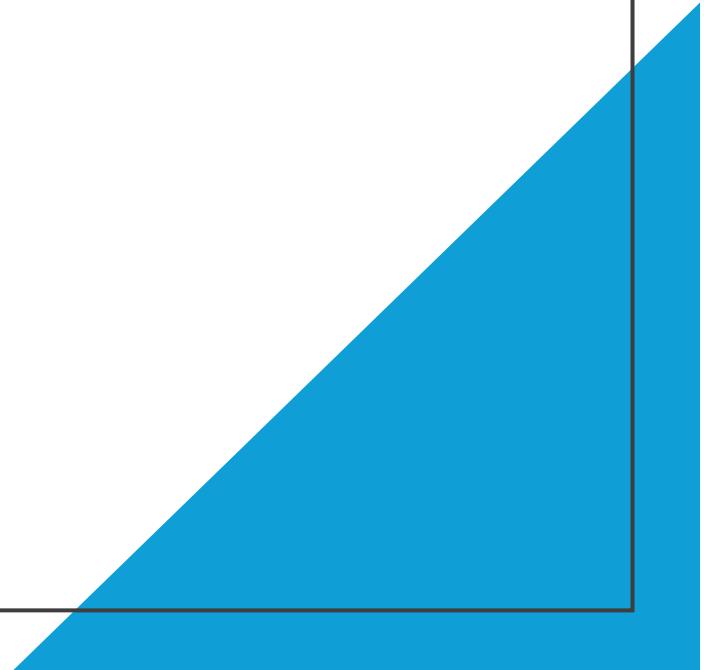


Virginia Walkability Action Institute

2025 Cohort

Roanoke Team



# VWAI 2025 Cohort



Prioritizing  
Active Transportation,  
Health, and Safety

- 9 month program (January to September 2025) including:
  - Two in-person sessions in Richmond
  - Monthly online office hours with VWAI staff
  - Monthly full-group technical assistance meetings
  - Site visit by VWAI staff
  - 5 distance learning modules led by experts in various fields
  - Opportunity to apply for special project funding (traveled to Richmond to make funding pitch and was awarded \$8k)
- Main goal for the program is for each team to create an action plan to improve walkability in their community
- Roanoke Team was Nathan Grim (Roanoke County), Ada Gibson (VDOT), William Long (Valley Metro), Jonathan Stanton (RVARC), and Tyler Teer (Roanoke County)
- Other participating teams were from Richmond, Charlottesville/Albermarle County, Danville, and Alexandria

# Overview of Study Area



# Action Plan Issue Description and Rationale

Insufficient accommodations for non-motorized road users in the Plantation Road/Hershberger Road/Hollins Road corridor create unsafe conditions when traveling within and to the area. This plan seeks to identify measures that would improve these conditions, resulting in a corridor that is safer and more livable for area residents, shoppers, employees, and travelers.

## Action Plan Objective 1:

Define the needs and barriers of users and potential users to encourage walkability within and to the area. This plan will build off of existing plans and studies such as the Roanoke County 200 Plan, VDOT's Pedestrian and Bike Safety Action Plan, and Roanoke County's Safe Streets and Roads for All Comprehensive Safety Action Plan.

# Strategic Action 1:

## Engage the community to identify issues they face in the corridor

### Plantation Road / Hershberger Road / Hollins Road Corridor Walkability Survey

Thank you for your time taking this survey. Please answer these questions regarding walkability in the study area as shown in the map below.



1. What is your relationship to the corridor? Select all that apply.

- Shop in the corridor
- Live in the corridor
- Travel through the corridor
- Work in the corridor



## We Want to Hear from You About Road Safety and Walkability!

Do you shop, live, travel, or work in the Plantation Road area near the intersections of Hershberger Road and Hollins Road?



Get involved and take our survey by Friday, May 23, 2025!

Scan the QR code with your Smart Phone camera or go to:



<https://www.surveymonkey.com/r/P-H-H>



# May 2025 Survey

- **211 paper surveys and flyers were mailed to property owners and occupants**
- **Additional surveys were distributed by hand to Edinburgh Square, Walmart, Food Lion, and 7-11**
- **Conducted focus group at Edinburgh Square**
- **51 Responses**

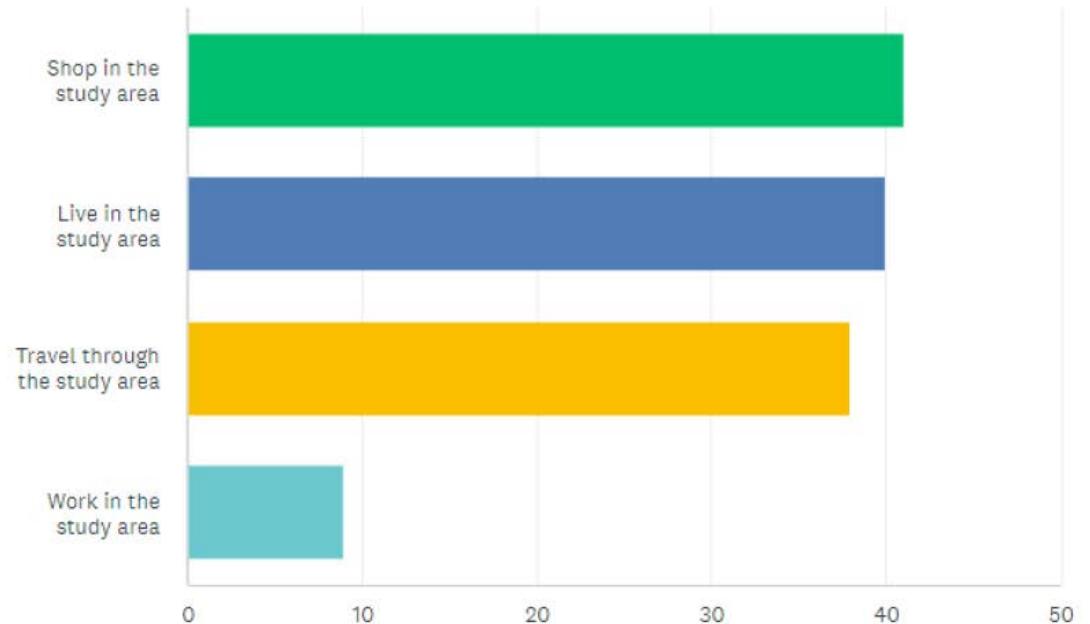


# May 2025 Survey Results

What is your relationship to the study area? Select all that apply.

Answered: 51   Skipped: 3

**Comment highlight:** “Walk when can but is becoming too dangerous”

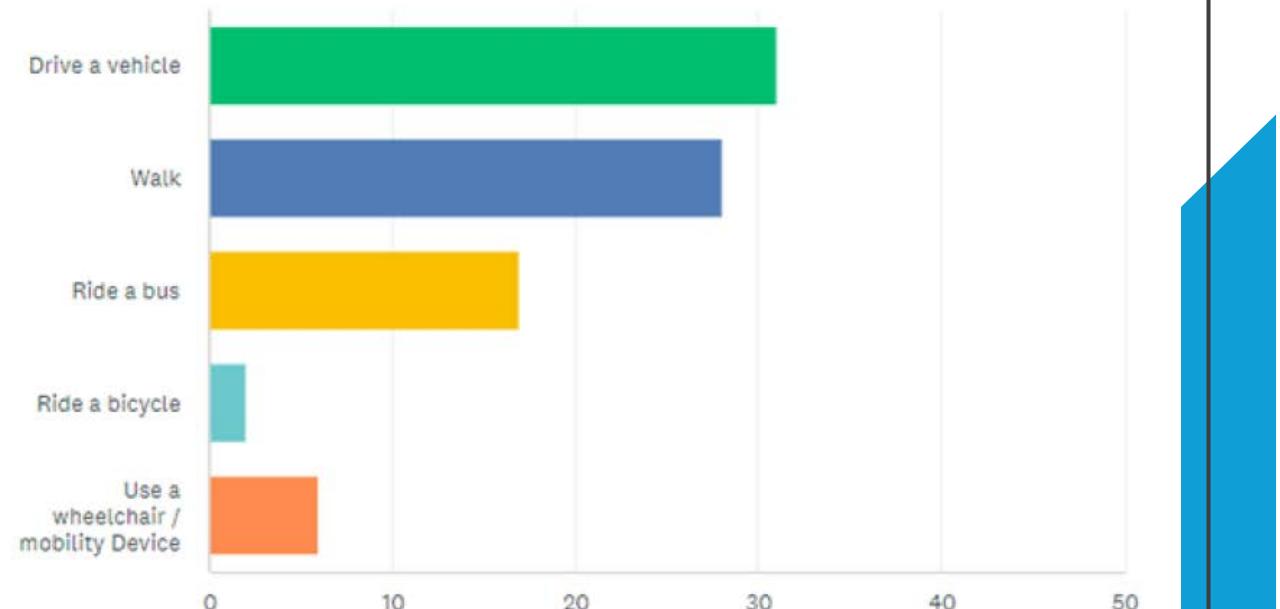


# May 2025 Survey Results

- Five respondents chose “other” and indicated that they are picked up by family
- Respondents were asked to provide any additional detail regarding their relationship to the study area and how they travel. Responses included:
  - Would love to be able to walk to stores
  - Not able to afford a car, must pay bus fare both ways to Food Lion/Walmart

How do you travel in the study area? Select all that apply.

Answered: 48 Skipped: 6

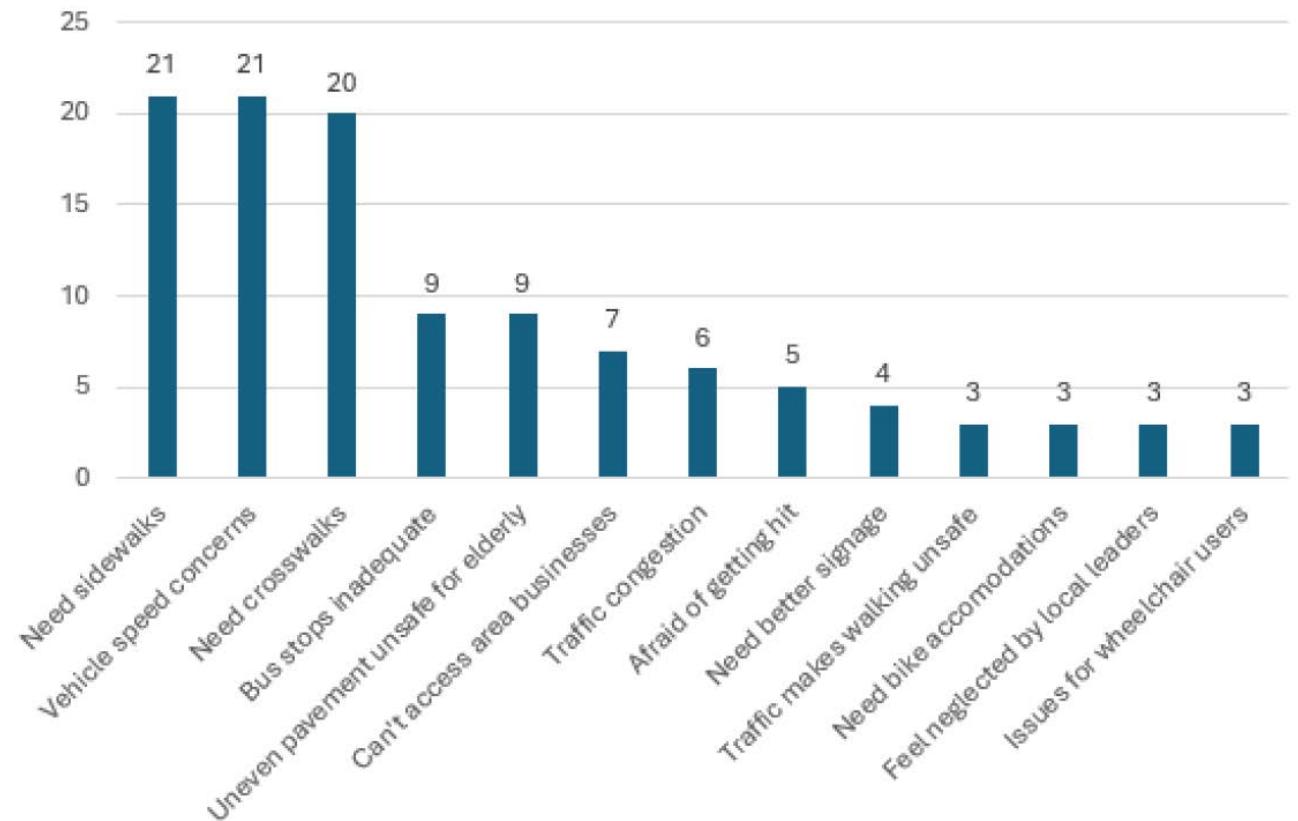


# May 2025 Survey Results

- **What safety issues and difficulties do you perceive when traveling in the study area?**

## Comment highlights:

- “Traffic! People (drivers) not paying attention to signs for the bus stop, or trying to make a left turn when trying to get out of Edinburgh. no traffic walk signs as Friendship Manor has. No sidewalks. We would love to be able to walk to Walmart or Food Lion or 711 in safety.
- “People walking in the roads and riding wheelchairs in the road. We need sidewalks so people can walk and ride the wheelchairs”
- “No sidewalk or level area. As a senior with a tremor condition it can be difficult to walk on uneven ground.”



## Strategic Action 2:

### Perform a Road Safety Assessment with a wide variety of stakeholders

- Performed May 29<sup>th</sup>
- Included representatives from Roanoke County, VDOT, VDH, RCPD, Roanoke Valley Greenway Commission, Valley Metro, and Bike/Bus advocacy groups
- Held classroom portion at the Fire and Rescue center in the study area



# RSA Report

- **Background on study area (roadway characteristics, crash data, demographics, summary of surveys)**
- **Detailed assessment findings**
  - Area-wide issues such as lack of bike/ped facilities, high vehicle speeds, lack of lighting, vegetation blocking sight distance, difficulty accessing transit
  - **Gave near term (0-2 years), intermediate (2-5 years) and Long-term (2-5 years recommendations) for each segment**

Plantation Road + Surrounding Area  
Pedestrian Road Safety Assessment

Roanoke, VA

May 29, 2025



Plantation Road + Surrounding Area  
PATHS Pedestrian RSA Report

## **Action Plan Objective 2:**

Identify recommendations for corridor using information from the previous objective

### **Strategic Action 1:**

Clearly detail the issues and barriers in the area to demonstrate the need for improved walkability

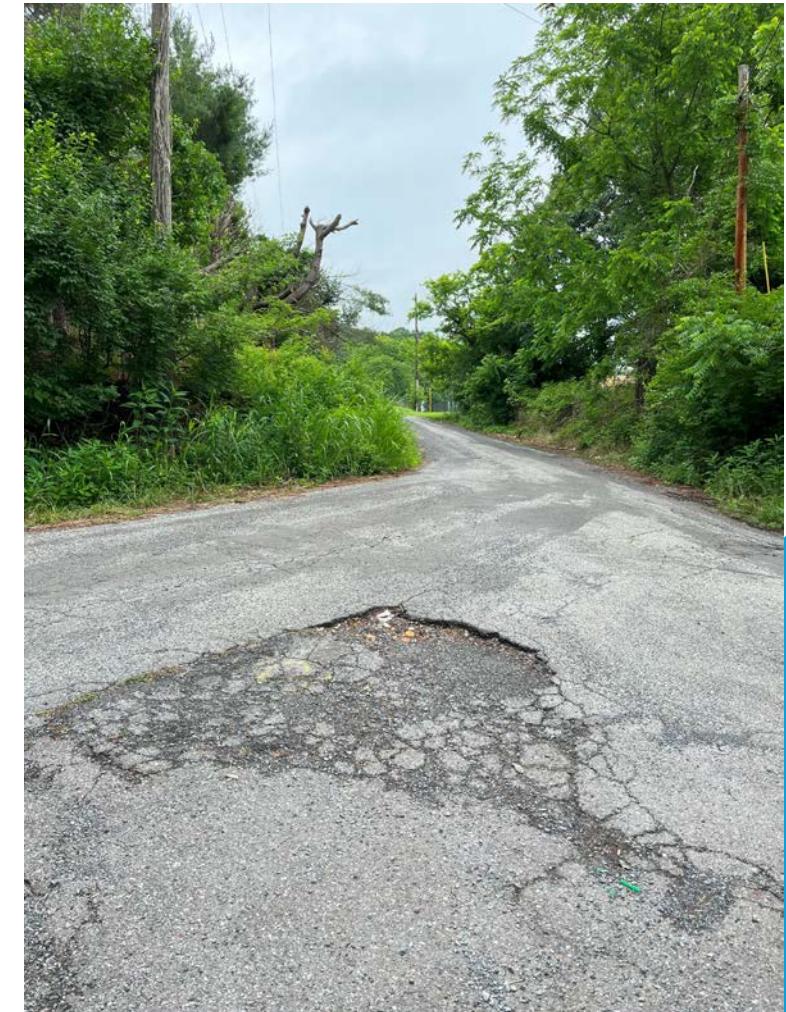
- RSA Report provides this

### **Strategic Action 2:**

Include a wide variety of recommendations, especially focusing on the possibility for a quick-build project

- RSA provides this, but limited opportunity for impactful quick-build projects

## Implementation So Far – Vegetation Clearing at Buckley Drive (before)



## Implementation So Far – Vegetation Clearing at Buckley Drive (after)

- Buckley Drive could potentially receive signage, road markings, and resurfacing as recommended in the RSA



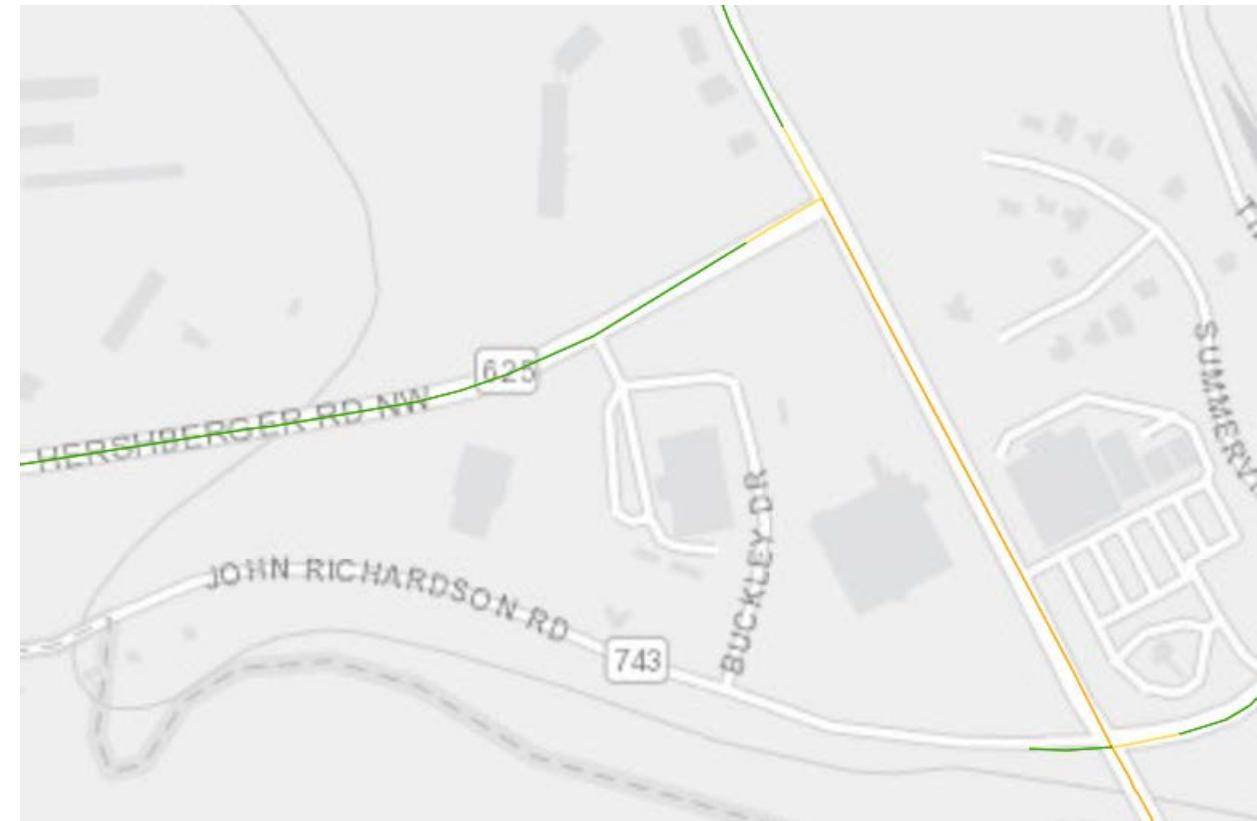
## Implementation So Far – Special Project Funding – Solar Lights at Transit Stops

- **Push-button activated solar lights**
  - Have discussed with VDOT, Roanoke County plans to install and maintain. Valley Metro has said they do not have anything that would restrict this
- **Will have three total at the highest-need stops**



# Future Plans

- Present to Roanoke County Admin to get support for improvements
- Possible SMART SCALE Application
- VTRANS needs show potential for high-scoring project
  - Plantation from Hershberger to Hollins is Priority 2 corridor
  - The rest of Hershberger/Hollins is Priority 3 and 4
  - Needs include transit/bike access, safety improvement (very high), and ped safety improvement (high)



# Questions

