



WEST PIEDMONT PLANNING DISTRICT COMMISSION



West Piedmont Planning District Commission Regional Summit: Engaging Collaborative Communities

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WPPDC Executive Director



WEST PIEDMONT PLANNING DISTRICT COMMISSION

WHAT IS A PLANNING DISTRICT COMMISSION



- Planning Districts were established by the State of Virginia in 1968 by the Regional Cooperation Act. PDCs are subdivisions of state government and are chartered by localities. PDCs are also called Regional Commissions or Councils in Virginia.
- The goals of Planning District Commissions, as established in the Code of Virginia, Section 15.2-4207 are:
 - a) To encourage and facilitate local government cooperation and state-local cooperation in addressing problems of greater than local significance.*
 - b) Promote the orderly and efficient development of the physical, social, and economic elements of the district by planning, encouraging, and assisting localities in planning for the future.*



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WHAT IS A PLANNING DISTRICT COMMISSION (cont.)



- Facilitate and encourage regional approaches to issues including, but not limited to, economic development, transportation, technical assistance to member localities, establish regional legislative priorities, and engage in land use and environmental planning activities.



WEST PIEDMONT PLANNING DISTRICT COMMISSION

WHO WE ARE



- The WPPDC is one of 21 planning districts in Virginia
- The WPPDC was chartered by the counties of Franklin, Henry, Patrick, and Pittsylvania; the cities of Danville and Martinsville; and the Town of Rocky Mount on March 15, 1970.
- The WPPDC Board is comprised of twenty-one commissioners
 - Three from each of the seven dues-paying jurisdictions (with populations over 3,500)
 - Two elected and one citizen appointment from each jurisdiction
- The WPPDC has provided services to the communities it serves since 1970, including transportation and land use planning, economic development, mapping, and tourism-based initiatives



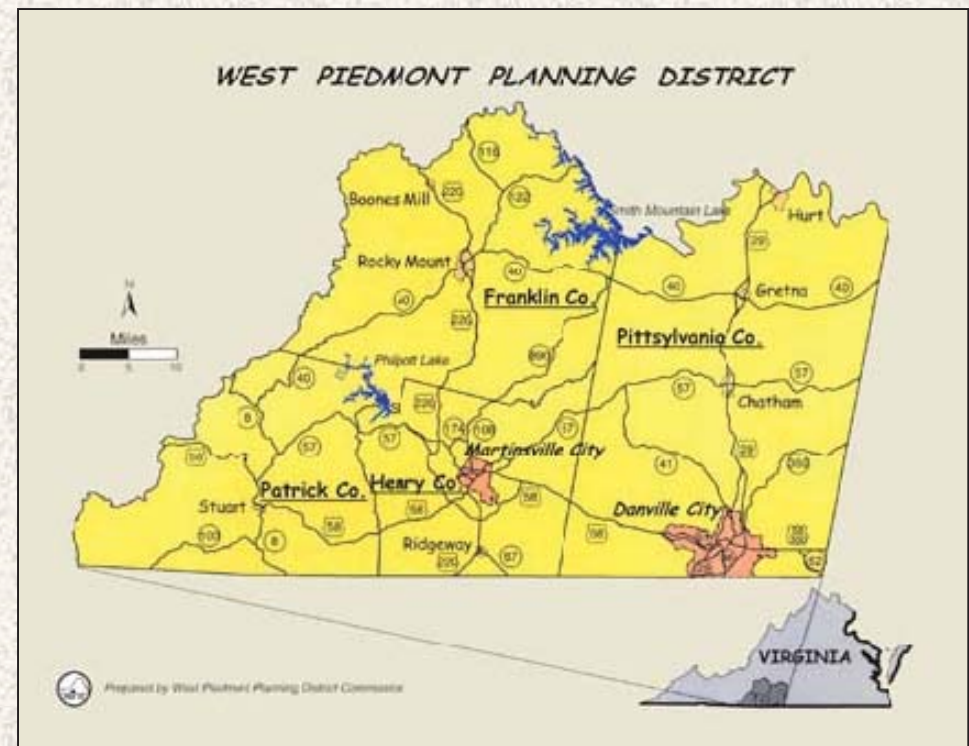
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FUNDING SOURCES



- The WPPDC is funded cooperatively by local, state, and federal support
- Localities
 - Per capita contributions from each local member
- State
 - Virginia Department of Housing and Community Development
 - Virginia Department of Transportation (VDOT)
- Federal Government
 - Federal Highway Administration (FHWA)
 - Department of Commerce – Economic Development Administration (EDA)
 - Appalachian Regional Commission (ARC)

- The counties of Franklin, Henry, Patrick, and Pittsylvania
- The cities of Danville and Martinsville
- The Town of Rocky Mount
- A combined population of 247,089 (U.S. Census Bureau, 2010 – 2014 American Community Survey)
- 2,587 square miles





WEST PIEDMONT PLANNING DISTRICT COMMISSION

WHAT WE DO



- Assist with establishing regional priorities for economic development projects through our EDA Designated Development District
- Grant writing
- Administer the Danville-Pittsylvania County MPO
- Regional Planning
 - Transportation
 - Hazard Mitigation
 - Water Supply
 - Land Use



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WHAT WE DO



Technical assistance to local member jurisdictions and state agencies, such as:

- Transportation Corridor Studies
- Demographic Data Compilation & Distribution
- Comprehensive Plan Updates
- GIS Mapping
- Serve essentially as an extension of local planning and community development departments



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ECONOMIC DEVELOPMENT ACTIVITIES



- Designated as an Economic Development District by the U.S. Department of Commerce, Economic Development Administration (EDA), in 1992
- The Development District is a partnership among the West Piedmont Planning District Commission, its member local governments, and the U.S. Department of Commerce – Economic Development Administration
- The PDC assists with establishing regional priorities for projects and investments through the annual update of its Regional Comprehensive Economic Development Strategy (CEDS) document



WEST PIEDMONT PLANNING DISTRICT COMMISSION *COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY*



- The CEDS analyzes the region's economy and serves as a guide to establish goals and objectives, investment priorities, and funding sources.
- The region's localities have been awarded approximately \$25.5 million through the WPPDC's EDA Designated Development District for industrial park upgrades, the Mid-Atlantic Broadband initiative, infrastructure, as well as other activities.
- The Comprehensive Economic Development Strategy (CEDS) documents economic development activities which have been proposed, initiated, or completed.

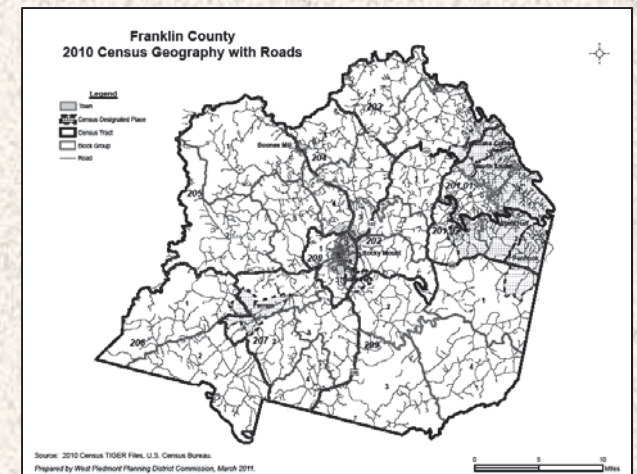


WEST PIEDMONT PLANNING DISTRICT COMMISSION STATE DATA CENTER



As part of the economic development initiative, the PDC is a State Data Center Affiliate. As a State Data Center, WPPDC provides a wealth of information in the following subject areas:

- Agricultural Data
- Community Profiles
- Census Data
- Economic Data
- Educational Attainment
- Employment/Labor Force
- Environmental
- Governmental Resources
- Health/Public Safety
- Housing Statistics
- Mapping Resources
- Poverty/Income Levels
- Transportation





WEST PIEDMONT PLANNING DISTRICT COMMISSION *LEGISLATIVE PROGRAM*

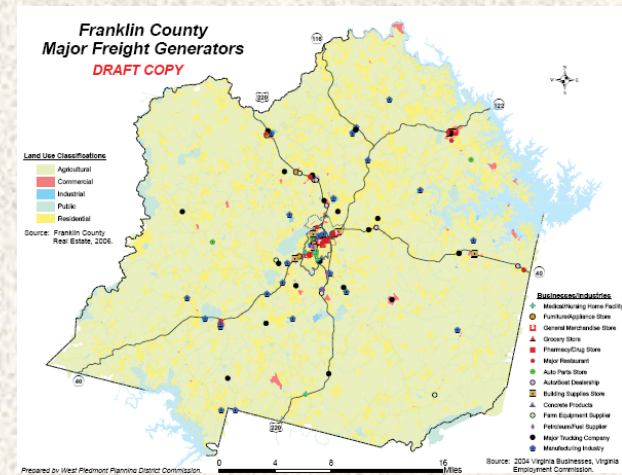


Prepared with input from the region's local government managers, the annual legislative program emphasizes the most critical issues across the region with particular focus on the problems related to local government and the local economy.

- Provides support for a number of the education and workforce training, transportation, business, and economic related items supported by our region's cities and counties
- Presented to the region's Virginia General Assembly delegation each January

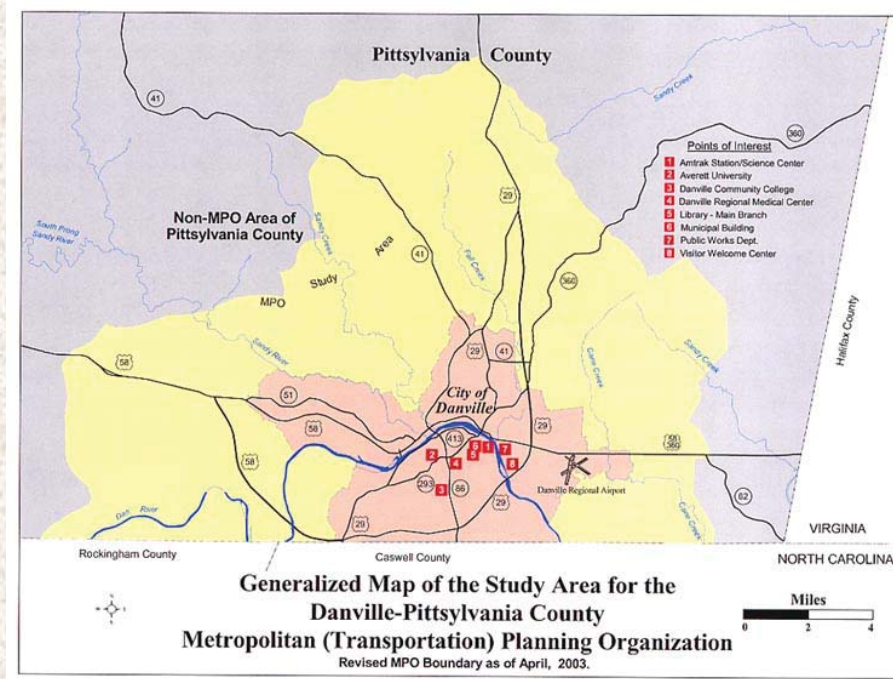
2035 Regional Rural Long-Range Transportation Plan

- Is the guiding document for the WPPDC Rural Transportation Program with a horizon year of 2035
- Addresses numerous aspects of transportation planning, including:
 - Roadway improvement recommendations
 - Public transportation
 - Bicycle and pedestrian facilities
 - Airports
 - Freight
 - Land use and future growth
- This regional plan is a component of the Statewide Rural Transportation Plan



WEST PIEDMONT PLANNING DISTRICT COMMISSION DANVILLE METROPOLITAN PLANNING ORGANIZATION (MPO)

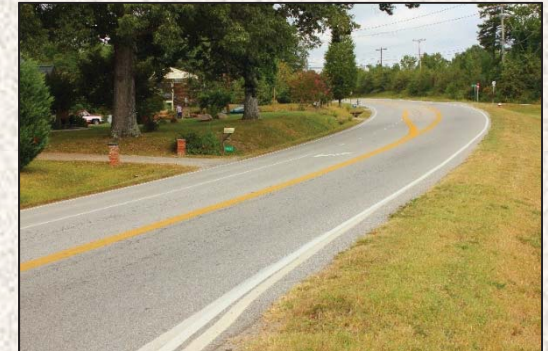
- WPPDC serves as the administrative agent for the Danville Metropolitan Planning Organization (MPO)
- Established in 1983, the MPO is engaged in transportation planning activities in Danville and the urbanized area of Pittsylvania County



Planning Activities

Long-Range Plans

- ***MPO Year 2040 Constrained Long-Range Transportation Plan (CLRP), completed in 2015***
- Describes attributes of the current transportation system in the MPO area, projected future needs, and transportation investment recommendations including:
 - *Transportation investments to facilitate economic development*
 - *Safety and geometric improvements at intersections and road segments to enhance safety and functionality*
 - *Bicycle and pedestrian investments to establish a multi-modal transportation system*



Short-Range Plans

- Various corridor plans/studies for special projects including currently in progress efforts for a River District bike/pedestrian study and future traffic demand study for the Averett North Campus located on Mount Cross Road





Background

- One of the charges for PDCs in Virginia under the Regional Cooperation Act is to encourage and facilitate regional cooperation among localities and their constituent organizations
- Effectively all planning activities the PDC currently engages in involve regional approaches to “issues of greater than local concern” as specified by the enabling statute in the Code of Virginia
- The WPPDC is seeking to enhance and broaden its focus by encouraging and facilitating regional thinking, dialogue and approaches



Background, Continued

- In 2014 the Southeast Regional Directors Institute (SERDI) was enlisted to perform a survey on the perception and effectiveness of the WPPDC among the region's stakeholders. SERDI is an organization composed of directors of regional development organizations.
- The major takeaway from the survey indicated the Commission needed to better position itself as the region's convener to bring together varied interests to encourage regional thinking, dialogue and collaborative approaches
- The Commission considered this feedback seriously and began evaluating potential approaches to improve the profile of the WPPDC as a regional convener and catalyst for regional collaboration



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Building Collaborative Communities Grant



- The Building Collaborative Communities (BCC) Grant was identified as an approach for the WPPDC to further its goal of enhancing regional collaboration
- This Virginia Department of Housing & Community Development (DHCD) program is aimed to assist regions in promoting regional economic collaboration in economically distressed areas to stimulate job creation, economic development and build community capacity and leadership
- In 2015 the WPPDC submitted an application to DHCD seeking BCC funding to support the PDC's effort to better position itself as a more effective facilitator of regional collaboration
- Earlier this year the WPPDC received notification that its application was approved and plans for the West Piedmont Regional Summit were initiated



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WPPDC BCC Program Objectives



For the PDC the process has 3 major objectives; we want to start a conversation in regard to:

- Capacity building to better position the PDC as a more effective convener of regional stakeholders and a facilitator of regional thought, conversation, and collaboration
- Identify a short list of regional priorities, objectives, and projects that lend themselves to collaboration of multiple communities and stakeholders
- Help communities and various stakeholders in our region to think collaboratively and position themselves for success in the upcoming Go VA grant process



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Summit Planning & Facilitation



- To assist in planning for this process and facilitating the event here today, the PDC enlisted the services of DecideSmart, a strategic planning consultant based in Richmond. The DecideSmart team has considerable experience in state and local government, economic development, survey methodology, and meeting facilitation.
- For today's meeting we invited a broad and varied range of key stakeholders from the region in the areas of local government, K-12 education, economic development, higher education, workforce development, health care, non-profits, human service agencies, chambers of commerce, and private sector employers
- With the able assistance of DecideSmart, our intent in planning today's event is to inform, encourage and challenge your thinking on opportunities for regional collaboration



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Why West Piedmont as a Regional Convener/Facilitator



- The PDC is vested with state authority to further regional approaches under the Regional Cooperation Act
- In its representation and its programs the WPPDC both broadly and equally represents all the localities and stakeholders of the region
- The unique nature and mission of the PDC is not competitive for funding or programs with other regional stakeholders
- The PDC has historically functioned as a neutral organization offering its “good offices” and services to our member localities and constituent stakeholders



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WPPDC Regional Summit: Today's Program



Our immediate objectives here today are as follows:

- Inform you through the programmed presentations
- Provide you some regional context and perspective
- Engage you in a facilitated dialogue to identify various priorities and objectives that lend themselves specifically to potential future regional approaches