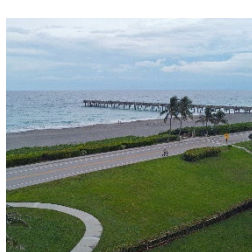
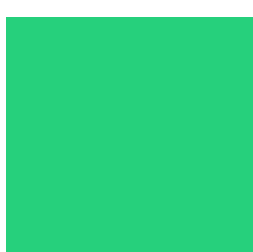
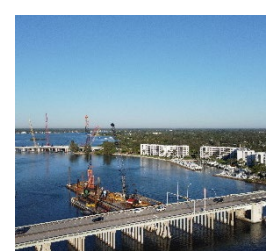
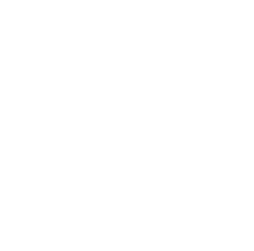
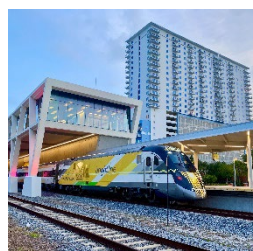
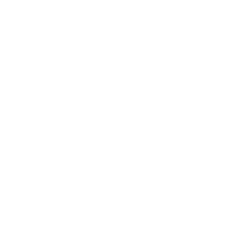
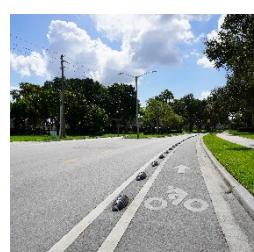
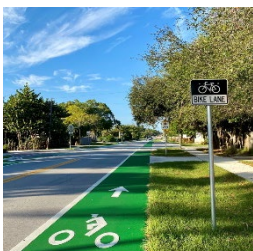


PALM BEACH TPA FY 24 STRATEGIC PLAN



July 2023

PalmBeachTPA.org

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Florida Department of Transportation

(non-voting advisory member)
District Four Secretary Gerry O'Reilly

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STRATEGIC PLAN PURPOSE

Strategic planning is an organization's process of defining its strategy, or direction, and then directing its resources to pursue this strategy. The Palm Beach Transportation Planning Agency (TPA) established and annually updates its Strategic Plan as a measurable guide toward executing its mission and achieving its long-term vision. The Strategic Plan defines specific and incremental steps that will be initiated, monitored for timely progress, and annually reported to the TPA Governing Board and the public.

The mission and vision statements concisely communicate the agency's overall purpose and direction. Crafted by the Governing Board, Advisory Committees, Executive Director and staff, the Palm

Beach TPA's mission and vision statements are intended to be inspirational while also providing a focus and direction for the organization. Together, they guide the Governing Board in making decisions consistent with the established priorities of the TPA.

Several benefits are derived from developing and implementing the Strategic Plan. Governing Board priorities are clearly communicated for the TPA Executive Director and staff to follow. Metrics are established for measuring progress on each action and making adjustments to achieve the strategic outcomes efficiently & cost-effectively. Transparency and accountability are provided to the public, the partnering organizations, and the member agencies of the TPA.



MISSION

To collaboratively plan, prioritize and fund the transportation system.



VISION

A safe, efficient and connected multimodal transportation system.

GOALS, ACTIONS AND OUTCOMES

Six goals, aligned with the TPA’s Unified Planning Work Program, frame the approach to achieving the Strategic Plan and provide clarity of purpose and direction. The goals are further defined and supported by specific actions and measurable outcomes to monitor progress and promote accountability.



ENGAGE THE PUBLIC

Action	Outcome(s)
A Collect public comments via online map, surveys and other platforms to inform transportation planning efforts	500 comments
B Increase social media engagement	125,000 users reached
C Update the TPA “About Us” Video	New video
D Present TPA initiatives to partner agencies and groups	20 presentations



PLAN THE SYSTEM

Action	Outcome(s)
A Collaborate with partner agencies to create a Countywide Mobility Vision and Funding Plan	Mobility Vision Plan
B Create formal process for selecting and conducting pedestrian and bicycle safety field reviews	Selection process
C Create a Speed Management Action Plan	Action Plan



GOAL
3

PRIORITIZE FUNDING

Action

Outcome(s)

- | | | |
|---|---|--------------------------------------|
| A | Update TPA Funding Programs | Revised Funding Programs |
| B | Support and track applications for discretionary grants | 5 applications supported and tracked |
| C | Pursue discretionary grants for TPA Priorities | 1 grant application submitted |



GOAL
4

IMPLEMENT PROJECTS

Action

Outcome(s)

- | | | |
|---|--|-----------------------|
| A | Identify resurfacing projects to incorporate Complete Streets improvements | 3 projects identified |
| B | Publish Annual System Report Card | Report Card |
| C | Assist municipalities with project identification and grant application submittals | 4 project submittals |



GOAL
5

COLLABORATE WITH PARTNERS

Action

Outcome(s)

- | | | |
|---|---|-----------------------|
| A | Assist local governments with transportation and mobility studies and plans | 4 local studies/plans |
| B | Conduct events on topics of interest | 4 events |
| C | Create Model Transportation Demand Management (TDM) Policy | Model TDM Policy |
| D | Conduct site visits to learn from partner agencies | 2 site visits |



ADMINISTER THE AGENCY

Action	Outcome(s)
A Provide board member and staff training (MPOAC Institute, national conferences, local workshops)	40 trainings
B Implement a consolidated accounting system	Accounting system
C Streamline agency services and benefits	New Agreement(s)
D Training and Succession Plan	Succession Plan
E Provide Strategic Plan and Annual Report	Strategic Plan & Annual Report

MONITORING AND ANNUAL REPORT CARDS

Monitoring progress toward the desired outcomes informs the day-to-day administrative decisions and actions of the Executive Director, influencing the allocation of agency resources and the prioritization of board agenda items and collaborative discussions with key stakeholders and partners.

Annual reporting of outcomes allows the TPA Governing Board to fully realize and leverage the value of the TPA and informs future TPA Board decisions regarding appropriate revisions to the Strategic Plan.

To support annual review of progress, the TPA has created “report cards” that summarize the TPA’s prior performance in relation to achieving TPA Board objectives. The annual report card for FY 2023 is attached.



ENGAGE THE PUBLIC

Action	Outcome(s)	Status
A. Collect public comments via online map, surveys, and other platforms to inform transportation planning efforts	Received 973 comments	
B. Increase social media engagement	5,388 followers Avg. 38,132 impressions/month	
C. Conduct or support outreach events and campaigns	2,661 participants	
D. Increase public awareness of the TPA	89 TPA-related media stories	
E. Present TPA initiatives to partner agencies and groups	34 presentations	



PLAN THE SYSTEM

Action	Outcome(s)	Status
A. Refine countywide mobility vision and funding plan	Coordinating with transit agencies on Mobility Vision	
B. Conduct pedestrian and bicycle safety field reviews	5 completed by June 2023	
C. Implement and update Vision Zero Action Plan	Progress Report presented in June 2023	



PRIORITIZE FUNDING

Action	Outcome(s)	Status
A. Identify and prioritize safety projects on high-crash corridors and Tier 1 Pedestrian & Bicycle Network	3 projects prioritized 6 additional projects being evaluated	
B. Support applications for discretionary grants	Supported 14 applications	
C. Participate in the creation of MPOAC Legislative Priorities and Policy Positions	MPOAC Policy Positions adopted in January 2023	



IMPLEMENT PROJECTS

Action	Outcome(s)	Status
A. Engage stakeholders in FDOT, County and City project reviews to promote TPA vision, priorities/local preferences	Engaged stakeholders and reviewed 81 projects	
B. Publish annual system report card	Presented report card in February 2023	
C. Assist municipalities with project identification and grant application submittals	4 project submittals	
D. Monitor the collection and use of SCETS tax revenue, managed lane revenue, and construction funds allocated for plant materials per s. 334.044(26), F.S.	Included in FY24-28 TIP	



COLLABORATE WITH PARTNERS

Action	Outcome(s)	Status
A. Assist local governments with transportation and mobility studies & plans	Assisted with 3 active local studies	
B. Conduct events on topics of interest	Conducted 6 events	
C. Create "How to Ride" Mobility Options videos	5 videos completed by June 2023	
D. Facilitate discussion of LRTP projects and their inclusion in local comprehensive plans	LRTP consistency table created Final review by jurisdictions	
E. Conduct mobile tours with partner agencies to experience local transportation facilities and services	4 tours completed	



ADMINISTER THE AGENCY

Action	Outcome(s)	Status
A. Provide board member and staff training (MPOAC Institute, national conferences, local workshops)	Provided >40 trainings	
B. Update Board and Committee onboarding resources	Updated handbook, training and video	
C. Pursue distinguished workplace designations	Maintained BFB and renewed BWC designations	
D. Provide quarterly financial summaries and audited Comprehensive Annual Financial Report (CAFR)	Provided Q1 and Q2 Reports, Q3 and Q4 in progress	
E. Provide Strategic Plan report	Provided annual report card	

MET IN PROCESS NOT BEGUN

