

**THIS PRINT COVERS CALENDAR ITEM NO.: 5
FOR THE MEETING OF: April 8, 2005**

TRANSBAY JOINT POWERS AUTHORITY FINANCE COMMITTEE

BRIEF DESCRIPTION: Reviewing the Proposed TJPA Vision, Mission and Goals Statement and recommending it for public review and comment, and subsequently for adoption by the Board of Directors.

SUMMARY:

- TJPA Budget Policy (Board Policy No. 003) states that “Prior to commencing the FY2005-06 budget development process, the TJPA shall adopt a vision and mission statement and long-term organizational goals.”
- On March 15, 2005, TJPA staff, working with Carmen Clark, developed a proposed TJPA Vision, Mission and Goals Statement.

ENCLOSURES:

1. Proposed TJPA Vision, Mission and Goals Statement

EXPLANATION:

The Board of Directors directed TJPA staff to develop a Vision, Mission and Goals Statement (“Statement”). Staff convened a meeting to develop a proposed statement on March 15, 2005. Participants included Maria Ayerdi, Heather Barber, Tony Bruzzone, Emilio Cruz, Sara Gigliotti, Nancy Whelan and Elizabeth Wiecha. The process was facilitated by Carmen Clark.

Ms. Clark facilitated an afternoon-long process of brainstorming, defining and refining in order to develop the attached Statement. Taken into consideration were the specific mandated goals of the TJPA, and goals as outcomes for the entire Program. Words, concepts, and their implications were discussed at great length to arrive at the proposed Statement, making sure to incorporate the ideals of excellence, functionality and timelessness.

The Statement will inform the Authority’s strategic planning by creating a framework for day-to-day decision making, including the development of the TJPA’s annual budget. The statement will guide the TJPA in a broad range of activities. It will serve as a reference point for all materials, and will be used extensively as staff works to create strong public information and outreach programs.

RECOMMENDATION:

Staff recommends that the Finance Committee approve this proposed Vision, Mission and Goals Statement for public review and comment, and direct that it be calendared for the next Board of Directors meeting for adoption after consideration of public comments.

Transbay Joint Powers Authority

Vision, Mission & Goals Statement

VISION

A transportation gateway that inspires civic pride and progress through spectacular architecture, superb functionality and timeless appeal.

MISSION

To design, build, operate and maintain an intermodal terminal and rail extension; and to collaborate with the San Francisco Redevelopment Agency and City departments to create an adjacent new transit oriented neighborhood.

GOALS

Transparency

The TJPA is committed to a transparent planning process and will:

- Report to TJPA Board and the public;
- Inform stakeholders in a timely manner;
- Provide clear analysis and documentation to support decision making; and
- Work with media to keep communities informed.

Fiduciary Responsibility

The TJPA is committed to maintaining sound fiscal management and will:

- Develop baseline budgets and schedules;
- Implement and enforce internal controls;
- Fulfill financial commitments and obligations;
- Maintain clear roles and responsibilities and delegation of authority;
- Maintain sound financial system;
- Identify opportunities for cost savings in design and construction of public infrastructure;
- Coordinate sale/joint development of formerly state-owned properties to support project financial plan; and
- Promote timely, financially beneficial development within redevelopment area.

Quality Control

The TJPA is committed to excellence and will:

- Define performance and product criteria;
- Establish corporate culture of excellence;
- Properly vet the tradeoffs/decisions that lead to quality;
- Promote culture of excellence among partner agencies; and
- Conduct mutual design review for terminal and neighborhood projects to insure design coherence/integrity.

Return on Investment

The TJPA is committed to ensuring Program effectiveness and efficiency and will:

- Perform functional analyses (terminal & extension) to ensure effectiveness and efficiency;
- Perform value engineering; and
- Analyze and deliver joint development opportunities.

Collaboration

The TJPA is committed to collaborating with its partners and will:

- Establish clear understanding of roles and responsibilities;
- Establish communication protocols and reporting requirements; and
- Jointly enforce agreements