

Section 2 – Goals and Objectives

2009-2035 Ashland Area Metropolitan Transportation Plan (MTP)

This section defines the goals and objectives used in developing the Ashland Area MPO 2009-2035 MTP. Goals and objectives are an integral part of the MTP as they set forth a direction, or focus to the community's vision. It is crucial that the MTP and supporting recommendations reflect the values of the area citizens, businesses, and the general public. The goals and objectives provide guidance in the planning process and define the means by which specific transportation improvements are evaluated.

The Ashland Area Transportation Goals and Objectives, which are consistent with the values and needs of the urbanized area, were revisited and adopted by the Transportation Policy Committee on March 19, 2009.

Vision Statement

Promote a safe, accessible, and affordable multi-modal transportation system that efficiently meets the mobility needs of the Ashland Metropolitan Planning Organization's (MPO) current and future residents, visitors, and businesses while sustaining its quality of life, its economy, and the unique character of its communities, neighborhoods, and business districts.

Goal 1: Ensure that the Ashland Area MPO transportation plans are coordinated with the plans and programs of appropriate state agencies and local governments and are consistent with state and federal regulations.

Objective

Meet all state and federal guidelines for the Metropolitan Transportation Plan (MTP), Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP), etc.

Strategies

- Work and coordinate all transportation planning activities (MTP, TIP, UPWP, etc.) with the Kentucky Transportation Cabinet, Federal Highway Administration, Environmental Protection Agency, Division for Air Quality, neighboring MPO's and planning agencies, etc.
- Work closely with the legislators when opportunities arise that could impact support for future/current project development
- Attend trainings, meetings, conferences, and outreach activities that are consistent with the transportation planning process

Goal 2: Provide an efficient multi-modal transportation system.

Objectives

- Ensure that the transportation projects are consistent with community goals and are a cost effective use of funds to promote convenience, efficiency, economic development, and safety
- Consider pedestrian, bicycle, and transit projects and improvements as well as roadway projects during project prioritizations and development

Strategies

- Foster cooperation and coordination among members of the MPO, cities, counties, and other agencies through the planning process and implementation of the Metropolitan Transportation Plan and project development
- Utilize the Unfunded Project List and documentation (i.e. Project Identification Forms – PIFs) to identify future transportation projects
- Review Goals, Objectives, and Strategies on an annual basis to ensure they meet the current needs of the Ashland MPO
- Routinely consider signage improvement/implementation opportunities in conjunction with construction and maintenance projects

Goal 3: Provide a transportation system that serves the public with mobility choices, including walking, bicycling, and transit.

Objectives

- Encourage bicycle and pedestrian paths and related activities
- Provide the infrastructure and/or consider inclusion of sidewalks, and bicycle facilities in the design of roadways to accommodate and encourage alternative modes of transportation
- Improve intermodal connectivity and access to intermodal facilities (airport, transit centers, rail, etc.)

Strategies

- Assist with future bicycle and pedestrian plans that emphasize access to schools, parks, and shopping centers to ensure safety, efficiency and convenience
- Coordinate activities and programs/plans with the local transit agency
- Become informed of the activities of the local pedestrian and bicycling groups

- Implement and continue Walk to School Day activities in the Ashland MPO
- Identify, map, and access Park and Ride facilities in the Ashland MPO Area and FIVCO ADD region
- Continue to seek funding for projects to enhance the current transportation system
- Coordinate and assist in the development of connections to enhance the mobility of pedestrians, bicyclists, transit riders, and other transportation modes
- Encourage citizen participation so they can provide information about needs for their programs/activities
- Support programs that promote transportation system integration and connectivity (i.e. bike racks on buses and on school grounds)
- Take advantage of design-build opportunities when applicable to stretch the region's transportation dollars and streamline project delivery
- Support funding applications utilized to upgrade or enhance the region's transportation system including, transit, airports, bridges, air quality, etc.

Goal 4: Provide a transportation system that is sensitive to significant features of the natural and human environments.

Objectives

- Conform to the provisions of the Clean Air Act of 1990 and the State Implementation Plan
- Minimize the adverse impacts on minority and low-income populations
- Develop and implement a transportation system that supports the reduction of greenhouse gases and carbon production
- Minimize air quality impacts on the transportation system

Strategies

- Coordinate activities and programs with the Kentucky Transportation Cabinet and the Kentucky Division for Air Quality
- Provide technical assistance to the community-at-large, local officials, and State and Federal agencies
- Work to ensure that communities are free from unacceptable environmental conditions (air quality) emitted from the transportation system and motor vehicles
- Develop program/activities that strive to maintain or improve the air quality in the Ashland MPO Area

Goal 5: Provide opportunities for public involvement in the transportation planning process.

Objectives

- Educate the public and elected officials to better understand the options and constraints of transportation alternatives
- Provide early and continuing opportunities for citizens to express their views in the transportation planning process
- Encourage those traditionally underserved/underrepresented to participate in the transportation planning process
- Provide adequate time for public review and comment throughout the transportation planning process
- Comply with the Americans with Disabilities Act (ADA) and the US DOT regulations

Strategies

- Training/informational sessions for the local officials and members of the MPO/transportation committees on topics of concern in the area of transportation planning
- Coordinate with other planning agencies to include the general population in their project reviews and transportation planning process
- Develop a handbook describing the transportation planning process and the role of the MPO
- Incorporate stakeholder and community concerns and inputs into development and final strategy of transportation planning studies

Goal 6: Provide opportunities to support the economic vitality of the region through improved mobility and accessibility of freight and urban goods movement, etc.

Objective

- Promote and encourage transportation infrastructure, activities and plans that enhance economic conditions and tourism in the region
- Provide efficient truck routes that would relieve congestion, improve mobility and access to intermodal operations and facilities while promoting safe and efficient movement of freight via the highway, airport, and rail system

Strategies

- Work with economic development community, local officials, citizens, etc., to identify current and potential deficiencies and threats to the economic vitality of the Ashland Area MPO and the FIVCO Area Development District that relate to transportation and work to eliminate threats
- Coordinate and meet with airport authorities in the region in the hopes that new or expanding airports/strips will be considered in support the economic vitality and mobility of goods, services, and people
- Support applications for funding to maintain/improve the airports in the region

Goal 7: Emphasize the maintenance and preservation of the existing transportation system.

Objective

- Strive to implement the best available technologies and innovations to improve the reliability and efficiency of the existing transportation system

Strategy

- Promote transportation projects that efficiently utilizes existing infrastructure and minimizes the need for additional infrastructure, while maintaining compatibility with the communities character

Goal 8: Provide a safe and secure transportation system for all modes.

Objectives

- Strive to reduce congestion on roadways and intersections
- Design/maintain safe facilities that promote appropriate travel speeds, reduce fatalities injuries, and crash rates and project the safe and secure movement of people and goods for all modes of transportation

Strategies

- Identify safety and security concerns in order to better evaluate and develop a safe and secure transportation system
- Coordinate and support transportation activities that minimize emergency response time

- Identify possible areas of security concerns and evaluate the possible threats to ensure a safer transportation system
- Utilize crash data and work toward implementing low-cost projects for these locations
- Identify possible areas of security concern and evaluate the possible threats to ensure a safer transportation system
- Provide/receive input to county/city maintenance managers for low-cost improvements

Goal 9: Improve the quality of life for those residing in and around the Ashland Area MPO and the FIVCO Area Development District through protecting and enhancing the environment, promoting energy conservation and improving air quality.

Objectives

- Promote non-automobile transportation alternatives that enhance the livability of all communities
- Design roads to be compatible with surrounding areas and to be pedestrian, bicycle, and transit friendly
- Ensure that the transportation needs are met for all populations, especially for the youth, elderly, mobility impaired, and the economically disadvantaged

Strategies

- Participate/coordinate programs/activities to enhance the area's economic, cultural, and recreational development
- Work with agencies on pedestrian/bicycle friendly projects (TE/CMAQ/SRTS, etc.)
- Routinely consider signage improvement/implementation opportunities in conjunction with construction and maintenance projects

SAFETEA-LU Planning Areas

SAFETEA-LU established eight planning areas to guide the development of the MTP. The planning areas are intended to give broad direction to MPOs on how the project identification for inclusion in the MTP should be prioritized. **Table 1** highlights the SAFETEA-LU planning areas and identifies how the Ashland Area MPO goals address them.

Table 1: Relationship of SAFETEA-LU Planning Areas to Ashland Area 2009-2035 MTP Goals

Planning Areas*		MTP Goal(s)
1	Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency through service provided by public and private operators	2/5/6/9
2	Increase the safety of the transportation system for motorized and non-motorized users	2/5/8
3	Increase the security of the transportation system for motorized and non-motorized users	6/8
4	Increase the accessibility and mobility of people and for freight, including services provided by public and private operators	2/5
5	Protect and enhance the environment (including the protection of habitat, water quality and agricultural and forest land while minimizing invasive species), promote energy conservation, promote consistency between transportation improvements and State and local land use planning and economic development patterns (including minimizing adverse health effects from mobile source air pollution and promoting the linkage of the transportation and development goals of the metropolitan area	4/5/7/9
6	Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight including through services provided by public and private operators	2/3/5/6
7	Promote efficient system management and operation	1/6
8	Emphasize the preservation and efficient use of the existing transportation system including services provided by public and private operators	1/6/7

*Source: SAFETEA-LU

Note: The FIVCO region includes the rural Kentucky Counties of Carter, Elliott, and Lawrence; and the Ashland Area MPO Counties of Boyd and Greenup.