

Goals vs. Strategies

Goal (new term):

- Answers “**what**”
- Broad goals can be current for the 5-year plan period

Strategy:

- Answers “**how**”
- Confusing concept
- Synonymous to activities

WisDOT certifies the *grant project* is derived from a prioritized goal in the coordination plan



Coordination Plan Goals

- Individual and/or multi-county goals can be one or all of the list
- Most projects will fit into broad based goals

AND

- Broad goals facilitate coordination plans remaining current for 5 years



Are coordination plan goals meaningful....

... if all coordination plans contain similar or identical broad goals?

YES

- WisDOT certifies to FTA the grant projects are in a coordination plan with prioritized goals;
- Everyone can choose from a list of 15-20 goals;
- Any grant project should fit into one or more of these broad goals;
- The *activities* in the coordination plan are the individual blueprints of implementation;**



Broad Goals (aka FTA strategies)

Examples:

- Increase transportation options for the transportation disadvantaged.
- Develop and improve access to information about transportation services.
- Improve transportation service delivery and increase/improve service productivity.
- Maximize efficiency and productivity of transportation services through the use of technology.
- Develop/expand/continue transportation services.
- Increase purchasing power through contracting and consolidation of purchasing with other entities.

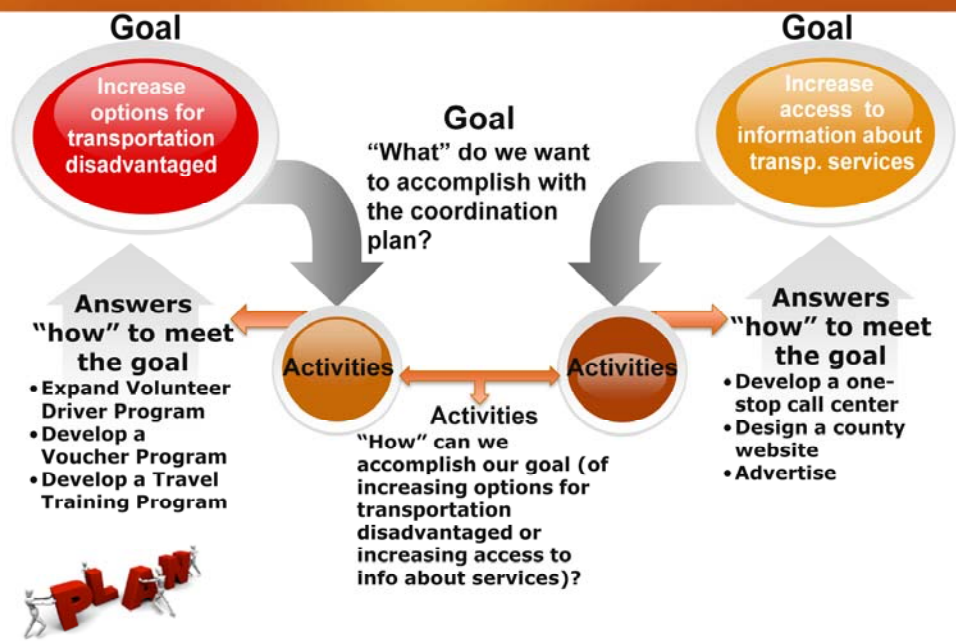


Coordination Plan: Activities

- Coordination plan activities describe “how” the plan goal will be accomplished or achieved
- Grant projects are defined in the Activities (how) of the coordination plan
- Grant projects address and remedy needs and gaps through the activities described
- Plan activities will be specific to geographic area of coordination plan



Coordination Plan Goals & Activities



Multi-County Plan

Red County

- Expand volunteer program
- Joint purchase of fuel

Increase purchasing power through tri-county MOU

Gold County

- Joint purchase of fuel
- Develop one-stop call center
- Develop a travel training program

Increase purchasing power through tri-county MOU

Tan County

- Design a county website
- Develop a travel training program
- Joint purchase of fuel

Increase purchasing power through tri-county MOU

Multi-county plan



Checklist for Coordination Plans Grant Proposals

- Broad range of stakeholders invited to coordination plan meeting?
- Narrative description of assessment process and how plan was developed?
- Grant projects address gaps and needs?
- Grant projects derived from prioritized goals in the plan?

