



ACCESS MANAGEMENT
BALANCING ACCESS AND MOBILITY

**TRB Committee on
Access Management
ADA70
(Formerly A1D07)**

COMMITTEE STRATEGIC PLAN

November 2003

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TRB COMMITTEE ON ACCESS MANAGEMENT ADA70

BACKGROUND

The development of a strategic plan was an activity that the Access Management deemed to be of high importance for setting its future direction. Consequently, it established a subcommittee devoted to the function. The subcommittee met in conjunction with annual and midyear meetings for several years. The initial efforts included brainstorming sessions that involved many of the committee members and friends. Ron Giguere and Kathy Facer deserve much of the credit for distilling the thoughts of the group and organizing and packaging the information.

The completion of this first strategic plan of the Access Management Committee will enable the committee to focus its activities in the coming years. Although it will no longer be necessary for the Strategic Plan Subcommittee to meet on a semi-annual basis, annual meetings are anticipated as a quality control measure and to determine when it will be advisable to update this strategic plan.

MISSION STATEMENT

The Access Management Committee will continually strive to increase the awareness and use of access management.

SCOPE

We will advance the state-of-the-practice in access management and promote its integration into established planning, policy and design processes by providing innovative leadership, creating far-reaching partnerships, and sharing the latest knowledge, expertise and experience.

ACTION PLAN

Committee Structure

Goals

- a. Increase industry participation
- b. Enhance geographic distribution
- c. Increase local government and MPO participation

- d. Increase liaison and friend participation

Outcomes

- a. A new generation of Access Management Committee members, researchers and instructors reflect the full spectrum of stakeholders
- b. A liaison with each related TRB committee
- c. A friend in each state

Outreach

Goals

- a. Support the TRB Access Management Manual and solicit user feedback
- b. Establish and maintain the website as the primary portal for Access Management info, database, guidance and speakers
- c. Support national Access Management conferences and encourage and support regional conferences

Outcomes

- a. State-of-the-art Access Management Manual that is updated when needed
- b. Up-to-date website that is relied upon by our customers
- c. Access Management conferences in 2004, 2006, and 2008 that meet national as well as regional needs

Marketing

Goals

- a. Define the audience and their needs and concerns
- b. Package and promote Access Management
- c. Mainstream Access Management into other areas
- d. Create coalitions and partnerships

Outcomes

- a. Access Management logo and identity branding
- b. Materials and strategies that promote the Access Management Manual, the Access Management web site and research results
- c. Access Management coalitions
- d. High awareness of Access Management by other groups
- e. Updated Access Management video to be packaged as a DVD

- f. Champions within most States and many urban areas to draw attention to Access Management and advance the program

Training

Goals

- a. Define the audiences and their needs
- b. Identify sources of funding
- c. Customize training packages and content for specific audiences, durations, and presentation types
- d. Identify new instructors and delivery methods

Outcomes

- a. Advanced training products that are responsive to customer needs
- b. Shorter training materials and packages that can be distributed to Universities, LTAP centers, DOT's, ITE district meetings, etc.
- c. Qualified instructors and speakers
- d. Distance learning capabilities
- e. Peer-to-peer network for practitioners
- f. Technical assistance for practitioners

Research

Goals

- a. Define the needs of stakeholders
- b. Identify other ongoing research related to Access Management
- c. Generate, prioritize and scope out research topics and develop coalitions
- d. Identify potential sponsors
- e. Establish a plan to address unmet research needs

Outcomes

- a. List of unmet research needs
- b. New research proposals
- c. Expanded network of research sponsors
- d. List of outside Access Management related research underway

Performance Assessment

Limitations

1. Constrained resources (people and money)
2. Limited outside support

Strengths

1. Enthusiastic membership
2. Extensive experience and expertise of current membership
3. Proactive agenda

Challenges and Threats

1. Funding support diminishing
2. Loss of momentum
3. Reduced maintenance of outreach vehicles (e.g. manual, website, etc.)
4. Proliferation of competing committees
5. Lack of champions at Federal, state and local levels
6. General lack of awareness of Access Management and the Committee

Opportunities

1. Need to combat high accident rates at access locations
2. Need to mitigate recurring congestion on arterials and collectors

Gap Analysis

1. Lack of good case studies
2. Lack of information on the safety and operational benefits of various access management strategies
3. Limited tools for predicting the impacts of deploying access management
4. Lack of good practices for overcoming institutional resistance to access management
5. Insufficient understanding and documentation about impacts of Access Management on public travel patterns and roadside land uses and businesses

Environmental Scan

1. Worsening congestion along arterials and collectors in most urban areas
2. Lack of funding for major capital improvements to most transportation systems
3. High accident potential at many access locations
4. Budget deficits in all levels of government

Adoption

This Strategic Plan will be proposed for adoption by the Committee on Access Management at its meeting on January, 2004 in Washington, D.C.