



**Cumberland Valley Area Development District  
Regional Transportation Committee  
Goals & Objectives  
October 2022**

**KYTC Mission**

The KYTC is committed to meet or exceed the needs and expectations of the users of Kentucky's transportation system — residents, business owners, employees and students.

The KYTC's mission is **“to provide a safe, efficient, environmentally sound and fiscally responsible transportation system that delivers economic opportunity and enhances the quality of life in Kentucky” (2003 Strategic Plan)**. The vision which guides the work of the Cabinet in achieving this mission is “Working together to lead the Southeast in providing a transportation infrastructure and transportation services for the 21st century that deliver new economic opportunities for all Kentuckians”.

The work that the KYTC conducts in pursuing its mission moves in a continuous cycle rather than a linear path. This process links the four main areas of transportation system development and maintenance -- planning, design, construction and operations -- to deliver a safe, efficient, environmentally sound and fiscally responsible transportation system that facilitates safe and efficient movement of people and goods.

A knowledge-driven process based on valid, broad-based input is essential to the effective decision-making required to address the maintenance and improvement of Kentucky's transportation system. This input comes from political, public and technical sources.

Analysis of the existing system's form and function as well as the impacts of anticipated improvements is the primary source of technical input. Political input includes guidance, as well as financial support, from state and national political leadership. Public input is generated from all users of the system, including those citizens in communities which are directly affected by proposed improvements.

**KYTC Statewide Transportation Vision**

During the development of the 2014 Long-Range Statewide Transportation Plan (LRSTP), a combination of the desires of the system's users, the resources of the KYTC leadership and measureable performance outcomes were used to produce the desired vision – or “destination postcard” -- for the form and function of Kentucky's transportation system. As defined by Chip and Dan Heath in their book *Switch*, a destination postcard is “a vivid picture from the near-term future that shows what could be possible”. The “destination postcard” that serves as the vision for Kentucky's future transportation system is shown below.



### **Division of Planning Mission Statement**

The Division of Planning mission is to collect, maintain, analyze and report accurate data for making sound fiscally responsible recommendations regarding the maintenance, operation and improvement of our transportation network.

### **Statewide Planning Process Goals**

#### **Setting the Goals**

Goals are the guide to direct the KYTC toward its vision. During the development of the 2014 LRSTP, input from the “Your Turn” survey and the focus groups, along with guidance from MAP-21, formed the foundation for long-range goals specifically developed to address the challenges facing Kentucky’s transportation system over the next twenty years.

The process by which decisions are made to determine which projects are funded and how they are delivered became the central question of the goal development process. Goals of two distinct types were developed: project goals and process goals.

**Project goals** are used to measure the effectiveness of proposed system improvements. These goals, for both people and freight, include:

- Providing a safe and secure system
- Maintaining and improving existing infrastructure on a continual basis
- Ensuring dependable, effective and efficient facilities
- Improving local, regional and global connectivity and access
- Including all appropriate modes of transportation within a fully-integrated system

**Process goals** set performance standards for the methods and practices to be used to deliver improvements and to maintain the system. These process goals include consideration of:

- Dependable access to markets, jobs and resources
- Consideration of human and natural resources
- Efficient and flexible use of available resources
- Transparent decision-making processes

Together these goals provide the framework of the decision-making process for project identification, prioritization, development, delivery and maintenance. Specific regional objectives and priorities have been developed by the KYTC District Offices to support the goals and vision of the 2014 LRSTP. The vision, goals, and regional objectives and priorities are in turn supported by a foundation of performance management.

### **Statewide Planning Project Goals & Performance Measures**

Measures the effectiveness of possible improvements (projects) to the system.

1. Provide a reliable transportation system that effectively and efficiently moves people and freight.
  - a. Performance Measures: congestion, speed, and travel delay
2. Provide for reliable local, regional, and global access for people and freight.
  - a. Performance Measures: speed, travel delay, resources available for economic initiatives
3. Consider all modes of transportation in the creation of an integrated system for the dependable movement of people and freight
4. Provide for the safe and secure movement of people and freight
  - a. Performance Measures: fatalities and serious injuries
5. Provide for the improvement and maintenance of existing transportation infrastructure
  - a. Performance Measures: pavement & bridge deficiencies, maintenance expenditures

### **CVADD Transportation Committee Mission Statement**

The CVADD Regional Transportation Committee has adopted as its mission the responsibility to promote and provide for the development of safe and efficient modes of transportation throughout the CVADD by working within the transportation planning process as defined by MAP-21, and the Kentucky Transportation Cabinet.

### **CVADD Transportation Committee Goals and Objectives**

While goals are general statements, objectives are more specific statements that can be used to measure the achievement of goals. The Cumberland Valley Area Development District has developed the following objectives for each of the goals to provide further guidance and to establish performance measures in the accomplishment of statewide goals:

**Project goals** are used to measure the effectiveness of proposed system improvements.

**Process goals** set performance standards for the methods and practices to be used to deliver improvements and to maintain the system.

## Cumberland Valley Area Development District Project Goals & Objectives

**Project Goal:** Provide a safe and secure highway system on existing and planned corridors to reduce fatalities and injuries in the region.

**Objectives:**

1. Encourage a higher prioritization for highway needs that seek to reduce crashes, fatalities, and injuries.
2. Promote improvements that increase highway safety at locations and/or corridors where traffic crash data and analysis has yielded an identified solution for improving safety along a particular route.
3. Support and assist emphasis area task teams to analyze specific safety issues, recommend solutions for improving identified concerns, and identifying projects for inclusion on the Unscheduled Needs List.
4. Support the CVADD Highway Safety Grant Funded Program to conduct programs related to seat belt usage, child restraint systems, and driver education programs.
5. Collaborate with local, state, and federal officials in the pursuit of funding and innovative solutions to address highway safety issues throughout the region.

**Project Goal:** Promote a balanced, multi-modal transportation system that provides choices in mobility and serves the local and regional movement of people, freight, and services

**Objectives:**

1. Support the maintenance of the existing highway system and improvement necessary to preserve connections among communities and vital resources (hospitals, schools, employment centers, airports, railroads, truck facilities, etc.)
2. Promote efficient movement of people and goods by linking the various modes of transportation
3. Support the development and maintenance of community transit systems and promote coordination between public transportation agencies and other agencies
4. Continue to utilize the FTA Section 5304 funding for enhancing mobility of seniors and individuals with disabilities for senior citizen centers, transit providers, and additional public agencies
5. Develop strategies for incorporating greenways, bicycle, pedestrian, and multi-use trails into our overall transportation project planning
6. Collaborate with local health departments and officials in completion of Bicycle and Pedestrian Master Plans, as well as project development in the area
7. Encourage participation from individuals representing these modes of transportation on the CVADD's Regional Transportation Committee.

**Project Goal:** Improve local, regional, global connectivity, and access.

**Objectives:**

1. Promote and emphasize significance of assessing regional transportation projects a higher ranking during the prioritization process for consideration of inclusion in the Kentucky Highway Plan.
2. Continue support for the development, improvement, and/or expansion of significant regional corridors that may include, but are not limited to, Interstate 75, US-119, US-150, US-25, US-25E, US-25W, US-421, Hal Rogers Parkway, KY-80 and KY-30.
3. Encourage development and maintenance of existing primary systems that provide connections between cities and counties in the CVADD, and focus on building and improving the arterial and collector roads that support them.
4. Encourage local elected officials, community leaders, and the general public to promote the development and implementation of regional projects.

## **Cumberland Valley Area Development District Process Goals & Objectives**

**Process Goal:** Support and promote the development of a transportation system that strengthens the economic vitality of the region

**Objectives:**

1. Support maintenance, improvement, and development of intermodal connections between transportation facilities including mass transit, highways, airports, river ports, rail lines, etc. that will enhance the transportation of people, freight, and services.
2. Promote and develop transportation projects that will improve economic development and tourism in the region
3. Maintain communication with economic and tourism development organizations such as chambers of commerce, industrial authorities, tourism commissions, and other supportive entities to evaluate local and regional needs.
4. Enhance traffic movement in urban areas through the development of bypasses and connector routes to reduce traffic congestion.
5. Encourage the coordination of land use and transportation planning to ensure that existing and future industrial, commercial, and service centers and housing concentrations are adequately connected to the transportation system.

**Process Goal:** Promote a transportation system that will strive to make our communities and the region healthier and more attractive, as well as to minimize any negative impact on the natural, social, and cultural environment

**Objectives:**

1. Identify natural, cultural, hazardous/toxic, and human resource areas in the CVADD to be considered during transportation planning.
2. Provide early and continuous environmental evaluation and analysis to avoid or minimize potential impacts of transportation projects.
3. Uphold Environmental Justice standards and avoid adverse impacts to minority and low-income communities.
4. Include the coordination of land use and transportation planning to ensure that existing and future industrial, commercial, and service centers, and housing concentrations are adequately connected to the transportation system.

**Process Goal:** Support community involvement in the transportation planning process

**Objectives:**

1. Use public forums, such as fiscal court meetings, city council meetings, community meetings, media announcements, etc., inform elected officials, community leaders, and the general public the importance of the transportation planning process
2. Provide updated information to elected officials, community leaders, and the general public for transportation-related developments in their community and the region.
3. Solicit the participation of local officials, community groups, and individual citizens in the transportation planning process.
4. Utilize virtual public involvement methods such as teleconferencing tools, as well as social media to receive input on project development.