

When Do We Talk About the Future?

How to Lead an Agency Through the Transportation Revolution



Month Day, 2014

WHO WE ARE

- The Contra Costa Transportation Authority (CCTA) is a public agency formed by Contra Costa voters in 1988 to manage the county's transportation sales tax program and to lead the county's transportation planning efforts.
- CCTA is responsible for maintaining and improving the county's transportation system by planning, funding, and delivering critical transportation infrastructure projects and programs that connect our communities, foster a strong economy, increase sustainability, and safely and efficiently get people where they need to go.



WHAT WE DO

- **BUSES** Invest in a reliable, comfortable and convenient bus network
- **LOCAL STREETS** Smooth traffic flow on major roads and invest in neighborhood improvements such as repairing potholes and road surfaces
- **PEDESTRIAN** Make improvements to sidewalks, crosswalks, trails, and paths
- **SAFE ROUTES TO SCHOOLS** Focus on programs and projects aimed at bicycle and pedestrian safety for K-12 students
- **FERRIES** Expand the Bay Area ferry system by looking to ferries as an alternate commute method between West County and San Francisco



- **BICYCLE** Invest in safe routes and infrastructure improvements for bicyclists
- **BART** Make improvements to BART service and stations, such as extensions to new routes and parking at stations
- **HIGHWAYS** Complete Contra Costa's highway system, and improve air quality and noise protection along these corridors
- **CARPPOOL/RIDESHARE** Implement programs aimed at reducing traffic congestion by encouraging carpooling and ridesharing
- **PROGRAMS FOR SENIORS AND PEOPLE WITH DISABILITIES** Enhance transit options to improve mobility for seniors and people with disabilities



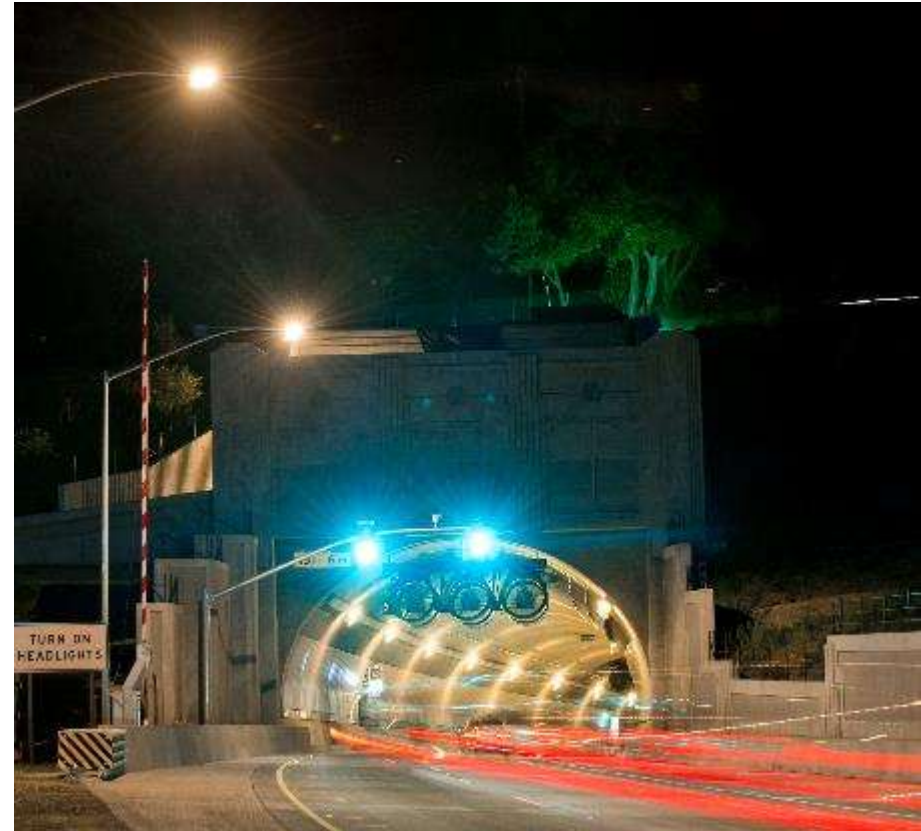
MEASURE C

- Passed by voters in 1988, Measure C provided for a half-cent on the dollar sales tax for twenty years (through March 2009) to pay for an ambitious list of transportation projects and programs.
- Measure C was estimated to generate \$1 billion over 20 years for a BART extension, freeway improvements, better bus service, enhanced bicycle facilities and more transportation options for senior citizens and people with disabilities.



MEASURE J

- In November 2004, 71% of Contra Costa voters approved Measure J. The measure provided for the continuation of our county's half-cent transportation sales tax until 2034, and will provide approximately \$2.7 billion for countywide and local transportation projects and programs for the life of the measure.



About Me





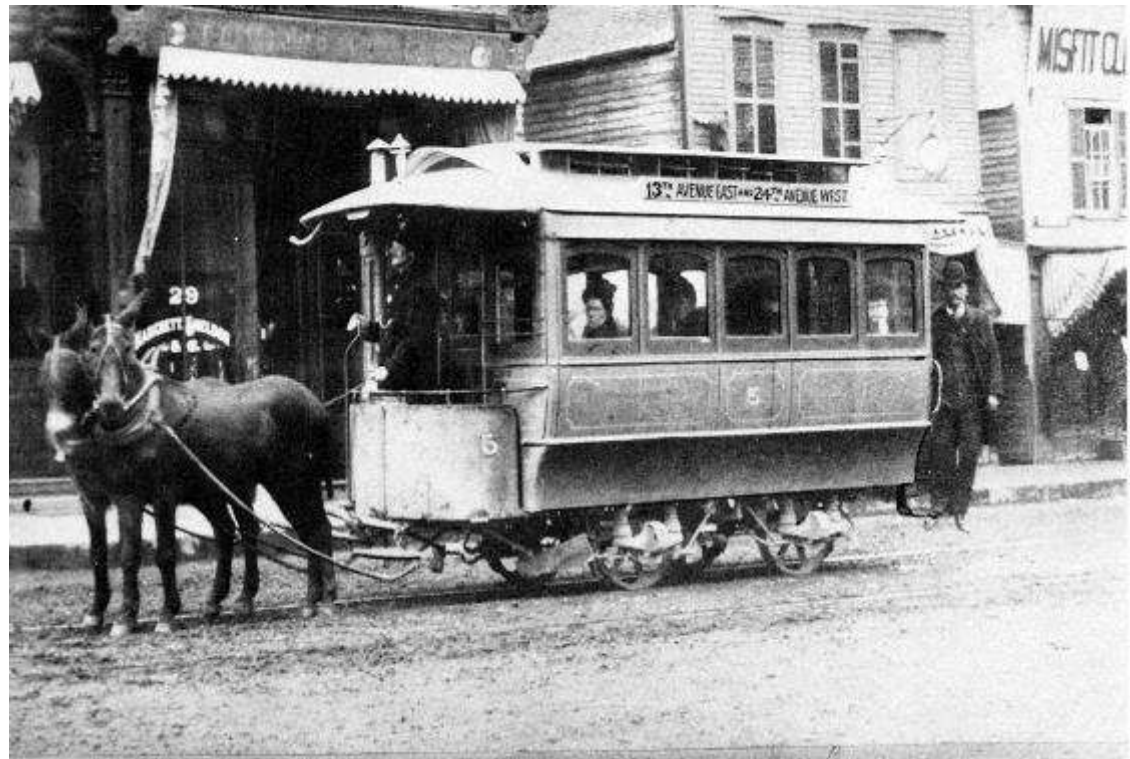
Understanding the Past



Horse and Buggy



Mass Transportation in the beginning.....



Model T



Street Cars



Self Guided Bus



First OEM Electric Inductively Charged Bus



Tesla Models



Shared Autonomous Vehicle (SAV)



GoMentum Station and EasyMile announce exclusive agreement to launch Shared Autonomous Vehicles in North America

First Deployment after testing at GoMentum Station will be Bishop Ranch

Introduced Assembly Bill 1592 (Bonilla) to enable testing on a few public roads in Contra Costa County



Employer of Choice



Charting a Course for the Future

- Enacting change in a public agency can be a difficult task
- Governments are not set up to innovate
 - Defined rules/processes
 - Very few decision makers
 - Lack of resources
 - No reward for innovation
- Develop a Vision



Assembling the Crew

- Having the right team can make all the difference
 - Hire right
 - Empowered Employees
 - Include Employees
 - Shared Credit
 - Mixed knowledge base & skill set (Diversity)



CFO asks the CEO: What happens if we spend a lot of money to train our employees and they leave?

CEO responds: What happens if we don't provide training and they stay?

Management Principles

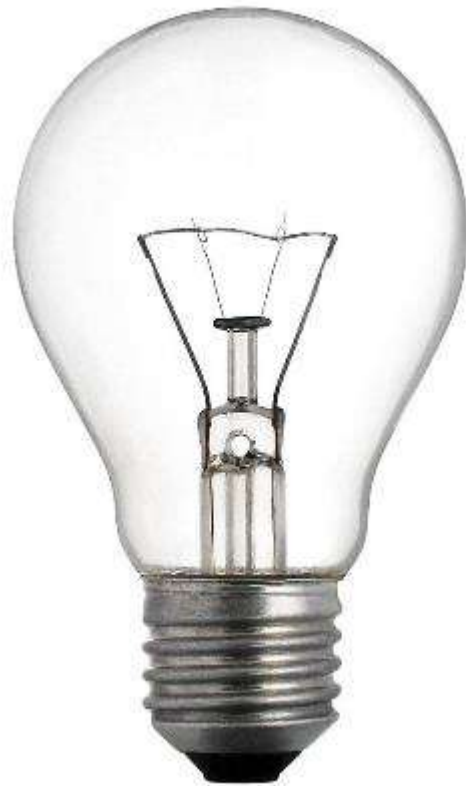
- Efficiency
- Partnership
- Innovation
- Customer Service



Leadership Qualities: The Third Option



Think!



Tools



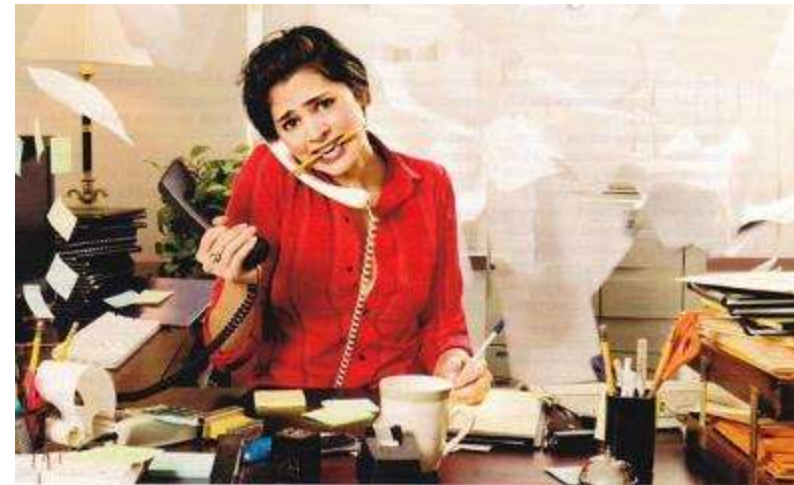
Redefining Work/Processes

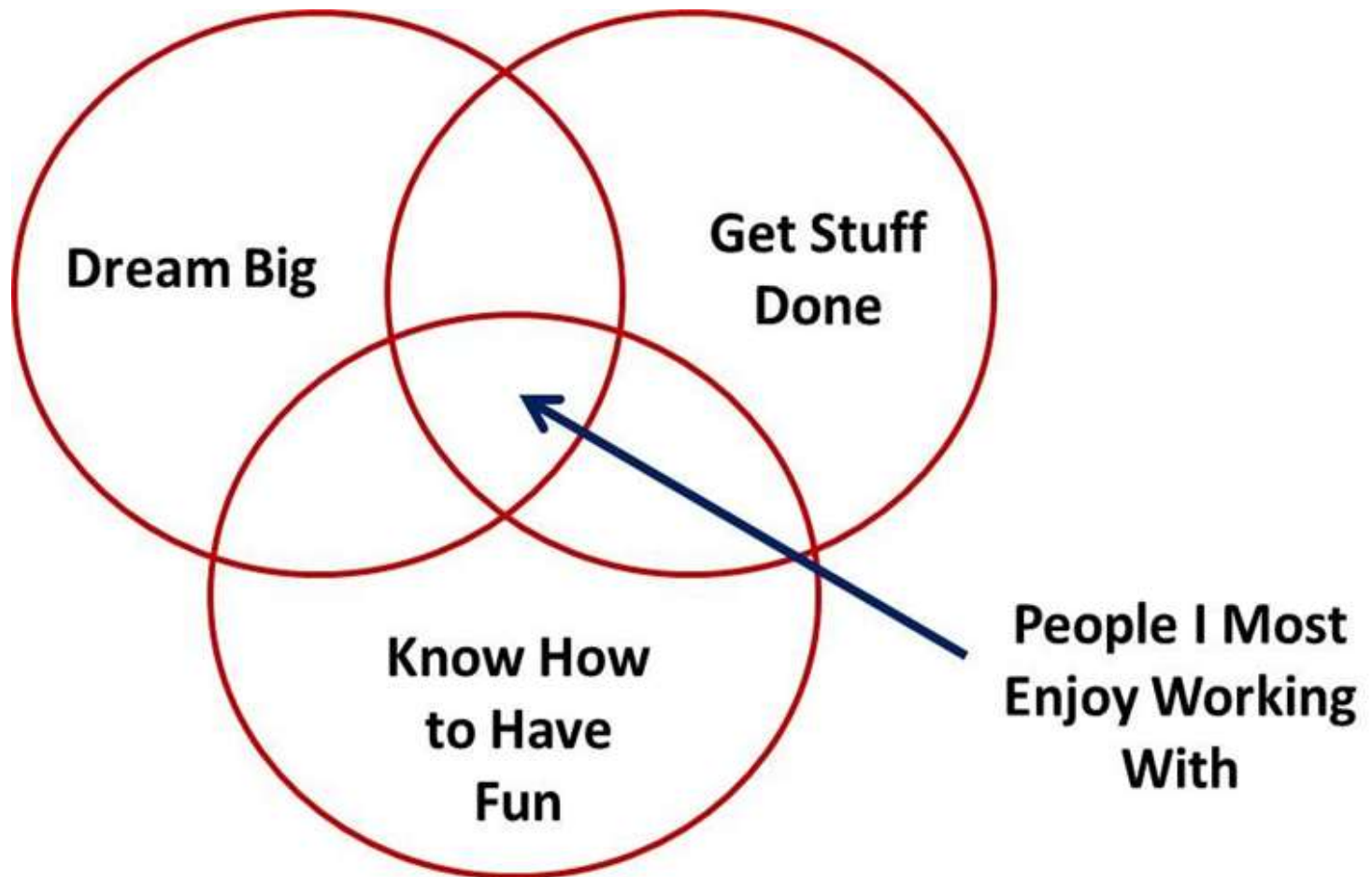
- Technology is moving faster than regulations
- Public expectations are driving change
- Transportation agencies are leading change from the ground up with new technologies in the market place
- Partnerships are key
- Employees implementing new ideas



Preparing your team for the future

- There's no road map for being proactive
- You have to be comfortable with chaos
- Know your direction, not necessarily the destination





Thank you!

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