



Lynchburg Area Greenway Alliance  
2012 – 2013 Strategic Plan

Lynchburg Area Greenway Alliance  
Subcommittee of Region 2000 Local Government Council



## INTRODUCTION

The Region 2000 Greenways and Blueways Plan, developed in 2003, articulated a vision to create a region-wide, linked network of on and off-road trails, parks, and river access points that connect and highlight the cultural, historical and natural attractions within the collective area known as Region 2000. The Region 2000 Bicycle Plan, completed in 2010, expanded the conceptual connection vision of the 2003 Plan by incorporating the development of on-road bicycle facilities to fill in the gaps where off-road trails are not practical to create pedestrian and bicycle access to some community resources. Collectively, the Plans present a comprehensive connection network, a list of priority projects that will serve as the foundation of the long-term connection network, a snap shot of current conditions, and a summary of funding and partnership scenarios necessary to bring to fruition an alternative transportation network that serves the transportation, recreational, and quality of life benefits of Region 2000 residents and visitors.

Both the Region 2000 Greenways and Blueways Plan and the Region 2000 Bicycle Plan articulate the need of an oversight body to champion and promote public outreach and education, pursue and promote public and private partnership and investment, investigate and provide information on funding sources and financing options, and facilitate cooperation and communication among jurisdictions and area organizations.

The Lynchburg Area Greenway Alliance (originally the Region 2000 Greenway Alliance) has been formed to serve as the oversight advisory committee to champion and advocate for promoting, planning, and developing alternative transportation corridors within Region 2000.

## PURPOSE

The Lynchburg Area Greenway Alliance is an advisory committee of the Virginia's Region 2000 Local Government Council (LGC) with the mission of championing and promoting the planning and implementation of off and on-road bicycle facilities, trails, greenways, and blueways in Region 2000. The Lynchburg Area Greenway Alliance will consist of appointed members from the county and city jurisdictions of Region 2000, an appointed member to represent the LGC, an appointed member to represent the Central Virginia Metropolitan Planning Organization (CVMPO), and an appointed member to represent the Region 2000 Economic Development Council. The Lynchburg Area Greenway Alliance will provide biannual reports to the LGC, CVMPO, Virginia Department of Transportation, and membership localities.



## **VISION AND GOALS**

The Lynchburg Area Greenway Alliance has developed a Vision Statement and supporting goals, objectives, and strategies to assist in achieving the mission of providing advisory and promotional assistance to facilitate the development of a series of green spaces, trails, on-road bicycle facilities, and water access points throughout Region 2000 that will enhance protection of natural resources, provide for alternative transportation, project passive recreation land, promote tourism, cultural and economic investment, and increase the quality of life, health and wellbeing of Region 2000 residents and visitors.

### **Vision Statement**

Region 2000 will have a network of greenways, trails, blueways, and on-road bicycle facilities that collectively will expand the ability of residents to enjoy the health and wellness benefits associated with passive recreation and active living associated with walking and biking to community destinations.

### **Goals**

- Goal 1: Serve as an advisory role to governing bodies and organizations on existing or potential greenways, trails, on-road bicycle facilities, and blueway opportunities.
- Goal 2: Educate local governments, businesses, organizations, and citizens on the value, benefits, and development strategies of greenways, trails, on-road bicycle facilities, and blueways in Region 2000.
- Goal 3: Facilitate and participate in events and activities that promote the use of alternative transportation resources, such as sidewalks, trails, on-road bicycle facilities, and transit, to access Region 2000 destinations.
- Goal 4: Pursue and promote public and private partners for the education, outreach, promotion, and development of greenways, trails, on-road bicycle facilities, and blueways in Region 2000.
- Goal 5: Investigate and provide information on funding sources, financing opportunities, and state, federal and local supporting programs for the promotion, construction, and maintenance of greenways, trails, on-road bicycle facilities, and blueways.

## **GOALS, OBJECTIVES AND STRATEGIES**

The following presents the objectives and strategies, or near-term activities, to guide the Alliance activities during 2012 and 2013. At the end of the fiscal year, corresponding to June, 2013, a reevaluation of priority actions will take place and a summary of successful activities will be prepared and presented to the LGC, the CVMPO, membership localities, and VDOT.

The Lynchburg Area Greenway Alliance have identified five primary activities that most embody the collective mission of education, outreach, promotion of utilizing and developing greenways, trails, blueways, and on-road bicycle facilities. Collectively these five priority activities serve as the basis for targeted activities over the coming two years. The five priority activities are:

- Host the Lynchburg Area Bike Week – A series of pedestrian and biking events held in May to correspond to the League of American Bicyclists National Bike Month. Events will include the Clean Commute Challenge, a challenge for area citizens and business to get to work by walking, biking, carpooling, using transit or some combination.
- Develop the Lynchburg Area Greenway Alliance Website – A website, linked to the Region 2000 Partnership website that is dedicated to pedestrian and bicycle activities, information, and opportunities for public support.
- Participate in National Walk to School Day – Assist the City of Lynchburg and Lynchburg City Schools in National Walk to School Day events. Continue to assist through the year the extended Safe Routes to School initiatives being developed at area schools.
- Assist in developing a local pedestrian/cycling video that highlights safety and proper use of facilities – Seek funding or pro-bono assistance to create a pedestrian and bicycle safety and use video.

**Goal 1: Serve as an advisory role to governing bodies and organizations on existing or potential greenways, trails, on-road bicycle facilities, and blueway opportunities.**

Objective 1.A. Ensure that area local governments, organizations, and businesses are familiar with the Lynchburg Area Greenway Alliance.

- 1) At least twice a year an Alliance member or staff should attend locality policy boards and partner meetings to provide a summary of activities, achievements, and value and connection of developing trails, greenways, blueways, on-road bicycle facilities to community vitality and other community priorities.
- 2) Invite area policy makers and business leaders to participate in events hosted by the Alliance.
- 3) Develop articles for local newspapers and organizational newsletters that include the Alliance logo, activities, and accomplishments.

Objective 1.B. Expand knowledge of Alliance members on greenway, trail, and on-road bicycle facility development best practices, changes in federal, state or local policies, and funding opportunities.

- 1) LGC staff participates, at least quarterly, in hosting webinars or other educational opportunities for Alliance members, local government staff, and other interested citizens on pedestrian and bicycle facility development. Potential resources for educational opportunities include those resources provided through the Virginia Department of Transportation (VDOT), the Virginia Department of Conservation and Recreation (VDCR), Federal Highway Administration (FHWA), the Pedestrian and Bicycle Information Center (PBIC), and the Association of Pedestrian and Bicycle Professionals (APBP).

Objective 1. C. Facilitate cooperation and communication among jurisdictions and organizations in greenway, blueway, and trail planning and development.

- 1) Maintain a list and GIS-based mapping profile of greenway, trail, and roadways planning and development projects, and roadway resurfacing schedules.

- 2) Ensure pedestrian and bicycle planning is a standard transportation discussion topic at the Transportation Technical Committee and CVMPO meetings.
- 3) Ensure that regional projects identified within the Region 2000 Greenways and Blueways Plan and the Region 2000 Bicycle Plan are incorporated in state and local planning and policy documents.

Objective 1. D. Ensure that state agencies that promote, fund, and participate in greenway, trail, and on-road bicycle facility development recognize the Alliance and the Local Government Council as a source to share and obtain greenway, trail, blueway, and bicycle facility information.

- 1) Ensure LGC staff maintains membership to the state agency newsletters and web postings.
- 2) LGC staff continue to serve as a member of the Virginia Safe Routes Network, a network of planners, local government staff, policy board members, and VDOT representatives dedicated to expanding and promoting the Safe Routes to School (SRTS) program in Virginia.

**Goal 2: Educate local government officials, area staff, businesses, organizations, and citizens on the value, benefits, and development strategies of greenways, trails, on-road bicycle facilities, and blueways in Region 2000.**

Objective 2. A. Expand opportunities for policy boards and general public to learn more about the benefits of greenways, trails, bicycle facilities, and blueways.

- 1) Expand the Region 2000 Partnership website to include a section dedicated to the Lynchburg Area Greenway Alliance and educational information.
- 2) Develop an educational video to run on the local information network and on the Alliance and Region 2000 website.
- 3) Utilize local broadcast, such as Living in the Heart of Virginia, newspapers, and local organizations to present the walking and biking benefits message to area residents.
- 4) Partner with Lynchburg City Schools to include information on health benefits and importance of creating safe walking and biking environments with area parents and students.
- 5) Host invitational biking and paddling events with area policy boards and planning staff to provide education and outreach.

**Goal 3: Facilitate and participate in events and activities that promote the use of alternative transportation resources, such as sidewalks, trails, on-road bicycle facilities, and transit, to access Region 2000 destinations.**

Objective 3. A. Host, or participate in, events that engage and encourage Region 2000 citizens to participate in alternative transportation to access to area resources.

- 1) In May, annually host the Lynchburg Area Bike Week as participation in National Bike Month. Include activities that encourage the use of walking, biking, and transit by area residents to access work, shopping, school, and play.
- 2) Participate in National Walk to School Day with participating schools in Region 2000.
- 3) Participate and include information on the Alliance website about Greater Lynchburg Area Transit (GLTC) rider promotional events.
- 4) Develop a promotional video on how to safely utilize area sidewalks, transit, trails, and road network to access community resources.
- 5) Host invitational biking and paddling events with area policy boards and planning staff to expand education and support for pedestrian resources development as a key component of transportation planning in Region 2000.
- 6) Alliance members participate in annual pedestrian, biking, and paddling events, such as Float Day and the Angel's Race, to expand the recognition and public support of Alliance activities and alternative connection vision.

Objective 3.B. Obtain public and private funding to facilitate Alliance events that promote pedestrian and bicycle activities.

- 1) Obtain non-profit status for the Lynchburg Area Greenway Alliance in order to apply for grants and financial assistance from other non-profit granting agencies and funding partnership from area businesses in order to host events.
- 2) Apply for funding from local, state, and regional organizations to fund Alliance activities.
- 3) Expand the Lynchburg Area Bike Week, the Clean Commute Challenge, and other pedestrian, transit, and biking events in May, national bike month.

Objective 3. C. Partner with local agencies and business to promote pedestrian and biking activities and facility development.

- 1) Partner with the Lynchburg Hillcats to host a pedestrian recognition day in summer 2012
- 2) Partner with GLTC to facilitate a rider appreciation day the corresponds to the Lynchburg Area Bike Week, Clean Commute Challenge, and the Hillcats pedestrian appreciation night.
- 3) Partner with area businesses, organizations, and local governments to promote the Lynchburg Area Bike Week.
- 4) Obtain funding or donation support for prizes or recognition for participants of the Lynchburg Area Bike Week and the Clean Commute Challenge.

**Goal 4: Pursue and promote public and private partners for the education, outreach, promotion, and development of greenways, trails, on-road bicycle facilities, and blueways in Region 2000.**

Objective 4.A. Obtain public and private partners to promote and participate in Alliance events.

- 1) Obtain non-profit status for the Lynchburg Area Greenway Alliance in order to apply for grants and financial assistance from other non-profit granting agencies and funding partnership from area businesses in order to host events.
- 2) Apply for funding from local, state, and regional organizations to fund Alliance activities.
- 3) Develop a promotional package to be sent to area businesses and organizations to serve a partners in the Lynchburg Area Bike Week and the Clean Commute Challenge.

Objective 4.B. Establish a volunteer recognition initiative.

- 1) In partnership with existing local government and organization efforts at least four times a year include a volunteer recognition article within the Alliance website and Region 2000 Partnership newsletter.

**Goal 5: Investigate and provide information on funding sources, financing opportunities, and state, federal and local supporting programs for the promotion, construction, and maintenance of greenways, trails, on-road bicycle facilities, and blueways.**

Objective 5.A. LGC staff keeps abreast of funding opportunities and maintain an up to date data base of opportunities.

Objective 5.B. Ensure information obtained from local, state, federal or private sources is shared with area localities.

- 1) Through email listing, the Region 2000 Partnership newsletter, or the Greenway Alliance website provide updates of funding opportunities the facilitate greenway, trail, on-road bicycle facility, promotion, planning, or development.

**CONCLUSION**

The members of the Lynchburg Area Greenway Alliance are committed to assisting in the promotion, education, and expansion of pedestrian resources within Region 2000. They have established a series of events and activities that will require harnessing both public and private support. Success will be measured in the recognition of the Alliance logo, the participation in Lynchburg Area Bike Week, local schools seeing more students walking, and ultimately in the expansion of trails and on-road bicycle facilities in the area.