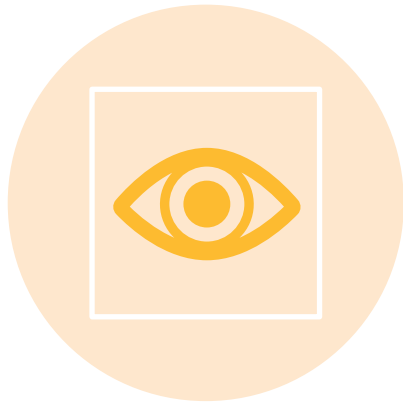
**VCTC Employee Survey**



**Environmental Scan Prepared by  
VCTC staff**



# Confirming the Updated Vision, Mission and Values



**VISION**



**MISSION**



**VALUES**



# Vision Statement: About the Desired Future

*To Keep Ventura  
County Moving*



# Mission Statement: Tells the Purpose of the Organization



***To create a more  
connected, resilient,  
equitable and user-friendly  
transportation system for  
Ventura County***

# Values: Drive Behaviors of Organization Members



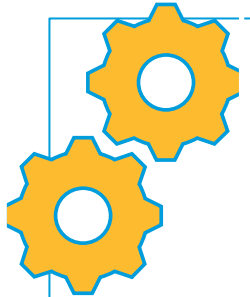
## Equity

- We are inclusive in our plans, practice fairness, and recognize that needs vary by region and people served.



## Integrity

- We serve our community, do our work with honesty, are accountable for our actions, and take responsibility for results.



## Service

- We serve our partners and stakeholders with excellence and teamwork, and seek innovative and reliable solutions to meet transportation and mobility needs.



## Sustainability

- We are mindful of the impacts of our work on the environment, the economy, and equity, for our community and the VCTC organization.

# Top FY 2023-24 and FY 2024-25 Priorities from the Workshop

## Tier 1

- A6. Initiate the process to become a leader in the development of mobility as a service (Maas) strategy, including pursuit of a pilot mobility program, to assist the State in meeting its air quality goals, promoting public transit ridership recovery and increasing mobility choices.
- B1. Evaluate and consider continuation of the free transit pass programs (college ride, youth pass) to maximize ridership and ensure efficient use of resources.
- C5. Engage federal and state legislators to secure more transportation funding, protect existing revenues, and support legislation that may benefit VCTC and its operations (or oppose legislation that may adversely affect VCTC and its operations).

# Top FY 2023-24 and FY 2024-25 Priorities from the Workshop, cont.

## Tier 2

- A1. Integrate the Comprehensive Transportation Plan (CTP) as VCTC's primary guiding document.
- B5. Encourage city and county partners to plan and prioritize building new bike lanes and continue seeking funds for this purpose.
- B13. Coordinate with Caltrans, Ventura County, and cities to prioritize projects and submit grant application(s) for goods movement projects based on the recommendations of the Ventura County Freight Corridors Study.