

PORTFOLIOS & STRATEGIES

ACCESS PORTFOLIO



Focus on serving disconnected communities and addressing network gaps to improve access to jobs, health care, recreation, and key industries.



GUIDING PRINCIPLES

- **Build upon current success improving statewide access** by targeting Roads to Prosperity initiatives across rural areas
- **Utilize technology to enhance communications connecting tourism, recreation, and education** to facilitate cross-cultural learning, business, and investments
- **Leverage Broadband to facilitate productive and effective** work environments across rural and urban areas closing gaps across job opportunities, education, and healthcare services
- **Map transit to grocery stores and healthcare facilities** to shrink food deserts and fuel healthy lifestyles, modifying routes to ensure the underserved have equal access as connected areas

PORTFOLIO STRATEGIES

Rural Road Access

Recreation & Heritage

Education & Technology

Public Health

Food Availability

These 5 strategies will close gaps between urban and rural areas in the state, help provide access to necessities for all West Virginians, and ensure all populations have access and the ability to enjoy living in West Virginia.

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ACCESS STRATEGIES



Ensure rural roads are accessible, reliable, and adequately maintained to provide vital links across developed as well as rural parts of the state for all residents and visitors.



L RTP ALIGNMENT

Advances two of the five L RTP Goals:

- System Condition, Efficiency, and Fiscal Sustainability
- Economic Vitality and Freight Movement

Low High



PERFORMANCE

Tracking asset condition on current pavement and bridge asset management tools while communicating hazards with travelers as well as planned work activity like road and bridge maintenance through social media via Broadband keeps everyone moving safely and efficiently.

Low High



READINESS

Leveraging the Broadband expansion and technology to install more dynamic signs along roadways alongside increasing social media blasts enhances statewide communication. Coordination with seasonal site organizers promotes events across tourism channels and rural transportation corridors.



RESILIENCY

Utilizing local experts knowledgeable of roadway conditions and hazards ensures known and unknown areas are both addressed. Prioritizing safety enhances travel time, maintenance, safety, and reliability, especially on rural roads, utilizing dynamic signage and maps to communicate circuitous mountainous roads.

Low High

CURRENT STATE OF STRATEGY IN WV

- Roads to Prosperity is funding vital improvements across roadways enhancing travel and mobility
- WV511 and WVDOT's Social Media Platforms inform travelers of route changes due to detours and special events
- Mapping motorcycle touring routes promotes rural tourism

ACTIONS

Promote outdoor tourism, rural access, and travel condition information through new Broadband connections and improved wayfinding

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Provide multimodal, convenient, clear, and approachable transportation connections to West Virginia recreational and heritage sites, including national and state parks.



LRTP ALIGNMENT

Advances three of the five LRTP Goals:

- Livable and Healthy Communities
- Multimodal Mobility, Reliability, and Accessibility
- Economic Vitality and Freight Movement

Low High



PERFORMANCE

Tracking park visitors assists allocating resources to travel demand and avoid traffic bottlenecks during peak travel seasons. Increasing awareness of recreational resources with multiple transportation route options to inform ahead of road closures retains access to in-demand attractions.

Low High



READINESS

Taking advantage of New River Gorge's new designation as a National Park as a tourist attraction and prominent destination encourages more visitors and robust access to and around the park. Connecting over 500 miles of existing trails along rails brings new attractions as part of the travel to destinations.

Low High



RESILIENCY

Spurring interest in natural and cultural resources promotes historical education and preserves statewide natural assets for future populations. Increasing interest in West Virginia's existing attractions brings more revenue and business from tourism to local businesses struggling from the COVID-19 pandemic.

Low High

CURRENT STATE OF STRATEGY IN WV

- Continued investment in transportation access to natural assets like the New River Gorge, now West Virginia's first National Park

ACTIONS

Promote access to parks and other heritage sites by improving network connectivity (cellular and broadband) and promote unique, tourism focused travel routes

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Leverage technology to expand education and employment opportunities, especially in underserved communities, and maintain existing systems enabling continued innovation and remote work.



L RTP ALIGNMENT

Advances two of the five L RTP Goals:

- Safety and Security for All Users
- Livable and Healthy Communities

Low  High



PERFORMANCE

Prioritizing physical and virtual links between educational services, programs, and facilities ensures an uninterrupted learning experience for all students. Leveraging broadband expansion efforts supports West Virginia as an ideal home for the growing remote workforce.

Low  High



READINESS

Continued partnerships with WVU through the Public Education Collaborative targeted at all levels of education on key issues like childhood literacy and low graduation rates for rural students. Initiate Public-Private-Partnerships with tech companies to provide educational resources which can shrink statewide learning gaps by connecting students with resources.

Low  High



RESILIENCY

Protecting against declining graduation rates and test scores requires supporting alternative methods of education and leveraging Broadband for virtual learning, job training, and remote working to strengthen West Virginia's workforce. Broadband also enables a Transit Mobility App for school trips to further improve physical links to schools and resources.

Low  High

CURRENT STATE OF STRATEGY IN WV

- Broadband is enhancing employment, schools, and training, improving statewide connectivity and access to ensure the future workforce can reach resources and opportunities
- Strengthening cell phone coverage improves communication and connectivity statewide across industries, businesses, residents, and visitors

ACTIONS

Partnerships with community colleges and universities to expand workforce development opportunities, including in transportation fields

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Guarantee continued access to health programs and services for all citizens to ensure well-being prevails across rural and underprivileged and urban and well-served communities.



L RTP ALIGNMENT

Advances two of the five L RTP Goals:

- Safety and Security for All Users
- Livable and Healthy Communities

Low  High



PERFORMANCE

Strategy will help continue a statewide decline in opioid-related deaths since suffering an all-time high in 2017 with 304 deaths. Will also help lower obesity and diabetes from 39.5% obese adults 20.9% obese teenagers in West Virginia. Strategy also expands the commitment to facilitating mobility options for senior citizens.

Low  High



READINESS

Safe transportation and mobility as well as amplifying rural health care services protects at-risk populations. More older residents or residents with disabilities increases the demand for more on-demand mobility options, and continuing programs like MARP and Transportation to Care ensures all citizens receive needed treatment and sufficient resources.

Low  High



RESILIENCY

Helps protect children and future generations from suffering severe long-term health complications as adults. Also supports continued treatment and lowering of statewide opioid prescriptions. Investing in rideshare technology platforms to connect mobility services to health care needs targets underserved, rural, and/or at-risk communities to ensure "mobility-for-all."

Low  High

CURRENT STATE OF STRATEGY IN WV

- Medical Access Road Project (MARP) enhances transportation access to medical facilities and products
- Transportation to Care physically connects in-need citizens via transport to receive uninterrupted care
- Lowest opioid prescription rate since start of crises, continuing decline since 2006

ACTIONS

Prioritize MARP-related roadway improvements to strengthen connection between isolated areas and health services

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Provide equal access to healthy and affordable food choices across developed and rural communities target towards low-income, elderly, and mobility-impaired groups.



L RTP ALIGNMENT

Advances two of the five L RTP Goals:

- Safety and Security for All Users
- Livable and Healthy Communities

Low



PERFORMANCE

Safe transportation and mobility is necessary to access or allow delivery from grocery stores. Tracking reductions in obesity and food desserts monitors progress in addition to focusing on trips connecting rural schools with nearby farms and/or grocery stores for fresh produce, food options, and agriculture opportunities to establish healthy food habits.

Low

High



READINESS

Strategy necessitates equal access to fresh produce and healthy foods to combat obesity and chronic health problems. Community programs focused on multimodal movement, walking, biking, and/or on-demand transit, nurtures healthy living focused on inclusive mobility.

Low

High



RESILIENCY

Educating children and future generations on healthy choices to lifestyles targeting providing access to underserved communities and populations with opportunities for growth, development, and success, starting with healthy eating.

High

CURRENT STATE OF STRATEGY IN WV

- The West Virginia Food Summit is increasing rural food access and directing grocery stores to be “accommodating, acceptable, available, accessible, and affordable”
- Education on Healthy Eating through schools and healthcare is working to lower and prevent chronic diseases

ACTIONS

Food mapping matching transit to grocery stores leverages public transit resources to identify food deserts and possible food delivery routes