

Principles for Strategic Investment	3-5 year actions/who	7-10 year action/who	Ideas
Data and Analysis. Summary: Invest in technology that combines data in a single source. An active and rigorous information resource for what programs and resources currently exist in the state, what opportunities are on the horizon, where the current and future gaps are, and develop strategies to support PTAC's vision.	Collect data to Tell the story & show that we're good stewards with the money Show what/where the needs are clarify the equity issues true picture of connectivity (map?) meeting the needs of the community, (length of trip, transport services, matching need with service) data collection TAM, updated yearly Connectivity Score (like walking score) Level of Service (LOS) PSU research & Study		survey connectivity
Plan. PTD should plan at a statewide level, and be a facilitator of planning regionally and locally, in a way that supports public transportation investment that fulfills a stated goal or vision. Inclusive planning that supports the investment can be accomplished in a variety of ways appropriate to the investment and the community. Plans should be articulated to reflect accountability, measureable goals, evaluation of outcomes, sustainability, and how the efforts can be a model for others in the state.	Coordinated plans Consistency in plans defined policy - with required deliverables dispatch software, sharing program (?), best practices - IT Resource Sharing Coordinated System between providers Connectivity score (like walkability score)	Use same pass/ticket for all Oregon/Modes	
Engage. Engage the citizens of Oregon to be involved participants in the strategic planning of their public transportation system to create buy-in and ownership. Market and outreach to the public and provide easy and accessible means for input and information about services. Engage agencies to discuss common challenges and brainstorm solutions, facilitating information sharing and environment of cooperation. Example of how this could work would be quarterly roundtable discussion, facilitated to ensure we stay on track	outreach message - to be active managers in their transportation ODOT Portal, link transit options Propose Land Use rules, for new developments to include transit ODOT TGM/Department collaboration Feedback from public using Web/Open House/ etc partnerships w/ school districts, employers, non-profits, Target older drivers Public Process (state/local/regional levels)	partnership with healthcare/funding to create active transportation opportunities transit index available for business community to use - make a standard Transit isn't free - educate public on the expense, it's valuable for everyone	
Promote and Position. We must proactively understand and articulate the value of investment in public transportation. PTD should develop and implement an ongoing plan to communicate and celebrate successes in public transportation in a manner that clearly states the contributions of public transportation investment to our communities and our state.	Story repository (including photos) - identify where & solicit stories (OTA should have this) BIG PICTURE WORKGROUP Invest in low cost Marketing		
Best Practices. PTD should be the keeper of best practices, and make this information readily available. This includes soliciting thorough information to serve as an example or model for others in the state to replicate. Coordinate Training. Stretch our agency dollars and expand training options by coordinating training opportunities and programs. Create policy for scholarships to training and conferences (i.e., RTAP scholarships).	RPTD Website - Best practices, templates, etc Improve RTAP ROI: presentations / Papers - RPTD provide templates		
Advocate. PTD should lend support to agencies and efforts to	Continue to engage public transit providers		Merge into other sections
Promote and support cost-effective programs. Ensure investment decisions consider projected return on investment by supporting programs that demonstrate efficiency. This return on investment may be measured in different ways including ridership, expanded service, cost reduction, connectivity, etc .	RPTD create standards/guidance (consistency: terminology & methodology) for measurement, LOS Examine data, using Investment principles to inform how to apply investment		
Preserve. Balance is important. We should be mindful to preserve the basic cost-effective services we provide, and invest in strategies that improve the transportation experience.	1. Preserve existing system and programs where productive and providing appropriate service. (This includes the basics like travel education and marketing, preventive maintenance, operations, fleet replacement, information technology etc.) 2. Enhance system where high priority service or connection is achieved efficiently to improve transportation for unserved or underserved populations or leverage effective use of system. (Add marketing, information and diverse trip and travel choice beyond current program levels, fill gaps, create linkage to transportation hubs) 3. Innovate where this investment could bring current or future returns that significantly address sustainability, preservation, and enhancement goals.		
Innovate. Innovation is about breaking down barriers to make the impossible possible. PTD must embrace challenges. Innovation includes coordination of services, technology, and new strategies that enhance and support public transportation. We should be challenging history, silos, and even policy. RPTD should lend support to agencies and efforts to facilitate the mission of public transportation. PTD should not be afraid of chaos, but embrace an opportunity to be an engaged leader for public transportation. Understanding that we operate in an often political environment that may require changes in policy, PTD should rise to opportunities to proactively facilitate timely and positive outcomes.			Cosette will word smith collapsing Advocate into Innovate & Preserve Send by Email

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<p>Grow our Economy Good public transportation is proven to contribute significantly to economic vitality and development. Public transportation must be a leader in establishing appropriate policy by partnering with local, regional and state agencies and our private sector to ensure public transportation is integrated into plans and policies that attract business investment, provide access to employment and consumers, and are a catalyst for economic health.</p>			
<p>Create Connections As a critical component of Oregon's transportation system, PTD should lead efforts to gain efficiency and effectiveness by interlining with and supporting multiple modes to ensure access and connectivity. This includes coordination to stretch resources, reduce duplication, and create a cost effective continuum of service. In doing so, we will create a connected and sustainable transportation system by providing seamless access to transportation services and options.</p>			
<p>Be Inclusive As a critical component of the overall transportation system, public transportation benefits everyone, whether they use public transportation or not. Effective public transportation reduces congestion, reduces the need for expanded lanes and parking lots, contributes to healthy walkable communities, and contributes to economic vitality. As PTD allocates funding, there must be an approach to ensure the resources benefit everyone. This does not preclude specific funds being allocated to specific populations. However, the overall funding allocations by PTD must reflect a balance and benefit for all.</p>			