



Strategic Plan Update PRTC Commission Meeting June 6th, 2019

Chuck Steigerwald
Director of Strategic Planning

Positioning Statement

“For the greater Prince William area’s growing and diverse residents, organizations, and businesses, PRTC is the organization that delivers a multimodal transportation system, connecting the area’s network of convenient, livable activity centers to one another and to the larger region in a way that makes the greater Prince William area the community of choice.”

Organizational Focus Area

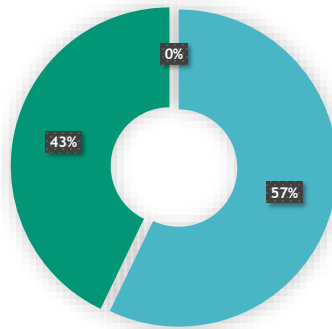
- Includes recommendations related to the roles and responsibilities of PRTC professional staff and PRTC Commissioners
- Key Theme: Fill the void in transportation and land use decision making by becoming a multimodal leader that brings together public and private interests.

Organizational Recommendations

- Expand PRTC's role to become the go-to advisor and partner for multimodal transportation in the Greater Prince William Area
- Explore cost-saving opportunities through improvements to business practices and contractual agreements
- Build strategic relationships with the business community
- Seek out opportunities to leverage new funding sources independently and through partnerships with regional public and private entities

Strategic Plan Progress

Focus Area - Organizational



■ Complete ■ In Progress ■ Not Started

Organizational Recommendations

- Expand PRTC's role to become the go-to advisor and partner for multimodal transportation in the Greater Prince William Area
 - Improved coordination with Prince William County DOT
 - Cooperative efforts with City of Manassas DOT
 - Transform66 planning effort

Organizational Recommendations

- Build strategic relationships with the business community
 - Enhanced relationship with Prince William Chamber of Commerce
 - NOVA partnership

Organizational Recommendations

- Seek out opportunities to leverage new funding sources independently and through partnerships with regional public and private entities
 - Successfully leveraging funding opportunities through Commuter Choice
 - Transform66 planning effort

Key Next Steps

- Internal change
 - New positions, roles, and personnel
 - Development of new processes and structures
 - Unification of cultural change and strategic goals
- Mobility Councils
- Jurisdictional Coordination Working Group

Organizational Recommendations Objectives

- Expand PRTC's role to become the go-to advisor and partner for multimodal transportation in the Greater Prince William Area
 - Leverage PRTC staff's technical expertise and the Commission's policy expertise
 - Engage in transportation and land development projects at the planning stages
 - Strengthen the link between land use and transportation policy making and planning

Organizational Recommendations Objectives

- Explore cost-savings opportunities through improvements to business practices and contractual agreements
 - Improve efficiency in internal business practices
 - Optimize benefit and minimize risk for PRTC in agreements with contractors and other parties

Organizational Recommendations Objectives

- Build strategic relationships with the business community to gain support for organizational goals and objectives
 - Promote and build support for PRTC's role within the region
 - Gain political support from business leaders who would be in favor of legislation and funding related to improved transportation
 - Receive funding from the private sector for services catered to one or more specific businesses or entities

Organizational Recommendations Objectives

- Seek out opportunities to leverage new funding sources independently and through partnerships with regional public and private entities
 - Secure funding for capital projects and/or pilots
 - Engage in partnerships with jurisdictions and agencies to address transportation challenges
 - Free up current sources of funding and use them to increase service levels