



BACKGROUND

Established in 1977, Kentuckians for Better Transportation is one of the oldest membership associations of its kind in the U.S. KBT members represent a broad and diverse network of professionals focused on improving transportation including airports, highways, public transit, rail and waterways. Members include transportation professionals, local governments, economic development advocates and manufacturing and logistics companies.

STRATEGIC VISION

KBT has undergone a strategic visioning process to help guide its future. Following extensive quantitative and qualitative research conducted with staff, board members, current members, KYTC and other strategic partners, KBT has developed a strategic plan to help achieve the following goal and objectives:

GOAL

To achieve sustainable funding for all modes of transportation and policies that ensure mobility, promote economic growth and improve quality of life.

OBJECTIVES

- 1 Build support for major revenue increases over the next two years
- 2 Pass legislation that increases revenue to a sustainable level for current and future transportation requirements
- 3 Develop funding and policies that encourage a multi-modal approach
- 4 Establish a strong connection between transportation and economic growth
- 5 Strengthen and diversify KBT leadership and membership to be an objective, effective voice at the state and federal level

The following areas have been identified as the **key priorities** for the organization.



Leadership: Strengthening KBT's current organizational structure and operations, while preparing to address the future needs of an ever-evolving industry



Membership Development: Developing and leading an active and engaged membership base



Advocacy and Education: Helping KBT advocate and educate for transportation among leadership within local, state and federal governments

MISSION, VISION AND VALUES

MISSION

Kentuckians for Better Transportation is the voice to educate and advocate for a safe and sustainable multi-modal transportation network that provides mobility across the Commonwealth for economic growth and improved quality of life.

VISION

To create the sustainable transportation network that Kentucky needs to thrive and grow.

VALUES

Objective: KBT is an unbiased, nonpartisan voice that provides facts and data to educate and advocate for transportation issues statewide.

Credible: As one of the oldest transportation associations of its kind in the U.S. and the go-to transportation association in Kentucky, KBT members strive to be a trustworthy and transparent resource that demonstrate the highest ethical standards.

Collaborative: Representing a broad and diverse network of multi-modal transportation professionals, KBT delivers value through networking, consensus building and strategic partnerships.

Informative: KBT is the trusted resource for multi-modal transportation education and advocacy.

Inclusive: KBT represents multi-modal transportation across the Commonwealth, supporting transportation improvements that increase economic development opportunities and quality of life for ALL Kentuckians.