



Roanoke Valley-Alleghany

**REGIONAL**  
**commission**

[RVARC.ORG](http://RVARC.ORG)

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## Core Product Summary Sheet for *Transportation Demand Management (TDM) Strategic Plan*

### Document Purpose

A 5-year Commuter Assistance Program (CAP) strategic plan is required by the Department of Rail and Public Transportation to receive CAP operation assistance funds. In addition, this plan guides the Transportation Demand Management strategies for the region to achieve sustainability goals.

### Project Types

The TDM Strategic Plan identifies service areas as a framework for implementing and managing TDM related projects such as:

**Commuter Assistance Program:** provide direct services to commuters, such as trip planning, vanpool services and employer outreach to implement commuter benefits programs

**Non-Commute Options Marketing and Outreach:** marketing campaigns and outreach initiatives that promote transportation options. *Ex. "How to ride the Bus Video"*

**TDM Planning, Policy, Research, and Advancement:** engage in strategic planning and policy development activities to integrate TDM into regional transportation Planning. *Ex. Update the CMP*

**TDM Safety, Access and Emerging Mobility:** manage projects that directly support the provision of transportation infrastructure. *Ex. Bus shelter installation, Bike Rack donation program*

**Capacity Building:** Equip regional partners with the knowledge, tools, and support to promote sustainable transportation and build long term capacity for TDM programs. *Ex. Participate as stakeholders of regional initiatives, like "Live Well Alleghany"*

Commented [JH1]: Rewrite this to give examples of the kinds of Work Program projects that would be considered to support the TDM plan (like the Employer Outreach program).

### Goals and Objectives

The overarching goal of RVARC-RIDE Solutions is to promote, plan, and encourage transportation options to reduce automobile trips, and maintain acceptable roadway congestion by increasing the use of other modes of transportation such as transit, rideshare (vanpool and carpool), bicycling, and walking by commuters and travelers in the RVARC Region.

Five goals were established in support of the overarching goal:

- Incorporate TDM into the transportation planning process at RVARC.
- Enhance coordination with the RIDE Solutions regional program partners.
- Increase the awareness of mobility options for residents, travelers, and workers in the region.
- Enhance the performance and safety of the region's transportation network.
- Provide education and outreach to residents, commuters, travelers, employers, and workers.

### Core Product Alignment

Roanoke Valley Transportation Plan

- The vision of the RVTP aligns with the TDM Strategic plan guides the region in creating a more efficient, responsive, and environmentally sensitive transportation system Among the RVTP

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goals are to increase accessibility to key destinations by transit and minimize emissions from motorized transportation.

#### Rural Long Range Transportation Plan

- Among the goals of the RL RTP are, reduce congestion along I-81, expand public transportation and passenger rail, and provide a safe and secure transportation system to the rural communities.

#### Hazard Mitigation Plan

- TDM strategies serve as a tool within the Hazard Mitigation plan to achieve resilience goals, including:
  - Transportation planning for evacuation during emergencies
  - Develop a resiliency plan for extreme heat mitigation, specifically due to the heat island effect related to asphalt surfaces and parking surface lots.

#### Blueprint for Action

- TDM strategies focused on education and access to transportation services support the Blueprint priorities by facilitating education sessions for individuals and families transitioning from addiction or reintegration from incarceration. Similarly, when focusing on Recovery, the Blueprint seeks to improve accessibility to wrap-around services for which transportation access is usually a priority.

#### Comprehensive Economic Development Strategy

- TDM supports the RVARC 2025-2029 CEDS goal to improve the multimodal transportation network by promoting, facilitating education and conducting planning studies in local and regional transit programs, including the Bus Stop Accessibility Study, Rural Microtransit studies, Art by Bus, and the Better Bus Stops for Neighborhoods project.

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