



**MIDDLE PENINSULA
PLANNING DISTRICT COMMISSION**

COMMISSIONERS

Essex County

*Mr. R. Gary Allen
Hon. Margaret H. Davis
Mr. A. Reese Peck
Hon. Edwin E. Smith, Jr.
(Chairman)*

Town of Tappahannock

*Mr. G. Gayle Belfield, Jr.
Hon. Roy M. Gladding*

Gloucester County

*Hon. Ashley C. Chriscoe
Dr. Maurice P. Lynch
Mr. Sanford Wanner
Hon. Michael R. Winebarger*

King and Queen County

*Hon. Sherrin C. Alsop
Hon. James M. Milby, Jr.
Mr. Thomas J. Swartzwelder*

King William County

*Hon. Travis J. Moskalski
Mr. Eugene J. Rivara
Hon. Otto O. Williams
(Vice Chairman)*

Town of West Point

Hon. Paul T. Kelley

Mathews County

*Hon. O. J. Cole, Jr.
(Treasurer)
Mr. Thornton Hill
Hon. Charles E. Ingram*

Middlesex County

*Mrs. Trudy V. Feigum
Hon. Wayne H. Jessie, Sr.
Hon. John D. Miller, Jr.*

Town of Urbanna


Hon. Steve Hollberg

Secretary/Director

Mr. Lewis L. Lawrence

MEMORANDUM

TO: MPPDC Board of Commissioners

FROM: Lewis Lawrence, Executive Director 

DATE: September 17, 2015

RE: September Commission Meeting

The Middle Peninsula Planning District Commission will host its monthly meeting on Wednesday, September 23, 2015, at 7:00 p.m. in the Regional Board Room at the Middle Peninsula Planning District Commission office in Saluda.

Enclosed are the September meeting agenda and supporting materials for your review prior to the meeting.

If you have any questions concerning material in your agenda packet, please give me a call at 804-758-2311 or email me at LLawrence@mppdc.com.

I look forward to seeing you on September 23rd!

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***Middle Peninsula Planning District Commission
Meeting***

7:00 P.M.

Wednesday, September 23, 2015

125 Bowden Street

Saluda VA 23149

- I. Welcome and Introductions
- II. Approval of July Minutes
- III. Approval of July and August Financial Reports
- IV. Executive Director's Report on Staff Activities for the Months of August and September
- V. Public Comment

AGENDA ITEMS FOR DISCUSSION

- VI. Update and Discussion of Stormwater and the Vanishing Opt Out Provision
 - Lewie Lawrence, MPPDC Executive Director
- VII. Discussion and Consideration for Adoption of Resolutions for HB2 Project Applications
- VIII. Brief Update on Matters related to Regional Economic Development
 - a. GO Virginia Commitment Support
 - b. Middle Peninsula Economic Development Organization
 - c. Virginia Sea Grant- Middle Peninsula University Partnership
- IX. Presentation and Adoption of the MPPDC TDM Plan FY2016-2021
 - Beth Johnson, Finance Director
- X. Other Business
- XI. Adjournment

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MIDDLE PENINSULA PLANNING DISTRICT COMMISSION

July 22, 2015
Saluda, Virginia

The monthly meeting of the Middle Peninsula Planning District Commission was held in the Regional Board Room at the Middle Peninsula Planning District Commission office in Saluda, Virginia on Wednesday, July 22, 2015, at 7:00 p.m. MPPDC Chairman Edwin “Bud” Smith, Jr. (Essex County) called the meeting to order and welcomed everyone in attendance.

Commissioners in attendance were: (Essex County) Gary Allen and Margaret “Prue” Davis; (Gloucester County) Ashley Chriscoe, Dr. Maurice “Mo” Lynch, Sanford “Sandy” Wanner, and Michael Winebarger; (King William County) Eugene Rivara and Otto Williams; (Mathews County) O. J. Cole, Jr., Thornton “Tim” Hill, and Charles Ingram; (Middlesex County) Trudy Feigum and Wayne Jessie, Sr.

Guests in attendance were Paul Oswell, Director for the Central Regional Office of the Virginia Department of Social Services, and Rebecca Morgan, Director of the Middlesex County Department of Social Services. Middle Peninsula Planning District Commission staff in attendance were Executive Director Lewis Lawrence, Finance Director Beth Johnson, Secretary Rose Lewis, Chief of Community Planning Marquitrice Mangham, and Regional Emergency Management Planner Harrison Bresee, III.

Approval of June Minutes

Chairman Smith asked whether there were any corrections or changes to the June Minutes. There were no corrections or changes to the June Minutes. Chairman Smith requested a motion to approve the June Minutes as distributed. Tim Hill moved that the June Minutes be approved as distributed. Trudy Feigum seconded the motion; motion carried.

Approval of June Financial Reports

Chairman Smith asked whether there were any questions regarding the June financial reports before being approved subject to audit. There were no questions. Chairman Smith requested a motion to approve the June financial reports subject to audit. Ashley Chriscoe moved to approve the June financial reports subject to audit. Tim Hill seconded the motion; motion carried.

Executive Director’s Report on Staff Activities for the Month of July

Chairman Smith requested Lewis Lawrence, Middle Peninsula Planning District Commission Executive Director, to review the Executive Director's Report on Staff Activities for the month of July. The Executive Director’s Report on staff activities is developed at a monthly staff meeting, organized by PDC Service Centers, and the activities are used to report grant funding activities.

Mr. Lawrence reviewed the Executive Director’s Report for the month of July as follows:

Project 31201 Middle Peninsula All-Hazards Mitigation Plan Update

- As the All Hazards Mitigation Plan is updated, Committee members from Middle Peninsula localities will have the opportunity to review the updates and provide feedback. Below is a table that depicts the plan’s sections (marked with an “X”= completed).

SECTION	TITLE	Status	Counties						Towns		
			Essex	Mathews	Middlesex	King William	King & Queen	Gloucester	West Point	Urbanna	Tappahannock
1	Intro	Completed 3/24/2015	X	X	X	X	X	X	X	X	X
2	Planning Process	Underway									
3	Community Profile	Completed 2/20/2015	X	X	X	X	X	X	X	X	X
4	Hazard Identification	Completed 6/19/2015	X	X	X	X	X	X	X	X	X
5	Risk Assessment Analysis (HAZUS)	Completed 5/27/2015	X	X	X	X	X	X	X	X	X
6	Capability Assessment	Underway									
7	Review of 2010 Strategies	Underway									
8	Mitigation Goals, Objects and Strategies	Underway		X	X	X		X	X		X
9	Implementation Plan	TBD									
10	Plan Adoption	TBD									
11	Plan Maintenance	TBD									
12	Appendices	Underway									

Public meetings will be held in the near future. Chapters of the Plan were distributed to the local libraries for the public’s review and comments. This Plan has to be approved by FEMA after it is completed.

Project 32132 Virginia Coastal Zone Management Program

- Consulted with John Shaw, Mathews County Planning Director and Zoning Administrator, concerning the Mathews Heritage Park and zoning designation for establishing a public park as a right by use under existing zoning designation. Discussed the implications of exercising the existing right by use status under the current zoning ordinance as a vested right and how the establishment of a conditional use permit process would work in the future to establish a public park.
- Was contacted by a commercial charter boat captain from Gloucester County concerning an issue of public access on the Barrier Island sand spit located on the Eastern Shore of Virginia. Consulted with Tony Watkinson, Chief of Habitat Management for the Virginia Marine Resources Commission, concerning Dawson Shoal located just outside of the Wachapreague Inlet concern the public being barred from accessing the sand spit by The Nature

Conservancy who claims ownership of the sand spit. Mr. Watkinson researched the matter and found a 1972 Executive Order from Governor Linwood Holton directing that the shoal is public beach. Mr. Watkinson will work with TNC to clarify ownership. Handed the issue over to Curt Smith, Director of Regional Planning at the Accomack-North Hampton PDC, for further assistance.

Project 32133 NFWF Living Shorelines

- Coordinated with Walter Gills, Program Manager Clean Water Financing and Assistance Program Virginia Department of Environmental Quality, concerning an upcoming meeting to design a revolving loan program for living shoreline installations. Delegate Hodges House Bill 1734 passed the General Assembly and became law on 3/23/15.

Loans for creation of living shorelines. Authorizes the State Water Control Board to provide loans from the Virginia Water Facilities Revolving Fund to (i) a local government for the purpose of establishing living shorelines that protect or improve water quality and prevent water pollution or (ii) a local government that has developed a funding program to provide low-interest loans or other incentives to individuals to assist in establishing living shorelines.

Project 30312 Rural Transportation Planning

- Attended a special meeting held on July 14, 2015 at the Rappahannock Community College, Glens Campus called by the Virginia Department of Transportation to discuss HB2 provisions. HB2 required the Commonwealth Transportation Board to develop, adopt and implement a prioritization process to evaluate projects for funding. Local governments and Planning District Commissions will now actively compete for transportation funding for specific projects. Planning District Commissions have been granted the power to support or reject transportation improvement projects along corridors of state wide significance. The scoring process is about investing tax dollars in the projects that will generate the greatest return on investment for Virginians in terms of easing congestion and stimulating economic growth. This new process is intended to improve transportation decision-making. Projects will be scored according to the following factors:
 - Safety – reduce the number and rate of fatalities and severe injuries
 - Congestion – reduce hours of delay people spend in traffic and move more people through the transportation system
 - Accessibility – increase access to jobs and travel options
 - Economic Development – support economic development and improve movement of goods
 - Environmental Quality – improve air quality and avoid impacts to the natural environment
 - Land Use – support transportation and efficient land development patterns

Mr. Lawrence directed the Board's attention to the news release that was included in the meeting packet from Governor Terry McAuliffe regarding *New Data-Driven Scoring Process to Fund the Right Transportation Projects for Virginia*.

Project 30420, 30423 On-Site technical Guidance Assistance and Revolving Loan Program

- Submitted HPG pre-application submission to USDA for \$106,840 to provide \$90,000 in grants to low and very low income Middle Peninsula homeowners to repair failing septic systems.

Project 30108 Building Collaborative Communities (BCC) Grant

- Completed a draft Memorandum of Agreement for localities participating in establishing a regional Economic Development Organization. The draft document will be reviewed and discussed at the August Mayors and Chairs meeting.

Project 30018 Local & Regional Technical Assistance

- Attended meeting of the Tidewater Resource Conservation & Development Area Council where the Board voted to continue with only Middle Peninsula representation. The Board voted to have the MPPDC become the new fiscal agent for the entity and MPPDC Executive Director Lewis Lawrence to become the Secretary/Treasurer. The assets were divided with 40% (the Northern Neck share) turned over to Northern Neck Planning District Commission, Inc. and the remainder to be used to open a Middle Peninsula bank account. New account opened at C&F Bank Cooks Corner Branch. Updated SAMS registration with new management information.

Public Comment

Chairman Smith opened the meeting for public comments. There were no public comments.

Chairman Smith closed the public comment period.

**Note: All Public Comment handouts distributed at meeting or emailed are added to the Commission Meeting folder.*

Update on HB2—Joyce McGowan, VDOT Saluda Residency Administrator

In the absence of Ms. Joyce McGowan, VDOT Saluda Residency Administrator, MPPDC Executive Director Lewis Lawrence said VDOT held an HB2 informational meeting at Rappahannock Community College (RCC) last week. Members of our district were in attendance and VDOT presented information on the new process for project funding and answered questions. On July 30th, VDOT will hold a web seminar to train everyone how to fill out the HB2 application. This training is a

supplement to the overview that was held at RCC. Mr. Lawrence said that the Transportation Board was making all of the funding decisions and folks were realizing that funding was not going to places that were in desperate need; so the Department of Transportation Board wants to balance funding needs and apply funds correctly.

Mr. Lawrence requested the Board members to read the VDOT HB2 Overview handout and send or contact VDOT Saluda Residency Administrator Joyce McGowan or him any questions or comments.

**Update on Social Services Initiatives Across the Middle Peninsula—
Paul Oswell, Director for the Central Regional Office of the VA Department
of Social Services**

Mr. Paul Oswell is the Director of the Center Regional Office of the Virginia Department of Social Services (VDSS) representing the Middle Peninsula localities (Central Regional) except Gloucester and Mathews counties.

Mr. Oswell said the VDSS is a state-supervised locally administered social services system with 120 local social services agencies in Virginia. The State develops policy and regulations, provides training, technical assistance, and sub-recipient; but localities determine eligibility for assistance based on state developed policy and regulation, provide child/adult protective services, assume custody of children in foster care, provide adoption services, and assist with child care payments.

There are five VDSS regional offices: Abingdon-Western Regional, Henrico County-Central Regional, Roanoke-Piedmont Regional, Virginia Beach-Eastern Regional, and Warrenton-Northern Regional. The VDSS regional offices are headed by a Regional Director and houses licensing division which approves new and renewal licenses for child care centers, adult licensed facilities, and child placing agencies.

Mr. Oswell presented three forms of VDSS child welfare support:

- (1) Virginia Child Welfare Transformation Outcomes—Virginia reduced its over-reliance on congregate care while safely reducing the number of kids in out-of-home care. Virginia focused on creating a statewide steering committee and established a family-strengthening practice model, supported leadership development, and created reinvestment and revenue for community-based services. The combination of the strategies presented resulted in a decrease of children in congregate care and the overall child welfare population. In 2014 there was a 61% reduction in children in group care and 40% reduction in children in foster care. Mr. Oswell said Virginia is shifting from costly congregate care to community services and the result is less spending overall. There is ongoing work to increase adoption families and foster-to-adopt families.

(2) Eligibility Modernization—Provides one integrated case management system to manage all benefit programs, reduces maintenance costs for technology, improves self-service options for customers, enables future business transformation and a streamline benefit delivery system, and provide the right tools to manage performance. Mr. Oswell said the VDSS envisions Virginia Case Management System (VaCMS) as the enterprise system to manage social services benefits. The VaCMS is implemented for Child Care and with the online application portal there is an increased in applications that are processed. All clients can apply for benefits online.

(3) Division of Child Support Enforcement—Mr. Oswell said the child support enforcement is done at the State level. The Division of Child Support Enforcement concerns primarily of two support efforts on behalf of a child and/or family:

(a) Modernization Efforts—

- Expand technology to improve functionality for staff and accessibility for customers (payment kiosks, web portal, etc.)
- Streamline and revise processes to enhance efficiency and performance (centralized mailing and document imaging, data exchange with juvenile courts, etc.)

(b) Family Engagement Programs—

- Use innovative, family-focused, collaborative strategies--promote children's well-being and develop family self-sufficiency, assist with workforce re-entry, etc.
- Intensive Case Monitoring Program (ICMP)--collaborative program with juvenile courts, courts order participation as alternative to incarceration for parents found in civil contempt for failure to pay child support, etc.
- Parents Striving for Success (PASS)--administrative counterpart to ICMP and available to parents who are newly obligated or facing enforcement actions for failure to pay support.
- Family Strong Re-entry Program (FSRP)—assist incarcerated or recently released noncustodial parents, before being released from incarceration parents are offered general information about child support processes and specific information about their case and the opportunity to participate upon release, etc.
- SNAP grant (Supplemental Nutrition Assistance Program)—the Division of Child Support Enforcement is part of a pilot project to increase the number of SNAP work registrants who obtain unsubsidized employment and noncustodial parents who owe support and face potential jail time are one of the target groups for this project.

Questions regarding the Governor's support, State programs that are in place for children who age out of the system, applicants submitting online applications for services, volunteers within the Departments of Social Services, and support payments.

Adoption of the FY16 MPPDC Indirect Cost Allocation Plan—Beth Johnson, MPPDC Finance Director

Mrs. Beth Johnson, Middle Peninsula Planning District Commission Finance Director, presented the Middle Peninsula Planning District Commission's Indirect Cost Allocation Plan for FY 2015-2016.

This document is prepared each year. It enables the Commission to charge funding sources for indirect personnel costs including salaries and fringe benefits as well as facility expenses, supplies, professional development, and etc. The calculated Indirect Rate for FY15 is 49.03% and the calculated FY15 Employee Benefit Rate is 34.88%.

The indirect cost estimates included in the Plan are based on the budget figures adopted by the Commission in May 2015. Mrs. Johnson reviewed the Statement of Indirect Costs, Statement of Employee Benefits, and Salary Distribution. Total Indirect Costs are estimated to be \$176,060 and total Chargeable Direct Personnel Costs at \$359,059; which provides the calculated Indirect Cost Allocation Rate of 49.03%. Total Employee Benefits are estimated at \$118,324 and total Chargeable Salaries at \$339,206; providing an Employee Benefit Rate of 34.88%.

Indirect costs associated with the operating of the Middle Peninsula Planning District Commission are shared equitably by all projects in the Commission's work program. The direct charges associated with the various programs are charged to projects as incurred.

Chairman Smith requested a motion to adopt the MPPDC Indirect Cost Allocation Plan FY2015-2016. Dr. Maurice Lynch moved to adopt the MPPDC Indirect Cost Allocation Plan FY2015-2016. Mr. Eugene Rivara seconded the motion; motion carried.

Mrs. Johnson said the MPPDC will be audited in August.

Other Business

- (1) Mr. Lewis Lawrence, MPPDC Executive Director, said Attorney Ann Neil Cosby from Sans Anderson Law firm has taken another job elsewhere and has resigned her seat on the DEQ Stormwater Stakeholders Advisory Group (SAG). Mr. Lawrence said he was nominated and appointed to fill the remaining term of Ms. Cosby.

- (2) Mr. Lawrence announced that there is no meeting in August.
- (3) Mr. Lawrence said that one extra room has been reserved for one person who wants to attend the VAPDC 2015 Summer Conference and Annual Meeting in Virginia Beach, Virginia. Mr. Lawrence said Mr. Otto Williams, King William County Board of Supervisor, always attend the VAPDC conferences. Mr. Williams is willing to step aside and let another Commissioner attend on behalf of the MPPDC.
- (4) Mr. Lawrence said the Pamunkey Indian Tribe has won recognition from the Federal government that they are a Native American tribe. Mr. Lawrence said he recognizes the Tribe and they should have a voice regarding local issues. Mr. Lawrence suggested that the MPPDC explore legal issues with Delegate Keith Hodges and DHCD of accepting and recognizing the Pamunkey Indian Tribe as a member of the MPPDC Board. Chairman Smith requested a motion for the MPPDC to explore legal issues of accepting and recognizing the Pamunkey Indian Tribe as a member of the MPPDC Board. Mr. Otto Williams moved that the MPPDC explore legal issues of accepting and recognizing the Pamunkey Indian Tribe as a member of the MPPDC Board. Mr. Tim Hill seconded the motion; motion carried. It was also suggested that Mr. Lawrence send a congratulatory letter to the Pamunkey Indian Tribe on their Federal recognition.

Adjournment

Chairman Smith adjourned the meeting.

COPY TESTE:

(Secretary)

Project Financial Report

Middle Peninsula Planning District Commission

Run Date: 08/11/2015
 Run Time: 1:29:47 pm
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Period Ending: 07/31/15

		Expenditures						
Code	Description	Budget	Curr Month	Project Total	Un/Over	% Budget	Revenues	Balance
30013	EE&CBG Project	4,392.92	61.26	3,126.08	1,266.84	71.16%	3,187.76	61.68
30019	Urbanna Foundation	6,000.00	406.42	5,352.16	647.84	89.20%	4,945.37	-406.79
30106	MPRJ Flash Freeze Study	90,000.00	742.12	15,954.84	74,045.16	17.73%	15,212.72	-742.12
30108	Building Collaborative Co	34,275.00	2,323.41	22,218.19	12,056.81	64.82%	19,894.78	-2,323.41
30170	MPBDP FY12 Staff Sup	17,997.00	289.93	14,738.02	3,258.98	81.89%	17,310.94	2,572.92
30210	FY15 Transportation Dem	20,000.00	880.16	18,310.27	1,689.73	91.55%	17,430.11	-880.16
30211	FY16 Transportation Dem	74,000.00	5,364.98	5,364.98	68,635.02	7.25%	0.00	-5,364.98
30313	FY16 RTP	72,500.00	6,235.47	6,235.47	66,264.53	8.60%	0.00	-6,235.47
30420	Onsite Loan Management	123,419.89	4,208.26	119,925.42	3,494.47	97.17%	93,771.00	-26,154.42
30423	VCWRFR Onsite Fund	82,500.00	0.00	79,970.21	2,529.79	96.93%	79,970.21	0.00
30502	Water Supply Planning	111,805.89	0.00	111,805.89	0.00	100.00%	111,800.58	-5.31
31002	GA Lobby FY09	18,247.75	0.00	18,247.75	0.00	100.00%	18,247.75	0.00
31201	AHMP Update 2014	130,010.00	3,593.12	86,271.86	43,738.14	66.36%	81,337.68	-4,934.18
31202	Emergency Planner	110,000.00	9,928.01	60,390.74	49,609.26	54.90%	50,463.73	-9,927.01
32010	FY15 PAA Staff Support	7,000.00	544.14	544.14	6,455.86	7.77%	0.00	-544.14
32011	PAA Altruistic Giving	40,000.00	4,390.31	25,214.30	14,785.70	63.04%	20,823.99	-4,390.31
32012	PAA Capt Sinclair Impr	39,977.00	1,498.14	16,801.97	23,175.03	42.03%	15,303.83	-1,498.14
32013	DOF Maritime Forest Ca	2,535.00	178.88	178.88	2,356.12	7.06%	0.00	-178.88
32132	FY15 Coastal TA	43,602.00	4,489.00	32,961.09	10,640.91	75.60%	27,318.88	-5,642.21
32133	NFWF Living Shorelines I	222,267.00	3,063.73	23,517.67	198,749.33	10.58%	20,453.94	-3,063.73
32134	309 Ditching	40,000.00	3,679.10	31,434.02	8,565.98	78.59%	27,754.93	-3,679.09
32207	Working Waterfronts Pl	50,000.00	7,810.90	36,748.79	13,251.21	73.50%	28,937.89	-7,810.90
38016	FY16_Local_Programs	179,364.00	5,586.55	5,586.55	173,777.45	3.11%	23,300.71	17,714.16
Totals:		<u>1,519,893.45</u>	<u>65,273.89</u>	<u>740,899.29</u>	<u>778,994.16</u>	<u>48.75%</u>	<u>677,466.80</u>	<u>-63,432.49</u>

Balance Sheet by Category

Middle Peninsula Planning District Commission

Run Date: 8/11/15
Run Time: 1:37:21 pm
Page 1 of 1

Period Ending: 07/31/15
Format: 1 Board

Assets:

Cash in Bank	519,611.62
Receivables	443,308.92
Property & Equipment	12,721.07

Total Assets:

\$975,641.61

Liabilities:

Accounts Payable	13,922.84
VRA Loan Payables	137,571.44
Payroll Withholdings	211.32
Accrued Leave	51,014.76
Deferred Revenue	89,472.86
Cost Allocation Control	673.53

Total Liabilities:

\$292,866.75

Equity:

Local Initiatives/Information Resources	16,565.62
Economic Development	-2,371.28
Transportation Programs	-12,480.61
Emergency Management Projects	-9,928.01
Onsite Repair & Pumpout	-3,741.53
Housing	-11.08
Coastal Community & Environmental	-25,110.06
Public Access Auth Programs	-544.14
Mandates	-3,593.12
Temporarily Restricted	188,479.87
General Fund Balance	535,509.20

Total Equity:

\$682,774.86

Total Liabilities and Equity

\$975,641.61

Balance:

\$0.00

Agencywide R&E by Category

Middle Peninsula Planning District Commission

Run Date: 08/11/2015
 Run Time: 1:38:04 pm
 Page 1 of 1

Period Ending: 07/31/15
 Format: 1 Agencywide R&E
 With Indirect Cost Detail

Code & Description	Budget	Current	YTD	Un/Ovr	% Bud
Revenues					
Local Annual Dues	109,899.00	22,833.00	22,833.00	87,066.00	20.78%
Local Other Revenues	3,125.01	0.00	0.00	3,125.01	0.00%
Local Other Organizations	44,000.00	0.00	0.00	44,000.00	0.00%
State Revenues	135,171.00	0.00	0.00	135,171.00	0.00%
Federal Revenues	646,836.00	0.00	0.00	646,836.00	0.00%
Miscellaneous Income	11,250.00	512.36	512.36	10,737.64	4.55%
RevolvingLoan Program Income	7,000.00	714.32	714.32	6,285.68	10.20%
Revenues	957,281.01	24,059.68	24,059.68	933,221.33	2.51%
Expenses					
Personnel	457,530.00	45,750.62	45,750.62	411,779.38	10.00%
Facilities	27,963.00	2,369.01	2,369.01	25,593.99	8.47%
Communications	4,050.00	378.28	378.28	3,671.72	9.34%
Equipment & Supplies	3,800.00	330.74	330.74	3,469.26	8.70%
Travel	6,879.00	1,339.70	1,339.70	5,539.30	19.48%
Professional Development	14,950.00	858.95	858.95	14,091.05	5.75%
Contractual	279,643.00	8,420.28	8,420.28	271,222.72	3.01%
Miscellaneous	53,156.00	5,826.33	5,826.33	47,329.67	10.96%
Expenses	847,971.00	65,273.91	65,273.91	782,697.09	7.70%
Agency Balance	109,310.01	-41,214.23	-41,214.23		

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Project Financial Report

Middle Peninsula Planning District Commission

Run Date: 09/04/2015
 Run Time: 11:11:50 am
 Page 1 of 1

Period Ending: 08/31/15

		----- Expenditures -----						
Code	Description	Budget	Curr Month	Project Total	Un/Over	% Budget	Revenues	Balance
30013	EE&CBG Project	4,392.92	167.95	3,294.03	1,098.89	74.98%	3,310.12	16.09
30019	Urbanna Foundation	6,000.00	282.80	5,634.96	365.04	93.92%	4,945.37	-689.59
30106	MPRJ Flash Freeze Study	90,000.00	22,024.63	37,979.47	52,020.53	42.20%	15,212.72	-22,766.75
30108	Building Collaborative Co	34,275.00	2,186.88	24,405.07	9,869.93	71.20%	19,894.78	-4,510.29
30170	MPBDP FY12 Staff Sup	17,997.00	343.08	15,081.10	2,915.90	83.80%	17,546.41	2,465.31
30210	FY15 Transportation Dem	20,000.00	718.47	19,028.74	971.26	95.14%	17,430.11	-1,598.63
30211	FY16 Transportation Dem	74,000.00	5,580.12	10,945.10	63,054.90	14.79%	0.00	-10,945.10
30313	FY16 RTP	72,500.00	4,362.60	10,598.07	61,901.93	14.62%	0.00	-10,598.07
30420	Onsite Loan Management	123,419.89	485.41	120,410.83	3,009.06	97.56%	97,919.87	-22,490.96
30423	VCWRFR Onsite Fund	82,500.00	0.00	79,970.21	2,529.79	96.93%	115,171.44	35,201.23
30502	Water Supply Planning	111,805.89	0.00	111,805.89	0.00	100.00%	153,950.00	42,144.11
31002	GA Lobby FY09	18,247.75	0.00	18,247.75	0.00	100.00%	24,000.00	5,752.25
31201	AHMP Update 2014	130,010.00	2,958.18	89,230.04	40,779.96	68.63%	81,337.68	-7,892.36
31202	Emergency Planner	110,000.00	8,390.67	68,781.41	41,218.59	62.53%	50,463.73	-18,317.68
32010	PAA Staff Support	7,000.00	437.11	981.25	6,018.75	14.02%	0.00	-981.25
32011	PAA Altruistic Giving	40,000.00	4,104.96	29,319.26	10,680.74	73.30%	20,823.99	-8,495.27
32012	PAA Capt Sinclair Impr	39,977.00	2,416.47	19,218.44	20,758.56	48.07%	15,303.83	-3,914.61
32013	DOF Maritime Forest Ca	2,535.00	28.63	207.51	2,327.49	8.19%	0.00	-207.51
32132	FY15 Coastal TA	43,602.00	5,351.89	38,312.98	5,289.02	87.87%	27,318.88	-10,994.10
32133	NFWF Living Shorelines I	222,267.00	2,546.81	26,064.48	196,202.52	11.73%	20,453.94	-5,610.54
32134	309 Ditching	40,000.00	3,529.49	34,963.51	5,036.49	87.41%	27,754.93	-7,208.58
32207	Working Waterfronts Pl	50,000.00	4,840.48	41,589.27	8,410.73	83.18%	28,937.89	-12,651.38
38016	FY16_Local_Programs	179,364.00	8,694.42	14,280.97	165,083.03	7.96%	106,471.97	92,191.00
Totals:		<u>1,519,893.45</u>	<u>79,451.05</u>	<u>820,350.34</u>	<u>699,543.11</u>	<u>53.97%</u>	<u>848,247.66</u>	<u>27,897.32</u>

Balance Sheet by Category

Middle Peninsula Planning District Commission

Run Date: 9/4/15
Run Time: 11:14:52 am
Page 1 of 1

Period Ending: 08/31/15
Format: 1 Board

Assets:

Cash in Bank	608,896.56
Receivables	370,356.12
Property & Equipment	12,721.07

Total Assets:

\$991,973.75

Liabilities:

Accounts Payable	29,205.99
VRA Loan Payables	137,571.44
Payroll Withholdings	-2,076.16
Accrued Leave	51,014.76
Cost Allocation Control	(467.70)

Total Liabilities:

\$215,248.33

Equity:

Local Initiatives/Information Resources	74,487.28
Economic Development	-2,045.02
Transportation Programs	-23,141.80
Emergency Management Projects	-18,318.68
Onsite Repair & Pumpout	35,123.16
Housing	-56.67
Coastal Community & Environmental	-47,928.79
Public Access Auth Programs	-981.25
Mandates	35,598.12
Temporarily Restricted	188,479.87
General Fund Balance	535,509.20

Total Equity:

\$776,725.42

Total Liabilities and Equity

\$991,973.75

Balance:

\$0.00

Agencywide R&E by Category

Middle Peninsula Planning District Commission

Run Date: 09/04/2015
 Run Time: 11:16:35 am
 Page 1 of 1

Period Ending: 08/31/15
 Format: 1 Agencywide R&E
 With Indirect Cost Detail

Code & Description	Budget	Current	YTD	Un/Ovr	% Bud
Revenues					
Local Annual Dues	109,899.00	83,033.00	105,866.00	4,033.00	96.33%
Local Other Revenues	3,125.01	50,595.73	50,595.73	-47,470.72	1,619.06%
Local Other Organizations	44,000.00	0.00	0.00	44,000.00	0.00%
State Revenues	135,171.00	0.00	0.00	135,171.00	0.00%
Federal Revenues	646,836.00	0.00	0.00	646,836.00	0.00%
Miscellaneous Income	11,250.00	186.45	698.81	10,551.19	6.21%
RevolvingLoan Program Income	7,000.00	39,586.43	40,300.75	-33,300.75	575.73%
Revenues	957,281.01	173,401.61	197,461.29	759,819.72	20.63%
Expenses					
Personnel	457,530.00	43,223.64	88,974.26	368,555.74	19.45%
Facilities	27,963.00	2,508.56	4,877.57	23,085.43	17.44%
Communications	4,050.00	402.16	780.44	3,269.56	19.27%
Equipment & Supplies	3,800.00	99.09	429.83	3,370.17	11.31%
Travel	6,879.00	554.47	1,894.17	4,984.83	27.54%
Professional Development	14,950.00	3,807.98	4,666.93	10,283.07	31.22%
Contractual	279,643.00	26,099.33	34,519.61	245,123.39	12.34%
Miscellaneous	53,156.00	2,755.80	8,582.13	44,573.87	16.15%
Expenses	847,971.00	79,451.03	144,724.94	703,246.06	17.07%
Agency Balance	109,310.01	93,950.58	52,736.35		

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Middle Peninsula Planning District Commission



MPPDC General Fact Sheet

WHAT IS MPPDC?

The Middle Peninsula Planning District Commission (MPPDC) was established pursuant to the Virginia Area Development Act (Title 15.1, Chapter 34, Sections 15.1-1400, et seq., Code of Virginia (1950) as amended) and by joint resolutions of the governing bodies of its constituent member jurisdictions.

The "MPPDC" describes the geographic section of Virginia which encompasses the Counties of Essex, Gloucester, King and Queen, King William, Mathews and Middlesex and the Towns of Tappahannock, Urbanna and West Point.

BACKGROUND

The Agreement to organize a Planning District Commission was made on January 31, 1972, by and between the government subdivisions as authorized by the Virginia Area Development Act.

WHAT DOES MPPDC DO?

The purpose of the Commission is to promote the orderly and efficient development of the physical, social, and economic elements of the Planning District by planning and encouraging and assisting governmental subdivisions to plan for the future.

HOW ARE DECISIONS MADE AT MPPDC?

Decision-making occurs through the Middle Peninsula Planning District Commission, a governing body comprised of elected officials, citizens, and chief administrative officers representing the six counties and three towns in the region.

QUICK FACTS

Region at Glance

- Six Counties: Essex, Gloucester, King & Queen, King William, Mathews and Middlesex
- Three Towns: West Point, Urbanna, and Tappahannock
- 1,387 Square Miles
- 1,055 Miles of Shoreline

➤ 888,064 Acres of Land

➤ 90,826 People

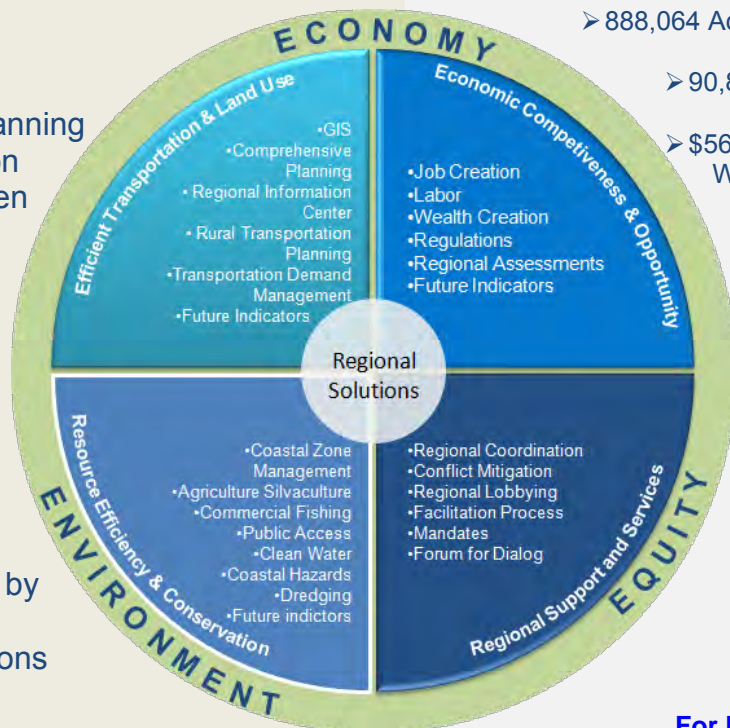
➤ \$567 Average Weekly Wage (State=\$952)

➤ 71% Out Commute Rate

By the Numbers

➤ 1.1% Total State Population

➤ \$50,001 Median Household Income



For More Information:

MPPDC
P.O. Box 286
Saluda Professional Center
125 Bowden Street
Saluda, Virginia 23149
Phone: 804-758-2311

Please visit the MPPDC website at:

www.mppdc.com

Regional Profile:

All data is from Census 2000 and Census 2010 unless otherwise stated

Population Trends				Median Household Income and Unemployment Rate ¹			
Locality	Total Population		Population Growth from 2000-2010	Median Income Estimates		Unemployment Rate Estimates	
	2000	2010		2006-2010	2007-2011	2006-2010	2007-2011
Essex	9,989	11,151	12%	\$46,235	\$44,581	9.0%	8.2%
Gloucester	34,780	36,858	6%	\$58,389	\$60,269	6.5%	5.9%
King & Queen	6,630	6,945	5%	\$44,442	\$48,170	8.6%	7.4%
King William	13,146	15,935	21%	\$64,964	\$64,982	7.3%	6.7%
Mathews	9,207	8,978	-2%	\$47,435	\$54,118	5.9%	6.0%
Middlesex	9,932	10,959	10%	\$50,207	\$53,615	7.4%	6.4%
Town of Tappahannock	2,138	2,375	11.1%	\$39,149	\$35,313	6.6%	7.6%
Town of Urbanna	543	476	-12.3%	\$44,813	\$45,682	1.5%	4.5%
Town of West Point	2,866	3,306	15.4%	\$51,979	\$52,768	7.4%	9.5%
Region Total	83,684	90,826	9%	\$49,735	\$51,055	7.6%	6.5%

Race in the Middle Peninsula												
Locality	White			Black			Asian			Other		
	2000	2010	Percent Change	2000	2010	Percent Change	2000	2010	Percent Change	2000	2010	Percent Change
Essex	5,790	6,370	10%	3,900	4,247	9%	81	86	6%	218	448	106%
Gloucester	30,148	32,149	7%	3,585	3,197	-11%	240	286	19%	807	1,226	52%
King and Queen	4,059	4,663	15%	2,365	1,975	-16%	18	17	-6%	188	290	54%
King William	9,703	12,297	27%	2,999	2,819	-6%	48	118	146%	396	701	77%
Mathews	8,038	7,898	-2%	1,036	823	-21%	17	31	82%	116	226	95%
Middlesex	7,797	8,680	11%	1,999	1,978	-1%	12	37	208%	124	264	113%
Regional Total	65,535	72,057	10%	15,884	15,039	-5%	416	575	38%	1,849	3,155	71%

FY15 Locality Budget Data							
Locality	Raise %	Compensation Notes	Real Property Increase	Real Property Rate	Personal Property Increase	Personal Property Rate	Other
Essex	2%		\$0.02	\$0.86	\$0.25	\$3.75	\$35/\$25 Vehicle tax
Gloucester	3%	Bonus for lower scale employees only	None	\$0.65	None	\$2.95	
King and Queen	0%		None	\$0.54	None	\$3.94	
King William	2%		\$0.03	\$0.82	None	\$9.65	
Mathews	2%		\$0.07	\$0.54	\$0.05	\$3.70	
Middlesex	2%	Step Inc. w/ evaluation; No COLA	\$0.05	\$0.53	None	\$3.50	

¹ Data from the Bureau of Labor Statistics Local Area Unemployment data & the American Community Survey 5-year Estimates

MIDDLE PENINSULA PLANNING DISTRICT COMMISSION

Staff Activities Service Summary of Regional Progress

Locality	Core Services Administered by the MPPDC							
	Information Resources/ Assistance	Coastal Community Development/ Environmental	Transportation	Onsite Repair and Pumpout	Economic Development	Local Initiatives	Housing	Emergency Management
Region-wide	✓	✓	✓		✓	✓	✓	✓
Essex		✓		✓		✓		✓
Gloucester		✓	✓	✓	✓	✓		
King & Queen			✓		✓			
King William		✓						
Mathews		✓						
Middlesex		✓	✓	✓	✓			✓
Town of Tappahannock			✓	✓				✓
Town of West Point			✓					
Town of Urbanna						✓		
Other	✓		✓	✓				

Report on Mandated Initiatives

Locality	Water Supply Plan Support Staff: Lewie Lawrence Start Date: 7/2008 Completion Date: 6/2011		All-Hazards Mitigation Plan Update Support Staff: Jackie Rickards Start Date: 1/2014 Completion Date: 12/2016	
	<i>Participating</i>	<i>Current Status</i>	<i>Participating</i>	<i>Current Status</i>
	Essex	✓	Found Compliant	✓
Gloucester	NA	NA	✓	In Progress
King & Queen	✓	Found Compliant	✓	In Progress
King William	✓	Found Compliant	✓	In Progress
Mathews	✓	Found Compliant	✓	In Progress
Middlesex	✓	Found Compliant	✓	In Progress
Town of Tappahannock	✓	Found Compliant	✓	In Progress
Town of West Point	✓	Found Compliant	✓	In Progress
Town of Urbanna	✓	Found Compliant	✓	In Progress

Opportunities Identified to Implement Commission Priorities

Service Center	Project Title and Description	Funding Requested	Status
Transportation	DRPT – Update Long Range TDM Plan	\$16,000	Funded
Environmental	CZM –FY16 Coastal Technical Assistance	\$30,000	Submitted
Environmental	Dominion Foundation – Urbanna Creek Living Shoreline	\$25,000	Funded
Economic Dev	DHCD – BCC – Middle Peninsula Regional Economic Development Organization	\$18,750	Funded
Economic Dev	VA Coop. Ext. – SET Grant – Capacity Building for Economic Development	n/a	Awarded
Environmental	CZM – Flooding and Sea Level Rise	\$14,792	Submitted
Environmental	CZM – MP Public Access Master Plan	\$40,000	Submitted
Environmental	CZM – Ditch Mapping Database – Mathews	\$60,524	Submitted
Environmental	CZM – Working Waterfronts – State Plan	\$50,000	Submitted
Environmental	VDOF -Virginia Trees for Clean Water – Capt Sinclair Maritime Forest Edge Demo Garden	\$1,350	Funded
Environmental	DEQ/VRA – Virginia Water Facilities Revolving Fund	\$200,000	Approved
Economic Dev	USDA – Farmers Market Sustainability Initiative	\$77,537	Submitted
Environmental	USDA_Rural Development Housing Preservation Grant – Septic Repairs	\$106,800	Submitted
MPCBPAA	VEE – Land Acquisition Assistance	\$12,000	Funded

MPPDC ACRONYMS

ACH	Automated Clearing House	RBEG	Rural Business Enterprise Grant
AFID	Agricultural and Forestry Industries Development	RBOG	Rural Business Opportunity Grant
AHMP	All Hazards Mitigation Plan	RFP	Request for Proposal
BCC	Building Collaborative Communities Project	RLF	Revolving Loan Fund
BOS	Board of Supervisors	RTP	Rural Transportation Planning
CBPA	Chesapeake Bay Preservation Area	SERCAP	Southeast Rural Community Assistance Project
CDBG	Community Development Block Grant	SHSG	State Homeland Security Grant
CEDS	Comprehensive Economic Development Strategy	SWCD	Soil and Water Conservation District
CIP	Capital Improvement Plan	SWRP	State Water Resource Plan
CRS	Credit Rating System	TIF	Tax Increment Financing
CZMP	Coastal Zone Management Program	TMDL	Total Maximum Daily Loads
DEQ	Department of Environmental Quality	USDA	U.S. Department of Agriculture
DGIF	Department of Game and Inland Fisheries	VAPA	Virginia Planning Association
DHR	Department of Historic Resources	VAPDC	Virginia Association of Planning District Commissions
DHCD	Department of Housing and Community Development	VAZO	Virginia Association of Zoning Officials
DMME	Department of Mines Minerals and Energy	VCP	Virginia Coastal Program
DOC	Department of Corrections	VCZMP	Virginia Coastal Zone Management Program
DOE	Department of Energy	VDEM	Virginia Department of Emergency Management
DRPT	Department of Rail and Public Transportation	VDH	Virginia Department of Health
EDA	Economic Development Administration	VDOT	Virginia Department of Transportation
EECBG	Energy Efficiency and Conservation Block Grant	VDMME	Virginia Department of Mines, Minerals, and Energy
EPA	Environmental Protection Agency	VEE	Virginia Environmental Endowment
FEMA	Federal Emergency Management Agency	Vertical Assets	"Towers or other structures that hold cell, broadband and other equipment"
Fracking	Hydraulic Fracturing	VHB	Vanasse Hangen Brustlin
GIS	Geographic Information System	VIMS	Virginia Institute of Marine Science
HRPDC	Hampton Roads Planning District Commission	VMRC	Virginia Marine Resources Commission
LGA	Local Government Administrators	VOP	Virginia Outdoors Plan
LPT	Local Planning Team	VRA	Virginia Resources Authority
MOU	Memorandum of Understanding	VASG	Virginia Sea Grant
MPBA	Middle Peninsula Broadband Authority	VSMP	Virginia Stormwater Management Program
MPCBPAA	Middle Peninsula Chesapeake Bay Public Access Authority	VTA	Virginia Transit Association
MPRSC	Middle Peninsula Regional Security Center	VWP	Virginia Water Protection
NHD	Natural Heritage Data	VWWR	Virginia Water Withdrawal Reporting
NIMS	National Incident Management System	WIP	Watershed Implementation Plan
NFWF	National Fish and Wildlife Foundation	WQIF	Water Quality Improvement Fund
NOAA	National Oceanic and Atmospheric Administration	WSP	Water Supply Plan
NPS	National Park Services		
OLGA	On-line Grant Administration		
PAA	Public Access Authority		

**Middle Peninsula Planning District Commission
Executive Director's Report of Regional Progress
August 25, 2015**

MPPDC: Membership, Appointments, Committee Assignments, and Networks

Coastal Policy Team (CPT) - The CPT, whose members and alternates represent the Virginia Coastal Zone Management Program's key partners and eight planning district commissions, provides a forum for discussion and resolution of cross-cutting coastal resource management issues. Members serve on the team at the discretion of their agency or planning district commission director. The CPT recommends funding levels to the DEQ Director for coastal zone management projects. (MPPDC Staff 13 years +)

Congressman Robert Wittman's Fisheries Advisory Committee and Environmental Advisory Committee (MPPDC Staff 6 years +)

Virginia Sea Grant Program External Advisory Committee (EAC): The EAC provides stakeholder input on the strategic planning process, the research proposal review process, and on Commonwealth-wide trends and needs. The EAC is a diverse group of end-users including representatives from state agencies, the education community, coastal planning and management, the private sector, and NGOs. (MPPDC Staff 7 years+)

General Assembly Directed Study Panel: Aquaculture production activities; authority of local governments (MPPDC Staff- current)

The Association for Commuter Transportation (ACT) (Telework Council Secretary): ACT is the premier association for professionals and organizations whose focus is the delivery of commuting options and solutions for an efficient transportation system. The Telework Council is composed of employer representatives, regional transportation, air quality and planning officials, as well as state and local government officials concerned with promoting telework and providing telework information and technical assistance to employers (MPPDC Staff 8 years+)

Middle Peninsula Northern Neck Coordinated Human Services Mobility Committee: provides direction for a unified comprehensive strategy for transportation service delivery in the Middle Peninsula and Northern Neck Planning Districts focused on unmet transportation needs of seniors, people with disabilities, and people with low incomes. (MPPDC Staff 10 years)

The National Working Waterfront Networks- Outreach and Education committee: Provided education and outreach on national, state and local matters related to the preservation of working waterfronts.

The Coastal Society - The Coastal Society is an organization of private sector, academic, and government professionals and students. The Society is dedicated to actively addressing emerging coastal issues by fostering dialogue, forging partnerships, and promoting communications and education. (MPPDC staff serves as a Director)

Bio Solid-Industrial Residual Regulatory Advisory Panel – The purpose of this panel is the development of regulatory amendments needed to implement the provisions of House Bill 1364 and Senate Bill 1413 related to fees for the land application of industrial wastes and reimbursement for compliance monitoring conducted by local governments

Hurricane Evacuation Coordination Workgroup - The Hurricane Evacuation Coordination Workgroup is comprised of state and local emergency representatives tasked with finding solutions to fill in the gaps in the Commonwealth's and Locality's plans to respond to a Major Hurricane Evacuation.

Shelter Location Identification Subcommittee of the Hurricane Evacuation Coordination Workgroup -local and state experts tasked with identifying state and local shelter locations that can meet the needs of individuals with access and functional needs. A recent federal court ruling indicates that prior knowledge of shelter locations allows for more complete personal preparedness planning

Shelter Staffing Subcommittee of the Hurricane Evacuation Coordination Workgroup -local and state experts tasked with recommending solutions to alleviate staffing limitations in emergency shelters

Living Shorelines Funding VCWRLF Workgroup – The purpose of this workgroup is to formulate program authorized by General Assembly to establish a revolving loan fund to encourage installation of living shorelines.

MPPDC Staff and Contact Information

Executive Director: Lewis Lawrence

Contact Info: llawrence@mppdc.com (804) 758-2311x24 (804) 832-6747 (cell)
Programs: *Coastal Zone Technical Assistance, Local Initiatives, Public Access Authority*

Finance Director: Beth Johnson

Contact Info: bjohnson@mppdc.com (804) 758-2311x22
Programs: *Commuter/ Employer Transportation Services, Septic Repair & Pumpout Assistance, Revolving Loan Programs Administration, PDC Finance & Grants Administration, PAA staff support, PAA improvements*

Chief of Community Planning: Marquitrice Wright

Contact Info: mwright@mppdc.com (804) 758-2311x28
Programs: *Rural Transportation Planning, Local Community Planning Assistance, Economic Development*

Planner 2: Harrison Bresee

Contact Info: hbresee@mppdc.com (804) 758-2311x26 (757) 871-2245 cell
Programs: *Regional Emergency Planning, Public Access Authority*

Planner 2: Jackie Rickards

Contact Info: jrickards@mppdc.com (215) 264-6451 cell
Programs: *Environmental Programs, Graphic Arts*

Secretary: Rose Lewis

Contact Info: rlewis@mppdc.com (804) 758-2311x21
Programs: *Septic Pumpout Assistance, Facilities Scheduling*

Project 30502 Water Supply Planning

9 VAC 25-780 establishes a planning process and criteria that all local governments will use in the development of local or regional water plans. The plan will be reviewed by the Department of Environmental Quality and a determination will be made by the State Water Control Board on whether the plan complies with this regulation. Within five years of a compliance determination by the board, the plan will be reviewed to assess adequacy and any significant changes will require the submission of an amended plan and review by the board. All local programs will be reviewed, revised, and resubmitted to the Department of Environmental Quality every 10 years after the last approval. The jurisdictions of Essex, King and Queen, King William, Mathews, Middlesex, Tappahannock, Urbanna and West Point opted to prepare a regional plan with assistance from Middle Peninsula Planning District Commission staff and EEE Consulting, an environmental consulting firm. The Regional Plan was completed and submitted to the Virginia Department of Environmental Quality for compliance review by the November 2, 2011 deadline for Regional Plan submission.

Project 31201 Middle Peninsula All-Hazards Mitigation Plan Update

As a mandated requirement of the Disaster Mitigation Act of 2000, the 2016 All Hazards Mitigation Plan Update is designed to update the 2011 Middle Peninsula All Hazards Mitigation Plan (AHMP). The plan will address several natural hazards, including hurricanes, winter storms, tornadoes, coastal flooding, coastal/shoreline erosion, sea level rise, winter storms, wildfire, riverine flooding, wind, dam failures, drought, lightning, earthquakes, shrink-swell soils, extreme cold, extreme heat, landslides, land subsidence/karst, tsunami, and volcanoes.

- As the All Hazards Mitigation Plan is updated, Committee members from Middle Peninsula localities will have the opportunity to review the updates and provide feedback. Below is table that depicts the plan’s sections, section feedback from localities is due, and the localities that have provided feedback (marked with an “X”).

SECTION	TITLE	Status	Counties						Towns		
			Essex	Mathews	Middlesex	King William	King & Queen	Gloucester	West Point	Urbanna	Tappahannock
1	Intro	Completed 3/24/2015	X	X	X	X	X	X	X	X	X
2	Planning Process	Underway									
3	Community Profile	Completed 2/20/2015	X	X	X	X	X	X	X	X	X
4	Hazard Identification	Completed 6/19/2015	X	X	X	X	X	X	X	X	X
5	Risk Assessment Analysis (HAZUS)	Completed 5/27/2015	X	X	X	X	X	X	X	X	X
6	Capability Assessment	Underway						X	X		
7	Review of 2010 Strategies	Underway	X	X	X	X	X	X	X	X	X
8	Mitigation Goals, Objects and Strategies	Completed	X	X	X	X	X	X	X	X	X
9	Implementation Plan	TBD									
10	Plan Adoption	TBD									
11	Plan Maintenance	TBD									
12	Appendices	Underway									

- Attended a meeting hosted by Virginia Department of Emergency Management and Federal Emergency Management Agency (FEMA) to review the progress made to date on the Middle Peninsula All Hazards Mitigation Plan. During the meeting, FEMA stressed the importance of integrating mitigation strategies into other planning tools within the localities. FEMA recommended that the MPPDC localities add a strategy focused on plan integration. Another point of discussion at the meeting was the National Flood Insurance Program Survey that helps localities identify actions they have completed associated with the NFIP and eligibility.
- Held two public meetings for the AHMP draft. The first meeting was held on July 29, 2015 at the King & Queen Public Library, and the second meeting was held on July 30, 2015 in the MPPDC Saluda, VA Boardroom. The attendance for both meetings was zero.
- Collected public comments about the AHMP draft. There were a total of 5 comments regarding the draft plan.
- Held the tenth meeting of the AHMP Local Planning Team (LPT) meeting on August 13, 2015 in Saluda. Agenda items included review of the 2011 Mitigation Strategies, Capability Assessment, National Flood Insurance Program Survey, timeline, public participation results, as well as next steps to the project. Drafted meeting minutes.
- Finished the draft of updated mitigation strategies and sent it out the LPT to review and to provide feedback.
- Drafted a strategy focused on plan integration based on discussion from the FEMA meeting. Sent the draft to the LPT for review and feedback.
- Had a phone meeting with Mary Carson-Stiff, Wetlands Watch, regarding All Hazards Mitigation Planning and the process. Specifically, she was asking what types of information and numbers VDEM and FEMA is expecting to see within the plan.
- Contacted the Virginia Department of Health, Commissioner, Dr Marissa Levine, to request all information related to the Health Opportunity Index for the Middle Peninsula. Health of Middle Peninsula residents is a component of mitigation planning related to evacuation.

INFORMATION RESOURCES/ASSISTANCE

Services to provide critical assessment and thinking.....

- Updated www.mppdc.com website – meeting notices, reports, news release.
- Received request for a copy of the deed of trust utilized for septic repair loans from Kevin Burke, County Attorney for Fauquier County. Emailed template.

Project 32010 Staff Support to Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA)

Middle Peninsula Chesapeake Bay Public Access Authority Special Project – Support of Executive Order 23, Goal 8 Coastal Management Coordination Public Access: Continue implementation of adopted annual work program, including identifying land, either owned by the Commonwealth or private holdings that can be secured for use by the general public as a public access site; researching and determining ownership of all identified sites; determining appropriate public use levels of identified access sites; developing appropriate mechanism for transferring title of Commonwealth or private holdings to the Authority; developing appropriate acquisition and site management plan. This Program allows the Authority to function by supporting the individual projects and operations of the Authority, as well as, by responding to daily requests for assistance from local government staff.

- Researched and compiled information from zoning ordinances of localities in the Middle Peninsula to determine how parks and recreational facilities are regulated throughout zoning districts.
- Registered Andrew Crockett as an administrative user to the PAA Hunting Reservation Website to add new PAA lands onto the site. Spoke with Mr. Crockett and reviewed the reservation site with him before he started with updates.
- Convened an off cycle PAA Board meeting on August 21, 2015 at the MPPDC Board Room in Saluda, Va. Topics covered were: Approval of May 2015 Minutes; Financial Report; Public Comment; Property Updates for: Mathews Heritage Park and Cpt. Sinclair Recreation Area; Lands End Subdivision Road discussion; and the NFWF Award for VIMS assessment of PAA holdings. The next regular meeting is scheduled for October 9, 2015.
- Prepared vouchers, processed A/P, reconciled bank statements. Prepared monthly financial statements.
- Consulted with Michael Aukamp, Dunham, Aukamp & Rhodes LLC, to schedule FY 15 audit on August 20th (changed to August 27th). Emailed FY15 General Ledger.
- Invoiced Gloucester Rowing Association for utility bills at Captain Sinclair Landing.
- Assisted Michael Aukamp with FY15 Audit.
- Input FY16 budget into GMS system.

Project 32011 Public Access Authority Giving

This project proposes to develop a targeted land donation marketing campaign for Essex County and, secondarily, other Middle Peninsula localities. Further, the project proposes to research and develop a white paper detailing the costs and benefits (pros and cons) to localities for property that is donated.

- Researched resources and formulas used by various public and private land conservation entities to determine how to assess the direct economic value of services and uses provided through donated land for public recreational uses.

- Discussed conservation land funding opportunity with Dave Walker, Director for the Coastal Program housed under U.S. Fish and Wildlife Service. Mr. Walker has funding available to assist the Public Access Authority with legal costs for targeted land acquisitions in high areas of ecological significance.
- Consulted with a Mathews County resident potentially interested in donating waterfront property for public benefit. The landowner was interested in exploring public-private partnerships for economic gain. Provided information to the Mathews County Administrator for further review and consideration.
- Attended the Gloucester Point Rotary Club meeting and presented on the Middle Peninsula Chesapeake Bay Public Access Authority and the concept of donating land for public benefit.

Project 32012 PAA Captain Sinclair Improvements

The Captain Sinclair's Recreational Area, with approximately 1 mile of waterfront on the Severn River in Gloucester County, VA, is a recent gift from a private landowner to the Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA). The MPCBPAA is partnering with the MPPDC to develop an overall use plan for the property that is compatible with the existing natural coastal landscape. The project is centered around protecting and enhancing the local coastal landscape and minimizing wetland impacts associated with constructing a new public pier to improve the current "walk in and over the wetlands" as part of the existing public access to public waters on the site. A Native Coastal Landscape Design (NCLD) will radiate away from the public access pier. The design will include the purchase and installation of native plants to enhance the coastal landscape around the project site and an educational exhibit on native plants in the main house.

- Received draft Native Landscape Design and sent to Coastal Zone Management Program for review.
- Executed contract with Denise Greene, Sassafras Farms.
- Researched native plant nurseries and Dept. of Forestry seedling websites. Conferred with Denise Greene regarding plant order.
- Consulted with Eric Gunderson, Southern Branch Nursery, about availability and prices.
- Requested quote from Pinelands Nursery.
- Consulted with the Gloucester Crew Team concerning volunteer labor need for the installation and construction of the launch pier at the Captain Sinclair recreation Area. Crew Team advised that a scheduled work day was planned for September.

32013 PAA Maritime Forest Edge Demonstration Garden

The Captain Sinclair's Recreational Area, 100 acres with approximately 1 mile of waterfront on the Severn River in Gloucester County, VA, was a gift to the Middle Peninsula Chesapeake Bay Public Access Authority. The MPCBPAA is partnering with the Middle Peninsula Planning District Commission (MPPDC) to develop an overall use plan for the property compatible with the existing natural coastal landscape. An area of approximately 14,000 square feet to the northwest of the main house has been delineated by the Army Corps of Engineers as nontidal wetlands. This area is adjacent to the area utilized for parking. This project funded by the Virginia Department of Forestry will provide protection for that sensitive area by converting the mowed lawn/ parking area into a demonstration Maritime Forest Edge garden. Approximately 400 seedlings will be planted in the area to provide a small Maritime Forest Edge demonstration garden for viewing by visitors to the site.

- Included Maritime Forest Garden into Native Landscape Design Plan.

- Coordinated with Denise Greene to order trees with native landscape plant purchase.

Project 32132 Virginia Coastal Zone Management Program

This project provides ongoing support to member localities of the Planning District Commission and other stakeholders committed to improving community development and coastal management within the coastal zone.

- Consulted with Michelle Covi Assistant Professor with Old Dominion University's Climate Change and Adaptation Program, on possible collaboration on a current funding opportunity available through the US Fish and Wildlife Service.
- Coordinated and hosted a meeting with Joan Salvati of DEQ and local planners and storm water administrators to discuss Chesapeake Bay local Ordinance update and interim options to implementing storm water management programs.
- Coordinated and scheduled a meeting at MPPDC with Virginia Department of Conservation and Recreation and local Planners to discuss upcoming revisions to the Virginia Outdoor Plan.
- Drafted an outline for the Chesapeake Bay Restoration Fund that will be used for an application to the Fund that will focus on altruistic giving within Essex and King William Counties.
- Contacted Gwen Foley, Division of Legislative Services, about the funding timeline for Chesapeake Bay Restoration Fund. Ms. Foley explained that funds would be awarded for the 2016 grant cycle in May or June 2016.
- Attended the Virginia Coastal Zone Management Program Coastal PDC quarterly meeting held at the Accomack PDC office in Accomack Virginia. Discussed upcoming PDC work program and contract issues, OMB Super Circular, and other NOAA funding concerns.
- Attended the VAPDC Summer Conference held in Virginia Beach. Keynote speakers and topics included Go Virginia and the importance of regional collaboration; USDA Rural Development and Regional Collaboration; Virginia Department of Health- Virginia Health Opportunity Index.
- Convened the August meeting of the Middle Peninsula local government administrators. Agenda items discussed included Property Assessed Clean Energy Program, Go Virginia, HB2 and Transportation Alternative Program.
- Coordinated with a Georgetown student living in Gloucester County in need of a summer public policy externship. The student assisted the Middle Peninsula Chesapeake Bay Public Access Authority with inventorying, photo collection, and site visits of all donated lands of the PAA for inclusion into the Public Access Authority land reservation system.
- Consulted with Francis Hubbard, *Daily Press* Reporter, concerning auction at Lands End Historic Plantation. Discussed possible implications to the Public Access Authority related to the sale of the historic plantation.
- Consulted with the Lancaster County Planning Commission Chair on matters related to public access and road endings. Provided the Planning Commission Chair with a copy of the Middle Peninsula Road ending study.

- Provided Joyce McGowan, VDOT Saluda Resident Engineer, with an inventory of road endings with public access potential for Essex and King William Counties.
- Discussed nontidal wetlands program administration with Melanie Davenport, Director for the DEQ Water Division. Discussed proposed changes for mitigation off-site versus the current process which requires on site mitigation. These changes could afford low-lying coastal localities with the ability to do new land-use development in more restricted areas by using off-site mitigation.
- Consulted with Beth Pollock, Virginia Coastal Program Planner, concerning public access and land conservation economic impact study specific to the needs of the Middle Peninsula Chesapeake Bay Public Access Authority as well as all rural coastal local governments.
- Consulted with Francis Hubbard, *Daily Press* Reporter, concerning her questions on the Aberdeen Creek dredging study and the economic impact report conducted by Tom Murray, Advisory Services Virginia Institute of Marine Science. Directed Ms. Hubbard to the Gloucester County Administrator for further clarification on anticipated next steps.
- Participated in a series of Coastal Society Career Training Event conference calls in an attempt to connect soon to be graduating professionals from Virginia universities interested in a career in coastal zone management, marine policy, marine science, etc. with employers.
- Responded to a request from Supervisor Jack Miller, Middlesex County, concerning how many local governments across the Commonwealth of Virginia chose to opt out of Stormwater Program Administration. At the request of Mr. Miller, surveyed all local governments across the Commonwealth to determine their interest in remaining as an opt out locality.
- Consulted with Mark Ruben, DEQ Stormwater SAG Facilitator, concerning growing opposition from rural local governments who desire to maintain opt out status for stormwater programs.
- Consulted with Larry Land, VACO Policy Director, concerning growing opposition of rural local governments to the concept of removal of opt out provision for stormwater administration.
- Consulted with several Middle Peninsula County Administrators and County Attorneys over the concept of local government requiring an irrevocable letter of cash for all BMP's associated with local stormwater development projects-- if local governments are required to administer local stormwater programs, the irrevocable letter of credit will never be released in order to protect the financial integrity of local government who is the permit issuing authority and could have in- perpetuity obligations for maintaining the BMP.
- Consulted with the Gloucester County waterman whose Chesapeake Bay deadrise was stolen at Perrin Wharf. The waterman was able to recover his workboat with no damage. VMRC officers are investigating as well as the Gloucester County Sheriff's office.
- Consulted with Kevin Appel, legal counsel to the Virginia Association of Treasurers concerning debt assigned to a political subdivision and options for collecting on that court ordered debt. Contacted the Virginia Department of Taxation and requested information on how to enroll into a tax collection program that would allow the debt to be collected against state income tax returns.

- Contacted the Coastal Policy Center at the College of William and Mary requesting a legal analysis of concurrent regulatory overlap and federal preemption for environmental mitigation issues that require both EPA mitigation and Chesapeake Bay Act Mitigation.
- Consulted with Laura McKay, Program Director for the Virginia Coastal Zone Management Program, located at the Department of Environmental Quality, concerning OMB supercircular requirements related to downstream recipients of federal funding and contractor or sub recipient status. Requested additional clarification on potential liabilities and responsibilities.

Project 32133 NFWF Living Shorelines

MPPDC received a grant from the National Fish and Wildlife Foundation to facilitate citizen-based resource stewardship to enhance coastal resilience and reduce vulnerability to growing risks from coastal storms, sea level rise, flooding and other threats to shorelines by encouraging Middle Peninsula waterfront homeowners, through access to low interest loans and/or grants and through education about living shorelines, to make informed decisions to install living shorelines to protect waterfront properties. The main emphasis of the project will be to design and implement a Living Shoreline Incentive Program (LSIP) to provide loans and/or grants to homeowners to install living shorelines on suitable waterfront properties. The project also includes the design of a Shoreline Management Plan (SMP) for the entire Captain Sinclair's Recreational Area shoreline and the design and installation of one lower Chesapeake Bay public waterfront demonstration project to provide consumers easily accessible publically owned living shoreline examples to inform their decision making. The investment of effort and resources in producing a Shoreline Management Plan will yield substantial benefits in facilitating decision-making on a variety of potential issues and uses of the site. A Living Shorelines Education Program will be developed to educate the public about the benefits of living shorelines. The Captains Sinclair's Recreation area site boasts an 8,000 sq. ft. waterfront home within 200 feet of the demonstration site that will house the Living Shorelines Education Program.

- Received final permit drawings from Donna Milligan, Shoreline Studies Program Virginia Institute of Marine Science, regarding status of project.
- Discussed with Scott Hardaway, Director for the Shoreline Studies program at VIMS, a living shoreline concept on PAA owned lands on the Mobjack and Chesapeake Bay shoreline of Mathews County for possible future funding.
- Received and reviewed draft contract bid packet requesting contracting and design services for the installation of a living shoreline at Captain Sinclair's Recreational Area from Scott Hardaway, Director of the VIMS Shoreline Studies Program.

Project 32134 Drainage and Roadside Ditching Authority

To build on past efforts, MPPDC staff will explore the enabling mechanism in which a Drainage and Roadside Ditching Authority may be developed. As this Authority would be responsible for prioritizing ditch improvement needs, partnering with and leveraging Virginia Department of Transportation (VDOT) funding, and ultimately working toward improving the functionality of the region's stormwater conveyance system, MPPDC staff will address the policy questions and create a framework for Drainage and Roadside Ditching Authority that can be scalable to the local or regional level depending on the need.

- Developed a table of options for localities to consider when developing a ditching authority.
- Researched revenue sources that could support a ditching authority and ditching projects.

- Discussed stormwater BMP qualifications for rural ditches with Shereen Hughes of Wetlands Watch. Explored the possibilities of commoditizing the failed ditching system in Matthews County into qualified BMPs recognized under EPA guidelines.

Project 32207 Working Waterfront Plan

MPPDC staff will build on previous efforts to establish a coastal zone-wide Working Waterfronts Plan for Virginia that will serve to guide communities in protecting, restoring and enhancing their water dependent commercial and recreational activities. This plan will help communities with existing water-dependent commercial infrastructure, understand the long-term costs associated with the loss of working waterfronts, develop new policy tools to help them manage the increasing growth pressures, and build capacity to develop working waterfronts as thriving components of local economic development.

- Researched tools organized by the National Working Waterfront Network, and collected definitions for each tool. In conjunction with definitions, some examples have been added to the definition.
- Registered for the National Working Waterfront Network that will take place in Tampa, FL November 16-19th.

TRANSPORTATION

Funding – VDRPT, VDOT, local match from MPPDC General Fund

Project 30210 Transportation Demand Management (TDM) Services/TDM Plan Update

This program assists local commuters and employers with transportation issues. The main emphasis is on lowering the number of single occupancy vehicle commutes within and from the Middle Peninsula region through marketing and promotion of the program through local media and provision of ride matching services to commuters. In addition MPPDC staff will update the TDM Six Year Plan with additional funding from DRPT.

- Received online registration from Town of West Point resident commuting to job site in West Point. No matches available. Referred applicant to Bay Transit.
- Received online registration from Glen Allen applicant commuting to job site in Yorktown. No matches available. Referred applicant to Ridefinders and TRAFFIX.
- Received online registration from Hartfield (Middlesex County) resident commuting to job site in Norfolk. No matches available. Referred applicant to TRAFFIX.
- Emailed Gloucester County citizen with information regarding rideshare and referred him to MPPDC web site for information and application.
- Received online registration from Newington, VA resident who stays in Hampton, VA commuting to job site in Alexandria, VA. No matches available. Referred applicant to TRAFFIX.
- Updated website- www.midpenrideshare.org -Telework Tax Credit, Try Transit Week.
- Attended Association for Commuter Transportation Conference July 26-29 in Baltimore.
- Attended DRPT Try Transit Week webinar on August 12th.

- Submitted FY2015 Reporting Form to DRPT for inclusion in DRPT Annual Report to General Assembly.
- Received online registration from Town of West Point commuter. No match available.
- Received online registration from Gloucester County resident commuting to South Richmond. No match available.
- Received phone call from Gloucester County resident looking for transportation options for his son going to culinary school in Hampton. One potential match available for morning commute only. Sent contact information via email and referred to TRAFFIX for additional assistance.
- Received email from Tappahannock resident commuting to Arlington. Responded that we do have someone commuting to Arlington from Gloucester County and that contact information could be sent if she would register for the program.
- Responded to forwarded request from NeckRide for Middlesex County resident looking for ride into Richmond to pick-up car. Consulted with Brigitte Carter, Ridefinders, as to availability on Shackelfords vanpool. She was unable to reach the vanpool driver.
- Consulted with Marc Felton regarding new posters for billboards.
- Attended DRPT/VTA webinar on HB2 project applications.
- Submitted FY15 Certification of Ridesharing/TDM Program Expenses and Revenues to DRPT.
- Updated Commuter Database. Sent letters and/or emails to all commuters in database for more than 1 year requesting updated information and interest in remaining in program. Removed 37 commuters from database either at their request or due to inaccurate contact information.
- Current commuter database – 129

Project 302101 Transportation Demand Management (TDM) 6 Year Plan Update

MPPDC received funding from DRPT to update its Long Range TDM Plan. DRPT is requesting all TDM agencies update their plan every six years to improve the efficiency and effectiveness of transportation demand programs and services; to serve as a management and policy document for the program; to maximize investment of public funds to achieve the greatest possible public benefit ; and to provide a basis for inclusion of operating and capital programs in planning and programming documents such as the Six Year Improvements Program, Statewide Transportation Improvement Program, Transportation Improvement Program and the Constrained Long Range Transportation Plan.

- Consulted with Tom Swartzwelder, King and Queen County Administrator, regarding potential Telework Center/eCommerce Center in King and Queen County. County is interested in examining use of HB2 Telecommunications funding through DRPT for this project.
- Attended DRPT/VTA webinar on HB2 Transit funding for telecommunications.

Project 30312 Rural Transportation Planning

This program provides rural transportation planning services through the Rural Transportation Planning Work Program which outlines specific tasks and goals to guide the rural planning of transportation services.

- Attended HB2 training hosted by VDOT at the Middle Peninsula Planning District Commissions office.
- Consulted with Craig Van Dussen VDOT Fredericksburg District Manager, on Rappahannock Community College new entrance project as it pertains to high priority projects along Corridors of Statewide Significance.
- Attended VDOT's Transportation Alternative Program workshop in Smithfield. The workshop provided information on current funding available for alternative transportation projects and was disseminated to local planners and government administrators.
- Researched VTrans current goals and priorities to be considered when submitting applications to fund projects under HB2.
- Reviewed VTrans Draft 2025 Needs Assessment that will be used to help determine funding priorities for projects submitted under HB2.
- Consulted with the Dr. Sissy Crowther, President of Rappahannock Community College, concerning HB2 transportation funding opportunities for a second entrance way into the Community College.
- Consulted with Joyce McGowan Saluda Resident Engineer concerning HB2 projects at Rappahannock Community College. Discussed park-and-ride lot expansion need for bay transit parking and other multimodal transportation needs.

ONSITE REPAIR & PUMPOUT

Funding –VRA Loan Funds, local match from MPPDC General Fund, cost sharing

Project 30420, 30423 On-Site technical Guidance Assistance and Revolving Loan Program

The On-Site Technical Guidance Program aids the Middle Peninsula localities and residents in the technical understanding and implementation of approaches to address On-Site Disposal Systems and improve water quality by assisting local homeowners with repairing failing septic systems through low-interest loans and/or grants.

- Consulted with Dave Demuth, Gloucester County Health Department, regarding whether a process known as Terralift (GMP 80) is considered a septic repair by VDH and thus eligible for funding by the MPPDC Onsite Assistance Program. Received a letter confirming that the Terralift process is considered a valid septic repair process by VDH.
- Convened Loan Committee meeting which approved 2 applications for loans.
- Prepared and executed loan documents for Gloucester County repair.
- Prepared and mailed loan documents for Middlesex County repair.
- Consulted with Martha Lowe, Brooks Law, regarding situation with client now hospitalized and on Medicaid whose income has been diverted to Medicaid leaving him no income for his septic loans.

- Received phone call from Georgie Freck, Virginia Beach Realtor, regarding assistance for Chesapeake failing septic system. Referred to SERCAP and HRPDC.
- Received phone call from Gloucester County homeowner regarding assistance. Mailed application.
- Consulted with Middlesex County homeowner regarding loan pay-off. Mailed Loan Pay-off report.
- Executed ACH loan payments for septic loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients' bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This places the onus to not make a payment on the loan client contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

Note: All WQIF grant funds have been spent and all VRA grant funds have been committed. MPPDC staff are continuing to search for additional grant funding for this program. The ability to blend loans with grants is crucial in assisting low income homeowners in correcting failing septic systems.

Remaining uncommitted funding – \$199,716 loan funds

30441 Septic Pump-out and Technical Assistance Project

This program, with funding from EPA Chesapeake Bay Implementation Grant through the Department of Environmental Quality, will provide septic pump-out financial assistance to low income homeowners and technical assistance to the Town of Tappahannock and Essex County to develop land use ordinance provisions that address the water quality requirements of Phase III of the Chesapeake Bay Preservation Area Designation and Management Regulations (9VAC25-830.10 – 280).

- Met with Nancy Miller, DEQ to discuss the assessment and proposed changes to the Essex County and Town of Tappahannock local ordinance.

ECONOMIC DEVELOPMENT

Funding – EDA, local match from MPPDC General Fund, BDP Loan Program Income

Project 301702 Small Business Revolving Loan Fund

MPPDC agreed to service Middle Peninsula Business Development Partnership's (MPBDP) Small Business Loan Portfolio after MPBDP's dissolution November 30, 2011. MPPDC established a revolving loan fund and staff initiate ACH loan payments from clients bank accounts and manages the accounts. Principal repaid will be held until the Commission determines the best use for these funds as allowed by the USDA (RBEG) original lending restrictions. Interest earned will be used to offset administration costs.

- Redesigned a business partnership flyer to be placed at C& F Banks to advertise a business educational workshop scheduled at the MPPDC on Saturday, September 26th, 9–11:30am.
- Consulted with Middlesex County client regarding new bank account for loan processing.
- Executed ACH loan payments for MPBDP loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients' bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This places the onus to not make a payment on the loan client

contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

Project 30108 Building Collaborative Communities (BCC) Grant

This project, with funding from the Virginia Department of Housing and Community Development, is a collaborative effort with regional and local, public and private stakeholders to create an organizational structure with the capacity and resources to lead regional economic development initiatives in the Middle Peninsula. The project will seek to provide education, training and outreach to local officials on regional economic development partnerships, re-establish the Tidewater Resource Conservation and Development Council, update the River County Economic Development study, as well as draft policies, bylaws and a conceptual work plan for the newly created economic development organization.

- Completed draft organizational documents for establishing the Middle Peninsula Economic Development Organization. The documents were presented for review and discussion by local government administrators and officials at the August Mayors and Chairs meeting.
- Consulted with Lewie Lawrence, MPPDC Executive Director, regarding status of reimbursement requests and CAM System issues.
- Coordinated a meeting of the Middle Peninsula Mayors and Chairs Caucus to discuss the next step in the formation of an Economic Development Organization (EDO) for the Middle Peninsula. Reviewed draft bylaws and suggested changes. Staff will modify the bylaws and send to legal counsel for review then out to the localities for review.
- Consulted with Neal Barber on questions related to how other EDOs address bylaws and board structure. Reviewed various models suggested by Mr. Barber to learn about approaches that work and approaches that have not worked in the formation of EDO's across the Commonwealth.
- Consulted with the Gloucester County resident interested in learning more about the provision of broadband services across Middle Peninsula and Gloucester County. Discussed reasons why the private sector has been unable to provide ubiquitous broadband coverage and how King and Queen County has been able to do so.

LOCAL INITIATIVES

Funding - local dues, PDC base-funding from VDHC and/or MPPDC General Fund. Funding for specific projects may come from locality requesting assistance.

Project 30106 Middle Peninsula Regional Jail Flash Freeze Feasibility Study

The Middle Peninsula Regional Jail Authority will use funds from the USDA RBEG program to contract with the Middle Peninsula Planning District Commission (MPPDC) to conduct a feasibility study to evaluate whether, and to what degree, the Middle Peninsula Regional Security Center, local economies, and small scale emerging farms across the Middle Peninsula can benefit from a flash freezing produce program. The feasibility study will assist with exploring and addressing both the infrastructure and capital needs for establishing a freezing program as well as the larger community implications of supporting and enhancing economic growth and community vitality.

- Sent out a meeting announcement for the second meeting of the Flashfreeze Steering Committee.
- Held the second meeting of the Flash freeze Steering Committee on August 12, 2015 in the MPPDC Saluda, VA Boardroom. At the meeting, Scott Tate and Francis Dowd from Virginia Tech shared the progress made to date on the feasibility study, including the potential crop supply and demand. There

was also discussion about trying to set the Middle Peninsula Security Center flash freeze facility from the Capron Facility. Therefore, a bread and batter facility could provide a new product that could potentially fit into the established Department of Corrections (DOC) distribution network. The next step in this project includes: (1) Discussion with DOC to see if a Memorandum of Agreement can be established to fit into the DOC distribution network and (2) get a price point for produce.

Project 30018 Local & Regional Technical Assistance

This program responds to daily requests for technical assistance which other commission programs are unable to provide.

- Met with Dr. Wesley Wilson of the Woodville Rosenwald Foundation to discuss the SET Expansion Program grant awarded through the Virginia Cooperative Extension and guidelines for administration of the grant.
- Coordinated and attended a meeting with Tara Delaney, USDA Area Specialist, and Town of Urbanna Mayor Steve Hollberg regarding programs available through USDA Rural Development that would assist with the Town's Capital Improvement Program.
- Attended the Department of Housing and Community Development's How to Apply for Industrial Revitalization Funding: Workshop in Norfolk Virginia. The workshop discussed a current funding opportunity that allows local governments to apply for funding for public and private commercial and industrial building revitalization projects.
- Drafted and sent an intergovernmental review report to Tara Delaney, USDA, on an application request for funding by Parent Child Development Corporation for acquisition of an existing building in West Point.
- Viewed a webinar on Department of Housing and Community Development's Building Entrepreneurial Economies funding opportunity that is currently available. The webinar provided information on program design guidelines and application criteria.
- Participated in a conference call hosted by the Middle Peninsula – Northern Neck Housing Partnership group. The discussion included introduction of the various agencies working under the partnership and the housing objectives and services that the group provides in the two regions.
- Researched legislative criteria for HUBZONE designation.
- Submitted a grant to the Virginia Department of Emergency Management (VDEM) for FEMA Hazard Mitigation Funds to be used to raise utilities above the Base Flood Elevation (BFE) on a property located in the flood plain of the Rappahannock River in Essex County. VDEM conducts a cost/benefit analysis of all proposals. During VDEM review this proposal's minimum score was below the allowable threshold and did not progress to the next stage of review. VDEM advised that the proposal is no longer eligible for funding.
- Met with Frederic G. Birchett, Essex County Parks and Recreation, and Conservation Officer Cameron Dobbins to discuss the development of hunting opportunities on the Poor House Tract in Essex County.
- Met with Bill Nachman, *Gloucester-Mathews Gazette-Journal*, at the Perrin Wharf in Gloucester Virginia to discuss the current state of the pier. Met and talked with three watermen hauling bait and crabs. Mr. Nachman attempted to interview the watermen and developed an article in the paper.

- Met with Elizabeth Faudree, Branch Manager and Andrea Scrudder of C&F Bank regarding partnership for September Business Workshop.
- Consulted with advertising departments of *Southside Sentinel*, *Gloucester-Mathews Gazette Journal*, *Tidewater Review*, and *Rappahannock Times* regarding ads for Small Business Workshop.
- Consulted with Jennifer Shell, Virginia Employment Commission, regarding discrepancies between commuting data in the Middle Peninsula and locality VEC Community Profiles and data from the 2009-2013 5-Year American Community Survey Commuting Flows. Ms. Shell confirmed that VEC no longer uses the data from the ACS as it is less accurate than the LEHD data utilized in their Community Profile reports.
- Discussed an upcoming PDC presentation with Dr. Mo Lynch, MPPDC Commissioner, concerning FOIA requests and a recent presentation given by FOIA Counsel to the Hampton Roads Sanitation District.

Project 30019 Urbanna Creek Foundation Project

This is a shoreline restoration project for Urbanna Creek that proposes collaboration with the MPPDC, VDOT, Urbanna Oyster Festival Foundation, Christchurch School and VIMS. The project proposes to reduce the amount of sediment and nutrients released into Urbanna Creek caused by an enormous hole underneath the bridge that is allowing ground and surface water runoff from public right of way and private property to deposit into the Creek. The project includes filling the hole and design of a shoreline restoration method.

- Discussed the status of the final design Plan for the Urbanna Creek restoration project with Donna Milligan. Also coordinated a time for late September to discuss design information with Urbanna Oyster Foundation and private stakeholders.

HOUSING

Funding –Housing Loan Program Income

Project 300132 Energy Efficiency and Conservation Block Grant (EECBG)

Summary: Governor Timothy Kaine announced on October 6, 2009 that \$9.7 million in Energy Efficiency and Conservation Block Grants (EECBG) would be distributed on a competitive basis to small local governments. Virginia's 21 Planning District Commissions administered the program and assisted localities in the development of proposals which were ranked and awarded by the Department of Mines, Minerals and Energy (DMME). The program emphasizes a community-based approach to help meet energy and climate protection goals. MPPDC was awarded a contract to provide weatherization renovations to 12 homeowners ineligible for LMI weatherization programs in each of the 6 counties. MPPDC subcontracted the promotion and construction portions of this project to Bay Aging but is tasked with administering the overall project. MPPDC is administering the revolving loan program per DMME.

- Executed ACH loan payments for MPBDP loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients' bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This places the onus to not make a payment on the loan client contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

Project 31201 Middle Peninsula All-Hazards Mitigation Plan Update (Reported under Mandates)**Project 31202 Regional Emergency Management Planner**

Regional Emergency Planner position housed at the Middle Peninsula Planning District Commission (MPPDC) in Saluda. The Middle Peninsula crosses VDEM Region 1&5 boundaries. Position will support local Emergency Coordinators by assisting/coordinating homeland security & disaster response preparedness; Rt. 17 evacuation planning; & resource data collection.

- Continued to receive resource typing data from the Middle Peninsula localities. The data, which includes all emergency equipment and physical resources, will be incorporated in the regional resource typing guide being prepared by the Regional Emergency Planner.
- Coordinated and participated in three Emergency Shelter assessments between localities and the American Red Cross (ARC). The three Emergency Shelters assessed were the Moose lodge in Gloucester County, Middlesex Elementary School in Middlesex County, and Essex Intermediate School in Essex/Tappahannock. Each shelter was assessed for accessibility for disabled persons, square footage, emergency power, food storage and serving capabilities, parking, and other pertinent factors. Results from the assessments will be shelter agreements between the American Red Cross and localities, which allows the localities the right to call the American Red Cross to staff these Emergency Shelters when necessary. This service is free to localities. The shelters with these agreements will be specifically identified in the Rt. 17 Evacuation Plan.
- Participated in a Tabletop Exercise (TTX) for the draft Gloucester and Middlesex County Interim Shelter Plan. The Plan addresses post-72 hour sheltering in the counties and how the counties will work with the American Red Cross to stand up a regional shelter if needed. The sheltering information will be included in the regional evacuation plan for Rt. 17.
- Met with Sgt. Mathias of the Virginia State Police (VSP) stationed in Gloucester Court House. Discussed the draft Rt. 17 Evacuation Plan and the areas where the VSP would be involved. Specifically, the VSP will be responsible for Emergency Support Function (ESF) # 13 – Public Safety and Security, which identifies the roles and responsibilities for traffic control and flow during an evacuation of or through the Middle Peninsula of Virginia. Sgt. Mathias and regional VDOT representatives will schedule a meeting in September with the Regional Emergency Planner and VDEM representatives to discuss the draft evacuation plan.
- Attended the Eastern Virginia Community Rating System (CRS) workgroup meeting in Newport News. Representatives from FEMA spoke about the process to gain credit in the CRS program through Hazard Mitigation planning and Emergency Planning. Credit can be received by developing a program to educate the public on flood hazards, especially those hazards identified in a locality's Hazard Mitigation Plan.
- Presented appreciation certificates for service to the Northern Neck and Middle Peninsula to retiring VDEM Regional Managers, Wallace Twigg (Region 5) and Gene Wills (Region 1) at the Northern Neck/Middle Peninsula Emergency Manager's meeting in Tappahannock.

- Prepared and submitted 2015 Department of Homeland Security Grant Program grants to VDEM. Grants were submitted to support the Regional Emergency Manager's position at the MPPDC and specifically requested funding for developing Threat and Hazard Identification and Risk Assessment Guides (THIRA) for localities, for developing a Regional Shelter Partner List, for organizing and holding Amateur Radio workshops, and for coordinating shelter support services between the American Red Cross and localities. Grants recipients will be announced in October 2015 and projects will commence in January 2016.
- In order to better understand evacuation planning as it pertains to the Rt. 17 Evacuation plan being drafted by the Regional Emergency Manager, attended the Hurricane Evacuation (HURREVAC) and Sea, Lake, and Overland Surges from Hurricanes (SLOSH) software training in Newport News. HURREVAC is a decision-support tool used by emergency managers to gather the information they need to assist their evacuation decisions. The software couples hurricane evacuation study (HES) data with real-time weather forecast data from the National Hurricane Center (NHC). This combination allows users to graphically display specific local evacuation times for decision-making as hurricanes approach. The SLOSH model is software developed as a tool to aid emergency managers in visualizing storm surge vulnerability. This course covered how to use and properly navigate through both programs, utilize the tools to support evacuation decisions and helped the understanding of potential weather related damages and storm surge.
- Emailed Jocelyn Bagby, VDEM, regarding problems with requesting reimbursement on the EGMS website. No response.

AGENCY ADMINISTRATION

Funding - Indirect cost reimbursements from all PDC projects

Project 300181 MPPDC Administration

Administrative services provided to MPPDC programs. Planned FY13 Indirect Cost rate =50%.

- Prepared vouchers, processed A/P, processed payroll, processed deposits, and balanced bank accounts. Prepared MPPDC monthly financial statements.
- Consulted with Michael Aukamp, Dunham, Aukamp & Rhodes, LLC to schedule FY 15 audit on August 20 (changed to August 27). Emailed FY15 General Ledger.
- Assisted Michael Aukamp with FY15 Audit.
- Prepared and submitted documentation for VACORP workers comp audit for FY15.
- Consulted with April Bahen and Beth Polak, CZM Program, regarding questions related to the new Federal "Supercircular" as relates to subcontractors vs. vendors and federal grants from NOAA.
- Provided summary of state online grants management issues to Executive Director for later discussion with agency heads. MPPDC staff are having continuing difficulties with successfully imputing budget data and reimbursement requests on these websites. Difficulty often lies with lack of follow-up on part of state agency staff.

- Attended webinar - *The Uniform Grants Guidance — Compliance Starts Now, Are you Ready?* The new federal “Supercircular” for grants compliance has made several significant changes to grants compliance for grantees especially as regards subcontracting and internal controls.
- Input FY16 budget into GMS system.

CLOSED FY16 PROJECTS

Project 30104 DHCD Planning Grant—VA Sea Grant Universities MP Partnership

This initiative looks to develop new partnerships with Virginia Universities participating within the Virginia Sea grant Network to enhance Virginia Universities’ impacts and value-added services to Middle Peninsula private businesses and coastal localities.

- Continuing to have issues with CAM system and inability to successfully process reimbursement requests. Unable to successfully process remittance request for Mathews County. The system needs input from state staff which is apparently not being provided in a timely manner. Multiple requests to DHCD staff have not yielded satisfactory results.

Middle Peninsula Planning District Commission



MPPDC General Fact Sheet

WHAT IS MPPDC?

The Middle Peninsula Planning District Commission (MPPDC) was established pursuant to the Virginia Area Development Act (Title 15.1, Chapter 34, Sections 15.1-1400, et seq., Code of Virginia (1950) as amended) and by joint resolutions of the governing bodies of its constituent member jurisdictions.

The "MPPDC" describes the geographic section of Virginia which encompasses the Counties of Essex, Gloucester, King and Queen, King William, Mathews and Middlesex and the Towns of Tappahannock, Urbanna and West Point.

BACKGROUND

The Agreement to organize a Planning District Commission was made on January 31, 1972, by and between the government subdivisions as authorized by the Virginia Area Development Act.

WHAT DOES MPPDC DO?

The purpose of the Commission is to promote the orderly and efficient development of the physical, social, and economic elements of the Planning District by planning and encouraging and assisting governmental subdivisions to plan for the future.

HOW ARE DECISIONS MADE AT MPPDC?

Decision-making occurs through the Middle Peninsula Planning District Commission, a governing body comprised of elected officials, citizens, and chief administrative officers representing the six counties and three towns in the region.

QUICK FACTS

Region at Glance

- Six Counties: Essex, Gloucester, King & Queen, King William, Mathews and Middlesex
- Three Towns: West Point, Urbanna, and Tappahannock
- 1,387 Square Miles
- 1,055 Miles of Shoreline

➤ 888,064 Acres of Land

➤ 90,826 People

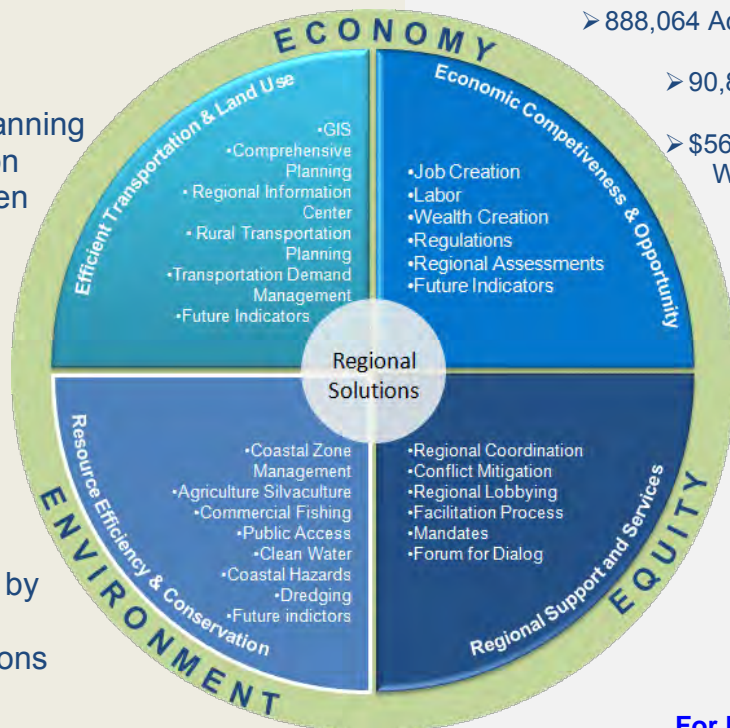
➤ \$567 Average Weekly Wage (State=\$952)

➤ 71% Out Commute Rate

By the Numbers

➤ 1.1% Total State Population

➤ \$50,001 Median Household Income



For More Information:

MPPDC
 P.O. Box 286
 Saluda Professional Center
 125 Bowden Street
 Saluda, Virginia 23149
 Phone: 804-758-2311
 Please visit the MPPDC website at:
www.mppdc.com

Regional Profile:

All data is from Census 2000 and Census 2010 unless otherwise stated

Population Trends				Median Household Income and Unemployment Rate ¹			
Locality	Total Population		Population Growth from 2000-2010	Median Income Estimates		Unemployment Rate Estimates	
	2000	2010		2006-2010	2007-2011	2006-2010	2007-2011
Essex	9,989	11,151	12%	\$46,235	\$44,581	9.0%	8.2%
Gloucester	34,780	36,858	6%	\$58,389	\$60,269	6.5%	5.9%
King & Queen	6,630	6,945	5%	\$44,442	\$48,170	8.6%	7.4%
King William	13,146	15,935	21%	\$64,964	\$64,982	7.3%	6.7%
Mathews	9,207	8,978	-2%	\$47,435	\$54,118	5.9%	6.0%
Middlesex	9,932	10,959	10%	\$50,207	\$53,615	7.4%	6.4%
Town of Tappahannock	2,138	2,375	11.1%	\$39,149	\$35,313	6.6%	7.6%
Town of Urbanna	543	476	-12.3%	\$44,813	\$45,682	1.5%	4.5%
Town of West Point	2,866	3,306	15.4%	\$51,979	\$52,768	7.4%	9.5%
Region Total	83,684	90,826	9%	\$49,735	\$51,055	7.6%	6.5%

Race in the Middle Peninsula												
Locality	White			Black			Asian			Other		
	2000	2010	Percent Change	2000	2010	Percent Change	2000	2010	Percent Change	2000	2010	Percent Change
Essex	5,790	6,370	10%	3,900	4,247	9%	81	86	6%	218	448	106%
Gloucester	30,148	32,149	7%	3,585	3,197	-11%	240	286	19%	807	1,226	52%
King and Queen	4,059	4,663	15%	2,365	1,975	-16%	18	17	-6%	188	290	54%
King William	9,703	12,297	27%	2,999	2,819	-6%	48	118	146%	396	701	77%
Mathews	8,038	7,898	-2%	1,036	823	-21%	17	31	82%	116	226	95%
Middlesex	7,797	8,680	11%	1,999	1,978	-1%	12	37	208%	124	264	113%
Regional Total	65,535	72,057	10%	15,884	15,039	-5%	416	575	38%	1,849	3,155	71%

FY15 Locality Budget Data							
Locality	Raise %	Compensation Notes	Real Property Increase	Real Property Rate	Personal Property Increase	Personal Property Rate	Other
Essex	2%		\$0.02	\$0.86	\$0.25	\$3.75	\$35/\$25 Vehicle tax
Gloucester	3%	Bonus for lower scale employees only	None	\$0.65	None	\$2.95	
King and Queen	0%		None	\$0.54	None	\$3.94	
King William	2%		\$0.03	\$0.82	None	\$9.65	
Mathews	2%		\$0.07	\$0.54	\$0.05	\$3.70	
Middlesex	2%	Step Inc. w/ evaluation; No COLA	\$0.05	\$0.53	None	\$3.50	

¹ Data from the Bureau of Labor Statistics Local Area Unemployment data & the American Community Survey 5-year Estimates

MIDDLE PENINSULA PLANNING DISTRICT COMMISSION

Staff Activities Service Summary of Regional Progress

Locality	Core Services Administered by the MPPDC							
	Information Resources/ Assistance	Coastal Community Development/ Environmental	Transportation	Onsite Repair and Pumpout	Economic Development	Local Initiatives	Housing	Emergency Management
Region-wide	✓	✓	✓		✓	✓	✓	✓
Essex		✓	✓					
Gloucester		✓		✓				✓
King & Queen		✓	✓					
King William		✓						
Mathews		✓				✓		
Middlesex		✓		✓				✓
Town of Tappahannock			✓					
Town of West Point			✓					
Town of Urbanna						✓		
Other	✓	✓	✓					

Report on Mandated Initiatives

Locality	Water Supply Plan Support Staff: Lewie Lawrence Start Date: 7/2008 Completion Date: 6/2011		All-Hazards Mitigation Plan Update Support Staff: Jackie Rickards Start Date: 1/2014 Completion Date: 12/2016	
	<i>Participating</i>	<i>Current Status</i>	<i>Participating</i>	<i>Current Status</i>
	Essex	✓	Found Compliant	✓
Gloucester	NA	NA	✓	In Progress
King & Queen	✓	Found Compliant	✓	In Progress
King William	✓	Found Compliant	✓	In Progress
Mathews	✓	Found Compliant	✓	In Progress
Middlesex	✓	Found Compliant	✓	In Progress
Town of Tappahannock	✓	Found Compliant	✓	In Progress
Town of West Point	✓	Found Compliant	✓	In Progress
Town of Urbanna	✓	Found Compliant	✓	In Progress

Opportunities Identified to Implement Commission Priorities

Service Center	Project Title and Description	Funding Requested	Status
Transportation	DRPT – Update Long Range TDM Plan	\$16,000	Funded
Environmental	CZM –FY165 Coastal Technical Assistance	\$30,000	Funded
Environmental	NFWF TA Service Provider	n/a	Approved
Economic Dev	DHCD – BCC – Middle Peninsula Regional Economic Development Organization	\$18,750	Funded
Economic Dev	VA Coop. Ext. – SET Grant – Capacity Building for Economic Development	n/a	Awarded
Environmental	CZM – Flooding and Sea Level Rise	\$14,792	Submitted
Environmental	CZM – MP Public Access Master Plan	\$40,000	Submitted
Environmental	CZM – Ditch Mapping Database – Mathews	\$60,524	Submitted
Environmental	CZM – Working Waterfronts – State Plan	\$50,000	Submitted
Environmental	VDOF -Virginia Trees for Clean Water – Capt Sinclair Maritime Forest Edge Demo Garden	\$1,350	Funded
Environmental	DEQ/VRA – Virginia Water Facilities Revolving Fund	\$200,000	Approved
Economic Dev	USDA – Farmers Market Sustainability Initiative	\$77,537	Submitted
Environmental	USDA_Rural Development Housing Preservation Grant – Septic Repairs	\$106,800	Submitted
Emergency Mgmt	VDEM – Homeland Security Amateur Radio Coordination Workshops	\$25,000	Submitted
Emergency Mgmt	VDEM – Homeland Security Regional Emergency Planner	\$52,500	Submitted
Emergency Mgmt	VDEM – Homeland Security Regional Shelter Partner List and MOUs	\$25,000	Submitted
Emergency Mgmt	VDEM – Homeland Security THIRA for Mathews and Middlesex	\$21,500	Submitted
Emergency Mgmt	DCJS - :“Sink or Swim” Drug Abuse Prevention Marketing Campaign	\$75,000	Submitted
Emergency Mgmt	VDEM – Homeland Security THIRA for King William, King and Queen and Essex	\$31,000	Submitted
MPCBPAA	VEE – Land Acquisition Assistance	\$12,000	Funded

MPPDC ACRONYMS

ACH	Automated Clearing House	PAA	Public Access Authority
AFID	Agricultural and Forestry Industries Development	RBEG	Rural Business Enterprise Grant
AHMP	All Hazards Mitigation Plan	RBOG	Rural Business Opportunity Grant
BCC	Building Collaborative Communities Project	RFP	Request for Proposal
BOS	Board of Supervisors	RLF	Revolving Loan Fund
CBPA	Chesapeake Bay Preservation Area	RTP	Rural Transportation Planning
CDBG	Community Development Block Grant	SERCAP	Southeast Rural Community Assistance Project
CEDS	Comprehensive Economic Development Strategy	SHSG	State Homeland Security Grant
CIP	Capital Improvement Plan	SWCD	Soil and Water Conservation District
COI	Conflict of Interest	SWRP	State Water Resource Plan
CRS	Credit Rating System	TIF	Tax Increment Financing
CZMP	Coastal Zone Management Program	TMDL	Total Maximum Daily Loads
DEQ	Department of Environmental Quality	USDA	U.S. Department of Agriculture
DGIF	Department of Game and Inland Fisheries	USFWS	U.S. Fish and Wildlife Service
DHR	Department of Historic Resources	VAPA	Virginia Planning Association
DHCD	Department of Housing and Community Development	VAPDC	Virginia Association of Planning District Commissions
DMME	Department of Mines Minerals and Energy	VAZO	Virginia Association of Zoning Officials
DOC	Department of Corrections	VCP	Virginia Coastal Program
DOE	Department of Energy	VCZMP	Virginia Coastal Zone Management Program
DRPT	Department of Rail and Public Transportation	VDEM	Virginia Department of Emergency Management
EDA	Economic Development Administration	VDH	Virginia Department of Health
EECBG	Energy Efficiency and Conservation Block Grant	VDOT	Virginia Department of Transportation
EPA	Environmental Protection Agency	VDMME	Virginia Department of Mines, Minerals, and Energy
FEMA	Federal Emergency Management Agency	VEE	Virginia Environmental Endowment
Fracking	Hydraulic Fracturing	Vertical Assets	"Towers or other structures that hold cell, broadband and other equipment"
GIS	Geographic Information System	VHB	Vanasse Hangen Brustlin
HRPDC	Hampton Roads Planning District Commission	VIMS	Virginia Institute of Marine Science
LGA	Local Government Administrators	VMRC	Virginia Marine Resources Commission
LPT	Local Planning Team	VOP	Virginia Outdoors Plan
MOU	Memorandum of Understanding	VRA	Virginia Resources Authority
MPBA	Middle Peninsula Broadband Authority	VASG	Virginia Sea Grant
MPCBPAA	Middle Peninsula Chesapeake Bay Public Access Authority	VSMP	Virginia Stormwater Management Program
MPRSC	Middle Peninsula Regional Security Center	VTA	Virginia Transit Association
NHD	Natural Heritage Data	VWP	Virginia Water Protection
NIMS	National Incident Management System	VWWR	Virginia Water Withdrawal Reporting
NFWF	National Fish and Wildlife Foundation	WIP	Watershed Implementation Plan
NOAA	National Oceanic and Atmospheric Administration	WQIF	Water Quality Improvement Fund
NPS	National Park Services	WSP	Water Supply Plan
OLGA	On-line Grant Administration		

Middle Peninsula Planning District Commission

Executive Director's Report of Regional Progress

September 15, 2015

MPPDC: Membership, Appointments, Committee Assignments, and Networks

Coastal Policy Team (CPT) - The CPT, whose members and alternates represent the Virginia Coastal Zone Management Program's key partners and eight planning district commissions, provides a forum for discussion and resolution of cross-cutting coastal resource management issues. Members serve on the team at the discretion of their agency or planning district commission director. The CPT recommends funding levels to the DEQ Director for coastal zone management projects. (MPPDC Staff 13 years +)

Congressman Robert Wittman's Fisheries Advisory Committee and Environmental Advisory Committee (MPPDC Staff 6 years +)

Virginia Sea Grant Program External Advisory Committee (EAC): The EAC provides stakeholder input on the strategic planning process, the research proposal review process, and on Commonwealth-wide trends and needs. The EAC is a diverse group of end-users including representatives from state agencies, the education community, coastal planning and management, the private sector, and NGOs. (MPPDC Staff 7 years+)

General Assembly Directed Study Panel: Aquaculture production activities; authority of local governments (MPPDC Staff- current)

The Association for Commuter Transportation (ACT) (Telework Council Secretary): ACT is the premier association for professionals and organizations whose focus is the delivery of commuting options and solutions for an efficient transportation system. The Telework Council is concerned with promoting telework and providing telework information and technical assistance to employers (MPPDC Staff 8 years+)

Middle Peninsula Northern Neck Coordinated Human Services Mobility Committee: provides direction for a unified comprehensive strategy for transportation service delivery in the Middle Peninsula and Northern Neck Planning Districts focused on unmet transportation needs of seniors, people with disabilities, and people with low incomes. (MPPDC Staff 10 years)

The National Working Waterfront Networks- Outreach and Education committee: Provides education and outreach on national, state and local matters related to the preservation of working waterfronts.

The Coastal Society - The Coastal Society is an organization of private sector, academic, and government professionals and students. The Society is dedicated to actively addressing emerging coastal issues by fostering dialogue, forging partnerships, and promoting communications and education. (MPPDC staff serves as a Director)

Bio Solid-Industrial Residual Regulatory Advisory Panel – The purpose of this panel is the development of regulatory amendments needed to implement the provisions of House Bill 1364 and Senate Bill 1413 related to fees for the land application of industrial wastes and reimbursement for compliance monitoring conducted by local governments

Hurricane Evacuation Coordination Workgroup - The Hurricane Evacuation Coordination Workgroup is comprised of state and local emergency representatives tasked with finding solutions to fill in the gaps in the Commonwealth's and Locality's plans to respond to a Major Hurricane Evacuation.

Shelter Location Identification Subcommittee of the Hurricane Evacuation Coordination Workgroup -local and state experts tasked with identifying state and local shelter locations that can meet the needs of individuals with access and functional needs. A recent federal court ruling indicates that prior knowledge of shelter locations allows for more complete personal preparedness planning

Shelter Staffing Subcommittee of the Hurricane Evacuation Coordination Workgroup -local and state experts tasked with recommending solutions to alleviate staffing limitations in emergency shelters

Living Shorelines Funding VCWRLF Workgroup – The purpose of this workgroup is to formulate program authorized by General Assembly to establish a revolving loan fund to encourage installation of living shorelines.

Stormwater Advisory Group – DEQ stakeholder process to consider ways to streamline and consolidate current Stormwater and erosion and sediment control programs to achieve greater consistency and efficiency while protecting the environment and identify statutory changes prior to 2016 GA session.

MPPDC Staff and Contact Information

Executive Director: Lewis Lawrence

Contact Info: llawrence@mppdc.com (804) 758-2311x24 (804) 832-6747 (cell)
Programs: *Coastal Zone Technical Assistance, Local Initiatives, Public Access Authority*

Finance Director: Beth Johnson

Contact Info: bjohnson@mppdc.com (804) 758-2311x22
Programs: *Commuter/ Employer Transportation Services, Septic Repair & Pumpout Assistance, Revolving Loan Programs Administration, PDC Finance & Grants Administration, PAA staff support, PAA improvements*

Chief of Community Planning: Marquitrice Wright

Contact Info: mwright@mppdc.com (804) 758-2311x28
Programs: *Rural Transportation Planning, Local Community Planning Assistance, Economic Development*

Planner 2: Harrison Bresee

Contact Info: hbresee@mppdc.com (804) 758-2311x26 (757) 871-2245 cell
Programs: *Regional Emergency Planning, Public Access Authority*

Planner 2: Jackie Rickards

Contact Info: jrickards@mppdc.com (215) 264-6451 cell
Programs: *Environmental Programs, Graphic Arts*

Secretary: Rose Lewis

Contact Info: rlewis@mppdc.com (804) 758-2311x21
Programs: *Septic Pumpout Assistance, Commuter Transportation Customer Service, Facilities Scheduling*

Project 30502 Water Supply Planning

9 VAC 25-780 establishes a planning process and criteria that all local governments will use in the development of local or regional water plans. The plan will be reviewed by the Department of Environmental Quality and a determination will be made by the State Water Control Board on whether the plan complies with this regulation. Within five years of a compliance determination by the board, the plan will be reviewed to assess adequacy and any significant changes will require the submission of an amended plan and review by the board. All local programs will be reviewed, revised, and resubmitted to the Department of Environmental Quality every 10 years after the last approval. The jurisdictions of Essex, King and Queen, King William, Mathews, Middlesex, Tappahannock, Urbanna and West Point opted to prepare a regional plan with assistance from Middle Peninsula Planning District Commission staff and EEE Consulting, an environmental consulting firm. The Regional Plan was completed and submitted to the Virginia Department of Environmental Quality for compliance review by the November 2, 2011 deadline for Regional Plan submission.

Project 31201 Middle Peninsula All-Hazards Mitigation Plan Update

As a mandated requirement of the Disaster Mitigation Act of 2000, the 2016 All Hazards Mitigation Plan Update is designed to update the 2011 Middle Peninsula All Hazards Mitigation Plan (AHMP). The plan will address several natural hazards, including hurricanes, winter storms, tornadoes, coastal flooding, coastal/shoreline erosion, sea level rise, winter storms, wildfire, riverine flooding, wind, dam failures, drought, lightning, earthquakes, shrink-swell soils, extreme cold, extreme heat, landslides, land subsidence/karst, tsunami, and volcanoes.

- Provided localities with three documents to complete including: (1) National Flood Insurance Policy (NFIP) Survey provides an opportunity for localities to note their progress of NFIP implementation within their locality, (2) Capability assessment asks localities to record how the mitigation strategies have been integrated into other existing mechanisms, and (3) 2010 Mitigation Strategy Status Report provides localities with a table to record status updates for mitigation strategies in the 2010 plan. To date, completed documents have been received from Essex, Gloucester, King William, and King & Queen Counties and the Towns of Urbanna and West Point.
- Drafted a new mitigation strategy to focus on integrating mitigation strategies into current and future planning mechanisms (i.e. ordinances, comprehensive plans, stormwater management plans, capital improvement plans, economic developed plans, etc.). The draft was sent to the Local Planning Team for review. This was developed in response to a FEMA recommendation.
- Attended a webinar hosted by the U.S. Small Business Administration titled “The Keystone to Disease Recovery: Communication.” The webinar focused on developing internal and external communication strategies during and after a disaster. Not only is this information valuable to small businesses but many of the recommendations presented in the webinar could apply to local governments as well.
- Corresponded with Adrienne McFadden, Justin Crow, and Rexford Anson-Dwamena of the Virginia Department of Health regarding data available through the Health Opportunity Index (HOI) for the Middle Peninsula. The HOI is a measure of social determinants of health at the census tract level, including measures of education, income, access, segregation, and other factors that have been linked to health outcomes. These are measures of social conditions thought to influence an individual’s ability to live a long and health life. It does not, however, include data on disease incidence. Mr. Crow sent available data relevant to Middle Peninsula localities and currently MPPDC staff is analyzing this information to be inserted into the All Hazards Mitigation Plan.

- As the All Hazards Mitigation Plan is updated, Committee members from Middle Peninsula localities will have the opportunity to review the updates and provide feedback. Below is table that depicts the plan’s sections, section feedback from localities is due, and the localities that have provided feedback (marked with an “X”).

SECTION	TITLE	Status	Counties						Towns		
			Essex	Mathews	Middlesex	King William	King & Queen	Gloucester	West Point	Urbanna	Tappahannock
1	Intro	Completed 3/24/2015	X	X	X	X	X	X	X	X	X
2	Planning Process	Underway									
3	Community Profile	Completed 2/20/2015	X	X	X	X	X	X	X	X	X
4	Hazard Identification	Completed 6/19/2015	X	X	X	X	X	X	X	X	X
5	Risk Assessment Analysis (HAZUS)	Completed 5/27/2015	X	X	X	X	X	X	X	X	X
6	Capability Assessment	Underway	X			X	X	X	X	X	
7	Review of 2010 Strategies	Underway	X	X	X	X	X	X	X	X	X
8	Mitigation Goals, Objects and Strategies	Completed	X	X	X	X	X	X	X	X	X
9	Implementation Plan	TBD									
10	Plan Adoption	TBD									
11	Plan Maintenance	TBD									
12	Appendices	Underway									

INFORMATION RESOURCES/ASSISTANCE

Services to provide critical assessment and thinking.....

- Updated www.mppdc.com website – meeting notices, reports, news release.
- Consulted with Margaret Sacks, Conflict of Interest (COI) Director of the Commonwealth, concerning COI Disclosure requirements for PDC Commissioners and staff.
- Consulted with Chris Piper, Executive Director of Virginia Conflict of Interest and Ethics Advisory Council, regarding COI disclosure requirements for planning district commissions.

Project 32010 Staff Support to Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA)

Middle Peninsula Chesapeake Bay Public Access Authority Special Project – Support of Executive Order 23, Goal 8 Coastal Management Coordination Public Access: Continue implementation of adopted annual work program, including identifying land, either owned by the Commonwealth or private holdings that can be secured for use by the general public as a public access site; researching and determining ownership of all identified sites; determining appropriate public use levels of identified access sites; developing appropriate mechanism for transferring title of Commonwealth or private holdings to the Authority; developing appropriate acquisition and site management plan. This Program allows the Authority to function by supporting the individual projects and operations of the Authority, as well as, by responding to daily requests for assistance from local government staff.

- Prepared vouchers, processed A/P, reconciled bank statements. Prepared monthly financial statements.
- Provided cash flow analysis to Lewie Lawrence, MPCBPAA Secretary.
- Renewed MPCBPAA registration in System for Award Management (SAM).

Project 32011 Public Access Authority Giving

This project proposes to develop a targeted land donation marketing campaign for Essex County and, secondarily, other Middle Peninsula localities. Further, the project proposes to research and develop a white paper detailing the costs and benefits (pros and cons) to localities for property that is donated.

- Compiled financial information on Public Access sites to assess the economic benefits of public land donations for recreational use compared to public revenue generated by other uses.
- Researched resources and formulas used by various public and private land conservation entities to determine how to assess the direct economic value of services and uses provided through donated land for public recreational uses.
- Received final media outreach and professional flyer information from Janet Karenn, professional communicator handling the development of Altruistic giving for public benefit media outreach program material development. Discussed final changes for publications and prepared all documents for distribution and use in Essex County to encourage private donation of waterfront land for public benefit.
- Consulted with the Middlesex County citizen interested in public access policy development across Middlesex County.
- Consulted with Matt Walker, Middlesex County Administrator, concerning the development of a survey to assist Middlesex County with understanding options for existing publicly owned public access sites including sites owned by the Department of Game and Inland Fisheries, VDOT and Middlesex County as well as the Public Access Authority.
- Contacted representatives from the College of William and Mary Public Policy Program and the VCU City and Regional Planning Program concerning the use of students to help evaluate options and alternatives for potential Middlesex County public access site improvements.

- Received interest from an Essex County resident considering donating waterfront land in Essex County for public benefit.

Project 32012 PAA Captain Sinclair Improvements

The Captain Sinclair’s Recreational Area, with approximately 1 mile of waterfront on the Severn River in Gloucester County, VA, is a recent gift from a private landowner to the Middle Peninsula Chesapeake Bay Public Access Authority (MPCBPAA). The MPCBPAA is partnering with the MPPDC to develop an overall use plan for the property that is compatible with the existing natural coastal landscape. The project is centered around protecting and enhancing the local coastal landscape and minimizing wetland impacts associated with constructing a new public pier to improve the current “walk in and over the wetlands” as part of the existing public access to public waters on the site. A Native Coastal Landscape Design (NCLD) will radiate away from the public access pier. The design will include the purchase and installation of native plants to enhance the coastal landscape around the project site and an educational exhibit on native plants in the main house.

- Consulted with Denise Green, Sassafras Farms, regarding plant order for rain garden and waterside plantings to be installed first week of October.
- Consulted with Denise Green regarding need to leave 25 foot area unplanted to give contractor access to waterfront for installation of living shoreline infrastructure in the spring.
- Was notified that the Gloucester Crew Team completed the land portion of the new launch pier at Captain Sinclair’s Recreation area in Gloucester VA.

32013 PAA Maritime Forest Edge Demonstration Garden

The Captain Sinclair’s Recreational Area, 100 acres with approximately 1 mile of waterfront on the Severn River in Gloucester County, VA, was a gift to the Middle Peninsula Chesapeake Bay Public Access Authority. The MPCBPAA is partnering with the Middle Peninsula Planning District Commission (MPPDC) to develop an overall use plan for the property compatible with the existing natural coastal landscape. An area of approximately 14,000 square feet to the northwest of the main house has been delineated by the Army Corps of Engineers as nontidal wetlands. This area is adjacent to the area utilized for parking. This project funded by the Virginia Department of Forestry will provide protection for that sensitive area by converting the mowed lawn/ parking area into a demonstration Maritime Forest Edge garden. Approximately 400 seedlings will be planted in the area to provide a small Maritime Forest Edge demonstration garden for viewing by visitors to the site.

- Prepared order for seedlings to be ordered from VDOF.

Project 32132 Virginia Coastal Zone Management Program

This project provides ongoing support to member localities of the Planning District Commission and other stakeholders committed to improving community development and coastal management within the coastal zone.

- Responded to Bret Scheradian, Director of King William County Community Department, who requested the cost of implementing a stormwater management program. This information was to inform a VaCo survey to understand added costs “opt-out” counties may incur if they are required to enforce long-term maintenance requirements of stormwater control facilities.
- Provided a summary of the King and Queen County Fishing Pier project to the Janit Llewellyn, Virginia Department of Conservation and Recreation (DCR), for a DCR publication.

- Developed a Memorandum of Understanding for the Middlesex County Board of Supervisors regarding the outcome and products they will receive from the Middle Peninsula Chesapeake Bay Public Access Authority through the development of the Middle Peninsula Public Access Master Plan project that will begin October 1, 2015.
- Drafted a letter in the support of the Center for Coastal Resources Management's application to the Blue Moon Fund that focuses on the development of a Virginia Coastal Adaptation Data portal. This project will provide Middle Peninsula local governments with a new resource to guide them through the implementation of adaptation policies.
- Developed a proposal for Middlesex County to complete a work-up of public access sites within the locality.
- Updated the Mathews County Public Access Survey for Middlesex County public access needs.
- Attended the Mathews County Wetlands Board meeting on September 2nd to present information on a proposed education and outreach and shoreline restoration project that was being discussed with U.S. Fish and Wildlife Service that would include Mathews County.
- Consulted with Dan Murphy and Christina Ryder of US Fish and Wildlife Service (USFWS) regarding a Coastal Program funding opportunity and a proposed project being developed by MPPDC and the proposal's alignment with USFWS Coastal Program priorities.
- Consulted with Larry Land, VACO Policy Director, concerning ongoing concerns related to the removal of the opt out provision of the law which would force local governments to administer stormwater programs at the local level.
- Attended the September Middlesex County Board of Supervisors meeting. Discussed stormwater program consolidation concerns; public access strategic planning; and regional economic development and the formation of a Middle Peninsula Economic Development Organization.
- Convened a special meeting of all local governments across the Middle Peninsula, Northern Neck, and Eastern Shore of Virginia to discuss potential changes with the Virginia Stormwater Management Program which would remove local governments' current ability to opt out of administering local Stormwater management responsibilities. The meeting was facilitated by Delegate Keith Hodges. Representatives from DEQ included Water Programs Director Melanie Davenport and Water Policy Manager Elizabeth Andrews. Primary focus of the meeting was to remind DEQ that the current law allows for local governments to opt out. Local governments have no interest in assuming the responsibility or liability associated with administering a local stormwater management program.
- Received a request to participate on a DEQ Ground Water Advisory Committee by Scott Kudlas, Director for Groundwater Programs at the Department of Environmental Quality. Agreed to participate on the workgroup.

Project 32133 NFWF Living Shorelines

MPPDC received a grant from the National Fish and Wildlife Foundation to facilitate citizen-based resource stewardship to enhance coastal resilience and reduce vulnerability to growing risks from coastal storms, sea level rise, flooding and other threats to shorelines by encouraging Middle Peninsula waterfront homeowners, through access to low interest loans and/or grants and through education about living shorelines, to make informed decisions to install living shorelines to protect waterfront properties. The main emphasis of the

project will be to design and implement a Living Shoreline Incentive Program (LSIP) to provide loans and/or grants to homeowners to install living shorelines on suitable waterfront properties. The project also includes the design of a Shoreline Management Plan (SMP) for the entire Captain Sinclair's Recreational Area shoreline and the design and installation of one lower Chesapeake Bay public waterfront demonstration project to provide consumers easily accessible publically owned living shoreline examples to inform their decision making. The investment of effort and resources in producing a Shoreline Management Plan will yield substantial benefits in facilitating decision-making on a variety of potential issues and uses of the site. A Living Shorelines Education Program will be developed to educate the public about the benefits of living shorelines. The Captains Sinclair's Recreation area site boasts an 8,000 sq. ft. waterfront home within 200 feet of the demonstration site that will house the Living Shorelines Education Program.

- Consulted with Donna Milligan, Shoreline Studies Program, Virginia Institute of Marine Science regarding permit application.
- Approved and signed VMRC permit application.
- Received and reviewed a final draft contract bid packet requesting contracting and design services for the installation of a living shoreline at Captain Sinclair's Recreational Area from Scott Hardaway, Director of the VIMS Shoreline Studies program.

Project 32134 Drainage and Roadside Ditching Authority

To build on past efforts, MPPDC staff will explore the enabling mechanism in which a Drainage and Roadside Ditching Authority may be developed. As this Authority would be responsible for prioritizing ditch improvement needs, partnering with and leveraging Virginia Department of Transportation (VDOT) funding, and ultimately working toward improving the functionality of the region's stormwater conveyance system, MPPDC staff will address the policy questions and create a framework for Drainage and Roadside Ditching Authority that can be scalable to the local or regional level depending on the need.

- Began to draft the final report for this project.
- Contacted Joyce McGowen, VDOT, about the type of funding VDOT has available for roadside ditches and if any of this money could be utilized by a potential ditching authority and requested information on the cost sharing program. No response has been received to-date.
- Attended a webinar titled Best Practices in Rural Ditches hosted by National Fish and Wildlife Foundation on August 25, 2015. Featured projects included the Mathews County Ditching Project as well as a Rural Ditch Retrofit in Wicomico County, MD.

Project 32207 Working Waterfront Plan

MPPDC staff will build on previous efforts to establish a coastal zone-wide Working Waterfronts Plan for Virginia that will serve to guide communities in protecting, restoring and enhancing their water dependent commercial and recreational activities. This plan will help communities with existing water-dependent commercial infrastructure, understand the long-term costs associated with the loss of working waterfronts, develop new policy tools to help them manage the increasing growth pressures, and build capacity to develop working waterfronts as thriving components of local economic development.

- Continued to research tools organized by the National Working Waterfront Network and collected definitions for each tool. In conjunction with definitions, some examples have been added to the definition.

TRANSPORTATION

Funding – VDRPT, VDOT, local match from MPPDC General Fund

Project 30210 Transportation Demand Management (TDM) Services/TDM Plan Update

This program assists local commuters and employers with transportation issues. The main emphasis is on lowering the number of single occupancy vehicle commutes within and from the Middle Peninsula region through marketing and promotion of the program through local media and provision of ride matching services to commuters. In addition MPPDC staff will update the TDM Six Year Plan with additional funding from Virginia Department of Rail and Public Transportation (DRPT).

- Received phone registration from Town of West Point resident commuting to Williamsburg, VA. No match available.
- Updated website – www.midpenrideshare.org – Telework Tax Credits, Try Transit Week.
- Convened meeting of the officers of the Association for Commuter Transportation (ACT) Telework and Alternative Work Arrangements Council to discuss request from TELCOA to distribute a survey to ACT members. Decision not to partner with request as TELCOA is basically a Telework consultant and is not a member of ACT.
- Received email from Town of Tappahannock client to update his information and look for a 3rd rider for his 2-person carpool. No match found.
- Received online registration from Town of Tappahannock resident commuting to Alexandria. Consulted with Alex Eguiguren, NNPDC, to see if they had a match for his commute. They recommended a vanpool from Warsaw to D.C. and Metro to Alexandria. Contact information for the vanpool operator was provided to the commuter via email.
- Consulted with Chris Arabia, DRPT, regarding pending submission of an application for HB2 funding for a telework center in King and Queen County.
- Consulted with Ken Pollok, Director for Bay Transit, regarding participation in Try Transit Week.
- Consulted with Marc Felton, Lamar Advertising, regarding new posters for billboards in King and Queen and Essex counties.
- Consulted with Sheran Johnson, HR Transit, regarding Middle Peninsula Guaranteed Ride Home Program.
- Current commuter database – 131

Project 302101 Transportation Demand Management (TDM) 6 Year Plan Update

MPPDC received funding from DRPT to update its Long Range TDM Plan. DRPT is requesting all TDM agencies update their plan every six years to improve the efficiency and effectiveness of transportation demand programs and services; to serve as a management and policy document for the program; to maximize investment of public funds to achieve the greatest possible public benefit ; and to provide a basis for inclusion of operating and capital programs in planning and programming documents such as the Six Year Improvements Program, Statewide Transportation Improvement Program, Transportation Improvement Program and the Constrained Long Range Transportation Plan.

- Consulted with Tom Swartzwelder, King and Queen County Administrator, regarding potential Telework /eCommerce Center in King and Queen County. County is interested in examining use of HB2 Telecommunications funding through DRPT for this project.
- Attended DRPT/VTA webinar on HB2 Transit funding for telecommunications.
- Completed Middle Peninsula Rideshare TDM 6 Year Plan to be presented to Commission for adoption.
- Consulted with Ken Pollok, Director of Bay Transit, regarding cost of bus wrappers.

Project 30312 Rural Transportation Planning

This program provides rural transportation planning services through the Rural Transportation Planning Work Program which outlines specific tasks and goals to guide the rural planning of transportation services.

- Researched King and Queen County Zoning Ordinance and Comprehensive Plan and met with Glenn Sears, local commercial contractor, to gather information on building and site work cost estimates for Business and Telework Center proposal to be submitted through HB2 process.
- Facilitated a meeting with Dr. Elizabeth “Sissy” Crowther, President of Rappahannock Community College, and Joyce McGowan, VDOT Saluda Resident, to discuss a proposed transportation project to develop a second entrance and turn lane on Route 33 at RCC.
- Compiled zoning, building and development information on the proposed King and Queen County business center site to draft a conceptual site plan with building schematics for HB2 funding submittal.
- Discussed Recreational Trails Program and Transportation Alternative Program applications and funding with Bret Schardein, King William County Director of Community Development, for a trail project on the Courthouse Square.

ONSITE REPAIR & PUMPOUT

Funding –VRA Loan Funds, local match from MPPDC General Fund, cost sharing

Project 30420, 30423 On-Site technical Guidance Assistance and Revolving Loan Program

The On-Site Technical Guidance Program aids the Middle Peninsula localities and residents in the technical understanding and implementation of approaches to address On-Site Disposal Systems and improve water quality by assisting local homeowners with repairing failing septic systems through low-interest loans and/or grants.

- Received notice from Gary Wood, VDH Consultant that the elderly Middlesex homeowner who’d been denied grant funding after having septic repair work done, had been issued a grant payment of \$7500.
- Received phone call from Gloucester homeowner regarding invoice for completed septic repair. Discussed repayment procedure and requested copy of invoice to submit for payment and reimbursement.
- Executed ACH loan payments for septic loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients’ bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This places the onus to not make a payment on the loan client

contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

*Note: All WQIF grant funds have been spent and all VRA grant funds have been committed. MPPDC staff are continuing to search for additional grant funding for this program. The ability to blend loans with grants is crucial in assisting low income homeowners in correcting failing septic systems. **Remaining uncommitted funding – \$197,586 loan funds.***

ECONOMIC DEVELOPMENT

Funding – EDA, local match from MPPDC General Fund, BDP Loan Program Income

Project 301702 Small Business Revolving Loan Fund

MPPDC agreed to service Middle Peninsula Business Development Partnership's (MPBDP) Small Business Loan Portfolio after MPBDP's dissolution November 30, 2011. MPPDC established a revolving loan fund and staff initiate ACH loan payments from clients bank accounts and manages the accounts. Principal repaid will be held until the Commission determines the best use for these funds as allowed by the USDA (RBEG) original lending restrictions. Interest earned will be used to offset administration costs.

- Executed ACH loan payments for MPBDP loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients' bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This places the onus to not make a payment on the loan client contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

Project 30108 Building Collaborative Communities (BCC) Grant

This project, with funding from the Virginia Department of Housing and Community Development, is a collaborative effort with regional and local, public and private stakeholders to create an organizational structure with the capacity and resources to lead regional economic development initiatives in the Middle Peninsula. The project will seek to provide education, training and outreach to local officials on regional economic development partnerships, re-establish the Tidewater Resource Conservation and Development Council, update the River County Economic Development study, as well as draft policies, bylaws and a conceptual work plan for the newly created economic development organization.

- Revised draft organizational documents for establishing the Middle Peninsula Economic Development Organization to reflect the structural needs expressed by the Mayors and Chairs at their August 20th meeting.
- Submitted a formal request to Matthew Underwood and Tara Delaney, US Department of Agriculture for review of available funding opportunities compatible with projects identified through the Comprehensive Economic Development Strategy and the University Partnership Plan.
- Participated in a conference call with the team of graduate students from the College of William and Mary Public Policy Program undertaking a demographic study of the Middle Peninsula to determine what's happening with the outmigration of 18 to 40-year-olds who seem to be leaving the Middle Peninsula as well as why retirees may also be leaving the Middle Peninsula.
- Attended a joint meeting called by Virginia Sea Grant and multiple Virginia Sea Grant Universities to begin formalizing a framework for providing university assistance to Middle Peninsula local governments and private sector business owners.

LOCAL INITIATIVES

Funding - local dues, PDC base-funding from VDHCD and/or MPPDC General Fund. Funding for specific projects may come from locality requesting assistance.

Project 30106 Middle Peninsula Regional Jail Flash Freeze Feasibility Study

The Middle Peninsula Regional Jail Authority will use funds from the USDA RBEG program to contract with the Middle Peninsula Planning District Commission (MPPDC) to conduct a feasibility study to evaluate whether, and to what degree, the Middle Peninsula Regional Security Center, local economies, and small scale emerging farms across the Middle Peninsula can benefit from a flash freezing produce program. The feasibility study will assist with exploring and addressing both the infrastructure and capital needs for establishing a freezing program as well as the larger community implications of supporting and enhancing economic growth and community vitality.

- Received an invoice from consultants at Virginia Tech and verified that Phase I deliverables were complete including the following: (1) interviews with community and business stakeholders and develop and implement a survey instrument to identify potential of flash freezing technology to extend seasonal availability of local foods, reduce storage costs, and strengthen local food economy and producer profitability, (2) inventory competing flash freezing produce facilities and perform both a supply (i.e. local and regional produces, other correctional facilities, excess supply from larger users) and demand analysis (i.e. corrections facilities network, larger institutions within and beyond the region, and local institutions and markets), (3) work with the Study Committee to identify dates and locations for one larger public meeting in July 2015, and (4) host the second in-person Study Committee Meeting.

Project 30018 Local & Regional Technical Assistance

This program responds to daily requests for technical assistance which other commission programs are unable to provide.

- Hosted a meeting with local Parks and Recreation staff and Janit Llewellyn and Danette Poole of Virginia Department of Conservation and Recreation to discuss the Virginia Outdoor Plan, tools, and latest updates.
- Upon request, coordinated the initiation of a quarterly meeting with local Parks & Recreation Directors/staff across the Middle Peninsula to discuss local parks and trails planning efforts and keep abreast of the latest funding resources and opportunities for regional collaboration.
- Consulted with Sal Soltis and Bruce Landefeld, SCORE of Williamsburg, regarding September Small Business Workshop to be held on September 26th at MPPDC.
- Provided flyers for September Small Business Workshop to C&F Bank for distribution to customers.
- Consulted with advertising departments of *Southside Sentinel*, *Gloucester-Mathews Gazette Journal*, *Tidewater Review*, and *Rappahannock Times* regarding ads for Small Business Workshop.
- Convened the Local Government Administrators on September 11th. Chuck Walsh and Kathy Phillips gave presentations on MP-NN Community Services Board (CSB) and the Rural Intervention Services Program. Bill Pruitt spoke to the administrators regarding the Working Waterfronts project. Discussion on stormwater management program vanishing Opt-out provision legislation, DEQ, and VACO survey.
- Consulted with Scott Blossom, NAVDAQ, regarding Tidewater RC&D contract signatures.

- Contacted Bill Shelton, Director for the Department of Housing and Community Development concerning multiple requests for reimbursement of funding currently denied and owed to Mathews County. MPPDC staff and Mathews County staff has requested multiple times and received multiple reports of fixing reimbursement problems on the DHCD side, however remittance of funding owed to Mathews County has not been released.

Project 30019 Urbanna Creek Foundation Project

This is a shoreline restoration project for Urbanna Creek that proposes collaboration with the MPPDC, VDOT, Urbanna Oyster Festival Foundation, Christchurch School and VIMS. The project proposes to reduce the amount of sediment and nutrients released into Urbanna Creek caused by an enormous hole underneath the bridge that is allowing ground and surface water runoff from public right of way and private property to deposit into the Creek. The project includes filling the hole and design of a shoreline restoration method.

- Received final design from Donna Milligan, Senior Marine Scientist with Virginia Institute of Marine Science, for Urbanna Creek shoreline restoration project. Forwarded a copy to Urbanna Oyster Foundation for review and possible stakeholder meeting. Also coordinated a possible late September meeting to discuss design information with Urbanna Oyster Foundation and private stakeholders.

HOUSING

Funding –Housing Loan Program Income

Project 300132 Energy Efficiency and Conservation Block Grant (EECBG)

Summary: Governor Timothy Kaine announced on October 6, 2009 that \$9.7 million in Energy Efficiency and Conservation Block Grants (EECBG) would be distributed on a competitive basis to small local governments. Virginia's 21 Planning District Commissions administered the program and assisted localities in the development of proposals which were ranked and awarded by the Department of Mines, Minerals and Energy (DMME). The program emphasizes a community-based approach to help meet energy and climate protection goals. MPPDC was awarded a contract to provide weatherization renovations to 12 homeowners ineligible for LMI weatherization programs in each of the 6 counties. MPPDC subcontracted the promotion and construction portions of this project to Bay Aging but is tasked with administering the overall project. MPPDC is administering the revolving loan program per DMME.

- Consulted with Barbara Simcoe, (DMME), regarding reporting requirements for EECBG revolving loan programs.
- Contacted loan client in default regarding closed bank account and need to provide new bank account information and authorization for loan payments. Client provided contact information for her husband who received the house in a divorce settlement. Sent letter and ACH authorization form.
- Executed ACH loan payments for MPBDP loans. All MPPDC loan funding programs require that loan recipients authorize loan payments to be made automatically from loan recipients' bank accounts. Loan clients authorize the payments at loan closing (ACH Authorizations). MPPDC staff process these payments on the 15th of each month. This place the onus to not make a payment on the loan client contacting MPPDC staff prior to the loan processing date of the 12th of the month to request a payment be held. This has significantly reduced defaults and delinquent repayments of MPPDC loans.

Project 31201 Middle Peninsula All-Hazards Mitigation Plan Update (Reported under Mandates)**Project 31202 Regional Emergency Management Planner**

Regional Emergency Planner position housed at the Middle Peninsula Planning District Commission (MPPDC) in Saluda. The Middle Peninsula crosses VDEM Region 1&5 boundaries. Position will support local Emergency Coordinators by assisting/coordinating homeland security & disaster response preparedness; Rt. 17 evacuation planning; & resource data collection.

- Attended the Virginia National Guard's (VANG) Chemical, Biological, Radiological, Nuclear and high-yield Explosive Capabilities Demonstration in Richmond to learn of the VANG's capabilities. The Virginia National Guard's various capabilities are included in the Rt. 17 Evacuation Plan.
- Continued to receive resource typing data from the Middle Peninsula localities. To date, Gloucester, Middlesex, and Essex/Tappahannock have submitted data. King William and Mathews have responded to requests for data, but data has not been received. King and Queen County has not responded to repeated requests for data. The data, which includes all emergency equipment and physical resources, will be incorporated in the regional resource typing guide. A draft document will be available for review in October.
- Participated in a Regional Shelter After Action Meeting for the Gloucester and Middlesex County Interim Shelter Plan. The Plan addresses post-72 hour sheltering in the counties and how the counties will work with the American Red Cross to stand up a regional shelter if needed. The sheltering information will be included in the regional evacuation plan for Rt. 17.
- Met with the Virginia State Police (VSP) stationed in Gloucester Court House and the VDOT Saluda Residency. Discussed the draft Rt. 17 Evacuation Plan and the areas where the VSP and VDOT are involved. Specifically, the VSP will be responsible for Emergency Support Function (ESF) # 13 – Public Safety and Security, which identifies the roles and responsibilities for traffic control and flow during an evacuation of or through the Middle Peninsula of Virginia. VDOT will be responsible for ESF # 1 – Transportation, which identifies a flexible transportation evacuation network plan for Rt. 17.
- Developed and submitted a grant to the Department of Criminal Justice Services Juvenile Justice & Delinquency Prevention Title II Formula Funding Program titled: "Sink or Swim" Drug Abuse Prevention Marketing Campaign. The campaign is designed to increase public education about the problems of prescription and heroin drug abuse, and will utilize the grass roots initiative, "Sink or Swim", developed in Gloucester and Mathews Counties. The campaign, if funded, will target 13 to 24 year olds and support the recommendation of Governor McAuliffe's "Governor's Task Force on Prescription Drug and Heroin Abuse" to: "*Raise public awareness about the dangers of misuse and abuse of prescription drugs.*"

AGENCY ADMINISTRATION

Funding - Indirect cost reimbursements from all PDC projects

Project 300181 MPPDC Administration

Administrative services provided to MPPDC programs. Planned FY13 Indirect Cost rate =50%.

- Prepared vouchers, processed A/P, processed payroll, processed deposits and balanced bank accounts. Prepared MPPDC monthly financial statements.
- Renewed MPPDC registration in System for Award Management (SAM).
- Continued to engage CZM Program and NOAA staff in questions regarding the new Uniform Grant Guidance (super circular), especially as regards designation of vendors/sub recipients.

CLOSED FY16 PROJECTS

Project 30104 DHCD Planning Grant—VA Sea Grant Universities MP Partnership

This initiative looks to develop new partnerships with Virginia Universities participating within the Virginia Sea grant Network to enhance Virginia Universities' impacts and value-added services to Middle Peninsula private businesses and coastal localities.



**MIDDLE PENINSULA
PLANNING DISTRICT COMMISSION**

**A RESOLUTION SUPPORTING AN
APPLICATION FOR FUNDING A TRANSPORTATION IMPROVEMENT
PROJECT THROUGH HB2 PROCESS FOR DEVELOPMENT OF THE
REGIONAL KING AND QUEEN TELEWORK AND TECHNOLOGY
BUSINESS CENTER**

COMMISSIONERS

Essex County

*Mr. R. Gary Allen
Hon. Margaret H. Davis
Mr. A. Reese Peck
Hon. Edwin E. Smith, Jr.
(Chairman)*

Town of Tappahannock

*Mr. G. Gayle Belfield, Jr.
Hon. Roy M. Gladding*

Gloucester County

*Hon. Ashley C. Chriscoe
Dr. Maurice P. Lynch
Mr. Sanford Wanner
Hon. Michael R. Winebarger*

King and Queen County

*Hon. Sherrin C. Alsop
Hon. James M. Milby, Jr.
Mr. Thomas J. Swartzwelder*

King William County

*Hon. Travis J. Moskalski
Mr. Eugene J. Rivara
Hon. Otto O. Williams
(Vice Chairman)*

Town of West Point

Hon. Paul T. Kelley

Mathews County

*Hon. O. J. Cole, Jr.
(Treasurer)
Mr. Thornton Hill
Hon. Charles E. Ingram*

Middlesex County

*Mrs. Trudy V. Feigum
Hon. Wayne H. Jessie, Sr.
Hon. John D. Miller, Jr.*

Town of Urbanna

Hon. Steve Hollberg

Secretary/Director

Mr. Lewis L. Lawrence

WHEREAS, the Virginia Department of Transportation (VDOT) is accepting applications through the HB2 funding process for qualifying projects to add to the FY 17-22 Six Year Improvement Program; and

WHEREAS, Middle Peninsula Planning District Commission is an eligible applicant for transportation projects within the boundaries of the Corridor of Statewide Significance that address a VTRANS accessibility and/or safety need; and

WHEREAS, Middle Peninsula Planning District Commission, in collaboration with King and Queen County Economic Development Authority proposes a construction project to develop the Regional King and Queen Telework and Technology Business Center on a commercial site feeding and receiving traffic from the Gloucester County Route 17 Corridor of Significance feeding the Route 33 site in King and Queen County and associated traffic from the I-64 corridor; and

WHEREAS, the proposed project includes a business service center and commercial office space that support retention, creation and expansion of small businesses in the Middle Peninsula region and further the goals of the Comprehensive Economic Development Strategy adopted by the Middle Peninsula Planning District Commission in 2013; and

WHEREAS, the proposed project includes provision of Telework stations and a commuter-bus transit lot, which further the goals of the Middle Peninsula Long Range Transportation Demand Management Plan in providing alternative modes of transportation to Middle Peninsula commuters, decreasing single vehicle occupancy along Middle Peninsula travel corridors, including the Route 17 corridor as well as reducing travel volume and congestion and improving air quality on the I-64 corridor; and

WHEREAS, travel through the Route 33 Corridor at the Mattaponi bridge totals 15,000 ADM a day; and the proposed Telework Center could, by retaining even less than ½ of one percent of the commuters in that corridor, or 75 workers, be equivalent to adding an additional top 50 Employer within the Middle Peninsula in the number of employees remaining in the region; and

**A RESOLUTION SUPPORTING AN
APPLICATION FOR FUNDING A TRANSPORTATION IMPROVEMENT PROJECT
THROUGH HB2 PROCESS FOR DEVELOPMENT OF THE
REGIONAL KING AND QUEEN TELEWORK AND TECHNOLOGY BUSINESS
CENTER**

WHEREAS, the Middle Peninsula Planning District *Commission*, through consultation with *King and Queen County, King and Queen Economic Development Authority, DRPT and VDOT* staff, has determined that an HB2 application should be submitted by the Middle Peninsula Planning District Commission for the proposed project as requested; and

WHEREAS, the Middle Peninsula Planning District Commission strongly supports an HB2 proposal for funding the proposed construction project to allow development of a Regional King and Queen Business Services and Telework Center; and

NOW THEREFORE, BE IT RESOLVED that the Middle Peninsula Planning District Commission is hereby authorized to submit an application request for HB2 funding for the above-referenced project and to take appropriate actions subsequent to the submission of such application to promote its approval and implementation.

Adopted this 23rd day of September, 2015

(Secretary)



MIDDLE PENINSULA
PLANNING DISTRICT COMMISSION

**A RESOLUTION SUPPORTING AN
APPLICATION FOR FUNDING A TRANSPORTATION IMPROVEMENT
PROJECT ALONG ROUTE 33 AT RAPPAHANNOCK COMMUNITY COLLEGE
THROUGH HB2 PROCESS**

COMMISSIONERS

Essex County

*Mr. R. Gary Allen
Hon. Margaret H. Davis
Mr. A. Reese Peck
Hon. Edwin E. Smith, Jr.
(Chairman)*

Town of Tappahannock

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Middlesex County

*Mrs. Trudy V. Feigum
Hon. Wayne H. Jessie, Sr.
Hon. John D. Miller, Jr.*

Town of Urbanna

Hon. Steve Hollberg

Secretary/Director

Mr. Lewis L. Lawrence

WHEREAS, the Virginia Department of Transportation (VDOT) is accepting applications through the HB2 funding process for qualifying projects to add to the FY 17-22 Six Year Improvement Program; and

WHEREAS, Middle Peninsula Planning District Commission is an eligible applicant for transportation projects within the boundaries of the Corridor of Statewide Significance that address a safety and/or accessibility need; and

WHEREAS, Middle Peninsula Planning District Commission received a request from Rappahannock Community College to submit a proposal on its behalf for funding a construction project that includes a second entrance to the college off Route 33 in Gloucester County, construction of a left turn lane on Route 33 into the site, expanding the existing commuter parking ride lot and improvements to the existing bus transit area of the parking lot to improve safety and accessibility of commuters traveling Route 33 to areas throughout the region; and

WHEREAS, the request furthers the goals of the Middle Peninsula Long Range Transportation Demand Management Plan in providing alternative mode of transportation to Middle Peninsula commuters and decreasing single car ridership and automobile dependency and promoting the services offered through the Middle Peninsula Transportation Demand Management Program; and

WHEREAS, the Middle Peninsula Planning District Commission, through consultation with Rappahannock Community College and VDOT staff, has determined that an HB2 application should be submitted by the Middle Peninsula Planning District Commission for the proposed project as requested; and

WHEREAS, the Middle Peninsula Planning District Commission strongly supports an HB2 proposal for funding the proposed construction project to allow a second entrance, left turn lane of Route 33 and improvements to the existing parking lot for increased accessibility for commuters;

NOW THEREFORE, BE IT RESOLVED that the Middle Peninsula Planning District Commission is hereby authorized to submit an application request for HB2 funding for the above-referenced project and to take appropriate actions subsequent to the submission of such application to promote its approval and implementation.

Adopted this 23rd day of September, 2015

(Secretary)

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AT A GLANCE ...

Our Goals

To raise awareness of Virginia's significant new economic challenges and opportunities;

To mobilize business, education, and community leaders in each part of Virginia to work collaboratively for economic development, job creation, and career readiness; and

To make Virginia's state government a strong and effective catalyst for this strategic, job-focused regional collaboration through financial incentives, technical support, and other assistance.

Why This, Why Now?

AN URGENT NEED FOR PRIVATE-SECTOR GROWTH. For the first time in a half-century, Virginia is trailing the Nation in economic recovery and job creation. Steep cutbacks in defense and other federal programs have exposed our over-dependence on public-sector and government-contractor jobs. For current and future generations to enjoy the kind of opportunity we have experienced, Virginia urgently needs strong private-sector growth and a more diversified economy.

COLLABORATION IN VIRGINIA'S DIVERSE REGIONS. Virginia does not have a single economy; our state's economy is the aggregate of our regions. Businesses typically provide jobs to qualified workers from throughout a region, serve customers across the region, use regional suppliers and vendors, and rely on regional transportation networks and other infrastructure. Because Virginia is a large and diverse state, the opportunities for private-sector growth vary significantly from one part of our state to another, requiring collaborative innovation among employers, entrepreneurs, investors, researchers, educators, governments, and other leaders in each region. Too often this cooperation has been lacking, causing Virginia to lag behind other states.

STATE GOVERNMENT AS A CATALYST AND PARTNER. While the innovation to spur private-sector growth must come from within each region, the Commonwealth has a vital role to play. State government aids business growth by keeping taxes and regulatory burdens low, supporting education and training, and addressing critical infrastructure needs, among other functions. But the State can and must do more to encourage strategic, job-focused collaboration in each region. Significant state funds currently flow to localities, schools, and higher education institutions; the Commonwealth should use such resources to promote joint efforts on economic and workforce development and to encourage collaboration that can improve performance and reduce costs. The State must be a reliable partner in these regional efforts, and state-funded initiatives should result in greater economic output and job creation in each region rather than reallocating market share or picking winners and losers.

5 Policy Priorities

Robust and diverse private-sector growth here in Virginia is the surest path to greater opportunity for our citizens. To achieve sustained success, initiatives to promote growth and job creation must meet the demanding test of the private marketplace. We thus seek to encourage voluntary, business-led collaboration on economic and workforce development in each region, with educational institutions and local governments engaging effectively as full partners. While not an exclusive list, we have identified five ways that state-funded incentives could have a significant positive impact on private-sector growth:

INNOVATION

The State can promote innovation and growth in each region through start-up grant support for projects that promise substantial economic impact, leverage significant local, private, and other investment, and reflect regional cooperation on industry sector growth, alignment of education and training programs with employer demand, entrepreneurship, and other private sector-focused growth strategies.

INVESTMENT

The State can encourage cooperation rather than competition among localities in the recruitment of new business investment and jobs to each region by returning a portion of the state tax revenues generated by projects to regions where localities share economic development-related costs and revenues.

IMPROVEMENT

The State can provide financial incentives for efficiency-enhancing and cost-saving collaboration between and among local governments, school divisions, and higher education institutions, thereby improving performance, reducing pressures to increase the size and cost of government, and freeing up tax dollars for opportunity-focused initiatives in education, job training, and economic development.

INVENTION

The State can encourage inventions and discoveries that lead to commercially viable products and services by providing matching-fund support for labs, equipment, and other research-related needs, thereby leveraging private and other R&D investments and generating economic benefits for the region.

INFRASTRUCTURE

The State can invest in capital projects of regional or broader significance that will produce strong returns in private-sector growth, diversification, and job creation through improved education and job-skills training, research, business site development, communications, and other vital infrastructure.

GO Virginia, an initiative launched by the Virginia Business Higher Education Council and the Council on Virginia's Future, will help generate private-sector growth and job opportunities in every part of our Commonwealth. ★ **Bipartisan and business-led**, it provides a regional framework for implementing other private sector-focused economic strategies, including Governor McAuliffe's "New Virginia Economy" plan, the General Assembly's "Top Jobs" legislation, "Blueprint Virginia" (Virginia Chamber), and "Grow by Degrees" (VBHEC). ★ **Incentive-based and voluntary**, it calls for NO new taxes, layers of government, local mandates, or changes in local authority.

Our focus is expanding job opportunities for all Virginians.

To join the coalition or learn more, visit www.GOVirginia.org today!



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

GO Virginia Coalition Commitment Form

GO Virginia is a statewide grassroots campaign to mobilize business and community leaders, partners in education and government, and interested citizens to work for state policies that will help secure a future of expanding opportunity for all Virginians. **Bipartisan and business-led**, GO Virginia provides a regional framework for implementing other private sector-focused economic strategies, including Governor McAuliffe's *New Virginia Economy* plan, the General Assembly's *Top Jobs* legislation, the Virginia Chamber's *Blueprint Virginia*, and VBHEC's *Grow by Degrees* initiative.

Our Goals

- **To raise awareness** of Virginia's significant, new economic challenges and opportunities;
- **To mobilize business, education, and community leaders** in each part of Virginia to work collaboratively for economic development, job creation, and career readiness; and
- **To make Virginia's state government a strong and effective catalyst** for this strategic, job-focused regional collaboration through financial incentives, technical support, and other assistance.

Statement of Support

I stand with the Virginia Business Higher Education Council, the Council on Virginia's Future, and a bipartisan coalition of state business, civic, and education leaders in support of the GO Virginia initiative to help strengthen Virginia's economy in each region. The success and sustainability of Virginia's economic future depends on strong *private-sector* growth in each region, and I support state policies that encourage business, education, and local governments to work together to create jobs and achieve shared economic development goals. I believe state investments can help leverage private, local, and other investment to grow key industry sectors, encourage localities to cooperate rather than compete for new business investment, better align education and training programs with marketplace demand, and develop needed infrastructure to support economic growth.

By completing this form, I authorize GO Virginia to list myself or my organization, as indicated below, as a coalition member on the GO Virginia website at govirginia.org and in other written materials and to send me periodic updates via e-mail. Additionally, my organization will publicly support GO Virginia through one or more of the following:

- Participate in coalition-sponsored events such as roundtables, news events, etc.
- Actively participate in the legislative process via letters/e-mails or testimony at public meetings
- Share information about GO Virginia with our membership/colleagues or through various communication channels such as e-mail, Facebook and Twitter
- Lend our name to press statements and participate in media opportunities as appropriate
- Author/submit opinion pieces or letters-to-the-editor for publication in local newspapers

Yes, I agree to serve as a GO Virginia coalition member as an: **Individual** **Organization**

Signature: _____

Date:

Printed Name:

Title:

Organization:

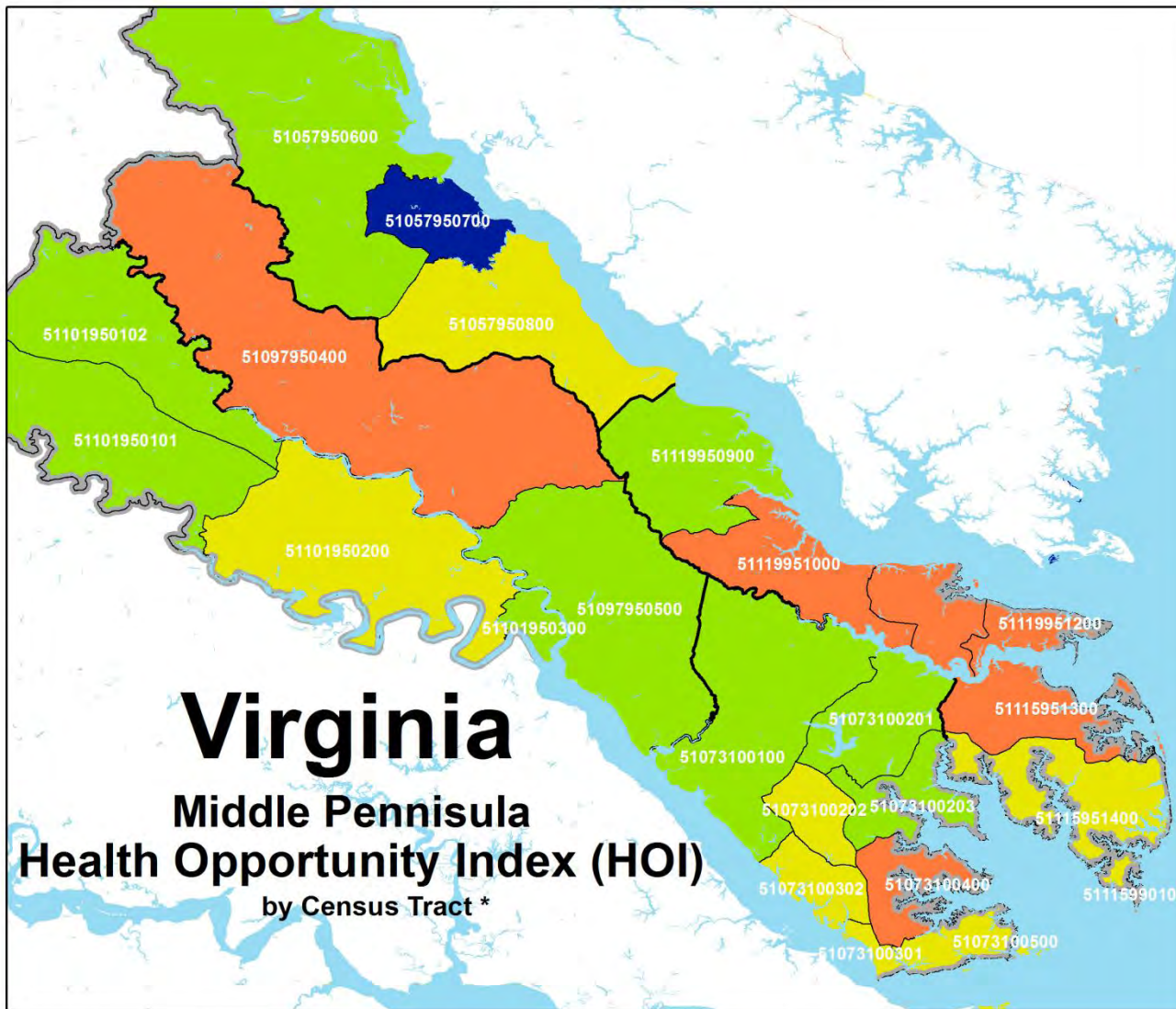
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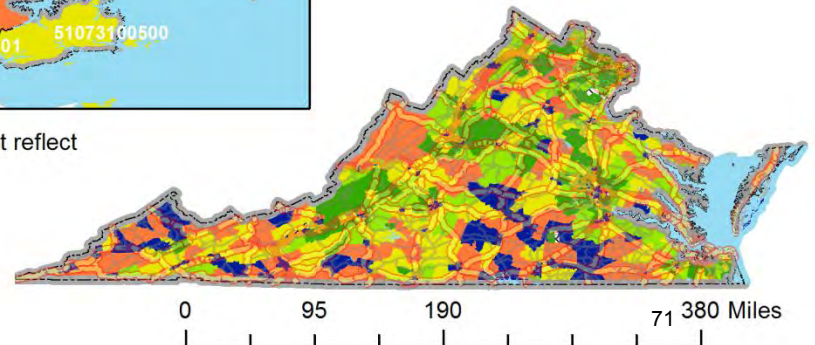
Address:

Please fill out and return to info@govirginia.org.

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* Health opportunity Index (HOI) – The HOI is a composite measure comprising 13 indices that reflect a broad array of social determinants of health



Sensitivity is greater in 2.0

We have additional census tracts from 2010 went from 1500 to 1900

Affordability: Measures how affordable an area is

- The affordability index is developed to measure the proportion of income spent on housing and transportation. The index of affordability is calculated by combining housing and transportation costs in a neighborhood and dividing that number by income

***Income Inequality Index (GINI coefficient)**: Measures inequality of income

- The GINI coefficient (also known as the index of income concentration).
- Measures inequality of income.
- Measures how homogeneous or diversity of actual earned income by neighborhood

Townsend Material Deprivation Index (“Townsend Index”) multidimensional way to

- Townsend deprivation index is a measure of material deprivation. According to Townsend, “Material deprivation entails the lack of goods, services, resources, amenities and physical environment which are customary, or at least widely approved in the society under consideration
- 4 indicators make up Townsend:
 - overcrowding (>2 persons per room),
 - unemployment,
 - % of persons no vehicle or car,
 - % of person who rent

Job Participation Index: Information about the workforce

- Job Participation Rate is the percentage of individuals 16-64 years of age in the active labor force. The job participation rate is often used by economics as an indicator for economic development and growth

Employment accessibility index: you may have a workforce but how accessible are

- Poor job access leads to difficulties in job search or job retention and, consequently, to poverty and socioeconomic disadvantages
- Employment accessibility index: you may have a workforce but how accessible are they to the potential jobs --- how far are you (distance) from a potential job. In other words, the index is based on jobs and distance decay function

- Ownership of a vehicle plays a function

Education Index

- Average years of schooling
- Preschool through doctorate (this index is weighted based upon how far you have advanced in education)
- Higher the number the higher average number of schooling

EPA (Air quality Index)

- Measures air pollution from road, offroad, non point (fertilizer, farming, erosion)
- Areas of high concentration are more vulnerable to environmental pollution

***Population Weighted Density (Dasymetric)**

- Weighted density is to capture the density at which the average person lives
- Example Craig County has 1 census tract which is large, however there is a concentration of people live in a small area; we weighted the density of the population by subtracting the census tracts that had no population to better predict where the concentration of people reside

Population Churning: how mobile the people are what is the turnover of the people

- Population churning rates relate the combined inflow and outflow for an area to the resident population.
- The rates can provide a useful measure of the potential disruption to local services caused by migration into and out of the Census tract.

***Spatial Segregation Index**

- Measures how (whether the racial composition of the population of the census tract has the same composition as the state).
- It also measures the influence of those census tracts that are adjacent

***Food Accessibility Index**

- Low access was measured as living far from a supermarket, where 1 mile was used in urban areas and 10 miles was used in rural areas to demarcate those who are far from a supermarket.

***Walkability**

- 4 Ds
 - The 4Ds include concepts such as:
 - **Density – Residential and employment**
 - Indicator: Total activity units per acre of land
 - Measures the concentration of activity types within a walkable area
 - **Diversity – Land use and destinations**
 - Indicator: Range of land uses by census tract
 - Measures the mix of activities available within a walkable area
 - **Design – Built environment and safety features**
 - Indicator: Number of street crossings by census tract
 - Measures the degree of connectivity to support safe pedestrian travel
 - **Distance – Transit accessibility**
 - Indicator: Aggregate frequency of transit service per square mile
 - Measures level of accessibility for pedestrians to reach a transit stop

***Access to Care**

- HRSA definition based on distance. Look at the population at the center of the census tract and look at the number of FTEs within a 30 mile radius
- Combined with the proportion of insured.

Note: Compiled by

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GEOID10	CtyFIPs	County/City	HighHealthCareAccess	HighEmploymentAccess	MoreAffordabilityIndex	GoodAirQualityIndex	StablesPopChurning	AverageYrsofSchooling	LILAFoodAccess	IncomeEqualityGINI	JobParticipationHighLaborForce	Pop_WeightedDensity	RacialDissimilarityIndex	LessDeprivedAreaTownsendIndex	MoreWalkabilityEnvironmentIndex	Main_HOI_SI
51057950600	51057	Essex	1	1	3	4	5	2	5	2	2	1	1	4	2	4
51057950700	51057	Essex	1	1	2	4	4	1	5	3	1	2	4	2	3	1
51057950800	51057	Essex	1	1	1	4	5	1	2	3	3	1	3	4	1	3
51073100100	51073	Gloucester	2	1	3	4	5	3	2	3	3	1	2	4	2	4
51073100201	51073	Gloucester	2	1	4	5	3	3	2	4	2	2	3	5	2	4
51073100202	51073	Gloucester	2	1	2	5	4	3	2	2	2	2	1	3	2	3
51073100203	51073	Gloucester	2	1	3	5	4	3	2	3	2	2	1	3	2	4
51073100301	51073	Gloucester	1	3	3	5	2	3	2	4	3	2	3	5	3	3
51073100302	51073	Gloucester	2	1	2	5	2	2	2	4	2	2	3	4	2	3
51073100400	51073	Gloucester	2	1	2	3	4	2	2	1	1	1	3	4	2	2
51073100500	51073	Gloucester	1	1	3	3	4	2	2	2	2	2	4	4	1	3
51097950400	51097	King & Queen	1	1	2	4	5	1	5	4	2	1	5	2	2	2
51097950500	51097	King & Queen	3	1	3	3	5	2	2	4	2	1	1	3	2	4
51101950101	51101	King William	2	2	3	5	4	2	2	5	4	1	5	5	2	4
51101950102	51101	King William	2	2	2	5	5	2	1	5	3	1	4	4	2	4
51101950200	51101	King William	1	1	2	3	4	2	3	4	4	1	3	4	2	3
51101950300	51101	King William	1	1	3	2	4	3	5	4	3	2	1	3	3	4
51115951300	51115	Mathews	2	1	3	4	5	3	2	2	1	1	4	4	1	2
51115951400	51115	Mathews	2	1	2	4	4	3	2	2	1	1	3	4	2	3
51119950900	51119	Middlesex	4	1	2	4	5	3	2	3	2	1	3	1	1	4
51119951000	51119	Middlesex	4	1	3	3	3	3	2	1	1	1	2	3	2	2
51119951100	51119	Middlesex	2	1	3	4	3	2	2	2	1	1	2	4	2	2
51119951200	51119	Middlesex	1	1	5	4	4	4	2	1	1	2	3	5	3	2

1= Low Opportunity
5=High Opportunity

Transportation Demand Management (TDM) Plan

*Middle Peninsula Rideshare- Middle Peninsula Planning District
Commission (MPPDC)*

Report

prepared by

Middle Peninsula Planning District Commission

Transportation Demand Management (TDM) Plan FY2016-FY2021



*Middle Peninsula Rideshare
Middle Peninsula Planning District
Commission (MPPDC)*

September 2015

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Purpose of the Plan

Transportation Demand Management (TDM), according to the U.S. Department of Transportation, is any program “designed to reduce demand for transportation through various means, such as use of transit and of alternative work hours.” TDM agencies throughout Virginia promote ridesharing and other transportation alternatives to single-occupancy vehicles (SOV) in order to assist individuals seeking transportation options to their workplaces and other destinations, to mitigate congestion on Virginia’s roadways, and to reduce environmental impacts caused by vehicle emissions, roadway expansion, and other transportation-related factors. Relative to other transportation programs, most TDM agencies have negligible capital costs and operate using short-term funding horizons. Middle Peninsula Rideshare (Rideshare) is the designated TDM agency serving the Middle Peninsula region, including the Counties of Essex, Gloucester, King and Queen, King William, Mathews and Middlesex and the Towns of Tappahannock, Urbanna and West Point. Rideshare is tasked with advancing alternatives to the drive alone commute. As the region is working to preserve its high quality of life, conserve valuable natural resources, and provide needed services to a gradually changing and aging population, Rideshare has begun preparing for future needs today. This document presents Rideshare’s operational plan for 2016 through 2021. It builds upon the successes and unique challenges of the Middle Peninsula region and the transportation infrastructure that services the area today. This plan outlines a strategic framework for the agency, as well as program enhancements and financial resources that will be necessary to maintain the Rideshare program as a relevant, customer-focused resource for commuters and employers in the Middle Peninsula region in the future.

This document also fulfills the TDM plan requirement established by the Virginia Department of Rail and Public Transportation (DRPT). Beginning in 2009, DRPT required all agencies receiving TDM State grant funds to prepare, adopt, and submit a long-range TDM Plan for their agency. The purpose of this Plan is to: identify and detail the TDM programs currently provided in the service area, outline potential improvements to be carried out in the Plan’s timeframe, and illustrate the financial resources necessary to implement these programs and improvements.

More specifically, the Plan will:

- Serve as a management and policy document for the Middle Peninsula Planning District Commission’s TDM Program;
- Provide DRPT with information necessary to fulfill related planning and programming requirements;

- Maximize the investment of public funds to achieve the greatest possible public benefit; and
- Provide the basis for inclusion of the Middle Peninsula Planning District Commission's TDM Program in planning and programming documents such as: the Six-Year Improvement Program (SYIP), Statewide Transportation Improvement Program (STIP), Transportation Improvement Program (TIP), and Constrained Long-Range Plan (CLRP).

This Plan incorporates relevant information from existing TDM planning documents and is consistent with long-range plans prepared by local and regional planning organizations, the Virginia Department of Transportation (VDOT), and DRPT.

1.0 Overview of Middle Peninsula Rideshare

1.1 HISTORY OF TDM PROGRAM

The Middle Peninsula Planning District Commission (MPPDC) was established in April 1972 as one of 21 authorized Planning District Commissions (PDCs), pursuant to the 1968 Virginia Area Development Act. The purpose of Planning District Commissions, as set out in the Code of Virginia, Section 15.2-4207, is “...to encourage and facilitate local government cooperation and state-local cooperation in addressing on a regional basis problems of greater than local significance” and “to promote orderly and efficient development of the physical, social, and economic elements of the district by planning, encouraging and assisting governmental subdivisions to plan for the future”. The MPPDC serves as a subsidiary to the Counties of Essex, Gloucester, King and Queen, King William, Mathews and Middlesex and the Towns of Tappahannock, Urbanna and West Point.



The Middle Peninsula Rideshare program was formed as a program of the MPPDC in 1985. A notable milestone that highlights the program’s early contributions occurred during the reconstruction and widening of the Coleman Bridge in 1995.



The Coleman Bridge is a swing bridge that spans the York River between Gloucester County and York County at Yorktown, carries US Highway 17 along its span, and provides access to several military installation job sites—including the US Navy’s Naval Weapons Station Yorktown. The bridge, which connects the Peninsula and Middle Peninsula regions of Tidewater, was reconstructed through an unusual floating process which reduced the time this important commuter artery was out of service. During the reconstruction period, the Rideshare program successfully worked hand-in-hand with the construction staff to move commuters across the river, thereby demonstrating its role as a capable team player in resolving significant commuter access and

bottleneck issues.

Today, the Rideshare program covers a service area of 1,387 square miles that includes a population of 91,000 residents with 22,858 people employed in the

region. In line with its original mission, the program continues to provide ridesharing services to assist persons who are seeking transportation from Rideshare’s service area to employment and other destinations in Northern Virginia, Richmond, and Hampton Roads. The program also links commuters to existing area vanpools. Rideshare’s Guaranteed Ride Home (GRH) Program offers a taxi or rental car reimbursement to existing carpoolers and vanpoolers to ensure that they have a reliable alternative to return home during personal or family emergencies, unexpected requirements to work late, or vehicle breakdowns. The program also helps a limited number of employers by providing information about transportation alternatives, including employee carpool formation, company vanpool formation, and employee transportation benefits information. As one of the region’s small employers, the MPPDC offers a teleworking arrangement to its employees. This option is utilized by a number of its planning staff who commute from outside the region. There are no existing “brick-and-mortar” telework centers in the region. The lack of broadband connectivity, the limited size and dispersed nature of the employer occupational base, and absence of congested conditions within the region have been key impediments to the potential of advancing telecommuting as a viable alternative to traditional work arrangements, however the region continues to work to increase broadband connectivity and encourage economic development to provide additional employment opportunities within the region. Success in these areas should increase the potential of advancing Telework in the near future.

1.2 GOVERNANCE & ORGANIZATIONAL STRUCTURE

1.2.1 Governance

The Middle Peninsula Planning District Commission (MPPDC), which sponsors the Rideshare Program as part of its annual work plan, is governed by a Board of Commissioners – a total of 25 locally elected officials and citizens are appointed by the local Boards of Supervisors/Town Councils of the six counties and three towns which comprise Planning District 18 – the Middle Peninsula. Each county has 2 elected members and 1 citizen member. Each town has one elected member. Commissioner terms are determined by their local body. In addition 3 county administrators and 1 town manager serve on the Commission on a rotating basis and the MPPDC Executive Director serves as Secretary of the Commission. Current Commission membership includes:

Hon. Edwin E. Smith, Jr. -Essex County – Chairman

Hon. Otto O. Williams – King William County – Vice-Chairman

Hon. O.J. Cole, Jr. – Mathews County – Treasurer

Lewis L. Lawrence, III – MPPDC Executive Director – Secretary

R. Gary Allen – Essex County

Hon. Margaret H. Davis – Essex County

A. Reese Peck – Essex County Administrator
G. Gayle Belfield, Jr. – Town of Tappahannock Manager
Hon. Roy M. Gladding – Town of Tappahannock
Hon. Ashley C. Chriscoe – Gloucester County
Sanford Wanner – Interim Gloucester County Administrator
Maurice P. Lynch – Gloucester County
Hon. Michael R. Wineberger – Gloucester County
Hon. Sherrin C. Alsop – King and Queen County
Hon. James M. Milby, Jr. – King and Queen County
Vacant – King and Queen County
Thomas J. Swartzwelder – King and Queen County Administrator
Hon. Travis J. Moskalski – King William County
Eugene J. Rivera – King William County
Hon. Paul T. Kelley – Town of West Point
Thornton Hill – Mathews County
Hon. Charles E. Ingram – Mathews County
Trudy V. Feigum – Middlesex County
Hon. Wayne H. Jessie, Sr. – Middlesex County
Hon. John D. Miller, Sr. – Middlesex County
Hon. Steve Hollberg – Town of Tappahannock

1.2.2 Organizational Structure

The Commission is supported by six staff positions, including: an Executive Director who oversees the entire Commission and its programs, a Finance Director who provides financial and grants administration services, several Regional Projects Planners, and a Secretary.

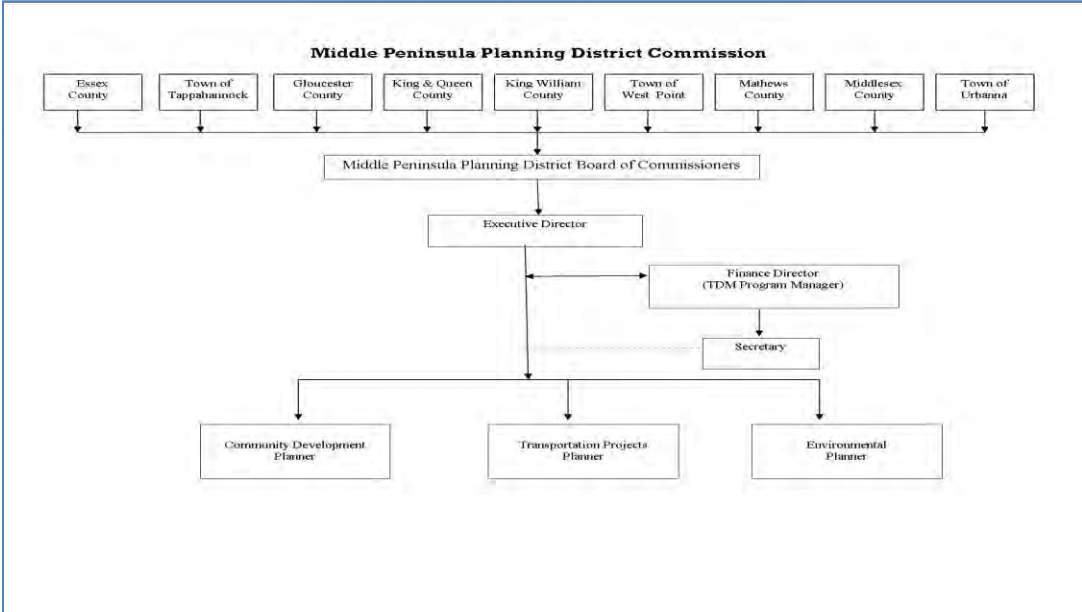
The Finance Director, a Regional Projects Planner, and the Secretary, who support the program on a part-time basis, report directly to the Commission's Executive Director. The Executive Director provides a regular written summary of activities for each program conducted by the staff – including activities performed for Rideshare – to the entire Board of Commissioners through a monthly *Executive Director's Report of Staff Activities*. The Commission approves funding and overall program design for all programs, including the Rideshare program, and authorizes local matching funds on an annual basis. The localities determine the overall level of MPPDC's local funding which, in turn, sets the level of matching funds available for the Commission's programs including the

TDM program. The design of the overall program of the MPPDC for Fiscal Year 2016 outlines 9 general program areas, including:

1. Administration;
2. Environmental Coastal Community Development;
3. Transportation Planning;
4. Local Projects/Staff Support;
5. Local/Regional Planning;
6. Direct Constituent Services;
7. Mandates;
8. Emergency & Hazard Management;
9. Economic Development;

TDM services operated under Rideshare are one of the activities that support the Transportation Planning program, which also includes other transportation activities of general interest to the region, special studies, data collection and analysis, and coordination and advocacy activities. The execution of the Transportation Planning program and its supporting activities falls under the responsibility of the Executive Director, Regional Projects Planners, and the Finance Director. Funding support for the Transportation Planning program comes from three main sources: the Virginia Department of Transportation (VDOT) Rural Transportation Planning Assistance, the Department of Rail and Public Transportation (DRPT), and local funds.

Figure 1.1 MPPDC Organizational Chart



The Rideshare program is supported part-time by three staff members, whose titles and major responsibilities are shown in Table 2.1. These employees have

other duties in addition to those which specifically relate to the Rideshare Program. For example, the Finance Director serves as the Rideshare Program Manager and also performs duties related to intergovernmental review of financial assistance applications; provides direct constituent services for several revolving loan programs, and provides general administration covering all program areas, including financial and grants management. The Regional Projects Planner also performs other grant-supported planning activities including Rural Transportation and Community Planning. The Secretary provides direct commuter assistance as well as staff support for all MPPDC programs.

Figure 1.2 Rideshare Staff Descriptions

FTE	Position	Job Description
0.25	Finance Director	Administers Rideshare program, advertises and promotes program, oversees employer outreach activities, commuter follow-up
0.1	Regional Projects Planner	Provides technical assistance, including assisting interested localities with applying for and developing Safe Routes to School Programs and Infrastructure Projects, updating the Middle Peninsula Regional Bicycle Plan, mapping, and liaison with VDOT for park and ride lot issues
0.1	Secretary	Provides ridematching and direct customer services.

Source: Rideshare

1.3 TDM SERVICE AREA

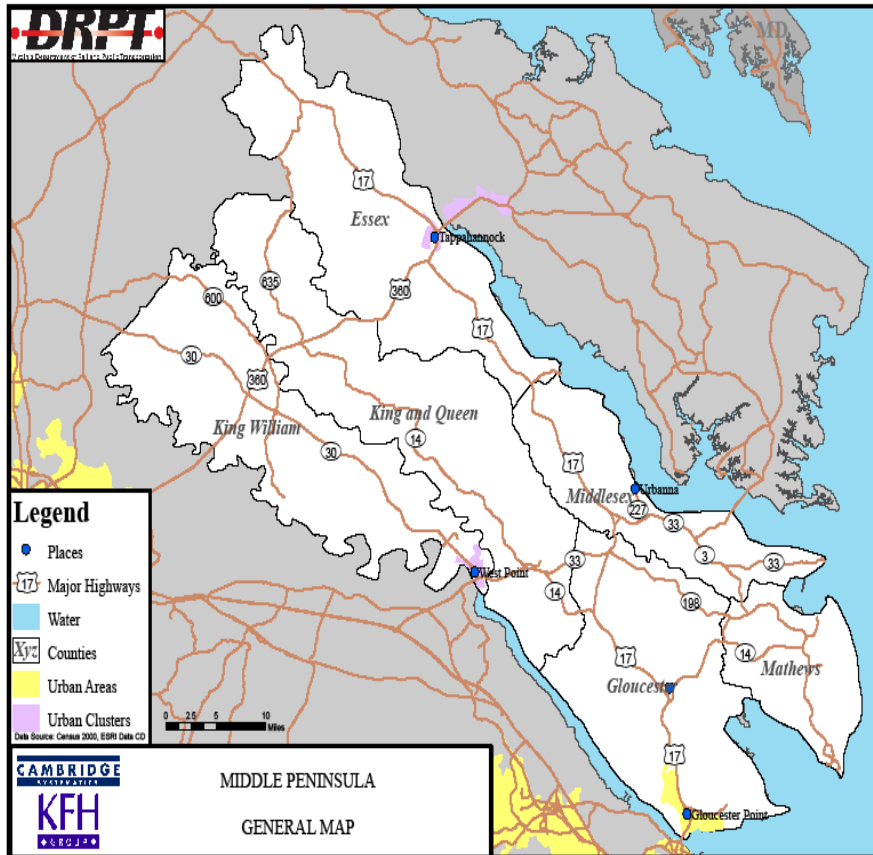
1.3.1 Description of Service Area

The Middle Peninsula region is located south and east of Fredericksburg, east of Richmond, and north of Hampton Roads –three areas within a long-distance commute. The region is bounded by the Chesapeake Bay to the east, the York River to the south, the Rappahannock River to the north and east, and Caroline County to the west. The service area comprises approximately 1,387 square miles and is home to about 91,000 residents. Rideshare’s service area, as shown by the map in Figure 1.3, is characterized by rural, low density residential and agricultural land uses. Population density in the Middle Peninsula is extremely low in comparison to other areas of the Commonwealth. The entire region contains less than 500 persons per square mile. The communities of Gloucester Point and Gloucester Courthouse in Gloucester County, the Town of West Point in King William County, and the Town of Tappahannock in Essex County are small urban clusters within the region that are home to employers and potential travel destinations.

Travel and recreation in the Middle Peninsula region is very much shaped by its access to the Chesapeake Bay and other bodies of water, including the two large

ivers – Rappahannock and York. The area has over 150 private marinas, boat ramps and public landings that provide convenient water access to residents and visitors. Opportunities for swimming, sailing, canoeing, fishing, skiing, boating and other water related activities are made possible by the Chesapeake Bay, rivers, ponds, creeks and streams in the region. The Virginia Department of Conservation and Recreation (DCR) has identified 32 federal or state-protected conservation sites on the Middle Peninsula, including the Bethel Beach Natural Area Preserve in Mathews County.

Figure 1.3 Map of Service Area



Source: Middle Peninsula Coordinated Human Services Mobility Plan, 2008

1.3.2 Population, Employment and Demographics

The Middle Peninsula has one of the lowest employment densities in Virginia. This low density creates a challenge for encouraging carpooling and successfully implementing traditional TDM strategies. 22,858 people are employed by businesses located in the Middle Peninsula – over half of whom (57%) work for small businesses (employers with less than 50 employees). There are fewer than 2300 employers in the region, less than 3% of which have 50 or more employees. The vast majority (61%) employ less than 5 workers. There are no employers with 1000 or more employees. The average wage for Middle Peninsula employees is \$631/week – one of the lowest in the Commonwealth.

As previously stated, there are very few large employers in the region. While the employers listed in Figure 1.4 each have well over 100 employees, the actual job sites may be dispersed over a wide geographic area (as in the case of the school systems and retail outlets), and employees may be housed in areas that are even more dispersed than the job sites (including in localities outside of the Middle Peninsula). The majority of the region’s very small and hard-to-target employers are difficult and costly to affect by TDM service offerings.

Figure 1.4 Top 10 Employers in Rideshare’s Service Area

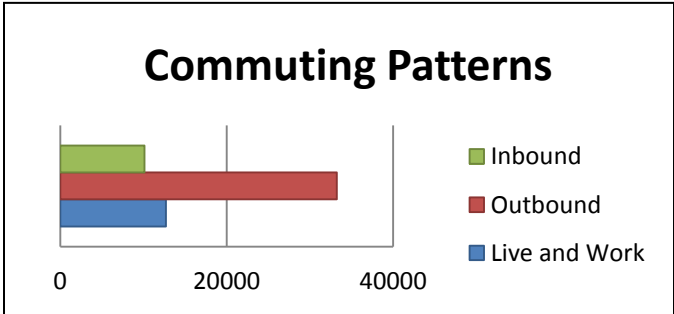
Middle Peninsula Planning District (MPPDC)	
1.	Riverside Regional Medical Center
2.	Gloucester County School
3.	Walmart
4.	Alliance Group Rock Tenn
5.	Middle Peninsula Northern Neck Mental Health Center
6.	Virginia Institute of Marine Science
7.	County of Gloucester
8.	King William County Schools
9.	Food Lion
10.	FDP Virginia

Source: Virginia Employment Commission. 50 Largest Employers during 1st Quarter (January, February, March) 2014.

1.3.3 Travel Patterns

Access to and from the Middle Peninsula is limited by the location of bridges along the 3 major corridors. Commuters traveling north or south generally travel on US Route 17 which crosses the York River to the south and allows access to Interstate 95 near Fredericksburg to the north. Commuters traveling to Richmond from the southeastern and central areas of the region travel through the Town of West Point on State Route 33 to access Interstate 64. Commuters in the upper part of the region generally travel US Route 360 to the Richmond area.

Figure 1.5 Commuting Patterns (2011)



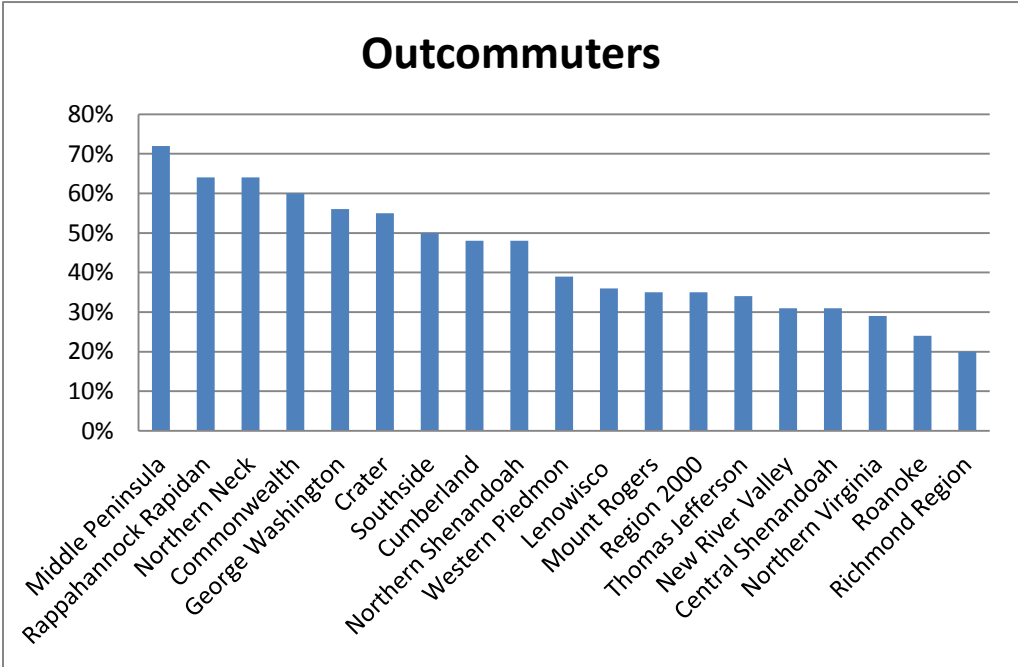
Source: Virginia Employment Commission

The region has the largest percentage of out-commuters in the state. Out of a workforce of 46,000 people, 33,244 (72%) commute out of the region to jobs in Hampton Roads, Richmond and elsewhere. 12,719 (28%) live and work in the region and 10,139 commute into the region for employment (Figure 1.5).

Commuting patterns are one of the largest influences on a TDM agency’s programs and customers. Areas with a large percentage of inbound commuters emphasize employer services, while areas with a large percentage of outbound commuters need to focus on programs that outreach directly to commuters. Figure 1.5 and Figure 1.7 detail current commuting patterns for the Rideshare service area.

As can be seen in Figure 1.6, the Middle Peninsula region has the highest percentage of outbound commuters of all regions in the Commonwealth – at 72 percent. These commuters are traveling primarily to the three major metro areas – Hampton Roads, Richmond and Northern Virginia/DC for employment. The large percentage of long distance commuters provides the basis of Middle Peninsula Rideshare’s service offerings.

Figure 1.6 Percentage of Outbound Commuters by Region



Source: Virginia Employment Commission

Figure 1.7 Top 5 Areas Residents Commute To & Workers Commute From

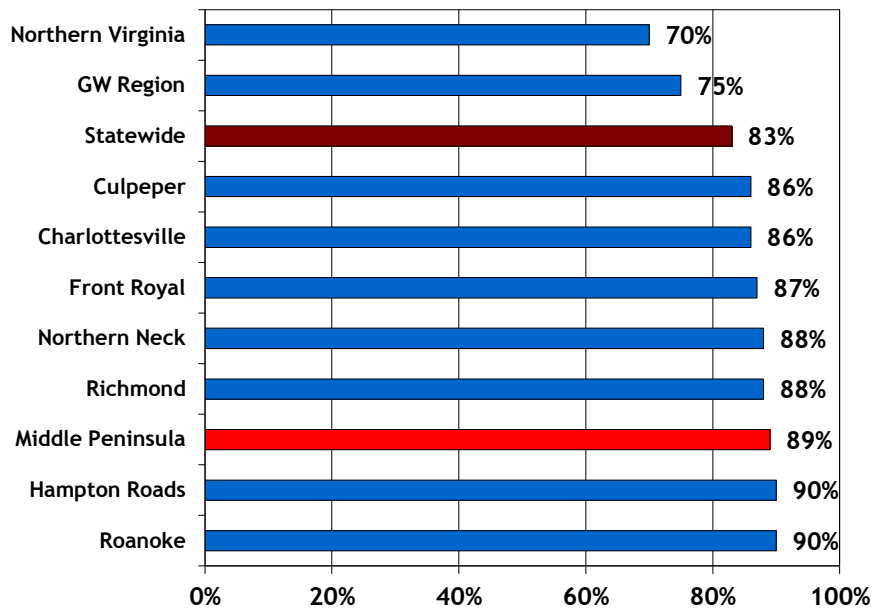
Residents Commuting to:	Residents (%)	Workers Commuting From:	Workers (%)
Newport News City	4,896 (15%)	Newport News City	865 (9%)
Henrico County	2,971 (9%)	James City County	579 (6%)
Hanover County	2,039 (6%)	York County	525(5%)
Richmond City	1,930 (6%)	Henrico County	477 (5%)
James City County	1,889 (6%)	Lancaster County	432 (4%)
Total Resident Commuters	33,244	Total Workers	10,139

Source: Virginia
Employment Commission

Mode Split

Mode split is commonly used as a performance measure for TDM agencies, as their efforts are directed at reducing the percentage of single occupancy vehicles (SOV) and shifting travel behavior to alternative modes. According to the 2007 State of the Commute results, approximately 83 percent of Virginia commuters drive alone, 11 percent carpool or vanpool, 4 percent take transit, 4 percent telework, and 4 percent walk or use other means. As shown in Figure 1.8, as of 2007, Middle Peninsula had a drive alone rate that was higher than the statewide rate of 83 percent. The region’s rate of 89 percent was comparable to other regions in the State, with the exception of the Northern Virginia and George Washington regions, which had rates of 70 percent and 75 percent, respectively.

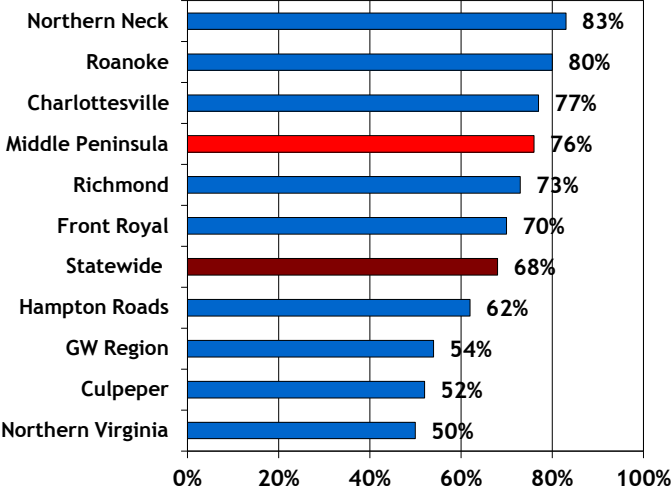
Figure 1.8 Drive Alone Rates in Virginia Regions



Source: Virginia State of the Commute Study, 2007

The Middle Peninsula region has a higher than average commute time and length compared to other regions in Virginia. The average commute length in Middle Peninsula is six miles longer than the state average, and the average commute time is five minutes longer. Given that the additional mileage does not significantly increase the commute time, it is not surprising that Middle Peninsula has a fairly high percentage of residents who report they are satisfied with their commute. As Figure 1.9 shows, 76 percent of residents in Rideshare’s service area report that they are satisfied with their commute.

Figure 1.9 Percent Satisfied with their Commute in Virginia Regions



Source: Virginia State of the Commute Study, 2007

1.3.4 Transportation System

The Middle Peninsula region is served by a transportation system consisting primarily of several US and State highway routes and multiple secondary roads that connect these primary roadways. Multimodal transportation facilities in the region, common in more urban areas -- including transit access, bicycle paths, and sidewalk facilities, are either very limited or non-existent. Availability of pedestrian infrastructure in moderately good condition is primarily limited to portions of the region’s towns. Sidewalks are rarely found outside the town borders in the rural outskirts of each county.

Roadways

The roadway system is by far the most widely used element of the region’s transportation network. State Routes 14, 198, and 33, in addition to US Routes 17 and 360, serve as the primary corridors through the six-county region. Two bridges connecting the Middle Peninsula region to the Northern Neck Peninsula to the north are located along US Route 360 and State Route 3. The Coleman Bridge connects the Middle Peninsula to the south along US Route 17. Two

bridges into the Town of West Point on State Route 33 connect the region to Interstate 64, providing access to the west.

Due to the Middle Peninsula's rural character and distance from major interstate commuter routes (e.g. I-95 and I-64), the region has not experienced much congestion issues on its roadways. Although many Middle Peninsula residents commute long distances to work, travel delays related to congestion *within* the region are not a major concern although they do play a factor at the destination end of the commutes to work in urban areas.

Public Transportation

Transit services in the region are provided by Bay Transit which provides primarily on-demand services to the Middle Peninsula and Northern Neck regions (available between the hours of 6:00am and 6:00pm with a 24-hour advanced notice requirement). Fixed route transit is provided by Bay Transit in the form of a circulator in the Gloucester Courthouse area and seasonally by a trolley in the Town of Urbanna. Bay Transit reports providing over 85,000 trips in FY14. Inter-jurisdictional public transportation is extremely limited and public transportation to outside the region is virtually nonexistent. There is no rail service in the area. Limited human service transportation is provided by several human services agencies such as the Community Services Board and through the New Freedom Program of Bay Transit which provides transportation services to special needs residents. In FY14 the New Freedom Program provided 2,456 trips to resident of the region.

Commuter Bus Service

Newton Bus Service, based in Gloucester with a satellite facility in Richmond, offers commuter bus service to one significant employer in the Peninsula area and charter bus service to other destinations. The company markets its motorcoach service availability for groups to access destinations such as Williamsburg, Richmond, Tidewater, Charlottesville, Baltimore, Eastern Shore area, Fredericksburg, Washington, DC, and New York City.

Bicycle and Pedestrian Facilities

Facilities for bicycling and pedestrian use are very limited in the region, even for recreational use. Hence, they are unlikely choices for commuting to work even for the limited number of people with shorter commutes. One notable exception is the Riverwalk Trail located in the Town of West Point in King William County, which was constructed as part of a VDOT Transportation Enhancement Grant. Currently, the path begins at the West Point Public Schools and extends down Chelsea Avenue and along the Mattaponi River, under the Lord Delaware Bridge and into the Downtown area. Future extensions to this trail are in the planning process.

The Middle Peninsula Regional Bicycle Facility Plan was created in 1998 with funding from VDOT and updated in 2002, but without funding for

implementation, most of the identified infrastructure needs have not been implemented.

The MPPDC Rural Transportation Planning Program is in the process of creating a Gloucester County Bike and Pedestrian Plan. As part of the planning process in a survey of 177 respondents 27% indicated that they currently bike to work and an additional 13% indicated that they would like to bike to work. The biggest hindrance is safety, due to lack of infrastructure.

Another VDOT-sponsored program to enable walking and biking in the region is focused specifically on school children. The Safe Routes to School Program assists interested localities and schools across the Commonwealth with the development of programs and infrastructure improvements to make walking and biking to school a safe and desirable option for students in kindergarten through eighth grade. In the Middle Peninsula Region, the Town of West Point was awarded funding to develop a Student Travel Plan and to construct additional sidewalks and safety infrastructure to encourage children to travel to school in non-motorized ways. West Point's Student Travel Plan was approved by VDOT in 2008 and the Town was awarded funding for an infrastructure project.

Park-and-Ride Lots

Figure 1.10 depicts the location of park and ride lots in the Middle Peninsula Region graphically, whereas Figure 1.11 lists each lot by jurisdiction, road/nearest intersection, and estimated number of available spaces. There are a total of 12 lots with approximately 785 available parking spaces for commuters:

- Essex County (2 lots);
- Gloucester County (3 lots);
- King and Queen County (1 lot);
- King William County (1 lot);
- Mathews County (3 lots); and
- Middlesex County (2 lots)

Middle Peninsula has a fairly substantial number of park and ride spaces available compared to other regions- 20 spaces for every 1,000 commuters. Only the GW Region has a higher ratio of spaces to commuters. Reported usage of some of these lots by Middle Peninsula residents appears to be low, as they are poorly located and/or perceived as unsafe. Due to requests by Middle Peninsula Rideshare and its localities VDOT is currently in the process of considering expansion to one of the Middlesex lots and the addition of new lots in the Town of West Point (a major gateway to the region) and outside the Town of Tappahannock as well as improvements to the King William County lot.

Less than one percent of Middle Peninsula residents surveyed for the 2007 Virginia State of the Commute study reported using a park and ride lot when commuting to work in the last year.

Figure 1.10 Major Commuter Lots in the Rideshare Service Area



Source: Rideshare

Figure 1.11 Park-and-Ride Locations in the Rideshare Service Area

Jurisdiction (County/ VDOT District)	Location (Road/ Nearest Intersection)	Estimated Number of Spaces
Essex County/ Fredericksburg District (Watt's Supermarket)	Routes 360, 684 and 620	30-60
Essex County/ Fredericksburg District	Routes 17 and 654	25-30
Gloucester County/ Fredericksburg District (Guinea Road Commuter Lot)	Routes 17 and 216	225
Gloucester County/ Fredericksburg District (Hayes Rescue Squad)	Routes 1216 and 1232	70
Gloucester County/ Fredericksburg District (Rappahannock Community College: Glenn's Campus)	Routes 374 and 33	25
King and Queen County/ Fredericksburg District (Bradley's Convenience Stores)	Routes 14 and 360	30
King William County/ Fredericksburg District (King William County High School)	Routes 30 and 662	120-150
Mathews County/ Fredericksburg District (North)	Routes 14 and 683	50
Mathews County/ Fredericksburg District (Twig Bridge)	Routes 198 and 3	35
Mathews County/ Fredericksburg District (Mathews County Recreational Park)	Routes 14, 198 and 713	63
Middlesex County/ Fredericksburg District	Routes 33 and 3	30
Middlesex County/ Fredericksburg District (Middlesex County Farmers Market)	Routes 33 and 703	50
*Total		Approximately 785

Source: Rideshare

* Note: In the case of those lots where a range was provided for the Estimated Number of Spaces, the average of that range was used in the Total calculation across all lots.

1.4 PARTNERSHIPS

Several local governments and regional agencies comprise Rideshare's key organizational stakeholder base. These stakeholders are the primary funders, service delivery partners, and beneficiaries of Rideshare's services, including:

- *MPPDC* - As Rideshare's governing agency, MPPDC is the key organizational stakeholder for the program. Rideshare benefits from the

shared overhead, support services, and funding it receives as a program of MPPDC. In turn, the multi-county Middle Peninsula region served by MPPDC accrues benefits from the commuter services provided by Rideshare.

- *MPPDC member jurisdictions* - The Rideshare program depends on the MPPDC jurisdictions, comprised of nine separate government entities, to provide the 20 percent annual local match to maintain program operations. The ability to garner local support is crucial, and has influence on the funding amount requested from the State in the annual grant application process.
- *MPPDC Commuters and Employers* - Commuters, residents and local employers in the Counties of Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex – as well as the Towns of Tappahannock, Urbanna, and West Point – are the key customers of Rideshare, which offers alternatives to single occupancy vehicle commuting.
- *DRPT* - DRPT is Rideshare’s primary funding agency, providing the bulk share of funding – 80 percent of the overall budget – to support the program. Rideshare looks to DRPT to support, guide, and promote TDM at the State level.
- *Bay Transit* - Bay Transit is the main on-demand transit service provider in the Middle Peninsula and one of the primary human service mobility providers in the region. Rideshare promotes Bay Transit’s services to residents and partners with the agency to identify new service needs.
- *NeckRide* - Neck Ride is the neighboring TDM agency that services the Northern Neck region. The 2 agencies work closely together to provide services to commuters in both regions often partnering to promote and advertize their services on local radio stations.
- *TRAFFIX and RideFinders* - These two major service delivery partners comprise neighboring TDM agencies that service the Hampton Roads and Richmond areas, respectively. With the high volume of commuters traveling to these two regions, cooperation and coordination with services offered by these agencies is required in order to offer the best service to local residents.
- *VDOT* - While the Rideshare program does not directly interact with or draw funding support from the Virginia Department of Transportation (VDOT), the Rideshare program is highly dependent on infrastructure that is maintained and/or operated by the Department; notably, several park and ride lots to which the program directs commuters who take advantage of carpooling and/or vanpooling. Through its Rural Transportation Assistance Program, VDOT is more influential in the support of other program areas within the MPPDC, including Strategic Planning, Rural Transportation Planning activities, the Regional Information Center data program, and Regional Educational Workshops/Forums.
- *Economic Development Administration* - While the Rideshare program does not directly interact with or draw funding support from the EDA, MPPDC, with

funding from EDA worked with the Middle Peninsula Broadband Authority to improve broadband access in the region. Increased access to broadband will directly affect Middle Peninsula residents' ability to take advantage of Telework opportunities provided by their employers. Increased connectivity will also lead to economic development in the region allowing more Middle Peninsula workers the opportunity to work closer to home. As broadband access increases, commuting patterns will change.

1.5 PUBLIC OUTREACH/PARTICIPATION

The Middle Peninsula Rideshare Program is housed at the Middle Peninsula Planning District Commission (MPPDC). As a program of the MPPDC the Commission is engaged in discussion of the program during its annual work plan development each year and is provided with monthly updates at each monthly Commission meeting. The 25 elected and citizen members of the Commission who represent the 9 localities of the Middle Peninsula wholeheartedly support the program. With the high percentage of out commuters, the Commissioners are aware of the need and importance of the program in offering TDM services their citizens TDM services to provide for reliable transportation and needed cost savings. Due to the long distance commutes involved, increases in transportation costs (i.e. gas price increases) disproportionately affect Middle Peninsula citizens who commute outside the region to work each day. Because there is such limited public transportation in the region, Middle Peninsula Rideshare often offers the only option for those who do not have access to a private vehicle.

MPPDC sends out press releases on an annual basis to local newspapers to advertize annual grant funding awards and describe the services offered by the program. Rideshare attempts to leverage advertising expenses whenever possible with pro bono press coverage of services offered by the rideshare program to increase awareness of the services available to commuters. Rideshare staff attend job fairs and other local events to promote the program and increase awareness among commuters of the services offered, cost savings and environmental impacts of alternative commute modes.

2.0 Existing TDM Services and Staffing

The Rideshare program assists residents, employers, and employees of the Middle Peninsula region who are seeking alternative transportation options relative to driving alone, and strives to increase awareness of these options through promotions, advertising, and coordination with neighboring TDM agencies, Bay Transit, human service transportation operators, and private commuter service providers such as the Newton Bus Service. Already, 14 percent of commuters are using alternative modes, largely for long-distance commutes to three major metropolitan areas—Northern Virginia/District of Columbia (DC), Richmond and Hampton Roads.

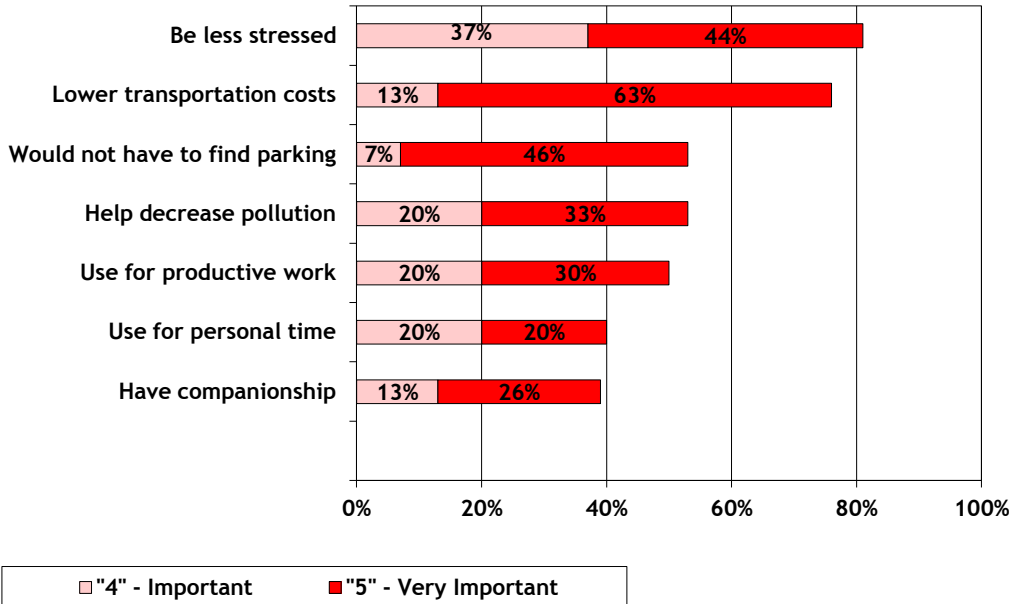
Due to severe public transit limitations within the largely rural Middle Peninsula region, the Rideshare Program places its focus on helping commuters and employers to establish carpools or vanpools— or, alternatively, use private commuter bus services— by providing ridematching services and promoting its Guaranteed Ride Home (GRH) program for existing carpools and vanpools. The steep, although temporary, increases in gas prices in 2008 resulted in unusual interest and enthusiasm for alternative modes of transportation, particularly from employers who were sensitive to the transportation needs and affordability faced by their lower income workers. Toward that end, the Rideshare program worked with those employers to establish vanpool programs and other alternatives for those employees. For other vanpool start-ups—including one to Langley Air Force Base in Hampton and another to downtown Richmond—the Rideshare program provided assistance in filling empty seats through advertising and promotion and registration of riders with the complementary GRH program.

The Rideshare program has also been involved in providing technical assistance for the Safe Routes to Schools Program including a follow-on grant application for a Safe Routes to School Infrastructure project for the Town of West Point.

2.1 Customers

Disseminating information on transportation options available to residents and employees to enable informed transportation decision-making is the core of Rideshare's program. Although congestion is not a major concern in the Middle Peninsula, many residents commute long distances outside of the region to reach employment centers in more congested areas such as Hampton, Richmond, Northern Virginia, or the District of Columbia. The primary motivations for Rideshare's customers to use alternative modes, as shown in Figure 2.1, include avoiding the stress of driving alone and decreasing the costs of transportation.

Figure 2.1 Reasons MPPDC Commuters Use Alternative Modes



Source: Virginia State of the Commute Study, 2007

2.2 Programs and Services

Information about Rideshare’s programs and services can be found on the program’s website (<http://www.midpenrideshare.org/>). The website is the main starting point for new customers interested in learning about Rideshare and its services. Rideshare provides residents and employers the only real alternative to SOV commuting and offers relief when a vehicle is either permanently or temporarily unavailable. The primary perceived value of the service, however, is derived from the cost savings and stress relief from long distance commutes.

Detailed descriptions of the programs and services provided or administered by Rideshare staff are included below.

2.2.1 Ridematching

Rideshare assists in the creation of new carpools and works toward keeping these pools successfully operating. One major role of the program is to match commuters with carpools and vanpools looking for new riders and to connect commuters with similar origins, destinations, and work schedules in order to form new carpools and vanpools.

Ridematching services are promoted via radio spots, print ads and billboards directing commuters to the website – <http://www.midpenrideshare.org> or <http://freecarpool.info> for information and to register for services. Commuters can also call a local or toll-free number to register over the phone.

Once registered, MPPDC staff must enter the commuter's information into its outdated ridematching software to search for matches in the stand alone database. The program would greatly benefit from an online ridematching system able to match commuters to a statewide database of interested commuters, especially as most of the registered commuters are employed outside the region at one of the state's 3 major metropolitan regions - Hampton Roads, Richmond and NOVA/DC. Contact information for matches is emailed and/or mailed to the registrant along with a brochure for the Guaranteed Ride Home Program. There are 169 active ridematching applicants in the Rideshare database.

Rideshare also offers its ridematching services for purposes other than commuting. For example, Rideshare has assisted social service agencies with transportation needs and has assisted other local and regional agencies with special event transportation planning and services.

2.2.2 Vanpool Matching/Leasing

Rideshare provides vanpool ridematching services using their own database, and in coordination with NeckRide, RideFinders and TRAFFIX and their respective databases. Rideshare works with neighboring rideshare agencies to fill empty seats in current vanpools. In addition to ridematching, the program supports existing vanpools and promotes establishment of new vanpools by providing:

- Technical assistance - Rideshare provides informational resources and one-on-one assistance to assist commuters to lease and start their own vanpool service.
- VanStart/VanSave¹ - Rideshare manages a VanStart and Van Save program, which provides subsidies to help start a new vanpool or to temporarily cover vacant seats in an existing vanpool.¹

There are currently five vanpools operating out of the Middle Peninsula region, with three headed to downtown Richmond and the other two to Langley Air Force Base in Hampton. The agency will continue its efforts to assist local commuters to establish and operate vanpools.

2.2.3 Guaranteed Ride Home (GRH)

Middle Peninsula Rideshare offers a Guaranteed Ride Home (GRH) Program to registered commuters to ensure that those who travel to work using alternate modes have transportation home. Personal or family emergencies, unexpected

¹ The Virginia Van Start Program temporarily subsidizes empty seats during the critical start-up phase of new vanpools. The program is open to all new vanpools that register for assistance with a local Rideshare Program. The Virginia Van Save Program for existing vanpools is designed to assist established vanpools experiencing emergency loss of passengers. An eligible vanpool owner/operator may apply for Van Save assistance a maximum of once every 12 months per van. Assistance for both programs is granted at the discretion of the local Rideshare Program based on eligibility of the applicant.

requirements to work late, and carpool or vanpool vehicle breakdowns are covered by this service. Commuters must register annually and are reimbursed for expenses incurred for taxi or rental car up to 4 times per year.

To date no one has taken advantage of the reimbursement although its value as an insurance program serves as an incentive to commuters concerned about being stranded.

2.2.4 Employer Services

Middle Peninsula Rideshare assists employers, both public and private, by providing services and information about transportation alternatives, including:

- Employee carpool formation;
- Company vanpool formation and feasibility studies;
- Employee transportation benefits information; and
- Telework policy formation.

Given the dispersed nature of the region (there are very few concentrated large employers) employer outreach is difficult and expensive. Due to very limited staff resources and the nature of employment in the region, the program has had limited success with recruiting employers. Heightened employer interest in the program was noted in 2008, as steep rises in gas prices caused employers to be concerned about affordable transportation options for their lower income employees. Middle Peninsula Rideshare worked successfully with several employers at that time to establish the feasibility of vanpool programs and other alternatives, but subsequent fuel price drops led the employers to not initiate the services. Later fuel price increases have not initiated the same response from local employers possibly as they were accompanied by higher unemployment and less concern by employers over potential losses of low paid workers.

2.2.5 Telework

Currently there are no telework centers located in the Middle Peninsula. Telework options are constrained for many area residents due to limited access to broadband internet service. MPPDC has worked to address needs in this area by partnering with the Middle Peninsula Broadband Authority with funding from the US Department of Commerce Economic Development Administration to expand broadband access in the region.

King and Queen County partnered with a private company to provide internet access to 75% of their population through wireless technology. The Middle Peninsula Broadband Authority members (King William, Gloucester, Mathews, Essex and Middlesex) have explored partnering with King and Queen County to provide expanded broadband access to unserved and underserved areas. Increased broadband access for both workers and businesses will spur economic development and provide enhanced opportunities for commuters interested in Telework.

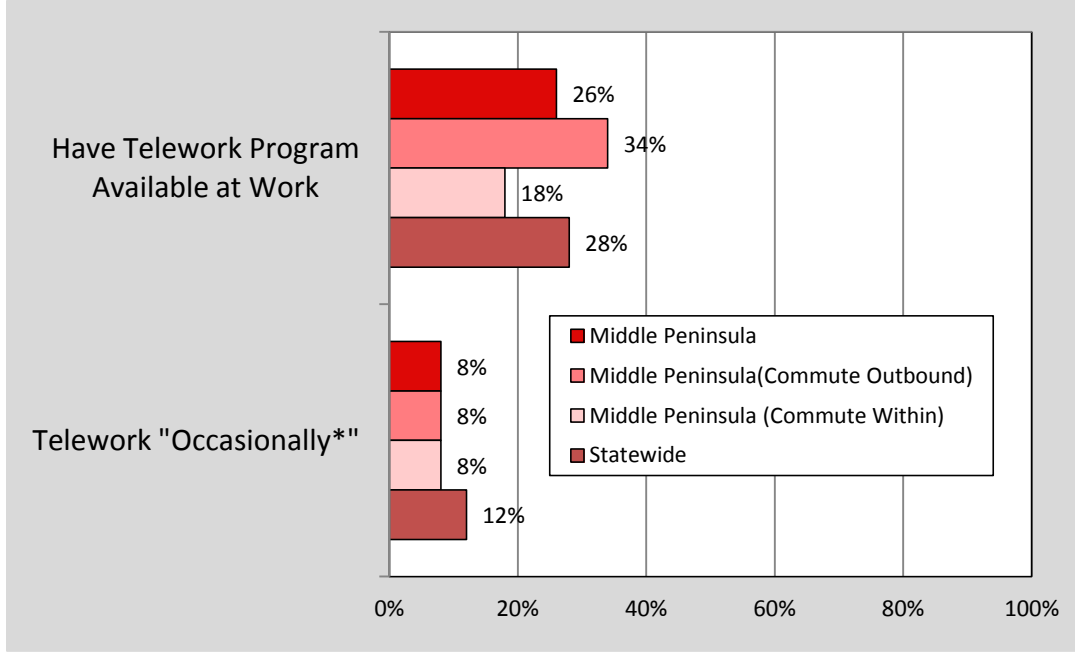
MPPDC will be submitting an application on behalf of King and Queen County for HB2 funding to build a Telework Center in its proposed Technology Corridor along State Route 33. The County will be promoting use of the planned facility to workers without home broadband access interested in teleworking and existing teleworkers interested in co-working, as well as very small businesses and small e-commerce companies. Rideshare will assist in the planning, marketing and promotion of this facility and its operation.

Figure 2.2 Potential New Teleworkers in Middle Peninsula

	Statewide	Middle Peninsula
Non-teleworkers who:		
Have TW-appropriate job responsibilities	31%	25%
Are interested in TW	24%	17%
- Occasional	15%	12%
- Regular	9%	5%
Potential New Teleworkers	751,000	6,900

Source: Virginia State of the Commute Study, 2007

Figure 2.3 Teleworkers and Telework Programs in Middle Peninsula



Source: Virginia State of the Commute Study, 2007

Rideshare staff provide information about teleworking and alternative work schedules to eligible commuters and companies who contact them for other TDM services. As shown in Table 2.2, the share of Middle Peninsula residents who are

interested in telework, either on an occasional or regular basis, is less than statewide most likely due to the limited broadband access in much of the region.

2.2.6 Bicycling/Walking

These modes are extremely limited in the region due to the lack of safe pedestrian and bicycle infrastructure and because of the long distance commutes for many residents. One bicycling and walking path in the region is the Riverwalk Trail located in the Town of West Point in King William County. The path currently begins at the West Point Public Schools and extends down Chelsea Avenue and along the Mattaponi River, under the Lord Delaware Bridge and into the Downtown area. Future extensions of the Riverwalk Trail are planned.

The Virginia Department of Transportation's Safe Routes to School Program assists interested localities and schools across the Commonwealth with the development of programs and infrastructure improvements to make walking and biking to school a safe and desirable transportation option for students in kindergarten through eighth grade. In the Middle Peninsula Region, the Town of West Point was awarded funding to develop a Student Travel Plan and construct additional sidewalks and safety infrastructure to encourage children to travel to school in non-motorized ways. West Point's Student Travel Plan was approved by the Virginia Department of Transportation in 2008 and the Town was awarded funding in 2009 for an infrastructure project. Unfortunately due to increased federal requirements, the funding awarded was insufficient for the project, but the Town is continuing to move forward with the infrastructure improvements utilizing other resources.

The MPPDC Rural Transportation Planning Program is in the process of creating a Gloucester County Bike and Pedestrian Plan. While some residents have indicated their interest in biking to work, current infrastructure leads many to deem the endeavor too dangerous even when the commute is not too long.

2.2.7 Public Transportation

Rideshare provides its customers with information on Bay Transit and Newton Bus Service. Bay Transit operates primarily as an on-demand transportation service, providing limited service to local residents via handicapped-accessible vans. Due to the limited number of vehicles, constraints against crossing jurisdictional boundaries, and limited operating hours, the current effect of Bay Transit's operations on commuter options is marginal. In FY 14 Bay Transit reported providing 32,477 work-related trips in the Middle Peninsula.

Bay Transit has recently initiated a fixed route circulator in the Gloucester Courthouse region, but as it only runs from 10 AM to 2 PM, its usefulness for commuter transportation is extremely limited. The Gloucester Circulator provided 1197 trips in its first 6 months of operation. A similar Circulator in the Town of West Point operates 3 days a week and provided 824 trips in 2014. Bay

Transit also operates a seasonal trolley in the Town of Urbanna which provides transportation primarily for tourists and visitors.

Newton Bus Service is a private operator that offers several commuter buses from the Middle Peninsula to the shipyard in Newport News for the first shift.

2.2.8 Marketing

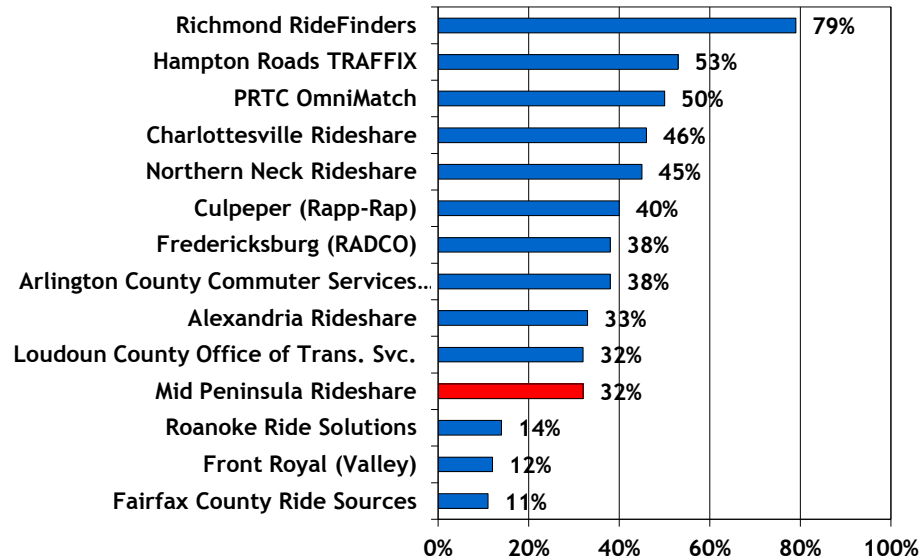
A key objective of all Rideshare marketing materials and efforts has been to expand commuters' awareness of non-SOV modes, primarily carpool and vanpool, and the cost savings that can be realized by changing commute mode. Rideshare uses a wide variety of methods to deliver this message and increase commuters' awareness of available services and the financial benefits of making a change. These include:

- Radio spots;
- Sponsorship of local radio commute drive-time weather reports;
- Sponsorship of radio remote broadcasts at local community events;
- Joint sponsorship with NeckRide of NASCAR race season on a local radio station;
- Email list serves;
- Direct mail;
- Billboard ads;
- Print ads in local newspapers;
- Community events; and
- Press releases.

There is no single media outlet that covers the entire region. Each locality has its own local weekly paper – five in all – and several free monthly papers exist as well. Four separate cable companies provide service to different areas of the region and numerous local radio stations are in operation. Due to Rideshare's small marketing budget, attempts are made to convince local media to offer additional free exposure whenever possible, such as print articles and radio interviews in conjunction with paid advertising. Because of the limited access to the region imposed by the bridges, billboards at all gateways into the region would be an optimal marketing choice, given a sufficiently large promotional budget. Figure 2.4 reflects the immense challenges of marketing TDM services with constrained budget resources and within such a dispersed geographic market. The State of the Commute data reported an average level of customer awareness and name recognition of the Rideshare Program in the region – much higher than Front Royal, Fairfax County and Roanoke, but considerably below that of agencies such as TRAFFIX in Hampton Roads and Richmond RideFinders. This is not surprising, given the latter agencies' sizeable marketing

resources, comprehensive media coverage, and area congestion, which makes demand for TDM services more acute.

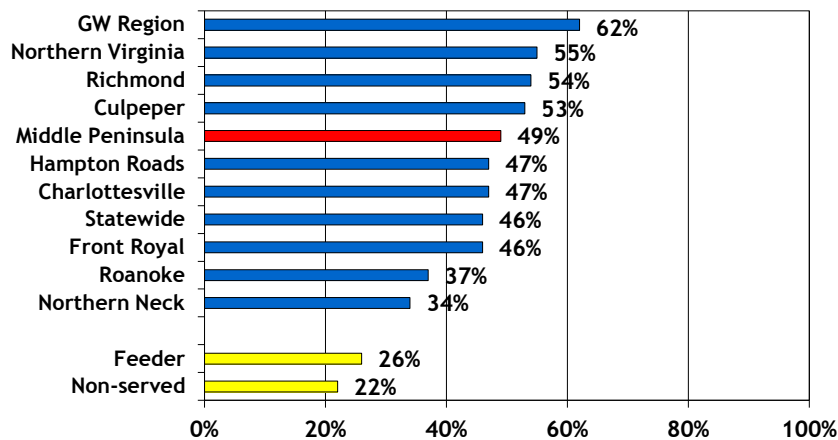
Figure 2.4 Awareness of Rideshare Program



Source: Virginia State of the Commute Study, 2007

The Middle Peninsula Rideshare program fared better in terms of recall of its advertising efforts, and was surpassed only by Richmond, Northern Virginia, Culpeper, and the GW Region in 2007, as shown in Figure 2.5.

Figure 2.5 Advertising Recall



Source: Virginia State of the Commute Study, 2007

2.2.9 Related Mobility Programs

Rideshare's current services are primarily focused on commuter transportation alternatives. However, there are other programs within the Middle Peninsula region that provide related services to improve mobility and transportation options for other groups of the population. Some of these groups include:

- Human service transportation programs;
- Middle Peninsula Northern Neck Community Services Board (CSB);
- ARC of the Peninsula;
- United Way "Volunteer Wheels" Program;
- Virginia Department of Rehabilitative Services; and
- Bay Aging.

Middle Peninsula Rideshare staff participates in the regional Coordinated Human Services Mobility Planning group to help to coordinate mobility services available among the different human service transportation programs in the region and provides referrals as needed.

3.0 MISSION GOALS AND OBJECTIVES

This section outlines the current goals and objectives, and the process for establishing, reviewing and updating these goals and objectives.

3.1 STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS

A SWOT analysis provides an organized framework for evaluating an agency and the environment in which it operates. This analysis highlights strengths as areas in which Rideshare already excels, while recognizing weaknesses as areas in which Rideshare should work to improve its programming. Opportunities are elements that Rideshare could use to its strategic advantage and convert into strengths, while threats are factors or events that could turn into weaknesses if not addressed proactively.

Strengths

- Dedicated, knowledgeable staff with substantial knowledge of the transportation needs of Middle Peninsula residents and extensive institutional knowledge of the MPPDC and its stakeholders.
- Rideshare staff have an established role with human mobility agencies in the region, which dovetails with projected trends in serving an older segment of the population in the future as the region's residents "age in place" and new residents are attracted to the area by retirement opportunities.
- Location of the program within the MPPDC provides administrative and technical support services, such as GIS mapping and planning expertise that enhance the services delivered by the TDM program.
- In terms of travel patterns, the majority of travelers to and from the region are restricted to three major corridors due to the limited number and placement of bridges. This forces most commuters to use a limited number of roadways, enhancing the ability to match dispersed commuters and allowing for effective outdoor marketing given sufficient funding.

3.1.1 Weaknesses

- Lack of local congestion and abundance of free parking makes ridesharing a difficult sell to local employers and residents who are *not* long distance commuters.
- Limited staff resources and budget do not allow for extensive marketing or pro-active development and expansion of programs and services.

- Federal funding for the program is non-existent due to the rural nature of the region; hence, the program is highly dependent on a single source of funding – the DRPT grants.
- Low density land use patterns throughout the region are not feasible to serve with fixed-route transit. The very limited existing services are confined within town boundaries.
- Although there are several employers in the area large enough to provide TDM programs/incentives for their employees, dispersed housing and employment patterns make ridematching for residents who both live and work within the region difficult.
- Limited to nonexistent pedestrian and bicycle infrastructure and long commutes make promotion of these modes outside of the towns fruitless.
- Antiquated ridematching software that does not have route matching capabilities and does not allow access to or matches with neighboring rideshare agencies' databases. Inability to access statewide database of commuters hampers ability to ridematch commuters with other commuters who have registered with TDM agencies at their work locations.
- No regional marketing media outlets - no regional cable television, newspaper, radio or television stations. Budget-constrained marketing efforts must be split among many outlets to reach commuters.
- Lack of broadband access in many areas makes telework an unviable alternative for many commuters.

3.1.2 Opportunities

- Growing senior/retired population in the region will have increasing transportation needs that cannot be served by driving alone. Developing services to fulfill these needs presents an opportunity for Rideshare to strengthen partnerships with local human mobility agencies and expand its own programs and customer base.
- Bay Transit's ridership numbers over the last several years indicate that there is increasing demand for transit services in the Middle Peninsula.
- Expanding access to broadband will increase possibilities for expanding telework opportunities and opportunities to use internet-based marketing, ridematching, and other services.
- Residents' desires to preserve the rural nature of the Middle Peninsula, combined with current ridesharers' statements that they use alternative modes to reduce pollution, present an opportunity to use "green" messages to market ridesharing in the region.
- Increased funding would allow for increased outdoor advertising on the major corridors which are ideally suited to reach the target audience of long-distance commuters.

3.1.3 Threats

- Low rate of projected population growth and lack of projected future congestion, and development policies that encourage ample parking limit incentives for residents to rideshare.
- Continued rural low density development in the area cannot be economically served by traditional transit services.
- Local intra-regional travel will continue to be difficult to serve due to dispersed employment centers.
- Climate change and sea level rise threaten infrastructure including transportation systems and are leading to slower growth in the region.
- Trend for Millennials to move to more urban areas to live and work leaving an older, less mobile population behind.

3.2 RIDESHARE MISSION & VISION

The Mission of the Middle Peninsula Rideshare program is to:

Help commuters, employers, students, and employees solve transportation problems...to help [commuters] save money, find a much needed ride - free of cost.

Rideshare's motto is "*Your Long Distance Commute Connection to Richmond, Hampton and Beyond*".

3.3 GOALS & OBJECTIVES

3.3.1 Coordination with Other Plans & Programs

This TDM plan was developed in coordination with relevant existing plans developed at the local, regional, and State level. These documents included the following:

- Middle Peninsula Coordinated Human Service Mobility Plan
- MPPDC Annual Work Program
- Middle Peninsula Rural Regional Long-Range Transportation Plan
- Middle Peninsula Long-range Transportation Demand Management Plan
- Middle Peninsula Comprehensive Economic Development Strategy
- Middle Peninsula Sea Grant University Partnership

The visions, goals, objectives, and strategies contained in these plans informed and shaped the content of this Plan. The goals and objectives adopted in this Plan are designed to support these plans in order to assist Middle Peninsula Rideshare, its stakeholders, local jurisdictions, and the Commonwealth of Virginia achieve their collective goals.

3.3.2 Agency Goals, Objectives, and Strategies

Middle Peninsula Rideshare has identified the following goals, objectives, and strategies for the program.

1. Continue to focus on Middle Peninsula Rideshare’s greatest point of leverage – the long-distance commuter market

Middle Peninsula Rideshare will continue to direct staff and financial resources towards supporting residents who commute outside of the region for work. Few people can benefit from rideshare within the region, since the population is spread out and there are relatively few large employers or employment centers in Middle Peninsula. Compared to all other regions across the State, the Middle Peninsula region has the highest percentage of commuters who commute out of region – 72%. In other words, nearly three quarters of the region’s working residents (people who work outside of their homes) derive their income from employment outside of the region, predominately from jobs in Hampton Roads, Richmond, and other major urban centers thirty or more miles away.

While many residents choose the region as their home base and elect to travel long distances to reach their work sites, the income from these distant jobs enables these local residents to pay local real estate taxes and support the local economy. Therefore, helping Middle Peninsula’s residents - local commuters- get to work in distant markets is not only a valued service to these taxpaying residents, it makes smart business sense for the Middle Peninsula economy. This same appreciation and local investment in rideshare services for long-distance commuters is being practiced by other PDCs across Virginia (for example, in Northern Neck, Fredericksburg, Culpeper, Shenandoah, etc.).

2. Reinforce Middle Peninsula’s Rideshare long-distance commuter focus through all communications and outreach

This TDM Plan seeks to build Middle Peninsula Rideshare’s institutional image as the region’s service agency for residents who need planning, assistance, and ongoing support for their long-distance commutes.

In many localities with high out-of-market commuters, residents presume that the local rideshare service is focused on local, short-distance ridesharing, a service that is not helpful to the long-distance commuter. This misperception is avoided in the Middle Peninsula market by purposely advancing Middle Peninsula Rideshare as a service for long-distance commuters. To this end, a tag line was created for the agency’s name that clarifies its service focus, as shown below.

Middle Peninsula Rideshare
*Your Long Distance Commute Connection to
Richmond, Hampton and Beyond*

This tagline will continue to be used on the Website, signage, and other marketing materials.

3. Concentrate on key benefit- saving money

The primary benefits of ridesharing for all commuters are saving time, money, lowering stress, and helping the environment. For long distance commuters, the benefit of saving money trumps all other benefits as the savings can be significant.

Weekly expenditures for gas alone for commutes of 70 to 150 mile round trip commutes can range from \$35 to \$150 per week (or \$140 to \$600 per month). With the addition of parking (\$100 to \$150/month) and related car maintenance and insurance costs, the numbers rise exponentially. Ridesharing can cut this cost in half or more, depending on the number of ridesharers in a van or car. Given the high cost of SOV commuting, Middle Peninsula's Rideshare's marketing communications will focus on the core consumer benefit it can deliver – help long distance commuters save annually on their commute. This message will appear in all communication materials.

4. Further develop infrastructure and rideshare services to support long-distance commuters

This TDM Plan advances Middle Peninsula Rideshare's focus on ensuring the needed rideshare infrastructure components are in place – ridematching software and database capabilities, as well as development of park and ride lot infrastructure where there are noted gaps.

Ridematching software and database

Given that the region's population of potential ridesharers and work destinations are so spread out, the rideshare ridematching software must be state-of-the art and the service must allow matching with commuters in the Richmond and Hampton Roads databases. To this end, Middle Peninsula Rideshare will continue to work with DRPT to encourage the adoption of a statewide ridematching database for the Commonwealth's TDM agencies not associated with Commuter Connections.

Park-and-ride lots

The region has over 750 park-and-ride lot spaces. This plan calls for the study of the projected long-term need for both formal and informal lots, particularly near the underserved Towns of West Point and Tappahannock. The need for these lots and expansion of an overused lot in Middlesex have been communicated to VDOT which is currently in the process of determining which park and ride lot needs will be funded in the current cycle.

5. Build Guaranteed Ride Home and ridematching database to truly reflect the activity of ridesharing in the region and build a free word-of-mouth referral network

Currently, Middle Peninsula Rideshare's statistics do not reflect the level of activity of ridesharing across the region. This Plan calls for Middle Peninsula

Rideshare to build the ridematching and GRH database registrants through a number of aggressive tactics, including: park-and-ride lot windshield stuffers and posters, an email campaign to existing registrants to ask them to refer a friend, development of a partnership with Newton's bus service, etc.

Once these databases are increased, Middle Peninsula Rideshare will connect registrants via social media (Facebook, Twitter, etc.) to turn these databases into a "member community" - active messengers of the benefits of TDM. This surrogate sales force will then be given the tools (messages and emails to forward) to help spread the word and recruit more applicants.

6. Leverage limited marketing resources through "guerilla marketing" outreach tactics

The current lack of available financial resources severely limits Middle Peninsula Rideshare's deployment of traditional mass media to build awareness and attract customers. The only option is low-cost, highly creative guerilla-marketing efforts. This includes expanding Middle Peninsula Rideshare's own "free media channels" through community bulletin boards, and alliance with Bay Transit.

7. Measure and package Middle Peninsula Rideshare's outcomes and community impacts – VMT and emission reduction results

Middle Peninsula Rideshare's TDM Plan calls for the agency to hone its overall capabilities in assessing its performance and impact, as well as reporting outcomes. This will require the implementation of a systematic performance evaluation program.

8. Continue to build TDM advocacy support

Successfully advancing TDM and multimodal solutions as a vital and viable part of the region's long-term transportation system will require appreciation by all of the jurisdictions in the MPPDC region. To this end, Middle Peninsula Rideshare's Six Year TDM Plan includes outreach and advocacy that advances the work and impact of TDM, in general, and Middle Peninsula Rideshare, in particular. Once a few of the aforementioned strategies have been successfully implemented, staff from Middle Peninsula Rideshare will systematically brief the Board of Commissioners of the MPPDC. This briefing will include showcasing the current rideshare statistics, future trends affecting the area, and the 6-year plan to serve this important market.

9. Study alternative long-term funding

Middle Peninsula Rideshare's reliance on DRPT grants and required local match as a dominant source of funding could present a problem in the future if that funding stream were reduced or eliminated. Middle Peninsula Rideshare's Six year TDM Plan calls for the agency to work with the MPPDC and other stakeholder groups to research opportunities for new sources of funding that could be used for operating purposes and/or for special projects. This includes working with MPPDC staff to develop a funding contingency

plan to explore over time the potential for contributions from non-governmental grant sources.

10. Expansion of Telework Assistance offered by the program.

Telework requires access to broadband which has been lacking in large parts of the region. MPPDC has assisted its localities through the Middle Peninsula Broadband Authority with funding from the US Department of Commerce Economic Development Administration with provision of greater access to broadband to its residents. As access to broadband in the region increases, businesses will expand in turn offering opportunities for more workers to be employed inside the region and the options for teleworking by workers both within and outside the region should also increase. A Telework Center is envisioned for a potential Route 33 Technology Corridor in King and Queen County. MPPDC will assist with marketing and promotion of the facility. MPPDC anticipates expansion of Telework Services provided to residents and employers in the next 6 years. MPPDC will include marketing of those services and any needed surveys or other data collection activities to be included in the annual Rideshare Program. Once these services are in place, the program will revamp its Telework services to respond to increased demand.

4.0 TDM Program Organization and Operations Review

This section describes the evaluation process to review and assess program services and organizational structure.

4.1 REGIONAL PARTICIPATION

The Middle Peninsula Rideshare Program is housed at the Middle Peninsula Planning District Commission (MPPDC). As a program of the MPPDC the Commission is engaged in discussion of the program during its annual workplan development each year and provided monthly updates at each monthly Commission meeting. The 25 elected and citizen members of the Commission represent the 9 localities of the Middle Peninsula and wholeheartedly support the program. With the high percentage of outcommuters, the Commissioners are aware of the need and importance of the program in offering their constituents TDM services to provide for reliable transportation and cost savings. Due to the long distance commutes involved, increases in transportation costs (i.e. gas price increases) disproportionately affect Middle Peninsula citizens who commute long distance outside the region to work each day. The Commissioners are aware that these costs limit the amount of disposable income available for other purchases in the region and are supportive of services available to help save their constituents money.

4.2 FOCUS GROUPS

Due to the high percentage of commuters who work outside the region, it was not feasible to have multiple face to face meetings with TDM program users. One public meeting was advertised to be held at the Middle Peninsula Planning District office in Saluda, Virginia, but no one from the community attended. An online survey was advertised on the website and in several of the local papers. All commuters with email addresses in the Rideshare database were provided a link to the online survey. 2 responses were received.

4.3 RECENT CHANGES AND TRENDS

Recent high gasoline prices did not elicit the response seen in 2008 possibly due to the fact that the rise was not as precipitous as before. Although the region has a very high out commute rate, the program continues to struggle with underutilization of its services by commuters. Many recent registrants have difficult commutes to ridematch - commuting to nonurban areas and/or working unusual shifts. Given a small database, these commutes are harder to

provide a match for. Guaranteed Ride Home registrations have also declined recently. Historically commuters have not re-registered for GRH after the initial year. With fewer ridesharing matches, there are therefore fewer GRH registrations.

4.4 LAND USE PLANS

Middle Peninsula localities understand the need for alternative modes of transportation and are amending planning, zoning and development tools to encourage and/or require alternative transportation infrastructure in new and redevelopment areas. The localities have also expressed a need for more bicycle and pedestrian friendly infrastructure locally and regionally, however, the rural spatial characteristics of the region and economic restraints continue to limit transportation options.

While there is currently no fixed route public transit that serves the region, Bay Transit does provide limited fixed route service in Gloucester County around the Courthouse area, seasonally in the Town of Urbanna, and on demand service to all localities in the region. Several Middle Peninsula localities, such as the Town of West Point, the Town of Tappahannock, the Town of Urbanna, and the Gloucester courthouse and commercial corridor, and Mathews Courthouse areas have commercial centers that could be easily improved to accommodate transit service. However, none have current or future planning projects that provide for transit service infrastructure.

Official and unofficial Park and Ride lots play a significant role in Transportation Demand Management in the region and many are heavily utilized throughout the counties in the Middle Peninsula. Local transportation plans included in the comprehensive plans of most Middle Peninsula localities identify a need for maintenance, improvement, and/or expansion to park and ride lots. Improvement needs range from signage and lighting to official designation and paving. In 2014, MPPDC coordinated with its localities to provide a list of Park & Ride lot improvement and expansion recommendations to the Virginia Department of Transportation. The recommendations included:

- Creation of a new park and ride location in Essex County near the intersection of Routes 17 and 360
- Creation of a new park and ride lot in the Town of West Point near the intersection of Chelsea Road and Route 33
- Expansion and improvements to an existing park and ride lot at Route 360 and Sharon Road in King William County
- Expansion and/or alterations to an existing park and ride lot at Route 33 and Twiggs Ferry Road in Middlesex County which is currently over capacity

King William and Gloucester are the only two localities in the Middle Peninsula that are required to create Urban Development Areas within their region. Both Gloucester and King William UDA plans call for alternative transportation modes such as sidewalks, and increased pedestrian and bicycle access.

Sidewalk and bicycle infrastructure is planned and encouraged inside Gloucester's commercial corridor. Some segments of Route 17 through Gloucester County are improved to allow for cycling however signage and pavement markings have not been provided and are desperately needed for safety.

Essex County and the Town of Tappahannock recognize the need for alternative modes of transportation and encourage alternative transportation infrastructure development in their respective comprehensive plans. The Town of Tappahannock has residential and commercial developments centered along the Commercial Corridor and downtown areas which are sporadically equipped with sidewalks. Maintenance and connectivity are issues that need to be addressed. The Middle Peninsula Planning District Commission is currently working with the localities to identify sidewalk gap and maintenance issues to be addressed.

King and Queen County is exploring the concept of a Technology Corridor along Route 33 from the Rappahannock Community College Glens Campus to the intersection of Route 14. Included in these plans is a proposed Telework Center as well as a Small Business Incubator. These facilities will include planned park and ride spaces for vanpools as well as stops for Bay Transit buses.

4.5 PEER REVIEW

Rideshare staff were unable to identify a corresponding rural, high out commute multijurisdictional TDM agency outside the Commonwealth. In many states, rural programs, if they exist, are part of a larger state-wide TDM program, provided by public/private Transportation Management Associations (TMAs), or operated as part of rural transit agencies.

NeckRide

NeckRide is operated as a program of the Northern Neck Planning District Commission (NNPDC) which consists of 4 rural Virginia counties - Lancaster, Northumberland, Richmond, and Westmoreland. The Northern Neck has a population of 50,429 (approximately 55% that of the Middle Peninsula) with a workforce of 22,319 (~49% that of the Middle Peninsula) and an out commute rate of 63%. The majority of workers commute to the Northern Virginia/D.C./Maryland area with another less significant number commuting to the Richmond region. As with Middle Peninsula Rideshare and for the same reasons, NeckRide primarily provides assistance directly to commuters for carpool and vanpool formation as other forms of alternative transportation are lacking especially for long distance commuters.

The NeckRide program is staffed by 2 part-time PDC staff and has an annual budget of \$60,000 with \$32,000 of the budget for program administration and \$26,700 for marketing and promotion.

Commuter Services

Commuter Services is operated as a program of the Rappahannock Rapidan Regional Commission (RRRC) which consists of 5 rural Virginia counties - Culpeper, Fauquier, Madison, Orange and Rappahannock. The Rappahannock Rapidan region has a population of 166,054 (approximately 1.8 times larger than the Middle Peninsula) and a workforce of 72,715 (~1 ½ times that of the Middle Peninsula). The region has an out commute rate of 66%. The majority of workers commute to the NOVA/D.C. region. Commuter Services offers ridematching services through Commuter Connections, a VanStart/VanSave program and a Guaranteed Ride Home Program.

The Commuter Services program is staffed by 2 part-time PDC staff and has an annual budget of \$177,600 with \$97,000 of the budget for program administration and \$37,000 for marketing and promotion.

4.6 TECHNOLOGY

Due to the paucity of public and private transportation options in the region, Middle Peninsula Rideshare concentrates primarily on carpool and vanpool formation, the success of which relies on robust ridematching software and an accurate and up to date database. Currently, Middle Peninsula Rideshare relies on an outdated ridematching program that is in desperate need of replacement. Since the majority of Middle Peninsula residents commute outside of the region for work, this program is severely hampered by its inability to match commuters to databases maintained by TDM programs in the regions to which residents are commuting for work, most especially those in the Richmond and Hampton Roads regions. Middle Peninsula Rideshare continues to encourage the Department of Rail and Public Transportation to provide an online ridematching software program to the TDM agencies outside the Northern Virginia area that will allow access to a single database of commuters for ridematching services.

The region continues to struggle with access to broadband which limits technology use by residents and employers. Some parts of the region still do not have cell phone coverage although that continues to improve, albeit slowly in some of the more rural areas.

Many of the technologies employed by businesses, services and residents in more urban settings are not available or useful in the region - i.e. online transit passes, transportation network services such as Uber and Lyft, etc.

As access to broadband and cell phone coverage continues to be more available and more technology driven services become available in the region, technology will play a larger role in the services provided by Middle Peninsula Rideshare.

5.0 Service Changes and TDM Plan Expansion

SERVICE CHANGES

Ridematching and Vanpool Assistance

Success in increasing ridematching hinges on obtaining new online ridematching software with access to a statewide database. Once this has been provided, the number of commuters who are able to be assisted to form new carpools and vanpools should increase dramatically. Access to this database will allow Middle Peninsula Rideshare to benefit from advertising and promotion efforts of the larger, better funded programs in the urban areas allowing for a higher success rate in ridematching and improving the ROI on DRPT's investment in TDM promotion across the state. Success breeds success. Efforts to promote the program will improve with better outcomes that can be shared in promotion efforts. Having access to a statewide database should also lead to more vanpool formations with a larger pool of potential vanpoolers with which to work.

Employer Outreach

The Middle Peninsula Planning District Commission is working diligently to improve the regional economy. A Middle Peninsula Economic Development Organization is being formed to represent the region in its economic development endeavors. Success of these efforts to increase the number and size of businesses operating in the region will provide increased opportunities for employer outreach.

Telework

King and Queen County is planning a Technology Corridor along Route 33 from the Rappahannock Community College Glens Campus to the intersection of Route 14. Included in these plans is a proposed Telework Center and a Small Business Incubator. Middle Peninsula Rideshare will partner with the County and the region to promote and market the Telework Center which is expected to allow residents, currently unable (due to lack of broadband access) to take advantage of employers' offers to telework one or more days a week, the ability to consider telework as an option to their long distance commutes. The Telework Center will also offer Co-working facilities which will be promoted to current teleworkers to give them more remote work options. Rideshare will also offer its services to businesses in the Small Business Incubator for telework policy formation and other commuter services.

Marketing and Promotion

The key objective of all Rideshare marketing materials and efforts will continue to be to expand commuters' awareness of non-SOV modes, primarily carpool and vanpool, and the cost savings that can be realized by changing commute mode. Promotion of telework will increase with the construction of the new telework center in King and Queen. Rideshare will continue to use a wide variety of methods to deliver this message and increase commuters' awareness of available services and the financial benefits of making a change to include: radio spots, sponsorship of local radio commute drive-time weather reports; sponsorship of radio remote broadcasts at local community events, email list serves; direct mail; billboard ads, Bay Transit Bus Wrappers in all 6 counties - ie rolling billboards, print ads in local newspapers, community events, and press releases. Additionally, given sufficient funding, the program would benefit from billboards at all gateways into the region - i.e. US 17 at Gloucester Point and upper Essex Counties, US 360 near Town of Tappahannock and State Route 33 near the Town of West Point. Barring sufficient funds for the billboards, the program could utilize bus wrappers on additional Bay Transit buses in each of the 6 counties as a form of mobile billboards.

6.0 Financial Plan

6.1 CURRENT BUDGET AND FINANCIAL RESOURCES

This section presents the current and historic budget and funding sources for the Rideshare program. In FY 2015, Rideshare’s annual budget was \$74,000, an amount that comprised slightly more than 9.4 percent of MPPDC’s \$768,722 total operating budget. Because the program is housed within the MPPDC structure, Rideshare derives certain benefits from shared overhead costs and staff. Since its initial formation, Rideshare’s primary funding source has been the annual State TDM grant awarded by DRPT, supplemented by a required 20% local match. Rideshare staff coordinate with MPPDC staff to incorporate these funds into the larger MPPDC budgeting process.

Table 6.1 shows the breakdown of Rideshare’s operating budgets over the last five fiscal years. The majority of funds are currently dedicated to program administration and marketing of non-SOV transportation options. Although the approved budget amounts have remained flat over this time period, the MPPDC has covered a very small portion of total expenditures beyond the required 20 percent local match.

Table 6.1 Rideshare FY 2011 – 2015 Operating Budgets

Expenses	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015
Salaries	\$20,067	\$18,508	\$21,075	\$23,673	\$22,917
Fringe Benefits	\$6,964	\$6,973	\$7,371	\$7,975	\$7,379
Marketing/Promotion	\$24,805	\$24,454	\$30,594	\$25,646	\$26,252
Phone	\$890	\$899	\$243	\$0	\$0
Services/Supplies	\$1,184	\$1,184	\$710	\$0	\$35
Dues & Memberships	\$575	\$575	\$575	\$575	\$1,475
Travel	\$3,633	\$3,462	\$444	\$557	\$942
Subsidies	\$0	\$0	\$0	\$0	\$0
Indirect Costs	\$16,398	\$18,095	\$14,223	\$16,084	\$15,111
<i>Approved Budget</i>	<i>\$74,000</i>	<i>\$74,000</i>	<i>\$74,000</i>	<i>\$74,000</i>	<i>\$74,000</i>
<i>Total Expenditures</i>	<i>\$74,516</i>	<i>\$74,150</i>	<i>\$74,526</i>	<i>\$74,509</i>	<i>\$74,111</i>

Source: Rideshare

As previously mentioned, State and local sources contribute funding for Rideshare to cover its operations. Throughout the program’s existence, all State funds for the TDM program have come from a single source – DRPT TDM grants –which have been reliable historically, but which also make the agency very

dependent on this source in the future absent being able to secure more diverse sources. Local match funding for the grant is provided by MPPDC general funds and ultimately by member jurisdictions of MPPDC. The amounts Rideshare has received from each of these funding sources over the past five fiscal years are shown in Table 6.2.

Table 6.2 Rideshare FY 2011 – 2015 Operating Revenue Sources

Income	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015
State TDM Grant	\$59,200	\$59,200	\$59,200	\$59,200	\$59,200
Local Funds	\$15,316	\$14,950	\$15,326	\$15,309	\$14,911
<i>Total</i>	\$74,516	\$74,150	\$74,526	\$74,509	\$74,111

Source: Rideshare

6.2 FUTURE FINANCIAL RESOURCES

The following section discusses potential funding sources for the financial needs of this program. For the purpose of this plan, constrained and unconstrained funding scenarios are considered. The *constrained* scenario assumes that DRPT funding for the program will remain constant over the six-year period covered by this plan. This funding scenario will allow Rideshare to basically continue its current programs, but will not enable Rideshare to increase staff salary and benefits or to expand the program. Either promotion efforts or staff time will be curtailed as inflation will reduce the buying power of the program’s resources. In contrast, the *unconstrained* scenario considers funding requirements to enhance existing services and initiate the programs outlined in the implementation plan if grants and additional funding are identified.

Constrained Program Description

In the constrained scenario, Rideshare’s annual budget will remain constant at \$74,000 per year. No expansion of existing programs or implementation of new programs will occur unless additional local funds are made available or new state and Federal funding sources are identified. Due to staff salary increases and increases in the cost of marketing, fewer resources will be available to operate the program under this scenario.

Unconstrained Program Description

Table 6.3 below shows the estimated annual budget for services and programs that would be added to the baseline program over the six year timeframe if additional funding becomes available. Programs are distributed over the six-year time period based upon priority and readiness for implementation. Improvements also are distributed to maintain a relatively stable increase in funding requirements.

Table 6.3. Unconstrained Program Plan FY16-21

Expenses	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Admin	\$42,872	\$43,944	\$45,043	\$46,394	\$47,554	\$48,743
Marketing	\$29,500	\$40,435	\$49,318	\$58,698	\$68,359	\$78,310
Travel	\$1,628	\$1,668	\$1,710	\$1,753	\$1,797	\$1,842
Subsidies	0	\$1,500	\$2,000	\$2,000	\$3,000	\$3,000
<i>Total</i>	\$74,000	\$87,547	\$98,071	\$108,845	\$120,710	\$131,895

The unconstrained program includes a 2.5 percent annual increase in administration and travel to account for inflation and increases in staff wages and benefits. An increase of \$10,935 in marketing in the second year will allow for the use of outdoor marketing in the form of bus wrappers on the tail of one bus in each county, and continuation of the drive-time radio weather sponsorship and existing billboards. Specific program components and their estimated costs are described in more detail below:

- **Program Staff and Administration.** This program element includes the cost of wages and benefits for Rideshare employees to administer and operate TDM programs, including ridematching, employer outreach, planning activities, and other commuter assistance programs as well as the costs of membership dues to the Association for Commuter Transportation and the Virginia Transit Association. Budget estimates included in Table 6.3 assume a 2.5 percent annual increase in this category to account for cost of living adjustments, and increases in wages and benefits, to maintain the current program level of services.
- **Marketing and Promotion.** Rideshare will test the impacts of mobile outdoor marketing on the program by purchasing bus wrappers for the tail of one bus in each of the 6 Middle Peninsula counties at a cost of approximately \$10,050; continue to sponsor the local radio commute-time weather reports; continue outdoor billboards and add billboards on Route 17 north and south gateways as funds allow at a cost of approximately \$7,700 - \$8,200 per billboard; and run limited print media ads in the local newspapers. As the database increases more reliance on social media can be used. Direct mail advertising to targeted residents and region-wide outdoor marketing will be utilized if funding allows. It is assumed that advertising rates will continue to increase by 3% per year in addition to the cost of added marketing elements.
- **Travel and Training.** In order to encourage professional development among Rideshare staff so that they may continue to provide a high-quality service, budget estimates include funding for the annual Association for Commuter Transportation and Virginia Transit Association conferences, trainings conducted through CUTR, DRPT sponsored workshops, etc. It is assumed that the Rideshare travel and training program component budgets will increase at a 2.5 percent annual rate.

- **Subsidies.** Rideshare will continue to administer the GRH program and reinstate the VanStart/VanSave subsidy as the database increases, especially if a new statewide ridematching database is developed. These programs include:
 - **VanStart/VanSave subsidy.** Through these programs, Rideshare can help to create a new vanpool or maintain an existing vanpool in need of a new passenger.
 - **GRH.** Rideshare will continue to offer GRH insurance to ridesharing commuters through a reimbursement program for taxi or rental car use. As the number of participating commuters increases, the use for this service is anticipated to also increase.
- **Other program elements:**
 - **Park-and-ride lots.** Rideshare has demonstrated a need (through the West Point Route 14 Corridor Study) for a new lot in or near the Town of West Point, a major gateway into the region, which is currently unserved. Rideshare will continue to work with the Town and VDOT to provide this facility. Rideshare has also submitted requests to VDOT for a new lot near or in the Town of Tappahannock in Essex County, expansion of the overcrowded lot in Hartfield in Middlesex County and improvements to a lot in King William County. Rideshare staff will continue to advocate for these needed infrastructure enhancements.

Potential Funding Sources

The State TDM Grant will likely continue to be the primary funding source for Rideshare over the next six years. Opportunities to finance TDM and transportation projects using local funds are limited due to the current and projected state of the region's economy and the lack of congestion concerns in the region. Access to Federal funds also is severely limited due to the rural nature of the region. Demonstration or other grants with more flexible match requirements are the most likely source to fund any short-term expanded programming.

Several potential funding sources that Rideshare could pursue include:

- **DRPT Administered State Aid Grant Programs:**
 - **TDM/Commuter Assistance.** These grants support administration of Rideshare and other regional TDM programs. TDM grants require a 20 percent local match. If additional funding is made available through this program, Rideshare could request funds for additional staff, marketing, or administration of any of the programs listed in the unconstrained program description above. Local matching funds should be available for increased state funding requirements.
 - **Transportation Efficiency Improvement Fund (TEIF).** These grants support a variety of TDM projects and programs and could be used to support any of the programs listed in the unconstrained program

description above. TEIF grants require a 20 percent local match. The total amount of funding available statewide through the TEIF program is projected to remain flat over the next six years, so competition for these funds will likely increase over time.

- **Technical Assistance.** These grants support planning or technical assistance to help improve or initiate public transportation or commuter assistance services. However, other DRPT administered state aid grants may be preferable due to the fact that Technical Assistance grants require a 50 percent local match.
- **Senior Transportation Program.** These grants support projects and programs that improve mobility for senior citizens. Grants cover up to 95 percent of eligible expenses. Rideshare could partner with Bay Aging/Bay Transit to pursue funding for human mobility services through this program.
- DRPT Administered Federal Aid Grant Programs:
 - **Enhanced Mobility of Seniors and Individuals with Disabilities (FTA Section 5310).** The goal of the Section 5310 Program is to provide assistance in meeting the special transportation needs of elderly persons and persons with disabilities. The New Freedom program provided grants for services for individuals with disabilities that went above and beyond the requirements of the Americans with Disabilities Act (ADA). Activities eligible under New Freedom are now eligible under the FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities program. The program is designed to supplement other FTA or assistance programs by funding transportation projects for elderly person and persons with disabilities. Competition for scarce funding available to support Section 5310 capital projects and projects eligible under the former New Freedom grant program is intense. Noncapital projects require a 50% match.
 - **Public/Private Partnerships.** Public/private partnerships offer another potential source of funding to implement select projects outlined in the unconstrained program description. Rideshare will again explore opportunities to partner with Newton's bus to offer commuter services to the Hampton Roads area.

As previously mentioned, prediction of future revenues is difficult given the uncertainty of Federal, State, and local funds that will be made available. The lack of congestion and air quality concerns coupled with ample parking in the region will continue to keep TDM services from being a major local or regional high priority issue.

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Business Education Workshop

How to Start & Manage Your Own Business

a free workshop sponsored by the
Middle Peninsula Planning District Commission

Saturday, September 26, 9:00-11:30 am

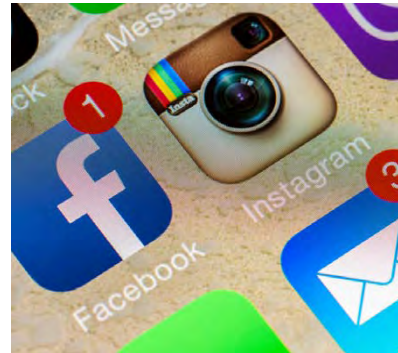
Saluda Professional Bldg, 125 Bowden Street, Saluda VA

**Are you interested in
starting a business but
concerned about...**

...how to begin?

...where to begin?

...whether your idea
makes sense?



Here's your change to get some answers.

After this workshop you will know....

- how a business plan can help you
- your option for a legal structure of the business
- the importance of creating a budget
- the good news and the bad news about getting financing for your business
- how to define your product or service benefits and your target customer

**Don't fall into the trap of "Build it and they
will come," because they won't.**



To [Register](#) or for more info visit us at
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