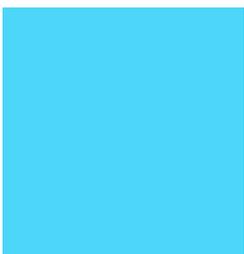
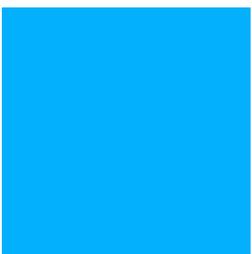
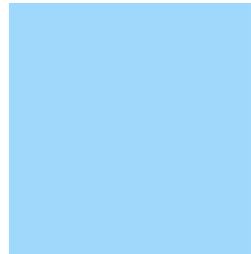
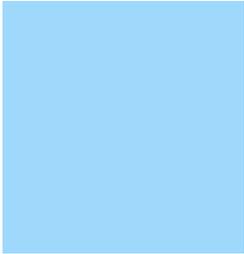


PALM BEACH MPO 5-YEAR STRATEGIC PLAN



JULY 2016
www.PalmBeachMPO.org

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EXECUTIVE SUMMARY

The Palm Beach Metropolitan Planning Organization (MPO) has established this 5-Year Strategic Plan as a measurable guide toward achieving its long-term **MISSION** and **VISION**. The vision of a safe, efficient, and connected multimodal transportation system inspires the MPO's mission to collaboratively plan, prioritize, and fund the transportation system. The 5-Year Strategic Plan defines specific, incremental steps (strategies) that will be initiated, monitored for timely progress, and annually reported to the MPO Governing Board and the public.

Six goals, aligned with the MPO's Unified Planning Work Program, frame the approach to achieving the Strategic Plan and provide clarity of purpose and direction.



Administer the Agency

is focused on staffing, equipping, and training the organization and effectively directing resources to achieve the strategic objectives.



Engage the Public

reinforces the importance of public input to each strategic effort and every planning process that involves the MPO.



Plan the System

directs attention to specific issues, areas, facilities, and interests that is above and beyond what would occur through the normal planning activities of the MPO.

Each goal is supported by measurable key objectives and defined targets to provide evidence of progress and accountability. Monitoring and annual reporting of timely progress toward the objectives informs (1) administrative decisions and actions by the Executive Director and (2) future MPO Governing Board decisions regarding appropriate revisions

Several benefits are derived from developing and implementing the Strategic Plan. Governing Board priorities are clearly communicated for the MPO Executive Director and staff to follow. Metrics are established for measuring progress on each priority and adjusting actions to achieve the strategic objectives, efficiently and cost-effectively. Transparency and accountability is provided to the public, the partnering organizations, and the member agencies of the MPO.



Prioritize Funding

seeks to identify and match available funding sources with eligible MPO projects to expedite implementation.



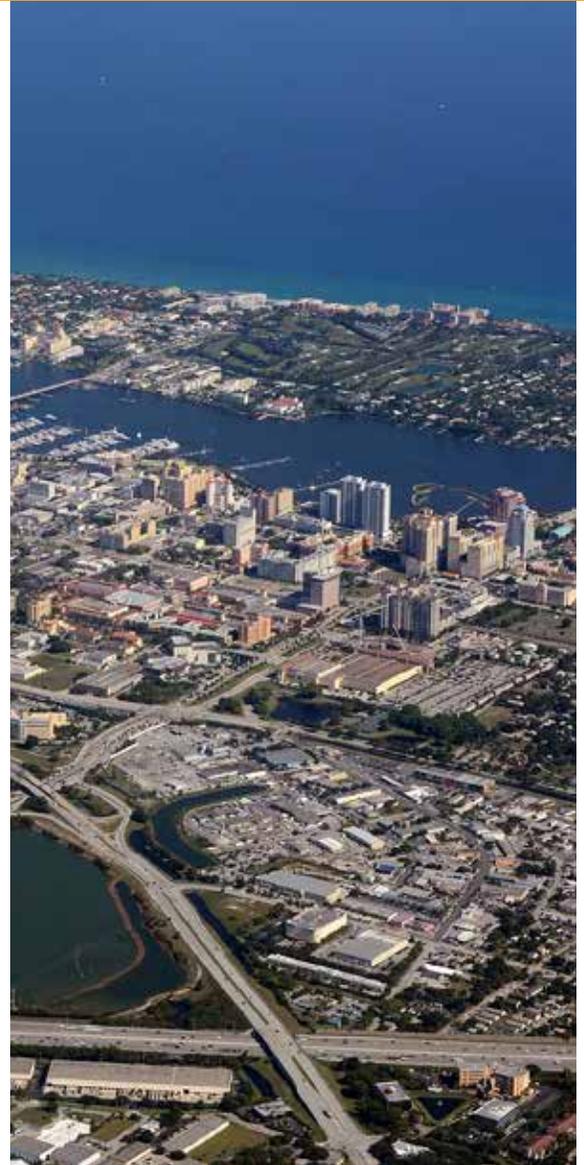
Improve the Experience

raises user awareness of what facilities make up the transportation system, how well those facilities work, and how innovative ideas can make the system better for them and their communities.



Collaborate with Partners

expresses the commitment to support local, regional, state, and national agencies in their efforts to plan, fund, maintain, and manage transportation facilities that serve citizens, businesses, and visitors of the Palm Beach region.



to investments in and additions to the Strategic Plan. The annual “report card” also serves as a communication tool with transportation stakeholders and the general public, demonstrating the effectiveness of the agency and the benefits derived by the community.

PALM BEACH MPO MISSION & VISION

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. The mission and vision statements are important to help concisely communicate the overall agency's purpose and direction. Crafted by the Governing

Board, Committees, Executive Director and staff, the Palm Beach MPOs mission and vision statements were intended to be inspirational while also providing a focus and direction for the organization. Together, they will guide the Governing Board in making decisions and establishing what the organization does.



MISSION

To collaboratively plan, prioritize, and fund the transportation system.



VISION

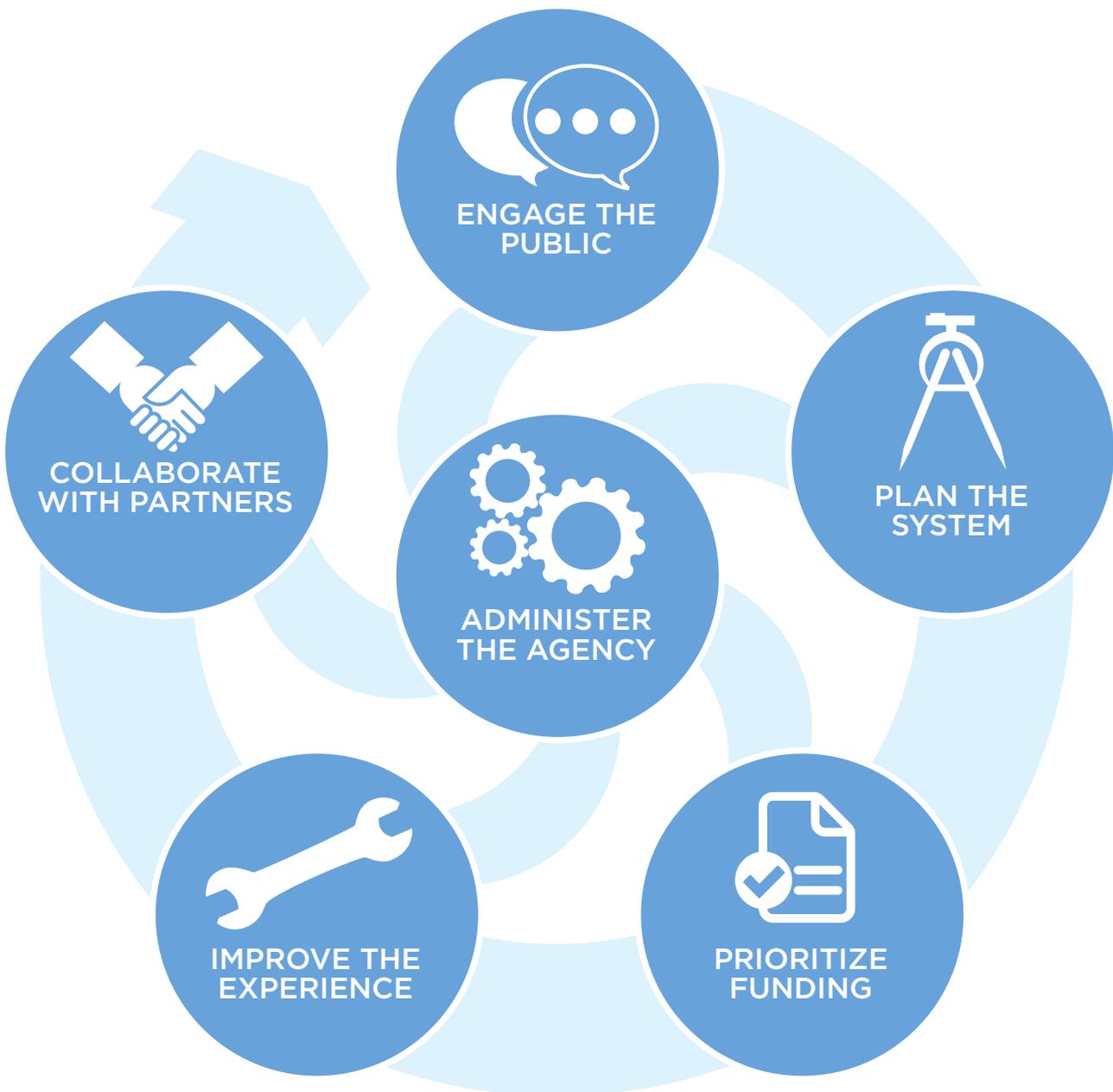
A safe, efficient, and connected multimodal transportation system.

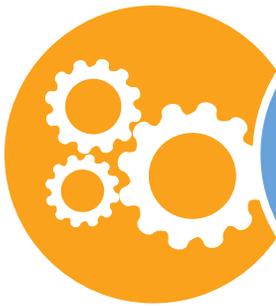
GOALS, OBJECTIVES, MEASURES AND TARGETS

Six goals, aligned with the MPO’s Unified Planning Work Program, frame the approach to achieving the Strategic Plan and provide clarity of purpose and direction (see Figure 1). On the following pages, the goals are further defined and supported by measurable objectives and defined targets so that evidence of progress and accountability may be monitored over time. Monitoring and annual reporting of timely

progress toward the objectives informs (1) administrative decisions and actions by the Executive Director and (2) future MPO Board decisions regarding appropriate revisions to investments in and additions to the Strategic Plan. The “report card”, found at the end of this document, is a summary of the MPOs current status in relation to achieving each goal’s set of objectives.

FIGURE 01 **SIX GOAL AREAS FROM THE MPO’S UNIFIED PLANNING WORK PROGRAM**





GOAL

1

ADMINISTER THE AGENCY

Four strategic categories of objectives were identified for administering the agency:

- › **Provide Roles & Responsibilities Training:** Develop, deliver, and provide access to training for MPO Governing Board, standing committee, and staff members that supports the effective performance of their individual roles. This may include handbooks, on-site training, off-site training, and attendance at conferences and/or workshops (including the Metropolitan Planning Organization Advisory Council Institute).
- › **Identify Meeting Space Options:** Investigate and identify meeting space options that are accessible; accommodate the expected numbers of members, staff, presenters, and attendees; provide unimpeded visual and audible access to speakers and presentations from all seats; and, are equipped with functional and reliable state-of-the-practice technology.
- › **Manage Expenditures:** Complete quarterly comparisons of expenditures against approved budgets, make semi-annual adjustments if needed, to align budgets and expenditures, and prepare and provide annual reports to the MPO Board that demonstrate budget compliance or explain the reason for a greater variance.
- › **Implement Strategic Plan:** Routinely assess progress being made towards achieving the objectives identified in the Plan. Complete an annual report indicating the status of each objective.

The following table summarizes the activities per objective and associated measure and target.

OBJECTIVES MEASURES	TARGETS
Provide Roles & Responsibilities Training	
1.A Provide MPO Governing Board Members opportunities to attend MPO training	
Governing Board member trainings attended per year	4
1.B Provide MPO staff opportunities to attend MPO-related training/conferences	
Staff-person trainings attended per year	22
Identify Meeting Space Options	
1.C Identify and evaluate up to three meeting space options	
Identify and evaluate up to three options for effective meeting space	July 2017
Manage Expenditures	
1.D Monitor expenditures against approved budget	
Provide quarterly report of budgeted vs. actual expenditures	+/-5% variance
Implement Strategic Plan	
1.E Monitor progress towards achieving Strategic Plan objectives	
Provide Strategic Plan annual report	July 2017, annually thereafter



GOAL
2

**ENGAGE
THE PUBLIC**

Two strategic categories of objectives were identified for engaging the public:

- › **Create and Implement New MPO Brand:** Develop a new image and enhance messaging for the MPO and consistently apply it to all MPO-related materials and outreach strategies. Enhance the website to be more user-friendly for capturing public input.
- › **Expand MPO Presence and Outreach:** Use social media to expand outreach and track the number of people engaged through all methods utilized. Create and conduct at least two annual community engagement efforts that measure community interests/concerns for the transportation system and gauge community perception of and satisfaction with transportation system and MPO performance.

The following table summarizes the activities per objective and associated measure and target.

OBJECTIVES MEASURES	TARGETS
Create and Implement New MPO Brand	
2.A Create and consistently apply new MPO brand Completion of new branding materials and strategies	July 2017
2.B Enhance MPO website to capture public input Provide monthly website activity report	October 2016, monthly thereafter
Expand MPO Presence and Outreach	
2.C Expand social media outreach to inform and engage the public Provide monthly social media activity report	October 2016, monthly thereafter
2.D Grow public outreach campaigns Annual campaigns per year Campaign participants per year	2 500



GOAL
3

PLAN THE SYSTEM

Two strategic categories of objectives were identified for planning the system:

- › **Conduct Non-Motorized and Multimodal Transportation Studies:** Conduct various non-motorized and multimodal transportation studies with partners to identify and ultimately implement projects addressing safety, mobility, accessibility, and connectivity needs. Work with partners to identify and map Complete Street opportunity corridors for future study.
- › **Monitor Long Range Plan Implementation:** Ensure that available resources are utilized to advance planned projects into the Transportation Improvement Program (TIP).

The following table summarizes the activities per objective and associated measure and target.

OBJECTIVES MEASURES	TARGETS
Conduct Non-Motorized and Multimodal Transportation Studies	
3.A Conduct multimodal studies for localized areas of concern Studies commenced per year	2
3.B Perform Transit Access Study for 10 Focus Areas Study completion	July 2018
3.C Create map of Complete Street Opportunity Corridors Complete Street infographic map	July 2018
Monitor Long Range Plan Implementation	
3.D Monitor implementation of Long Range Transportation Plan projects and programs Provide Long Range Transportation Plan implementation report	Annually at TIP adoption



GOAL
4

PRIORITIZE FUNDING

Two strategic categories of objectives were identified for prioritizing funds:

- › **Leverage Additional Funding:** Maximize the opportunity to obtain additional funding sources through periodic research and proactive coordination with partners on major programs such as TIGER and FASTLANE grants.
- › **Monitor and Share Project Status:** Monitor the status and track the project phase for all funded projects through easy-to-understand, highly graphic maps.

The following table summarizes the activities per objective and associated measure and target.

OBJECTIVES MEASURES	TARGETS
Leverage Additional Funding	
4.A Research and share current and new funding opportunities List of funding opportunities and sources on website	October 2016, annually thereafter
4.B Coordinate regional applications for competitive grant programs (e.g. TIGER, FASTLANE, SUN Trails, etc.) Percent of annual requests met for coordinated application support	100%
Monitor and Share Project Status	
4.C Prepare and maintain comprehensive map identifying status of all funded transportation projects within the planning area Provide funded projects map	July 2017, annually thereafter
4.D Prepare and maintain comprehensive map identifying status of all approved/unbuilt development Provide approved development map	July 2017, annually thereafter



GOAL
5

IMPROVE THE EXPERIENCE

Two strategic categories of objectives were identified for improving the experience:

- › **Increase Information Sharing:** Increase access to transportation information (e.g., maps of transportation system data) that improves transportation planning and user awareness.
- › **Support Innovative Ideas:** In the short-term, coordinate with partners to facilitate pop-up demonstration sites that showcase innovative approaches to accommodating community transportation needs. In the long-term, coordinate with partners to implement innovative strategies through already programmed projects (such as resurfacing projects).

The following table summarizes the activities per objective and associated measure and target.

OBJECTIVES MEASURES	TARGETS
Increase Information Sharing	
5.A Provide and maintain comprehensive and up-to-date system maps for all modes Provide system map	July 2017, annually thereafter
5.B Create system performance report using the Congestion Management Process (CMP) Provide system report card	Annually with FDOT Work Program Presentation
Support Innovative Ideas	
5.C Facilitate pop-up/demonstration projects Number of demonstration projects per year	2
5.D Introduce innovative strategies (with partners) into already planned projects Projects reviewed per year	10



**GOAL
6**

COLLABORATE WITH PARTNERS

Two strategic categories of objectives were identified for collaborating with partners:

- › **Expand Technical Services and Support:**
Provide technical training and support to assist local governments with local transportation planning issues and grant applications and to improve success in funding local projects.
- › **Facilitate Targeted Technical Discussions:**
Facilitate various working groups, as needed, to develop technical guidance, standards, policies, and programs.

The following table summarizes the activities per objective and associated measures and targets.

OBJECTIVES MEASURES	TARGETS
Expand Technical Services and Support	
6.A Conduct training workshops in preparing applications for Local Initiatives and Transportation Alternative Programs	
Workshops provided per year	2
6.B Increase total funding requests received for the Local Initiatives and Transportation Alternative Programs	
Ratio of funds requested to funds available	>2.0
Facilitate Targeted Technical Discussions	
6.C Facilitate Complete Streets work group to develop design guidelines	
Completion of Design Guidelines	July 2017
6.D Facilitate Road Impact Fee Alternatives work group to develop mobility fee alternatives white paper	
Completion of mobility fee white paper	January 2017

PALM BEACH MPO STRATEGIC PLAN

JULY 2015 - JUNE 2016

ANNUAL REPORT CARD

GOAL 1 ADMINISTER THE AGENCY

- No MPO Governing Board representatives attended the MPOAC Institute
- Staff training and staff expenditures will increase with a full team
- Consultant contracts were established mid-year, did not expend full budget

GOAL 2 ENGAGE THE PUBLIC

- Commuter Challenge was a huge success
- Anticipate year 2 of the Commuter Challenge and partnership with Broward MPO for Complete Streets Summit in FY 17

GOAL 3 PLAN THE SYSTEM

- Commenced studies of US 1 in North Palm (w/ TCRPC) and Indiantown Road in Jupiter (w/ TCRPC)
- Anticipate commencement of additional studies and projects in FY 17

GOAL 4 PRIORITIZE FUNDING

- Created www.PalmBeachMPO.org/map to provide countywide interactive web map of all funded projects. Will add additional data to this map to expand usefulness

GOAL 5 IMPROVE THE EXPERIENCE

- Demonstration project is the Flagler Drive bike lane
- Innovative Projects include US 1 in Tequesta, Haverhill Road in Greenacres, and US 1 in Lantana, Boynton Beach and Delray Beach

GOAL 6 COLLABORATE WITH PARTNERS

- Conducted one workshop for TA and LI applications; will conduct a second in the western communities next year
- Hope to see increased LI applications in FY 17

HOW ARE WE DOING?

Monitoring and annual reporting of timely progress toward the objectives informs (1) administrative decisions and actions by the Executive Director and (2) future MPO Governing Board decisions regarding appropriate revisions to investments in and additions to the Strategic Plan. This “report card” is a summary of the MPOs current status in relation to achieving each goal’s set of objectives.

INDICATORS

-  MET
-  IN PROCESS
-  NOT MET
-  NOT BEGUN

Governing Board member trainings attended per year



Staff-person trainings attended per year



Identify and evaluate up to three options for effective meeting space



Provide quarterly report of budgeted vs. actual expenditures



Provide Strategic Plan annual report



Completion of new branding materials and strategies



Provide monthly website activity report



Provide monthly social media activity report



Annual campaigns per year



Campaign participants per year



Multimodal studies commenced per year



Transit Access Study completion



Complete Street infographic map



Provide Long Range Transportation Plan implementation report



List of funding opportunities and sources on website



Percent of annual requests met for coordinated application support



Provide funded projects map



Provide approved development map



Provide system map



Provide system report card



Number of demonstration projects per year



Projects reviewed per year



Workshops provided per year



Increase total funding requests received for the Local Initiatives and Transportation Alternative Programs



Completion of Design Guidelines



Completion of mobility fee white paper



* “CURRENT” is the actual value for the reporting period of July 2015 through June 2016

