



2016

Adopted April 28, 2016

MPOAC Strategic Directions Plan



MPOAC Mission Statement

The MPOAC improves transportation planning and education by engaging and equipping its members to deliver results through shared innovations, best practices, enhanced coordination, communication and advocacy.*

Guiding Principles in Developing the MPOAC Strategic Plan

- *Maximize the role of the MPOAC in transportation policy, planning and education.*
- *Serve as a state transportation leader and agent of positive change.*
- *Empower and enable individual M/TPOs to do their jobs better.*
- *Provide opportunities for MPOAC members (MPO elected officials and staff) to participate in committee and workgroup efforts to enhance the organization's mission and impact.*
- *Evaluate MPOAC's organizational effectiveness in implementing the strategic goals, objectives & actions.*

GOAL A. The MPOAC will support the sharing of best practices, and help coordinate and communicate with members and other organizations.

Objective 1:

The MPOAC will convene working groups to determine how best to share information on best practices and innovations with members and other interested parties.

Implementation Actions

- a) **Establish an MPOAC best practice working group** to develop a process for:
- Identifying MPOAC best practices & successes. Vetting and establishing a repository of best practices and successful strategies, and consider branding a set of MPOAC best practices and successful strategies.
 - Implementation of new MPOAC operational and topical best practices workshops. The working group will recommend the design, funding/budget, administration and marketing of an MPOAC best practices workshop. These should include:
 - Operational, e.g. Federal certification reviews, member orientation process best practices, budgeting/funding, business and strategic planning, benefit procurement, etc.; and
 - Topical, e.g. automated/connected vehicles, technology/data management, public participation, sunshine/ethics, etc., that can be presented in workshops.
 - Recognition of Innovation. Consider the creation of a recognition or awards program as part of the best practices workshops.

- b) **Establish an MPOAC Bike and Pedestrian working group** to share information and best practices in coordination with the State, including complete streets.

Objective 2:

The MPOAC will implement effective internal and external communication and coordination strategies with members and other organizations.

Implementation Actions

- a) **Create an MPOAC Communications Workgroup** to assess the current internal and external communications strategies and recommend how to improve and provide additional opportunities for communicating among members, serving as a clearinghouse of information and communicating with other organizations. The Workgroup should consider the use of tools such as: an email blast; share point website; quarterly newsletters; and improving/upgrading the MPOAC website as a more interactive site.
- b) **MPOAC Quarterly Meeting Format.** The Workgroup should review the MPOAC quarterly meeting format and consider whether it might be adjusted to better serve as a vehicle for communication and sharing of best practices (e.g. opportunity for video streaming, etc.).
- c) **Opportunity for Member Participation.** The Workgroup should review ways to enhance the opportunity for member participation in and communication about the existing MPOAC committees and workgroups.

GOAL B. The MPOAC will expand leadership training and education to engage members and build competence.

Objective 1:

The MPOAC will increase participation in the MPOAC Institute as the core leadership and educational program.

Implementation Actions

- a) **Continue to support the delivery and update of the MPOAC Institute.** Support the historic funding and support of the MPOAC Institute.
- b) **Expand participation in the MPOAC Institute.** Develop recommendations regarding the cost/benefits of expanding participation in the MPOAC Institute and in developing an advanced MPOAC Institute for graduates of the MPOAC Institute.
 - Require members of the MPOAC Governing Board to participate in an MPOAC Institute program.
 - Recommend members strongly encourage their chairs to participate in the MPOAC Institute as a requirement for serving.
- c) **Exporting MPOAC Institute components.** Explore how to feature and expand components of the Institute in other organizational settings (e.g. best practices workshop, a la FAC certification program, MPOAC quarterly meetings, MPO advisory committees, etc.)

Objective 2:

Develop an MPOAC sponsored training program.

Implementation Actions

- a) **Establish an MPOAC Training Workgroup** to develop recommendations regarding member and staff training and education strategies and topics, the funding and development, and the sharing of member standardized training materials.
- b) **National Training Opportunities.** Explore opportunities, in coordination with FDOT, AMPO and NARC to bring member and staff training programs by national organizations to Florida.
- c) **Online Training.** Explore the applicability and cost effectiveness of delivery vehicles such as online digital web-based distance learning.
- d) **Train the Trainers Approach.** Explore the development of a “train the trainers” workshop to enable member staff to offer training to their staff.

GOAL C. The MPOAC will advocate and collaboratively lead effective local, regional and statewide transportation policy and planning.

Objective 1:

The MPOAC will take steps to develop a stronger relationship with the Florida Transportation Commission

Implementation Actions

- a) **MPOAC Representative on the FTC.** Make it an MPOAC legislative priority to include a MPOAC representative as a member of the FTC.
- b) **MPOAC Presentations to the FTC.** MPOAC should make regular update presentations at each FTC meeting.
- c) **Strengthen MPOAC & FTC Coordination.** Strengthen the coordination between the FTC and MPOAC including offering expertise and advice on matters related to effective local and regional transportation policy and planning.

Objective 2:

Optimize the MPOAC relationship with the FDOT Central Office and the Districts to advance shared goals and member missions and programs.

Implementation Actions

- a) **Document FDOT/MPOAC Relationship.** Document the existing Central office staff relationship in terms of information flow, roles and responsibilities.
- b) **Regular Briefings/Update with FDOT.** Establish regular briefing and update meetings with the MPOAC Executive Director and the FDOT Secretary and the Office of Policy and Planning staff to

provide regular communication on issues impacting the MPOAC and its members and strengthen the relationship.

- c) **Update FDOT/MPOAC Procedures.** Work with FDOT to establish a formal endorsement procedure with the MPOAC for all documents that pertain to the administration of MPOs.
- d) **Enhance the relationship of MPOAC and Districts** on local and regional transportation policy and projects by encouraging the participation of District representatives and liaisons in MPOAC meetings, best practice workshops and other MPOAC activities.

Objective 3:

Strengthen the MPOAC relationship and coordination with USDOT to advance member missions and programs.

Implementation Actions

- a) **Enhance the MPOAC & FHWA Relationship.** Work with USDOT to strengthen FHWA relationship with the MPOAC and members beyond the Four Year Reviews, by participating in the FHWA annual audit process and communicating on a more regular basis to clarify issues and review areas of emphasis.

Objective 4:

Enhance coordination on advocacy for transportation policy and planning with partners and other organizations.

Implementation Actions

- a) **Coordinate Advocacy.** Enhance coordination on advocacy with the Florida League of Cities, Florida Association of Counties, Florida Regional Councils Association as well as other transportation associations through regular meetings with the Executive Director.
- b) **MPOAC/FAC Partnership on Certification.** Continue to provide an MPOAC Institute module for the FAC Certification process.

- c) **FLC/FAC Education Opportunities.** Explore with the FLC and FAC opportunities for the MPOAC to provide education and information on MPOs.
- d) **MPOAC Involvement in AMPO and NARC Committees.** The MPOAC Executive Director should serve on appropriate NARC and AMPO committees where there is not currently Florida representation.