

CHAIRMAN JERRY AMANTE'S 10 STRATEGIC INITIATIVES FOR 2010



OUR MISSION

Enhance the quality of life in Orange County by delivering safer, faster and more efficient transportation solutions.

1 GROW WORKPLACE EXCELLENCE & EFFICIENCY

Perform employee-driven administrative review of internal operations from an efficiency perspective and develop an organizational succession plan. Take steps to ensure OCTA retains and develops employees, remaining a workplace of choice.



2 TRANSITION SEAMLESSLY TO M2

Working closely with Orange County cities, ensure successful completion of Measure M program, including I-5 Gateway Project, and lead final preparations to ensure transition to Measure M2.



3 STABILIZE BUS OPERATIONS

Implement measures to ensure a long-term sustainable level of bus service including necessary reductions, cost-saving steps, legislative efforts and operational efficiencies.



4 ENHANCE RAIL SERVICE & SAFETY

Launch the Metrolink Service Expansion and improve coordination of all LOSSAN Corridor rail services. Continue implementation of Grade Crossing Safety Enhancement and Quiet Zone Program and break ground on the Orangethorpe Corridor Grade Separation Program.



5 LAYING TRACKS FOR THE FUTURE

Secure state and federal funding for the Anaheim to Los Angeles segment of the California High-Speed Rail Project, and partner with the city of Anaheim on completing environmental clearance for ARTIC.



6 COMPLETE CENTRAL COUNTY MAJOR INVESTMENT STUDY

Approve a locally preferred strategy that lays the foundation for multi-modal transportation improvements over the next three decades.



7 MAXIMIZE STRATEGIC COLLABORATION

Join with local, state and federal stakeholders and other government agencies to advance common goals, policy objectives and develop projects of mutual benefit.



8 SECURE OC'S FAIR SHARE

Continue advocacy work in Washington, D.C. and Sacramento to ensure Orange County has an effective voice in future economic stimulus packages and the reauthorization process, and receives its fair share of transportation funding.



9 ENHANCE CUSTOMER EXPERIENCE

Explore and implement programs to encourage transit ridership through customer-friendly initiatives like integrated fare media, mobile device applications and 511 traveler information system.



10 IMPLEMENT AND EXPLORE HOV / HOT LANE IMPROVEMENTS

Maximize the efficiency of Orange County's carpool lanes by continuing to convert existing lanes to continuous access where possible. Explore high-occupancy toll lanes as a means to fund additional general-purpose lanes and increase capacity.

