

Lynchburg Region Transportation Advocacy Group (LRTAG)

2018-19 PRIORITIES



Where Creativity and Commerce Connect



The Lynchburg Region Transportation Advocacy Group (LRTAG)

is a private-sector umbrella organization representing the area's major employers and other industries (including construction, manufacturing, and retail) that rely on a viable, sustainably and equitably-funded multi-modal transportation network for the success of their business and the strength of the region's overall economy.

LRTAG is committed to engaging elected officials and all relevant agencies to focus on the needs of the Lynchburg region to support our comprehensive multi-modal transportation network and its impact on job creation, business retention and expansion, and overall economic development. LRTAG also continues to facilitate collaborative discussions with the Salem VDOT District and partners to the west to promote projects of regional significance throughout central and southwestern Virginia.

LRTAG provides leadership and advocacy for the region's transportation initiatives. All noted projects will dramatically improve roadway capacity and safety and are significant, long-term economic drivers for the entire region. As projects are planned and built, projects should include intermodal designs for pedestrians, bicycles and transit. LRTAG supports the recommendations contained within the Central Virginia Long Range Transportation Plan (CVLRTP), Rural Long Range Transportation Plan (RLRTP), the region's Comprehensive Economic Development Strategy (CEDS), VTrans 2035, and the Lynchburg Regional Connectivity Study.

LRTAG gratefully acknowledges the following entities for participating in this regional collaborative effort: Lynchburg District VDOT, Salem District VDOT, Commonwealth Transportation Board, City of Lynchburg, Region 2000 Local Government Council, Central Virginia Metropolitan Planning Organization (CVMPO), our regional colleges, the Lynchburg Regional Business Alliance, Roanoke Regional Chamber, and local businesses.

INTER-REGIONAL CONNECTIVITY

ACCESS ON KEY HIGHWAY CORRIDORS

Strategy

- Focus on maintaining and improving good access to the interstate system and on key corridors that connect the Lynchburg region to national and international markets.

Priority Actions

- Invest in key inter-regional corridors to protect and improve access to external markets, the Interstate system, and important intermodal and port facilities. The following are representative Inter-regional roadway improvements identified from existing planning efforts:

o New Items

- **I-81 Funding Solutions for Development**(for solving overuse and congestion issues)
- **Route 622** final improvements to the Lynbrook Route.

o Continued Items

- **U.S. 29 Access Management Improvements** from U.S. 460 to Colonial Highway (Route 24) (Campbell County)
- **Candler's Mountain Road Improvements** from Woodall Road to Liberty Mountain Road (City of Lynchburg)
- **U.S. 501 Passing Lane** from 1.6 miles north of Route 970 to 0.2 mile south of Molly's Creek Road (Campbell County)
- **Improvements along the U.S. 29 Corridor** in the Charlottesville region that present long-term solutions to congestion.

o Completed Items

- **Candler's Mountain Road Improvements** from Woodall Road to Liberty Mountain Road (City of Lynchburg)

INTERCITY PASSENGER RAIL

Strategies

- Enhance Lynchburg's role as a passenger rail hub for the region.
- Continue to build off the demonstrated success with Amtrak services to and from Lynchburg through marketing, planning, and advocacy efforts.

Priority Actions

- Coordinate marketing of Amtrak services, particularly for travel to and from northeast markets.
- Advocate for reliability and additional rail capacity. Participate in efforts to improve on-time performance of trains and long-term planning to increase rail capacity at major stations.
- Engage with DRPT to offer guidance to Statewide Rail Plan for future station planning and rail capacity.

AIR SERVICE DEVELOPMENT

Strategy

- Consolidate regional support for the air service development activities managed by the Lynchburg Regional Airport (LYH). In particular, focus on maintaining and improving current service levels; enhancing service through equipment upgrades; expanding capacity and service reliability and expanding commercial air service; and targeting major carrier hubs and potential tourism niche markets.

Priority Actions

- Advocate for service to Dulles in coordination with the \$50 million Governor's program to reduce the cost of enplanements (boardings) at Dulles.





CARGO-ORIENTED DEVELOPMENT

Strategy

- Enhance local readiness to respond to freight rail-oriented development opportunities.

Priority Actions

- Build awareness of the Virginia Rail Industrial Access program within the regional economic development community as a tool for supporting new cargo oriented development.
- Focus industrial development efforts on sites adjacent to existing rail infrastructure and rail customers.

LABOR MARKET & INTRA-REGIONAL CONNECTIVITY



PLACEMAKING

Strategies

- Continue and enhance efforts to build an urban environment that is livable and appeals to younger workers and entrepreneurs.
- Focus efforts on developing a community that is connected by quality pedestrian and bicycle infrastructure, with a strong sense of place.
- Work to strengthen downtown Lynchburg and other local activity centers as assets for the entire region by addressing issues such as wayfinding and intra-regional connectivity between centers of activities (higher education, health and the arts).

Priority Actions

- Pursue implementation of Complete/Better Streets projects as outlined in the Lynchburg Comprehensive Plan, the Downtown Lynchburg Master Plan and Central Virginia Long Range Transportation Plan.
- Support revitalization and redevelopment activities in downtown Lynchburg, Altavista, Amherst, Appomattox, Bedford, and Brookneal.

LOCAL BOTTLENECKS

Strategies

- Focus on maintaining and enhancing the reliability of the network in the region.
- Invest strategically to preserve performance on the region's road network, continuing to support quality intra-regional travel.
- Target intra-regional transportation bottlenecks and work to ensure patterns of growth do not erode the current quality of commuting in the region.

Priority Actions

- Pursue funding of significant improvements that will relieve bottlenecks on corridors serving commuter flows and regional activity centers, such as:
 - o Improvements to the Wards Road Corridor between U.S. 460 and Fort Avenue (Campbell County and City of Lynchburg)
 - o Safety improvements to Rt. 29/151 (Amherst County)
 - o Improve Old Courthouse Road from Confederate Blvd to U.S. 460 Bypass in the Town of Appomattox (Appomattox County)
 - o Construct a roundabout at the intersection of Patriot Place and Route 811 adjacent to Thomas Jefferson Elementary School to alleviate morning and afternoon peak hour congestion (Bedford County)
 - o Construct a new northbound right turn lane and taper on Thomas Jefferson Road at Waterlick Road (Bedford County)

TRANSIT & TRANSPORTATION DEMAND MANAGEMENT

Strategies

- Build support and demand for transit and alternative transportation options by encouraging collaborative communication and problem-solving between major employers, regional commuters, and transit operators.
- Continue to build on the RIDE Solutions platform, increasing awareness of alternative transportation options and programs.
- Seek creative solutions that will make transit and other alternative transportation options (ridesharing, biking, walking) attractive and feasible.

Priority Actions

- Enhance outreach to the business community through partnerships between RIDE Solutions, the Region 2000 Workforce Development Board, and the Lynchburg Regional Business Alliance (LRBA).





LRTAG Member Businesses and Organizations

Amherst County
Appalachian Power
AREVA Inc.
Bedford Areas Chamber of Commere
Boxley
Boxley Asphalt, LLC
Boxley Block LLC
Campbell County
Gary W. Case & Co., Inc.
Caskie & Frost
City of Lynchburg
Coldwell Banker Commercial Read & Co.
Commonwealth Transportation Board
Consolidated Shoe Company, Inc.
Cruises Inc.
Danville/Pittsylvania County Chamber of Commerce
Dawson Ford Garbee & Co. Realtors
Discover Lynchburg
Economic Development Office - City of Lynchburg
English Construction Company, Inc.
First National Bank - Forest
Gary W. Case & Co., Inc.
Gentry Commercial Real Estate Inc.
Genworth Financial
George E. Jones & Sons, Inc.
Greater Lynchburg Transit Company (GLTC)
US Pipe
HARRIS Corporation/RF Communications Division
Jamerson-Lewis Construction
George E. Jones & Sons, Inc.
Kirkley Hotel and Conference Center
L&R Precision Tooling, Inc.
Lanford Brothers
Liberty University

University of Lynchburg
Lynchburg Ready Mix Concrete Co., Inc.
Lynchburg Regional Business Alliance
Lynchburg Wholesale Floral Corporation
MaxPlayFit, LLC
NAI/Liberty Commercial
OrthoVirginia
Pettyjohn, Wood & White, Inc.
Police Department - City of Lynchburg
Randolph College
Region 2000 Local Government Council
Ride Solutions, Agency of Region 2000 Local Govt. Council
Roanoke Regional Chamber of Commerce
Roanoke Valley - Alleghany Regional Commission
Robertson Construction
Shannon Valentine, Commonwealth Transportation Board
Smith Mountain Lake Chamber of Commerce
Southern Air, Inc.
The Trust Company of Virginia
TransDominion Express
TRAX, LLC
United Way of Central Virginia, Inc.
VDOT District
Virginia Department of Transportation
Virginia House of Delegates - Kathy Byron
Virginia House of Delegates - Scott Garrett
Virginia House of Delegates - Steve Newman
Watts Petroleum Corporation
Wegmann USA, Inc.
West Piedmont Planning District Commision
Wiley|Wilson

Note: In addition, 10 individual LRTAG Members



300 Lucado Place | Lynchburg, VA 24504
(434) 845-5966
info@lynchburgregion.org
LynchburgRegion.org
YesLynchburgRegion.org