

## Emphasis Areas

A total of five emphasis areas were identified to assist in the development of regional transportation needs and strategies to assist in the achievement of the regional goals. These emphasis areas are not intended to be a replacement for the regional transportation goals. Instead, they were established with the recognition that many of the transportation improvement strategies included as part of the RTP Update can meet multiple regional transportation goals.

	Safety	Operations and Maintenance	Environmental	Coordination	Energy Efficient	Cost Effective	Intermodal	Multimodal	Economically Productive	Quality of Life	Environmental Justice	Land Use	Climate Change
Safety and Security	√			√		√	√	√		√	√		
The Movement of People	√	√	√	√	√	√	√	√	√	√	√	√	√
The Movement of Goods	√	√	√	√	√	√	√	√	√	√	√	√	√
The Movement of Information			√	√		√	√	√	√	√	√		√
Sustainability	√	√	√	√	√	√	√	√	√	√	√	√	√

1. **Safety and Security** - The safety and security of the regional transportation system are vital to the efficient movement of people and goods. It is important to ensure that the transportation system is safe for all users across all modes. The RTP will identify locations for additional study that may benefit from recommendations to improve safety. Similarly, the security of our transportation infrastructure and operations centers will rely on the development of sound planning for their safeguard. The RTP will be coordinated with ongoing Homeland Security efforts in disaster mitigation and evacuation for the region.
2. **The Movement of People** - The movement of people is generally what most people associate with the term “transportation.” This area consists of the identification of needs for all modes of transportation and how to increase their efficiency. Needs will be identified to assist in reducing existing and anticipated future congestion in the region as well as improving the connections between the various transportation modes.
3. **The Movement of Goods** - The Pioneer Valley Region is strategically located at a geographic crossroads in which more than one third of the total population of the United States can be reached by an overnight delivery. The availability of an efficient, multimodal transportation network to move goods through the region is essential to maintain economic vitality. Several modes of transportation are available in the region to facilitate the movement of goods. These modes include truck, rail, air, and pipeline.
4. **The Movement of Information** - The movement of information consists of the ability to utilize technology to maximize the efficiency of the existing transportation system and to convey information to the traveling public.

Intelligent Transportation Systems (ITS) technology can include devices that integrate with traffic signal systems, provide real-time schedule information, and electronic fare payment. In addition, information sharing between agencies can reduce duplicative data collection and assist in the completion of ongoing studies.

5. **Sustainability** - Sustainability considers both the environmental and social costs of the transportation system. A sustainable transportation system improves access and mobility while reducing environmental impacts such as the production of greenhouse gas emissions and increased air pollution. Sustainable transportation projects also have a positive impact on society through a reduction in single occupant vehicle use, the promotion of transportation modes that have lower impact on air quality, the promotion of fuel-efficiency, advancing healthy lifestyles, and supporting healthy walk able and livable communities. Sustainable transportation projects are also consistent with the principles of the Commonwealth's GreenDOT Initiative.