

Strategic Business Plan

FRAMEWORK

The *Strategic Business Plan* is a direct result of an all-day Board retreat held on January 8, 2015. At the retreat, the Board came to a consensus on seven (7) strategic directions that would guide the activities of the MPO for the next five (5) years. The strategic directions directly relate to *Commitment 2040* and have been grouped based on their ability to achieve its core goals (move people, create jobs and strengthen communities).

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Move People

Multimodal Improvements

Goal 1: Establish Vision for Multimodal Systems.

Objective 1: Develop *Complete Streets Master Plan*.¹

Objective 2: Develop *Transit System Plan*.²

Objective 3: Implement *Complete Streets and Other Localized Improvements Program*.

Goal 2: Improve Safety for all Modes.

Objective 1: Consolidate and archive partner safety plans and programs.

Objective 2: Identify gaps in existing partner safety plans and programs.

Objective 3: Implement *Project Review and Evaluation Policy*³ (e.g., safety).

Technology

Goal 1: Expand Use of New Technologies to Improve Efficiency and Service-delivery.

Objective 1: Identify tools used and in development to increase mobility and accessibility.

Objective 2: Implement program to identify opportunities where new technology can save time and money.

Create Jobs

Revenue / Funding

Goal 1: Increase Funding for Transportation Improvements.

Objective 1: Develop a local option tax plan (1 cent).

Objective 2: Implement a program to identify public/private partnership opportunities.

Objective 3: Implement *Advocacy Review and Evaluation Program*.

Objective 4: Implement *Grant Review and Evaluation Program*.

Objective 5: Implement an *Intergovernmental Shared Resources Program*.

¹ Vision for complete streets not limited by funding or timeframe constraints.

² Vision for transit not limited by funding or timeframe constraints.

³ Checklist provided to the Board to ensure projects satisfy the strategic goals of the MPO before approval.

Economic Development

Goal 1: Expand Taxable Base.

Objective 1: Implement program to identify public/private partnership opportunities.

Objective 2: Implement a *Project Review and Evaluation Policy* (e.g., transit-orientated development).

Goal 2: Expand Role in the Movement of Goods.

Objective 1: Form *Freight Committee*.

Objective 2: Negotiate Memorandum of Understanding (MOU) with Port Everglades and the Fort Lauderdale/Hollywood International Airport.

Strengthen Communities

Leadership / Partnerships

Goal 1: Strengthen and Expand Strategic Partnerships.

Objective 1: Continue to implement *Speak Up Broward*.

Objective 2: Host yearly, joint meeting with the Broward County Commission.

Objective 3: Host yearly meeting with Florida state legislators - Broward delegation.

Objective 4: Develop five (5) new strategic partnerships (e.g., Chamber of Commerce, Broward Business Alliance, Visitors Bureau, Regional Planning Council, World Cities, etc.).

Goal 2: Hold Agencies Receiving Federal Funding Accountable.

Objective 1: Implement a *Project Review and Evaluation Policy* for all projects pursuing federal funds.

Objective 2: Implement a *Reasonable Progress Policy*⁴ for all projects utilizing federal funds.

Education / Development

Goal 1: Increase Awareness of the Vision, Mission and Products of the MPO.

Objective 1: Distribute yearly Annual Report to all elected officials and the public.

Objective 2: Distribute one-page summary of all Board meetings to all Board members and elected officials.

Objective 3: Implement a *Public Involvement Program* specifically designed to engage school age children.

Objective 4: Continue to implement *Speak Up Broward*.

Goal 2: Strengthen Board Decision-making Capacities.

Objective 1: Two (2) Board members will attend the MPOAC / CUTR Institute's Board training.

Objective 2: Implement a *Board Educational Program* for all Board members.

Objective 3: Implement a *Project Review and Evaluation Policy*.

Objective 4: Implement a *Reasonable Progress Policy* for all projects utilizing federal funds.

Goal 3: Strengthen MPO Staff Technical Capacities.

Objective 1: Perform skills audit of all MPO staff members.

Objective 2: Implement an *MPO Staff Educational Program*.

Contingency Planning

Goal 1: Improve Regional Emergency Services.

Objective 1: Consolidate and archive partner contingency plans and programs.

Objective 2: Identify gaps in existing partner contingency plans and programs.

⁴ Tracks, reports and eliminates delinquent projects, measured against the schedule submitted by project sponsors, reallocating forfeited funds to the regional funding pot.