



Mission, Goals & Objectives

ADOPTED – DECEMBER 6, 2017

Mission: *To develop and maintain a multimodal transportation system that enhances mobility, safety, access, environmental quality, and economic activities in Monterey County.*

Goal 1 – Deliver Projects

Ensure timely delivery of quality, multi-modal transportation projects throughout Monterey County.

- A. Prioritize and accelerate the delivery of Measure X regional projects to reduce traffic congestion and improve safety.
- B. At the request of, and in coordination with, member agencies assist with the best use and implementation of local Measure X generated tax dollars.
- C. Utilize the following objective criteria for evaluating and prioritizing regional transportation projects:
 - a. Project Readiness
 - b. Ability to Leverage Matching Funds
 - c. Fair Geographic Distribution of Funds
 - d. Project Need: Congestion Relief and Safety Benefits
 - e. Cost Effectiveness & System Connectivity
- D. Develop a list of prioritized projects, showing project funding and completion status, based upon the established objective criteria. Include a secondary list of projects deemed important, but with no currently identified sources of funding.
- E. Ensure that transportation projects developed by TAMC are aesthetically pleasing and built of sufficient engineering and design quality to provide sustainable transportation solutions.
- F. Promote regional cooperation and partnership among contiguous jurisdictions with an emphasis on systemwide connectivity along transportation corridors.

Goal 2 – Maximize Funding

Aggressively pursue all available Federal and State matching funds to initiate and complete transportation projects, to maximize leverage of locally-generated transportation dollars.

- A. Use “self-help” status obtained through the passage of Measure X to compete for Federal and State grants and funding.
- B. Explore strategic debt financing opportunities, such as bonding, private funding and other financial instruments, to accelerate delivery of priority projects.
- C. Aggressively move to complete environmental reviews and pre-construction planning and engineering activities so projects are “shovel-ready” when new funding becomes available
- D. Seek innovative funding opportunities, including Public-Private Partnerships (P3), corporate sponsorships, and non-profit partnerships.

Goal 3 – Communicate Early and Often

Keep the community informed of TAMC's role in improving the safety and convenience of transportation in the region, and keep the Board of Directors engaged in TAMC activities.

- A. Develop a cohesive and concise description of TAMC's purpose and role in the community.
- B. Prepare a communications plan that specifies an outreach strategy to keep various audiences informed about progress on Measure X and other TAMC activities: community leaders, the general public and Agency partners.
- C. Continually update the Board of Directors and the community on the status and completion of all projects funded by TAMC.
- D. Provide information to the Board, on technical, environmental, regulatory and financial policies that affect TAMC's operations and project delivery.

Goal 4 – Prepare for the Future

Become a leader in the use of innovative solutions to improve transportation in the region.

- A. Seek information on emerging technologies and their effect on future transportation needs, such as:
 - Autonomous and connected vehicles
 - Mobility apps (i.e. Waze, Uber, etc.)
 - New engineering solutions
- B. Invest in alternatives to capital construction projects to reduce traffic congestion and improve safety, such as trip reduction and ridesharing programs.
- C. Support multi-modal projects and active transportation features that provide alternatives to one car, one driver transportation.
- D. Track industry research on travel behavior to help anticipate future needs.
- E. Anticipate and adapt to political developments that affect TAMC's ability to meet future transportation needs, such as:
 - California ballot measure to eliminate SB 1 funding.
 - Federal transportation trust fund shortfall