

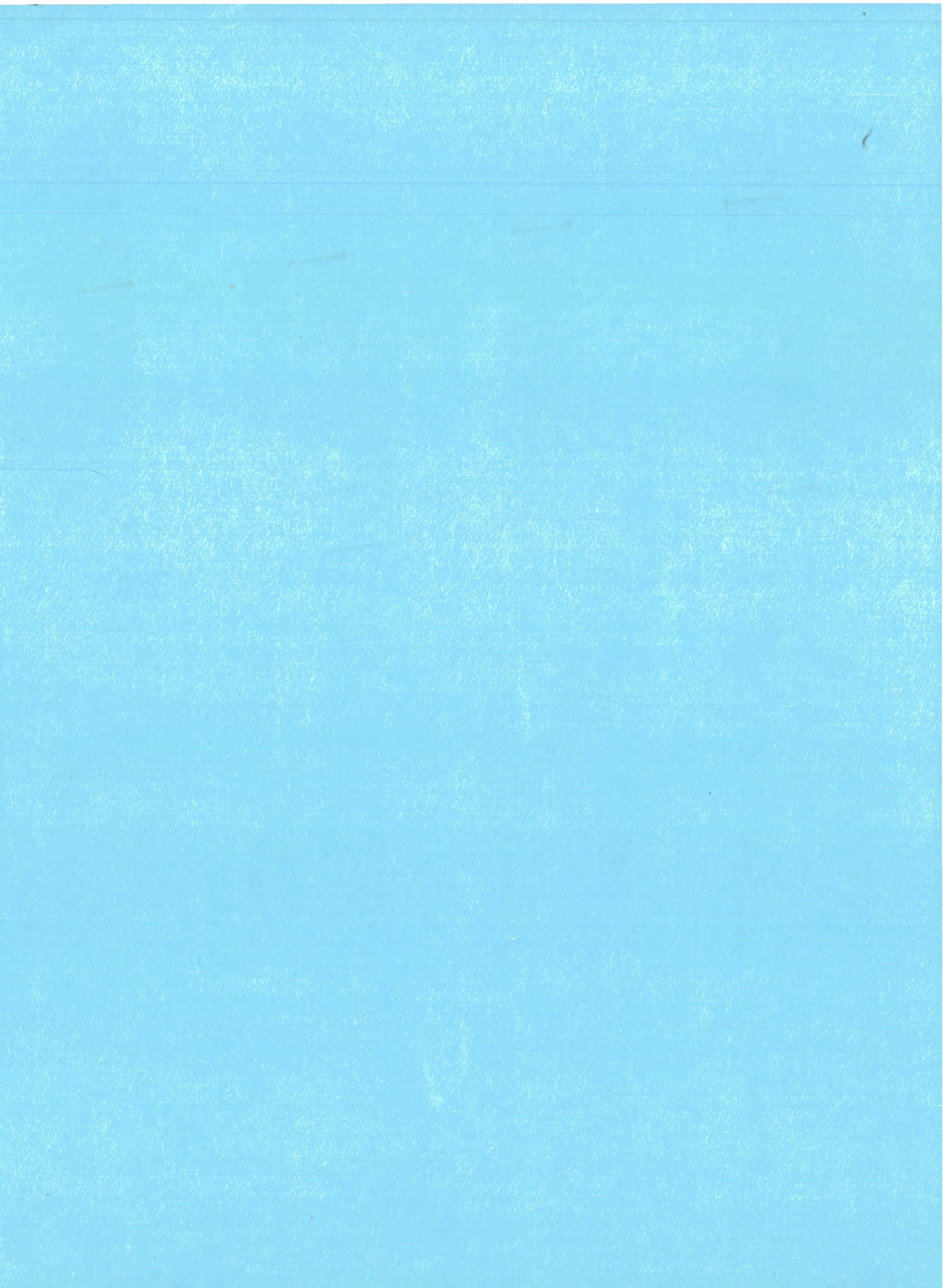


**LONG RANGE TRANSPORTATION PLAN UPDATE**  
**Phase Two Public Outreach**

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Framework

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## **Long Range Transportation Plan Framework (Goals, Subgoals, Strategies)**

### **MTA Vision and Mission Statement**

**Vision** - Our region will offer a better quality of life where all people can travel quickly, economically and safely in a clean environment.

**Mission** - To provide leadership and resources for a safe, efficient transportation system that keeps LA County moving. “A better tomorrow rides on us”.

**Goals** - (four guiding principles)

- **Fiscally responsible:** In a constrained fiscal environment, we optimize resources to achieve operational and regional effectiveness; we control costs, increase revenue/funding opportunities, and improve the way services are provided, both internally and externally.
- **Customer -focused:** We direct our efforts toward providing efficient, cost-effective and courteous service for all our customers.
- **Community and regionally responsive:** We are an active partner with our diverse communities in developing our regional transportation system and contributing to the vitality of the region.
- **Employee Supportive:** Our employees are our most valuable resource. We enhance employee performance and satisfaction by strengthening skills, teamwork and morale and by working together with trust and mutual respect.

### **Relationship of the Long Range Transportation Plan to the MTA Vision and Mission Statement**

The MTA Long Range Transportation Plan (LRTP) Framework translates the Vision, Mission, Goals/Guiding Principles of the MTA into a plan of action for the next twenty years. Three of the goals have long term implications that are critical to the LRTP as well as short term, day to day implications. The LRTP Framework addresses each of these goals within the context of regional transportation planning and development. The Framework takes the Goals/Guiding Principles from the macro level to objectifying subgoals, strategies, policies that will result in projects and project scenarios.

**Goals 1-3** are the overall MTA Goals/Guiding Principles, with long term implications addressed within the context of the LRTP. These Goals/Guiding Principles are both quantifiable and qualitative.

**Subgoals (1.1.)** - This level addresses specific regional planning and transportation LRTP goals as they relate to the MTA Vision, Mission, Goals/Guiding Principles.

**Strategies (1.1.a.)** - These are methods for achieving the goals and subgoals specific to the LRTP. The next level is:

- Policies - These are specific directions that guide the strategies and enable or dictate implementation.
- ◆ Projects - These are the mobility improvements within the different areas that achieve all the above. These will appear as scenarios in the Draft LRTP. The projects listed within the context of the Framework are examples of policies and strategies.

For the purpose of the Framework, it is necessary to further define the “Customer”. The broadest definition for the LRTP Framework is:

**“The MTA customers are each person who lives and works within Los Angeles County.”**

More specifically, there is more definition of how people need to move themselves or goods within the County. This breaks down to the following types of customers:

- Automobile drivers and passengers
- Bus and rail transit passengers
- Bicyclists and pedestrians; and
- Businesses that rely on transportation for their clients, employees, and /or goods.

## **Goal 1 - Strengthen Fiscal Responsibility**

### **Subgoal 1.1 - Control Costs**

- 1.1.a. Increase farebox recovery ratio for the Metro Bus and Rail system.
- 1.1.b. Reduce Life Cycle Costs (capital, operating, maintenance) of transportation projects.
  - Ensure greater construction method efficiencies.
- 1.1.c. Reduce MTA Operating Costs.
  - Create an MTA overhead standard.
  - Develop return on investment standards.
  - Evaluate new technology investments in terms of risk and return on investment.

### **Subgoal 1.2 - Increase Revenues**

- 1.2.a. Maintain current funding levels and aggressively pursue increased state and federal funding.
  - Pursue ISTEA reauthorization.
- 1.2.b. Increase flexible funding sources and amounts.
  - Seek an increase in CMAQ funds.
- 1.2.c. Pursue non-traditional funding sources for transportation projects.
  - Pursue non-FTA/Department of Transportation funding.
- 1.2.d. Pursue potential for private partnerships for all projects.
- 1.2.e. Pursue local agency participation in transportation projects.
  - Maximize municipal partnerships that utilize local transportation funds (Local Return Funds, TDA, FHWA).
- 1.2.f. Maximize revenue generation for MTA owned property.
  - Increase joint development project planning.
- 1.2.g. Increase transit ridership and passenger revenues.
  - Appeal to non-riders, discretionary riders.

### **Subgoal 1.3 - Improve Cost Effectiveness**

- 1.3.a. Ensure that transportation project performance, for projects funded by the MTA, meets or exceeds expectations.
  - Pursue Turnkey, design, build, operate, opportunities.
  - Work closely with responsible agencies.
  - ◆ Initiate before/after studies on major projects to validate benefit.
- 1.3.b. Ensure MTA and regional mobility objectives are met using the most cost effective mode or method.
  - Recommend rail when other modes do not meet mobility challenge.
  - Recommend lower cost rail alternatives (ART) whenever feasible.
  - ◆ Ensure street, highway, signal improvements achieve transit benefit.

1.3.c. Ensure adherence to performance objectives.

- Provide oversight of public fund expenditures.
- Evaluate recipient agency's past transportation program expenditures.
- Ensure that 100% of MOU's/LOA's are audited within 6 months of project completion.
- Increase efforts on recovering unspent or unprogrammed funds.

1.3.d. Increase alternate service delivery options.

- Examine less costly outsource potential for all feasible MTA functions.
- Reduce service delivery duplications through partnering with other service providers.
- ◆ Coordinate service exchanges as part of the implementation of Transit Restructuring Study Recommendations.

## **Goal 2 - Customer Focus**

### **Subgoal 2.1 - Improve Regional Mobility and Effect Travel Time Savings**

2.1.a. Decrease personal travel time through implementation of Transportation improvements:

- Increase average transit and highway speeds:
  - ◆ Bus and rail system improvements.
  - ◆ Freeway HOV lanes/connectors.
  - ◆ Bus signal priority/transit preference.
  - ◆ Signal synchronization/TSM.
  - ◆ Highway Gap closures.
  - ◆ Grade separations.

2.1.b. Improve the efficiency of modal and intermodal transfers.

- Provide a seamless regional transportation system.
- Enhance interagency transfer agreements.
- Implement transit hubs to facilitate schedule coordination.
- Reevaluate HOV occupancy requirements.
- Increase freeway safety and clearance programs.
- ◆ FSP, Call Box program.

2.1.c. Promote transit usage and reduce trips or trip lengths by implementing incentives to modify travel behavior.

- Promote Telecommuting and other technology based programs.
- ◆ Continue supporting telecommuting education and televillage centers.

2.1.d. Continue to pursue and implement non-motorized modes (bicycle/pedestrian).

- Encourage and facilitate cycling.
- Enhance pedestrian facilities.
- Increased rideshare usage.
- Increase HOV ridership.

- Communicate transportation options to diverse communities.
- Expand transportation options through TDM, transit services, technology.

**Subgoal 2.2 - Improve: quality, safety and affordability of transportation services and facilities.**

- 2.2.a. Improve the transportation environment.
- Improve transit vehicle appearance.
  - Maintain graffiti abatement program.
  - ◆ Maintain zero tolerance standard for graffiti.
  - Continue Metro Art opportunities whenever feasible.
  - Continue transportation enhancement improvements.
- 2.2.b. Adopt performance standards.
- Maximize equipment efficiency based upon vehicle performance not age.
  - Continue to improve on time performance.
- 2.2.c. Improve personal safety of transportation users and providers.
- Coordinate transportation projects with Transit Police, local police, Neighborhood Watch and other safety providers.
  - Continue Call Box implementation.
- 2.2.d. Identify, reduce/eliminate transportation safety hazards.
- Implement and enforce grade crossing safety measures.
  - Reduce intermodal conflicts.
- 2.2.e. Implement advanced and coordinated fare technologies.
- Support integrated automated fare card technologies.
- 2.2.f. Implement a simplified fare structure responsive to customer needs.

**Subgoal 2.3 - Strengthen Customer Feedback and Responsiveness**

- 2.3.a. Increase customer satisfaction.
- Facilitate and encourage customer input on MTA policy and service decisions.
  - Implement customer suggestions whenever feasible, beneficial, affordable.
  - ◆ Complete and respond to Customer Satisfaction Survey results/recommendations.
- 2.3.b. Foster a corporate culture that puts customers first.
- 2.3.c. Engage employees in MTA's public service mission.

**Goal 3 - Community and Regional Responsiveness**

**Subgoal 3.1 - Increase and maintain opportunities for community interaction.**

- 3.1.a. Create additional opportunities for community group interaction in developing a vital regional transportation system.
- Initiate community councils.
  - Strengthen ties and foster relationships with civic, business and community groups.

- 3.1.b. Engage the community as transportation advocates.
  - Work with community transportation coalitions.
  - Continue to engage public participation in MTA planning processes and program implementation.
- 3.1.c. Tailor transportation solutions and programs to specific community needs.
  - Increase new service delivery methods to serve particular neighborhoods and communities in a cost effective manner.
  - ◆ Community based shuttles, smart shuttles, community circulators serving regional centers.

**Subgoal 3.2 - Maximize communication.**

- 3.2.a. Create and maintain an MTA Speakers Bureau.
- 3.2.b. Expand communication opportunities.
  - Increase information availability to linguistically or other isolated groups.
  - Enhanced utilization of multi-media outlets.
  - ◆ Increase radio, television exposure in public settings.
  - Implement recommendations from the Communication Needs Assessment Studies.
  - Implement “Customer First” focus.
- 3.2.c. Increase utilization of the Internet.
  - Expand MTA “home pages” for Metro Construction, Metro Operations, Regional Transportation Planning and Development.
  - Create “home pages” to showcase MTA procurement, contracting/business and employment opportunities.

**Subgoal 3.3 - Enhance regional economic development**

- 3.3.a. Maintain and increase access to employment.
  - Address the needs and concerns of employers and employment centers.
  - ◆ Enhance relationships with Transportation Management Associations, Transportation Forums and Employee Transportation Coordinators.
- 3.3.b. Facilitate goods movement to strengthen local and regional economies.
  - Develop Transportation programs responsive to the goods movement needs of major seaports, airports, and interstate trucking facilities.
  - ◆ Alameda Corridor.
- 3.3.c. Plan and fund projects which improve and expand economic development opportunities.
  - Utilize MTA transportation programs and assets as a catalyst to meet local land use and economic development goals.
  - Participate in local development projects: Willow Street Station, Westlake/MacArthur Park Station.

**Subgoal 3.4 - Enhance Land Use and Urban Development**

- 3.4.a. Encourage land use policies and joint development that support transportation.



- 3.4.b. Plan and fund projects that contribute to the sustainability of existing developed areas and centers.
- 3.4.c. Encourage community responsibility and investment in joint ventures for development.
- 3.4.d. Promote the implementation of livable communities principles in MTA projects and programs.
- 3.4.e. Promote the sustainability of neighborhoods and communities through the implementation of transportation projects.

**Subgoal 3.5 - Improve environmental quality**

- 3.5.a. Develop and implement projects that enhance the environmental quality of life.
  - Community adoption of MTA facilities and Rights of Way.
- 3.5.b. Improve air quality by developing projects that reduce emissions.
  - Pursue the use of clean air vehicles.
  - ◆ Continue to support ATTB development.
  - Implement transportation infrastructure improvements that reduce emissions:
    - ◆ HOV facilities.
    - ◆ Multi-modal transit centers.
    - ◆ Rail and Bus Facilities.

**Subgoal 3.6 - Establish partnerships to maximize public benefit.**

- 3.6.a. Continue to expand educational/training curriculum to support a growing transportation industry.
  - Continue education/transportation partnerships.
  - ◆ TOPS program.
- 3.6.b. Emphasize MTA's leadership role in the transportation field on the regional, state and national level.
- 3.6.c. Develop, promote, coordinate, multi-jurisdictional transportation programs and projects.
  - Create multi-jurisdictional solutions to regional and subregional transportation issues.
  - ◆ Traffic Signal Forums.
  - Improve communications and coordination with and between jurisdictions and the subregions.
  - ◆ Continue participation in subregional Councils of Government (COG) and COG Technical Advisory Committees.
  - Plan, implement and coordinate projects that are consistent across county boundaries.
- 3.6.d. Develop coordination of interagency efforts to address transportation goals.
  - Maintain and improve communications and coordination between the MTA and other agencies.
  - Strengthen partnerships with federal, state and local economic development agencies.

- Provide leadership in developing national transportation policy.
- 3.6.e. Increase private sector partnerships in the implementation of projects and programs.

## **LRTP FRAMEWORK GLOSSARY**

ATTB	<u>A</u> dvanced <u>T</u> echnology <u>T</u> ransit <u>B</u> us.- Light weight, low maintenance alternative fueled transit vehicle developed in Southern California by an MTA assisted consortium.
ART	<u>A</u> lternate <u>R</u> ail <u>T</u> echnology Vehicle - Self propelled, self guided rail car.
Capital Costs	Nonrecurring or infrequently recurring costs of long term assets, such as land, guideways, stations, buildings, and vehicles. These costs often include related expenses such as depreciation and property taxes.
CMAQ	<u>C</u> ongestion <u>M</u> anagement and <u>A</u> ir <u>Q</u> uality improvement. A category of federal ISTEA funds.
FHWA	Federal Highway Administration.
FSP	Metro Freeway Service Patrol
FTA	<u>F</u> ederal <u>T</u> ransportation <u>A</u> dministration, part of U.S. Department of Transportation.
Grade Separation	Physical separation of streets
HOV	<u>H</u> igh <u>O</u> ccupancy <u>V</u> ehicle (carpool lane)
ISTEA	<u>I</u> ntermodal <u>S</u> urface <u>T</u> ransportation <u>E</u> fficiency <u>A</u> ct of 1991 - a federal program that continues the FAU program and additional funds for congestion mitigation and air quality improvement.
MOU/LOA	Memorandum of Understanding/Letter of Agreement.
TDA	Transportation Development Act (state program)
TDM	Transportation Demand Management - measures to reduce travel demand and influence travel behavior.
TSM	Transportation System Management - Technology based traffic operational strategies that maximize usage of the existing transportation network.
Turnkey	Method to design and construct projects using private sector partnerships.

*Los Angeles County Metropolitan Transportation Authority*  
*Long Range Transportation Plan Update*  
*Phase II - Vision/Mission/Goals/Strategies Framework Review*  
*Comment Sheet*

Please use this comment form to list any issues, comments, and/or questions that you may have about the items listed below.

**LRTP Process Overview**

**Round 1 Focus Group Summary**

**LRTP Financial Update**

# Vision/Mission/Goals/Strategies Framework

## Next Steps in LRTP Preparation

## Additional Comments

If you cannot complete this form at this meeting, please return it in one week to: Marta Maestas, LACMTA, Long Range Transportation Plan Update, 1 Gateway Plaza, Los Angeles, CA 90012

