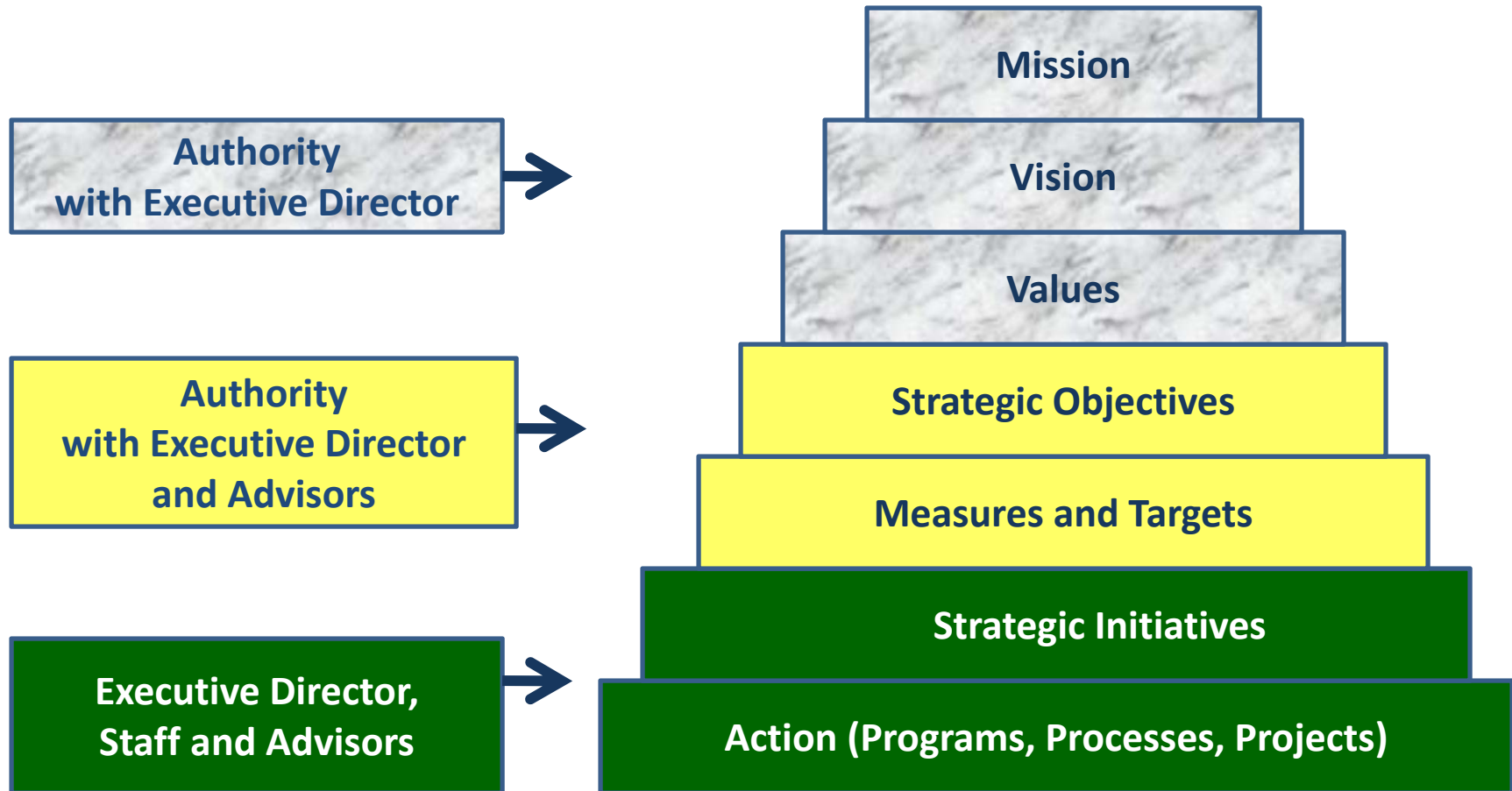




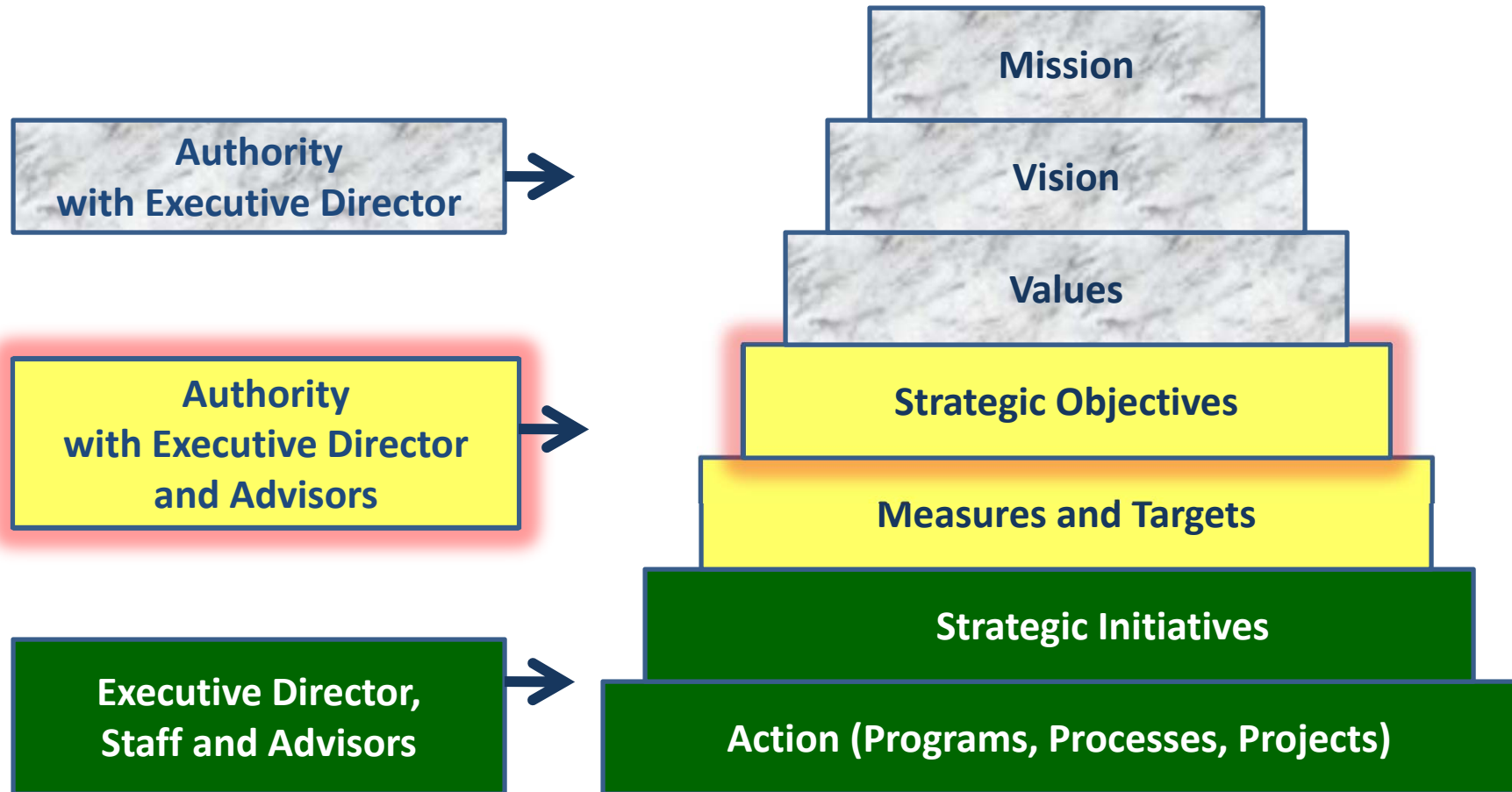
Strategic Objectives

September 2, 2010

Building and Executing Strategy: Roles



Building and Executing Strategy: Roles



#1 BUILD OUR FOUNDATION

- ***Build the Bridges Authority into an effective, long-term project sponsor.***

- Secure the appropriate mix of professional staff and advisory support
- Consolidate the Authority's role and legal stature in order to provide long-term leadership, focus and stability
- Establish best-in-class governance processes
- Develop a work plan and timeline that drive key decisions and milestones
- Develop and implement a plan to communicate proactively with stakeholders and the public

#2 EXECUTE OUR PLAN

- ***Execute a financial plan that is fair, sound and doable.***
 - Secure as much upfront funding as possible
 - Reduce project cost
 - Consider a tolling plan that allocates costs equitably and efficiently
 - Secure an optimal mix of bankable financing elements

#3 MANAGE RISK

- ***Manage risk to realize long-term project benefits.***
 - Organize project implementation to optimize risk management and minimize cost for taxpayers
 - Explore all viable contracting models, including public-private partnerships, to obtain optimal risk allocation that is consistent with project values
 - Establish and maintain high safety and security criteria, and maintain project features that address safety and security concerns

#4 DELIVER ON OUR PROMISES

- ***Deliver on all the expected project benefits.***
 - Implement the project as fast as planning and regulatory processes will allow
 - Promote equitable business opportunities through federal Disadvantaged Business Enterprise (DBE) and On the Job Training Programs with robust and aggressive outreach measures
 - Evaluate and document all realized project benefits

STRATEGIC OBJECTIVES

- ***Build the Bridges Authority into an effective, long-term project sponsor.***
- ***Execute a financial plan that is fair, sound and doable.***
- ***Manage risk to realize long-term project benefits.***
- ***Deliver on all the expected project benefits.***

