

U.S. 101 Business Plan Charter

Background The US 101 Central Coast Coalition (Coalition) formed to raise awareness of the US 101 Corridor within the boundaries of Caltrans District 5 as a major economic asset to the state and nation and encourage investment on the corridor.

Purpose The purpose of the US 101 Business Plan is to provide the data, strategy, and community support needed to secure needed financial investment in the corridor.

Goal and Objectives The goal is to create a multi-modal investment strategy with mutual support of the Coalition.

Objectives:

- Build upon success of the Coalition and continue to raise the profile of the region at the state and national levels.
- Inform statewide priorities for investment including, but not limited to the California Transportation Plan, the 2021 Interregional Transportation Strategic Plan, and the California Freight Mobility Plan.
- State a business case for making investments in the US 101 corridor and be useful as a marketing tool.
- Develop a financial plan that identifies total funding needs, gaps and potential funding sources.
- Engage stakeholders, including the business community and major regional industries.
- Identify improvement categories, performance criteria and priority projects.
- Follow strategic direction established by Governor's Executive Order N-19-19, which requires "every aspect of state government redouble its efforts to reduce greenhouse gas emissions and mitigate the impacts of climate change while building a sustainable, inclusive economy."
- Consider transportation issues and needs on key routes connecting to US 101.

Timeframe Completion Winter 2020

Roles and Responsibilities Caltrans will lead the Business Plan efforts with full participation by the Central Coast Coalition members. Coalition members agree to participate in the collaborative planning stages.

Steering Committee The Steering Committee is composed of the Coalition MPO/RTPA Executive Directors and the Caltrans District Director.

Document Approval Endorsed by all Coalition member agencies.



Approvals



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12/6/19
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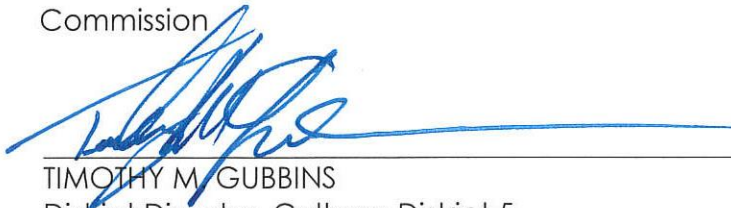
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