
BUSINESS ITEM**STAFF REPORT**

DATE: JULY 2, 2009
TO: EL DORADO COUNTY TRANSPORTATION COMMISSION
FROM: KATHRYN MATHEWS, EXECUTIVE DIRECTOR
SUBJECT: GOALS AND OBJECTIVES FOR FISCAL YEAR 2009/2010

REQUESTED ACTION

Adopt the FY 2009/2010 Goals and Objectives for the Executive Director as established during today's discussion.

BACKGROUND

The adopted Overall Work Program and Budget (OWP) for Fiscal Year 2009/2010 serves as the primary management tool for the EDCTC. The OWP identifies the activities and a schedule of work for regional transportation planning in El Dorado County, excluding the Lake Tahoe basin. The OWP for FY 2009/2010 includes the following work elements:

ADMINISTRATION AND INTERGOVERNMENTAL COORDINATION

Work Element 100: Agency Administration and Management
Work Element 110: Intergovernmental Coordination
Work Element 111: Rural Counties Task Force
Work Element 120: Transit Administration and Planning
Work Element 125: El Dorado County Airport Land Use Commission

MULTI-MODAL TRANSPORTATION PLANNING

Work Element 200: Regional Transportation Plan
Work Element 240: City of Placerville and El Dorado County Bicycle Plan Updates
Work Element 244: City of Placerville and El Dorado County Pavement Management Program Database Management
Work Element 246: State Route 49 Realignment Study – Coloma to El Dorado
*Work Element 250: El Dorado County Rural Transit Emergency Preparedness Plan
Work Element 270: Broadway Village Corridor Multi-Modal Implementation Plan
Work Element 281: Camino Corridor Project Study Report

*NOTE: Dependent upon grant award.

PROJECT DELIVERY AND PROGRAMMING

Work Element 300: State and Federal Programming
Work Element 310: Transportation Project Delivery and Oversight
Work Element 330: Alternative Transportation Programs

PUBLIC INFORMATION, OUTREACH, AND ADVOCACY

Work Element 400: Public Education, Outreach, and Marketing
Work Element 410: Transportation Advocacy Program

DISCUSSION

As a compliment to delivering the work activities and end products included in the Overall Work Program, the following focused goals are drawn from prior year Goals and Objectives and the Executive Director's 2009 Performance Evaluation:

a) Develop Alternative Transportation Options

- Implement El Dorado County Regional Transportation Plan
- Support Transportation Demand Management and Alternative Transportation Options

b) Coordinate with External Partners/ Agencies

- Coordinate with SACOG
- Encourage HOV Lanes throughout the Region to decrease congestion and improve air quality
- Increase influence within El Dorado County and with regional agencies
- Coordinate with Caltrans on STIP/ SHOPP Projects within El Dorado County
- Support Project Delivery Teams and monitor regionally significant transportation projects (STIP, SHOPP, CMIA, MTIP, CMAQ, RSTP, TEA) within El Dorado County

c) Cultivate Outreach and Public Involvement Plan

- Utilize local newspapers for ongoing press coverage
- Maintain Website
- Ensure continued public participation in transportation planning
- Forward Advisory Committee applicants to Commission for appointment/ ratification
- Produce EDCTC Newsletter/ Annual Report

d) Update Administrative Practices

- Provide a professional and safe work environment
- Maintain EDCTC Records Management System
- Hold annual Staff Retreats/ Team Building events
- Continue effective staff building
- Clarify Executive Director and Commission roles in Administration of Salary and Benefits

e) Pursue Funding Opportunities

- Pursue funding options for El Dorado County Projects
- Advance EDCTC's Federal/ State Advocacy Program
- Secure funding for projects in development phases

The Executive Director's employment contract includes a provision whereby the Commission, working with the Executive Director, shall set performance goals and objectives for the ensuing year. The Executive Director, and entire EDCTC staff, request discussion and direction on the Commission's goals, within the purview of the EDCTC, for fiscal year 2009/2010.

Approved by:

Kathryn F. Mathews, AICP
Executive Director