

NET RMA Strategic Plan 2017

Goal 1: Address and provide direction within the NET RMA.

Objective	Who	Due Date	Status
1. Maintain and reevaluate the 5-year Strategic Plan and Mission Statement in Accordance with the NET RMA's Bylaws.	Chris Miller	4/1/2017	
2. Evaluate the needs and resources for staff, including the implementation of an employee performance evaluation system and pay for performance system.	Chris Miller HR Committee	5/1/2017	
3. Successfully, migrate the complete transition of the finance department to be an internal function.	Chris Miller Michelle Colburn Robert Moore	10/1/2017	
4. Develop a strategic marketing plan, including a retooling of the website to ensure it is a regional resource for transportation mobility (including mobile phone compatibility).	Chris Miller K'Lin Noble Colleen Colby	12/1/2017	
5. Follow Bylaws, policies and procedures for operations including Conflict of Interest; Procurement; Transfer and Conversion; and Environmental Review for efficient and effective operation of the NET RMA.	Chris Miller	Ongoing	
6. Board Committees, as established, will continue to search and pursue future projects to meet the transportation needs in the NET RMA region. The established committees are: Executive, Project Development and Implementation, Long-range Planning, East Texas East Texas Hour Glass and the Audit Committee.	Chris Miller Linda Thomas	Ongoing	
7. The board shall investigate the merits of establishing an Intermodal Committee – An intermodal Committee would be tasked with dealing with intermodal transportation issues, i.e. rail, trail, air service, utilities, water utilities, etc.		6/1/2017	
8. Annually develop, monitor, review and amend Annual Fiscal Operational Budget.	Chris Miller Michelle Colburn Everett Owen	Ongoing/ 8/31/2017	
9. Assure that the ethical and proper authority reporting through open meetings and annual reports takes place as required by agencies, financial agreements and for the public.	Chris Miller Colleen Colby	Ongoing	

Goal 2: Continue to advance Toll 49, including the East Texas Hour Glass Project, as well as other existing projects undertaken by the NET RMA.

<p>1. Continue to advance Toll 49, the flagship project of the NET RMA. Short-term objectives include the construction of Toll 49 Segment 4, identifying funding sources for the environmental studies of Toll 49 Segment 6, and 7. Additionally, work on the long-term development of Segment 8.</p>	<p>Chris Miller Project Development Committee--Barham Fulmer (Segment 4) East Texas Hour Glass Committee --Dave Spurrier (Segment 6&7)</p>	<p>Ongoing</p>	
<p>2. Continue to cooperate with other agencies, where applicable, to advance other projects already undertaken by the NET RMA, including but not necessarily limited to: Loop 571 in Rusk County, the expansion of US 271; US 80 Corridor Study in Kaufman County; acquisition of abandoned Union Pacific ROW between Whitehouse and Troup, the East Texas Regional Partners for Transit Technology Upgrades.</p>	<p>Chris Miller</p>	<p>Ongoing</p>	
<p>3. Provide more comprehensive project reporting to include Segment 4 maps, charts, schedules (Gant charts, archeological updates, cost charting and other highlights).</p>	<p>Chris Miller Everett Owen Project Development Committee</p>	<p>Ongoing</p>	
<p>4. Develop and implement strategic marketing plan to advocate for and to aggressively promote the utilization of Toll 49.</p>	<p>Chris Miller Colleen Colby</p>	<p>Ongoing/ 6/1/2017</p>	

Goal 3: Continue to identify potential transportation projects in the region that the NET RMA will support through partnerships.

<p>1. Rely on the Texas Department of Transportation (TxDOT), the counties, Rural Planning Organization (RPO) of the East Texas Council of Governments and the Metropolitan Planning Organizations (MPOs) to establish the majority of long range transportation projects within the RMA boundaries.</p>	<p>Chris Miller All Board Members</p>	<p>Ongoing</p>	
<p>2. Request on an annual basis from each County through its Board Member(s) and County Judge the identification of the County's top priority project that they desire the NET RMA to support. The support can take the form of political, technical or financial support. Develop procedures to evaluate these priority projects and determine the type and level of support the RMA can provide.</p>	<p>Chris Miller Long-Range Planning Committee --John Coutier</p>	<p>Ongoing/Spring 2017</p>	
<p>3. Provide recommendations to the Board based on that evaluation on the type of support to be provided by the NET RMA for the priority projects including possible financial funding as provided by the NET RMA's Budget for that fiscal year.</p>	<p>Chris Miller Long-Range Planning Committee --John Coutier</p>		
<p>4. Establish a presence as a facilitator of regional transportation projects. Including hosting a regional transportation forum, expansion of the website, consideration of new county membership, and increased legislative advocacy.</p>	<p>Chris Miller Colleen Colby NET RMA Staff</p>	<p>Summer 2017</p>	

Goal 4: Maintain the parameters for which toll facilities under the NET RMA's ownership are operated.

1. Oversee the operations and delivery methods of the essential toll operational elements including the toll system operation and maintenance, customer service center operation and maintenance, enforcement and violation processing and/or court system processing.	Chris Miller Everett Owen Ron	Ongoing	
2. Market toll tag products (TxTAG, Easy Tag, Toll Tag) for the NET RMA, as well as the program for toll tag marketing/system interoperability and distribution.	Chris Miller	Summer 2017	
3. Hire a Director of Maintenance to develop, implement, and coordinate reliable and efficient maintenance strategies and processes that continue to protect the initial investment.	Chris Miller Everett Owen	6/1/2017	
4. Ensure a well-planned transition for maintenance activities on Toll 49 from TxDOT to an internally managed solution.	Chris Miller Everett Owen	10/30/2017	
5. Provide input into selection of potential new back office provider.	Chris Miller Everett Owen	6.1.2017	