



August 29, 2025

Smart Growth America

Community Connectors Program

The Humble Hustle Company, INC, is pleased to support the City of Roanoke's application to the Community Connectors Program. Our organization serves the communities directly impacted by the Orange Avenue and 11th Street NW corridor.

Through programs like Pretty Humble, Humble Hikes, and The Collective, we provide opportunities for participants to broaden their horizons, develop critical life and leadership skills, and gain the confidence to pursue higher education, professional pathways, environmental responsibility, and purpose-driven ventures. At the core of this work is our belief that empowered individuals create stronger and more sustainable communities.

As a community-based nonprofit, we are committed to identifying opportunities that allow neighborhoods to thrive with safety, access, and inclusion in mind. The intersection at Orange Avenue and 11th Street NW has long posed a safety threat, with residents voicing concerns about accidents, collisions, and a general lack of connection to the broader area. Participation in the Community Connectors Program will give them the opportunity to co-create solutions that reflect their priorities.

We believe a demonstration project at Orange Avenue and 11th Street NW will highlight safer crossings, reduce vehicle speeds, and create spaces that bring people together. These improvements directly address concerns raised through years of community conversations

Our organization is committed to supporting this effort by:

- Supporting the planning and implementation of the demonstration project at Orange Avenue and 11th Street NW.
- Participation in the program cohort.
- Engaging residents and volunteers in the planning and implementation of the demonstration project.
- Helping to collect and share community feedback during and after the demonstration.
- Celebrating the project as a visible example of progress in historically disinvested neighborhoods.

We look forward to collaborating with the City of Roanoke and the Community Connectors Program to help make streets safer, healthier, and more equitable for our community.

Sincerely,
The Humble Hustle Company, INC