

**GREEN RIVER AREA DEVELOPMENT DISTRICT
REGIONAL TRANSPORTATION
GOALS AND OBJECTIVES
FY 2024**

Mission

To provide data, support, and services to promote the safe, efficient, and effective movement of people and goods into and through the Green River Area Development District (GRADD). To strive to link the population centers with accessible transportation facilities, thereby enhancing the quality of life and economic development in the region.

Goal: Economic Vitality

Ensure the region's economic vitality by providing a safe, reliable, and efficient transportation system enhancing competitiveness, productivity, and efficiency.

Objectives:

- Improve the operating efficiency of the existing infrastructure.
- Improve the transportation of people, goods, and services by promoting the maintenance, improvement, and development of intermodal connections between transportation facilities including mass transit, highways, airports, riverports, and rail lines.
- Promote and support strategies to retain funding for Owensboro-Daviess County Regional Airport Control Tower.
- Promote and develop projects that will improve economic development and tourism in the region.
- Promote and support interstate corridors through the GRADD and provide improved connectivity throughout the region to further economic development and sustainability.
- Promote the potential of the region's waterways as an additional means of transporting goods.
- Promote and support the development and operation of the region's riverport and riverport authorities.

Goal: Regionalism

Ensure the region's economic growth by supporting local and regional transportation needs and initiatives.

Objectives:

- Promote connections between transportation modes that support the efficient movement of people, goods, and services.
- Ensure compatibility with the transportation facilities of adjacent cities, counties, and states.
- Support statewide transportation initiatives that enhance transportation in the region.
- Promote and develop projects that will improve connectivity throughout the region to further economic development and sustainability.

Goal: Public Involvement

Support community and public involvement in the transportation planning process.

Objectives:

- Provide and promote clear and concise public involvement in the planning process that is inclusive, fair, and open to all individuals.
- Ensure that plans respond to the diversity of community needs.
- Utilize public forums to inform local elected officials, community leaders, and the public of the importance of the transportation planning process.
- Solicit the participation of local officials, community groups and citizens in the transportation planning process.

Goal: Accessibility

Promote intermodal access of the district's multi-modal transportation system through an integrated system for the reliable movement of people and freight.

Objectives:

- Foster and promote the existing intermodal operations in the district to assist in increased economic growth.
- Promote improved connections between existing intermodal operations for efficient movement of people and goods.
- Encourage the coordination of land use and transportation planning to preserve the quality of life in surrounding areas.
- Foster and promote improvements to the multi-modal transportation systems.
- Promote the establishment of a Truck Network in all GRADD counties.
- Promote the establishment of direct access to all industrial parks within the region.
- Promote improved access to regional transportation services between the seven counties with attention to the elderly and persons with disabilities.

Goal: Safety

Promote transportation safety and security to reduce fatalities, injuries, and economic loss in the region.

Objectives:

- Support and promote transportation system projects and improvements that reduce fatalities, injuries, and economic loss.
- Support the efforts of local, state, and federal transportation safety programs.
- Give priority consideration to transportation system improvements aimed at reducing crashes and minimizing losses.

Goal: Environmental Protection (Human and Natural)

Promote a transportation system that will strive to make our communities and region healthier and more attractive, and to minimize any negative impact on the natural, social, and cultural environment.

Objectives:

- Avoid disproportionate adverse impacts on low-income and minority communities.
- Ensure the protection of wetlands and other environmental resources in the transportation planning process.
- Promote improvements that enhance access to and appreciate the natural environment, such as recreational trails and scenic byways.
- Promote and foster the development of bikeways within the region.
- Promote the use of alternative means of transportation such as pedestrian and bicycling within the communities.
- Promote and foster public transportation agencies and services within the communities and region.