



ACCESS MANAGEMENT
BALANCING ACCESS AND MOBILITY

TRB Access Management Committee

AHB70

COMMITTEE STRATEGIC PLAN

February 2006

TABLE OF CONTENTS

	<u>Page</u>
Background	3
Mission Statement	3
Scope	3
Action Plan	3
Committee Structure	3
Outreach	4
Marketing	4
Training	4
Research	5
Performance Assessment	5
Limitations	5
Strengths	5
Challenges and Threats	6
Opportunities	6
Gap Analysis	6
Environmental Scan	6
Adoption	6

TRB COMMITTEE ON ACCESS MANAGEMENT, AHB70

BACKGROUND

This is the first update of the strategic plan that was initially adopted by the Access Management Committee in January of 2004. This plan was prepared based on input from the members and friends of the Committee.

The early efforts of the Access Management Committee were largely devoted to the development and publication of the Access Management Manual. It took several years to capture the state-of-the art and generate the research results that are set forth in the Manual. The purpose of this plan is to refocus the activities of the Access Management Committee in the post Manual years.

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
- e. Share activities with other TRB committees in our Section

Outcomes

- a. A new generation of Access Management Committee members, researchers and instructors reflecting the full spectrum of stakeholders
- b. A liaison with each related TRB committee
- c. A friend in each State and Province
- d. Joint activities with other TRB committees, with sensitivity to those committees in our Section

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 information, database, guidance and speakers
- c. Support national Access Management conferences and encourage and support regional conferences
- d. Involve more people in Access Management activities

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 2006, 2008, 2010, and 2012 that meet national as well as regional needs
- d. More Access Management practitioners and advocates in all levels of government and stakeholder groups

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 and partnerships
- d. High awareness of Access Management by other groups
- e. Access Management videos packaged as DVDs and video clips on the websites
- f. Access Management champions within most States, Provinces and many urban areas to draw attention to Access Management and advance the principles

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, DOTs, 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
- g. A curriculum for undergraduate studies distributed to academic institutions

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
- f. Support domestic and international scans
- g. Collect case studies and photographs

Outcomes

- a. List of unmet research needs
- b. New research proposals
- c. Expanded network of research sponsors
- e. List of outside Access Management related research underway
- f. Improved documentation of the state of the practice
- g. A library of resources that are electronically available

Performance Assessment

Limitations

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

Strengths

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

Challenges and Threats

1. Funding support diminishing
2. Reduced maintenance of outreach vehicles (e.g. Manual, website, etc.)
3. Proliferation of competing committees
4. Need for new champions at Federal, State, Province and local levels
5. 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
6. Insufficient research and “before and after” studies of economic impacts of Access Management, especially on 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 was proposed for adoption by the Committee on Access Management after its meeting in January, 2006 in Washington, D.C. The Plan was unanimously approved by the members who voted by email in response to the February 9, 2006 ballot.