



Roanoke Valley-Alleghany

REGIONAL
commission

An aerial photograph of a lush, green valley. A river winds through the center of the valley. In the background, there are rolling mountains under a clear blue sky. The foreground shows dense forest with some pine trees.

2022
ANNUAL REPORT

REGIONAL COMMISSION

COMMISSION MEMBERS

(July 2021-June 2022)

ALLEGHANY COUNTY

The Honorable Shannon Cox
Reid Walters
The Honorable James Griffith

BOTETOURT COUNTY

The Honorable Stephen Clinton
Erin Henderson
Gary Larrowe
The Honorable Billy Martin, Sr.

CITY OF COVINGTON

Krystal Onaitis
The Honorable Allan Tucker

CITY OF ROANOKE

The Honorable Joseph L. Cobb
The Honorable Stephanie Moon
Reynolds
Dawn Erdman
Peter Volosin

CITY OF SALEM

The Honorable Jim W. Wallace III
The Honorable John Saunders
Denise P. King

CRAIG COUNTY

Dan Collins
The Honorable Jesse Spence

FRANKLIN COUNTY

The Honorable Mike Carter
The Honorable Ronald Mitchell
Roy Enslow
The Honorable Lorie Smith
Christopher Whitlow

ROANOKE COUNTY

The Honorable Kevin Hutchins
Dean Martin, *Treasurer*
The Honorable Phil North, *Chair*
Richard Caywood
J. Lee E. Osborne
The Honorable David Radford

TOWN OF CLIFTON FORGE

Chuck Unroe
The Honorable Debbie Laudermilk

TOWN OF ROCKY MOUNT

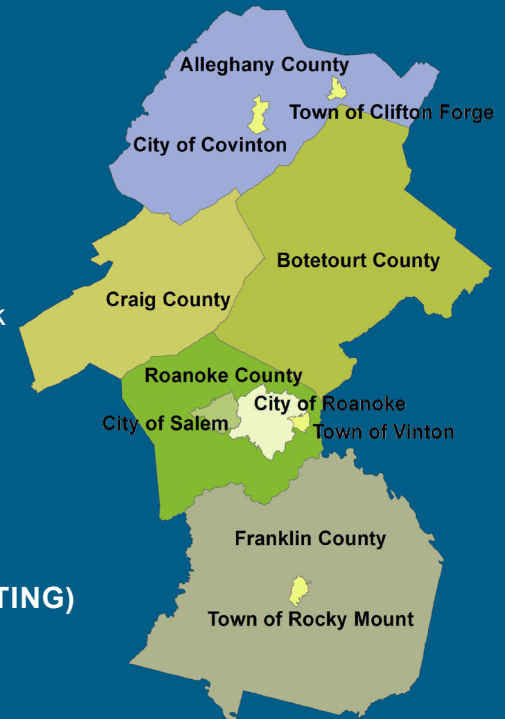
Robert Wood
The Honorable Mark Newbill

TOWN OF VINTON

The Honorable Bradley E. Grose
Richard "Pete" Peters

LIAISON MEMBERS (NON-VOTING)

John Hull
Roanoke Regional Partnership
Teresa Hammond
Alleghany Highlands Chamber of Commerce & Tourism
Landon Howard
Visit Virginia's Blue Ridge
Beth Bell
Salem-Roanoke County Chamber of Commerce
Dr. John Rainone
Dabney S. Lancaster Community College
Dr. Robert H. Sandel
Virginia Western Community College
Joyce Waugh
Roanoke Regional Chamber



THE MISSION

To be a leader in driving collaboration and strategy within our communities on issues that are critical to the economic growth, quality of life, and sustainability of this region.

CHAIR'S LETTER

One way to think of this past year at the Roanoke Valley-Alleghany Regional Commission is that it has been a time of reconnection. Even as our comfort with hybrid meetings and telework has grown, our need to connect with our friends and colleagues across the region has only gotten stronger. If there is anything this post-pandemic period has taught us, it is the confirmation that we are stronger as a region working towards a single vision, and the role of the Commission as the convener of our varied interests, needs, and contributions is more important than ever.

In the spirit of reconnecting, I was proud to introduce a new initiative this year. Each of our member localities was invited to speak at one of our Commission meetings, taking time to share with their neighbors what has been happening in their communities – both the good and the bad, though I am pleased to say that the story of our region is largely one of success.

Over the course of the 2021-2022 fiscal year, we had a chance to hear stories from our friends in the Alleghany Highlands illustrating the remarkable level of cooperation and coordination that takes place across governments, businesses, and nonprofits in the area to preserve and market its amazing natural beauty. Economic and community planning leaders from Roanoke County spoke of the close ties between their infrastructure planning efforts and their economic development successes. The City of Salem provided insights as to the investments made over the years that have allowed them to become

the sports marketing powerhouse of the region. These are the stories we've heard so far, and we look forward to learning from the rest of our Commission members over the coming year.

In addition to the opportunity to share in the pride of place our neighbors feel for their home communities, these locality highlights also reinforced our connectedness and the importance of regionalism to our collective success. The boundless opportunities for outdoor recreation in the Alleghany Highlands draws visitors, business, and new residents to the broader Roanoke Valley-Alleghany Region. Roanoke County's economic success is success for job seekers regardless of their zip code, and the teams that compete on Salem's fields and in their stadiums are full of players and families who support hotels, restaurants, and shops in every community we serve. These, of course, are just a few examples of the things our member governments are doing to serve their citizens and keep their communities growing and vibrant, but it is clear that their success lifts us all.

This is just one of the ways the Roanoke Valley-Alleghany Regional Commission works to forge connections among our member governments and other partners. In the pages of this annual report, you will find examples of projects that range from transportation planning and funding, to water quality improvements, to mobility projects, to rural economic development. In addition to our traditional areas of work, you'll see new projects tackling the regional response to the addiction crises – another



area where the disconnection of the COVID-19 pandemic has had a profound effect, and it is only through the reconnection of local government resources with those of nonprofits and healthcare that the region will succeed in its' response.

I am proud of the Commission and its' staff who lead these projects to completion, but I am more proud of the leaders across our member governments – both elected and administrative – who continue to make the commitment to stay connected, work together, take advantage of each others' strengths, and make a stronger region as a result. Every citizen and visitor to the Roanoke Valley-Alleghany region is better off for that commitment.

The Honorable Phil North
Chair

COMMISSION STAFF



Jeremy Holmes
Executive Director



Amanda McGee
AICP, Senior Planner



Sherry Dean
Director of Finance



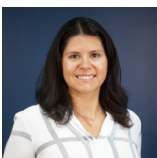
Jonathan Stanton
Transportation Planner II



Cristina Finch
*AICP, LEED AP,
Director of Transportation*



Virginia Mullen
Office Manager



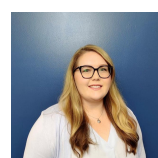
Andrea Garland
Director of RIDE Solutions



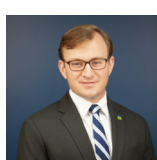
Elizabeth Elmore
*Public Engagement
Manager*



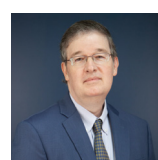
Bryan Hill
*AICP, CZA,
Regional Planner III*



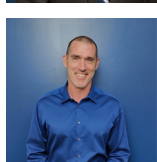
Alison Stinnette
Transportation Planner I



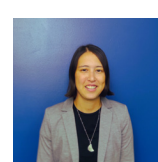
Gabriel Irigaray
Regional Planner I



Eddie Wells
*AICP, Director of
Community
Development Programs*



Niles Comer
*Director of Roanoke Valley
Collective Response*



Robin Bruns
Regional Planner II

“The Commission and its staff are pleased to serve our member governments to support and expand the economic vitality, social capital, and mobility of the communities in our region.”

Jeremy Holmes, Executive Director

FINANCIAL STATEMENT

Revenue, Grants, and Appropriations	\$	%
Federal Grants and Appropriations	\$710,135	48.7%
State Grants and Appropriations	\$304,204	20.9%
Local Grants and Appropriations	\$381,463	26.2%
Contract Income	\$44,456	3.1%
Other	\$16,804	1.1%
Total Revenues	\$1,457,062	
Expenses	\$	%
Personnel	\$993,226	74.8%
Contract Services	\$118,557	8.9%
Operations & Other Expenditures	\$215,665	16.2%
Total Expenses	\$1,327,448	
Federal Funding	\$	%
Regional Transportation Programs	\$422,846	59.5%
Appalachian Regional Commission	\$48,938	6.9%
Economic Development Administration	\$55,656	7.8%
Environmental Protection Agency	\$62,906	8.9%
USDA Forest Service	\$6,222	.9%
American Rescue Plan	\$113,567	16%
Total Federal Funding	\$710,135	

REGIONAL ECONOMY

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

The Roanoke Valley-Alleghany Regional Commission (RVARC) serves as the coordinator of the US Economic Development Administration (EDA) designated Economic Development District (EDD) and maintains the regional Comprehensive Economic Development Strategy (CEDS).

The EDD designation supports the RVARC work on the CEDS which documents and prioritizes the strategic economic goals of the region. This strengthens the capacity of localities, institutions of higher education, and other eligible recipients to undertake and promote economic development programs.

In FY2021-22, the CEDS Committee elected Mike Stovall, representing the Town of Vinton as Chair and Paul Mahoney, representing Roanoke County, as Vice-Chair. Regional Commission staff assisted with regional ARPA grant applications related to tourism and workforce development and supported a variety of local economic development and tourism efforts.

The current Roanoke Valley-Alleghany Regional Comprehensive Economic Development Strategy is available on the Regional Commission's website at <http://rvarc.org/CEDS>.

Priority Projects

- Expand broadband access across the greater region
- Implementation of recommendations from Regional Career and Technical Education Center Study
- Additional flights and runway capacity at Roanoke-Blacksburg Regional Airport
- Alleghany County & Covington site development under Joint Revenue Sharing agreement
- Wood Haven Technology Park development and related Transportation Network Improvements
- Explore Park (joint efforts by Roanoke County and Bedford County)
- Implementation of recommendations from Regional Housing Studies

The current Roanoke Valley-Alleghany Regional Comprehensive Economic Development Strategy is available on the Regional Commission's website at rvarc.org/CEDS.

TECHNICAL ASSISTANCE PROJECTS

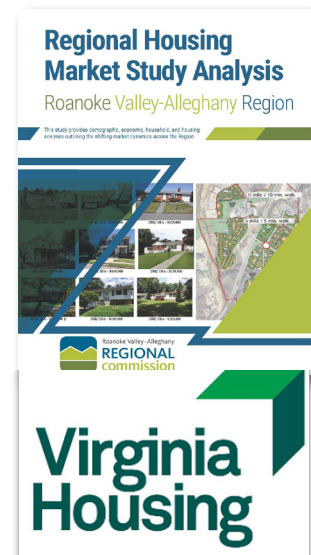
- Alleghany County Wrightsville Neighborhood Planning Grant assistance
- Alleghany County "Bridging the Gap" Calls for Service Mapping Project
- City of Covington Downtown Revitalization Planning Grant assistance
- Broadband Mapping for Botetourt County
- Craig County Tourism Map
- Economic Impact of Arts and Cultural Organizations in the Alleghany Highlands
- Staff Support to the Roanoke Valley Broadband Authority
- Staff support to the Western Virginia Industrial Facility Authority

REGIONAL HOUSING

RVA REGIONAL HOUSING MARKET STUDY ANALYSIS

From the Roanoke Valley-Alleghany Regional Housing Market Study Analysis adopted in 2021, fulfillment of the following strategies was the impetus of the formation of the Roanoke Valley-Alleghany Regional Housing Development Program (HDP):

- Create affordable housing trust funds to collect, leverage, and distribute money toward affordable housing projects.
- Focus resources on owner and renter residential rehabilitation programs. Prioritize the best locations for housing development in the near-term.
- Coordinate regional investments in infrastructure to both open new sites for residential development and strengthen the market position of existing developed areas that could accommodate more housing.



The RVARC's HDP was formed through the successful receipt of \$2 million in funding from Virginia Housing in mid-2021. The purpose of pursuing the grant, specifically dedicated for increasing capacity of Planning District Commissions to develop housing, is fourfold:

1. Implements various housing strategies outlined in the 2020 RVA Regional Housing Market Study Analysis
2. Promotes regional approaches to housing project/program planning and development;
3. Enhances collaboration between regional and local organizations which comprise the housing delivery network; and
4. Strengthens PDC capacity to address housing opportunities identified in state studies/reviews as well as the Virginia Housing Strategic Plan: Opportunity 2024.

The grant has three distinct categories of activities: 1) new unit construction, 2) acquisition and/or rehabilitation of existing vacant units, and 3) adaptive re-use of existing structures.

In February of 2022, staff issued a Request for Applications to competitively solicit development partners to leverage \$1.35 million in grant funds towards upcoming and/or under construction housing projects. During the spring, staff and a regional stakeholder group evaluated the applications and will make final determinations and awards at the beginning of FY23.

Staff is separately seeking potential development partners for development of recovery housing, which the Commission has set aside \$450,000 in grant funds to leverage. This process will be ongoing throughout FY23 and requires more development as it will be a pilot program with the hopes of being replicated elsewhere.

For more information, contact Bryan Hill at bhill@rvarc.org.

REGIONAL TRANSPORTATION

ROANOKE VALLEY TRANSPORTATION PLANNING ORGANIZATION

(July 2020-June 2021)

BEDFORD COUNTY

The Honorable Mickey Johnson

BOTETOURT COUNTY

The Honorable Steve Clinton

The Honorable Billy Martin, Sr., *Chair*

MONTGOMERY COUNTY

The Honorable Steve Fijalkowski

ROANOKE COUNTY

The Honorable Phil North, *Vice-Chair*

The Honorable David Radford

CITY OF ROANOKE

The Honorable Robert L. Jeffrey, Jr.

The Honorable Stephanie Moon Reynolds

CITY OF SALEM

The Honorable Renee Turk

The Honorable Bill Jones

TOWN OF VINTON

The Honorable Keith Liles

The Honorable Mike Stovall

GREATER ROANOKE TRANSIT COMPANY (VALLEY METRO)

Kevin Price

ROANOKE-BLACKSBURG REGIONAL AIRPORT

Mike Stewart

VDOT – SALEM DISTRICT

Ken King, PE. (Alt: Michael Gray)

VIRGINIA DEPT. OF RAIL & PUBLIC TRANSPORTATION

Daniel Sonenklar (Alt: Grant Sparks)

NON-VOTING MEMBERS

Kevin Jones - Federal Highway Administration

Vacancy - Federal Transit Administration

J. Lee E. Osborne - Roanoke Valley-Alleghany Regional Commission

Ben Tripp - TTC Chair

Richard Caywood - Roanoke County

Bob Cowell - City of Roanoke

Craig Meadows - Montgomery County

Anita McMillan - Town of Vinton

Ben Tripp - City of Salem

Gary Larrowe - Botetourt County

RVTPO POLICY BOARD ALLOCATES FUNDING FOR TRANSPORTATION PROJECTS

The RVTPO is directly responsible for allocating Transportation Alternative (TA) Set-Aside funding and Surface Transportation Block Grant (STBG) funding in the Roanoke Valley. In February, the RVTPO Policy Board endorsed and funded in TA funds to support the following projects:

Applicant	Project	TA Funds Awarded
City of Roanoke	Williamson Road Pedestrian Improvements	\$460,000
Roanoke County	Glade Creek Greenway Vinyard Park West	\$255,036
TOTAL		\$715,036

Also, in late June, the RVTPO Policy Board awarded \$163,105 in additional TA funding for budget adjustments to two existing TA-funded projects. The Glade Creek Greenway Phase 2B project was awarded \$70,114 and the Roanoke River Greenway, Parkway Crossing was awarded \$92,991.



Williamson Rd Pedestrian Improvements Project Scope

- Include sidewalk where none currently exist on Williamson Rd as shown in blue.
- Provide ADA curb ramps at Hawthorne, Woodbury, and driveway access points.
- Project includes curb and gutter and will reset a stormwater inlet reducing ponding and improve stormwater channelization on Williamson Rd.
- Anticipated project cost is \$275,000.
- Project funding via the Transportation Alternatives program.
- Construction completion projected for 2027.

FY22 SMART SCALE FUNDING

In Mid-April 2022, staff submitted a total of six pre-applications, localities in the region, for the fifth round (FY24) of on behalf of SMART SCALE.

RVARC FY24 SMART SCALE Pre-applications

Requestor(s)	Project Title	Project Scope
Franklin County	Route 220 NB at Henry Rd. (Rte. 605) Realignment Project	Realignment of Rte. 220 Northbound at the intersection with Henry Road (Rte. 605) to improve the horizontal and vertical curves to reduce run off road crashes.
City of Roanoke	I-581/U.S. 460/U.S. 11 Improvements	Proposed for the Orange Ave and Williamson Rd intersection, include two signalized off-ramps (NB and SB) from I-581, an additional eastbound left-turn lane, and additional lanes on Williamson Rd north of the intersection.
Roanoke County	U.S. Route 11/460 at Dow Hollow Road Safety Improvements	Improvement of the intersection of U.S. Route 11/460 and Dow Hollow Road which is a three-leg, stop controlled intersection located just south of Interstate 81 at Exit 132. A three-phase traffic signal is proposed for the intersection, and pedestrian signals and crosswalks may also be included.
Botetourt County	I-81 Exit 150 Improvement Project	Improvements to the safety and traffic flow at the existing intersection and associated northbound movements to and from Interstate 81.

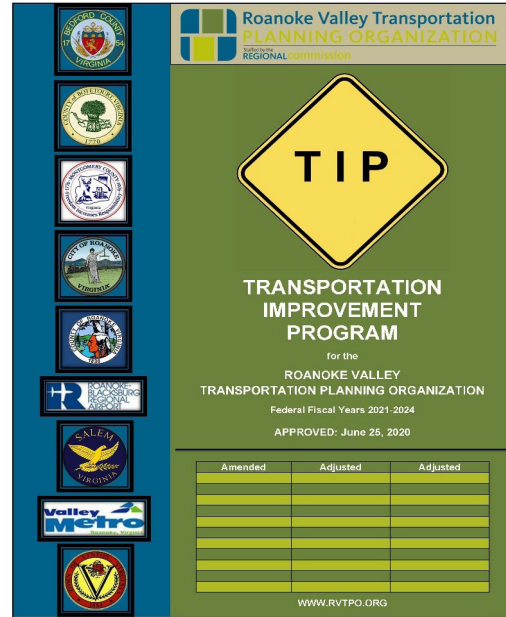
RVTPO FY24 SMART SCALE Pre-applications

Requestor(s)	Project Title	Project Scope
City of Roanoke	Orange Avenue and Williamson Road Intersection Improvements	Propose including a signalized off-ramp from I-581, an additional eastbound left-turn lane, and additional lanes on Williamson Rd. north of the intersection. These solutions mitigate the identified safety issues, improve traffic operations, and alleviate congestion.
Roanoke County	West Main Street Pedestrian Improvements, Phase 3	Complete the missing sidewalk pieces that could not be constructed from West Main Street Pedestrian Improvements, Phase 2, due to insufficient funds. Those segments include the south side of West Main Street between the City of Salem and Daugherty Road and the north side of West Main Street between Daugherty Road and Technology Drive. The sidewalk will be five feet wide concrete with pedestrian crosswalks at public roads.
Roanoke County	Route 419/Electric Road Pedestrian Signal Improvements	Construct pedestrian signals and crosswalks at two adjacent Route 419/Electric Road intersections: U.S. 221/Brambleton Avenue and Postal Drive/Berry Lane.
Roanoke County	Route 419/Electric Road Safety Improvements, Stoneybrook-Grandin Road Extension	Modify the Stoneybrook Drive and Glen Heather Drive intersections to Restricted Crossing U-Turn intersections. Sidewalk is also proposed along the western side of Route 419 between Glen Heather Drive and Grandin Road Extension.
Roanoke County	Williamson Road Sidewalk, Plymouth Drive to Clubhouse Drive	Extend sidewalk in design between North Roanoke Assisted Living and Plymouth Drive along the western side of Williamson Road from Plymouth Drive to Clubhouse Drive, with pedestrian signals and crosswalks at the Williamson/Clubhouse/Dent signalized intersection.

REGIONAL TRANSPORTATION

ROANOKE VALLEY TRANSPORTATION - PLANNING FOR PERFORMANCE

The Roanoke Valley Transportation Planning Organization made great strides in FY22 to conduct transportation planning with performance at the forefront. The region’s first transportation needs assessment done in FY21 paved the way to comprehensively recognizing citizen’s transportation needs. Since time is limited, choices are made on which needs to address sooner vs. later. As such, the region’s transportation needs were prioritized in FY22 using regional criteria and data along with RVTPO technical staff input. Possible and preferred solutions were identified for these needs, and investments to pursue that will address one or more needs have been prioritized. The draft plan will be available for public comment in November 2022 followed by a period of revision as needed before the RVTPO Policy Board considers adopting the plan in January 2023.



DEVELOPMENT OF THE FY2024-2027 TRANSPORTATION IMPROVEMENT PROGRAM

This year staff began a unified effort, in tandem with the development of the 2045 Roanoke Valley Transportation Plan (RVTP), to update the Roanoke Valley Transportation Planning Organization’s (RVTPO) Transportation Improvement Program (TIP). The TIP includes the RVTPO’s investment priorities to carry out the constrained long-range multimodal transportation plan and make progress toward achieving the adopted performance measure targets regarding safety, pavement and bridges, highway system performance, and transit asset management. The TIP includes a list of all transportation projects receiving federal funds in the Roanoke Urbanized Area. Although a separate document and work product of the RVTPO, the TIP is featured as a complementary element of the RVTP as it outlines all funded projects in the region with federal funding.

The TIP development process is ongoing and is expected to be approved during the first half of FY23.

For more information, contact Bryan Hill at bhill@rvarc.org.



CONGESTION MANAGEMENT PROCESS

The Roanoke Valley doesn't have much severe traffic congestion – and we want to keep it that way! Since 2014, RVTPO has been required to have a Congestion Management Process (CMP). As of the 2022 Congestion Management Process Implementation Report, the region has made progress on 23 of 45 total strategies identified, with at least one in each category of land use and development, alternatives to driving alone, and roadway operations. Regional traffic congestion remains the same or slightly improved from previous years. The Roanoke Valley Transportation Plan is currently being updated which, when adopted, will influence the transportation goals, strategies, and projects found in the CMP Plan.

THE INITIAL REGIONAL IMPACTS OF THE 2021 BIPARTISAN INFRASTRUCTURE LAW

The Roanoke Valley began to see the positive impacts from the Bipartisan Infrastructure Law early in 2022 on the region's transportation plans. Additional funds for the RVTPO's planning, Transportation Alternatives, and Surface Transportation Block Grant apportionments arrived in the amount of ~\$1M /year.

Additional STBG Funding enabled the RVTPO Policy Board to commit \$4,058,056 to the I-581 at Exit 2 (Peters Creek Road) Interchange Improvements, Phase 1 as well as \$275,000 for Preliminary Engineering on Glade Creek Greenway, Phase 3.

Additional Transportation Alternative funds were used to help cover additional funding needed for two projects: Glade Creek Greenway Phase 2B and the Roanoke River Greenway, Parkway Crossing.

Most transportation projects or services are selected by the state or federal government via competitive programs. The benefit of projects must be evident to receive funding and at times, the ability to provide a non-federal match is fundamental to have a chance at winning. The Roanoke Valley Transportation Plan outlines the region's priorities for funding pursuit. The plan can be viewed online via www.rvarc.org.



REGIONAL COMMUNITY

URBAN FORESTRY

The Regional Commission continues to support the Roanoke Valley Urban Forestry Council by preparing the annual regional Arbor Day applications through the Virginia Trees for Clean Water program.

This year, funded localities planted forty-three trees. Trees were planted at Bypass Road and Washington Avenue in Vinton, Braeburn Drive near Lewis Gale Medical Center in Salem, and Mountainview Elementary School in Roanoke County. For more information about Arbor Day funding and the Virginia Trees for Clean Water program, contact Amanda McGee at amcgee@rvarc.org.



STORMWATER

The Regional Commission is proud to continue serving as a catalyst for regional stormwater conversations.

The Regional Stormwater Advisory Committee is a group of stormwater staff for localities in the Roanoke Valley and Roanoke River Watershed. Members share information about individual efforts to improve stormwater infrastructure and create more resilient communities. Participants use meeting times to find opportunities to collaborate on stormwater

activities that have regional significance. For more information, contact Gabriel Irigaray at girigaray@rvarc.org.



WATERSHED IMPLEMENTATION PLAN

RVARC staff have continued to support restoration efforts to meet the 2025 Chesapeake Bay Total Maximum Daily Load (TMDL) goals. We have continued to work with the Virginia Department of Environmental Quality (VDEQ) and local stakeholders to identify Best Management Practice (BMP) funding and implementation areas, expand educational outreach, and use Chesapeake Bay goals to achieve other regional initiatives that come with improvements in local water quality. Co-benefits include increasing public health and safety, improving outdoor recreation experiences, and building more resilient communities.

The Regional Commission will continue to work with its local stakeholders to find opportunities for BMP implementation. Increasing public awareness about the effectiveness of BMPs will be an important piece to install these practices in our local communities. For more information about Chesapeake Bay restoration efforts, please visit www.deq.virginia.gov. If you wish to learn more about efforts to improve local water quality in the Regional

Commission's service area, please contact Gabriel Irigaray at girigaray@rvarc.org.

LOCAL FOOD PLAN

Building off of the Roanoke Valley Local Food Plan 2020, the Regional Commission was instrumental in the formation of the Roanoke Foodshed Network.

This network, which includes key partners such as LEAP, the Virginia Cooperative Extension, Virginia Tech, and Feeding America Southwest Virginia, among others. This diverse group of organizations and stakeholders will work collaboratively to advance progress along key food system issues. This includes helping farmers, improving food security, and more. For more information, please contact Amanda McGee, Senior Planner, at amcgee@rvarc.org.

ROANOKE RIVER BLUEWAY

In 2022, the Roanoke River Blueway Committee broke new ground by funding a portion of the Wayside Park redevelopment project in the amount of \$10,000, which focused on improved river access and the installation of a new concrete boat ramp. The Blueway Committee also continues to fund kiosk map signage along the corridor. If you'd like to learn more about the Blueway, contact Amanda McGee, Senior Planner, at amcgee@rvarc.org or visit RoanokeRiverBlueway.org.

REGIONAL GREENWAY AND TRAILS USER COUNTS

The 2021 Trail Count Report includes new locations around the Roanoke Valley and beyond, including four locations in Franklin County and one in Alleghany County. Intermittent on-road reports are also included in this document, as well as a 10-year retrospective on the Appalachian Trail count location. The full report is available on our website, and data can be presented on request.



SEPTIC PUMPOUT PROGRAM

Early in 2021, the Regional Commission received a grant through Virginia Environmental Endowment's Community Conservation Program to fund a cost-free septic pump-out program for Roanoke County residents. The Regional Commission partnered with Roanoke County's Division of Stormwater Management to bring the program to Roanoke County. The program will target homeowners at or below 200% of the 2021 Federal Poverty Line. The goal is to reduce nutrient pollution from septic systems and support more resilient homes. More information about the program can be found on Roanoke County's Stormwater Management webpage.

ROANOKE VALLEY COLLECTIVE



COLLECTIVE RESPONSE BACKGROUND

The Roanoke Valley Collective Response to the Opioid and Addiction Crisis (RVCR) has a mission to create a community that is “United to build, sustain, and support communities by responding to addiction and promoting recovery and wellness” (revised Jan. 5 2022).

Launched in September 2018, the Collective Response is a multi-sector approach working across systems to find new and effective strategies to solve the opioid and addiction crisis across the Roanoke Valley. RVCR members span law enforcement, Emergency Medical Services, healthcare, local and state government, education, community support organizations, faith community, business community, and individuals and families personally touched by addiction.

Using a collective impact model, RVCR seeks to:

- Tackle the root causes of the addiction crisis by influencing changes in policies, practices, social support, cultures and norms, and the physical environment.

- Combine evidence-based practices with local insight and personal stories to recommend, develop, and implement regional solutions addressing critical aspects of prevention, treatment, overdose reversal, recovery, and child and family support.

In December of 2021 the Collective Response joined the Roanoke Valley Alleghany Regional Commission.

RESPONSE

COLLECTIVE RESPONSE

In just over 10 months, the Roanoke Valley Collective Response has undertaken to the process of evaluating and understanding the Recovery Ecosystem in the Roanoke Valley and in growing needed services. As a result, we are turning this evaluation into an action-oriented white paper to help city officials (and beyond) understand how Covid-19 impacted the addiction and recovery landscapes from seven perspectives: prevention, crisis intervention, treatment, housing, workforce, public safety, and recovery/peer services. This white paper is scheduled for publication by mid-December 2022.

Over the past year the RVCR has:

- Applied for a \$1.4 million grant from SAMHSA to build out a Peer Recovery Network and to eventually place trained peer recovery specialists at overdose and mental health crisis calls;
- Procured just under \$300,000 of ARPA funds from Roanoke County to hire a county-dedicated Peer Recovery Coordinator to work with first responders, law enforcement, and community education and outreach around addiction and recovery services;
- Secured designated funds from the Roanoke Valley-Alleghany Regional Commission for \$450,000 to create a recovery housing project;
- Begun exploring starting a Recovery Community Center here in the city. Recovery Community Centers are beginning to crop up in cities and towns all over the country to fill a much-needed gap in a peer-led, safe, sober community center environment.

“The mission of the Regional Commission is a thriving, livable Roanoke Valley-Alleghany Region. The vision of the Roanoke Valley Collective Response is an ecosystem of recovery where everyone can thrive and grow. This obvious alignment of mission made the decision to become a program of the Regional Commission an easy one. I look forward to seeing how far the Collective Response and Regional Commission can go together in the coming years.”

-Niles Comer, *Director Roanoke Valley Collective Response*

REGIONAL ENGAGEMENT



2021 HOLIDAY LIGHTS TOUR

RIDE Solutions bid farewell to 2021 with our annual Holiday Lights Tour in December. This was the first official “back to normal” event in 2021. The yearly tradition saw bundled-up families gathered in Grandin Village. The 5-mi bike ride featured some of the best holiday lights Roanoke has to offer. This year the ride was as big as ever with over 250 participants.



EARTH DAY

Every year RIDE Solutions participates as a stakeholder in the Roanoke Earth Day celebration. This year after two virtual years Earth Day was out in the streets of Grandin Village again. RIDE Solutions sponsored the first Pop-Up traffic garden in the Roanoke Valley. A Traffic Garden is a miniature world of street infrastructure where children can learn about traffic rules and traffic safety.



RIDE SOLUTIONS REWARDS

The RIDE Solutions app rewards members with offers and discounts at local and online retailers. This year RIDE Solutions has focused on partnering with local businesses to offer local rewards to our members, welcoming three new local business partners: Roanoke CO-OP, Farmburguesa, and Little Greenhive.



AWARD FROM ASSOCIATION OF COMMUTER TRANSPORTATION

The Association for Commuter Transportation (ACT) recognized RIDE Solutions with a 2021 Best of Chesapeake Chapter Award Winners.

RIDE Solutions was given the “Pivot Award” for adjusting their social bike rides from in-person to socially distanced self-guided bike tours. There over 40 self-guided routes that bring arts and culture together with active transportation and help residents learn new connections between neighborhoods and town centers.



REGIONAL SOLUTIONS



RURAL COMMUTER OUTREACH CAMPAIGN

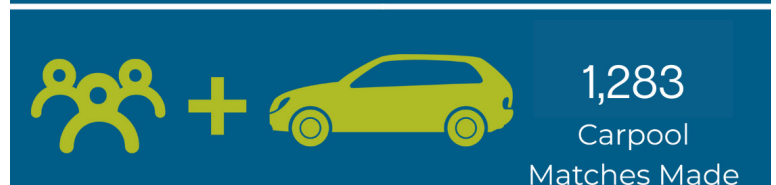
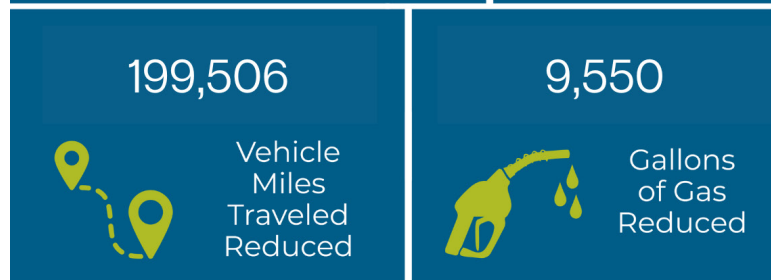
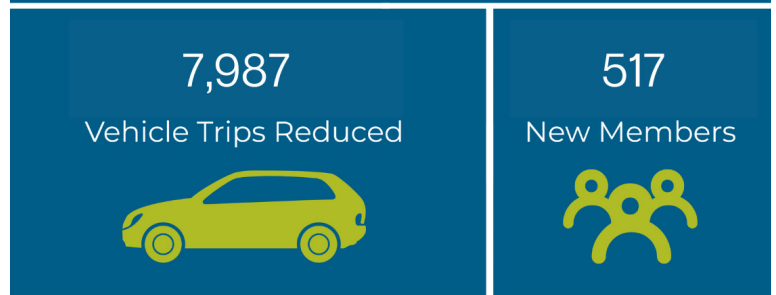


Risen gas prices in the spring were the biggest contributor to higher commuter costs across the region. Census data shows that 45 percent of workers (63,343) in the Roanoke Valley commute more than 10 miles to work. It is estimated that over 24,000 people (17%) are commuting more than 50 miles for work within the Roanoke Valley. In response to this situation, RIDE Solutions launched a media campaign targeting our rural zip codes to promote carpool and vanpool matching services for the region's commuters.

The campaign focused on targeted dynamic creative ads on Facebook, Instagram and Google from April to June of 2021, earning 4.8 Million impressions.

During that time monthly users of the app nearly doubled. Carpool trips per month saw an uptick of 80 trips logged per month.

A YEAR IN REVIEW



REGIONAL PHOTOS



Clifton Forge, VA



Roanoke, VA



Alleghany County, VA



Roanoke, VA



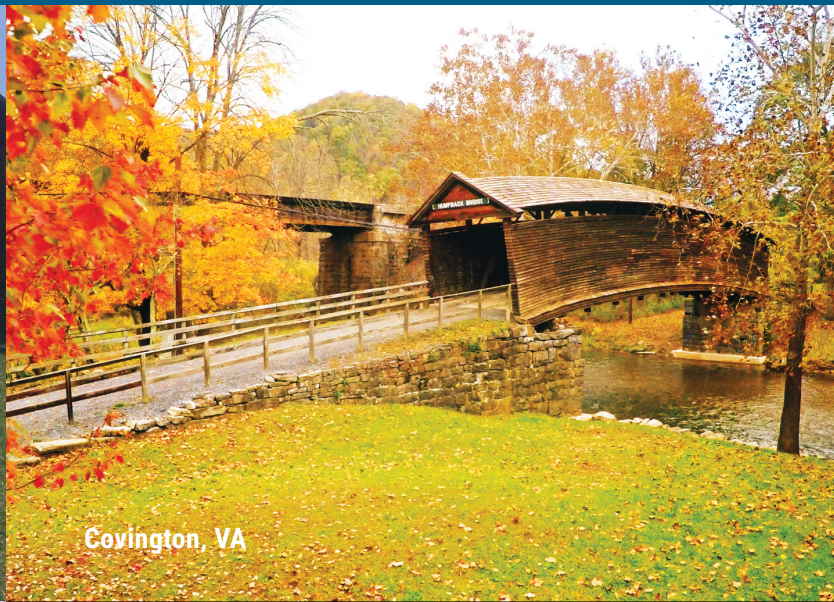
Roanoke, VA



Alleghany County, VA



Daleville, VA



Covington, VA



Alleghany County, VA



Roanoke, VA



Salem, VA



Craig County, VA



Roanoke Valley-Alleghany
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