



## US 101 Business Plan Charter

<p><b>Background</b></p>	<p>The US 101 Central Coast Coalition (Coalition) formed to raise awareness of the US 101 Corridor within the boundaries of Caltrans District 5 as a major economic asset to the state and nation and encourage investment on the corridor.</p>
<p><b>Purpose</b></p>	<p>The purpose of the US 101 Business Plan is to provide the data, strategy, and community support needed to secure needed financial investment in the corridor.</p>
<p><b>Goal and Objectives</b></p>	<p>The goal is to create a multi-modal investment strategy with mutual support of the Coalition.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Build upon success of the Coalition and continue to raise the profile of the region at the state and national levels.</li> <li>• Inform statewide priorities for investment including, but not limited to the California Transportation Plan, the 2021 Interregional Transportation Strategic Plan, and the California Freight Mobility Plan.</li> <li>• State a business case for making investments in the US 101 corridor and be useful as a marketing tool.</li> <li>• Develop a financial plan that identifies total funding needs, gaps and potential funding sources.</li> <li>• Engage stakeholders, including the business community and major regional industries.</li> <li>• Identify improvement categories, performance criteria and priority projects.</li> <li>• Follow strategic direction established by Governor's Executive Order N-19-19, which requires "every aspect of state government redouble its efforts to reduce greenhouse gas emissions and mitigate the impacts of climate change while building a sustainable, inclusive economy."</li> <li>• Consider transportation issues and needs on key routes connecting to US 101.</li> </ul>



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<b>Timeframe</b>	Completion Winter 2020
<b>Roles and Responsibilities</b>	Caltrans will lead the Business Plan efforts with full participation by the Central Coast Coalition members. Coalition members agree to participate in the collaborative planning stages.
<b>Steering Committee</b>	The Steering Committee is composed of the Coalition MPO/RTPA Executive Directors and the Caltrans District Director.
<b>Document Approval</b>	Endorsed by all Coalition member agencies.



# US 101 Business Plan Charter

## Approvals



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MARJIE KIRN  
Executive Director, Santa Barbara County Association of Governments

12/6/19  
Date



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PETER RODGERS  
Executive Director, San Luis Obispo Council of Governments

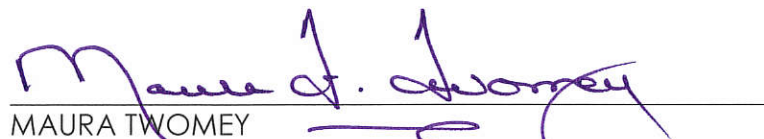
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Date



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DEBBIE HALE  
Executive Director, Transportation Agency for Monterey County


12/6/19  
Date



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MAURA TWOMEY  
Executive Director, Association of Monterey Bay Area Governments


12.6.19  
Date



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MARY GILBERT  
Executive Director, Council of San Benito County Governments

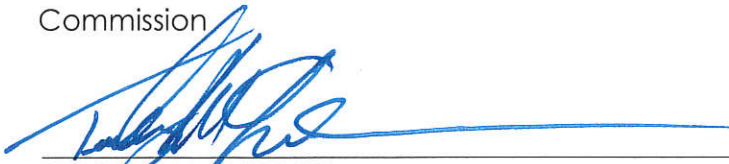
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GUY PRESTON  
Executive Director, Santa Cruz County Regional Transportation Commission

12/10/19  
Date



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TIMOTHY M. GUBBINS  
District Director, Caltrans District 5

12/6/19  
Date