

INTRODUCTION

Adopted on March 27, 2003, this Strategic Plan serves as a five-year guide for programs and services of the Roanoke Valley-Alleghany Regional Commission.

Each main category contains a goal with objectives, detailing strategies and tasks. The main categories include:

- Regional Cooperation and Coordination
- Economic and Community Development
- Information Services
- Transportation

REGIONAL COOPERATION AND COORDINATION

Goal: Provide a continuing and convenient forum for member governments to promote their common interests and build consensus on regional issues.

Objective #1: Serve as a catalyst for regional discussion and action.

Strategy #1: Identify and define critical regional issues and prepare a regional agenda. The regional agenda will support the development of programs/services in the Regional Commission's Comprehensive Work Program. The Regional Agenda will outline the priority economic/community development, transportation, and environmental needs of our member governments, the business community and citizens.

Time Frame: 1- year

Task 1: Talk with officials of member localities, economic development agencies, and civic leaders to help define critical regional issues.

Persons Responsible: Commission Members and Staff

Task 2: Prepare the regional agenda

Persons Responsible: Commission Members with staff assistance

Task 3: Develop tactics and strategies with assigned tasks, measures of success and timelines for implementing the regional agenda. The Commission should assess the implementation of projects on a quarterly basis.

Persons Responsible: Commission Members with staff assistance

Strategy #2: Create or identify forum(s) where localities can discuss regional issues as a whole, instead of considering one issue at a time.

Time Frame: 1-2 years

Task 1: Identify what the "environment" of the forum(s) should be and the desired outcomes.

Persons Responsible: Commission Members with staff assistance.

Task 2: Brainstorm possible forums (e.g., at a regular RVARC meeting or a special RVARC meeting) and decide on those that best fit the environment identified in Task 1.

Persons Responsible: Commission Members

Task 3: Ask each locality to commit key officials to participate in one or more forums.

Persons Responsible: Commission Members with staff assistance

Strategy #3: Develop and promote a regional legislative agenda that supports regional interests and issues of importance to member governments.

Time Frame: 1-3 years

Persons Responsible: Commission Members (possibly working through the Regional Leadership Summit group or the Mayors and Chairs group)

Strategy #4: Hold regular meetings with public and private officials from the region to help develop and implement the regional agenda and work program.

Time Frame: On-going

Persons Responsible: Commission Staff with assistance from Commission Members

ECONOMIC AND COMMUNITY DEVELOPMENT

Goal: Focus the resources of the Commission to help enhance the regional economic competitiveness of the region.

Objective #1: Coordinate and promote regional strategic planning for economic growth.

Strategy #1: Define the Commission's role for implementing the Regional Economic Strategy as developed by the Fifth Planning District Regional Alliance.

Time Frame: 6 months—1 year

Persons Responsible: Commission Members and staff, working with the Regional Alliance Board.

Strategy #2: Facilitate a process among localities to identify priority community development infrastructure needs (for example, a long-term water supply solution, stormwater management educational programs, water/sewer improvements in rural areas, etc.) and assist member governments in addressing these needs

Time Frame: 1-3 years

Persons Responsible: Commission Staff with assistance from Commission members and local governments.

INFORMATION SERVICES

Goal: Expand the research, mapping and other data service activities of the Commission to address elements of the Regional Agenda.

Objective #1: Establish a Regional Research Center to place the Commission as the premier research agency in the region.

Strategy #1: Establish a Regional Research Center as a “cost recovery center” to generate revenue for the Commission by selling data services to clients (not including member governments) requiring market information, computer mapping support and other technical assistance.

Time Frame: 2-3 years

Persons Responsible: Commission Staff

Strategy #2: Establish agreements with existing economic development organizations (e.g., the Roanoke Economic Development Partnership, the Alleghany Highlands Economic Development Corporation, and the Chambers of Commerce) to serve as their centralized research group to support their economic development efforts.

Time Frame: 1 year

Persons Responsible: Commission Staff working with local governments

Strategy #3: Prepare an annual economic and community development profile of regional trends and trends within individual communities.

Time Frame: 1-2 years

Persons Responsible: Commission Staff working with local governments and economic development groups

Strategy #4: Create an easily accessible “on-line information system” by expanding access to the Commission’s library (including an internet accessible Commission library catalogue) for citizens to review and/or acquire data and mapping resources.

Time Frame: 1- 3 years

Persons Responsible: Commission Staff

TRANSPORTATION

Goal: Strengthen the role of the Metropolitan Planning Organization and the Commission as the leaders in regional transportation planning.

Objective #1: Promote the role of the Roanoke Valley Area Metropolitan Planning Organizations (MPO) as the federally designated, regional transportation agency for the Roanoke urbanized area.

Strategy #1: Work with the Federal Highway Administration (FHWA), Federal Transit Administration (FTA), Virginia Department of Transportation (VDOT), and the Virginia Department of Rail and Public Transportation (VDRPT) to provide a stronger role for the MPO.

Time Frame: 1-3 years

Persons Responsible: MPO Policy Board with Commission staff

Strategy #2: Encourage the MPO to develop an agenda that will provide better focus and direction for transportation planning activities.

Time Frame: 2-3 years

Persons Responsible: Commission Staff working with the MPO Policy Board, Transportation Technical Committee and Citizens Advisory Committee.

Strategy #3: Encourage the MPO to pursue transportation projects that provide the greatest benefit to enhance the region's economy and quality of life.

Time Frame: 1-2 years

Persons Responsible: MPO Policy Board, Transportation Technical Committee and Citizens Advisory Committee with staff assistance

Objective #2: Promote intermodal transportation alternatives in the region.

Strategy #1: Encourage federal and state legislators to give greater consideration to intermodal transportation planning by promoting a greater focus on intermodal planning in the reauthorization of the TEA-21 legislation.

Time Frame: 1-2 years

Persons Responsible: MPO Policy Board with staff assistance

Objective #3: Promote innovative approaches to transportation planning.

Strategy #1: Work with the Virginia Department of Transportation, local governments, neighboring MPOs and local governments to develop a regional Intelligent Transportation System architecture and implementation plan.

Time Frame: 1-3 years

Persons Responsible: Commission Staff and MPO Policy Board