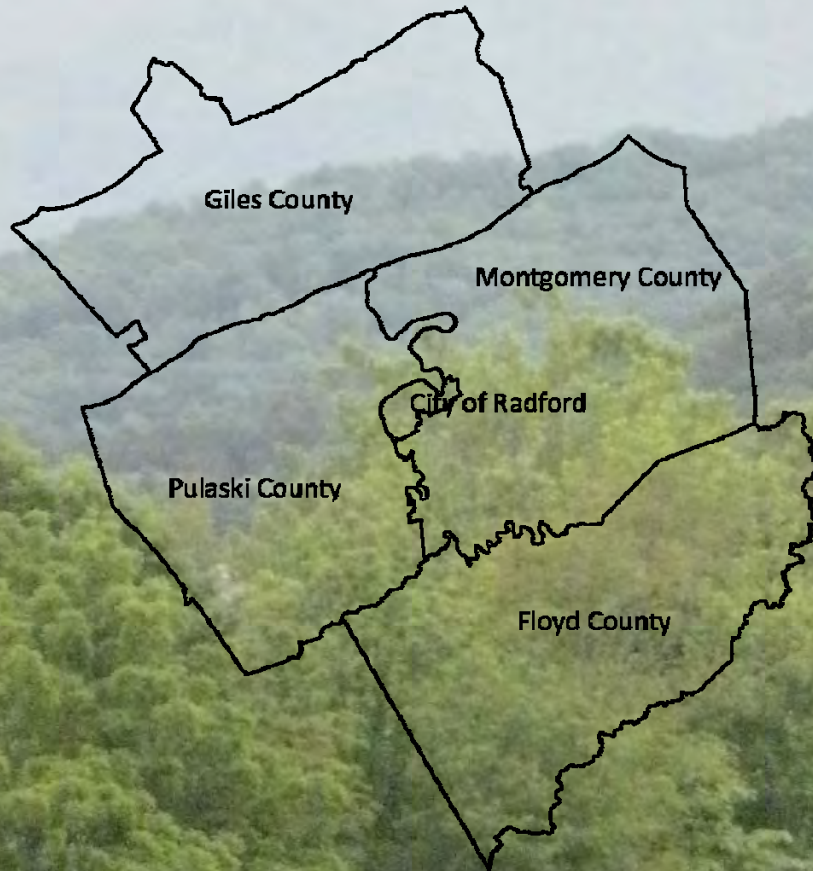
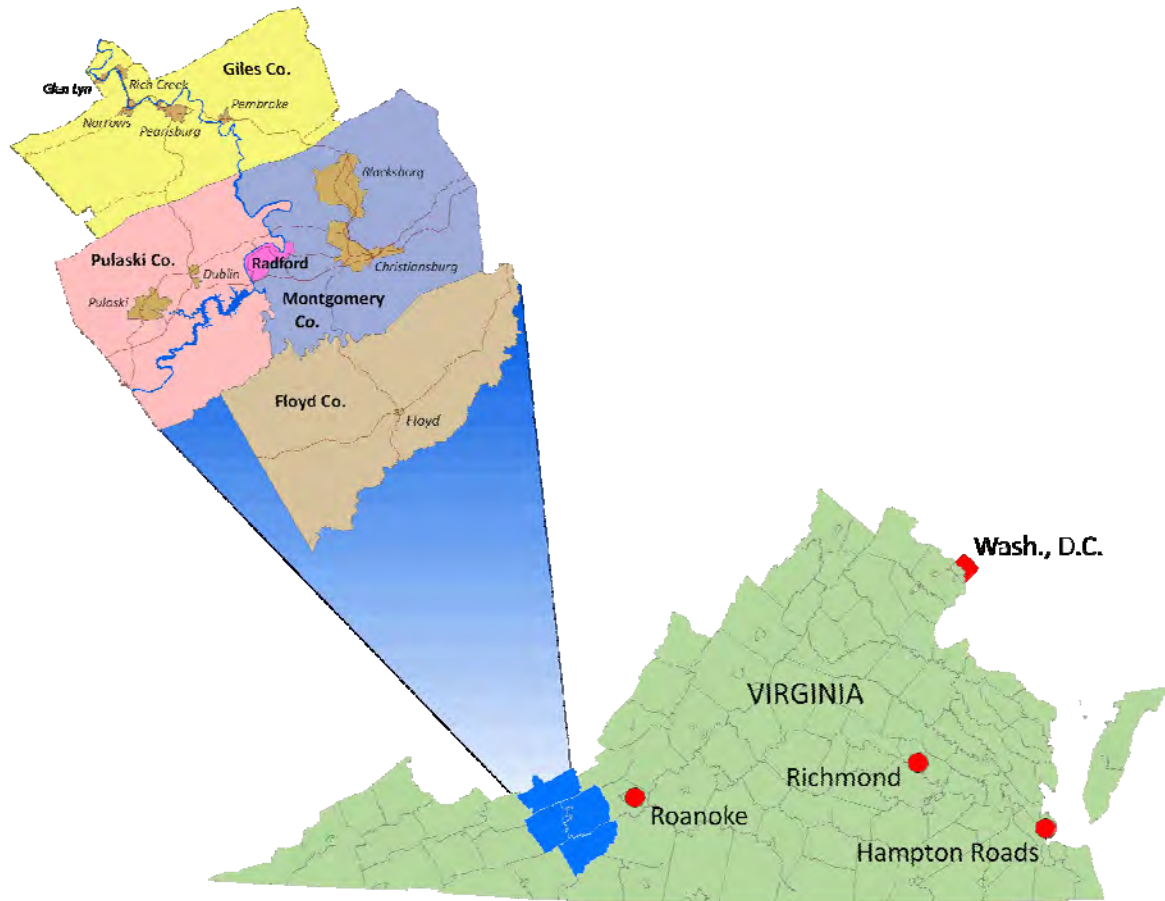


New River Valley Planning District Commission

FY 2009 - 2010 ANNUAL REPORT



Virginia's New River Valley



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EXECUTIVE DIRECTOR'S REPORT

*Dear Board of Commissioners and
Citizens of the New River Valley,*

Fiscal Year 2010 was a year of seeking new opportunities in the New River Valley. As budgets became more challenging due to the economic climate, opportunities to save money and different ways to ensure the region's prosperity were pursued. While the challenges of the economy were recognized in numerous instances, regionalism often prevailed to pursue the new opportunities. The following projects are shaping the regional agenda as the New River Valley celebrates over 40 years of regional cooperation.

In February, the height of annual budget preparation for localities, a meeting was called between all county administrators, city/town managers and regional agency directors to discuss ways of working together to save money. The meeting resulted in identifying a long list of ways to work together with action being taken on joint purchasing. An informal working group called the NRV Regional Partnership, comprised of the chief administrative officials, continues to identify ways of saving money and being creative in addressing community needs. Hopefully the work of the Partnership will result in easing budget concerns come February 2011.

Arguably, one lesson learned from the changing economy has been that diversification of the region's economy will help sustain us in lean times. One element of diversification gaining momentum in the region is tourism. For over two years tourism stakeholders including chambers of commerce, small businesses and local governments have discussed working together on a tourism project. The stakeholders identified a regional website as their top priority project. The website project is shaping up to be a clearinghouse of regional assets that

will promote outdoor recreation along with the natural and cultural assets of the region.

The Commonwealth of Virginia, along with Planning District Commissions and local governments are also supporting the establishment of tourism infrastructure through the development of The Crooked Road: Virginia's Heritage Music Trail and 'Round the Mountain: Southwest Virginia's Artisan Network. Numerous partners throughout Southwest Virginia are working to elevate the awareness of our natural and cultural assets both nationally and internationally. The focus of promoting these assets is to encourage rural economic development in new and unique ways, primarily by supporting and empowering existing residents along with creating a quality of life to attract businesses and entrepreneurs.

A key component to creating new rural economic opportunities is providing the necessary infrastructure to conduct business via broadband internet. Since 2003 the region has been actively planning a broadband network through the New River Valley Network Wireless Authority. In FY 2010 the Authority made an application for stimulus funding to run fiber from Wytheville to Christiansburg and into Pearisburg. The application was not selected in the first round; however, the Authority received significant guidance toward making a successful second-round application in early FY 11. This infrastructure will help the private sector deliver more internet access in rural areas along with increasing the existing capacity.

While new economic sectors are blossoming, the region remains focused on traditional economic development through the extension of water and sewer service to the New River Valley Commerce Park. Pulaski County Public Service Authority and the City of Radford have worked diligently to provide water service from the City to the Commerce Park and the eastern part of Pulaski County.

This joint project exemplifies regionalism. The City has excess water capacity and the Pulaski County PSA has a demand for water at the Commerce Park, along with a growing population in the eastern part of the County, so a partnership was developed and a regional project is moving closer to completion because of the cooperation.

While the economy continues to change and have an impact on businesses and governments within the region, new opportunities are being pursued across the New River Valley. Throughout my first year as Director of the Commission I have been truly inspired by the ability and willingness the region possesses to work together. A week does not go by without someone asking me, or other commission staff, how they might accomplish their goals in working with another partner. As we embark on another year we will endeavor to provide the necessary planning, coordination, and cooperation to make the New River Valley the most competitive and desirable region possible.

The following report describes many more projects the Commission worked on during the FY 09-10 year.

Sincerely,

Kevin R. Byrd, AICP
Executive Director



REGIONAL COOPERATION

Emerging Regional Cooperative Efforts

Coordination and cooperation continue to be desirable approaches to accomplishing goals. This year localities in the region made strides in regional projects that include tourism, water source sharing, broadband infrastructure and joint purchasing. Each of these projects experienced a success story this year and will be building programs in the next year to ensure continued success toward implementation.

Significant potential exists in several areas where localities have expressed interests in working together, such as developing a regional energy plan along with food systems planning and sustainable community planning. Work continues to identify funding sources to develop these programs and partnerships.

Water source sharing continues to be a key issue in regional dialogue, notably between Pulaski and Radford, in support of joint needs at the Commerce Park and also assuring that VDOT designs into the Rt. 114 bridge replacement the ability to carry utilities between Pulaski and Montgomery counties.

Virginia's First Regional Industrial Facility Authority

Virginia's First Regional Industrial Facility Authority's first project was the creation of the New

River Valley Commerce Park. The work of the Commerce Park Participation Committee is reviewed in another section of this report. During FY10, the Authority has been working with regional partners to further develop efforts with the nanotechnology industry cluster development including identifying private sector partners and potential funding. The Authority continues to seek quality economic development opportunities which create local benefits through joint projects.



The *Vision 2020* regional strategic plan, *Community First: Harnessing Change and Building Connections* (2003), was updated in 2009. **Community First: Regional Partners in a Global Marketplace** is the 2009 update to the New River Valley's Vision 2020 Strategic Plan. Recognizing the value of working together, to accomplish long- and short-term goals, and the need to share resources across political lines, the area's citizens built a plan highlighting "regional" goals, objectives, projects and programs in this newest update.

The vision areas from the 2003 update were modified to **People, Business/Industry and Employment, Natural and Cultural Resources**, and

Infrastructure. Several regional initiatives in the areas of telecommunications, regional housing assessment, and cooperative regional governmental forums have begun under the impetus of this vision. Greater connections between and among governments, non-profits, and grassroots community groups can also be attributed to efforts under the regional *Community First* umbrella.

Regional Planning Forum

The Commission supports communication and training between local government planning departments by coordinating a Regional Planning Forum. The Regional Planning Forum meets bi-monthly at a rotating host community to discuss the latest issues concerning planning in the region. The Planning Forum has made it their goal to provide at least one training session annually open to all local government Planning Commission members in the region. The Commission hosted the third training session on April 28th of this year.

The session was an overview of Residential Alternative Energy and Applications. Members of the community personally involved with residential alternative energy and local business involved with construction of facilities, gave overviews of residential wind and solar facilities from the perspective of an applicant. The session was well attended with close to 60 Planning Commissioners from the area.

Plans are underway to hold another training session in April of 2011.

Regional Partnership

The New River Valley Regional Partnership is a collaborative effort between all 15 local governments in the region and several regional agencies that serve the New River Valley. The purpose of the Partnership is to maximize resources by working together. The Partnership began meeting in February 2010 and is currently focusing on joint purchasing opportunities among several other topic areas. The NRVPC website contains a page dedicated to the Partnership and serves as a place to access resources on surplus items and future equipment purchases.

NRV Tourism Website

For nearly two years a group of tourism stakeholders comprised of local governments, chambers of commerce, and tourism businesses in the New River Valley have been meeting and discussing projects to accomplish together. A joint website was identified as their top priority. In October the group asked the PDC to assist in preparing a grant application to the Virginia Tourism Commission for Marketing Leverage Funds. The project was funded and since the first of the year they have embarked on designing a site to market the collective tourism assets of the region. The focus of the site will be on outdoor recreation and cultural heritage. The first phase of the site is anticipated to be complete in October with final completion scheduled for February 2011.

New River Valley HOME Consortium

June 30, 2010 marked the end of the New River Valley HOME Consortium's third year of funding. The HOME Program, established in 1990 by the Department of Housing and Urban Development (HUD), is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low to moderate-income households. Funds are eligible for activities such as homeowner rehabilitation, new construction of single family or multi-family homes, acquisition of property, and demolition of substandard housing as well as architectural fees, feasibility studies, homebuyer's counseling, and other finance-related costs. The HOME funds require a 25% non-federal match by the Consortium, a way of ensuring commitment from the localities.

Over the past year, the NRV HOME Consortium completed the following activities:

- The Consortium was able to leverage \$1.4 million from DHCD's Community Development Block Grant program by committing \$358,000 in HOME funds to the Dora Highway Neighborhood Revitalization Project (Town of Pulaski).
- The Consortium was able to leverage \$1.0 million from DHCD's Community Development Block Grant program by committing \$294,000 in HOME funds to the Baskerville Neighborhood Rehabilitation Project (Pulaski

County).

- The loan was closed on two single family rehabilitations in Pulaski County.
- Ten new infill homes were constructed and sold to low-income households on Cedar Hill Drive in the Town of Blacksburg.
- Construction began on the rehabilitation of Old Farm Village, a subsidized apartment complex in Montgomery County.

The HOME Consortium Board meets quarterly.



Before: Vacant commercial building and site of rental project in the City of Radford.



After: One of eight one-bedroom units.



New construction single-family home in the Town of Blacksburg, built by Community Housing Partners.

Green Infrastructure Planning

The Green Infrastructure Initiative in the New River Valley has focused this year on completing asset mapping to identify important natural areas in the region. For approximately 18 months, the NRVPCD and the Green Infrastructure steering committee worked with the Conservation Management Institute (CMI) from Virginia Tech to identify appropriate datasets and methods to use to map the region's natural resources. The group utilized methods recommended by the Green Infrastructure Center, Inc. of Charlottesville that purposely did not assign values to land, but rather inventoried the current assets of the region.

Utilizing these methods, CMI and the NRVPCD produced a set of nine maps that illustrate six themes of green infrastructure in the region. These themes are based on goals developed by the steering committee that focus on different aspects of natural and cultural assets that make the New River Valley unique. The six goals include: Water Resources, Forest and Farming Lands, Natural Hazard Areas, Habitat and Ecosystem Diversity, Recreation and Health, and Cultural Heritage.

Figure 1 illustrates the base map that includes all the ecologically significant

areas in the NRV. These lands were identified during a Department of Conservation and Recreation study in 2005 that classified natural lands based on their importance and significance as open spaces. The steering committee chose to use this dataset and modify it to reflect regionally significant lands due to the objective manner in which DCR identified and classified lands.

Figure 2 illustrates how one of the themes is depicted in conjunction with the base map by illustrating how large agricultural parcels can complement the large forested areas identified in the base map. These are additional areas to target for conservation through future land use decisions and other efforts to keep these working lands as working lands.

To accompany the mapping products, NRVPCD staff

developed a new project website (available at: www.nrvpcd.org/GreenInfrastructure/greeninfrastructure.html). This website replaces an outdated project website to be more informative and visually appealing for visitors. The purpose of this website is to function as a resource for interested individuals and communities to learn more about the region's natural and cultural assets and what can be done in various communities to conserve these resources. The website also provides an informative and professional portal that is widely available to communities outside the region that can learn from the NRV's experiences utilizing green infrastructure planning.



Figure 1. Base Map

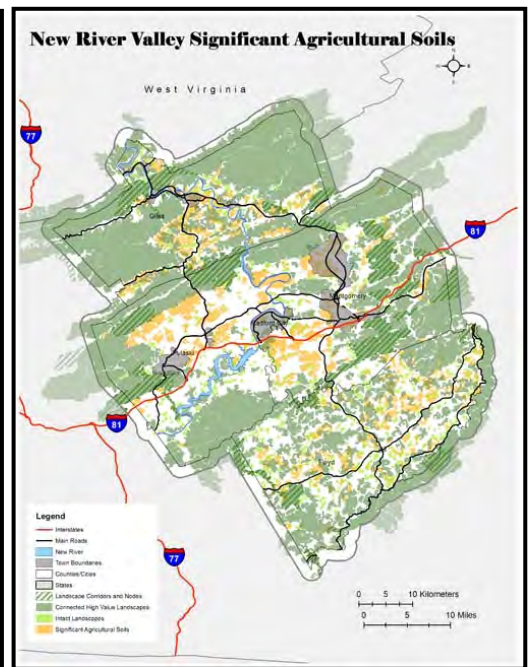


Figure 2. Base Map + Agricultural Soils



'Round the Mountain, Southwest Virginia's Artisan Network, is a non-profit organization working to foster economic development in Southwest Virginia by focusing on the craft and culture of the region. Through this work 'Round the Mountain is developing the reputation of Southwest Virginia as an important region for the handmade and homegrown, one that will be known and respected far and wide, a place recognized for its natural beauty, its quality of life and its arts and crafts. 'Round the Mountain represents 19 counties and 4 cities, with the New River Valley serving as its northernmost boundary. This year 'Round the Mountain celebrated a major milestone in obtaining the organization's 500th member. The organization is also celebrating the establishment of several trail brochures in New River Valley counties. The trail brochures are maps that highlight the work of 'Round the Mountain members and encourage people to visit artisan studios, craft venues, farms, restaurants, lodging and other points of interest. Floyd County and Montgomery County completed their trail brochures this year with Pulaski County and City of Radford working together on a brochure due out in fall 2010 and Giles County is scheduled for production in fall/winter of 2010. NRVPDC staff serves on the Board of Directors for 'Round the Mountain along with the Trail

Development Committee and the Development Committee.

ECONOMIC DEVELOPMENT

New River Valley Development Corporation

The Development Corporation is chartered as an economic development organization and continues to seek opportunities to be a force in developing economic initiatives throughout the NRV.

The Corporation's staff remained active in economic development activities during the year.

The Development Corporation disseminated business information, produced printed promotional materials, helped build resources and networks, and assisted with financial packages for small businesses and entrepreneurs.

Additionally, the program has provided support to downtown businesses, localities, non-profit organizations, individuals and entrepreneurs located within the New River Valley as well as the New River Valley Competitiveness Center Business Incubator tenants, keeping in line with the Corporation's mission.

Incubator Services

The Corporation has continued its work in developing a management and training incubator network among the incubator facilities in the New River Valley. The following

report presents highlights of the past year.

New River Valley Competitiveness Center

The New River Valley Competitiveness Center, a small business incubator, completed its tenth year of operation. Since the beginning of the Center in April 1999, 49 new businesses have been assisted with the creation of over 350 new jobs. Twenty-two tenants, including seven regional agencies, currently occupy the incubator; it is now at 78% occupancy. By the end of June 2010, the Center, through a partnership with the County of Pulaski, provided business technical assistance to several additional clients not located in the Center.

In November 2009, the County of Pulaski assumed management of the incubator in an effort to make the operations more efficient and less costly. The County has partnered with Beans & Rice, Inc. (a local community development and educational non-profit with a goal of increasing the education and marketability of the local workforce) to begin providing small business classes, such as the CoreFour and FastTrak seminars to tenants and prospective small businesses. To date, these classes have been provided around the region. Beginning in September, 2010, they will be a focus of the Competitiveness Center to encourage existing and prospective tenants to take full advantage of their offerings. The Micro Solutions Program sponsored by a coalition of

entities, including the Development Corporation, allows the Center to help clients connect to area business technical assistance programs to further grow their business, by providing services that include lending, training, technical assistance and mentoring to current and aspiring entrepreneurs.

The Competitiveness Center will continue to offer an in-house revolving loan fund for business expansion to several incubator tenants through the Development Corporation in addition to other local revolving funds offered throughout the region. The overall strategy of the fund is to use a public/private partnership to finance viable projects that typically would not otherwise meet conventional lending standards. In the end, it comes down to helping clients get what they need to grow their business.

The following new tenants expanded their business within the Competitiveness Center in fiscal year 2010.

- **Communicate Consulting** – a marketing consultant for small businesses and non-profits with a focus on marketing strategies, graphic design and public relations/event planning.
- **Evergreen Insulation** – a small construction firm focused solely on improvement of energy efficiency in new home construction and existing home renovations.
- **MACO Tools** – a precision machining and fabrication

company focused on providing needed services to local industries around the NRV region.

- **Clay Computer Services** – technology consultant providing computer-related assistance to individuals and small businesses around the NRV region.
- **INTER Materials** – a company with two major SBIR Phase II Research & Development programs focusing on (1) thermoplastic matrix ballistic helmets and (2) development of a scratch and abrasion resistant coating for polymer windscreens primarily for helicopters.
- **BAE Systems** – a defense, security and aerospace company that provides services for air, land, and naval forces in addition to advanced electronics, security, and information technology solutions.

Special Programs and Marketing

BREW: The New River Valley Development Corporation continued to partner with the Entrepreneur Coalition to provide free start-up Business Resource Entrepreneur Workshops (BREW) to Pulaski County entrepreneurs and businesses. BREW workshop classes were open to the public and were taught by New River Valley business professionals. These sessions were designed to give the beginner entrepreneur an opportunity to get vital information on how to get a business started.

Competitiveness Center Works With External Clients: Business incubation programs catalyze the

process of starting and growing companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful. The Center focuses on start-up needs by providing assistance in preparing a formal business plan, building networks, locating tools to market a business, and aid in generating an infusion of cash to get their businesses off on the right foot. This is why it is important for Small Business Incubators to team up with local Small Business Development Centers (SBDC's), private economic development partnerships, and officials from towns and counties to create a local environment that stimulates balanced economic growth through job creation and business assistance.

The Competitiveness Center continues to partner with networks to nurture start-up firms who wish to retain and foster the growth of existing businesses, attract new businesses, and bring career opportunities to local residents by providing training courses and create a way to increase local entrepreneurs' chance of securing capital through private and federal programs.

New River Valley Commerce Park

The Commerce Park is a joint economic development site that would not otherwise be affordable by individual local governments. The park was originally envisioned as a premiere location for technology-based manufacturing which

required space, high investments in machinery and the tools of production, quality water supplies, and the potential for access to international travel and shipping. Changing market conditions have led the Commerce Park owners to reevaluate how the site is marketed to prospects. Those efforts have been ongoing this year.

The Commerce Park includes over 900 acres, is immediately adjacent to the New River Valley International Airport where US Customs is providing Port of Entry Services, and is in a suitable location with low potential for natural disaster interruption of business.

The localities who jointly invested in the future include the Counties of Bland, Craig, Giles, Montgomery, Pulaski, and Roanoke, the Cities of Radford and Roanoke, and the Towns of Dublin, Pearisburg, and Pulaski. The eleven member Participation Committee has elected Chris McKlarney, Giles County representative, as its Chairman; Basil Edwards, City of Radford representative, as Vice Chairman; and Shawn Utt, Pulaski County representative as Secretary/Treasurer.

During FY 09-10, the Participation Committee has provided as-needed assistance to the Pulaski County Public Service Authority for the water and sewer capacity expansion project.

HUMAN SERVICES

Housing Partnership of the New River Valley

The Housing Partnership is comprised of housing and service providers in the New River Valley which meets monthly to discuss issues that affect low-to-moderate income households. These meetings allow members to share relevant projects within their agencies, discuss methods of collaboration or coordination, and share funding opportunities available for homelessness or homelessness prevention.



This past fiscal year the DSB worked to update its goals and missions as an organization. The Board, independent from the state's Department of Rehabilitative Services after a 2008 budget cut, has decided to pursue more educational and advocational roles within the region. The group's intent is to strengthen its method of assessing the needs of disabled populations and focusing on the greatest needs to provide education, awareness, and collaborate with existing agencies and organizations in the region.

This year, the DSB also provided input and feedback on the Hazard Mitigation Plan, currently being updated by the Planning District Commission.

New River/Mount Rogers Workforce Investment Board

The following is a summary of PY'09.

Special Projects

Utilizing Incentive funds, the New River/Mount Rogers WIB partnered with various organizations to support the following special projects.

- In partnership with local Adult Education providers promoted GED and Lifelong Learning Week (October 19-23, 2009) in Area 2.
- In partnership with People Inc. of Virginia and Virginia Highlands Community College, funded a Career Exploration Camp for WIA Youth. This camp offered exposure to various career occupations throughout a weeklong camp. Sixty (60) WIA Youth from the counties of Washington, Smyth, Wythe and Bland as well as Bristol City explored several different occupations. The camp had guest speakers and various activities designed to expose the youth to as many career occupations as possible.
- In partnership with local youth service providers, supported several youth forums to identify areas of need for our youth and to develop a service plan to meet identified needs.

Job Fairs PY 09

NRV Job Fair Expo – Spring

March 25, 2010 held at New River Community College. Over 50 employers were represented and an estimated 325 job seekers were served.

Partners: DRS, Partners for Self Sufficiency (the 5 NRV DSS offices), NRCC, NRCC Workforce Development, NR/MR WIB, and VEC.

Regional Collaboration

The New River/Mount Rogers Workforce Investment Board, through its partnership with surrounding Workforce Investment Areas or through a statewide collaborative effort, has received funding for participation in the following grant initiatives.

Green Grant Initiative: Western Virginia CREATES (Construction, Retrofitting, and Energy-Efficiency Assessment Training and Employment Systems) is a regional partnership that was funded through the American Recovery and Reinvestment Act (ARRA) with a U.S. Department of Labor “*Energy Training Partnership*” grant (award total \$3.8 million) to teach workers the skills required in emerging energy efficiency and renewable energy industries and to connect those workers with employers needing to move their businesses forward in the green economy. This collaborative partnership includes Community Housing Partners, Virginia Tech, NewVA Corridor Technology Council, New River Community College, Wytheville Community College, Virginia Western Community College, New River/Mount Rogers Workforce Investment Board and Virginia Western Workforce Development Board and covers 21 jurisdictions in Southwest Virginia (the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski,

Smyth, Washington, Wythe, Alleghany, Botetourt, Craig, Roanoke, and Franklin and the cities of Bristol, Galax, Radford, Salem, Roanoke, and Covington). Community Housing Partners is the grant recipient and acts as fiscal agent. Currently the two WIBs are in the process of outreach and taking applications from the unemployed, under-employed and small business owners for program participants (and assessments are being done to determine eligibility), equipment is being purchased by the community colleges, new curriculum is being developed between VT and the three community colleges and outreach to employers is ongoing by all partners. The grant runs January 15, 2010 through January 14, 2012.

Western Virginia HITE Grant: Western Virginia HITE (Health Information Technology Education) initiative is a regional partnership that was funded through a U.S. Department of Labor “*Community-Based Jobs Training*” grant (award total \$4.7 million) to provide training opportunities for medical records specialist/health information technicians, medical assistants, pharmacy technicians, licensed practical nursing (LPN) and registered nursing (RN) occupations. The HITE initiative will provide training to incumbent workers, unemployed and underemployed in electronic medical records management through the five community colleges. This collaborative partnership includes Mountain Empire Community College, Southwest Virginia Community College, New River Community

College, Virginia Western Community College, grant recipient & fiscal agent Virginia Highlands Community College, Southwest Virginia Workforce Board, New River/Mount Rogers Workforce Investment Board, Western Virginia Workforce Development Board, Virginia Tech, University of Virginia’s College at Wise, Carilion Clinic, Montgomery Regional Hospital (HCA), Pulaski Community Hospital (HCA), Clinch Valley Medical Center (Lifepoint), Holston Medical Group, Buchanan General Hospital and select locations of Mountain States Health Alliance and covers 29 jurisdictions in Southwest Virginia (the counties of Buchanan, Dickson, Lee, Russell, Scott, Tazewell, Wise, Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, Wythe, Alleghany, Botetourt, Craig, Roanoke, and Franklin and the cities of Norton, Bristol, Galax, Radford, Salem, Roanoke, and Covington). This grant was awarded July 1, 2010. The partners will be scheduling a meeting in the next month to set out the process for implementing this grant.

Statewide On the Job Training Grant: This statewide collaborative initiative will provide funding of \$1.5 million across the state to support on the job training for displaced workers who are experiencing prolonged unemployment. Participants will be given a chance to “earn and learn” which means they will develop applicable occupational skills while earning a paycheck. Employers participating in this on the job training project will

receive partial reimbursement to offset the extraordinary cost of training workers. This project will help workers become proficient in needed skills more quickly, which will serve to encourage employers to hire workers sooner than perhaps initially planned, facilitating the private section hiring of well-qualified individuals to contribute to their bottom line and spur economic recovery.

American Recovery and Reinvestment Act

The WIB received over \$2.2 million in ARRA funds beginning in May, 2009. During the summer of 2009, 386 youth were provided with summer employment and work readiness instruction. Seven hundred dislocated workers were served using ARRA funds as co-enrollments with the TRAA program. One hundred adults were served throughout Area 2. At the end of June, 2010, \$1.8 million of ARRA funds had been expended on services to eligible clients. It is projected that all ARRA funds will be exhausted by December 31, 2010.

PY'09 Service Levels

During the period July 1, 2009 to June 30, 2010, the Workforce Investment Board achieved the following service levels.

- Adult/Dislocated Workers Served – 688
- Funds Expended - \$955,000
- Youth Customers Served – 235
- Funds Expended - \$ 500,000

PLANNING/TECHNICAL ASSISTANCE

Pulaski County Comprehensive Plan

The NRVPC assisted Pulaski County in the update to their Comprehensive Plan. The County was divided into five planning areas, Northeast (Fairlawn, Belspring, Parrott), North (Back Creek, Little Walker Creek), South (Snowsville, Allisonia, Hiwassee), Draper (Draper, Peak Creek) and the Central Planning Area (Towns of Dublin and Pulaski).

During 2009-2010, the PDC assisted Pulaski County with completion of the Central Planning Area and the Volume I Plan. The five planning areas constitute the second volume of the Comprehensive Plan. Volume I includes additional areas of focus including community facilities, housing, natural resources, and economy and demographics. These elements are used to highlight areas of the County for planning purposes. The Volume I Plan also includes the goals and objectives of the County. The goals and objectives are one of the most important pieces of the plan, showing accomplishments that have been achieved during the life of the plan.

Floyd County Comprehensive Plan

Floyd County began the process of updating their Comprehensive Plan in mid-2009. The Plan was last updated in 2002 and will

include numerous updates related to mapping, demographics, and functional land uses. The challenges associated with growth management will be better handled via the updated plan as a result of the residential growth that has affected the County. Other issues highlighted for update include transportation (both roadways and trails) and goals and objectives.

To date numerous input sessions have been conducted with various stakeholders, citizens, and business owners in the County. Additionally, four community input sessions were held in various locations around the County allowing for additional comment.

Pearisburg Zoning Ordinance Update

The Town, with the assistance of the NRVPC, began an update to Land Use Regulations in 2008. These updates included a revised Subdivision Ordinance (completed in 2008) and Zoning Ordinance. Following the completion of the Subdivision Ordinance, the Town began the process of updating the Zoning Ordinance in 2009. A review of Zoning Districts, the Official Town Zoning Map, and permitted uses were discussed and were incorporated into the document.

In addition to a new document including recent Code of Virginia updates, a new zoning map was also created. This map, in addition to the Zoning Ordinance, allows the Town to implement Land Use changes that are

consistent with the Pearisburg Comprehensive Plan.

Local Emergency Planning Committee

The NRVPC serves as staff to the Montgomery/Blacksburg Local Emergency Planning Committee (LEPC) and participates in Pulaski County's LEPC. For the Montgomery County/Blacksburg LEPC, staff collected and disseminated the SARA Title III Tier II inventory reports for those businesses required to make hazardous material data available to the public. The LEPC continues to broaden its partnerships to include industries, citizens, and local emergency response staff. Recent efforts to this end include direct mailing invitations to potential participants and ensuring an educational speaker for each meeting.

Rocky Knob Sustainable Tourism Centerpiece Project

Rocky Knob is a planned visitor experience along the Blue Ridge Parkway between Floyd and Patrick Counties. The PDC is serving as grant administrators on behalf of the non-profit, Blue Ridge Heritage, Inc. (BRH, Inc.), the recipients of a federal grant through SAFETEA-LU funding. The PDC is also performing an environmental review prior to site acquisition. Currently BRH, Inc. is working diligently to develop their site programming focused on, "A Century of Change in Mountain Heritage." During the coming year, BRH, Inc. anticipates pursuing site

acquisition and physical site development.

New River Valley Network Wireless Authority

The Giles County Industrial Development Authority and Pulaski County joined together to incorporate the New River Valley Network Wireless Authority (NRVNW) in April 2008. The goal of this Authority was to obtain funding to construct approximately 60 miles of broadband infrastructure to serve the most un-served and under-served communities in the New River Valley.

In August 2009, the NRVNW applied for funding to construct this fiber network through the American Recovery and Reinvestment Act (ARRA) and the National Telecommunication and Information Administration (NTIA). This application succeeded in making it to the second round of review, but ultimately was not chosen for funding. In March 2010, Citizen's Telephone Cooperative of Floyd County with the support of the NRVNW submitted an application to the second round of NTIA ARRA funding. Citizen's was the lead applicant on this \$12 million submission for the construction of 200+ miles of fiber, not only in the NRV, but in several adjacent counties. As of June 30, 2010, Citizen's and NRVNW had completed all paperwork and were awaiting announcement of awards.

Pulaski County CDBG

Pulaski County has been awarded a \$1,000,000 Housing Rehabilitation Community Development Block Grant under the Department of Housing and Community Development (DHCD). The award is for the Baskerville neighborhood outside of Dublin and will include housing rehabilitation, demolition of blighted structures, and street and water line improvements. In total, 12 homes will be rehabilitated and six homes will be torn down and rebuilt.

Pulaski will be working with the PDC to administer this grant, scheduled to be completed by the end of 2012.



Pulaski Adult Day Care and Fall Prevention Center

The PDC is assisting Pulaski County in applying for a Community Development Block Grant (CDBG) Planning Grant for a proposed adult day care facility in the County. Currently, the project is assembling a management team and surveying beneficiaries who may be interested in this service. If funded, the County could request up to \$700,000 for this project.

Pulaski County Water/Sewer Improvements

The Pulaski County Public Service Authority (PSA) is expanding water and sewer service in the eastern part of the county to serve residents and the New River Valley Commerce Park. The \$6.4 million project is funded in part by a \$3 million grant from the U.S. Economic Development Administration. The project will increase the water and sewer capacity of the New River Valley Commerce Park to 1 million gallons per day (MGD) and allow for an additional 1 MGD in the eastern part of Pulaski County. The NRVPC provided grant administration assistance, easement acquisition, and environmental clearance for the Pulaski County PSA and will continue to provide assistance for the coming year.

The project will provide a two-million gallon per day water source from the City of Radford to serve both the Commerce Park and the eastern portion of Pulaski County. In addition, on-site improvements will be made to the New River Valley Commerce Park including water and sewer lines, a water storage tank, and a sewer force main. The environmental review process for this project has been uniquely challenging and was completed within this fiscal year. Coordination and/or approvals were required with nearly a dozen federal, state, and local agencies for issues including the Farmland Preservation Act, endangered species, and historic sites. NRVPC staff worked with

state and federal agencies for review and approval of the project, coordinating with consultants for specific assessments on further identifying potential impacts and mitigation measures. Because staff are also assisting the PSA with a loan application to Rural Development, environmental clearance also included preparing a full Environmental Report that was approved by Rural Development.

The project team has spent the past year working through the design and review phase of the project. The consulting engineers have prepared plans and specifications for six parts of the project: upgrades for pumping at the Commerce Park and at the City of Radford water treatment plant; a 24-inch water line that will cross the New River; a 12-inch water main; a force main for the sewer; a new 1 MGD water storage tank; and water and sewer service lines at the Commerce Park. All plans have been approved by the regulatory agencies.

All easements and property have been acquired for the project and the title opinion completed. This, with EDA's approval of plans and specifications for the first contract, was the final hurdle for advertising for contractors to begin bidding on the project. As of June 30, advertisement was scheduled to happen in the first week of the next fiscal year. The project is scheduled to run until September 2012. Construction will begin by September 18, 2010, with five

more contracts to be advertised for bids in the coming fiscal year.

Water Supply Plan

In FY '10, final comments were received from the Virginia Department of Environmental Quality on the New River Valley Water Supply Plan. This plan is being written in accordance with the requirements of the Local and Regional Water Supply Planning Regulation (9 VAC 25-780). The study area covers the New River Valley Planning District, except for the Towns of Blacksburg and Christiansburg in Montgomery County. The localities participating in this planning process include the Counties of Floyd, Giles, Montgomery, and Pulaski, the City of Radford, and the Towns of Dublin, Floyd, Glen Lyn, Narrows, Pearisburg, Pembroke, and Pulaski. The plan includes sections on water source and use information, existing resources information, projected water demand into the future, water demand management, drought response and system needs and alternatives.

All DEQ comments and concerns with the previous draft are being addressed in the final drafting stage. In FY '11, the NRVPC will work with the participating localities to review and adopt the plan. A revised version of the plan is currently available on the NRVPC website at: <http://www.nrvpc.org/watersupply.html>. Plan adoption is anticipated by the end of calendar year 2010.

NRV Regional All Hazards Mitigation Plan

A Hazard Mitigation Plan is required by the Federal Emergency Management Agency (FEMA) for localities that wish to apply for federal funds to mitigate the impacts of natural hazards on their communities. The original NRV All Hazards Mitigation Plan was developed in 2004 and approved by FEMA in 2005. Mitigation is defined as sustained actions taken to reduce or eliminate long-term risk from hazards and their effects. For example, some communities have used mitigation funds to acquire flood-prone properties and turn them into community green spaces and parks.

The Hazard Mitigation Plan is developed to identify the hazards specific to our communities and analyze the risks associated with those hazards. Once the hazards have been identified and the risks assessed, communities develop strategies to mitigate the risks and identify specific projects to pursue.

FEMA requires an update of the plan every five years, so in 2009 the NRVPCD received funding to collaborate with Radford University to complete this update. For the past year, a steering committee has been meeting to discuss the plan and regional hazards. Since the beginning of 2010, working groups have been meeting for in-depth discussions of individual hazards and to brainstorm mitigation

strategies specific to each hazard.

The steering committee held a kick-off meeting on June 30, 2009 and continued to hold monthly meetings for the remainder of 2009. The group has been providing assistance and direction to project staff in collecting data and developing mitigation plan goals. Committee members have also been providing review and input for the beginning chapters of the draft plan. The committee is composed of representatives from NRV localities, regional emergency response organizations, public works authorities, and state and federal agencies.

Working group meetings were conducted monthly throughout the rest of the fiscal year. The groups were organized around

the following hazards: drought, geologic hazards (landslides, rockfall, karst, and earthquakes), severe weather, flooding, wildfire, and human-caused. They have been meeting through the end of the year to review the data prepared by project team member Radford University's geography department and to develop mitigation strategies.

NRVPDC staff is working to inventory critical facilities in the region (including VDOT identified structures), housing stock (specifically for low-to-moderate income families) and hazardous materials locations; working with the regional Disabilities Services Board; and working to create a web-based GIS system to display visual data to the public. This new and additional information will provide unique and valuable insights for this planning process.



Before Mitigation



After Mitigation

As part of the update, new mapping has been created by Radford University. Some of this mapping is unique to the NRV and sets it apart from other regions in the state with its higher level of analysis and the new information for our communities.

Information about the project is available at www.nrvpcd.org/HazardMitigation/HazardMitigationPlanning.html as an additional means to inform the public and solicit comments on the plan.

Mobility Management

The PDC has been gathering extensive data on each existing transit provider in the New River Valley and using this information to create a working resource manual. This manual, once in final draft, will provide a comprehensive overview of all the region's transit options.

Data has been collected through in-person visits and follow-up conversations with each transportation provider in the region.

In the future, a full-time Mobility Manager will be hired to help implement the project through direct customer support, region-wide outreach, and related transportation education across the region. The manual will also be translated to an online interactive website, allowing the public to access this information as well.

Ultimately, the goal of the project is to serve the transit-seeking public who may otherwise go unserved when unable to find the best provider to meet their needs.

This grant has been provided by the Department of Rail and Public Transportation under its New Freedom program.



RIDE Solutions' presence in the NRV began with just 56 NRV participants and now has 487 New River Valley commuters participating as of June 2010. The focus of the New River Valley program has been to increase membership through workplace partnerships. Workplace partners added this year include Draper Aden and Associates, Baker Hughes, and Warm Hearth Village.

Virginia Tech continues to be a strong partner for RIDE Solutions. This year we provided financial support for Tech's Commuter Alternatives Program and secured expanded communications to employees and unique publicity for RIDE Solutions.

Staff also engaged in promotional activities in the New River Valley community at large to bring attention to RIDE Solutions and educate and assist residents and commuters in their transportation choices by exhibiting and presenting at events in the region, such as the following:

- Sustainability Week Transportation Fair
- Christiansburg High School Energy and Environmental Expo

- Montgomery County Economic Development Commission
- Radford University Appalachian Awareness Day

Staff have also been building recognition of RIDE Solutions through press releases, publications and presentations. A new, regional organization called go green NRV offering local businesses an avenue to "green" their business practices kicked off in September 2009 and RIDE Solutions staff has been involved in the group to help further their success and promote sustainable transportation and the resources RIDE Solutions can offer to participating businesses. New activities with the NRV RIDE Solutions program this year include producing several events with local partners:

- Blacksburg Fix Fest and Bike Swap (with New River Bicycling Association, Sustainable Blacksburg and the Town of Blacksburg)



- Blacksburg Clean Commute Friday (also with New River Bicycling Association, Sustainable Blacksburg and the Town of Blacksburg)



Working with local businesses, RIDE Solutions is looking to make the most impact with limited funds. RIDE Solutions' NRV staff is helping local businesses plan and implement promotional campaigns, educational outreach and rideshare matching for their employees. These efforts are reducing commuters' costs, helping businesses retain employees who might look for work closer to home without alternative transportation options, and improving regional air quality by reducing the number of vehicle miles traveled. Relationships and partnerships have been developed with other organizations and businesses in the region to encourage use of more efficient and sustainable transportation. Given the ease of parking and lack of commute congestion, it isn't surprising that just three of 20 businesses contacted during the year signed up for the program. These businesses joined the program to take advantage of the resources available to them with regard to

sustainable ("green") transportation.

RIDE Solutions continued to provide assistance to existing Workplace Partners through workplace promotions to boost carpool participation, employee surveys, technology solutions, and event exhibits.

The regional TDM (transportation demand management) Plan was completed by DRPT

consultants with input from NRVPCD staff. The goals and objectives identified through the planning process will be used in the coming years to generate ideas for RIDE Solutions' work program.

SAFETEA-LU (T-21) Grant Administration

Area governments continue to make extensive use of SAFETEA-LU grant funds to improve streetscaping and traffic flow for both vehicles and pedestrians. This year the PDC assisted (among others) Pulaski County in managing the grant for their Newbern Historical Museum project; the Town of Glen Lyn for upgrading pedestrian access to the Town park and the New River; and the Town of Rich Creek for upgrading both pedestrian and vehicular flow in the downtown area and the County of Giles for sidewalk improvements in Pearisburg. The PDC also assisted local governments in addressing Davis-Bacon requirements for federally funded projects in the region.

New River Valley Bikeway-Walkway-Blueway Plan

The Commission initiated the 2010 Bikeway-Walkway-Blueway Plan in an effort to update the last plan that was completed in 2000. Once complete, the plan will collectively reflect the New River Valley's existing alternative transportation infrastructure and provide insight to future projects. The plan is very dynamic and tailored to reflect specific local needs while enhancing the unique characteristics of the region.

To develop this plan, guidance was provided by the Bikeway-Walkway Committee to create policy recommendations and a regional vision. The Planning District Commission then visited each of the local town, county, and city government offices to share ideas. Through this process it was identified that each community in the New River Valley had different needs and interests based on community size, demographics, and cultural characteristics. These factors were considered when developing the plan so that each community could have achievable goals and objectives.

This past year the Commission has compiled over 10 years of data and planning for various bicycle, pedestrian, and waterway facilities. The plan breaks down the facility types into four categories: Multipurpose Paths, Shared Roadways, Mountain Biking/Hiking Trails, and Blueways. Multipurpose Paths are minimum 10 feet wide paved

or compact aggregate surface trails such as the region's New River Trail, Huckleberry Trail, and Radford Riverway. Shared Roadways include designated bicycle lanes, paved shoulders, or widened roadway lanes that are appropriately marked such as Bike Route 76 and various other sections of roadway throughout the region. Mountain Biking and Hiking Trails are off-road facilities that have ranging degrees of difficulty. Primarily these facilities are for recreational purposes and are demonstrated in the Pandapas Pond and Radford Mountain biking trail networks. A blueway is another term for a water trail and the New River has been designated as such in the NRV.



The TAC is responsible for drafting a rural transportation planning scope of work each year for recommendation to the NRVPCD. The TAC also annually drafts comments for the Six-Year Improvement Plan for consideration by the Commonwealth Transportation Board. The TAC provides guidance and input to PDC staff responsible for carrying out project activities identified in the rural transportation planning work program.

This year the PDC worked with VDOT's consultant on the final phase of the Statewide Rural Long-Range Plan.

Throughout this process, several assets in the region have been rediscovered and some are being mapped for the first time. Tables are being developed that will correspond with the mapping and will identify latitude and longitude coordinates for access points, ADA accessibility locations, degree of difficulty, and other unique site characteristics.

This plan is scheduled to be completed in the fall of 2010 and is being built upon existing planning efforts. The overall goal of the plan is to provide a resource for planners and the public that will provide information on existing assets

and guide funding opportunities for future improvements.

TRANSPORTATION

Funding support from the Virginia Department of Transportation (VDOT) enables the NRVPCD to facilitate the rural planning partnership by providing staff support to the Transportation Advisory Committee (TAC) which meets bi-monthly throughout the year. The TAC includes representatives of local governments, regional bodies, and state institutions in the New River Valley, as well as representatives of VDOT.

The TAC advises the NRVPCD on transportation matters and serves as a forum for discussion of regional transportation issues.

Four phases of the planning process were originally developed by VDOT:

- Phase I - Goals and Data Collection
- Phase II - Analysis and Problem Identification
- Phase III - Public Outreach and Recommendation Development
- Phase IV - Public Endorsement and Regional Adoption.

Originally it was estimated for each phase to take approximately one year to complete. This Plan is targeted to be completed within the 2010 calendar year.

Statewide Transportation Plans

The Commission provided assistance to VDOT and associated consultants for VTrans 2035 and the 2035 Surface Transportation Plan. Through

participation in statewide forums of regional planners and public meetings; PDC staff provided direct input on behalf of the region. VTrans 2035 examined multimodal investment strategies and current challenges in the Commonwealth. This year the plan identified statewide corridors of significance that were to be developed multimodally along particular alignments that are already established in Virginia. These corridors were recommended in the plan to be prioritized for future transportation investments. The 2035 Statewide Surface Transportation Plan recommended specific modal improvement areas to alleviate infrastructure and mobility deficiencies that were identified. This plan also designated official locations for park and ride areas, specified transit service areas and identified communities that could implement services.

The Commission also assisted DRPT and associated consultants on the Radford Transit Study. The plan evaluated potential fixed route services and administrative structuring for maintaining the system. The City of Radford was awarded FY 11 funds to implement a new system based on the findings of the report. The PDC prepared the draft Memorandum of Understanding (MOU) and the Request for Proposals (RFP) for the service operator.

Grant Writing

The Commission hosted the Commonwealth Transportation Board representative in October in order to provide local project

applicants of the Transportation Enhancement Program to share their project approaches. This single-day event provides applicants the opportunity to present their ideas and receive preliminary feedback to strengthen their applications.



Town of Pearisburg

This past year the New River Valley provided grant writing assistance to the Towns of Pearisburg, Glen Lyn, Rich Creek, and Floyd. The PDC continues to partner with local communities to provide various levels of assistance for grant writing, administration, and technical assistance.



Town of Floyd

National Level Transportation Planning Awards

The Central Pulaski Transportation and Land Use Master Plan was selected by the National Association of Development Organizations (NADO) Research Foundation to receive a 2010 Excellence in Regional Transportation Award. Winning projects are announced nationally in the NADO News, Rural Transportation Newsletter (www.RuralTransportation.org).

ADMINISTRATIVE
OPERATIONS

FY 2009 - 10 Commissioners

Floyd County

Fred Gerald
Evelyn Janney

Giles County

Richard McCoy
Leon Light

Montgomery County

Mike Harvey
Annette Perkins
Jim Politis

Pulaski County

Joe Sheffey
Shawn Utt

Radford City

Tom Starnes, Chair
Helen Harvey

Town of Blacksburg

Don Langrehr
Holly Lesko

Town of Christiansburg

Scott Weaver, Treasurer
Henry Showalter

Town of Floyd

Mike Patton

Town of Narrows

Tom Garrett

Town of Pearisburg

Rebecca Moses, Vice Chair

Town of Pulaski

Larry Clevinger
Joe Weddle

Town of Rich Creek

Darlene French

Radford University

Norleen Pomerantz

Virginia Tech

David Dent
Kevin Sullivan

FY 2009 - 10 Staff



Full Time

Kevin Byrd, AICP
Executive Director

Shirl Quesenberry
Director of Finance and
Personnel

Jan Gilbertson
Information Systems Manager

Janet McNew
Program Administrator

Jennifer Wilsie
Regional Planner

Regina Elsner
Regional Planner

Jack Whitmore
Regional Planner

Christy Straight
Regional Planner

Elijah Sharp
Regional Planner

Phil Gilbertson
Cartographer

Part Time

Dave Ratcliff
Regional Planner

Ken Hall
Regional Planner

Yolanda Hunter
Incubator Manager

WIB

New River/Mount Rogers



Workforce Investment Board

Ronnie Martin
Executive Director

Marty Holliday
Program Planner

Angela Alley
Systems Administrator

Mary Gilmer
Compliance Review Officer

Rhonda Womble
Program Specialist II

Della Meadows
Administrative Assistant

NEW RIVER VALLEY PLANNING DISTRICT COMMISSION
Statement of Revenues & Expenditures
Year Ended June 30, 2010

	<u>BUDGET</u>	<u>ACTUAL</u>
REVENUES:		
Floyd County	16,534.00	16,534.00
Town of Floyd	531.00	531.00
Giles County	13,717.00	13,305.00
Town of Narrows	2,597.00	2,597.00
Town of Pearisburg	3,357.00	3,357.00
Town of Rich Creek	818.00	818.00
Montgomery County	33,344.00	33,344.00
Town of Blacksburg	38,958.00	38,958.00
Town of Christiansburg	20,845.00	20,845.00
Pulaski County	31,554.00	31,554.00
Town of Pulaski	11,652.00	11,652.00
City of Radford	16,294.00	16,294.00
Radford University	3,213.00	3,213.00
Virginia Tech	9,717.00	9,717.00
Total Local Revenue	203,131.00	202,719.00
Interest Income	0.00	151.60
Contract Income	369,160.00	316,560.67
Miscellaneous Income (Includes sale of surplus property)	0.00	79,615.74
Revenue from the Commonwealth:		
DHCD Operating Grant	76,500.00	69,948.00
WIA	312,940.00	280,726.32
Department of Rehab. Services	0.00	3,260.00
Virginia Department of Transportation	58,000.00	46,985.42
DRPT	0.00	3,865.00
DOF	25,000.00	11,409.32
VT (Rideshare)	0.00	0.00
Revenue from the Federal Government:		
Appalachian Regional Commission	70,052.00	68,876.00
Economic Development Administration	70,198.00	57,641.75
Other	53,000.00	0.00
Total Other Revenue	1,034,850.00	939,039.82
TOTAL REVENUES	1,237,981.00	1,141,758.82
EXPENDITURES		
Salaries	839,915.35	738,951.99
Benefits	240,164.35	230,781.08
Travel	55,813.30	34,429.06
Office Space	53,583.72	53,582.04
Telephone	6,397.92	6,256.42
Office Supplies	29,702.61	18,925.00
Postage	7,807.45	3,566.92
Printing/Copies/Plotting	24,627.24	10,299.97
Map Purchases	0.00	0.00
Media Adv.	4,152.44	2,052.65
Equip. Rent/Equip. Maint.	22,867.90	13,250.77
Dues & Pubs	8,500.00	6,621.44
Training	1,250.00	297.00
Meeting Costs	1,247.70	36.00
Depreciation	2,891.88	2,891.88
Insurance	8,700.00	5,701.00
Capital Outlay	5,500.00	4,556.47
Contract Serv.	14,949.00	24,872.05
Audit Fee	8,295.00	7,475.04
Misc.	6,150.00	14,518.84
TOTAL EXPENDITURES	1,342,515.86	1,179,065.62
RESERVES/FUND BALANCE AT BEGINNING OF YEAR	446,505.00	446,505.00
RESERVES/FUND BALANCE AT END OF YEAR	341,970.14	409,198.20