

1. Intros – glad there's no telecon
2. Critique my peers:
 - a. I would argue that our rationale for transportation investment is off the mark.
 - i. Experience – helping Joe get a job
 1. pet peeve – not why he needs, but what he brings to the table
 2. Like Joe, we need a business case
 3. Need to quantify the ROI for our funding partners
 4. Rather than demonstrate how deprived and needy we are.
 - b. I would also argue that our transportation planning process is too reactive, heavily biased on congestion.
 - i. There's an opportunity to be more strategic – to seek and apply our transportation planning and infrastructure funds in way that build economic capacity rather than constantly plugging holes in the dam.
 - ii. But it takes more effort, more data, more coordination to figure out *how* to be strategic.
3. I sense an opportunity to leverage respective transportation and economic development resources and efforts; to accomplish things together that we might not be able to on our own.
4. Small scale/local example:
 - a. Here in Redding we have ED stakeholders, the COR, and local developers all interested in redeveloping our Downtown.
 - b. What they've been able to accomplish is incredible (Shasta College Health Science bldg, the removal of the mall roof, and so forth)
 - c. But I think everyone would like to see Downtown *really* take off; to be something really special.
 - d. In partnership with these stakeholders, the SCRTPA was recently selected to receive a grant to develop and fund a development incentive program for projects that reduce per capita travel demand.
5. Large scale example:
 - a. Freight rail from Eureka to the Northern Sacramento Valley.
 - b. Assuming something like this panned out from an economic perspective, the only way this (or many other large infrastructure projects) are going to happen is if we partner and leverage.
6. This is really what the project is about
 - a. We have a process, Chris is going to go into that
 - b. But I want folks to view this as a pragmatic effort that lays the groundwork for specific projects in your respective region.