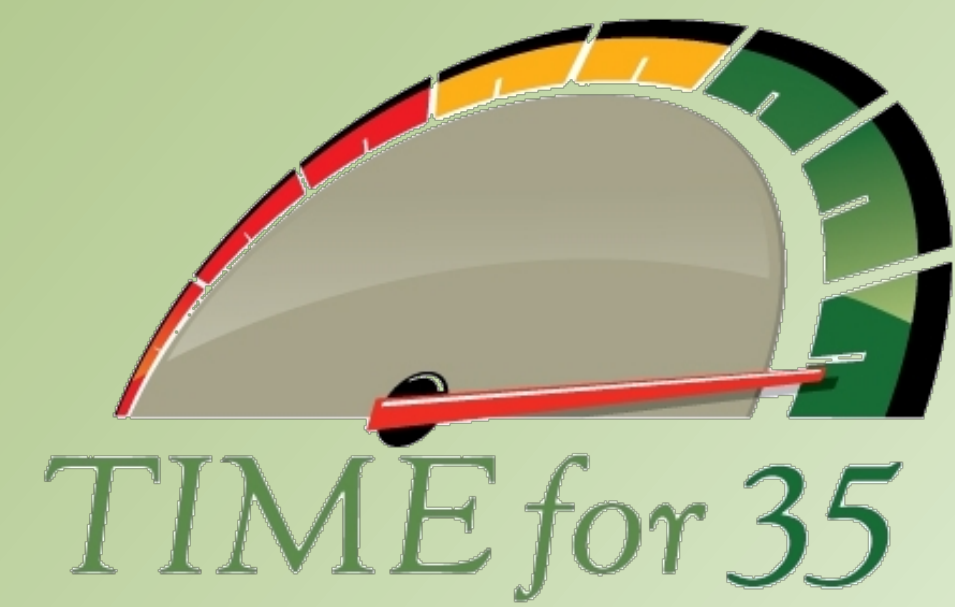


Goals Identified in the Northeast IH 35 Corridor 1996 Major Investment Study



1. **Improve Mobility:** Enhance mobility and decrease travel time within the corridor using Alternative improvement strategies to enhance passenger capacity and convenience.
2. **Achieve Project Affordability and Constructability:** The Alternative improvement strategies should be cost effective and feasible from a construction perspective.
3. **Achieve Environmental and Air Quality Benefits:** Alternative improvement strategies should facilitate reductions in vehicle congestion and emissions. In addition, such strategies should identify and mitigate, or avoid adverse impacts on the surrounding natural and human environment.
4. **Promote Economic Development:** Alternative improvement strategies will be evaluated for their contribution to the corridor and the region's economic growth and competitiveness.
5. **Achieve Land Use Benefits:** Alternative improvement strategies should promote more efficient use of new and existing transportation capacity and be a catalyst for efficient land use and development.
6. **Gain Public Support:** Secure the support of the community when evaluating the proposed alternative investment strategies that meet their transportation needs.

Less *time* in traffic

More *time* for you

It's *time* to take action



www.TimeFor35.com

