Washington State Public Transportation Plan | Goals, Strategies and Early Actions Matrix

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GOAL	STRATEGIES	EARLY ACTIONS (by December 31, 2016)
1. THRIVING COMMUNITIES Cultivate thriving communities by supporting health, equity, prosperous economies, energy conservation and a sustainable environment through transportation	✓ Research, test and share tools and best practices to advance sustainable and equitable transportation planning and investment ✓ Quantify and communicate the economic, environmental, health and community benefits of public transportation to Washington state ✓ Test ways to improve the quality and cost-effectiveness of transportation strategies that support people throughout their lives ✓ Align and coordinate transportation investments to support local comprehensive plans and community priorities, such as improving first and last mile pedestrian connections or connections between bus and ferries	• Update, develop and publish tools and best practices to support sustainable and equitable transportation planning and investment Lead: To be identified • Share and provide support for best practices in transportation efficient land use planning Lead: To be identified • Develop and propose thriving community benchmarks to establish performance targets and monitor outcomes of strategies and investments; assess and report associated data and evaluation gaps Lead: To be identified • Continue to refine WSDOT's practical solutions, least cost planning and other methodologies that integrate state and local planning, operations and investments to optimize transportation efficiency and quality Lead: WSDOT • Initiate discussions to include health and equity to the Washington Transportation Plan goals Lead: To be identified • Better identify and coordinate policies on transportation and public health (to generate significant long-term health benefits and economic savings to individuals and the state as a whole) Lead: To be identified
2. ACCESS Provide and sustain a transportation system that allows people of all ages, ability and geographic locations to access jobs, goods, services, schools and community activities	✓ Allow for system gaps and deficits to be more quickly identified and addressed—for example, during routine congestion, incidents, emergencies and disaster response ✓ Remove barriers, such as conditions on special needs funding and other policy restrictions, and incentivize collaboration and integration between service providers ✓ Work with a broad range of partners to plan and invest based on systemwide needs, priorities and performance	• Develop and propose ideas to improve the inventory of public transportation system assets, services and networks to better support integrated multimodal, equitable and performance-driven transportation planning and investment Lead: To be identified • Develop Park 'n Ride policy with locals to address barriers to operation and management of Park 'n Rides Lead: To be identified • Further assess and identify key transportation system redundancies that are needed during disasters and emergencies Lead: To be identified • Identify key barriers for delivery and expansion, then begin pilot projects to address highest priority barriers such as sharing information about riders to special needs services Lead: To be identified • Promote partnerships between state and local and regional transit providers to improve capital facilities and infrastructure to enhance universal access to stations and stops Lead: To be identified

3. ADAPTIVE TRANSPORTATION CAPACITY
 	
Use new technologies and partnerships to make better use of existing transportation assets and meet changing customer needs
	✓ Use technology to improve access for people with special transportation needs and maximize efficiency and effectiveness, e.g. develop systems to help providers better coordinate service delivery
	✓ Develop and implement integrated, multimodal system improvements that move more people in fewer vehicles and at least cost
	✓ Foster innovation to respond to emerging market opportunities and other system changes through public-private partnerships and agency coordination
		• Develop a proposal for an innovation lab to foster and support public transportation innovation and adaptation. The lab will sponsor dialogue, research and projects to:
		  » Monitor, assess and share innovative strategies and tools that address emerging markets and other system changes
		  » Address challenging policy issues to facilitate the adoption of innovation
		  » Develop and make available multimodal transportation data to support innovation
		  » Support efforts to develop and test public-private funding solutions and new service implementation
		  » Facilitate innovations through public-private partnerships and interagency coordination
		  Lead: To be identified
		• Improve the quality and consistency of data sets and access to data to support innovation, agency partnerships and public-private partnerships
		Lead: To be identified

4. CUSTOMER EXPERIENCE Enhance people's transportation experience by providing public transportation that is safe, seamless, pleasant, convenient, reliable, relevant and understandable	✓ Deploy best practices in safety and security, taking into account issues of equity ✓ Foster additional collaboration among Washington state transportation providers to identify, implement and sustain solutions that improve the public transportation experience ✓ Increase consideration and use of multimodal options by piloting systems and programs to help the public better understand, consider and use multimodal options. Support widespread adoption of proven approaches ✓ Develop tools and processes to promote timely adoption of innovation that improves the customer experience	• Inventory and share information about innovative customer-focused solutions, such as fare and bicycle information, that can improve public transportation to make it a more attractive choice for the traveling public Lead: To be identified • Identify and promote strategies to reverse growth in pedestrian and bicycle fatalities and injuries Lead: To be identified • Develop tools and technical assistance that can be used by local transportation providers Lead: To be identified • Develop processes and tools to more effectively and efficiently obtain customer input, use gap analysis and prioritize areas for improvement Lead: To be identified • Encourage and seek additional investment in projects and programs that increase the use of multimodal options, improve public access to information and enhance the customer experience Lead: To be identified • Develop a system, such as a central database, where safety standards and requirements are shared along with key learnings to help improve safety and security Lead: To be identified
5. TRANSPORTATION SYSTEM GUARDIANSHIP Protect, conserve and manage Washington's transportation assets in a manner that maximizes and sustains their value to the public, public transportation and the statewide transportation system	✓ Manage, preserve, maintain and operate the transportation network as a complete multimodal system ✓ Develop a dashboard that monitors Washington's transportation system around multimodal performance indicators that build toward a more integrated, connected multimodal system ✓ Test pilot service concepts to increase vehicle occupancy and use of public transportation, including transit, active transportation, ride-hailing, telework and more	• Conduct a study to assess the adequacy of current public transportation funding and other funding mechanisms; identify and assess strategies for addressing funding gaps; research, analyze and communicate the long-term costs of deferred maintenance from an integrated multimodal perspective Lead: To be identified • Support efforts to develop and improve a dashboard that monitors Washington's transportation system using multimodal performance indicators Lead: To be identified • Develop a proposal for an Innovation Performance Program to encourage and invest in innovative approaches to public transportation that can deliver high value for modest investment Lead: To be identified • Advocate for partners to enhance local revenue options with demonstrated need for additional funding capacity Lead: To be identified

These are preliminary strategies and early actions that will be refined and prioritized through work with our partners during the public review process

Washington State Department of Transportation