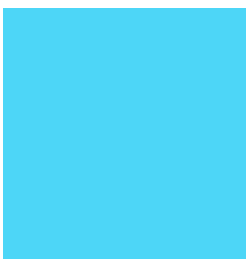
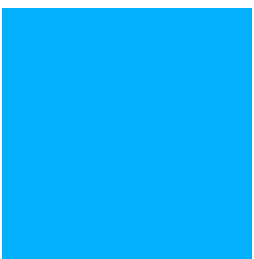
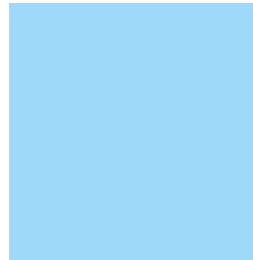
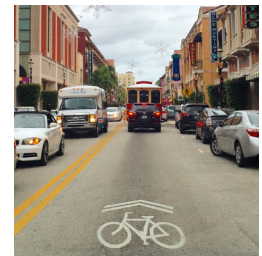
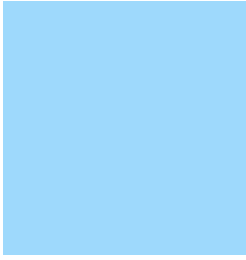


PALM BEACH MPO 5-YEAR STRATEGIC PLAN



JULY 2016
Updated July 2017
www.PalmBeachMPO.org

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Lake Worth

Mayor Pam Triolo



2300 N Jog Road, 4th Floor
West Palm Beach, FL 33411

Phone: 561.684.4170

Fax: 561.242.7165

Email: Info@PalmBeachMPO.org

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.



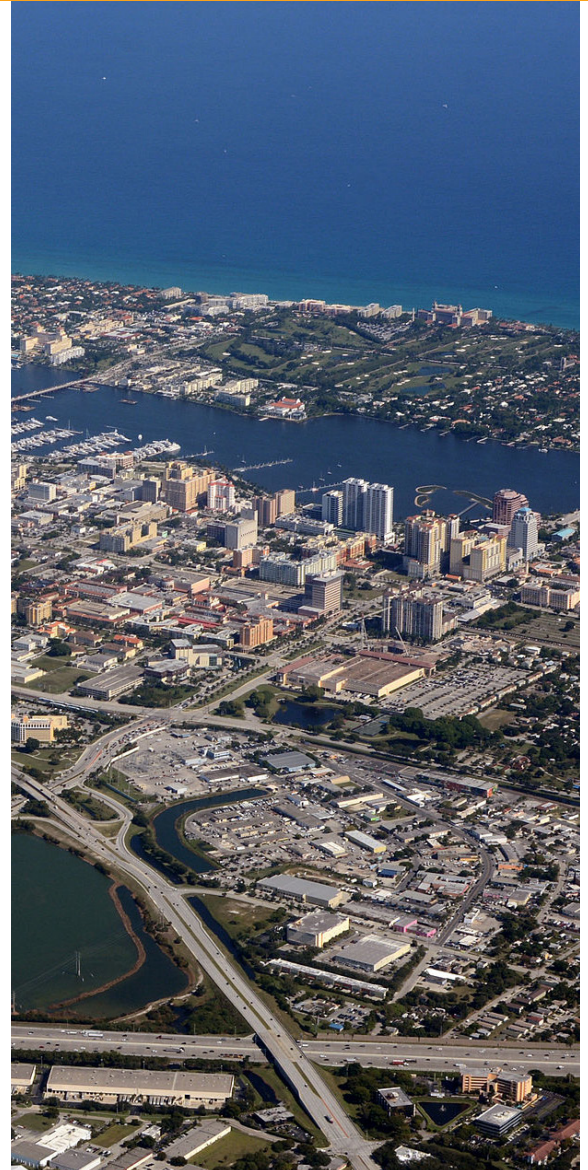
Improve the Experience

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

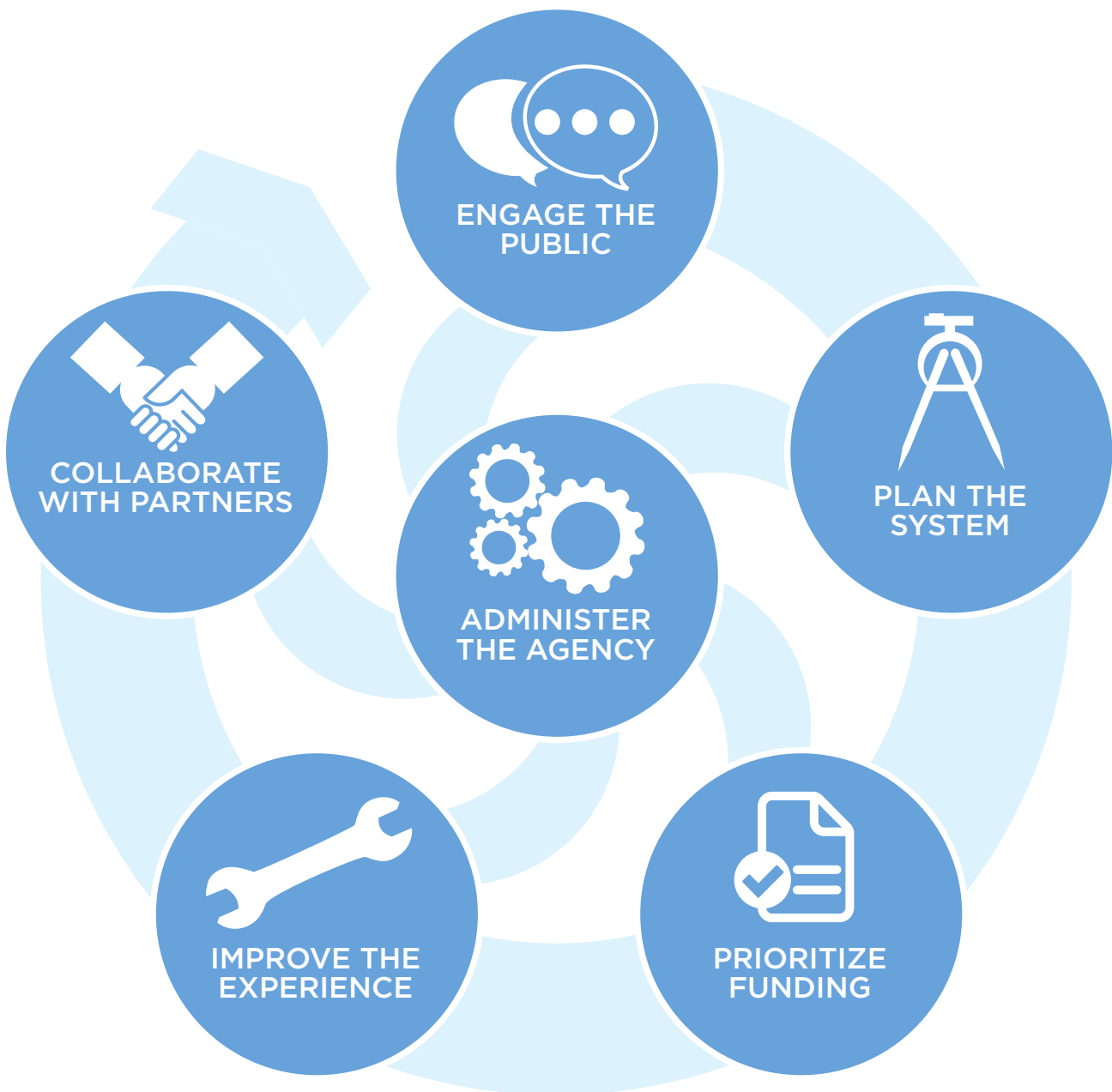
A safe, efficient, and connected multimodal transportation system.

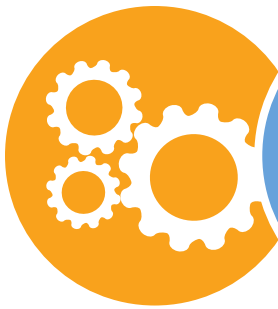
GOALS, OBJECTIVES, MEASURES AND TARGETS

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 1-day MPOAC workshop, 1-day Complete Streets workshop, and other training for MPO Board Members	
Governing Board member trainings attended	15
1.B Provide MPO staff opportunities to attend MPO-related training/conferences	
Staff-person trainings attended	22
Board Meeting Space	
1.C Select alternate meeting space option(s)	
Select and utilize alternate meeting space	5 MPO Meetings at Alternate Site(s)
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	Annually in July



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	December 2017
Expand MPO Presence and Outreach		
2.B Expand web & social media outreach to inform and engage the public	Provide web & social media activity report	Monthly
2.C Grow public outreach campaigns	Number of campaigns Campaign participants	2 500
2.D Update Limited English Proficiency (LEP) Plan and Implement Strategies on MPO-led planning projects	Updated LEP Plan	July 2018



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	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 Support Palm Tran Route Performance Maximization to identify corridors for focused multimodal study List of priority multimodal corridors	July 2018
3.E 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	Annually in October
4.B Evaluate performance measure targets vs. available funding Updated targets	December 2018
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	Annually in July
4.D Prepare and maintain comprehensive map identifying status of all approved/unbuilt development Provide approved development map	Annually in July



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	Annually in March
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 Introduce innovative strategies (with partners) into already planned projects, including Infrastructure Surtax Projects Projects reviewed	20



**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 (LI) & Transportation Alternative (TA) Programs Workshop video on website	January 2018
6.B Provide LI & TA Project Suggestions to Local Governments based on MPO Adopted Plans Projects suggested	8
Facilitate Targeted Technical Discussions	
6.C Facilitate Complete Streets work group to develop design guidelines Completion of Design Guidelines	December 2017
6.D Facilitate Road Impact Fee Alternatives work group MPO Board approval of a preferred alternative	June 2018
6.E Provide ADA Transition Plan training workshop Workshops provided	1

PALM BEACH MPO STRATEGIC PLAN JULY 2016 - JUNE 2017 ANNUAL REPORT CARD

GOAL 1

ADMINISTER THE AGENCY

- One MPO Governing Board representative attended the MPOAC Institute
- Expect FY 18 consultant expenses to be higher

GOAL 2

ENGAGE THE PUBLIC

- Regional Commuter Challenge logged nearly 500,000 miles
- Successful partnership with Miami-Dade TPO and Broward MPO for Complete Streets Summit in FY 17

GOAL 3

PLAN THE SYSTEM

- MPO is leading countywide US 1 study
- LRTP Implementation Report included with TIP presentation

GOAL 4

PRIORITIZE FUNDING

- Revised MPO project scoring to ensure funded projects improve MPO performance measures
- Improved funded projects map in TIP

GOAL 5

IMPROVE THE EXPERIENCE

- Demonstration project is Tamarind & Banyan intersection
- Innovative Projects include US 1 in Tequesta, Haverhill Road in Greenacres, and US 1 in Lantana, Boynton Beach and Delray Beach
- MPO member profile maps show all aspects of transportation system

GOAL 6

COLLABORATE WITH PARTNERS

- Conducted two workshops for TA and LI applications
- Design guidelines are in process & will come to the MPO in Fall 2017
- Mobility fee discussion is in process

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 2016 through June 2017

