



**Central Virginia Planning
District Commission**
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cvpdc.org

Staff Report

Special Guest: Katie Conner, Virginia Tourism Corporation

Katie serves as a Senior Destination Development Manager in the Partnership Marketing division of Virginia Tourism working with communities throughout the Virginia Mountains and Central Virginia tourism regions. In this position, Katie works with industry stakeholders to facilitate the development of community-based tourism programs and new product that drive revenue generation and job creation along with aiding tourism-related businesses. Katie is responsible for supporting and providing counsel in strategic tourism planning efforts, technical assistance, product development, cooperative marketing, and consulting services to all communities in her regions, as well as connecting industry partners with VTC services.

Katie holds a Master of Business Administration degree from Longwood University and a Bachelor of Science degree in Communication with a concentration in Public Relations from Radford University. Katie is a Leadership Roanoke Valley alumna and serves in an advisory role with the program as well. Katie is a Board member with The Advancement Foundation, the Virginia Association of Destination Marketing Organizations, and holds several other certifications and committee positions within her service region. She is passionate about helping elevate the communities she works with and loves interacting with visitors about how and why they chose to visit an area.

Katie is a lifelong resident of Botetourt County and loves this community where she was raised and continues to live with her loving husband, Kevin, and dependable dogs.

CV Commuter Assistance Program Strategic Plan

Over the past year, Ada Hunsberger has been working with our local and state partners to rebrand and expand our existing commuter assistance program. The new program, called *Central Virginia Commuter Services*, will provide resources to both commuters and local employers to encourage and facilitate the use of alternative modes of transportation in the region including carpooling, vanpooling, transit, and biking/walking. Ada is working with Stimulus Advertising to develop a new website and materials to promote our new Central Virginia Commuter Services program. The program's new website is CVCommuterServices.org.

CVPDC applies yearly for grant funding from DRPT to operate this program. This past year, DRPT instituted a new requirement that all grant recipients have a strategic plan for their Commuter Assistance Program; therefore, Ada has worked with local stakeholders and our state partners to develop the 2025-2029 Commuter Assistance Program Strategic Plan. This plan outlines the operating services and resources needed to operate the program in the most cost-effective manner.

The Transportation Technical Committee, DRPT, and VDOT have all reviewed the plan. Ada presented the draft plan to the Planning District Commission at its regular September meeting. A thirty-day public comment period commenced thereafter, on Monday, September 23, and ended on October 25, 2024. No public comment was received.

DRPT requires the plan to be adopted by November 24, 2024, to ensure eligibility of the Commuter Assistance Program for grant funding in FY26. The draft plan is [available on the site here](#). The request of the Commission is adoption of the plan as presented.

Electric Vehicles (EV) Charging Infrastructure Initiative

The Planning District Commission entertained a presentation about avenues to support electric vehicle charging infrastructure in Central Virginia. The Commission opted to adjourn debate until the November meeting. The summary titled "CVPDC ELECTRIC VEHICLES (EV) CHARGING INFRASTRUCTURE INITIATIVE" and a draft scope of work that Virginia Clean Cities would provide to the region at no charge, if requested, follow this report.

Organizational Reports

Sandy Dobyms will present an up-to-date report of the CVPDC's finances. Commissioners will note a new format. The accounting software Quickbooks generates the report, which staff hopes Commissioners will find simpler, more reliable, and more transparent. Feedback is welcomed.

Alec Brebner will update the Commission on an upcoming deadline for local governments regarding an unfunded state mandate for regional water supply planning. Discussion is encouraged.

Local Government Membership Contributions

The CVPDC is a membership organization. Participation in the Planning District Commission is voluntary. The organization provides regional planning, technical assistance, consolidated services, and direct investment throughout Central Virginia. Membership contributions make this work possible by constituting the financial foundation for the organization. These contributions fund the local matches required of state and federal grants that fund much of the CVPDC's work.

The staff of each member local government begins development of a budget during the winter to recommend to its council or board. Each November, therefore, the Commission must develop a recommendation to the governing bodies of each member locality for membership contributions. The [CVPDC bylaws](#) provide that the Commission request contributions on a per capita basis. The bylaws direct the Commission to utilize population estimates available from UVA's Weldon Cooper Center for calculations. Each town pays a flat fee since its population counts toward the dues of the county in which it resides.

The per capita rate for CVPDC membership contributions in the current fiscal year is \$0.675. Each town's payment is \$1,227. The total collected in FY2025 is \$184,312. Staff's preliminary expectations for the upcoming fiscal year are that grant requirements for local matching dollars will not increase. Staff would therefore advise the Commission to recommend the following membership contribution schedule based

on the current per capita rate of \$0.675. The underlying population figures appear on a separate, enclosed spreadsheet.

Staff-Suggested Membership Contributions Schedule by Locality

Locality	FY25 Contribution	2023 Population Estimate	Per Capita Rate	Suggested FY26 Contribution
Altavista Town	\$1,227			\$1,227
Amherst Town	\$1,227			\$1,227
Appomattox Town	\$1,227			\$1,227
Bedford Town	\$1,227			\$1,227
Brookneal Town	\$1,227			\$1,227
Amherst County	\$21,019	31,223	\$0.675	\$21,076
Appomattox County	\$11,160	16,728	\$0.675	\$11,291
Bedford County	\$53,962	80,759	\$0.675	\$54,512
Campbell County	\$37,770	56,028	\$0.675	\$37,819
Lynchburg City	\$54,086	80,736	\$0.675	\$54,497
TOTALS	\$184,132	265,474		\$185,330

Tobacco Commission Strategic Plan Input Session

CVPDC's Alec Brebner has been invited to provide input into the Virginia Tobacco Region Revitalization Commission Strategic Plan. Alec seeks feedback from the Planning District Commission on the questions to be posed so as to best represent Central Virginia. An informal conversation with notetaking will commence for this agenda item. No formal action is necessary.

TRRC's Strategic Plan's Five Areas of Focus:

1. Analysis of TRRC's long-term financial future under different spending and investment scenarios (How long does the TRRC want to exist? How should we adjust our investments and spending to ensure impact over that time period?)
2. Fresh look at what the TRRC's role in workforce education should be, since arrival of VEDP's Talent Accelerator Program, Department of Workforce Development and Advancement and major new state investment in workforce credentials (How to avoid duplication and meet workforce education needs specific to our region?)
3. Fresh look at TRRC's role in industrial site and building development, especially in light of major new state investment through Virginia Business Ready Sites Program (How to maximize state and Federal investments in our industrial sites/buildings while meeting the unique needs of our rural communities?)
4. Review impact of previous funding priorities (economic development, business recruitment, broadband, R&D, tourism, healthcare, and agribusiness), assess where TRRC support can create

greatest impact going forward, and prioritize funding accordingly (Are there parts of big issues like housing and healthcare where TRRC investments can have an outsized impact? Are there specific sectors, like agriculture and forestry, where we should be focusing more?)

5. Analysis of what staffing and organizational structure could enable the most effective use of the TRRC's remaining assets (Are there models for which our newly created Foundation allow us to pursue? How can the TRRC be more effective in bringing state, federal, and nonprofit funding into the footprint?)

Social Gathering for FY2025?

The CVPDC has hosted a holiday social in Lynchburg each of the past two Decembers. In December of 2023, we invited the board of the Lynchburg Regional Business Alliance, the Central Virginia Workforce Development Board, the CVTPO Policy Committee, and the Central Virginia Radio Communications Board. Would you, Planning District Commissioners, like to gather in 2025? Should we consider a different location and premise for gathering?