

<b>ACTION PLAN</b>	
<b>COMMUNITY/LOCALITY</b>	
Roanoke County	
<b>ISSUE DESCRIPTION AND RATIONALE</b>	
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.	
<b>ACTION PLAN GOAL #1</b>	
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.	Lead (Party/Department Responsible): Roanoke County Planning
	Contributing Partners/Stakeholders: VDOT, RVARC, Valley Metro (employees and transit users), employees of businesses, residents in and around area (especially from Edinburgh Square), transit riders, advocacy organizations, Roanoke County Police, Roanoke County Fire and Rescue, employers, Virginia Department of Health
	Resources Required: Surveys, staff time
	Constraints/Barriers: Ensuring that all parties are informed and engaged, and are motivated to fully participate in a productive way, especially Edinburgh Square residents and transit riders, who are not the usual participants in County studies
	Success Metric(s): Acquiring strong data from a wide variety of users to show how corridor is used. Utilize a survey in digital and paper form that will be distributed in a focus group at Edinburgh Square, at transit stops, by mail to area

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	property owners and occupants, and at corridor businesses that asks how users travel in the corridor and what their relationship is to it.
	Timeline/Due Date: Before Road Safety Audit in May
Strategic Action 2: Perform a Road Safety Assessment with a wide variety of stakeholders.	Lead (Party/Department Responsible): Roanoke County
	Contributing Partners/Stakeholders: VDOT, RVARC, Valley Metro (employees and transit users), employees of businesses, residents in and around area, Roanoke County Police, transit riders, advocacy organizations, Roanoke County Fire and Rescue, employers, Virginia Department of Health, PATHS team
	Resources Required: Camera, vests, helmets, clipboards, pens, etc
	Constraints/Barriers: Scheduling to make sure that a sufficient representation of stakeholders can attend
	Success Metric(s): Completed RSA
	Timeline/Due Date: Date of RSA in May
Objective 2: Identify recommendations for corridor using information from previous objectives	
Strategic Action 1: Clearly detail the issues and barriers in the area to demonstrate the need for improved walkability	Lead (Party/Department Responsible): Roanoke County
	Contributing Partners/Stakeholders: VDOT, Valley Metro, RVARC
	Resources Required: completed RSA, data from community engagement
	Constraints/Barriers: Staff time, ensuring that previous steps are done well

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			Success Metric(s):
			Timeline/Due Date: VWAI closing session
<p>Strategic Action 2: Include a wide variety of recommendations, especially focusing on the possibility for a quick-build project, which could be a catalyst for this type of project that hasn't been done being more possible in other locations. Specific quick build renderings would be included as a result of recommendations from the RSA, which will inform what projects would be most feasible and most strongly recommended.</p>			Lead (Party/Department Responsible): Roanoke County
			Contributing Partners/Stakeholders: VDOT, Valley Metro, RVARC
			Resources Required: completed RSA, data from community engagement, information from Strategic Action 1
			Constraints/Barriers: Money for improvements, political will to make pedestrian improvements that may affect vehicle access, VDOT road design constraints, concurrence with area businesses
			Success Metric(s):
			Timeline/Due Date: VWAI closing session
<b>Short Term Outcome(s) Measure Description</b>	<b>Baseline Value</b>	<b>Target Value</b>	<b>Data Source</b>
<b>Key Deliverables/Milestones</b>	<p>Community engagement report</p> <p>Road Safety Assessment</p> <p>Overall report with recommendations for use by County planning staff to use when collaborating with VDOT or prioritizing projects with County Administration</p>		
<b>Setting(s):</b>			
<b>Population of Focus</b>	<b>Details</b>		
<b>Age</b>	Inclusive, representative of population that utilizes study area, especially including elderly home		

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<b>Ethnicity</b>	Inclusive, representative of population that utilizes study area
<b>Sex</b>	Inclusive, representative of population that utilizes study area
<b>Geography</b>	Within study area
<b>Race</b>	Inclusive, representative of population that utilizes study area
<b>Sexual Identity</b>	Inclusive, representative of population that utilizes study area
<b>Other Populations</b>	
<b>Mode of transportation</b>	Transit, pedestrian