

Strategic Issues – Planning Process

Executive Summary

Community leaders recognized before a strategic plan could be developed that it was necessary to determine how the region could take advantage of its strengths, while minimizing its weaknesses in order to take advantage of new opportunities in order to avoid threats to the region's transportation system. From this analysis community leaders determined that by documenting local transportation needs they would be able to identify the strategic issues and create a strategic plan to prioritize and advocate the region's needs to the various local governmental agencies providing services within the region. The desired outcome of this process is to position these agencies to apply for and receive state and federal grants targeted towards these needs.

Community leaders learned that while the public appreciates and values the current level of public transportation services, those services don't address specific community needs. Therefore, Action Network, the City of Point Arena, and the Manchester-Point Arena Band of Pomo Indians (MPA) submitted a Community Based Transportation Planning Grant (CBTPG) to document local needs, prioritize them, and to create a plan designed to address these needs.

This planning process has provided local community leaders the opportunity to look at the specific needs of their respective communities, determine what can be done today, and what can be done in the future. Already, the Coalition's efforts have resulted in improved public transportation services. For example, local collaboration has already resulted in new public transportation service each Saturday between The Sea Ranch and Fort Bragg and the 45 families living in The Sea Ranch Apartments now have access to public transportation so they may have more reliable service within the region as well as to Ukiah and Santa Rosa.

In advance of preparing a strategic plan, community leaders conducted a community needs survey, conducted nine public meetings, and prepared several technical memos designed to document and define existing conditions, community needs, and to document possible solutions for the region to pursue in the future. Therefore, the "Strategic Issues" is intended to serve as a compendium to support the development of the region's Community Based Transportation Plan (CBTP).