

Actions for Community Health and Livability

**Livable Communities Planning Project
Thomas Jefferson Planning District Commission
October 2013**

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Introduction

LIVABLE COMMUNITIES OVERVIEW

In February 2011, the U.S. Department of Housing and Urban Development (HUD) awarded funding to the Charlottesville Albemarle Metropolitan Planning Organization (MPO) to develop a Livability Implementation Plan for the region. The process to develop this plan, referred to as the Livable Communities Planning Project, builds upon the region's 1998 Sustainability Accords and other local planning documents to integrate crosscutting strategies for land use, transportation, housing, economic vitality, air and water quality, and energy use.

The Livable Communities Planning Project provides an avenue for inter-jurisdictional coordination, education and community participation in updates to the City of Charlottesville and Albemarle County Comprehensive Plans and the Charlottesville-Albemarle Long Range Transportation Plan. The process seeks to identify common ground between City and County planning goals and to give community members the opportunity to provide feedback. Each locality used community input received through this process to inform updates to their respective planning documents.



Project staff consisted of those from the City, County, University of Virginia and the Thomas Jefferson Planning District Commission. This project team assisted in coordinating public input into the three plan updates. The team also collaborated with other project partners to complete the five deliverables that comprise the Livability Implementation Plan. These five deliverables included:

1. A **Performance Measurement System** to analyze where the region stands with respect to transportation, the environment, housing, economic development, and energy use.
2. A **Common Future Land Use & Transportation Map** reflecting future land use designations and transportation projects for the City of Charlottesville and the County of Albemarle, known as One Map.
3. A list of recommended Livability policies to inform the **Charlottesville and Albemarle Comprehensive Plans**, and the MPO Long Range Transportation Plan.
4. A **Code and Ordinance Review** that includes guidance to help implement recommended Livability policies.
5. Recommendations for **voluntary individual and community-wide actions** that will support Livability within the community.

ACTIONS FOR COMMUNITY HEALTH AND LIVABILITY

Task Five of the Livable Communities Project catalogs actions that individuals and organizations can take to support community health and livability. This section identifies some initiatives that are already underway and planned projects to foster individual and group action. The section is intended to give a summary of how these initiatives are promoting livability and helping to meet the goals of the communities.



Actions for Community Health and Livability

Realizing improvements in community health and livability requires voluntary action on the part of both individuals and organizations. During the course of the three-year Livable Communities Planning Project, two community-wide initiatives have started and include: the Better Business Challenge and Move2Health. Through work on this planning project, the Planning Commissions of the City of Charlottesville and Albemarle County¹ have recommended two joint projects to be pursued over the next few years: Rivanna River Corridor and Pedestrian and Bicycle Connectivity. This section highlights current initiatives and planned projects.

COMMUNITY-WIDE INITIATIVES

1. The Better Business Challenge

The Better Business Challenge is a community competition to encourage businesses and their employees to adopt efficient and sustainable practices. The Challenge provides participants with access to free resources, online benchmarking tools, site visits, training sessions, a business mentor pool, and networking and collaboration avenues. Through this challenge, businesses and individual employers are expected to adopt behaviors to conserve energy and water and reduce waste. The Challenge was created by the Local Energy Alliance Program (LEAP) and Better World Betty.

2. Move2Health

Move2Health is a community-wide campaign created to encourage residents to improve their health. The campaign provides participants with free resources and events designed to encourage individuals to increase their level of physical activity and improve their eating habits.

JOINT CITY-COUNTY PROJECTS

The Planning Commissions of the City of Charlottesville and Albemarle County have recommended two joint projects to be pursued over the next few years as voluntary efforts to improve the environment, land use, and recreational opportunities.

3. Rivanna River Corridor

The joint Planning Commissions recommend that the communities create a unified vision for land uses adjacent to the Rivanna River that supports the river corridor as a destination while ensuring the protection and improvement of the river's water quality.

4. Pedestrian and Bicycle Connectivity

The joint Planning Commissions recommend bike-pedestrian connections across physical barriers to promote more bicycle and pedestrian accessibility throughout the area.

¹ The Albemarle County Comprehensive Plan has not yet been adopted by the Board of Supervisors.



1. The Better Business Challenge

DESCRIPTION

The Better Business Challenge sets out to increase efficiency and sustainability in businesses, while raising awareness. The challenge celebrates current sustainability efforts and encourages additional initiatives. The challenge empowers local business with the tools they need to incorporate sustainability into their daily operations, and makes such actions fun, easy and cost effective. The Better Business Challenge promotes sustainable actions and outcomes by businesses and employees in six categories:

- Water
- Energy
- Transportation
- Waste
- Purchasing
- Leadership

The Better Business Challenge spurs action in these categories through competition. Score sheets suggest possible actions to earn points. These include items such as use of natural and task-light and motion sensors to reduce energy costs; using drought-resistant plants to conserve water; and reducing automobile trips through walking, bicycling and teleworking. Participating businesses earn points as they make changes in their approaches to incorporate efficiency and sustainability. Participants have access to free resources, online benchmarking tools, site visits, training sessions, a business mentor pool, and networking and collaboration avenues.

ACTIONS TO SUPPORT COMMUNITY HEALTH AND LIVABILITY

The Better Business Challenge targets local businesses and seeks to reward efficacy and sustainability. By doing so the Challenge is focused on the following actions:

- Encouraging an understanding of the concept of the “triple bottom line” (profits, people and the planet)
- Create a competitive environment that rewards and highlights sustainable actions
- Identifying baselines
- Setting goals for improvements and benchmarks for measuring success
- Providing resources to businesses on how they can become more sustainable

LINKAGES TO OTHER ASPECTS OF THE LIVABLE COMMUNITY PROJECT

Joint Planning Goals

Throughout the Comprehensive Planning process, the Charlottesville and Albemarle Planning Commissions held joint sessions to discuss issues of overlapping concern, share existing approaches and identify key issues that needed to be addressed by both localities. Through the course of this process, the two Planning Commissions identified eight areas of joint interest for discussion and recommendations; Economic Development, Entrance Corridors, Environment, Housing, Land Use,



Transportation, Parks and Recreation, and Historic Preservation. The Better Business Challenge relates to these goals in the following ways:

Environment: *“Charlottesville and Albemarle County will continue to promote a community of green neighborhoods, healthy waterways, clean air, and sustainable natural resources.”*

The Better Business Challenge actively promotes positive environmental outcomes by encouraging business to think more sustainably and make smart decisions about their actions.

Economic Development: *“Charlottesville and Albemarle County recognize the necessity of vibrant regional economic relationships and will work together toward a strong, diversified economy creating stability and opportunities for advancement in our communities.”*

The Better Business Challenge’s contribution to economic development is related to increasing businesses “triple bottom line” and encouraging businesses to take sustainable actions when making choices about energy, water, waste, transportation, and purchasing.

Entrance Corridors: *“Charlottesville and Albemarle County will work together to more consistently enhance the visual quality and multi-modal experiences along the corridors.”*

The Better Business Challenge does not directly address entrance corridors. However, there are opportunities for businesses to be engaged in entrance corridor planning. The Better Business Challenge encourages businesses to consider innovative sustainable solutions to address environmental issues like stormwater. Addressing stormwater can have a positive effect on entrance corridors by enhancing visual quality of the corridors.

Historic Preservation: *“Charlottesville and Albemarle County will enhance the historic character of the region by fostering community awareness of our historic and cultural resources and promoting the preservation of designated structures and areas.”*

The Better Business Challenge does not directly address Historic Preservation. However, the Challenge does promote businesses to look closely at their building and operations. The Challenge could help employers choose to occupy or adaptively reuse historic structures.

Housing: *“Charlottesville and Albemarle County will each have a range of housing types that support various incomes, ages, and levels of mobility. These housing types should be connected to community amenities, parks, trails and services in the City and in the County’s Development Areas”.*

The Better Business Challenge does not directly address housing, but does encourage businesses to consider where their employees live and how they get to and from work and, if relocating, to consider a mixed-use setting.

Land Use: *“Charlottesville and Albemarle County will support neighborhoods and places that allow residents to live, work, and play near their homes and where attention to the character of new development and redevelopment enhances quality of life.”*



The Better Business Challenge does not directly address issues of land use. However, the challenge could promote better land use outcomes by encouraging businesses to weigh impacts on transportation in selecting a location and to consider a mixed-use location.

Parks and Recreation: “Charlottesville and Albemarle County will provide a system of high quality public parks, recreation facilities and programming to meet the needs of all residents of the community.”

The Better Business Challenge does not directly impact parks and recreation. However, it does encourage activities such as biking and walking by employees, which has the potential to increase usage of parks and recreation facilities.

Transportation: “Charlottesville and Albemarle County will promote regional multi-modal and accessible transportation options.”

The Better Business Challenge could affect individual transportation choices by encouraging more people to walk or bike to work. It also has the opportunity to reduce other vehicle trips by encouraging businesses to make smart transportation choices, or by encouraging businesses to locate in transit accessible neighborhoods.

Performance Measures

The Better Business Challenge is contributing directly to the following four performance measures, which are included in the Performance Measurement System Report.

- Solid Waste and Recycling
- Greenhouse Gas Emissions Per Capita
- Air Quality
- Access to Healthy Food Choices

The Better Business Challenge would contribute indirectly to three performance measures, which are included in the Performance Measurement System Report.

- Means of Transportation to Work
- Travel Times to Work
- Economic Diversification

REFERENCE

For more information on the Better Business Challenge, refer to the materials for the Challenge included in Appendix 1.





2. Move2Health Campaign

DESCRIPTION

Many factors influence public health, including individual health behaviors, access to health care, community characteristics, the environment, and service delivery by private, not-for-profit and government agencies. All of these factors were considered when the Move2Health community campaign began. The Thomas Jefferson Health District (TJHD) spearheaded a community health assessment, working with the Mobilizing for Action through Planning and Partnerships Community Health Assessment (MAPP2Health) Leadership Council. The top Community Health Issue identified was “An Increasing Rate of Obesity.” To increase awareness about this issue and encourage changes in individual action, many community leaders came together to establish Move2Health. The physical activity campaign launched during the summer of 2013, challenging participating individuals to move 30 minutes a day, five days a week. Agencies and businesses were encouraged to enroll and to urge their staff, employees and clients to register with the organization to log their minutes every day.

ACTIONS TO SUPPORT COMMUNITY HEALTH AND LIVABILITY

The Move2Health campaign has identified stakeholders and actions that can be taken to improve regional Health and Livability. These actions are primarily focused on healthy eating and increased activity and include:

- Launching the “Walk. Bike. Dance. Play 30 minutes every day” campaign
- Promoting steps to encourage more activity in children and adults
- Educating the public about the effects of poor health on businesses and the economy
- Encouraging actions that employers and individuals can take to improve health
- Holding outreach events
- Conducting the community challenges using competition

LINKAGES TO OTHER ASPECTS OF THE LIVABLE COMMUNITY PROJECT

Joint Planning Goals

As with the Better Business Challenge, this campaign was compared to the eight areas of joint interest from the City and County Planning Commissions; Economic Development, Entrance Corridors, Environment, Housing, Land Use, Transportation, Parks and Recreation, and Historic Preservation. The Move2Health campaign relates to these areas of joint interest in the following ways:

Environment: “Charlottesville and Albemarle County will continue to promote a community of green neighborhoods, healthy waterways, clean air, and sustainable natural resources.”

The Move2Health campaign does not directly address the environment. However, it does encourage more interaction with it. Studies have shown that access to environmental features such as greenery and street trees can have a positive effect on community health and well-being.



Economic Development: *“Charlottesville and Albemarle County recognize the necessity of vibrant regional economic relationships and will work together toward a strong, diversified economy creating stability and opportunities for advancement in our communities.”*

The Move2Health campaign’s contribution to economic development is related to increasing worker productivity by reducing healthcare costs and reducing employee sick time.

Entrance Corridors: *“Charlottesville and Albemarle County will work together to more consistently enhance the visual quality and multi-modal experiences along the corridors.”*

The Move2Health campaign does not directly address entrance corridors. However, entrance corridor planning provides an opportunity to increase positive public health outcomes by increasing connectivity between communities and encouraging active modes of transportation such as biking or walking.

Historic Preservation: *“Charlottesville and Albemarle County will enhance the historic character of the region by fostering community awareness of our historic and cultural resources and promoting the preservation of designated structures and areas.”*

The Move2Health campaign does not address Historic Preservation. Healthy behaviors are the primary focus of this campaign.

Housing: *“Charlottesville and Albemarle County will each have a range of housing types that support various incomes, ages, and levels of mobility. These housing types should be connected to community amenities, parks, trails and services in the City and in the County’s Development Areas”.*

The Move2Health campaign does not directly address housing. However, neighborhoods with sidewalks allow residents to walk to work and play.

Land Use: *“Charlottesville and Albemarle County will support neighborhoods and places that allow residents to live, work, and play near their homes and where attention to the character of new development and redevelopment enhances quality of life.”*

The Move2Health campaign does not directly address issues of land use. However, land use can have an effect on public health by both encouraging walking and biking or discourage it. Design features like sidewalks and trees along streets encourage walking especially when sidewalks connect to centers of community activity.

Parks and Recreation: *“Charlottesville and Albemarle County will provide a system of high quality public parks, recreation facilities and programming to meet the needs of all residents of the community.”*

The Move2Health campaign is expected to increase patronage of parks and recreation facilities in both the City and County.

Transportation: *“Charlottesville and Albemarle County will promote regional multi-modal and accessible transportation options.”*



The Move2Health campaign is expected to affect individual transportation choices by encouraging more people to walk or bike to work.

Performance Measures

The Move2Health Campaign is contributing directly to the following three performance measures, which are included in the Performance Measurement System Report.

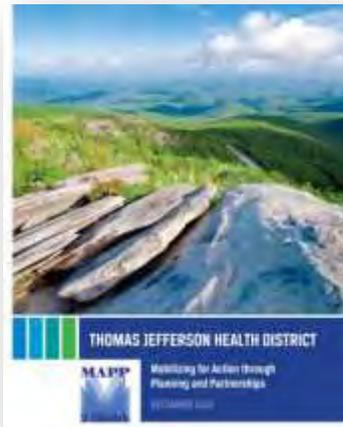
- Overweight and Obesity
- Access to Healthy Food Choices
- Residential Proximity to Parks and Trails

In addition to having a direct positive impact on the three indicators above the Move2Health campaign could have an indirect benefit on the following four additional performance measures.

- Means of Transportation to Work
- Travel Times to Work
- Economic Diversification
- Local Government Expenditures on Public Services

REFERENCE

For more information on Move2Health, refer to the materials included in Appendix 2.





3. Rivanna River Corridor

DESCRIPTION

Planning for an enhanced and improved river corridor contributes to health and livability of the community by improving water quality, encouraging the protection of natural areas, and by providing greater recreation opportunities. The Planning Commissions of the City of Charlottesville and Albemarle County recommended collaboration on Rivanna River planning as one of two joint projects that the City and County could pursue jointly over the next few years. These were some of the reasons that the Rivanna River Basin Commission (RRBC) developed a Draft Concept and Framework for the Rivanna River as part of their work as a partner in the Livable Communities Project. The document is included as a reference document in the two Comprehensive Plans and sets out a framework for a corridor plan that focuses on improving stream health and recreational opportunities in and around the Rivanna River. A river corridor plan is a component of watershed management that focuses on the “river corridor” to achieve specific river management goals and objectives, including:

- Preservation and enhancement of water quality and habitat
- Providing for nature-based recreational opportunities;

ACTIONS TO SUPPORT COMMUNITY HEALTH AND LIVABILITY

The Draft Concept and Framework for a Rivanna River Corridor Plan identifies potential stakeholders and actions. Actions referenced in the document include:

- Protecting and improving natural resources
- Monitoring and improving water quality, habitat and stream conditions
- Planning for activities along the corridor
- Stormwater management
- Involvement of local food growers
- Increasing access to the river (hiking, boating)
- Creating and maintaining park areas
- Applying a science-based approach to resource management

LINKAGES TO OTHER ASPECTS OF THE LIVABLE COMMUNITY PROJECT

Joint Planning Goals

As with the two community wide initiatives, this proposed project was evaluated against the joint Planning Commission goals for; Economic Development, Entrance Corridors, Environment, Housing, Land Use, Transportation, Parks and Recreation, and Historic Preservation. Ways in which The Rivanna River Corridor project relates to these joint planning goals follows.

Environment: “Charlottesville and Albemarle County will continue to promote a community of green neighborhoods, healthy waterways, clean air, and sustainable natural resources.”

A Rivanna River Corridor project could:

- Protect river health



- Improve degraded habitats
- Increase public access to this shared resource
- Provide increased land and water based recreation opportunities
- Improve stormwater management

Economic Development: *“Charlottesville and Albemarle County recognize the necessity of vibrant regional economic relationships and will work together toward a strong, diversified economy creating stability and opportunities for advancement in our communities.”*

Economic Development is a consideration in this proposed project for the Rivanna River Corridor. The plan is intended to:

- Encourage river-sensitive development and redevelopment along the river, and
- Capitalize on river access for recreation and related businesses.

Entrance Corridors: *“Charlottesville and Albemarle County will work together to more consistently enhance the visual quality and multi-modal experiences along the corridors.”*

The Rivanna River is one of the few natural features that define the edge between the two communities. This boundary presents opportunities and challenges. It provides opportunities for enhancing the visual quality of the entrance corridors that cross it, such as US250 at Free Bridge. It also provided opportunities for improving the multi modal experience by providing opportunities for increasing bike and pedestrian connections. The challenges associated with river are related to it being a physical barrier that limits the opportunities for new connections and entrance corridors.

Historic Preservation: *“Charlottesville and Albemarle County will enhance the historic character of the region by fostering community awareness of our historic and cultural resources and promoting the preservation of designated structures and areas.”*

The Rivanna River has played an important role in shaping the Communities of Charlottesville and Albemarle County. The river corridor is rich with important historic and cultural resources. Many of these resources are linked to the river’s past role in transportation and powering mills and factories. The Rivanna River Corridor Project could identify and encourage the preservation of historic resources.

Housing: *“Charlottesville and Albemarle County will each have a range of housing types that support various incomes, ages, and levels of mobility. These housing types should be connected to community amenities, parks, trails and services in the City and in the County’s Development Areas”.*

The Rivanna River Corridor project could:

- Act as a catalyst to spur the redevelopment of neighborhoods adjacent to the river
- Have a positive effect on property values near the river
- Provide new recreational amenities such as parks and trails.



Land Use: “Charlottesville and Albemarle County will support neighborhoods and places that allow residents to live, work, and play near their homes and where attention to the character of new development and redevelopment enhances quality of life.”

The Rivanna River Corridor plan could identify a mix of desired land uses adjacent to the river

Parks and Recreation: “Charlottesville and Albemarle County will provide a system of high quality public parks, recreation facilities and programming to meet the needs of all residents of the community.”

The River Corridor plan could enhance recreation opportunities by:

- Providing a safer, cleaner river
- Increasing public access for safe river based recreation
- Integrating the river into existing communities
- Increasing parkland and trails, with connectivity to existing parks and trails

Transportation: “Charlottesville and Albemarle County will promote regional multi-modal and accessible transportation options.”

The Rivanna River corridor project could expand non-motorized vehicle connections such as providing more trails along the river that are walkable and bikable.

Performance Measures

The Rivanna River Corridor project would contribute directly to the following six performance measures, which are included in the Performance Measurement System Report.

- Stormwater Management
- Tree Canopy Coverage and Forest Buffers
- Impaired Waterways
- Impaired Waterway Sources
- Residential Proximity to Parks and Trails
- Land Cover

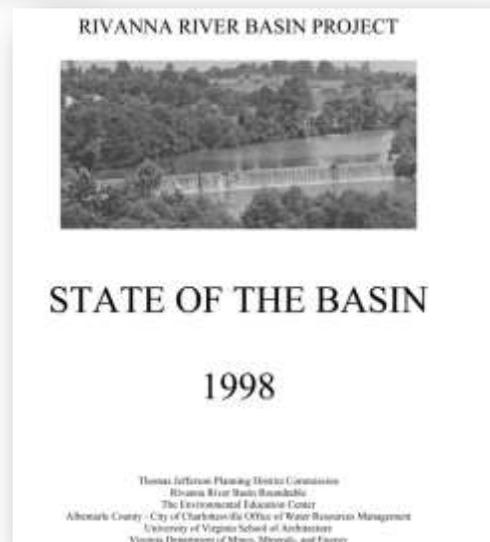
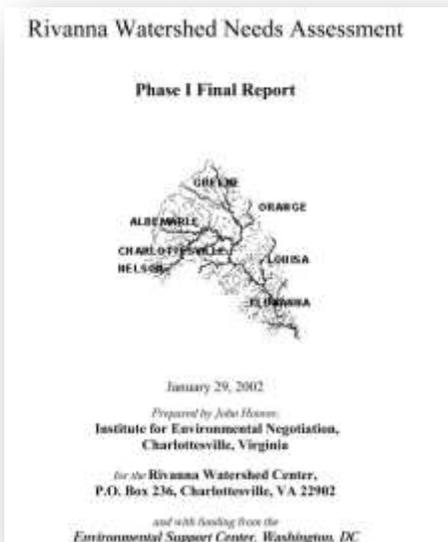
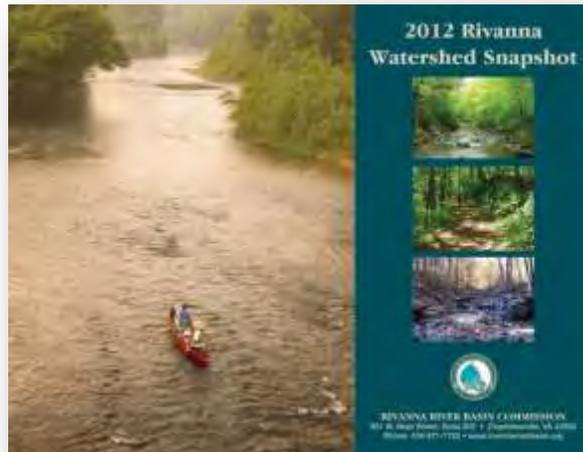
In addition to having a direct positive impact on the six indicators above, a river corridor plan could have an indirect benefit on the following six additional performance measures.

- Overweight and Obese
- Land Conversion
- Economic Diversification
- Economic Impact of Tourism
- Land Cover
- Regional Habitat Frameworks



REFERENCE

For more information on the Rivanna River Corridor Project refer to the Rivanna River Corridor Plan-Draft Concept and Framework included in the Appendix 3. Note: the document is included in the attachments in Charlottesville’s Comprehensive Plan and is expected to be a reference document in the County’s Comprehensive Plan.





4. Pedestrian and Bicycle Connectivity

DESCRIPTION

The Planning Commissions of the City of Charlottesville and Albemarle County¹ have recommended the City and the County look into coordinated sidewalk networks across City-County boundaries and dedicated bike-pedestrian connections across physical barriers within the communities. Inter-regional bike and pedestrian connectivity is a key element of the Charlottesville-Albemarle Metropolitan Planning Organization's (CAMPO's) 2040 Long Range Transportation Plan. There are a number of coordinated efforts in the community that are seeking to address bike and pedestrian connectivity which include:

- CAMPO's 2040 Long Range Transportation Plan
- CAMPO'S Cville Bike Mapp smart phone application
- City of Charlottesville Bicycle and Pedestrian Master Plan updates
- CAMPO's Semi-annual Bike and Pedestrian Count

ACTIONS TO SUPPORT COMMUNITY HEALTH AND LIVABILITY

The proposed project for Regional Pedestrian and Bicycle Connectivity Initiatives, recommended by the joint Planning Commissions, have identified potential stakeholders and actions, some of which include:

- Increasing Connectivity
- Providing residents with transportation alternatives
- Promoting health and wellness
- Reducing vehicle congestion
- Increasing safety

LINKAGES TO OTHER ASPECTS OF THE LIVABLE COMMUNITY PROJECT

Joint Planning Goals

As with the other two community wide initiatives and proposed project, this proposed project was evaluated against the joint Planning Commission goals for: Economic Development, Entrance Corridors, Environment, Housing, Land Use, Transportation, Parks and Recreation, and Historic Preservation. Ways in which the proposed Pedestrian and Bicycle Connectivity project relates to these joint planning goals follows:

Environment: *"Charlottesville and Albemarle County will continue to promote a community of green neighborhoods, healthy waterways, clean air, and sustainable natural resources."*

Walking and biking are the most environmentally friendly modes of transportation. Biking and walking helps reduce vehicle emissions and congestion. Also bike and pedestrian infrastructure do not have the same impacts on water quality as roads do.

¹ The Albemarle County Comprehensive Plan has not yet been adopted by the Board of Supervisors.



Economic Development: *“Charlottesville and Albemarle County recognize the necessity of vibrant regional economic relationships and will work together toward a strong, diversified economy creating stability and opportunities for advancement in our communities.”*

Bike and pedestrian interconnectivity supports economic development. Thomas Jefferson Planning District Commission (TJPDC) staff is developing a map for cyclists using the Route 76 Trans American Bike Trail. This map would focus on regional retail options and other regional attractions along Route 76.

Entrance Corridors: *“Charlottesville and Albemarle County will work together to more consistently enhance the visual quality and multi-modal experiences along the corridors.”*

Improvements to sidewalks and bicycle access along Entrance Corridors can make these places more attractive and interesting. They can allow for key inter-jurisdictional bike and pedestrian linkages, such as the County’s Route 20 south at the City’s Monticello Avenue, or facilities along the US 250 corridor at Pantops that connect with the City’s US 250 corridor.

Historic Preservation: *“Charlottesville and Albemarle County will enhance the historic character of the region by fostering community awareness of our historic and cultural resources and promoting the preservation of designated structures and areas.”*

Bike and pedestrian features can provide enhanced access to the region’s historic resources. The Bicentennial Bike Trail and the Route 76 Trans America Trail travel through Albemarle County and the City of Charlottesville passing key historic sites in the area. The TJPDC, as part of its rural transportation program, is developing a regional Trans-America trail map to highlight attractions. Pedestrian facilities are key elements of historic sites. Current efforts to enhance the connectivity of these resources include a multi-use path that would connect Thomas Jefferson’s Monticello to the City’s sidewalk system into Downtown.

Housing: *“Charlottesville and Albemarle County will each have a range of housing types that support various incomes, ages, and levels of mobility. These housing types should be connected to community amenities, parks, trails and services in the City and in the County’s Development Areas”.*

Inter-regional bike and pedestrian connectivity does not directly relate to regional housing goals, but can support neighborhoods with transportation and recreation opportunities.

Land Use: *“Charlottesville and Albemarle County will support neighborhoods and places that allow residents to live, work, and play near their homes and where attention to the character of new development and redevelopment enhances quality of life.”*

Bicycle and pedestrian features promote place-making and give more value to neighborhoods and communities. The 2040 Long Range Transportation Plan focuses on inter-regional bicycle and pedestrian priorities, specifically the breaking of barriers to regional connectivity. Projects in the 2040 Long Range Transportation Plan have been developed and prioritized to traverse regional barriers, such as US 29 and the Rivanna River.



Parks and Recreation: *“Charlottesville and Albemarle County will provide a system of high quality public parks, recreation facilities and programming to meet the needs of all residents of the community.”*

City and County bike and pedestrian priorities are highly integrated with efforts to promote more access to and more connectivity between City and County parks. A key regional priority in the 2040 Long Range Transportation Plan is the addition of two bike and pedestrian bridges across the Rivanna River: one link would connect Pen Park in the City and Darden-Towe Park in the County, and the other would connect a greenways system parallel to the Rivanna River in the vicinity of Pantops. This would allow for an eventual connection between the City and Biscuit Run State Park.

Transportation: *“Charlottesville and Albemarle County will promote regional multi-modal and accessible transportation options.”*

Developing a more robust bike and pedestrian network that allows for stronger connectivity between the City, County, and University is one of the key goals of the region’s 2040 Long Range Transportation Plan. The Charlottesville Albemarle Metropolitan Planning Organization (MPO) has been contributing to the development of the region’s first bicycle focused transportation modeling program. Having such a modeling tool will help the MPO support future bike planning efforts.

Performance Measures

Pedestrian and Bicycle Connectivity Initiatives contribute directly to the following six performance measures, which are included in the Performance Measurement System Report.

- Residential Proximity to Transportation Facilities
- Residential Proximity to Parks and Trails
- Air Quality
- Greenhouse Gas Emissions Per Capita
- Travel Times to Work
- Means of Transportation to Work

Pedestrian and Bicycle Connectivity Initiatives would contribute indirectly to the six performance measures, which are included in the Performance Measurement System Report.

- Monthly Household Transportation Cost
- Local Government Expenditures on Public Services
- Overweight and Obesity
- Housing and Transportation Cost
- Economic Diversification
- Residential Density

REFERENCE

For more information Pedestrian and Bicycle initiatives please refer to Appendix 4 or CAMPO’s Long Range Transportation website at <http://www.tjcdc.org/LRTP/index.asp>



Appendices

1. BETTER BUSINESS CHALLENGE

Information about the Better Business challenge is available online at <http://cvillebetterbiz.org/>. Below are screenshots of the website. The screenshots highlight some of the Better Business Challenges activities.





BETTER BUSINESS CHALLENGE

START SMART SCORECARD

GET STARTED NOW! CERTIFICATION TAKES JUST 40 POINTS. Below is a list of actions you can take today. All actions on this scorecard earn points toward certification. You can even include scorecard actions you have already taken!

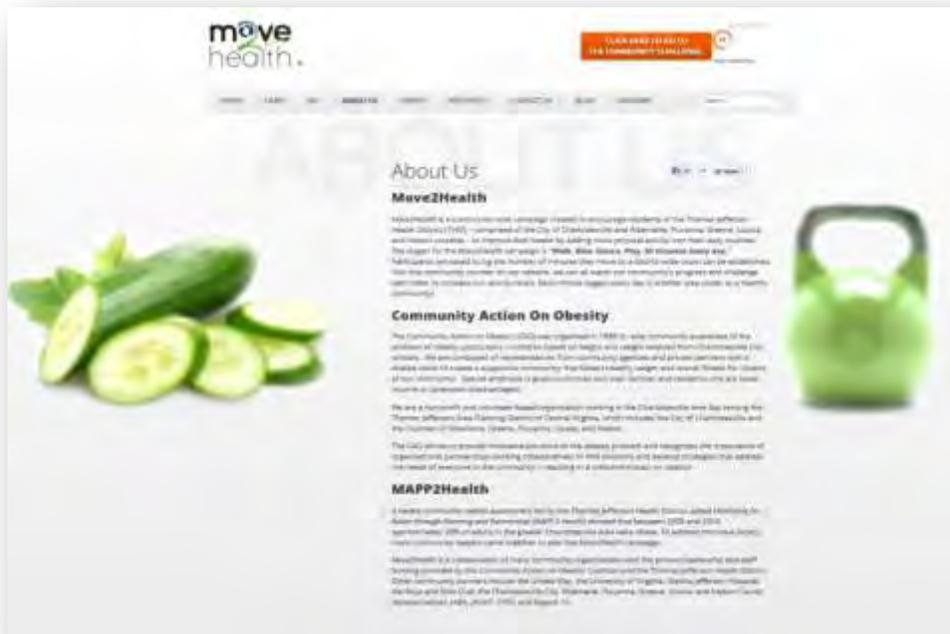
 LEADERSHIP	 TRANSPORTATION	 WASTE REDUCTION
<p>Have you appointed an internal "green team" or green team leader to champion the company's sustainability efforts? 1 Point</p> <p>Have you publicized the company's participation in the Challenge? 2 Points</p> <p>Have you encouraged employees to sign up for the Better World Betty "Green Pledge" for the home with a goal of 50%? 2 Points</p> <p>Have you shared sustainability goals, policies, and practices with your staff and customers? 1 Point</p> <p>Have you advertised the company's green practices to clients and prospective new employees? 1 Point</p> <p>Have 50% of your employees signed up for Better World Betty's and LEAP's e-newsletters? 1 Point</p>	<p>Have you met with staff to solicit ideas on reducing fuel costs or improving transportation options? 1 Point</p> <p>Does your company encourage employees to walk, bike, or use public transportation to, from, and during work hours (can include the 2013 Move2Health initiative)? 1 Point</p> <p>Have you conducted an inventory of company vehicles to identify opportunities for replacing low MPG with more efficient ones? 1 Point</p> <p>Does your company regularly check fleet tire pressure for optimum fuel performance? 1 Point</p> <p>Have you instituted a no-idling policy for company vehicles, delivery vehicles (i.e. vehicles delivering goods to your company) and/or customers? 1 Point</p> <p>Has your company participated in Clean Commute Day? 1 Point</p>	<p>Have you met with staff to solicit ideas on reducing waste? 1 Point</p> <p>Does your company recycle? 1 Point</p> <p>Have you standardized the practice of double-sided printing and copying? 1 Point</p> <p>Do you have newsletters, reports, paycheck vouchers, etc. available online? 1 Point</p> <p>Have you converted from Styrofoam and single-use containers to reusable items? 1 Point</p> <p>Do you donate used electronics or use e-waste recycling options? 1 Point</p> <p>Do you minimize water bottle usages by providing a water cooler or filtered water pitcher? 1 Point</p>
 PURCHASING	 ENERGY	 WATER
<p>Does your company prioritize selection of products and supplies that incorporate recycled materials? 1 Point</p> <p>Do you use at least 30% or more post-consumer recycled printer/copier paper? 1 Point</p> <p>Do you select recycled-content paper products (paper towels, toilet paper, and so on)? 1 Point</p> <p>Have you eliminated use of single serve bottled water? 1 Point</p> <p>Do you use "greener" cleaning products (e.g. GreenSeal or GreenLogo)? 1 Point</p> <p>Do you purchase computers and similar electronic equipment that are EPEAT certified? 1 Point</p>	<p>Have you developed a list of energy conservation or efficiency action items? 1 Point</p> <p>Have you used LEAP's free online benchmarking tool to track energy use? 1 Point</p> <p>Do you use natural lighting whenever possible? 1 Point</p> <p>Do you use task lighting to minimize overhead room lighting? 1 Point</p> <p>Have you replaced 50% of incandescent light bulbs with CFLs or LEDs? 1 Point</p> <p>Have you set company thermostats to recommended ENERGY STAR settings? 1 Point</p> <p>Have you set water heaters at 120 F and added an insulation blanket? 1 Point</p>	<p>Have you met with staff to solicit ideas on water saving options? 1 Point</p> <p>Have you detected and repaired any plumbing leaks? 1 Point</p> <p>Have you minimized irrigation of lawn and landscape areas? 1 Point</p> <p>Have you replaced inefficient fixtures with low-flow varieties? 1 Point</p> <p>Do you have signage to encourage employees and clients to conserve water use? 1 Point</p> <p>Do you have guidelines for reducing water use when washing fleet vehicles? 1 Point</p>

See cvillebetterbiz.org for information



2. MOVE2 HEALTH

Information about the Move2Health initiative is available online at <http://www.move2healthcentralva.org>. Below are screenshots of the website. The screenshots highlight some of the components of the campaign. More information is available from online via the link above.



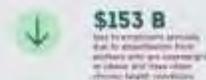


PREVENTION MEANS BUSINESS

A healthy, thriving workforce makes for a healthier business. Investing in health—in the workplace and in the community—reduces health care costs, improves productivity and makes businesses stronger.

POOR HEALTH IS BAD FOR BUSINESS

Chronic disease drives health care expenditures, which cuts into company profits and productivity.



PREVENTION PAYS AT WORK

Even small investments in health within the workplace can create big returns.



WORKPLACE WELLNESS
For every \$1 invested in workplace wellness programs, employers can save up to \$6 in health care costs.

ADDRESS HEALTH RISKS

1% reduction in health risks could save up to \$83-103 annually in medical costs per worker.

SAVE MONEY

Workplace wellness programs can reduce sick leave, medical costs and workers' compensation by as much as 25%.

HEALTHY COMMUNITIES = HEALTHY BUSINESSES

Building a healthier community saves lives and money.

BETTER BICYCLE WELLSHIPS
Do you have the road? Are there bike lanes on your street? Bicycle commuters avoid more than \$1.8 million a year in health care costs and \$7.5 a million for those who cycle nonregularly.

SMOKE-FREE SPACES SAVE LIVES
Are your third-floor community center and workplace smoke-free? Smoke-free workplaces and public places prevented 800 thousand deaths related to lung cancer between 2007-2010.

WALKABLE SPACES = ECONOMIC GROWTH
Do your workplace and community make physical activity easier? In one California city, \$80 million spent on trails available (LEA) outdoor spaces spurred a \$100 million economic investment in the local recreation area which led to the creation of 400 new businesses and 600 new jobs.

HEALTHY OPTIONS, HEALTHY CHOICES
Are healthy foods affordable and accessible at work, meetings, in vending machines and in your community? Research shows that making the healthier option the default can lead to healthier choices.





3. RIVANNA RIVER CORRIDOR

The Rivanna River Corridor is one of two areas of focus that the Charlottesville and Albemarle Planning Commissions have agreed to work on jointly over the next few years. The Rivanna River Basin Commission developed a Draft concept and Framework for developing a river corridor plan which is included below.

Rivanna River Corridor Plan-Draft Concept and Framework (RRBC)

What is River Corridor Planning?

River corridor planning is a component of watershed management that focuses on the “river corridor” to achieve specific river management goals and objectives.

FEMA describes the river corridor as that which “includes the width of the channel in which water flows and is typically expanded to account for the extensive influence of the watercourse into the surrounding landscape...corridors also allow the free movement of wildlife from area to area within the region, help control erosion and river sedimentation, and help absorb floodwaters.”

The river corridor may be defined – and river corridor planning may focus on -- the floodplain, floodway, or land adjacent to and outward from the river channel, floodplain, or floodway to a defined extent (1/4, ½, 1 mile, etc.) It may include major tributaries or even all tributaries. It may be a part of a comprehensive watershed management plan that addresses the entire watershed, not just the defined corridor.

A Guide to River Corridor Management Plans, published by New Hampshire Department of Environmental Services in 1997, lists several definitions of river corridors (Table 1).

Table 1. Approaches to Determining River Corridor Width (Adapted from NHDES 1997)

Approach	Measure of River Corridor Boundary
National Park Services, Wild, Scenic, and Recreation River Program Guidelines	¼ mile from the ordinary high water mark on each side of the river
FEMA	100 or 500 year floodplain
New Hampshire Department of Environmental Services River Program Guidelines	Land area located within a distance of 1,320 feet (1/4 mile) of the normal high water mark on either side of the river or to the landward extent of the 100 year floodplain, whichever is larger
Towns	Boundaries of each town that border the river
Identifiable Features	Roads, railroads, development, and natural geographic features in cliffs
Natural Systems	Watershed boundary of the river, or the extent of unique habitats or natural communities

A river corridor plan may have a variety of goals and objectives including:

- preservation and enhancement of water quality and habitat;
- providing for nature-based recreational opportunities;



- establishing a framework for future growth; and
- Providing a forum to advise local government in land use planning and decision-making.

It may also serve as a guiding document to create strategic financial investments across multiple jurisdictions.¹

The City of Charlottesville has identified the following five goals for river corridor planning in its Draft Rivanna River Initiative (see <http://www.charlottesville.org/index.aspx?page=3366>)²

1. Reconcile all prior river planning efforts into a cohesive plan of action for the City’s portion of the Rivanna River
2. Present a concise vision for the Rivanna River and adjacent properties.
3. Explore the river’s value as a resource for economic development.
4. Respect the river’s role in the region’s ecosystem, as well as the natural beauty the river contributes to the Charlottesville community.
5. Engage in a coordinated planning effort embraced by both the City and Albemarle County.

What is at stake?

As population in the region increases, demands of growth and development put pressure on all of our natural resources, including the river. Over half of the streams assessed in the watershed are impaired. Without a cohesive plan, we risk the chance of further degradation that in turn create public health issues and discourage recreational uses, thus limiting potential economic benefits that accrue from a scenic, healthy waterway. By not acting, we may lose the opportunity to leverage the momentum and potential for joint collaboration between Charlottesville City and Albemarle County as we plan for increased demands through a thoughtful, comprehensive planning process that recognizes the competing *and* complementary uses of the river.

Who should be Involved?

The Rivanna River flows from its headwaters in Greene County, through Albemarle County and the City of Charlottesville, to Fluvanna County where it enters the James River at Columbia, Virginia. As such, the Rivanna River corridor plan should include governments, academic institutions, non-profits and NGO, and residents in the Rivanna River watershed (see Table 2). Regardless of how we define the river corridor, we must take a “whole-watershed” approach because what we do in one part of the river affects the entire watershed.

Table 2. Potential Stakeholders

Agency/ Organization/Department	Expertise/Viewpoint
City of Charlottesville: <ul style="list-style-type: none"> • NDS • Parks and Recreation, Environmental Administration and Economic Development Albemarle County: <ul style="list-style-type: none"> • Community Development • Parks and Recreation, Greenways & Blueways Manager 	<ul style="list-style-type: none"> • Site plan design review and approval • Urban planning, zoning administration • Park planning and maintenance • Stormwater management • Neighborhood and community development • Land use planning • Economic development

¹ NHDES, 1997; VRWO, 2010; VRMP, 2010

² [Rivanna River Initiative](#), accessed on March 7, 2013.



<ul style="list-style-type: none"> Watershed Resources Management Economic Development <p>Greene County:</p> <ul style="list-style-type: none"> Zoning Planning <p>Fluvanna County:</p> <ul style="list-style-type: none"> Planning Parks & Recreation 	
RWSA	Protect drinking water resource for rate payers
UVa PVCC	Innovative design/use ideas Recreational activities for student body
RCS JRA	River advocacy Education/outreach
TNC PEC	Land protection (easements), acquisition, science-based resource management Natural resources protection (Albemarle and Greene counties)
StreamWatch	Water quality, habitat, and stream conditions monitoring and studies
TJPDC	Coordinating capacity Regional perspective Planning expertise
RRBC	River and watershed-based coordinating entity (statutory) Watershed perspective Rivanna-focused data Elected officials outreach/education Natural resources protection
TJSWCD CSWCD	Agriculture perspective/work with farmers Agricultural and urban practices implementation
Riparian landowners	Property value, privacy, encroachment concerns
Chamber of Commerce Local developers Virginia Farm Bureau Virginia Cooperative Extension Wine Growers Association	Private development Economic growth Farmers Viticulturists Local food growers
Rivanna Trails Foundation Fluvanna Heritage Trail Foundation	Recreation, public access and land protection, especially river and stream corridor
Residents	Recreation Scenic beauty/aesthetics Quality of life Conservation values Public access and river access (hiking, boating) Health, public safety
Community service groups	Rivanna Master Naturalists, Charlottesville Tree Stewards, Chesapeake Bay Foundation's VOICES volunteers

What are the Barriers?



- Potential in-stream conflicts among varying interests including existing by-right uses of river corridor parcels
- Planning options may be difficult due to jurisdictional differences/perspectives/needs and inter-jurisdictional relationships
- Perception that a well-buffered and protected river is contrary to economic development along the river

What are the Opportunities?

- City of Charlottesville and County of Albemarle *1-Community* Project resulting in joint planning commission recommendation that joint river corridor planning is 1 of 2 highest/immediate priorities for continued joint planning activities that should take place
- Existing and current momentum surrounding the Rivanna River including:
 - Recently published *2012 Rivanna Watershed Snapshot* and accompanying Technical Report (that includes data gaps, methodology of analyses used)
 - The Rivanna River Vortex project, which looked at the design of a 3-mile stretch of the river; year of the Rivanna at UVa School of Architecture
 - Charlottesville City stormwater utility fee and Albemarle County's consideration of such a fee
 - Expanding river corridor trails in Charlottesville, Albemarle, and Fluvanna
 - Chesapeake Bay watershed implementation planning
 - Local TMDL implementation plans (Cville Streams, Moores Creek)
 - Rivanna Conservation Society's "Can You Swim Here?" campaign
 - RCS Extreme Watershed Makeover planned for fall 2013 in Moores Creek watershed
 - Bacteria monitoring by StreamWatch and continued monitoring for aquatic bugs
 - New state stormwater regulations to go into effect in 2014 and local governments response
 - TJPDC's 1-Community project looking at the livability of the Cville, Albemarle County, and MPO
 - New buffer protections in Fluvanna County and intent to do the same in Greene County
- River corridor access and use is expanding with more trails in Charlottesville, Albemarle, and Fluvanna building a sense of public "ownership" of the corridor

Description of Recommended Process

The Rivanna River Basin Commission offers the following the steps outlined below to guide the development of a Rivanna River corridor plan:

1. Convene a stakeholder advisory committee under the auspices of the RRBC with support from TJPDC that includes all four localities and a representation of special interests and stakeholders
2. Define the study area, or corridor, and the components of the plan, likely to be (3 through 6 below)
3. Create a public outreach plan and determine method to solicit public input
4. Identify existing conditions, regulatory framework, opportunities/constraints
 - a. Understand land use/land cover within the corridor (protected lands, growth areas, commercial, residential, etc.)
 - b. Existing planning tools (protection overlays, entrance corridors, floodplain/water protection)
 - c. Water quality and water quantity (discharges/withdrawals)



- d. Natural features (wetlands, critical slopes, rare, threatened and endangered species)
5. Define vision, goals, actions, and timeframe for implementation with public involvement
6. Define accountability, roles, and responsibilities, planning updates
7. Proceed with the formal process for BOS and Council review and endorsement
8. Implement plan, assess progress, update plan as needed

Possible Next Steps

1. Encourage City of Charlottesville and Albemarle County to include river corridor planning as an implementation goal in their 2013 comprehensive plan updates
2. Discuss opportunities for coordinated river corridor planning with staff and elected officials from Greene and Fluvanna counties; review comprehensive plan and county work plans for opportunities to dovetail existing efforts (e.g., riparian buffer ordinance in Greene County)
3. Identify core planning team to seek dedicated funding (RRBC, TJPDC)

Examples of River Corridor Planning

1999 Appomattox River Corridor Plan

Relevance to Rivanna River: Major tributary of the James River; portion designated as Scenic River

Corridor Area: 22-miles long; 750-feet on the edge of the 100-foot flood plain with some variation

Goals: Healthy ecosystem; private interests; preservation; education; economic development; public interests

Timeframe: Ongoing

Process: Crater Coastal Resources Management Task Force, the Appomattox River Corridor Working Group and the general public through three workshops.

2012 Colorado River Corridor Plan (Texas)

Relevance to Rivanna River: Coordinate regional and local planning efforts; larger corridor; more recent plan (2012)

Corridor Area: 30,565-acres; 32-mile stretch of river

Goals: Conserve and protect natural resources; improve quality of life; provide improved mobility and transportation choices

Timeframe: 25 years

Process: Utilized a consultant (Bosse & Associates); local river authority; city and county

Highlights: Identified existing conditions; regulatory framework; opportunities and constraints; and summary of critical issues for each of the following key elements: land use; water quality and supply; transportation; and parks and land conservation. Provided a table identifying strategies, objectives, tools/policies implementation, and timeframe. Considered the importance of current land use within the corridor (residential, commercial, agriculture, recreational, etc.)

Exeter River Corridor and Watershed Management Plan

Relevance to Rivanna River: Focus is the entire watershed; references a "Natural Resources Inventory," similar to the *2012 Rivanna Snapshot Technical Report*

Corridor Area: Exeter River watershed (watershed, not corridor?) size not identified)

Priorities: Water quality and quantity; wildlife habitats and natural community; scenic, recreation, historical resources; education and outreach

Timeframe: 1999-2000 and 2000-2001

Process: Exeter River Local Advisory Committee; mailed out questionnaires to gather public input



References

New Hampshire Department of Environmental Services (NHDES) (1997) A Guide to River Corridor Management Plans (1997) Accessed March 5, 2013. Available at <http://des.nh.gov/organization/commissioner/pip/publications/co/documents/r-co-97-3.pdf>

Vermillion River Watershed Organization (VRWO) (2010) Vermillion River Corridor Plan. Accessed March 5, 2013. Available at http://vermillionriverwatershed.org/index.php?option=com_content&view=article&id=58&Itemid=67

Vermont River Management Program (VRMP) (2010) Vermont Agency of Natural Resources River Corridor Planning Guide to Identify and Develop River Corridor Protection and Restoration Projects. Accessed March 5, 2013. Available at http://www.vtwaterquality.org/rivers/docs/rv_rivercorridorguide.pdf



4. PEDESTRIAN AND BICYCLE CONNECTIVITY

Many of the current community initiatives are ongoing efforts some are coordinated by the Charlottesville Albemarle (Metropolitan Planning Organization) MPO and others are coordinated by The City of Charlottesville and Albemarle County. The MPO contribution to bike and pedestrian connectivity has included:

- Developing the Cville Bike Mapp, which is a smart phone application that allows cyclists to map their ride and upload the data so that planners can better identify how the network is used and where barriers exist. More information about the Cville Bike Mapp can be found at <http://www.tjpc.org/cvillebikemapp/index.asp>.
- The Long Range Transportation Process which is the region's plan for looking ahead three decades to assess future transportation projects vital for the region. The plan considers all modes of transportation including highway, road, bus, rail, bicycle, pedestrian and air travel. More information about the LRTP can be found at <http://www.tjpc.org/LRTP/index.asp>.
- The bike and pedestrian count is a semiannual inventory of bike and pedestrian users on major transportation corridors in the MPO. More information about the count can be found at <http://www.tjpc.org/transportation/bikecount.asp>.

The maps on the next two pages illustrate some of the work that has already been done to identify gaps in the existing biking and walking network.



