# VI-10. INVESTMENT PRIORITIES

*Prioritize investments to ensure long-term transportation sustainability and achieve a "triple bottom line," integrating economic, ecological and social improvements.*

## PRIORITIES

Implementing the following MTS investment priorities will help the City achieve the MTS vision, as shown in Table 1. Preserving and maintaining all transportation modes, services, and infrastructure shall be the first priority.

**Table 1: MTS Investment Priorities**

| Ranking | Strategy |
|---|---|
| **Highest Priority** | • Preserve and maintain all transportation modes, services and infrastructure, including transit services, carpool, bike and pedestrian systems<br>• Increase travel safety for all modes<br>• Expand transit system functional capacity and efficiency<br>• Implement TDM incentives to use transit, carpool, bike and pedestrian systems<br>• Implement land use change that supports transit ridership, biking and walking and decreases auto dependence<br>• Implement livable streets and neighborhoods<br>• Promote education of benefits of using alternative travel modes |
| **Next Highest** | • Increase bicycle network connectivity and functional capacity, close gaps in system<br>• Increase pedestrian system connectivity and functional capacity<br>• Protect neighborhood livability through traffic calming |
| **Next Lowest** | • Increase efficiency of existing auto capacity through TSM without widening roadways<br>• Implement TDM parking management |
| **Low** | • Expand auto capacity |

The MTS investment priorities are sensitive to economic cycles to ensure long-term achievement of MTS goals.

**During periods of good economic times,** the objective is to expand achievement of the MTS goals by: 1) introducing TDM strategies that can apply to new employment, 2) encourage the location of new business and retention of existing businesses to diversify the local economy, expand the tax base and reduce exposure to tax revenue volatility, and 3) create emergency reserve funds or budget stabilization accounts to save during good times so funds are available during downturns.

**During bad economic times,** the objective is to not lose any achievement of MTS goals. The priority then is to 1) maintain transit and carpooling levels, 2) shift investment in lower priority projects to higher priority core transit ridership and carpooling strategies and 3) avoid introducing new transportation costs to local business and residents.