

ATTACHMENT A

DRAFT MISSION STATEMENT

THE CITY'S TRANSPORTATION MISSION IS TO PROVIDE A WORLD-CLASS, COMPREHENSIVE, MULTI-MODAL TRANSPORTATION SYSTEM TO SUPPORT LOS ANGELES AS A GREEN, SUSTAINABLE AND ECONOMICALLY PROSPEROUS CITY IN WHICH JOBS, SERVICES AND AMENITIES ARE ACCESSIBLE TO ALL RESIDENTS AND VISITORS.

GOAL: TRANSFORM LOS ANGELES INTO AN ENVIRONMENTALLY SUSTAINABLE CITY THAT SERVES AS A BEACON OF GREEN LIVING.

- Objective: Reduce and mitigate environmental impacts related to transportation, particularly emissions produced by vehicular traffic.
- Objective: Promote environmental justice.

GOAL: PROTECT QUALITY OF LIFE IN NEIGHBORHOODS THROUGH SENSIBLE LAND USE PLANNING AND THOUGHTFUL MANAGEMENT OF THE CITY'S STREETS.

- Objective: Protect neighborhoods from incompatible development while identifying appropriate locations for transportation infrastructure and high quality, pedestrian oriented "urban villages."
- Objective: Design, implement and manage the City's transportation system to protect neighborhoods from traffic impacts.
- Objective: Provide accessible and accurate public information about the availability of transportation options and the costs and benefits associated with each option.

GOAL: INCREASE MOBILITY AND ACCESSIBILITY IN LOS ANGELES.

- Objective: Provide a broad range of transportation options that reflects current and planned employment, housing and recreation patterns and allows Angelenos to walk, bicycle, car pool or ride public transit as an alternative to driving.
- Objective: Maintain, preserve and optimize the existing transportation infrastructure.
- Objective: Implement broad-based transportation demand management (TDM) initiatives to reduce per capita vehicle miles traveled (VMT).
- Objective: Address the inherent intersection of land use and transportation policy in order to reduce commute distances.

GOAL: ENSURE THAT THE CITY’S TRANSPORTATION SYSTEM IS SAFE AND RELIABLE

- Objective: Build, operate and maintain a Citywide transportation infrastructure, including tunnels, bridges, roads and sidewalks, that delivers all Angelenos safely and reliably to their destinations.
- Objective: Ensure that transit-dependent Angelenos have access to an efficient and convenient transportation system.

GOAL: PROMOTE THE LONG-TERM COMPETITIVENESS OF LOS ANGELES AS A CENTER FOR INTERNATIONAL TRADE.

- Objective: Facilitate the expedient transport of goods from the Port of Los Angeles and the Los Angeles International Airport through the City of Los Angeles while mitigating environmental impacts.
- Objective: Accommodate the projected growth in goods movement and international business as Los Angeles becomes further integrated into the global economy.

GOAL: DEVELOP SUFFICIENT AND STABLE TRANSPORTATION FUNDING TO MAINTAIN AND REHABILITATE THE EXISTING TRANSPORTATION SYSTEM.

- Objective: Secure sustainable resources to expand the transit system and maintain the City’s streets.
- Objective: Partner with other public agencies and jurisdictions to ensure that transportation planning occurs at both a local and regional level and that transportation resources are invested effectively and efficiently.