

## NORTHERN VIRGINIA TRANSPORTATION AUTHORITY

MEMORANDUM

**FOR:** Chairman Martin E. Nohe and Members  
Northern Virginia Transportation Authority

**FROM:** Monica Backmon, Executive Director

**DATE:** September 2, 2016

**SUBJECT:** Five-Year Strategic Plan Vision & Goals

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1. **Purpose.** To seek Northern Virginia Transportation Authority approval of the vision and goals for the Authority's Five Year Strategic Plan.
2. **Suggested Motion:** *I move approval of the vision and goals for the Authority's Five Year Strategic Plan.*
3. **Background.** Authority members, NVTA staff and the Regional Jurisdiction and Agency Coordinating Committee (RJACC) have engaged in a series of work sessions to develop a Five Year Strategic Plan for the Authority. The work sessions were well attended and were highly productive. Work sessions held to date include:
  - a. On April 11, 2016, a work session was held with Authority members to develop the draft vision and goals for the strategic plan.
  - b. On May 26, 2016, a work session was held with NVTA staff and RJACC members to review and provide feedback and input on the draft vision statement as developed from the work session with the Authority.
  - c. On July 7, 2016, a follow up work session was held with NVTA staff and RJACC members to review and provide feedback and input on the draft goals as developed from the work session with the Authority.
4. **Vision and Goals.** Based on input received from these work sessions, the draft vision and goals statements, as noted below, were developed for the Authority's Five Year Strategic Plan:
  - a. **Vision:** *The Northern Virginia Transportation Authority leads Northern Virginia into a transportation future equipped with multi-modal transportation options for the community that advance the overall quality of life and economic prosperity for the region. Using innovation, partnerships and collaboration, the NVTA delivers effective long term planning, transparent policy processes and decision making, and the efficient allocation of critical transportation resources that advance projects moving Northern Virginia forward as a preeminent region in the country.*

b. **Goals:**

- **Regional Prosperity**

Foster regional prosperity by investing in a sustainable transportation network that supports economic growth while balancing quality of life.

*Sample Measure: % change in commute time*

- **Mobility**

Through sound planning and programming, increase transportation connectivity, increase available transportation options, manage\*/reduce/mitigate congestion.

\*RJACC Group preference

*Sample Measure: TBD*

- **Funding**

Support transportation infrastructure development through: good stewardship of tax payer dollars, maximizing opportunities from existing sources, and advocating for additional transportation revenues.

*Sample Measure: Per capita funding available to NVTA*

- **Innovation**

Lead region in planning and advocating for emerging transportation technologies that address future transportation, work place and development trends.

*Sample Measure: Innovative technologies adopted by the region*

- 5. Next steps.** Additional work sessions will be held this fall with NVTA staff and the RJACC to develop strategy areas, specific objectives and performance measures for each goal, as adopted. Once drafted the strategies, objectives, performance measures and complete Five Year Strategic Plan will be presented to the Authority for approval.

The tentative schedule for upcoming work sessions and Authority approvals includes:

- a. September 29, 2016: RJACC Work Session – Draft Strategies, Objectives and Measures #1
- b. November 3, 2016: RJACC Work Session – Draft Strategies, Objectives and Measures #2
- c. November 10, 2016: Authority Approval of Draft Strategies, Objectives and Measures
- d. December 8, 2016: Authority Adoption of Strategic Plan