



Roanoke Valley-Alleghany  
**REGIONAL**  
**commission**

**FY 2018**

**Work Program**

**Adopted May 25, 2017**

**Roanoke Valley-Alleghany Regional Commission**  
**FY 2018 Work Program**

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### **NOTES:**

AICP	American Institute of Certified Planners
CZA	Certified Zoning Administrator
LEED AP	Leadership in Energy & Environmental Design Accredited Professional
LEED GA	Leadership in Energy & Environmental Design Green Associate



Roanoke Valley-Alleghany  
**REGIONAL commission**

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## OVERVIEW

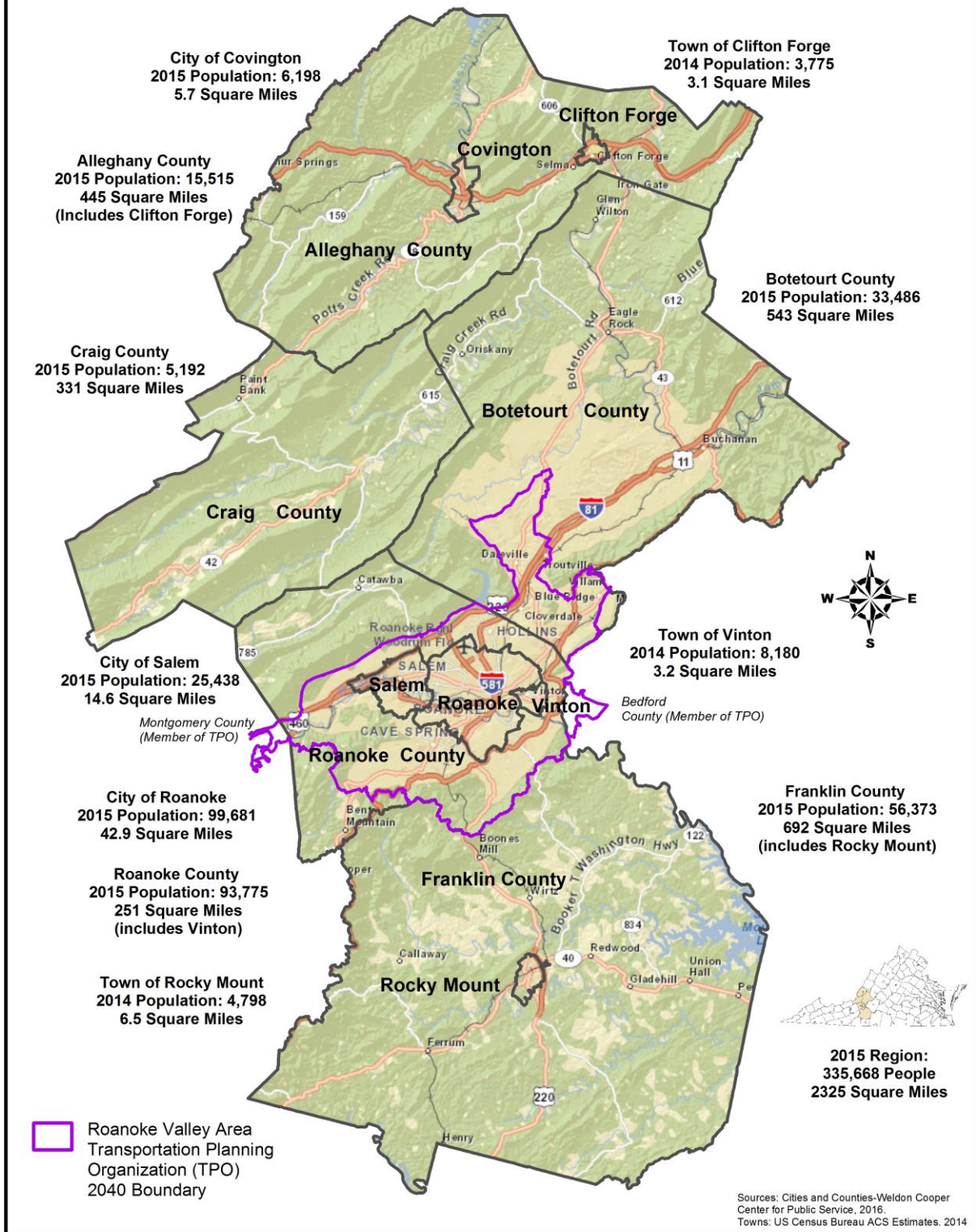
The annual Comprehensive Work Program is the basis for achieving the objectives and strategies outlined in the Roanoke Valley-Alleghany Regional Commission's Strategic Plan. The Commission strives to maximize its limited staff and resources by developing a comprehensive work plan based on current needs and priorities of the region.

This Work Program is a compilation of projects presented by Commission members, Chief Administrative Officials, the Roanoke Valley Transportation Planning Organization (RVTPO) Policy Board, regional economic development-related organizations, and Commission staff. Projects are reviewed and ranked according to importance, funding availability, staff time and other constraints. The intent is to obtain the most benefit from the least direct cost to the local governments. Requests not included in this year's work program are added to a list of potential projects for future work programs. These potential projects may be included in next year's work program if the need still exists and funding is available.

To meet State and Federal requirements several program areas are required to have specially formatted work programs which are also submitted and approved separately from the RVARC work program. In most instances, these programs have already been approved by the time the RVARC adopts this work program document. These programs include, the Roanoke Valley Transportation Planning Organization Unified Planning Work Program, Rural Transportation Work Program, and the RIDE Solutions Work Program. These work programs are shown in Sections II-IV of this document.

The work program is revised annually and may be amended as deemed necessary by the member governments that we serve.

# Roanoke Valley-Alleghany Region



## ACRONYM DESCRIPTIONS

AICP	American Institute of Certified Planners
APA	American Planning Association
ARC	Appalachian Regional Commission
CAC	Citizens Advisory Committee
CDBG	Community Development Block Grant
CLRMTP	Constrained Long Range Multimodal Transportation Plan
CMP	Congestion Management Plan
CTB	Commonwealth Transportation Board
DEQ	Department of Environmental Quality
DGA	Designated Growth Area
DHCD	Department of Housing & Community Development
EAC	Early Action Compact
EJ	Environmental Justice
EPA	Environmental Protection Agency
ESG	Emergency Services Grant
FHWA	Federal Highway Administration
FTA	Federal Transit Administration
GHG	Green House Gases
GIS	Geographic Information System
GRTC	Greater Roanoke Transit Company
HB2	House Bill 2
IMPLAN®	Impact Analysis for Planning Software
LEP	Limited English Proficiency
LRTDMP	Long Range Transportation Demand Management Plan
L RTP	Long Range Transportation Plan
MPO	Metropolitan Planning Organization (also see TPO)
MSA	Metropolitan Statistical Area
NTD	National Transit Database
PBAC	Regional Pedestrian & Bicycle Advisory Committee
PDC	Planning District Commission
PL	Planning funds ( <i>Virginia Department of Transportation</i> )
RADAR	Roanoke Area Dial-a-Ride
RSTP	Regional Surface Transportation Program
RVARC	Roanoke Valley-Alleghany Regional Commission (Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and Towns of Clifton Forge, Rocky Mount and Vinton)
RVTPO	Roanoke Valley Transportation Planning Organization (Cities of Roanoke and Salem, Counties of Bedford, Botetourt, Montgomery and Roanoke, Town of Vinton)
RVBA	Roanoke Valley Broadband Authority
SPR	State Planning Research funds ( <i>Virginia Department of Transportation</i> )
STIP	State Transportation Improvement Program
SYIP	Six Year Improvement Plan
TA	Transportation Alternatives
TDM	Transportation Demand Management
TDP	Transit Development Plan
TIP	Transportation Improvement Program
TMA	Transportation Management Area
TPO	Transportation Planning Organization (also see MPO)
UDA	Urban Development Area
UPWP	Unified Planning Work Program
USDOT	United States Department of Transportation
UHSTS	Unified Human Services Transportation System
VAPDC	Virginia Association of Planning District Commissions
VDOT	Virginia Department of Transportation
VDRPT	Virginia Department of Rail & Public Transportation
VSTP	Virginia Surface Transportation Plan
VTRANS	Virginia Statewide Long-Range Transportation Plan
WIB	Workforce Investment Board
WVWDB	Western Virginia Workforce Development Board

## **REGIONAL SUPPORT ACTIVITIES**

*(Non-transportation projects involving two or more localities)*

### **Alleghany Highlands Drone Project**

Continued technical support to convert the former Edgemont Elementary School property in Covington into the Alleghany Highlands Drone Center, focused on drone-related business development, education, and recreation. Continued support is needed for project implementation and additional funding.

*Deliverables:* Ongoing technical assistance and recommendation on project implementation and obtaining funding including alternative grant application preparation.

*Localities Served:* City of Covington, Alleghany County, and the Town of Clifton Forge.

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* Local-50 hrs

### **Alleghany Regional Commerce Center**

Provide technical assistance for the development of pad ready sites in the Alleghany Regional Commerce Center. Identify funding sources for construction.

*Deliverables:* Technical assistance and recommendations

*Localities Served:* City of Covington, Alleghany County, and the Town of Clifton Forge.

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* ARC-40 hrs

### **Assistance to the Blue Ridge Interagency Council on Homelessness**

Staff will continue coordination of the BRICH and related tasks as needed to encourage and facilitate cooperation between local governments, service providers and community based organizations to address homelessness in the Blue Ridge Continuum of Care region.

*Deliverable:* Continued coordination of the BRICH and technical support and assistance as needed.

*Localities Served:* Cities of Covington, Roanoke, and Salem; Counties of Alleghany, Botetourt, Craig, and Roanoke; and Towns of Clifton Forge and Vinton.

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* Local-40 hrs

### **Comprehensive Economic Development Strategy**

Staff will work with the localities to promote economic development in the region, including updating the Comprehensive Economic Development Strategy required by the Economic Development Administration; continue to support tourism initiatives with grant writing and coordination of project activities.

*Deliverable:* Updated CEDS

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig and Roanoke and Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* ARC-190 hrs Local-298 hrs

## **EDA Planning and Technical Assistance**

EDA Planning and Technical Assistance funds will facilitate and promote the ongoing maintenance of a regional economic development CEDS planning process. The CEDS will address each of the Economic Development Administration's six investment priorities (1) Collaborative Regional Innovation, (2) Public/Private Partnerships, (3) National Strategic Priorities, (4) Global Competitiveness, (5) Environmentally-Sustainable Development, and (6) Underserved Communities.

*Deliverables: various*

*Localities Served: Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, and Roanoke and the Towns of Clifton Forge, and Vinton*

*Project Leader: Staff*

*Funding Source & Estimated Hours: EDA depending on funding*

## **Economic Impact of the Arts**

Update the 2013 study on the Economic Impact of Arts and Cultural Organizations in the Roanoke Valley.

*Deliverables: Technical assistance and recommendations*

*Localities Served: Cities of Roanoke and Salem, Counties of Botetourt and Roanoke County, Town of Vinton.*

*Project Leader: Matt Miller*

*Funding Source & Estimated Hours: Local-200 hrs*

## **General Technical Assistance**

The staff will research, develop, maintain, and analyze data for use in a variety of technical and planning support activities, including legislative issues relevant to the region.

*Deliverable: Technical assistance*

*Localities Served: Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton*

*Project Leader: Staff*

*Funding Source & Estimated Hours: Local-426 hrs*

## **Grant Writing**

The staff will continue to aid localities in writing grant applications and researching funding opportunities for regional and local development projects. Project includes attendance at grant workshops.

*Deliverables: various grant applications*

*Localities Served: Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton*

*Project Leader: Staff*

*Funding Source & Estimated Hours: ARC-130 hrs Local 75 hrs*



## **IMPLAN®**

Staff will assist localities and regional partners with estimating economic impact of a variety of projects and events upon request.

*Deliverables:*

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Matt Miller

*Funding Source & Estimated Hours:* Local-50 hrs

## **Regional Community Health Assessments and Improvement Plans**

Provide technical assistance, analysis and expertise to the Virginia Department of Health's Alleghany Health District as they develop the Community Health Assessments and Community Health Improvement Plans for various regional localities.

*Deliverables:* Mapping, survey development and analysis, and data profiles.

*Localities Served:* Cities of Roanoke and Salem; Counties of Botetourt, Craig, and Roanoke; and the Town of Clifton Forge.

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* Local-120 hrs

## **Regional Greenway Recreational Trail Counts**

Staff will be responsible for data collection from trail counters on local recreational greenways and trails including the Appalachian Trail. In addition, staff will be responsible for the installation and maintenance of the trail counters.

*Deliverables:* Trail counts that will be used to support grant applications and justify expenditures on greenways and trails.

*Localities Served:* Cities of Roanoke and Salem, Counties of Botetourt and Roanoke and Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-60 hrs

## **Regional Greenway Plan Update**

Staff will work with the localities and Greenway Commission to review and update the Regional Greenways Plan. This item will focus on the rural and recreational trails in the plan in the counties of Botetourt, Franklin and Roanoke. Urban portions of the plan are covered in the RVTPO work program.

*Deliverables:* updated Regional Greenway Plan.

*Localities Served:* Cities of Roanoke and Salem, Counties of Botetourt and Roanoke and Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* various

## **Regional Stormwater Management Technical Assistance**

Staff will assist Municipal Separate Storm Sewer System (MS4) localities in developing regional stormwater branding, education, and public outreach and continue coordination of the regional stormwater advisory committee.

*Deliverables:* Technical assistance to localities

*Localities Served:* Cities of Roanoke and Salem, Counties of Botetourt and Roanoke and the Town of Vinton.

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-125 hrs

## **Roanoke River Public Blueway Mapping & Promotion**

Staff will continue development and promotion of the Roanoke River Blueway and management of the related Virginia Tourism Corporation promotional grant.

*Deliverables:*

*Localities Served:* Cities of Roanoke and Salem, Counties of Franklin and Roanoke and Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-120 hrs

## **Roanoke Valley Urban Forestry Council**

Staff will continue to serve on the Roanoke Valley Urban Forestry Council and conduct or assist with other urban forestry activities as requested.

*Deliverables:*

*Localities Served:* Cities of Roanoke and Salem, Roanoke County and Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-25 hrs

## **Regional Water Supply Plans**

Staff will assist local governments in responding to Department of Environmental Quality concerning water deficits as covered in the State Plan. Staff will update three regional plans:

1. Craig County -Town of New Castle Regional Water Supply Plan
2. Roanoke Valley–Alleghany Regional Commission Water Supply Plan
3. Upper James River Basin Water Supply Plan

*Deliverables:* updated water supply plans

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton.

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local – 100 hrs

## **Regional Leadership Collaboration**

Staff will coordinate and facilitate regular meetings of the Mayors and Chairs, as well as Chief Administrative Officials in the region. Staff will continue to work with the Regional Coalition for Economic Development on future leadership trips.

*Deliverables:*

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Wayne Strickland

*Funding Source & Estimated Hours:* Local -140 hrs ARC-40 hrs

## **Regional Food System Planning**

Staff will continue to coordinate the Local Foods Committee to promote economic development, healthy living, environment and natural resources stewardship within the region. Staff will work with our member governments to promote regional agribusiness/agritourism initiatives, sites, and activities.

*Deliverables:*

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local -120 hrs

## **RVARC Strategic Plan**

The Regional Commission completed its strategic plan in 2012 and dedicates a portion of the work program each year to achieving key issues addressed in the plan. During FY 2018, the Commission will move forward on adopting a new strategic plan.

*Deliverable:* updated Strategic Plan

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Wayne Strickland

*Funding Source & Estimated Hours:* Local -20 hrs

## **Regional Hazard Mitigation Plan**

FEMA requires that all localities have an adopted Regional Hazard Mitigation Plan in order to qualify for disaster funding. The plan will outline measures that localities will undertake to reduce the potential losses identified in the risk assessment from natural disasters including selected the following disasters for inclusion in this Plan: earthquakes, flooding, hurricanes, straight line wind, karst, landslides, tornados, wildfires, and winter storms. Consideration for unique circumstances in each jurisdiction will be given. Potential loss reduction activities with evaluation guidelines will be developed for each locality. The project activity listing will include implementation timeline, funding sources, when possible, and the agency or personnel responsible for carrying out the actions.

*Deliverable:* Updated Regional Hazard Mitigation Plan

*Localities:* Counties of Alleghany, Botetourt, Craig, and Roanoke; cities of Covington, Roanoke and Salem; towns of Buchanan, Clifton Forge, Fincastle, Iron Gate, New Castle, Troutville and Vinton.

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* VDEM -863 hrs Local-287 hrs

## **Triple Crown Management Plan Technical Assistance**

The proposed plan will address issues relating to management of the recreational assets associated with the Appalachian Trail, McAfee Knob, Dragons Tooth and Tinker Cliffs to promote sustainability and responsible use. The project will be coordinated by the Appalachian Trail Conservancy in partnership with local governments, RVARC, the Roanoke Valley Greenway Commission, the National Park Service, Virginia's Blue Ridge, Virginia Tech, the US Forest Service and other key stakeholders.

*Deliverables:* Technical Assistance to a Visitor Use Management Plan

*Localities Served:* City of Roanoke and counties of Botetourt and Roanoke

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* ARC – 30 hrs Local-30 hrs

## **Public Relations and Outreach**

The staff will continue with publication of brochures, newsletters, website update, social media and other outreach activities to promote activities and programs of the Commission. Staff will continue implementing the Public Relations and Communications Plan.

*Deliverables:*

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton.

*Project Leader:* Tim Pohlad-Thomas

*Funding Source & Estimated Hours:* Local -280 hours

## **State Data Center**

Staff will continue its role as the regional clearinghouse for demographic and economic development information and related data.

- Disseminate data from State and Federal sources.

- GRANT System - Staff will compile an email distribution list of local government staff and other interested parties from the region and electronically distribute notices of relevant grant opportunities from federal and state agencies as well as private foundations.
- Regional Intern Program - Staff will manage the Commission's internship program and formulate formal procedures and policies regarding application to the program, attendance, and supervision.
- Regional Planning Library – Staff will continue to maintain and improve library organization and operation to increase its usefulness to Commission members, businesses, and citizens in the region.

*Deliverables:*

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke and the Towns of Clifton Forge, Rocky Mount and Vinton

*Project Leader:* Staff

*Funding Source & Estimated Hours:* Local- 20 hrs

## **Upper James Resource Conservation & Development Council**

Staff will continue to serve on the Upper James RC&D Council.

*Deliverables:*

*Localities Served:* City of Covington, Counties of Alleghany, Botetourt and Craig and Town of Clifton Forge

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-25 hrs

## **Roanoke Valley Broadband Authority**

Staff will assist the regional broadband authority by serving as fiscal agent, providing technical assistance for mapping and field checking fiber construction and laterals, website maintenance and update, mapping existing infrastructure for VA811 system and coordination of monthly broadband meetings and other tasks as determined by RVBA necessary to ensure the success of the fiber optics telecommunications network,

*Deliverables:*

*Localities Served:* Cities of Roanoke and Salem, Counties of Botetourt and Roanoke County

*Project Leader:* Matt Miller

*Funding Source & Estimated Hours:* Roanoke Valley Broadband Authority – 179 hrs

## **Western Virginia Workforce Development Board**

The Regional Commission will serve as the fiscal agent, employer of record, and office location of the Western Virginia Workforce Development Board (WVWDB). Regional Commission staff will provide the following additional services to the WVWDB: financial management, human resource management, communications, information services, and grant development.

*Deliverables:* management assistance

*Localities Served:* Cities of Covington, Roanoke and Salem, Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke.

*Project Leader:* Sherry Dean

*Funding Source & Estimated Hours:* Workforce Innovation and Opportunity Act – 855 hrs

## **Western Virginia Regional Industrial Facility Authority**

Provide staff assistance for meetings, financial management and operations of the Western Virginia Regional Industrial Facility Authority.

*Deliverables:* staff support

*Localities Served:* Cities of Roanoke and Salem, Counties of Botetourt, Franklin and Roanoke; and the Town of Vinton.

*Project Leader:* staff

*Funding Source & Estimated Hours:* WVRIFA-387 hrs

## **Workshops**

The staff will continue participate and host various workshops related to funding agencies, continuing education and outreach.

*Deliverables:* attend and host workshops

*Project Leader:* Staff

*Funding Source & Estimated Hours:* ARC-75 hrs Local-25 hrs

## **LOCAL SUPPORT ACTIVITIES**

*(Non-transportation projects involving individual localities)*

### **Alleghany County and City of Covington Emergency Operations Plan Updates**

Update the Alleghany County and City of Covington EOPs to keep plans current per State requirements.

*Deliverables:* Updated Alleghany County EOP and City of Covington EOP

*Locality Served:* Alleghany County, City of Covington

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* ARC-40 hrs

### **Botetourt County Housing Development Assistance**

Work with county staff and developers to promote affordable housing options in the County.

*Deliverables:* Technical Assistance

*Locality Served:* Botetourt County

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* Local-50 hrs

### **Botetourt County Agriculture Development**

Work with county staff and agriculture related businesses and organizations to further develop agriculture enterprises in the county

*Deliverables:* Technical Assistance

*Locality Served:* Botetourt County

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-90 hrs

### **Botetourt County Trail & Greenway Planning**

Technical Assistance to the County for Trail and Greenway planning and development.

*Deliverables:* Technical Assistance

*Locality Served:* Botetourt County

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* ARC-120 hrs

## **Clifton Forge Comprehensive Plan Update**

Conduct a review and update of the Clifton Forge Comprehensive Plan.

*Deliverables:* Updated Clifton Forge Comprehensive Plan

*Locality Served:* Town of Clifton Forge

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* ARC-200 hrs

## **Clifton Forge Trail Connections**

Identify trail connection options from Botetourt County to Clifton Forge. Staff will also provide technical assistance to trail development at Dabney Lancaster Community College.

*Deliverables:* Plan for public Review and Input and technical assistance

*Locality Served:* Town of Clifton Forge and Botetourt County

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* ARC-75 hrs

## **City of Covington Rivermont School Feasibility Study**

Provide technical assistance to identify redevelopment opportunities for the vacant Rivermont School, to include use of the property for senior housing.

*Deliverables:* Completed study with recommendation on redevelopment options for the vacant Rivermont School property, including potential use for senior housing.

*Locality Served:* City of Covington

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* Local-75 hrs

## **City of Covington Collins Hotel Feasibility Study**

Provide technical assistance and work with other partners to determine potential redevelopment opportunities for the Collins Hotel property on Maple Avenue in Downtown Covington.

*Deliverables:* Technical Assistance

*Locality Served:* City of Covington

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* Local-75 hrs



## **Craig County Comprehensive Plan Update**

Conduct a review and update of the Craig County Comprehensive Plan with special emphasis on the Transportation element.

*Deliverables:* Updated Craig County Comprehensive Plan

*Locality Served:* Craig County

*Project Leader:* Bryan Hill

*Funding Source & Estimated Hours:* ARC-120 hrs

## **Craig County Community Center**

Provide technical assistance and grant writing for the further development of the Craig County Community Center and implementation of the associated DHCD Planning Grant.

*Deliverables:* Technical Assistance

*Locality Served:* Craig County

*Project Leader:* Eddie Wells

*Funding Source & Estimated Hours:* ARC-120 hrs

## **Franklin County Retiree Assistance**

Conduct one or more seminars for Seniors in Franklin County. Using survey data and other sources conduct a demographic analysis of seniors/retirees in the County. Identify marketing strategies for attracting retirees.

*Deliverables:* seminars and technical assistance

*Locality Served:* Franklin County

*Project Leader:* Matt Miller

*Funding Source & Estimated Hours:* Local-100 hrs

## **Franklin County Public/Private Partnerships**

Develop one or more RFPs for private and public partnerships for activities/businesses at the Smith Farm and/or Jamison Mill Park similar to Explore Park. A conceptual master plan has already been completed for Smith Farm.

*Deliverables:* RFPs

*Locality Served:* Franklin County

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-50 hrs

## **City of Roanoke Bicycle Outreach**

Develop online interactive themed bicycle tours, such as Art by Bike and Endangered Historical Sites Bike Tour. Promote bicycling in the City of Roanoke through targeted events and/or presentations at civic or neighborhood meetings.

*Deliverables:* Online interactive themed bicycle routes, outreach interactions

*Locality Served:* City of Roanoke

*Project Leader:* Rachel Ruhlen

*Funding Source & Estimated Hours:* City of Roanoke-265 hrs

## **Town of Vinton Land Use Ordinance Review**

Reviewing and analyzing the town current zoning ordinance, including the sign and subdivision ordinances, Virginia State Codes pertaining zoning and subdivision regulations; and to advise Town Staff and Planning Commission if the current zoning and subdivision ordinance need to be completely amended. Additionally, the needed amendments to the zoning ordinance to meet the current VA State Codes and any applicable Federal requirement such as for the telecommunication facilities

*Deliverables:* A review of zoning, subdivision and sign ordinances including zoning maps.

*Locality Served:* Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-50 hrs

## **Town of Vinton Grant Application Assistance**

Assist the Town in locating and applying for grants for infrastructure, planning and other activities identified by the Town.

*Deliverables:* Grant writing and technical assistance

*Locality Served:* Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-20 hrs

## **Town of Vinton Stormwater Utility Fee Feasibility Study**

Assist the Town with reviewing viable options for revenue generation for stormwater utility oversight, maintenance, MS4 requirements and capital improvement costs. Review other regional stormwater programs and plans for comparison.

*Deliverables:* Feasibility study for revenue generation for the stormwater utility; and a report suitable for presentation to Town committees and Town Council.

*Locality Served:* Town of Vinton

*Project Leader:* Amanda McGee

*Funding Source & Estimated Hours:* Local-50 hrs

## OTHER ACTIVITIES

### **National, State, Regional and Local Collaborative Efforts**

Staff will promote and assist with regional planning initiatives by participating in the following local, regional, state and national organizations.

#### **National**

- Development District Association of Appalachia and Network Appalachia
- National Association of Development Organizations Board of Directors  
Southeastern Regional Directors Institute Board of Directors
- Rural Planning Organizations of America Council of Peers

#### **State**

- Bike Virginia Board
- Virginia Association of Metropolitan Planning Organizations
- Virginia Association of Planning District Commissions
- Virginia Chapter of the American Planning Association Legislative Affairs Committee
- Virginia Department of Conservation and Recreation's Recreational Trails Advisory Committee

#### **Regional**

- Blue Ridge Interagency Council of Homelessness
- Blue Ridge Transportation Safety Board
- Cool Cities Coalition
- Council of Community Services Board of Directors
- Council of Community Services – Hand On Blue Ridge
- Greater Roanoke Valley Asthma and Air Quality Coalition
- Hands on Blue Ridge Committee
- Healthy Roanoke Valley
- I-81 Corridor Coalition
- PATH Community Coalition
- Pathfinders for Greenways
- Regional Pedestrian & Bicycle Advisory Committee (PBAC)
- Regional Stormwater Management Committee
- Regional Stormwater Technical Committee
- Regional Stormwater Citizen Advisory Committee
- Partnership for a Livable Roanoke Valley
- Roanoke Refugee Dialogue Group – Transportation Committee
- Roanoke Regional Chamber of Commerce Board
- Roanoke Regional Chamber of Commerce – Transportation Advocacy Committee
- Roanoke Regional Chamber of Commerce – Global Business Owners Committee
- Roanoke Regional Housing Network
- Roanoke Valley Broadband Authority
- Roanoke Valley Greenway Commission
- Roanoke Valley Urban Forestry Council
- RSVP Advisory Council at the Council of Community Services
- Salem-Roanoke County Chamber of Commerce Board of Directors

- United Way Community Investment Council
- Upper Roanoke River Roundtable Advisory Committee
- Upper James River Resource Conservation and Development District (RC&D)
- Virginia Western Community College-Integrated Environmental Studies Advisory Group

**Local**

- City of Roanoke Downtown Mobility Workgroup
- City of Roanoke School System ROTEC Advisory Committee
- Roanoke County Public Schools Technology Advisory Committee

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## SECTION II



(Official Name: Roanoke Valley Area Metropolitan Planning Organization)

## UNIFIED PLANNING WORK PROGRAM Fiscal Year 2018

(July 1, 2017 – June 30, 2018)

**Approved April 27, 2017**

Roanoke Valley Transportation Planning Organization (RVTPO)  
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Prepared on behalf of the Roanoke Valley Transportation Planning Organization (RVTPO) by the staff of the Roanoke Valley-Alleghany Regional Commission through a cooperative process involving the cities of Roanoke and Salem, the counties of Botetourt, Bedford, Montgomery and Roanoke, the town of Vinton, the Greater Roanoke Transit Company, the Roanoke Blacksburg Regional Airport Commission, the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation, the Federal Highway Administration, and the Federal Transit Administration.

The preparation of this program was financially aided through grants from the Federal Highway Administration, Federal Transit Administration, Virginia Department of Rail and Public Transportation and the Virginia Department of Transportation.

*The RVTPO will strive to provide reasonable accommodations and services for persons who require special assistance to participate in its public involvement opportunities. Contact the Public Involvement and Community Outreach Coordinator at (540) 343-4417 for more information.*

*The RVTPO fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information, or to obtain a Discrimination Complaint Form, see [www.rvarc.org](http://www.rvarc.org) or call (540) 343-4417.*

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## FY 2018 UNIFIED PLANNING WORK PROGRAM

Program Administration, Activities, and Budget

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The 27<sup>th</sup> day of April, 2017

### **RESOLUTION**

by the Policy Board of the Roanoke Valley Transportation Planning Organization  
Approving the FY 2018 Unified Planning Work Program

**WHEREAS**, the FY 2018 Unified Planning Work Program will serve as the basis for all federal Department of Transportation (DOT) funding participation and will be included in all requests for DOT planning funds within the Roanoke Valley TPO Service Area; and

**WHEREAS**, this Work Program details all transportation and transportation-related planning activities anticipated within the area during the coming fiscal year; and

**WHEREAS**, this Work Program has been reviewed by the TPO's Transportation Technical Committee;

**NOW THEREFORE BE IT RESOLVED** that the Policy Board of the Roanoke Valley Transportation Planning Organization does hereby approve the FY 2018 Unified Planning Work Program, as presented.

A handwritten signature in black ink, appearing to read "Jane W. Johnson", with a long horizontal flourish extending to the right.

Jane W. Johnson  
Chair

**TPO POLICY BOARD:** Cities of Roanoke and Salem; Counties of Bedford, Botetourt, Montgomery and Roanoke; Town of Vinton; Greater Roanoke Transit Company (*Valley Metro*); Roanoke-Blacksburg Regional Airport; Virginia Department of Rail & Public Transportation; Virginia Department of Transportation

**Roanoke Valley Area Metropolitan Planning Organization**



Roanoke Valley-Alleghany

**REGIONAL**  
**commission**

rvarc.org

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The 27<sup>th</sup> day of April, 2017

## **RESOLUTION**

**Authorizing the Filing of an Application with the Virginia Department of Rail and Public Transportation for Grants of Federal Funds Under the Federal Transit Administration Section 5303 Program and State and Local Matching Funds, in the Amount of \$156,789**

**WHEREAS**, the contract for financial assistance will impose certain obligations upon this Body, including the provision of the local funds to support project costs; and

**WHEREAS**, a recipient of Federal Transit Administration funding is required to provide certifications and assurances that all pertinent federal statutes, regulations, executive orders and directives will be obeyed and it is the intent of this Body to comply fully with all required certifications and assurances; and

**WHEREAS**, it is the goal of this Body that minority business enterprise (disadvantaged business and women business enterprise) be utilized to the fullest extent possible in connection with this project, and that definitive procedures shall be established and administered to ensure that minority businesses shall have the maximum feasible opportunity to compete for contracts and purchase orders when procuring construction contracts, supplies, equipment contracts, or consultant and other services;

**NOW, THEREFORE, BE IT RESOLVED BY THE ROANOKE VALLEY-ALLEGHANY REGIONAL COMMISSION:**

1. That Wayne Strickland, Executive Director, is authorized to prepare and file an application on behalf of the Roanoke Valley-Alleghany Regional Commission with the Virginia Department of Rail and Public Transportation for federal and state financial assistance under the Federal Transit Administration Section 5303 Program and State Aid Program.
2. That Wayne Strickland, Executive Director, is authorized to execute and file with such application all necessary certifications and assurances or any other documents or information required by Virginia Department of Rail and Public Transportation in connection with the application or the project.

**Member Governments:** Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke, Cities of Covington, Roanoke and Salem, Towns of Clifton Forge, Rocky Mount and Vinton

Resolution (Cont'd)

Page –2

3. That Wayne Strickland, Executive Director, is authorized to set forth and execute minority business enterprise (disadvantaged enterprise business and women enterprise) policies and procedures in connection with procurements under this project.
4. That Wayne Strickland, Executive Director, is authorized to execute a grant agreement on behalf of the Roanoke Valley-Alleghany Regional Commission with the Virginia Department of Rail and Public Transportation to aid in the financing of the FY 2018 Unified Planning Work Program.
5. That the Roanoke Valley-Alleghany Regional Commission hereby certifies that the local share of the project costs identified in the application shall be made available to the FY 2018 Unified Planning Work Program from resources available to this Body.

The undersigned duly qualified Chairman of the Roanoke Valley-Alleghany Regional Commission certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Roanoke Valley-Alleghany Regional Commission held on April 27, 2017.

  
\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Charles Wagner, Chairman  
(Title)

\_\_\_\_\_  
April 27, 2017  
(Date)

## **I. INTRODUCTION**

The Unified Planning Work Program (UPWP) for transportation planning identifies all activities to be undertaken in the Roanoke Valley Transportation Planning Organization (RVTPO) study area for the fiscal year 2018. The UPWP provides a mechanism for the coordination of transportation planning activities in the region, and is required as a basis and condition for all federal funding assistance for transportation planning by the joint metropolitan planning regulations of the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA).

The work tasks within this UPWP are reflective of issues and concerns originating from transportation agencies at the federal, state and local levels. Specifically, FHWA and FTA have requested that the following three priority areas of emphasis be incorporated into the work undertaken through the UPWP.

### **1) MAP-21 and FAST Act Implementation**

*MAP-21 and FAST Act contain the following planning factors that must be addressed in the transportation planning process:*

- 1) Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency;*
- 2) Increase the safety of the transportation system for motorized and nonmotorized users;*
- 3) Increase the security of the transportation system for motorized and nonmotorized users;*
- 4) Increase the accessibility and mobility of people and for freight;*
- 5) Protect and enhance the environment, promote energy conservation, improve quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;*
- 6) Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;*
- 7) Promote efficient system management and operation;*
- 8) Emphasize the preservation of the existing transportation system;*
- 9) Improving transportation system resiliency and reliability;*
- 10) Reducing (or mitigating) the stormwater impacts of surface transportation; and,*
- 11) Enhancing travel and tourism. [23 U.S.C. 134 (h)(1)(I) & (J)]*

*As the RVTPO continues its performance-based planning and programming, staff will further develop the performance management approach to transportation planning and programming. Performance-based planning and programming includes using transportation performance measures, setting targets, reporting performance, and programming transportation investments directed toward the achievement of transportation system performance outcomes.*

### **2) Regional Models of Cooperation**

*In order to ensure a regional approach to transportation planning, the RVTPO will promote cooperation and encourage stakeholders to think beyond traditional borders and adopt a coordinated approach to transportation planning. A coordinated approach supports common goals and capitalizes on opportunities related to project delivery, congestion*

*management, safety, freight, livability, and commerce across local government and urban/rural boundaries.*

### 3) **Ladders of Opportunity**

*As part of the transportation planning process, the RVTPO will identify transportation connectivity gaps in accessing essential services including employment, health care, schools/education, and recreation. The RVTPO’s work will involve the relevant stakeholders to develop infrastructure and operational solutions that provide the public, especially the traditionally underserved populations, with adequate access to essential services.*

Reflecting the federal priorities above, the following descriptions of the tasks to be accomplished and the associated budgets are based on a best estimate of what can be accomplished with the available federal, state and local resources.

The Roanoke Valley Transportation Planning Organization (RVTPO) has developed this work program to address the final metropolitan planning regulations and the new requirements the FAST Act, Section 1201; 23 U.S.C. 134.

#### Historical Context for Transportation Planning

The Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991 created a number of planning requirements. In October 1993, the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) issued final regulations regarding metropolitan planning.

The Transportation Equity Act of the 21<sup>st</sup> Century (TEA-21), which became law in June 1998, reaffirms the structure of the metropolitan planning process. Most of the modifications to the process are aimed at streamlining and strengthening the provisions included in ISTEA. The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) which became law August 10, 2005 and the Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) which became law on July 6, 2012, and the Fixing America’s Surface Transportation Act (FAST Act) which became law on December 4, 2015 further reaffirm and extend the structure of the metropolitan planning process that began with ISTEA.

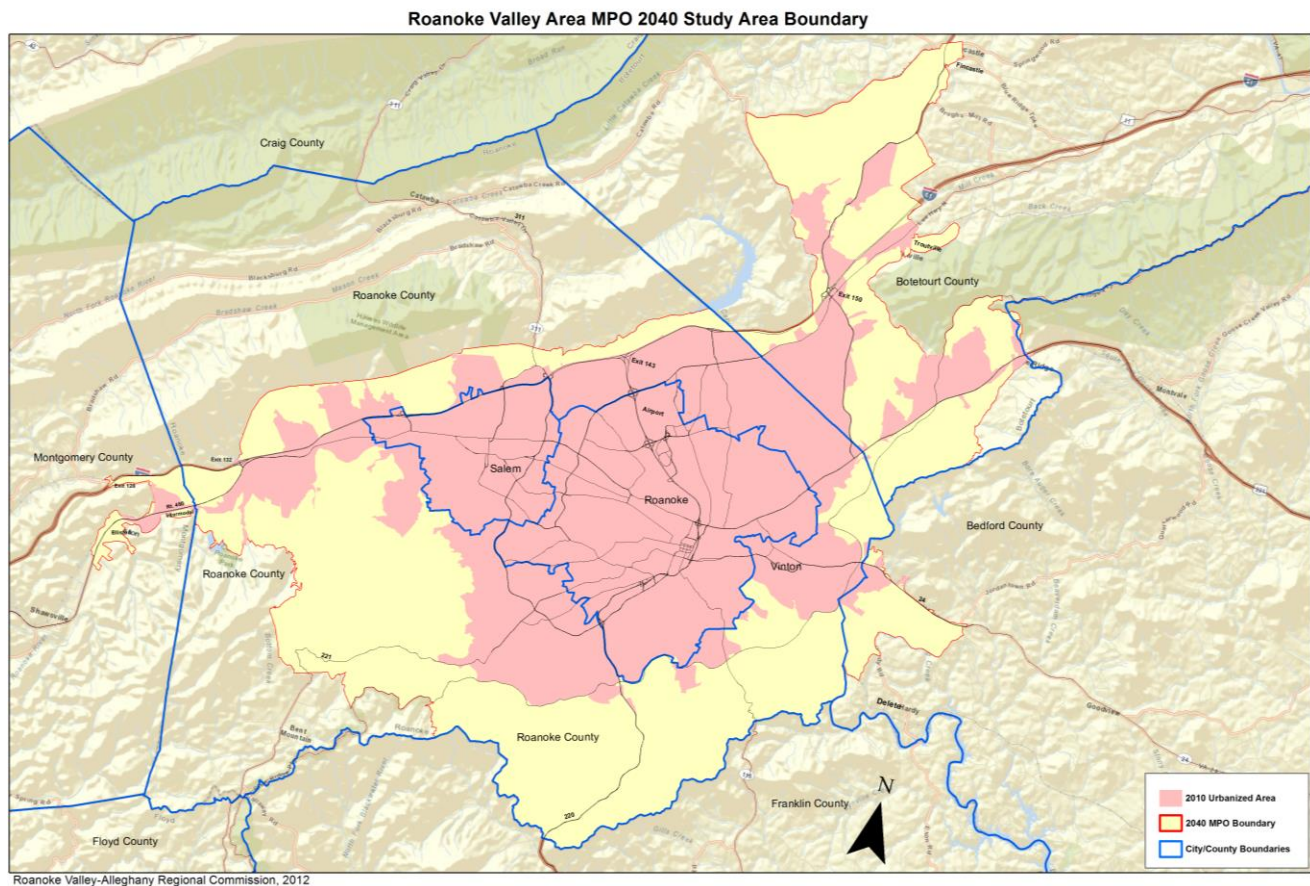
On February 14<sup>th</sup>, 2007, the FHWA and the FTA released their long-awaited Statewide and Metropolitan Planning Rule (72 Fed. Reg. 7224). The final rule revises planning regulations at 23 C.F.R. Part 450 and 49 C.F.R. Part 613 to reflect the many changes made by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) (Pub. L. 109-59 August 10, 2005).

## II. **METROPOLITAN PLANNING AREA**

The RVTPO study area consists of the Cities of Roanoke and Salem, the Town of Vinton, and portions of the Counties of Bedford, Botetourt, Montgomery and Roanoke. See Figure 1 for an illustration of the region. Based on the 2010 Census, the RVTPO 2040 study area population was 231,337 and encompasses a land area of 247 sq. miles.

On March 26, 2012 the US Census Bureau released the Urbanized Area Boundaries (UZAs) (see the following map) based on Census 2010 results. The RVTPO’s Census 2010 UZA contains a population of 210,111 and the RVTPO was subsequently classified as a Transportation Management Area (TMA) MPO.

On March 2 – 3, 2016 the RVTPO went through its first official Federal Compliance Review which will be repeated every 4-years.



### **III. AIR QUALITY CONSIDERATIONS**

In 1997, the Environmental Protection Agency (EPA) made an amendment to the Clean Air Act's National Ambient Air Quality Standards (NAAQS). The amendment essentially replaced the 1-hour ozone standard with a more stringent 8-hour standard. In the late 1990s the ozone levels taken at an air quality monitor in the Roanoke area had exceeded the newer 8-hour standard. Due to these exceedances, the RVTPO and its member localities worked with the Virginia Department of Environmental Quality (DEQ) to establish a nonattainment boundary for the Roanoke area. This agreed upon boundary encompassed the entire Roanoke MSA (1990 definition – counties of Roanoke and Botetourt, cities of Roanoke and Salem and town of Vinton.)

In the fall of 2002 the EPA extended an opportunity to regions which were to be designated nonattainment under the 8-hour standard, but which were in attainment for the previous 1-hour standard, to pursue an Ozone Early Action Compact (EAC) followed by an Ozone Early Action Plan (EAP). This opportunity extends from a protocol that was developed in EPA's Region 6 and subsequently extended through administrative action to other EPA Regions in the country. The RVTPO is located in EPA's Region 3.

The EAC is essentially an agreement between local governments, the DEQ and the EPA to pursue an Ozone EAP before an air quality plan would have been otherwise required under traditional nonattainment designation. The EAP must incorporate the same scientific rigor as

the traditional approach and the EAP will be incorporated into the State Implementation Plan (SIP).

In early March 2008 the Federal EPA revised the nationwide 8-hour Ozone Standard to 75 parts per billion (ppb) based on a 3-year average. The Roanoke Region’s 3-year average for the 2006, 2007 and 2008 Ozone seasons were at 74 ppb, within the new nationwide standard.

In October 2015, the Federal EPA lowered the 8-hour Ozone standard to 70 parts per billion (ppb). Recent trends in ground level ozone for the Roanoke Valley are summarized in the graph below and indicate that RVTPO is in compliance with the October 2015 8-hour Ozone standard. According to Virginia DEQ, the Roanoke design value for 2012-2014 was 62 ppb and for 2013-2015 it was 59 ppb.

#### **IV. RESPONSIBILITIES FOR TRANSPORTATION PLANNING**

The Roanoke Valley Transportation Planning Organization (RVTPO) is the organization responsible for conducting the continuing, comprehensive, and coordinated (3-C) planning process for the Roanoke Valley area in accordance with requirements of Section 134 (Title 23 U.S.C.) of the Federal Highway Act of 1962, and Section 8 of the Federal Transit Act. The RVTPO – Doing Business As (DBA) name (official name: Roanoke Valley Area Metropolitan Planning Organization) is the official Metropolitan Planning Organization for the Roanoke Valley area, designated by the Governor of Virginia, under Section 134 of the Federal Aid Highway Act, and the joint metropolitan planning regulations of FHWA and FTA.

The policy making body of the RVTPO is its Board which consists of sixteen voting members. The voting membership of the Policy Board consists of two representatives each from the Cities of Roanoke and Salem, the Counties of Botetourt and Roanoke, and the Town of Vinton; and one representative each from the County of Bedford, County of Montgomery, the Greater Roanoke Transit Company, Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation, and the Roanoke Regional Airport Commission.

##### **Voting Membership on the RVTPO Policy Board**

Bedford County	1 representative
Botetourt County	2 representatives
Roanoke County	2 representatives
Montgomery County	1 representative
City of Roanoke	2 representatives
City of Salem	2 representatives
Town of Vinton	2 representatives
Greater Roanoke Transit Company	1 representative
Virginia Department of Transportation	1 representative
Virginia Department of Rail and Public Transportation	1 representative
Roanoke Blacksburg Regional Airport Commission	1 representative

Other agencies with non-voting membership on the RVTPO Policy Board include: the Roanoke Valley-Alleghany Regional Commission (RVARC), the Federal Highway Administration, and the Federal Transit Administration.

Staff of the Roanoke Valley-Alleghany Regional Commission perform the day-to-day operations of the RVTPO. The staff, in conjunction with RVTPO’s member agencies, collect, analyze and evaluate demographic, land use, and transportation data to gain a better understanding of the transportation system requirements of the area. Staff members also prepare materials for use at Board and Committee meetings as well as any sub-committee meetings.

Professional staff members participate in all RVTPO meetings, provide expertise as needed, and provide administration of the transportation-planning program. In addition, staff members represent the agency at other meetings of importance to planning activities within the region.

**V. TOTAL PROPOSED FUNDING BY FEDERAL SOURCE FOR FY2018**

The primary funding source for transportation planning activities included in this work program are the FHWA Section 112 (PL), FTA Section 5303, and FHWA State Planning and Research (SPR). The funding to support this UPWP includes unobligated PL funds from FY2016. The proposed funding amounts (including state and local matching funds) for the RVTPO work program are shown in the following table.

**FY 2018 RVTPO PROPOSED FUNDING BY FEDERAL, STATE AND LOCAL SOURCES**  
(July 1, 2017 to June 30, 2018)

	<b>FHWA – Section 112 (PL)</b> 80% Fed & 20 % State/Local	<b>FTA – Section 5303</b> 80% Fed & 20 % State/Local	<b>GRAND TOTAL</b>
New FY 2018	\$392,297	\$156,789	\$549,086
Deprogrammed FY 2017	\$0	\$0	\$0
Unobligated FY 2016	\$13,930	\$0	\$13,930
<b>TOTAL</b>	<b>\$406,227</b>	<b>\$156,789</b>	<b>\$563,016</b>

**VI. FY 2018 WORK PROGRAM TASKS AND BUDGET**

As a result of the Federal TMA Certification Review in the Spring 2016, one overarching recommendation is to update TPO planning document to include system resiliency/reliability, stormwater mitigation, as well as travel and tourism enhancement. This FY18 Work Program will begin that process. In addition, it was noted that becoming a TMA requires more formalized decision-making processes, especially given today’s funding constraints and the need to strategically prioritize investments, and the TPO should begin to focus on a process-oriented approach when developing planning programs and work products that goes beyond simply developing static plans. These processes include methods to collect, prioritize, and evaluate the effectiveness (or progress) of planning and public engagement efforts. This will be an overarching focus of the work in FY18.



Unless otherwise stated, the tasks listed in the following sections will be performed and led by RVARC staff.

## 1. PROGRAM SUPPORT & ADMINISTRATION

### 1.01 General Administration & Operations

**Objective and Description:** This task includes ongoing activities that ensure proper management and operation of a continuing, comprehensive, and coordinated (3-C) planning process as described in the 3-C Memorandum of Understanding. The primary objectives of this task are to (1) implement the FY 2018 UPWP throughout the fiscal year and provide all required administrative functions including all accounting functions, personnel administration, office management, financial reporting, contract administration, and purchase and upkeep of necessary office equipment; and (2) to support the activities of the RVTPPO through the preparation of reports, presentations, agendas, minutes and mailings for all Policy Board and Technical Committee meetings, as well as attendance at those meetings. Attendance at staff meetings, stakeholder coordination meetings, and timekeeping are included in this task as well.

As noted during the TMA Certification Review, the Memorandum of Agreement outlining the 3-C process between the RVTPPO, Roanoke Valley-Alleghany Regional Commission, Virginia Department of Transportation, Virginia Department of Rail and Public Transportation, and the Greater Roanoke Transit Company needs to be reviewed to ensure compliance with the FAST Act requirements so that partner roles and responsibilities are consistent with Federal expectations. If any areas of concern are identified, staff will prepare a report identifying the issue(s) and provide possible solutions. Since this is an agreement between several organizations, any change to the Agreement will need to be reviewed and approved by each.

**Products:** Efficient office operation, accurate financial information, preparation of quarterly reports, preparation of information in support of RVTPPO activities, and an up-to-date 3-C Agreement, when necessary, that clearly identifies that roles and responsibilities of each party involved in the metropolitan planning process.

**Estimated Budget:** \$81,887 (\$60,364 PL and \$21,523 FTA/5303) (included for planning purposes only; not intended to be restrictive).

### 1.02 Training and Staff Development

**Objective and Description:** To meet the growing demands of an ever-changing region, and those of new and updated federal transportation regulations/guidelines, it is important to educate and maintain a staff and board/committee members that can respond to these challenges. This task will help insure that by providing on-going training and development of staff and RVTPPO Policy Board members.

**Products:** Well-trained and informed staff and Policy Board members.

**Estimated Budget:** \$3,807 (\$2,130 PL and \$1,677 FTA/5303) (included for planning purposes only; not intended to be restrictive).

### **1.03 Work Program Management**

**Objective and Description:** To meet the requirements of 23 CFR Part 420 and 23 CFR Part 450, the RVTPO, in cooperation with the Virginia Department of Transportation, the Virginia Department of Rail and Public Transportation, and the Greater Roanoke Transit Company, is responsible for the development of a Unified Planning Work Program (UPWP). This UPWP describes all regional transportation planning activities anticipated in the Roanoke Valley area between July 2017 and June 2018, that will utilize federal funding, including Title I Section 134 metropolitan planning funds, and Title III Section 8 metropolitan planning funds. The UPWP also identifies state and local matching dollars for these federal planning programs.

This task provides for management of the FY 2018 UPWP. If during FY 2018, an amendment to the UPWP is deemed necessary, due to changes in planning priorities and/or the inclusion of new planning projects, staff will identify and detail such amendments for consideration by the TPO Policy Board.

This task also provides for the development of a UPWP for FY 2019. The document will incorporate suggestions from federal funding agencies, state transportation agencies, transit operating agencies, local governments participating in RVTPO. The new UPWP will be presented in draft to the Transportation Technical Committee and RVTPO Policy Board in March 2018, and as a final document for adoption in April 2018. The approved UPWP will be distributed to the Policy Board, and made available to the public on the RVARC website (rvarc.org).

**Products:** UPWP for FY 2019, maintenance and amendments to the FY 2018 UPWP as needed.

**Schedule:** Ongoing maintenance and amendments as needed; UPWP FY 2019 development January – April 2018.

**Lead:** RVARC staff – Cristina Finch

**Estimated Budget:** \$13,274 (\$8,522 PL and \$4,752 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2. PROGRAM ACTIVITIES**

### **2.01 Long-Range Metropolitan Transportation Planning**

**Objective and Description:** The long-range metropolitan transportation planning effort enables local stakeholders to think beyond traditional borders and adopt a coordinated approach to transportation planning for people and freight. This effort may include scenario planning to evaluate where funds are invested based on regional transportation needs and goals. The Citizen’s Version of the Constrained Long-Range Multimodal Transportation Plan 2040, “Vision 2040: Roanoke Valley Transportation”, was approved in December 2016, and the full technical document is schedule to be approved in the Summer of 2017.

This item covers the long-range transportation planning activities. The general approach to long-range planning in the Roanoke Valley will be performance-driven, outcome-based that

considers all modes, ages, and abilities in the development of its intermodal transportation system. This item includes the following activities:

- 1) **Technical document of CLRMTMP 2040 “Vision 2040: Roanoke Valley Transportation”– Approval and Endorsement** – The CLRMTMP 2040 technical document is expected to be approved by the RVTPO Policy Board in the Summer of 2017. This item covers any necessary draft document revisions and approval activities necessary in FY18.
- 2) **CLRMTMP 2040 “Vision 2040: Roanoke Valley Transportation” – Amendments** – Any necessary long-range plan amendments after endorsement and approval of CLRMTMP 2040.
- 3) **CLRMTMP 2045 – Initiation** – As the CLRMTMP 2040 technical document is completed staff will transition to developing the CLRMTMP 2045. A key element of this process will be to reevaluate the region’s transportation needs and priorities.
- 4) **Federal Transportation Performance Measures Integration:** Federal guidance concerning the integration of specific performance measures in TMA MPO long-range transportation planning processes is anticipated in FY18. This sub item is intended to address any necessary work to integrate federally required and federally recommended performance measures and performance measures targets into the long-range transportation planning process.
- 5) **Air Quality and Environmental Analysis and Planning:** The Federal EPA revised the nationwide 8-hour Ozone Standard, in early October 2015, to 70 parts per billion (ppb) based on a 3-year average. All indications from the Virginia Department of Environmental Quality (DEQ) are that RVTPO is in compliance with the October 2015 standard. Similarly, RVTPO staff is monitoring announcements and news concerning both fine particulate PM2.5 and Greenhouse Gases (GHGs) in case the federal government requires transportation planning process compliance for those two classes of pollutants in addition to ground level Ozone. This subtask is intended for any applicable air-quality or environmental analysis and planning that may be required by the federal EPA. Currently RVTPO is in an Ozone Early Action Compact – Early Action Plan area and is not subject to conformity analysis.
- 6) **Official Public Meeting Concerning Long-Range Planning Assumptions (Annual “Open House”):** This will continue the series of yearly public meetings concerning the long-range planning process and its assumptions.
- 7) **Travel Demand Model Application** – RVTPO staff received and were trained on a new state of the art travel demand model in the Spring of 2016. The new model has capabilities new to the RVTPO including, time-of-day travel demand estimation, a formal mode choice step and formal transit network including vision components. This sub-item provides staff time and resources to apply the new model to planning situations and scenarios and continue coordination with VDOT modelers as needed during FY18.
- 8) **Transportation and Land Use Archival System Maintenance** – This item involves a yearly update of the transportation and land use data archival system for updating transportation and land use data on a regular basis so that “time series” or “snapshot” of parcel size and other trends can be available for the long-range transportation planning process. FY18 will focusing on integrating the past years’ land use archive data and trends into the RVTPO Multimodal Centers and Districts framework.
- 9) **Coordination with other long-range plans** – In particular, ensure that metropolitan transportation planning is coordinated with the VTrans statewide transportation plan, the rural long-range transportation plan, and furthers the vision presented in the Livable Roanoke Valley plan.
- 10) **LRTP Technical Work** – Any other technical long-range plan process work .

“2.01 Long Range Transportation Planning” is the element responsible for demonstrating FAST Act compliance for the long-range transportation planning process.

**Products and Schedule:**

- CLRMTTP 2040 Final Technical Document (Summer 2017),
- CLRMTTP 2040 Amendments/Adjustments (Summer 2017 and/or as needed),
- CLRMTTP 2045 Process Kickoff (Winter 2017/2018),
- Annual Public Open House (Spring 2018),
- Coordination with VTrans, VDOT’S Rural Long-Range Transportation Planning Process, Livable Roanoke Valley plan implementation (ongoing),
- Travel Demand Model application (ongoing),
- Monitoring of Ozone and PM 2.5 trends with regards to continued air quality compliance; Monitoring of federal and state policies concerning Greenhouse Gas (GHG) and their possible impact on the RVTPPO planning process; Public outreach and maintenance of air quality action day communications lists (as needed).
- Other long-range transportation planning technical work as required (ongoing),

***This item supports the federal planning factors to the extent possible given time, financial and other constraints.***

**Lead:** RVARC staff - Cristina Finch

**Estimated Budget:** \$72,492 (\$58,871 PL and \$13,621 FTA/5303) (included for planning purposes only; not intended to be restrictive).

**2.02 Transportation Improvement Program (TIP), Regional Surface Transportation Program (RSTP), Transportation Alternatives (TA), and Performance Measures reporting.**

**Objective and Description:** As required by federal planning regulations, the Transportation Improvement Program (TIP) for the Roanoke Valley area is a four-year program of highway, transit, bicycle, and pedestrian, projects receiving federal funds. State and locally funded projects may also be included in the TIP for coordination purposes. The TIP is updated every three years, with major amendments in intervening years, as needed, and must be approved by the RVTPPO Policy Board and the governor of Virginia. The TIP is required as a condition for all federal funding assistance for transportation improvements within the RVTPPO area.

The Regional Surface Transportation Program (RSTP) is a category of funding that is determined by the RVTPPO Policy Board through a process described in a separate document titled the RSTP Project Selection Procedures. The Surface Transportation Block Grant (STBG) program funding for transportation alternatives (TA) is a smaller category of funding for which the RVTPPO Policy Board will select projects within the RVTPPO Study Area Boundary. The Roanoke Valley is also allocated FTA 5310 funds (transportation for the elderly and people with disabilities). Although DRPT manages these funds for the RVTPPO, staff are involved with the coordination of projects and monitors the use of these funds as they are programmed in the TIP.

The Performance Measures tracking and reporting process will reflect state-mandated performance measures and additional measures elected by the TPO Policy Board to be tracked.

Additionally, it is anticipated that additional performance measures guidance will be received from the FTA and FHWA and will need to be integrated into the existing state-mandated process. The effort will include collecting performance data and reporting the transportation system's performance based on those targets.

This task item primarily involves work related with the above mentioned items; some activities covered in this task may include but are not limited to:

**New Activities:**

- It is anticipated that the RVTPPO will entertain a new round of applications in the Fall 2017 complete with the scoring of projects and development of a new six-year financial program. Staff will facilitate the RSTP project application and selection process.

**Ongoing Activities:**

- Monitoring the SMARTSCALE process and preparing for the next round of applications.
- Amendments and/or Adjustments to current TIP.
- Coordination with VDOT and VDRPT on TIP, STIP, SMARTSCALE, and Six-Year Improvement Program (SYIP) details, procedures and updates.
- Coordination with FTA, Valley Metro (GRTC) and RADAR (UHSTS) on transit-related funding and programming with regards to the SYIP and TIP.
- Coordination with VDOT, VDRPT, Valley Metro and RADAR on the Publication of the Annual Obligations Report.
- Provide assistance with grant funding applications, as requested.
- Facilitate the TPO's approval of RSTP and TA funding; Monitor projects to ensure the timely delivery of projects and committed funding.
- Data collection and analysis for Annual Performance Measures Report update.
- Evaluation and data collection of new performance measures for incorporation into the annual report.

**Products and Schedule:**

- TIP amendments/adjustments (Summer 2017 and/or as needed),
- Annual listing of projects with federal obligations (Winter 2017/2018),
- Staffing of the RSTP project selection and adjustment process and staffing of the TA project selection process (Fall 2017-Spring 2018),
- Up-to-date website with related information, data collection and analysis for annual listing of performance measures, and staff-administered public involvement process for products requiring input (ongoing),
- Additional products may include grant applications for transportation funding, funding analysis, RSTP project updates, new performance measures data development, and others (ongoing).

***This item is focused on programming funds and it supports all planning factors (#1 - #11) to the extent that programming funds are available in a given 4-year time horizon.***

***Lead:*** RVARC staff – Cristina Finch (RSTP); Bryan Hill (TIP, Performance Measures, TA)

***Estimated Budget:*** \$60,593 (\$53,732 PL and \$6,861 FTA/5303) (included for planning purposes only; not intended to be restrictive).

### **2.03 Congestion Management Process (CMP) – Plan Maintenance and Implementation**

**Objective and Description:** RVTPO’s first ever CMP Plan was approved on January 23, 2014. This section provides for implementation of the Plan’s recommendations as well as routine maintenance of the CMP planning process including any amendments, adjustments of updates of the plan incorporation new data or findings.

The RVTPO’s Federal Compliance Review, March 2<sup>nd</sup> and 3<sup>rd</sup>, 2016 uncovered a need for more extensive data collection and analysis with regards to the CMP plan. Item 2.03 will focus on:

#### **New Activities:**

- Begin the process of updating the CMP which will include a report on highway existing and future conditions related to level-of-service, volume/capacity, and travel time; staff will note any problem areas and create related maps.

#### **Ongoing Activities:**

- Staff will continue developing and implementing regional CMP objectives/strategies, developing performance measures, collecting data, and analyzing congestion as well as integrating new data sources and data analysis into the CMP planning process. This work will support a Performance Based Planning and Programming (PBPP) framework and feed into the long-range transportation planning process and programming of projects through the Transportation Improvement Program.

**Products and Schedule:** Ongoing CMP data collection, regional congestion analysis, and performance measures development and integration into the Annual Performance Measures Report.

***This item supports planning factors #1-Economic Vitality, #4-Accessibility and Mobility #5-Quality of Life, Environment and Energy Conservation, #7-Efficient System, #9-Reliability, #10-Reducing Stormwater Impacts, #11-Enhancing Travel and Tourism.***

**Lead:** RVARC staff – Rachel Ruhlen

**Estimated Budget:** \$13,695 (\$13,695 PL and \$0 FTA/5303) (included for planning purposes only; not intended to be restrictive).

### **2.04 Public Transportation Planning**

**Objective and Description:** The Greater Roanoke Transit Company (Valley Metro) is the Roanoke Valley designated recipient and provider of fixed-route transit. Unified Human Services Transportation Systems, Inc. (RADAR) provides paratransit services in the Roanoke Valley under contract to Valley Metro and Roanoke County. On a smaller scale, Botetourt County also provides transit services to its senior and disabled populations.

This item aims to provide these provides with transportation planning assistance and support the Roanoke Valley’s planning efforts for transit service enhancements. At a minimum this item will include:

#### **New Activities:**

- ***AVL/Real-time Transit Information Project*** – Valley Metro is scheduled to launch its new ITS transit information project in FY17 which will include real-time transit arrival

information to the public, enhanced dispatching capabilities, transit service information in real-time, NTD reporting and reports. Valley Metro will lead this new project with staff providing technical support in mapping, waypoints, transit stop geolocations, data analytics, etc.

- **Update to the Coordinated Human Services Transportation Plan**  
VDRPT and their consultant will be taking the lead on the update to this plan. Staff will participate in the process and coordinate among stakeholders as needed. Staff will review products of the process and provide input.
- **National Transit Database (NTD) activity analysis** – Staff will use the 2016/17 NTD survey data to conduct bus stop-level activity analysis and develop new maps and comparisons with similar data generated from past NTD surveys.
- **Comprehensive Operations Analysis** – Staff will support a consultant-led comprehensive operations analysis of the Roanoke Valley's transit system. This activity will provide a detailed short-term implementation plan of Roanoke Valley Transit Vision Plan including, but not limited to, what improvements to the system's current routing, scheduling, and transfer infrastructure need to change in order to accommodate the Vision's recommendations.

#### **Ongoing Activities:**

- **Implementation of Roanoke Valley Transit Vision Plan** – This ongoing effort specifically reflects two of the federal priorities: regional models of cooperation and ladders of opportunity. Continuing activities include supporting localities and transit agencies with any examinations of existing transit services, current funding sources and implementation of the plan's recommendations as well as continuing to engage stakeholders to implement the future vision for the region's transit services. Activities may also include transit route analysis for modified or expanded transit services, changes in the route schedule or other assistance needed to implement the TVP recommendations.
- **Regional Transit Development Plans (TDPs)** – The Virginia Department of Rail and Public Transportation requires every transit agency to maintain a six-year Transit Development Plan (TDP). A new TDP is scheduled to be completed with DRPT consultant assistance for each transit agency, Valley Metro and RADAR, during FY2017. Yearly updates are also required for the TDPs. Staff will participate and review any remaining work to be done for the new TDPs, will share and promote the new TDPs with local stakeholders, and provide support in the yearly updates. Activities will include working with the transit agencies to implement the recommendations of the TDPs.
- **National Transit Database (NTD) on-board survey support** – GRTC will be completing the triennial NTD on-board survey during FY 2017; staff will assist GRTC to finalize reporting on the NTD survey.
- **Human Services-Public Transit Coordinated Transportation Planning** - Staff will provide assistance with coordinating human services transportation and will participate in related regional coordination meetings.
- **Passenger Rail and Public Transit Coordination** – Staff will support the ongoing effort to provide passenger rail service in Downtown Roanoke in Fall 2017 by working with VDRPT, the City of Roanoke and Valley Metro on related preparations including the establishment of a multimodal transportation station and planning for transfers between public transit and rail.
- **Maintenance and Development of Transit-related GIS shapefiles and maps** – Staff will develop new or update existing transit-related GIS shapefiles and regional planning maps as modifications are made to the regional transit network.

- **General Transit Planning** - As needed, staff will incorporate transit components into other studies and plans identified in this Work Program and support any coordination of urban transit service planning with the rural area or other intercity transit services.

**Products and Schedule:**

- 2016/17 Bus Stop Activity Mapping (Winter 2017)
- 2016/17 NTD Survey Report (Summer 2017)
- Coordinated Human Services Plan Update (2018)
- Other analysis, studies, mapping, etc. as needed (ongoing)

***This item supports all of the federal planning factors as well as Regional Models of Cooperation and Ladders of Opportunity.***

**Lead:** RVARC staff – Cristina Finch

**Estimated Budget:** \$26,001 (\$0 PL and \$26,001 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2.05 Public/Stakeholder Involvement, Environmental Justice**

**Objective and Description:** RVTPO public involvement, stakeholder outreach, and consideration of Environmental Justice are key elements of the TPO's planning efforts. Activities will include but are not limited to the following activities:

**New Activities:**

- **Multi-Regions Alternative Transportation Social** – Staff lead the planning effort for a Multi-Regions Alternative Transportation Social that will feature alternative transportation project updates and new initiatives shared with counterparts across the Roanoke Valley and the New River Valley. Previously, the New River Valley hosted this event in FY17, the plan is for it to be hosted in the Roanoke Valley in FY18.

**Ongoing Activities:**

- **RVTPO Public Participation Plan** – The RVTPO Policy Board, in response to the federal certification review feedback, has schedule for the Public Participation Plan to be updated by February 2018. As part of this work, the following item, initiated under the Bike/Ped Planning item for FY17 will be continued.
  - **Engaging New and/or Traditionally Underserved Communities in Bicycle Planning and Outreach – Strategic Plan** – Public involvement in the planning process is often successful in engaging those citizens who have the time, means, interest and opportunity to attend public meetings and otherwise participate in the process. This strategic plan would focus on removing barriers to participation and/or facilitation participation for communities whose members may not have the means or opportunity to attend public meetings or participate through other well established channels. These communities are often identified in other planning efforts as Environmental Justice (EJ) Communities and/or Title VI Communities. This strategic plan would start with EJ and Title VI communities as a launching point and investigate where there are also other new of traditionally underserved communities as well. Finally, a strategic plan will be produced for better engaging these communities specifically with regards to bicycle planning.



- **Title VI Plan and LEP Plan amendments** – Any necessary amendments or adjustments to the RVTPO Public Involvement Plan (new update initiated in FY17), Title VI Plan and/or Limited English Proficiency (LEP) Plan.
- **TPO Website Strategy** – The RVTPO website should be periodically reevaluated and updated to ensure a smooth user interface. This subtask allocates resources specifically for website improvement as well as public involvement through social media and other methods.
- **TPO Demographic Profiles Maintenance and Updates** – RVTPO Demographic Profiles will be updated depending on new American Community Survey or other dependable data sources becoming available.
- **Conferences, Webinars, Teleconferences and Seminars** - Staff will remain current on broader transportation, land use, and other related planning activities by participating in transportation and planning conferences and meetings such as the Annual Governor's Transportation Conference, Virginia Chapter of the American Planning Association, Virginia Association of Metropolitan Planning Organizations, and the Virginia Transit Association. Additionally, the American Planning Association (APA) and the Association of Pedestrian and Bicycle Professionals (APBP) produce a series of teleconferences on planning issues. RVTPO staff will select relevant TPO related teleconferences and make arrangements to host a teleconference download site for local planners, citizens and other interested parties.
- **Public Involvement Forum, Fees, Subscriptions or Consulting Services** - Staff may need to enlist the services of on-line public involvement forums or other specialized citizen and community-based forums.
- **General public and stakeholder involvement opportunities** – Staff may pursue a wide variety of public and stakeholder involvement opportunities not specifically listed in the aforementioned items.

**Products and Schedule:**

- Multi-Regions Alternative Transportation Social (Summer/Fall 2017),
- Continuation of the update to the RVTPO Public Involvement Plan (Summer 2018),
- Necessary amendments or adjustment to the Title VI Plan and/or Limited English Proficiency (LEP) Plan, public and stakeholder outreach at various scales (ongoing)
- Conferences, webinars, teleconferences, seminars, TPO website maintenance, and update of TPO Demographic Profiles. (ongoing)

***This item supports planning factor #4–Accessibility by increasing accessibility to public input and participation in the transportation planning process and supports Regional Models of Cooperation.***

**Lead:** RVARC staff - Rachel Ruhlen

**Estimated Budget:** \$78,156 (\$70,778 PL and \$7,378 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2.06 Corridor/Area, Safety, Security, Resiliency and Reliability Planning**

**Objective and Description:** Corridor and area studies can further analyze transportation needs to identify potential projects that feed the CLRMTP. Likewise, the CLRMTP can suggest corridors that warrant pre-NEPA corridor studies to help move the project to the next stage. Analysis of each corridor or area may include but is not limited to: access management, safety,

security, operations evaluation, resiliency, reliability, multimodal connections, parking, current and future land use, existing activity density, and adjacent land zoning.

**New Activities:**

- ***Crash Analysis and Reporting (Data Collection, Visualization and Analysis)*** – Staff will work with VDOT, RideSolutions, and other stakeholders to document roadway, pedestrian and bicycle crash data, patterns, and trends in the RVTPO noting key high crash locations.
- ***Access Management and Corridor Preservation Studies*** – VDOT will be leading pilot studies on these topics in the RVTPO area.

**Ongoing Activities:**

- ***Route 419 Corridor Study*** – The purpose is to complete the study initiated in FY16 on Route 419 from the Railroad Trestle past the County Administration Building to Route 221.
- ***Brambleton Avenue Corridor Study*** – The purpose is to complete the study initiated in FY16 on Brambleton Avenue to include the following subtasks:
  - Environmental Analysis/Constraints
  - Property Ownership Analysis
  - Identification of Development/Redevelopment Opportunities
  - Public Involvement (County of Roanoke Staff will take the lead with support from RVTPO staff).
    - Survey, Community Meetings, Brambleton Area Business Association etc.
  - Recommendations and Planning Document for Brambleton Avenue Corridor.
- ***Botetourt County Transportation Section of Comprehensive Plan*** – Assistance to Botetourt County staff in the preparation of a transportation section of their comprehensive plan update. This UPWP portion will focus on the portion of the county that is within the RVTPO Study Area. A companion element for the rural portion of Botetourt County is in the FY2018 RVARC Rural Transportation Program Scope of Work.
- ***Regional Multimodal Corridors*** – DRPT will lead this effort to apply the Multimodal System Design Guidelines to one or more corridors in the RVTPO area to study the corridor's needs and multimodal opportunities as well as the surrounding land use compatibility. RVTPO staff, VDOT, and local stakeholders will be involved in the corridor analysis.
- ***Participation in the I-81 Corridor Coalition and related activities.***
- ***Other corridor/area, safety, security, resiliency, and reliability work as needed.***

***Products and Schedule:*** Assistance with corridor and area studies, corridor evaluations and/or corridor data summaries using the above corridors as partners in local, VDOT or consultant studies.

***This item supports planning factors #2- Safety, #3-Security, #7-Efficient System, #8 – Preservation of Existing System, #9-Resiliency and Reliability, #11-Enhance Travel and Tourism.***

***Lead:*** RVARC staff - Bryan Hill

**Estimated Budget:** \$30,742 (\$19,944 PL and \$10,798 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2.07 Bicycle and Pedestrian Planning**

**Objective and Description:** A continued effort to implement recommendations from the Regional Bikeway Plan, the Regional Pedestrian Vision Plan, Regional Greenway Plan and the Regional Transit Vision plan is the organizing framework underlying this item. In addition to this general effort the following specific plans, studies and tasks will be accomplished in the FY17 UPWP.

### **New Activities:**

- **City of Roanoke: A Walk Friendly Community** – Staff will lead the effort to apply for Walk Friendly Community status for the City of Roanoke. Such effort will entail coordinating information needed from a number of stakeholders such as local police, planning, public works, engineering, schools, Valley Metro, parks and recreation, etc. as well as responding to additional information requested by the Walk Friendly Communities program.
- **America Walks - Walking Summit** – The Roanoke Valley Pedestrian Vision Plan has been selected to be presented at the America Walks National Walking Summit in September 2017. The effort will entail preparing for, participating in, and presenting at the Summit to showcase the Roanoke Valley’s pedestrian planning work.

### **Ongoing Activities:**

- **National Bicycle and Pedestrian Documentation Project Counts** - Partner with local governments to continue bicycle and pedestrian snapshot counts as part of the National Bicycle and Pedestrian Documentation Project. This work will evaluate the value of the locations counted in the past and identify if other locations would benefit from being included in the effort. Such new locations may include those that are planned to receive bicycle and pedestrian improvements to assess before/after usage. Approximately 10-15 locations are planned to be surveyed this year. This work will support the RVTPO’s Annual Performance Measures Report.
- **Tinker Creek Greenway Connectivity Study Assistance** - The Tinker Creek Greenway Connectivity Study is an effort that began in FY17 and is expected to be completed in Fall 2017. The effort is being led by the National Park Service and the Greenway Commission; RVTPO staff will continue to support the effort through planning analysis, stakeholder and community input. The goal of the study is to determine the best location for the greenway between the current construction terminus at Orange Avenue in Roanoke City, the existing Hollins University Trailhead north of Interstate 81 in Roanoke County, and the proposed Daleville Greenway in Botetourt County.
- **Greenway User Counts** – Continue monitoring greenway usage in support of the RVTPO’s Annual Performance Measures Report. The number and location of count sites will be reviewed to ensure the data received accurately reflects the information sought by the transportation performance measures. This task will include field work to maintain, download data, and relocate counters as needed as well as to manage, analyze, and map data.

- **Regional Pedestrian & Bicycle Advisory Committee** - RVTPO staff will continue to staff the Regional Pedestrian & Bicycle Advisory Committee (PBAC). In FY18, the PBAC structure will be formalized and a guiding work plan developed.
- **Maintenance and Development of bicycle/pedestrian/greenway shapefiles and maps** – Staff will develop new or update existing bicycle- or pedestrian-related GIS shapefiles and regional transportation planning maps as improvements are made to the regional bicycle/pedestrian network.

**Products and Schedule:**

- Walk-Friendly Community Grant Application (due May 1, 2018)
- Walking Summit Presentation (September 2017)
- Tinker Creek Greenway Connectivity Study (Fall 2017)
- NBPD Bike/Ped Counts (Fall 2017)
- Greenway user counts (ongoing)
- Pedestrian & Bicycle Advisory Committee support (ongoing)
- Maintenance of GIS databases and mapping.

***This item supports planning factors #1–Economic Vitality,#4–Accessibility and Mobility, #5–Quality of Life, Environment and Energy Conservation #6–Connectivity and #8–Preservation of Existing System, #10–Reducing Stormwater Impacts, and #11–Enhance Travel and Tourism.***

**Lead:** RVARC staff - Rachel Ruhlen

**Estimated Budget:** \$16,662 (\$16,662 PL and \$0 FTA/5303) (included for planning purposes only; not intended to be restrictive).

**2.08 Regional Greenway Plan Update**

This plan update began during FY17 and is being led by the Greenway Commission; RVTPO staff is providing technical assistance.

**Objective and Description:** The last Regional Greenway Plan was approved in 2007. A lot has changed in the subsequent 10 years necessitating a fresh update of the Regional Greenway Plan. New funding sources, prioritization and programming methods including SMART SCALE and Regional Surface Transportation Program (RSTP) funding have been established. The core concept and vision of the regional greenway system is now established, the Bike Plan was updated in 2012 and implementation has been growing, and a Pedestrian Plan has been completed. In addition Botetourt County has requested to join the Greenway Commission. This regional greenway plan update will focus on expanding the greenway system into Botetourt County, incorporating the system into the multimodal network, identifying connections with the regional pedestrian, bicycle, and transit networks, enabling connectivity with neighborhoods and multimodal centers, and reviewing implementation strategies. This update will incorporate recent work in the Regional Pedestrian Vision Plan, the Bike Plan, and the Transit Vision Plan.

*(There is a companion project to item 2.09 in the Roanoke Valley-Alleghany Regional Commission's (RVARC) FY18 Rural Transportation Planning Scope of Work, and the RVARC's*

*Comprehensive Work Program to address rural transportation and non-transportation aspects of the Regional Greenway Plan that cannot be included in UPWP funded activities.)*

**Products and Schedule:** Regional Greenway Plan (Summer 2018)

***This item supports planning factors #1–Economic Vitality, #4–Accessibility and Mobility, #5–Quality of Life, Environment and Energy Conservation #6–Connectivity and #8–Preservation of Existing System, and #11–Enhance Travel and Tourism.***

**Lead:** Greenway Commission with assistance from RVARC staff - Amanda McGee

**Estimated Budget:** \$6,879 (\$6,879 PL and \$0 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2.09 Regional Land Use and Transportation**

**Objective and Description:** The relationship between land use and transportation is critical to the success of a region. This task will focus on coordinating activities that involve both.

Specifically, this task involves coordinating local government efforts around transportation and land-use by: utilizing the existing Multimodal Centers and Districts Framework; analyzing local zoning and land use compatibility with regional multimodal transportation; conducting visual preference surveys to solicit preferences of the existing built environment; instilling and fostering principles of Smart Growth (e.g. compact building design, mixed-use and transit oriented development); and utilizing the VDOT Transportation Efficient Land Use and Design guide. Products of this effort may include model comprehensive plan/zoning ordinance language, overlay districts, urban design guidelines, area specific pattern books, and other products that could be used by localities in their own planning efforts.

**Products and Schedule:** Transportation/Land-Use design guides, pattern books and other products related to land use and transportation coordination including coordination meetings among local stakeholders (ongoing).

***This item supports planning factors #1–Economic Vitality, #4–Accessibility and Mobility, #5–Quality of Life, Environment and Energy Conservation, #6–Connectivity, #8–Preservation of Existing System, #9–Resiliency and Reliability, #10–Reducing Stormwater Impacts, and #11–Travel and Tourism.***

**Lead:** RVARC staff - Bryan Hill

**Estimated Budget:** \$6,098 (\$5,105 PL and \$993 FTA/5303) (included for planning purposes only; not intended to be restrictive).

## **2.10 General Technical Assistance**

**Objective and Description:** Staff will research, develop, maintain, and analyze data for use in a variety of transportation planning technical support activities. Work activities will be organized around the following subtasks. Any combination of subtasks may be completed in FY18 as opportunities and needs arise; however, circumstances may not permit all subtasks to be finalized by the end of FY18.

- **General Technical Assistance** to federal/state/local governments, transit agencies or other stakeholders and citizens as requested.
- **Technical Support Activities** – a variety of planning support activities to support work program projects and/or the general planning process.
- **Support to Statewide Multimodal Planning** – as needed.

This item also contains provisions for an on-call consultant or consultants to provide general technical assistance to the RVTPPO related to the activities described previously in this UPWP.

**Lead:** RVARC staff - Cristina Finch

**Estimated Budget:** \$152,728 (\$89,543 PL and \$63,185 FTA/5303) (included for planning purposes only; not intended to be restrictive).

**VII. FY 2018 RVTPO PROPOSED REVENUES AND EXPENDITURES BY FEDERAL, STATE AND LOCAL SOURCES**

(July 1, 2017 to June 30, 2018)

	PL	State	Local	Total PL	5303	State	Local	Total 5303	Total
<b><u>Proposed Revenue</u></b>									
<i>New FY 2018</i>	313,838	39,230	29,230	<b>392,297</b>	125,431	15,679	15,679	<b>156,789</b>	549,086
<i>Unobligated FY 2016</i>	11,144	1,393	1,393	<b>13,930</b>	0	0	0	<b>0</b>	13,930
<i>Direct Carryover FY 2017</i>	0	0	0	<b>0</b>	0	0	0	<b>0</b>	0
<b><i>Total Revenue</i></b>	<b>324,982</b>	<b>40,623</b>	<b>40,623</b>	<b>406,227</b>	<b>125,431</b>	<b>15,679</b>	<b>15,679</b>	<b>156,789</b>	<b>563,016</b>

*Note: Rounding of numbers may result in minor calculation discrepancies.*

**Proposed Expenditures**

	PL	State	Local	Total PL	5303	State	Local	Total 5303	Total
<b><u>Program Support &amp; Admin</u></b>									
1.01 Gen Admin & Operations	48,291	6,036	6,036	60,364	17,218	2,152	2,152	21,523	81,887
1.02 Training & Staff Development	1,704	213	213	2,130	1,342	168	168	1,677	3,807
1.03 Work Program Mgt	6,818	852	852	8,522	3,802	475	475	4,752	13,274
<b>Total for Program Support &amp; Admin:</b>	<b>56,813</b>	<b>7,101</b>	<b>7,101</b>	<b>71,016</b>	<b>22,362</b>	<b>2,795</b>	<b>2,795</b>	<b>27,952</b>	<b>98,968</b>

	PL	State	Local	Total PL	5303	State	Local	Total 5303	Total
<b><u>Program Activities</u></b>									
2.01 Long-Range Plan	47,097	5,887	5,887	58,871	10,897	1,362	1,362	13,621	72,492
2.02 TIP, RSTP, TA and Performance Measures	42,986	5,373	5,373	53,732	5,489	686	686	6,861	60,593
2.03 Congestion Management Process (CMP)	10,957	1,370	1,370	13,695	0	0	0	0	13,695
2.04 Public Transportation Planning	0	0	0	0	20,801	2,600	2,600	26,001	26,001
2.05 Public and Stakeholder Involvement	56,622	7,078	7,078	70,778	5,902	738	738	7,378	78,156
2.06 Corridor, Area Studies and Safety Planning	15,954	1,995	1,995	19,944	8,638	1,080	1,080	10,798	30,742
2.07 Bicycle and Pedestrian Planning	13,330	1,666	1,666	16,662	0	0	0	0	16,662
2.08 Regional Greenway Plan Update	5,503	688	688	6,879	0	0	0	0	6,879
2.09 Regional Land Use and Transportation	4,084	511	511	5,105	795	99	99	993	6,098
2.10 General Technical Assistance	71,635	8,954	8,954	89,543	50,547	6,319	6,319	63,185	152,728
<b>Total for Program Activities:</b>	<b>268,168</b>	<b>33,522</b>	<b>33,521</b>	<b>335,211</b>	<b>103,069</b>	<b>12,884</b>	<b>12,884</b>	<b>128,837</b>	<b>464,048</b>

	PL	State	Local	Total PL	5303	State	Local	Total 5303	Total
<b>Total Expenses:</b>	<b>324,981</b>	<b>40,623</b>	<b>40,623</b>	<b>406,227</b>	<b>125,431</b>	<b>15,679</b>	<b>15,679</b>	<b>156,789</b>	<b>563,016</b>



## Roanoke Valley Transportation Planning Organization

VDOT Salem District Support (SPR funding) for Planning Activities within the RVTPO Area during FY 2018

<b>Work Program Activity</b>	<b>Total SPR (District)</b>
<b>VDOT District Planning Activities</b>	<b>\$25,770</b>
<b>TOTAL</b>	<b>\$25,770</b>

# **SECTION III**

**FY 2018 Rural Transportation Planning  
Work Program  
SCOPE OF WORK  
for the  
Roanoke Valley-Alleghany Regional Commission  
(July 1, 2017 – June 30, 2018)**



Roanoke Valley-Alleghany  
**REGIONAL**  
**commission**

**P.O. Box 2569, Roanoke, VA 24010  
Ph: 540.343.4417  
rvarc@rvarc.org  
www.rvarc.org**

**APPROVED: April 27, 2017**

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*Prepared by the Roanoke Valley-Alleghany Regional Commission staff through a cooperative process involving the City of Covington, the Towns of Clifton Forge and Rocky Mount, the Counties of Alleghany, Botetourt, Craig, Franklin and Roanoke, the Virginia Department of Transportation, and the Federal Highway Administration.*

## **I. PURPOSE AND OBJECTIVE**

The Virginia Department of Transportation (VDOT) allocates part of the State Planning and Research (SPR) funding to provide annual transportation planning assistance for non-urbanized areas within the Commonwealth. The Rural Transportation Planning (RTP) Program was created to aid the State in fulfilling the requirements of the State Planning Process to address the transportation needs of non-metropolitan areas. Funds appropriated under 23 U.S.C. 307(c) (SPR funds) are used in cooperation with the Department of Transportation, Commonwealth of Virginia for transportation planning as required by Section 135, Title 23, U.S. Code. These Federal funds provide 80 percent funding and require a 20 percent local match.

In FY-2018 each planning district commission / regional commission that has rural area will receive \$58,000 from VDOT's Rural Transportation Planning Assistance Program. The corresponding planning district commission / regional commission will provide a local match of \$14,500 to conduct rural transportation planning activities. This resource may be supplemented with additional planning funds. The arrangement of all such funds involves the development of a scope of work, approval and other coordination in the Transportation & Mobility Planning Division's administrative work programs.

The scope of work shall include specific activities as requested by VDOT and/or the Federal Highway Administration. The scope of work may also include activities or studies addressing other transportation planning related issues that may be of specific interest to the region. The criteria for the determination of eligibility of studies for inclusion as part of this work program are based upon 23 U.S.C. 307 (c), State Planning and Research.

## II. PROGRAM ADMINISTRATION (\$13,557)

**Background and Objective:** The purpose of this work element is to facilitate regional participation and consensus building on transportation-related issues through a continuing, comprehensive, and coordinated planning process.

**Description:** This activity includes all ongoing department-wide management and administrative activities, not attributable to specific program activities. There are four (4) objectives for this work task:

- (1) administration of the current transportation planning work program activities;
- (2) preparation for the next year's work program activities;
- (3) participation in meetings with staff and stakeholders regarding the management and administration of the work program, and
- (4) the completion of necessary contracts, invoices, progress reports, correspondence, and grant applications in support of the work program.

**Deliverable End Products and Schedule:** The primary result of this task will be a well-functioning transportation program.

- Preparation of Commission and Rural Transportation Technical Committee (RTC) agendas, notices, minutes and memorandums.
- Participation in Commission, RTC, and other administrative meetings.
- Preparation of the FY19 Work Program and any amendments or revisions to the existing scope of work as needed.
- Preparation of quarterly financial and work program progress reports.
- Purchase of professional reports, materials, equipment, and services as needed to assist staff in work activities.

**Lead:** RVARC staff – Cristina Finch

<b>SPR Funds (80%)</b>	<b>\$10,846</b>
<b>PDC Funds (20%)</b>	<b>\$2,711</b>
<b>Total Budgeted Expenditure for Program Administration</b>	<b>\$13,557</b>

## II. PROGRAM ACTIVITIES (\$58,943)

**Background and Objective:** Address regionalized transportation issues that are identified by the member local governments, Transportation Technical Advisory Committee, and/or the Planning District Commission. Individual projects and work elements are described below:

### A. Long-Range Planning, Programming and Stakeholder Outreach (\$11,135)

**Objective and Description:** Participate in long-range planning, financial programming, and stakeholder outreach meetings throughout the fiscal year pertaining to:

- Participate in VTrans meetings and webinars regarding Needs Consolidation / Recommendations and SMART SCALE Regional Meetings
- Participate in meetings with VDOT staff regarding Title VI and Environmental Justice compliance
- Participate in the CTB's Six-Year Improvement Program Fall/Spring Transportation Meetings.
- Participate with the MPOs and VDOT on setting and tracking performance measure goals.
- Participate in statewide rural transportation planning meetings including WEBEX Webinars (various topics and on a monthly basis)
- Participate in any additional outreach meetings that may arise and provide / review data as requested by VDOT throughout the fiscal year
- Support local governments prepare grant applications such as SMART SCALE, Transportation Alternatives, FTA 5310, FTA 5311, etc.

**Deliverable End Products and Schedule:** Specific assistance to be requested by member localities, VDOT, or others as necessary to provide input into the statewide transportation planning process.

**Lead:** RVARC staff – Bryan Hill

### B. Corridor/Area Studies, Land Use and Traffic Analysis (\$12,937)

**Objective and Description:** Analysis of existing and future transportation conditions, as well as the evaluation of traffic conditions at specific intersections, corridors, or proposed developments. At a minimum, this item will include the following projects:

- **Franklin County and Boones Mill Wayfinding Signage** – Including the Town of Boones Mill in a continuation of Franklin County's wayfinding signage program; and to build upon the wayfinding proposals of the Town of Rocky Mount with ideas, locations, funding sources and design for tourists

and citizens to locate points of interest in the County to improve tourism/recreation.

- **VDOT Highways Existing/Future Conditions Report** – In working with VDOT Salem District, this report will include level-of-service, volume/capacity, and travel times on rural highways in the Salem District. Any problem areas will be noted and related maps created.
- **Crash Analysis and Reporting (Data Collection, Visualization and Analysis)** – Staff will work with VDOT Salem District, RideSolutions, and other stakeholders to document roadway, pedestrian, and bicycle crash data, patterns and trends in the rural RVARC localities within the Salem District noting key high crash locations.

As needed or requested, this item may also include the following:

- Compilation of available regional (current and future) land use GIS layers and attribute data for updating Statewide Planning System and Statewide Travel Demand Model.
- Capture unavailable regional GIS land use and attribute data using VDOT templates.
- Provide assistance to local governments identifying multimodal districts or urban development areas.
- Other corridor/area, land use, or traffic analysis.

***Deliverable End Products and Schedule:*** Continued implementation of Franklin County’s Wayfinding Signage program; Existing/Future Conditions Highways Report; and Crash Analysis Report.

***Lead:*** RVARC staff – Eddie Wells, Rachel Ruhlen

### **C. Public Transportation Planning and Analysis (\$25,800)**

**Objective and Description:** The Unified Human Services Transportation Systems, Inc. (RADAR) provides deviated fixed-route transit service in the Alleghany Highlands. Other specialized transit services are provided by the Alleghany Highlands Community Services Board, Botetourt County’s Senior and Accessible Van Program, and the County of Roanoke Transportation (CORTRAN) operated by RADAR.

This item aims to provide transportation planning assistance to support a well-coordinated and efficient transit service within the rural area as well as to the Roanoke Valley urban area. At a minimum this item includes:

- **Franklin County Connection to Passenger Rail** – Continuing the work started in FY17, study public transportation options for residents to access regional passenger rail facilities.
- **Alleghany Highlands/Roanoke Valley Public Transportation Connection Study** – Assist Clifton Forge in evaluating commuter patterns and potential demand for bus transit connections between the Alleghany Highlands and the Roanoke Valley for a variety of purposes such as access to employment opportunities, healthcare, education, AMTRAK connections in Roanoke and Clifton Forge, etc.
- **Alleghany Highlands Transit Service Evaluation** – Support follow-up activities related to the DRPT consultant study initiated in FY17 on the cost effectiveness and efficiency of the Mountain Express.

**Deliverable End Products and Schedule:**

- A study with multiple scenarios/recommendations on how to transport individuals from Franklin County and the Alleghany Highlands to regional rail stations, and
- Commuter and ridership statistics between the Highlands and the Roanoke Valley and recommendations for new or modified public transportation services.

**Lead:** RVARC staff – Eddie Wells

**D. Bicycle and Pedestrian Planning (\$1,970)**

**Description:** Planning and development of non-motorized transportation infrastructure, such as sidewalks, trails, greenways, bike lanes, and other facilities. This item will include the following projects:

- **Bicycle Route 76 Corridor Study Recommendations Implementation** – Finishing work with localities to implement recommendations from the U.S. Bicycle Route 76 study. The study includes an inventory of existing conditions and recommendations for safety, wayfinding, and spur routes to connect to other bicycle facilities.
- **Pedestrian Infrastructure Mapping and Inventory** – Continue mapping rural pedestrian infrastructure and identify gaps in the network. In FY18, the task will involve mapping sidewalks in the Town of New Castle. Provide VDOT with a shape file with latitude/longitude locations to include whether the gap is located adjacent to the roadway.
- **Bicycle/Pedestrian Connection from Roanoke Valley to the Alleghany Highlands via Clifton Forge** – Identify the bicycle/pedestrian connection options from Botetourt County to Clifton Forge. Develop map of existing



bicycle/pedestrian facilities in Botetourt County and Clifton Forge. Research transportation funding sources applicable to make such connections.

- **Botetourt County Bicycle/Pedestrian Greenway Trail Assistance** – To assist Botetourt County to develop an activity timeline for greenway development; provide technical assistance/resources to implement a greenway plan; and utilize economic modeling tools to assist in project development.
- **Regional Greenway Plan Update** – Assist the Greenway Commission in a Regional Greenway Plan update to reflect significant changes in the intervening 10 years since the previous plan's adoption. New funding sources, prioritization and programming methods including SMART SCALE have been established. This update will focus on expanding the greenway system into Botetourt County and other identified rural areas, incorporating the system into the multimodal transportation network, identifying connections with the regional pedestrian, bicycle, and transit networks, enabling connectivity with neighborhoods and multimodal centers, and reviewing implementation strategies. It is anticipated that the Plan will be completed in the first quarter of FY18.

**Deliverable End Products and Schedule:**

- Route 76 Corridor Study,
- Bicycle and Pedestrian Mapping,
- Alleghany Highlands/Roanoke Valley Bicycle/Pedestrian Connections Plan and identified funding sources,
- Develop resource list and timeline to assist with Botetourt greenway projects, and
- Updated Regional Greenway Plan.

**Lead:** RVARC staff – Amanda McGee

**E. General Technical Assistance (\$7,101)**

**Description:** RVARC staff will research, develop, maintain, and analyze data for use in a variety of technical support and planning support activities. Work activities will be organized around the following subtasks. Any combination of subtasks may be completed in FY2018 as opportunities and needs arise; however, circumstances may not permit all subtasks to be finalized by the end of the fiscal year.

- **General Technical Assistance** to local governments, planners and citizens as requested.
- **Technical Support Activities** – a variety of planning support activities to support work program projects and/or the general planning process (i.e. turning movement counts).

**Deliverable End Products and Schedule:** Specific technical assistance products requested by member local governments and other partner agencies.

**Lead:** RVARC staff – As assigned.

**SPR Funds (80%)** **\$ 58,000**

**PDC Funds (20%)** **\$ 14,500**

**Total Budgeted Expenditure for Program Activities** **\$ 72,500**

### III. BUDGET

Tasks	VDOT (SPR)	Local	Total
<u>Program Administration</u>			
<b>Total Administration</b>	<b>\$10,846</b>	<b>\$2,711</b>	<b>\$13,557</b>
<u>Program Activities</u>			
A. Long Range	\$8,908	\$2,227	\$11,135
B. Corridor Studies	\$10,350	\$2,587	\$12,937
C. Public Transportation Planning & Analysis	\$20,640	\$5,160	\$25,800
D. Bike/Pedestrian	\$1,575	\$395	\$1,970
E. General Technical Assistance	\$5,681	\$1,420	\$7,101
<b>Total Program Activities</b>	<b>\$47,154</b>	<b>\$11,789</b>	<b>\$58,943</b>
<b>TOTALS</b>	<b>\$58,000</b>	<b>\$14,500</b>	<b>\$72,500</b>

## SECTION IV



*Fiscal Year 2016 Work Program, PR and Marketing Plan*

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## 1. Program Overview

RIDE Solutions is the Roanoke, New River Valley, and greater Lynchburg area's designated Transportation Demand Management (TDM) agency. RIDE Solutions is headquartered in Roanoke and provided program oversight and management by the Roanoke Valley Alleghany Regional Commission.

Like the other 14 TDM agencies throughout Virginia, RIDE Solutions promotes ridesharing and other transportation alternatives to single-occupancy vehicles (SOV) in order to assist individuals seeking transportation options to their workplaces and other destinations, to mitigate congestion on Virginia's roadways, and to reduce environmental impacts caused by vehicle emissions, roadway expansion, and other transportation-related factors.

As the region's TDM agency, RIDE Solutions provides TDM-related services to residents, employers, and employees in its service area, including commuter information, carpool ridematching, guaranteed ride home, telework assistance, and information and support for bicyclists and pedestrians. It also promotes the use of transit service, but does not directly operate any transit. The program delivers its services through various methods, including a Web site, telephone contact, in-person assistance at worksites, and through mailed and emailed information distribution.

RIDE Solutions staff participate in a number of regional TDM-related organizations and volunteer groups throughout its service area, including the Regional Bicycle Advisory Committee, the City of Roanoke's Bicycle Friendly Community Committee, the City of Roanoke's Citizens for Clean and Green Committee, , the Livable Roanoke Valley project, Region 2000 Greenway Alliance, Lynchburg Work Healthy Coalition, Lynchburg Community Health Action and Response Team (CHART) and many others.

Because of a special emphasis on bicycling by businesses and local governments in the region (particularly, the City of Roanoke, the Roanoke Regional Economic Development Partnership's *Roanoke Outside* branding effort, and the Lynchburg Chamber of Commerce's *Live Healthy Lynchburg* program), RIDE Solutions is very involved in promoting bicycle-related events and programming, with special emphasis on cycling for transportation rather than recreation. In particular, RIDE Solutions is the main organizer for Bike Month activities each year, which includes the annual Clean Commute Challenge. RIDE Solutions also does outreach efforts for the League of American Bicyclists's *Bicycle Friendly Business* designation, in part as a way to introduce businesses to promoting alternative modes.

RIDE Solutions also serves as a special promotional and program development partner to our area transit providers. This includes special transit-oriented programming through the year with special emphasis on our spring transit and art program, May's Clean Commute Challenge, and September's Try Transit Week to increase ridership and information about these valuable transportation resources.

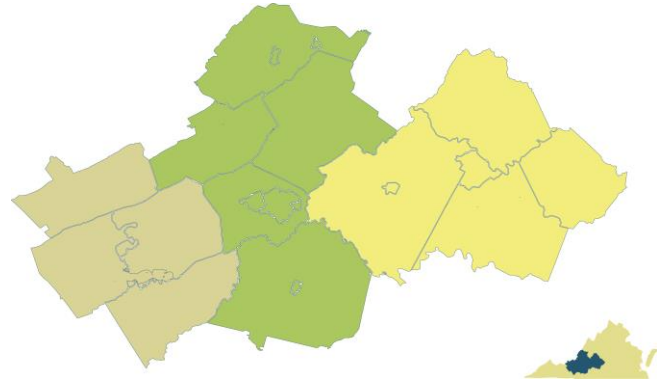
### Program Background

RIDE Solutions was founded in 2001 as a commute information and assistance service of the Roanoke Valley-Alleghany Regional Commission (RVARC), which serves as the Planning District Commission (PDC) for the Roanoke Valley metropolitan area. The service was initially launched to address impending air quality issues and the expectation that the Roanoke Valley region would fall into air quality non-compliance under the U.S. Environmental Protection Agency rules.

The program was expanded in 2008 to provide services in the New River Valley, which includes the Town of Blacksburg. The employer outreach portion of services in the New River Valley is operated through the New River Valley Planning District Commission (NRVPDC), to appeal to employers in the New River Valley. In 2012, the program was further expanded into the greater Lynchburg region through a partnership with the Region 2000 Local Government Council.

## 2. TDM Program Demographics and Areas Served

When compared to other regions of Virginia, the RIDE Solutions service area is relatively sparsely populated, with an average of 128 persons per square mile versus 179 for the state average. Roanoke City, Lynchburg and Blacksburg have densities above the statewide average and each of these primary regional hubs are located in and members of metropolitan planning organizations.. The City of Roanoke has the highest density in the region, with 2,260 persons per square mile within the city limits.



According to the 2010 US Census, approximately 15 percent of the region’s population was living below the poverty line, and 5 percent was 65 years of age or older. Both of these statistics are higher than the statewide averages of nine and eleven percent, respectively. Minority populations, including African-Americans (ten percent) and Hispanics (two percent) are under-represented in the service area when compared with statewide averages.

These statistics reflect the average across the three major jurisdictional areas served by RIDE Solutions – the Roanoke Valley-Allegheny Regional Commission area, the New River Valley Planning District area, and the Region 2000 area. Within each of these regions population densities and demographics vary wildly between the urban core of each and the surrounding rural counties. However, each region has a designated urban core that serves the sub-regional employment hubs.

## 3. Program Structure

RIDE Solutions program administration, software services, and financial oversight is managed through the Roanoke Valley-Allegheny Regional Commission (RVARC) with partnership cooperation from the New River Valley Planning District Commission (NRVPDC) and the Region 2000 Local Government Council (Region 2000). These three agencies are the PDCs for the Roanoke, New River Valley, and greater Lynchburg areas, respectively. RIDE Solutions does not have a unique governing board but rather, is a service agency of each PDC and as such, governed by each PDC Board. RIDE Solutions’ Program Director, a RVARC staff member, and regional Program Coordinators develop annual program reports and yearly grant application authorization to present to the PDC Boards for authorization. Program reports and participation summaries are also presented to the metropolitan planning organization (MPO) policy boards.

Each PDC board has the authority to review and define important RIDE Solutions concerns, including the budget and work program. The NRVPDC and Region 2000 each execute agreements with RVARC that spell out the relationship between the three PDCs. But, in general, the boards of each parent organization provides staff, under the guidance of the individual PDC Executive Directors, the authority of program planning and day-to-day operations, allowing the program to pursue its preferred course in most things. In this sense, within the parameters defined for the program by RVARC, NRVPDC, and Region 2000, RIDE Solutions maintains a substantially independent operation, albeit one with an integrated relationship to RVARC, NRVPDC, and Region 2000 LGC.

### Staff

RIDE Solutions has four staff members - the Program Director, the TDM Technician, and a coordinator for the New River Valley and Lynchburg regions. The Program Director of RIDE Solutions is an RVARC staff member. About 80 percent of his time is allocated to RIDE Solutions’ activities. The remaining 20% is largely obligated to support Save a Ton, a regional energy conservation and efficiency education and marketing program. Save a Ton connects

citizens to local businesses and services, including RIDE Solutions, that help them cut energy costs. RIDE Solutions has been involved in this program since its inception and remains a strong partner along with other local governments, businesses and nonprofits. The Program Director also performs other sustainability-related activities such as air quality planning, transit planning, recycling analysis, and others.

The Program Director is responsible for RIDE Solutions’ strategic goals, annual budget planning and work plan development, marketing, and employer outreach in the Roanoke region. The Program Director also manages the website, provides direct promotional content through the RIDE Solutions social media presence (Twitter, Facebook, blog and others), and organizes events.

<b>Expenses</b>	
Salaries	\$74,845.00
Fringe Benefits	\$32,468.00
Insurance	\$0.00
Supplies	\$2,500.00
Postage	\$0.00
Dues	\$1,800.00
Printing	\$5,000.00
Training	\$1,500.00
Travel	\$5,051.00
Conferences	\$1,000.00
Furn.and Equip.	\$500.00
Advertising	\$72,479.00
Meetings	\$500.00
Contract Services	\$7,850.00
Subcontract Pay	\$96,180.00
Indirect Costs	\$39,800.00
Salaries	\$74,845.00
Fringe Benefits	\$32,468.00
<b>Total</b>	<b>\$341,475.00</b>
<b>Revenue</b>	
VDRPT – Rideshare	\$273,180.00
Local Match	\$68,295.00
Event Sponsorship	\$5,000.00
In Kind – Earned Media	0
<b>Total</b>	<b>\$346,475.00</b>

The TDM Technician is responsible for daily customer relations, the delivery of ridematching and Guaranteed Ride Home services, commuter information, and CRM (customer relationship management) activities. The Technician also provides support on the development of marketing materials (flyers, posters, and brochures) and specialized programming (such as a burgeoning Bike to School program). The Technician provides some additional community outreach support such as giving presentations at community meetings and related activities.

The two local Coordinator positions are staff members of the New River Valley PDC and Regional 2000. These positions devote about 50 percent of their time to RIDE Solutions’ activities. They are each largely responsible for employer outreach in their respective jurisdictions, though they may perform other activities related to Transportation Demand Management as local conditions require. Each Program Coordinator also provides website material, program newsletter articles, and support in outreach material development.

Several high-level RIDE Solutions’ organizational and administrative functions are provided by the RVARC, in its role as the parent organization. These include accounting and human resources. RVARC staff provides these services in the manner of outside consultants or vendors, with the RIDE Solutions Program Director having frequent and extensive coordination with other RVARC staff on the substantive aspects of these functions.

#### 4. Program Expansion to West Piedmont

Consistent with strategic goal 4.1 - *Expand RIDE Solutions’ customer base by serving emerging market needs*, RIDE Solutions is proposing expanding into southside Virginia in partnership with the West Piedmont Workforce Investment Board (WPWIB). The WPWIB serves Martinsville, Danville, Henry County, Pittsylvania County and Patrick County, and has a commute shed that includes the northern part of North Carolina, with both inbound and outbound traffic between the region and metro Greensboro.

The expansion follows on the heels of research we did in 2013 with Franklin County to look at the opportunity to increase ridesharing along the 220 corridor. Route 220 runs through Franklin County, north to Roanoke (where it becomes I-581 at Downtown Roanoke) and south through Henry County and into North Carolina. 220 is a highly traveled and, at times, highly congested route, and Franklin County suffers significant impact both from traffic

generated from within its borders and generated in Henry County to the south. Many of the outbound commuters from the Martinsville area are traveling all the way to Roanoke for employment.

Southside Virginia presents a unique opportunity for RIDE Solutions. The area, once a manufacturing hub for the country – indeed, Martinsville once boasted the highest per capita number of millionaires in the country – but the collapse of manufacturing, specifically the loss of the furniture industry, has left the region gutted of jobs. Martinsville has consistently had the highest unemployment rate in the state of Virginia.

As a result, employees must often travel long distances to get to jobs, making commuting an expensive proposition. Inversely, employers looking to fill jobs often have a hard time doing so because of the lack of reliable transportation or transportation options available to many unemployed or under-employed residents in the region.

RIDE Solutions' partnership with the WPWIB signifies a job access and mobility focus in the region, primarily a) using carpooling to reduce the financial burden of commuting and provide transportation options when possible and b) establish vanpooling as a transit-lite option to both shift commuters out of SOVs as well as provide transportation to those who wouldn't otherwise have access. RIDE Solutions has long focused on employer outreach as key to building its membership, and the partnership with the WPWIB promises to continue that effort and provide valuable knowledge that can be invested into the employer outreach efforts in Roanoke, the New River Valley and Region 2000.

The expansion to southside will look slightly different from our previous expansions. Rather than establishing itself with a single coordinator position in the local PDC, who handled all outreach, marketing, and educational efforts for their territory, RIDE Solutions will work with the entire WPWIB staff. The WPWIB will establish a single point of contact who will assist in marketing and public relations efforts, maintain relationships with local media, and communicate to local stakeholders and partners. Since the WIB staff already consists of business services folks who regularly meet with area employers to determine workforce needs, these staff will take on RIDE Solutions promotion as part of their existing duties, including TDM programs as part of the range of services they can offer employers. As of this writing, the business services staff consists of five people, meaning RIDE Solutions' reach in the area will be significant.

The WPWIB is proposing the expansion with a local match of 10,000 as part of this grant application, for a total program in the greater Martinsville/Danville area of \$50,000. The WPWIB is matching the grant with Department of Labor funds they receive through the Workforce Investment Act.

Activities in support of this expansion for FY2016 will include developing new employer outreach materials, establishing priority employers to launch TDM programs, local PR press through media and advertising, and identifying public/private park and ride opportunities.

## ***5. Annual Operating Budget***

The bulk of operating funds comes from the VDRPT Commuter Assistance grant with concordant local match. From time to time, specific events – such as those based around Bike Month – may raise money via sponsorships.

## ***6. TDM Work Plan***

The following work plan outlines projects that RIDE Solutions staff intends to take on in fiscal year 2016, each tied to one or more strategic goals as defined by the *2009 Long Range Transportation Demand Management Plan*. It should be noted that the long-range plan is currently being updated to comport to the Six-Year Improvement Program, though it is not expected to have a significant effect on activities for FY2016. See *Appendix A* at the end of the work plan for a summary of those goals.

Each item has the following elements:



- Project leader: The RIDE Solutions staff member in charge of shepherding the process through, though not necessarily the only staff member to work on it.
- Due: The date the project is due, if it is a study or research project, or launched if it is a new program or event.
- Zone: The RIDE Solutions service zone (based on PDC partner) that the project takes place.
- Hours: Approximate hours in total staff time to be spent on the project.
- Budget: Approximate dollars to be spend on the project; includes the cost of staff time as well as additional marketing or supply dollars.
- Strategic goals: The specific strategic goals supported by the project.
- Measure: The measure of success for the project.

<b>Maximize Local Chamber Impact</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Christy
RIDE Solutions will participate in Montgomery and Pulaski County chambers' activities through event sponsorship and activities to capture new workplace partners and promote sustainable transportation to member companies.	<b>Zone</b>	NRV
	<b>Hours</b>	150
	<b>Budget</b>	\$3000
	<b>Strategic Goals</b>	3.2, 3.3
<b>Measure:</b> Recruitment of new workplace partners.		

<b>Targeted Business Outreach: Roanoke</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Jeremy
Continue efforts with VTC Medical School, Jefferson College, Advance Autoparts, Ferrum College, Roanoke College, and Friendship Manor, as well as satellites of existing businesses, including Carilion Franklin County Hospital and LewisGale Hospital at Alleghany.	<b>Zone</b>	Roanoke
	<b>Hours</b>	100
	<b>Budget</b>	\$5000
	<b>Strategic Goals</b>	1.2, 3.3
<b>Measure:</b> Recruitment of new workplace partners.		

<b>Targeted Business Outreach: New River Valley</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Christy
High-volume employers and employment centers such as downtown commercial centers and business parks, Phoenix Packaging, Radford University, MOOG. Presentations to business-related organizations.	<b>Zone</b>	NRV
	<b>Hours</b>	300
	<b>Budget</b>	\$6000
	<b>Strategic Goals</b>	1.2, 3.3
<b>Measure:</b> Recruitment of new workplace partners.		

<b>Community Partnering</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Christy
RIDE Solutions will partner with community organizations and destination facilities such as churches, the YMCA @VT, downtown merchants to promote sustainable transportation. Activities will likely include co-promotion of events, extended publicity of RIDE Solutions through partners resources, and additional workplace partners.	<b>Zone</b>	NRV
	<b>Hours</b>	50
	<b>Budget</b>	\$1050
	<b>Strategic Goals</b>	2.1, 2.2
<b>Measure:</b> 3 events a year throughout the service area, Stated mode shift among participants		

<b>Civic League Outreach</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	All
Present RIDE Solutions program services and goals to civic leagues, neighborhood groups, social clubs, and other groups in the region, with a focus on TDM as a community development and our role in sustainability in the region.	<b>Zone</b>	All
	<b>Hours</b>	15
	<b>Budget</b>	\$750
	<b>Strategic Goals</b>	2.1, 2.2
<b>Measure:</b> 5 presentations a quarter throughout the service area		

<b>Bike Month 2016</b>	<b>Due</b>	5/1/2016
<b>Description:</b>	<b>Project Leader</b>	Jeremy
Organize events and partners for Bike Month 2014 celebration. See <i>Bike Month</i> chapter in this work program for more details.	<b>Zone</b>	All
	<b>Hours</b>	200
	<b>Budget</b>	\$15000
	<b>Strategic Goals</b>	
<b>Measure:</b>		

<b>RIDE Solutions Annual Report</b>	<b>Due</b>	1/1/2016
<b>Description:</b>	<b>Project Leader</b>	All
Present to local stakeholders on performance of RIDE Solutions in support of various regional and local goals. Produce summary report of RIDE Solutions activities and impacts and distribute to the press.	<b>Zone</b>	All
	<b>Hours</b>	2
	<b>Budget</b>	\$100
	<b>Strategic Goals</b>	
<b>Measure:</b>		

<b>City of Roanoke Green Academy</b>	<b>Due</b>	1/1/2016
<b>Description:</b>	<b>Project Leader</b>	Jeremy
The City of Roanoke’s Green Academy provides a free educational opportunity for citizens to learn a number of sustainability practices and impacts. RIDE Solutions will participate as an educator on the impact of transportation on air quality, natural space preservation, urban sprawl, and other issues.	<b>Zone</b>	Roanoke/NR V
	<b>Hours</b>	4
	<b>Budget</b>	\$200
	<b>Strategic Goals</b>	
<b>Measure:</b>		

<b>Blue Ridge Marathon Sponsorship</b>	<b>Due</b>	4/1/2016
<b>Description:</b>	<b>Project Leader</b>	Jeremy
The Blue Ridge Marathon is one of the region’s newest, most exciting outdoor events. Sponsorship will tighten the relationship between RIDE Solutions, Roanoke Outside, and support a “Take Your Commute Outside” message that encourages walking and bicycling for transportation.	<b>Zone</b>	Roanoke
	<b>Hours</b>	2
	<b>Budget</b>	\$1000
	<b>Strategic Goals</b>	2.1
<b>Measure:</b>		

<b>Montgomery County Chamber Business Expo</b>	<b>Due</b>	9/7/2016
<b>Description:</b>	<b>Project Leader</b>	Christy
Exhibit at the Montgomery County Business Expo. Promote Workplace program, guaranteed ride home, carpool matching service.	<b>Zone</b>	NRV
	<b>Hours</b>	10
	<b>Budget</b>	\$500
	<b>Strategic Goals</b>	2.1, 3.2
<b>Measure: 10</b> business contacts		

<b>Arts Commission Project</b>	<b>Due</b>	11/1/2016
<b>Description:</b>	<b>Project Leader</b>	All
Continue working with the City of Roanoke Arts Commission on co-sponsoring a TDM-related art project by matching Arts Commission funds with \$3,000 of RIDE Solutions promotional money. Concentrate on neighborhoods not previously served.	<b>Zone</b>	Roanoke
	<b>Hours</b>	5
	<b>Budget</b>	\$3250
	<b>Strategic Goals</b>	1.1
<b>Measure:</b> Project installed.		

<b>Strengthen Workplace Partnership Program</b>	<b>Due</b>	3/1/16
<b>Description:</b>	<b>Project Leader</b>	All
Develop a stronger workplace program by establishing a menu and tiered service levels to add value to make the program more attractive to local businesses. Develop printed marketing and “starter kit” materials to deliver to new and existing sites. Elements of program will include: <ul style="list-style-type: none"> <li>• A TDM Site Plan product to be delivered to new partners</li> <li>• Tools for outreach coordinators including pre-meeting worksheets to determine TDM opportunities</li> <li>• Sales training as required for staff</li> </ul>	<b>Zone</b>	All
	<b>Hours</b>	20
	<b>Budget</b>	\$1000
	<b>Strategic Goals</b>	3.2, 3.3, 5.1
<b>Measure:</b> Complete deliverable to use as a marketing tool in recruiting businesses into the workplace partner program		

<b>2016 Sustainable Transportation Summit</b>	<b>Due</b>	12/1/15
<b>Description:</b>	<b>Project Leader</b>	Jeremy
RIDE Solutions will organize a 3 <sup>rd</sup> Sustainable Transportation Summit, tentatively to be held at the Virginia Tech-Carilion School of Medicine in Downtown Roanoke. The summit will work to educate area stakeholders, advocates, elected officials, and local government staff on issues affecting TDM.	<b>Zone</b>	Roanoke
	<b>Hours</b>	20
	<b>Budget</b>	\$1000
	<b>Strategic Goals</b>	2.1.2
<b>Measure:</b> Attendance		

<b>Downtown Roanoke Resident Outreach</b>	<b>Due</b>	7/1/15
<b>Description:</b>	<b>Project Leader</b>	Jeremy
RIDE Solutions will seek connections with the growing number of downtown Roanoke residents through work with property managers, Downtown Roanoke Inc., and Park Roanoke, who manages parking permits for residents. Outreach will focus on transit, bike and walk issues.	<b>Zone</b>	Roanoke
	<b>Hours</b>	20
	<b>Budget</b>	\$1000
	<b>Strategic Goals</b>	2.1.2
<b>Measure:</b> Attendance		

<b>RIDE Solutions Marketing – Region 2000</b>	<b>Due</b>	7/1/2015
<b>Description:</b>	<b>Project Leader</b>	Kelly
The Region 2000 Coordinator will develop the marketing program to promote the RIDE Solutions program within the Region 2000 area. This will include interfacing with local media outlets, establishing program web-linkages with appropriate stakeholders, submission of program stories to local newspapers, and coordination with other public events. Activity will also include developing marketing package provided during business and civic organization presentations.	<b>Zone</b>	Region 2000
	<b>Hours</b>	50
	<b>Budget</b>	\$3,000
	<b>Strategic Goals</b>	1.1, 1.2
<b>Measure:</b> Program marketing tool kit that includes general program articles, documents, and presentation material.		

<b>Targeted Business Outreach: Region 2000</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Kelly
In this first year the Region 2000 Coordinator will target the primary high-volume employers and employment centers such as downtown Lynchburg and area business parks. Special emphasis will be directed at those businesses that provided letters indicating interest in RIDE Solutions including: Areva, Centra Health, Lynchburg City, J. Crew, Central Virginia Health District, Wiley/Wilson, Wegmann USA and Southern Air.	<b>Zone</b>	Region 2000
	<b>Hours</b>	150
	<b>Budget</b>	\$7,500
	<b>Strategic Goals</b>	1.1, 3.2, 3.3
<b>Measure:</b> Recruit Region 2000 workplace partners.		

<b>Targeted University &amp; College Outreach: Region 2000</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Kelly
Present RIDE Solutions program services and goals to faculty/staff at Liberty University, Lynchburg College, Randolph College, Sweet Briar College, Virginia University of Lynchburg, Central Virginia Community College	<b>Zone</b>	Region 2000
	<b>Hours</b>	35
	<b>Budget</b>	\$1,750
	<b>Strategic Goals</b>	1.1, 3.2, 3.3
<b>Measure:</b> Participation by area colleges and university; stated mode shift among institutions.		

<b>Coordinate with Lynchburg Regional Chamber</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Kelly
RIDE Solutions will partner with the Lynchburg Regional Chamber on their new Work Healthy: Creating & celebrating healthy business, workforce, and community program activities through event participation, including Business at Breakfast and Lunchbox Lecture, to promote alternative transportation to Chamber members. RIDE Solutions will also contribute articles, information for the pending special Work Healthy section on the Chamber's website.	<b>Zone</b>	Region 2000
	<b>Hours</b>	25
	<b>Budget</b>	\$1,250
	<b>Strategic Goals</b>	1.1, 3.2, 3.3
<b>Measure:</b> Recruit workplace partners.		

<b>Bike Month 2015: Region 2000</b>	<b>Due</b>	5/1/2015
<b>Description:</b>	<b>Project Leader</b>	Kelly
Organize events and partners for Bike Month 2013 celebration. RIDE Solutions will be the organizing program for development of Bike Month annual activities within the Region 2000 area. The Clean Commute Challenge and other Bike Month events will be integrated into the RIDE Solutions program format, however, the Region 2000 Coordinator will lead efforts to develop specific events and venues for this new area program. Program initiative will also involve looking for future project sponsors and funding assistance.	<b>Zone</b>	Region 2000
	<b>Hours</b>	100
	<b>Budget</b>	\$5,000
	<b>Strategic Goals</b>	1.1, 1.2, 5.2
<b>Measure:</b> Clean Commute Pledges, attendance in event activities		

<b>Participation in Chamber – Connections Business Trade Show</b>	<b>Due</b>	5/22/2014
<b>Description:</b>	<b>Project Leader</b>	Region 2000
Attend Lynchburg Regional Chamber Connections Trade Show, the area’s largest business-to-business event in Region 2000. Promote alternative transportation, RIDE Solutions program.	<b>Zone</b>	Region 2000
	<b>Hours</b>	8
	<b>Budget</b>	\$500
	<b>Strategic Goals</b>	1.1, 3.2
<b>Measure:</b> 10 business contacts		

<b>Region 2000 Bike Rack Program</b>	<b>Due</b>	6/1/2014
<b>Description:</b>	<b>Project Leader</b>	Jeremy, R2000
To facilitate business partnership and RIDE Solutions program in the new Region 2000 service area, initiate a bike rack program in the region.	<b>Zone</b>	Region 2000
	<b>Hours</b>	8
	<b>Budget</b>	\$2,000
	<b>Strategic Goals</b>	1.1

<b>Community Partnering</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Kelly
RIDE Solutions will partner with community organizations (such as Lynch’s Landing and Work Healthy Coalition), destinations, (such as YMCA, Community Market) and events (such as Get Downtown, Loft Tours) to promote sustainable transportation. Activities will include co-promotion of events.	<b>Zone</b>	Region 2000
	<b>Hours</b>	25
	<b>Budget</b>	\$4,000
	<b>Strategic Goals</b>	1.1

## 7. RVARC UPWP Support for TDM

The following projects are support RIDE Solutions’ TDM activities either directly or tangentially, but are funded from MPO or other sources.

<b>Save-A-Ton</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Jeremy
Save-a-Ton is a regional energy reduction marketing program whose goal is to become a one-stop shop for local residents to connect with energy-related products and services. RIDE Solutions has been a partner since the program’s inception, and it has been turned over to RVARC for management.	<b>Zone</b>	Roanoke, NRV
	<b>Hours</b>	n/a
	<b>Budget</b>	n/a
	<b>Strategic Goals</b>	3.2, 3.3, 5.1
<b>Measure:</b> Complete deliverable to use as a marketing tool in recruiting businesses into the workplace partner program		

<b>Google Transit Maintenance</b>	<b>Due</b>	Ongoing
<b>Description:</b>	<b>Project Leader</b>	Jeremy

The Regional Commission has committed to maintaining the Google Transit feed for Roanoke-region based transit operations, including Valley Metro, the Smart Way bus, the Mountain Express, and the new Smart Way Connector to the Amtrak station in Lynchburg.	<b>Zone</b>	Roanoke, NRV
	<b>Hours</b>	n/a
	<b>Budget</b>	n/a
	<b>Strategic Goals</b>	4.2
<b>Measure:</b> Transit ridership		

## 8. Bike Month

The Bike Month mission is to bring attention to both the opportunities and challenges of bicycling as recreation and transportation in the Roanoke Valley, New River Valley, and greater Lynchburg area by creating events that involve all interest, skill, and age level of cyclists. We also hope to create an environment where individuals, social groups, and businesses are encouraged to create and host their own events.

The long-term goals of the bike month steering committee are as follows:

- 1) Increase *total attendance* at all Bike Month events
- 2) Increase *total number* of events
- 3) Increase *diversity of events* in terms of target audience, skill level of audience, and type of event.
- 4) Improve bicycle accommodations and increase ridership throughout the year.

We will organize events under the Five E's of Bicycle Friendly Communities as promulgated by the League of American Bicyclists: Education, Encouragement, Enforcement, Engineering, and Evaluation. In addition, we will consider a sixth E, Equity.

### Promotion

Promotion for Bike Month events will be handled as following:

- RIDE Solutions staff will be responsible for general branding of the event, awareness of bikeroanoke.com as the home of the events calendar and description. Every attempt will be made to incorporate specific events when possible. Promotion in this case assumes both purchased media as well as earned media via PR.
- RIDE Solutions staff will also lead efforts to post events on regional event calendars, create Facebook events and invite participants, and similar efforts up to and throughout the month.
- Event leaders are encouraged to create fliers, posters, and other promotional efforts; RIDE Solutions will post fliers digitally on bikeroanoke.com and will distribute as appropriate. Leaders are also encouraged to spread events via word of mouth, particularly by inviting their friend networks via Facebook.

### Budget

RIDE Solutions has currently budgeted \$20,000 for all Bike Month activities. Additional sponsorships of cash or in-kind services may be raised for specific events; money raised through fundraising efforts will go into general Bike Month promotion.

### Public Relations

**Who:** RIDE Solutions staff will spearhead the public relations effort with a series of press releases and other media touches.

**What:** All Bike Month events will be featured on the RIDE Solutions site. The Bike Roanoke website ([www.bikeroanoke.com](http://www.bikeroanoke.com)) will be retired. RIDE Solutions will house promotional information for all events that take place within the three regions we serve within the “Bike” section of our website.

### *Social Networking*

**Who:** RIDE Solutions and event leaders

**What:** RIDE Solutions will develop the best strategy for promoting Bike Month events through major social networking sites, primarily Facebook and Twitter. These channels will be used to announce and send out invitations to the various events.

- Promote through the *RIDE Solutions* Facebook page.
- Bike Month organizers are encouraged to send out regular updates and comments via Twitter using the #bikemonthroanoke hashtag. In addition, consistent hashtags should be used for specific events or group of events, such as #cleancommute or #roanokecriticalmass (hashtag suggestions will be suggested for each event in the appropriate chapter, below)
- For the sake of consistency, events promoted through any official Bike Month channel (Facebook group, website, community calendar, etc.) will be handled by RIDE Solutions. Information should be sent to them via email, including the main contact person/organizer for the specific event. Event organizers with their own networks are encouraged to promote their events through those channels as well, though RIDE Solutions should be consulted if there are questions about wording, appropriate logo usage, contact information, etc.
- Though we cannot promote every event that may crop up during Bike Month, we can encourage groups and individuals organizing events on their own to use the #bikemonthroanoke hashtag or other methods to group their efforts with ours and allow them to come up in Twitter searches and other methods.
- RIDE Solutions can provide consistently themed images to be used when creating Facebook events for event organizers who want to tie in local event to the broader Bike Month movement
- **Budget:** \$0

### *Community and Regional Calendars*

**Who:** RIDE Solutions

**Website(s):** Roanoke Regional Chamber of Commerce, The Roanoke Times, Natural Awakenings Magazine, Blue Ridge Business Journal, Myscoper.com, Virginia.org, Lynchburg News and Advance, others.

**What:** RIDE Solutions will post specific events as warranted on each community calendar, and will promote Bike Month in general as the calendars allow.

**Budget:** \$0

### *Mass Media*

**Who:** RIDE Solutions

**What:** RIDE Solutions, with the assistance of any partners, can produce a :30 general Bike Month television spot to run during the month of April and halfway into May. The spot will direct people to the Bike Roanoke website for more information on specific events. Additional events that warrant it, such as Bike Ready, Ciclovía and the Clean Commute Challenge, might have their own commercial run. Video of commercials will be distributed via the RIDE Solutions YouTube channel as well.

**Budget:** \$3,000. The more money we can put into this category the better

## *9. Bike Month Events*



<b>Bike Shorts Film Festival</b>						<b>Date</b>	5/1/16
<b>Who:</b>	RIDE Solutions	<b>Where</b>	All	<b>Which:</b>	Encouragement, Education	<b>Budget</b>	\$4,000
<b>Description:</b>							
<p>Screening of locally, nationally, and internationally produced short films about cycling. The festival will premier at the Grandin Theater, Roanoke's historic art house cinema, on May 1<sup>st</sup>, with subsequent regional screenings in the New River Valley and Lynchburg. This will be the 6<sup>th</sup> annual film festival.</p> <p>Prizes are awarded for juried selections as well as audience favorites and a YouTube award for the film with the most views at the end of the contest period. All entries are hosted on the Bike Shorts YouTube channel – <a href="http://www.youtube.com/bikeshortsroanoke">www.youtube.com/bikeshortsroanoke</a> - to be used throughout the year.</p> <p>The goal of the Bike Shorts Film Festival is to make cycling accessible and interesting even for folks who don't want to bicycle, and to help establish and grow the region's bicycle culture by encouraging creative use of the bicycle. By creating a bike-friendly culture, it will be easier to encourage folks to ride for transportation.</p>							
<b>Promotion:</b> Email, social media							

<b>Night Rider's Ball</b>						<b>Date</b>	5/23/16
<b>Who:</b>	RIDE Solutions	<b>Where</b>	Roanoke	<b>Which:</b>	Encouragement	<b>Budget</b>	\$3,800
<b>Description:</b>							
<p>Bike Month concludes with the Night Rider's Ball, show in downtown Roanoke with free admission for those who ride their bikes or take the Clean Commute Challenge during the month. For 2016, we hope to continue with the partnership established with Martin's, a downtown Roanoke restaurant known for its live music scene, in 2015.</p>							
<b>Promotion:</b> Email, social media							

<b>Bicycle Hero and Extraordinary Bicycle Professional Awards</b>						<b>Date</b>	5/2016
<b>Who:</b>	Regional BAC	<b>Where</b>	Roanoke	<b>Which</b>	Encouragement	<b>Budget</b>	\$300
<b>Description:</b>							
<p>The Regional Bicycle Advisory Committee, formed by the Roanoke-Valley Alleghany Regional Commission, will begin an annual award program recognizing both bicycle professionals and bicycle users. The Bicycle Hero award recognizes someone who, in their personal life or capacity as volunteers and community leaders, has exhibited dedication to the use of the bicycle as a transportation alternative. The Extraordinary Bike Professional award recognizes someone employed in the planning, engineering, recreation, or similar fields – whether by a public or private entity – whose work has resulted in visible, significant improvement in bicycle accommodations in the Valley.</p> <p>Award recipients will be given a plaque and be recognized during a Bike Month event, most likely the Night Rider's Ball.</p>							
<b>Promotion:</b> Email, social media							

<b>Bike Ready Roanoke</b>						<b>Date</b>	4/22/16
<b>Who:</b>	RIDE Solutions	<b>Where</b>	Roanoke	<b>Which:</b>	Encouragement, Education	<b>Budget</b>	\$50
<b>Description:</b>							
<p>To be held at the Grandin Village Earth Day event at Wasena Park. Full day of free 10-minute bike checks and tune-ups performed by volunteer technicians in preparation for bike month.</p> <p>Technicians will provide a free 10-minute once-over to check bicycles for basic safety issues. Bikes needing more in-depth work will received a “prescription” for further review either on-site or at a local shop from their tents.</p>							
<b>Promotion:</b> Email, social media							

<b>Fix Fest</b>						<b>Date</b>	4/22/16
<b>Who:</b>	RIDE Solutions	<b>Where</b>	Blacksburg	<b>Which</b>	Encouragement, Education	<b>Budget</b>	\$100
<b>Description:</b>							
<p>To be held in downtown Blacksburg, near the Blacksburg Farmer’s Market. Three hours of free bike checks and tune-ups performed by volunteer technicians in preparation for bike month.</p> <p>Technicians will provide a free once-over to check bicycles for basic safety issues. Bikes needing more in-depth work will receive recommendations for further repairs.</p>							
<b>Promotion:</b> Email, social media, fliers							

<b>Clean Commute Challenge</b>						<b>Date</b>	5/2016
<b>Who</b>	RIDE Solutions	<b>Where</b>	Roanoke, NRV, Region 2000	<b>Which:</b>	Encouragement	<b>Budget</b>	\$3,500
<b>Description:</b>							
<p>Clean Commute Day encourages commuters to use a clean mode of transportation – including the bicycle - via the Clean Commute Pledge. The pledge can be taken online at <a href="http://ridesolutions.org/cleancommute">ridesolutions.org/cleancommute</a>, and over the course of the pledge period updated will be made identifying the total number of pledges, best performing Clean Commute Team, and local government with the highest participation rate. On Clean Commute Day, a random drawing will be done, with prizes awarded by commute mode. Bike commuters are encouraged to use the existing Bike Commute routes or will be directed to the interactive bicycle map to map their own routes.</p>							
<b>Promotion:</b> RIDE Solutions will expand coverage to WSLs (or additional commercials on WDBJ) as the budget allows. Promotion will also be done online, through press releases, and on community calendars along with other Bike Month promotion. In addition, RIDE Solutions will contact via email all former participants, all commuters in the existing database, and the Ozone Early Action Day listserv. RIDE Solutions will send a letter to all existing Workplace partners encouraging them to form one or more Clean Commute Day teams.							

<b>Bike Ready Lynchburg</b>						<b>Date</b>	4/2016
<b>Who</b>	RIDE Solutions	<b>Where</b>	Lynchburg	<b>Which</b>	Encouragement, Education	<b>Budget</b>	\$100
<b>Description:</b>							
To be held either at the Riverfront Park or Ed Paige Entrance of the James River Heritage Trail. Three hours of free bike checks and tune-ups performed by volunteer technicians in preparation of bike month.							
Technicians will provide a free 10-minute once-over to check bicycles for basic safety issues. Bikes needing more in-depth work will receive a "prescription" for further repairs.							
<b>Promotion:</b> Email, social media, news outlets							

<b>Mayor's Ride</b>						<b>Date</b>	5/2016
<b>Who</b>	RIDE Solutions	<b>Where</b>	Lynchburg	<b>Which</b>	Encouragement, Education	<b>Budget</b>	\$200
<b>Description:</b>							
RIDE Solutions and the Lynchburg Area Greenway Alliance will invite area leaders (business and civic) to participate in a short ride that will include a portion of the James River Heritage Trail and some on-road cycling route.							
This ride will be done in partnership with Lynchburg City Parks and Recreation.							
<b>Promotion:</b> Email, social media, news outlets							

<b>Lynchburg Safe Routes to School</b>						<b>Date</b>	5/2016
<b>Who</b>	RIDE Solutions	<b>Where</b>	Lynchburg	<b>Which:</b>	Encouragement	<b>Budget</b>	\$100
<b>Description:</b>							
As a continued component of the Lynchburg Safe Routes to School program, host a commute to school event. Partner with LCS busing program and initiate the same bus, car drop-off locations as used during October International Walk to School Day event.							
<b>Promotion:</b> school website, Monday folders, school newsletters							

## 10. Program Components

The major activities of RIDE Solutions programming include:

### Guaranteed Ride Home

RIDE Solutions provides Guaranteed Ride Home services for all commuters in our database regardless of mode. Guaranteed Ride Home offers up to 4 free taxi rides a year for certain qualifying trips. For employees of RIDE Solutions Workplace partners, the number of trips available each year is unlimited. Guaranteed Ride Home services are also offered to businesses who are applying for the League of American Bicyclists' *Bicycle Friendly Business* designation to encourage bicycle commuting.

**Budget:** \$1,000

**FTE:** GRH administration takes up a fraction of the hours of the PT TDM Technician

**Anticipated Outcomes:** Increased program registration

## Marketing

RIDE Solutions markets its services throughout the year in a variety of ways. Much of this marketing comes from earned media, such as newspaper stories, op-eds, exposure on regional blogs, and related avenues. RIDE Solutions also makes heavy use of social media such as Facebook and Twitter, growing its fanbase both through free social media engagement strategies as well as paid advertising campaigns within the site. Some of the marketing budget is earmarked to specific projects as noted in the work program items, above; other dollars are reserved for the sponsorship of events and other advertising opportunities as they arise throughout the year.

**Budget:** \$70,000

**FTE:** Primary duty of Program Director. Region 2000 Coordinator and West Piedmont Coordinator has some duties in regard to local mass media market

**Anticipated Outcomes:** Increased database registration, less attrition from database

## Employer Outreach

Employer outreach is the core of our growth. In addition to the targeted employers mentioned in the work plan above, RIDE Solutions staff constantly reaches out to areas businesses to introduce employer-based TDM programs. In 2014-16, staff will concentrate outreach to employers in our rural counties (Alleghany, Botetourt, Franklin, Craig, Giles, Pulaski, Floyd, Montgomery, Appomattox, Amherst, Bedford and Campbell) as well as employers who may draw employees from these counties. Outreach efforts will include marketing in geographies not directly associated with our service area, but which may serve as commuter sheds into our service area.

**Budget:** \$30,000

**FTE:** Primary duty of Program Director, NRV Coordinator, Region 2000 Coordinator

**Anticipated Outcomes:** Addition of new employers and increased participation from existing employers (see *Goals and Evaluation*, below).

## Ridematching and Commuter Services

The bulk of RIDE Solutions' activities involve direct ridematching services through the use of our regional database, or other TDM services through customer support via telephone, web, social media, or other services. This includes everything from providing information on transit routes, safe biking accommodations, rates and fees for transit passes, connection to the Telework!VA program, and other services. Information is delivered primarily through our two websites, ridesolutions.org and bikeroanoke.com, through a range of tools from interactive mapping tools to simple reference pages. Commuter services are also offered via presentations and workshops with local businesses and our presence at various festivals and community events such as Earth Day and the Green Living Expo.

**Budget:** \$85,000

**FTE:** 4.5: All staff are involved

**Anticipated Outcomes:** Increased database registrations and mode shift.

**Services:** Include but are not limited to maintenance of websites (ridesolutions.org and bikeroanoke.com), administration and support of the GIS/T-Rideshare database, development of educational and registration materials, development of custom materials upon request of organizations, apartment complexes, and other stakeholders.

## Sustainable Transportation Consultation/Support

The RIDE Solutions program has been established as *the* go-to source for sustainable transportation information and programming. As such, RIDE Solutions staff serves on a number of local, regional, and state-wide committees and volunteer groups providing expertise on improving TDM-related infrastructure and on the environmental impact of our transportation system. These activities include participation on area committees, such as Roanoke City' Citizens for Clean and Green committee, Greater Lynchburg Transit Company's Citizen Advisory Committee, Go Green NRV steering committee, the statewide Park and Ride Study Group, the VDOT Statewide Bicycle and Pedestrian Advisory Committee and others. RIDE Solutions also provides, in a sense, general technical support

throughout the year for individuals and organizations looking to apply specific TDM strategies to their organization and for technical support expertise in general alternative transportation, complete streets, and transit-oriented development initiatives within our service area. This has included assisting the local Economic Development Partnership on prospect presentations to businesses interested in sustainability issues.

**Budget:** \$40,000

**FTE:** 2: Primarily supported by Program Director and regional coordinators

**Anticipated Outcomes:** New TDM programs or facilities

**Services:** Meeting attendance and presentations, primarily

### 11. Goals and Evaluation

RIDE Solutions believes in specific measurements for our success. Our primary measurements are based on the commuters who come into our database. Softer measurements, such as Facebook Fans, Twitter Followers, blog and website traffic, and similar numbers are captured, but at this point we do not set goals for them.

#### Website Registrations

22	Registrations per month
9	Registrations from Roanoke
7	Registrations from NRV
4	Registrations from Region 2000
2	Registrations from West Piedmont

#### Workplace Outreach

4	New Workplaces per quarter / 24 annually
1	NRV Workplace
1	Region 2000 Workplace
1	Roanoke Workplace
1	West Piedmont
60	Employer contacts per quarter (new or existing employers)
4	Registration event/promotion per month

#### Inquiries

50	Inquiries per month (RIDE Solver, phone, email, web forms)
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#### Presentations/Events

30	Presentations and/or events, including civic league speeches, Expo participation, and related events annually.
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## Appendix A: Strategic Goals

1.0 **Goal:** TDM is recognized and deployed as an essential component of the region's ability and success in building a green and sustainable community.

**1.1 Objective 1:** Build awareness of and support for TDM as a core component of the region's sustainability model.

**1.1.1 Short-term Strategies:**

- Position TDM as a core component of the region's sustainability model. Showcase linkage between TDM and smart and sustainable growth and quality of life/unprecedented natural resources.
- Pursue internal and on-site education for RIDE Solutions' personnel on sustainability and link to TDM.
- Create a comprehensive advocacy education program that can "speak to" a range of target audiences, including college students, business leaders/employers, and retirees.
- Actively pursue opportunities in the community to provide sustainability-TDM relationship "education" through public speaking, serving as sustainability/TDM expert member of community/civic/professional organizations and consulting.
- Implement Advocacy Plan on community specific level, e.g., Roanoke and New River and expanding to Lynchburg (starting in 2010).
- Further mine the New River Valley and Lynchburg regions. Create and implement micromarketing plans for each area.

**1.1.2 Medium-term Strategies:**

- Continue to showcase linkages between TDM and smart and sustainable growth and quality of life/unprecedented natural resources. Use earned media and business partnership's owned media to profile linkages.
- Continue to pursue actively opportunities in the community to provide sustainability education" through public speaking, serving as sustainability/TDM expert member of community/civic/professional organizations and consulting.

**1.1.3 Long-term Strategy:**

- Work with partners to showcase Roanoke as national model on TDM-inspired sustainability. Provide national earned media to local TDM advocates to spread the word and validate TDM's role and impact in the community.

**1.2 Objective 2:** Build the number of active TDM advocates or ambassadors across the community.

**1.2.1 Short-term Strategies:**

- Continue to use RIDE Solutions' Ridematching database as a growing social network of TDM advocates.
- Establish strong call to action – "join the cause" request and related collateral material to sign people up or obtain "green behavior pledge" as part of advocacy education program. Tailor call to action to a range of target audiences, including college students, business leaders/employers, and retirees.
- Drive people to register on RIDE Solutions' Web site to stay connected and involved. Over time, exposing them to rideshare and other transportation-related ways to support community sustainability.

**1.2.2 Medium-term Strategies:**

- Formally brand RIDE Solutions' growing number of TDM advocates as a popular social movement.
- Create a speakers bureau and provide training for members of this group to advance TDM sustainability practices throughout the region within their personal spheres of influence.

**1.2.3 Long-term Strategy:**

- Potentially, turn the growing advocate movement into a formal 501(C)(3) association with mission, events, memberships, etc.

2.0 **Goal:** RIDE Solutions is THE regional expert and authority on TDM and transportation-related green house gas footprint (GHG) assessments and mobility solution planning.

**2.1 Objective 1:** Build awareness of and support for RIDE Solutions as THE green mobility expert – the regional authority on GHG footprints – impacts and solutions related to transportation choices and behaviors.

**2.1.1 Short-term Strategies:**

- Position and develop RIDE Solutions’ position as THE green mobility expert – the regional authority on GHG footprints – impacts and solutions related to commuters transportation choices and behaviors.
- Move to a Smart Trips model of ridematching product - RIDE Solutions will grow on its reputation for individual customer service with the move to a Smart Trips model of ridematching product. Until the region is aware of the array of options available, and local governments invest more into expanding those options, the role of RIDE Solutions will be to use its ridematching product as both a service (providing answers to specific commute services requests; i.e., carpool match lists) and educational tool (providing information on commute options not requested by the customer but still applicable; i.e., transit routes and stops). The effect will be to meet the customer’s needs and then “up-sell” them on options they might not have considered and the associated benefits. Because this is labor intensive, RIDE Solutions will move to increase staff by a part-time administrative assistance in 2010.
- Expand Web site with neighborhood-to-neighborhood generalized trip planning product modeled after Arlington County’s Carfree Diet marketing campaign.

**2.1.2 Medium-term Strategies:**

- Hold public symposiums with business partners showcasing the relative roles and impacts.
- Create and conduct annual impact presentation and annual reports to all elected bodies and major associations in the region.
- Produce and deliver annual impact report to all RIDE Solution stakeholders.
- Implement automation of Smart Trips-type commuting product.
- Develop a vanpool framework and provide consulting services to businesses and organizations wanting to start vanpools for commuters

**2.1.3 Long-term Strategy:**

- Subscribe to latest technology software that will be available in 10-15 years that make SmartTrips planning a ubiquitous self-service “application.” Integrate Smart Trips service model into strategic partners’ domains businesses, business associations, news media, civic groups, etc. Ensure that everywhere residents turn, they are accorded the tools and resources to make smarter trip decisions.

**2.2 Objective 2:** Secure the in-house expertise, resources, and tools for RIDE Solutions to accurately measure and report individual commuters’ and organization level GHG footprints.

**2.2.1 Short-term Strategies:**

- Work with DRPT to utilize the new GHG Calculator to conduct corporate GHG footprint audits. Once in the door, use GHG footprint audits as the introduction to the power of employer-based TDM programs. Show impact scenarios. Based on response, deliver appropriate TDM plans and assist with corporate-wide implementation. Train staff to become more informed and knowledgeable on GHG footprint related to transportation to ensure proper use of the new GHG Calculator and other resources and tools for RIDE Solutions to accurately measure and report individual commuters’ and organization level GHG footprints.

**2.2.2 Medium-term Strategy:**

- Include sustainability/GHG expertise as required skill of RIDE Solutions new hire.

**2.2.3 Long-term Strategy:**

- Work with local Chamber and economic development officials to quantify Roanoke’s community’s overall GHG Footprint. Showcase role of employers’ individual GHG Footprints and actions to reduce footprints through influence over employees’ commute decisions.

- 3.0 Goal:** RIDE Solutions is an integral part of the region’s business community’s enlightened focus on regional sustainability and corporate-related green actions to protect and enhance the area’s quality of life/outdoors living opportunities for the region’s highly skilled and educated workforce.
- 3.1 Objective 1:** Increase awareness and familiarity of corporate GHG footprints related to employee commutes and the relatively easy steps that can be taken to reduce corporate footprints and realize indirect corporate business practice benefits (retention, recruitment, productivity gains, etc.).
- 3.1.1 Short-term Strategy:**
- Help orchestrate through partners a sustained business-to-business communications campaign showcasing leading companies and CEOs embracing TDM /sustainability – and demonstrating the role and impact of RIDE Solutions in bringing about business GHG reductions.
  - Project: Chamber events and recognition outlets, commercials
- 3.1.2 Medium-term Strategy:**
- Evolve business communications campaign into “success campaign” – difference made to date...why 100 companies have contributed.
- 3.1.3 Long-term Strategy:**
- Unify all of the players around a community-wide seamless approach. Create a region-wide emissions reduction “United Way-like” campaign. Create community-wide reporting mechanism to fuel momentum and celebrate the number of program participants.
- 3.2 Objective 2:** Increase the number of business partnerships with other leading business associations and organizations advancing the sustainability cause where RIDE Solutions is THE “go to” resource for GHG transportation-related footprint assessment and mobility-related solutions.
- 3.2.1 Short-term Strategy:**
- Make strategic business arrangements with the leading business associations and organizations advancing the sustainability cause in the region where RIDE Solutions is THE “go to” resource for GHG transportation-related footprint assessment and mobility-related solutions.
  - Project: chamber memberships, presentations and comments to committees and on actions
- 3.2.2 Medium-term & Long-term Strategy:**
- Continue to cultivate existing and make new strategic business partnerships.
- 3.3 Objective 3:** Directly serve a growing number of the area’s largest employers – VTC medical school, Va. Tech, Carilion Health System, etc. to make TDM-related sustainability a major corporate focus and action.
- 3.3.1 Short-term Strategy:**
- Create RIDE Solutions’ targeted business development sales plan for the largest employers such as VTC medical school, Va. Tech, Carilion Health System, etc. – to make TDM-related sustainability a major corporate focus and action.
- 3.3.2 Medium- and Long-term Strategies:**
- Continue to directly target and approach largest businesses. Where appropriate, create targeted business development plans for optimal prospects.
  - Continue to work with largest companies and organizations (VTC medical school, Va. Tech, Carilion Health) to help serve as testimonials and corporate ambassadors to recruit other business.
- 3.4 Objective 4:** Increase the total number of RIDE Solution partners with GHG footprint reduction mobility plans in place.
- 3.4.1 Short-term Strategy:**
- Finalize corporate green certification partnership with local Cool Cities, CN2020, and local Chamber. Provide service support. Finalize corporate green certification partnership with local Cool Cities, CNR2020, and local Chamber. Provide service support as the Chamber provides highly efficient sales program to open doors for RIDE Solutions as part of green/sustainability audit team. RIDE Solutions will focus on GHG footprint related to employees commute decisions and behavior.
- 3.4.2 Medium-term & Long-term Strategy:**



- Continue to work with Cool Cities, CN2020, and local Chamber in targeting and servicing businesses. Focus efforts on business categories most receptive to participation in GHG audit program and most effective in changing employees' commute behavior.

**3.5 Objective 5:** Increase the overall demand for additional business related sustainability services from the success of RIDE Solutions' involvement.

**3.5.1 Short-term Strategies:**

- Document and merchandise the reduction in corporate GHG footprints and the corporate business practice benefits (retention, recruitment, productivity gains, etc.) realized by partners.
- Work with partners and media to showcase impact of participating businesses.

**3.5.2 Medium-term & Long-term Strategy:**

- Continue to assess opportunities

**4.0 Goal:** Meet new and emerging market needs in the region by expanding and strengthening RIDE Solutions' service and program offerings.

**4.1 Objective 1:** Expand RIDE Solutions' customer base by serving emerging market needs.

**4.1.1 Short-term Strategies:**

Work closely with VTC health care complex as it opens and expands.

Work with PDCs and rural counties to support human services program needs. Start by studying with the PDC the most appropriate roles in serving the underserved today and the future with shifting demographics.

**4.1.2 Medium-term and Long-term Strategy**

Identify and explore new opportunities through annual planning process.

**4.2 Objective 2:** Build RIDE Solutions' product and service offerings.

**4.2.1 Short-term Strategies:**

- Conduct annual customer and business partner feedback surveys to assess RIDE Solutions' ability to meet current customer and partner needs and identify any unmet needs.
- Use customer and partner feedback to inform the creation of annual service development plan that explores and prioritizes needs.
- Through annual service plans, plan for vanpool service startup framework and customized one-to-one trip planning service.

**4.2.2 Medium-term Strategies:**

- Continue to hone customer feedback loops.
- Launch and sustain vanpool service and customized one-to-one trip planning service.
- Offer event ridematching services

**4.2.3 Long-term Strategy:**

- Continue to hone customer feedback loops to direct new service development efforts.

**4.3 Objective 3:** Increase the number of Telework!VA corporate clients across the region.

**4.3.1 Short-term Strategy:**

- Work with Telework!VA to launch, and support a major telework initiative across the region.

**4.3.2 Medium-term and Long-term Strategy:**

- Continue to support Telework!VA's success across the region.

**5.0 Goal:** Continually improve the operation, funding resources and services provided by RIDE Solutions' Strategies.

**5.1 Objective 1:** Measure and report RIDE Solutions' outcomes and customer satisfaction of RIDE Solutions' programs and services.

**5.1.1 Short-term Strategy:**

- If resources are available, evaluate RIDE Solutions' customer satisfaction levels, and programs and service outcomes.

**5.1.2 Medium-term Strategies:**

- Continue to monitor success and customer satisfaction of RIDE Solutions' programs and services.

- Continue to conduct appropriate regular surveys for measuring customer satisfaction with all services.
- 5.2 Objective 2:** Obtain additional funding sources.
- 5.2.1 Short-term Strategy:**
- Formulate a plan to identify and seek additional funding sources. Include potential sources such as the Carilion Foundation and the Foundation for Roanoke Valley, as well as fees from GHG audits.
- 5.2.2 Medium-term and Long-term Strategy:**
- Implement funding development plan – seek to cultivate new and diverse sources.
  - **5.3 Objective 3:** Evolve RIDE Solutions into the optimal long-term organizational structure as it serves a growing clientele across an expanded territory.
- 5.3.1 Short-term Strategy:**
- Formulate a plan to explore the optional long-term organizational structure for RIDE Solutions as it serves a growing clientele across an expanded territory.
- 5.3.2 Medium and Long-term Strategy:**
- Continue to periodically review and update RIDE Solutions’ Long-term TDM Plan based on market experience, new opportunities, and feedback from customers and stakeholders.