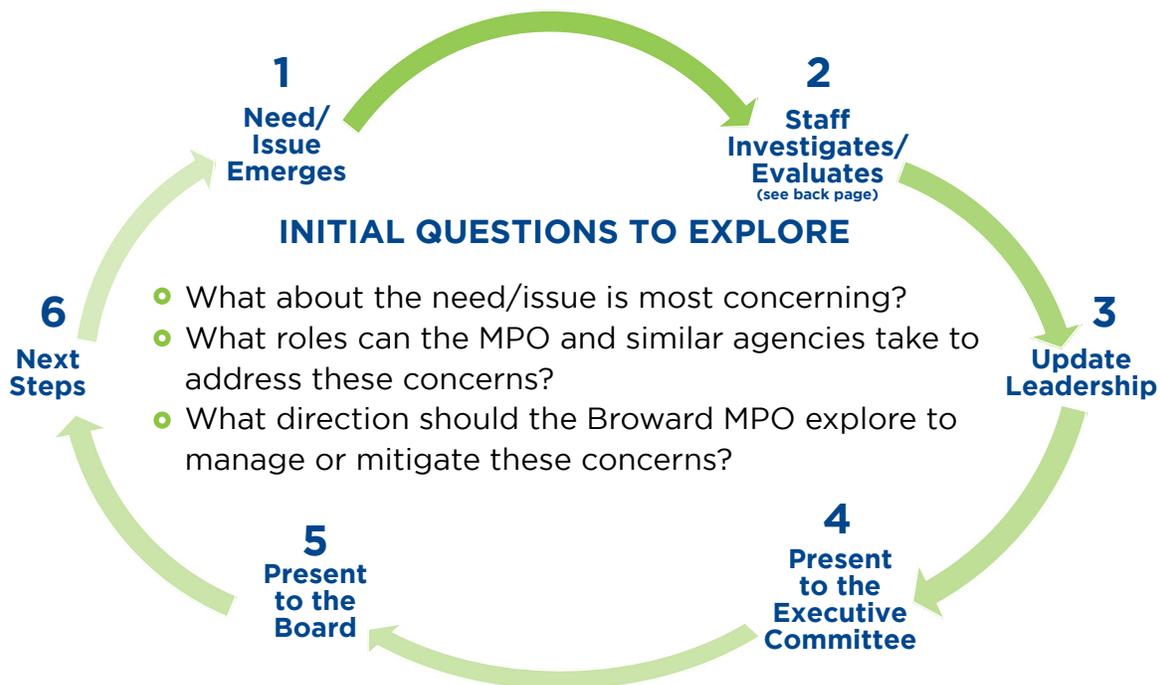


STRATEGIC BUSINESS PLAN

OUR STRATEGIC FRAMEWORK FOR ADAPTING TO EMERGING ISSUES

As our strategic planning efforts continue to evolve, emerging issues will test the Broward MPO's established and newfound responsibilities. The following process can be used to determine whether an emerging issue aligns with the MPO's work, and if so, how we might manage or mitigate it as an organization.

CHECKPOINTS FOR ADDRESSING EMERGING ISSUES



NEXT STEPS AFTER BOARD APPROVAL

- 1 Identify what agencies (both local and peer MPOs) are currently addressing the issue and to what degree and geography (corridor, city, regional, etc.)
- 2 Reach out to those agencies and work with them to identify what solutions and approaches are transferable to the Broward region and/or local to a regional level.
- 3 Develop a data monitoring approach and reporting process to provide regional perspective on the issue.
- 4 Develop a plan that will address regional solutions to the issue and how all the agencies can work together.
- 5 Identify how to fund the plan, monitor its success, and develop mitigation strategies if things don't go according to plan.

May 2020

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STAFF INVESTIGATION/EVALUATION CHECKLIST

As part of the **Initial Questions to Explore** (see front page) when **Addressing an Emerging Issue**, Staff will need to evaluate several key factors to determine whether the issue warrants further consideration. The following checklist outlines the aspects of a problem they should use when making their determinations.

- ✓ **Does the emerging need/issue align with our:**
 - **Vision? - Our work will have measurable positive impact by ensuring transportation projects are well selected, funded, and delivered**
 - Mobility/mass transit
 - Economic vitality
 - Protect the environment
 - Quality of life
 - **Mission? - To collaboratively plan, prioritize and fund the delivery of diverse transportation options**
 - Safe/efficient mobility of people/goods
 - Transit opportunity
 - Enhance environment
 - Enhance economic vitality
 - **Strategic Directions? - Move People, Create Jobs, Strengthen Communities**
 - Mission achievement
 - Efficient decision making
 - Effective administration

- ✓ **Will indirect costs (e.g. administrative overhead: equipment, rent, utilities, board expenses, grants management, audit, liability insurance, staff training) be incurred if need/issue is pursued?**

- ✓ **Will consultant, additional staff, or new resources be required for successful management of need/issue?**

- ✓ **Will MPO experience intangible benefits (e.g. leadership, branding/ PR, new partners, stakeholder support)?**

- ✓ **Will the opportunity solve a problem, support a program, expand a service, create a new project or service, be an innovative idea, expedite delivery time for project/program, be replicable?**

- ✓ **Is the opportunity sustainable (i.e. project/program will continue beyond funds)?**