

TRANSPORTATION IN HAMPTON ROADS

Goal: Increase access to transportation services across the region.

Objectives:

- a. Implement a collaborative effort to shift the funding and decision-making mechanism for transportation to a regional system.

Strategies

- Engage regional stakeholders to develop a multi-year plan that encourages collaboration
- Educate city leaders and citizens about the benefits of developing a regional transportation strategy
- Develop a communication strategy to engage stakeholders and citizens to support regional policy development
- Become aware of concerns that citizens and decision makers may have regarding a regional transportation strategy in order to better address concerns

- b. Create a regional marketing strategy to promote regional transit.

Strategies

- Engage stakeholders to develop a communication plan to increase awareness and usage of existing regional active transportation options

- c. Create a regional bicycle co-op in collaboration with city planners to increase bicycle access and use of bicycle facilities across the region.

Strategies

- Encourage community partners and decision makers to make a plan to implement a regional bicycle co-op
- Hold a regional meeting of community planners and stakeholders to discuss funding mechanisms and locations for bicycle co-op stalls

- d. Create a regional complete streets policy structure to which regional cities will adhere.

Strategies

- Hold a regional meeting of city leaders and planners to assess current plans for transportation
- Discuss with city leaders potential regional gaps in transportation access and formulate a plan to address those gaps as a region

Measurements:

1. Increased usage of public transportation (HRT revenue/ridership reports)
2. Increase in active transportation options and walkability (sidewalks, bike paths, etc.; complete streets policy, walk score)

Actions:

Objective A:

- Cities/City leaders hold meetings to discuss and develop a funding and decision-making mechanism to support regional transportation goals

Objective B:

- Cities/City leaders collaborate with partners to develop a regional marketing strategy

Objective C:

- Cities/City leaders hold meetings to discuss promoting active transportation and growth of active transportation through developing a regional bicycle co-op

Objective D:

- Cities/City leaders conduct a regional transportation needs assessment focused on inter-city transportation or support a third-party needs assessment
- Cities/City leaders develop and implement a regional collaborative complete streets policy, plan or standard

For more information please contact us: cinch@evms.edu or visit www.cinchcoalition.org. CINCH is program of EVMS Pediatrics, to engage the community to improve children's health.

