NRV

Putting Passengers

On-Track

Safe, Efficient and Convenient Passenger Rail for a Fast Growing Region

New River Valley

RAIL 2020

Putting Passengers On Track

A broad-based community initiative to bring passenger train travel to Virginia's New River Valley

Passenger Rail Service to the New River Valley

NRV Rail 2020 represents a unique partnership between business, municipal, legislative and university leaders with support from all corners of our region.

Now is the Time

Passenger rail arrives in Roanoke in early 2017. Passenger service can be logically and efficiently extended from Roanoke to the New River Valley. Two locations in Christiansburg have been identified for a possible Amtrak station.

Bipartisan Support

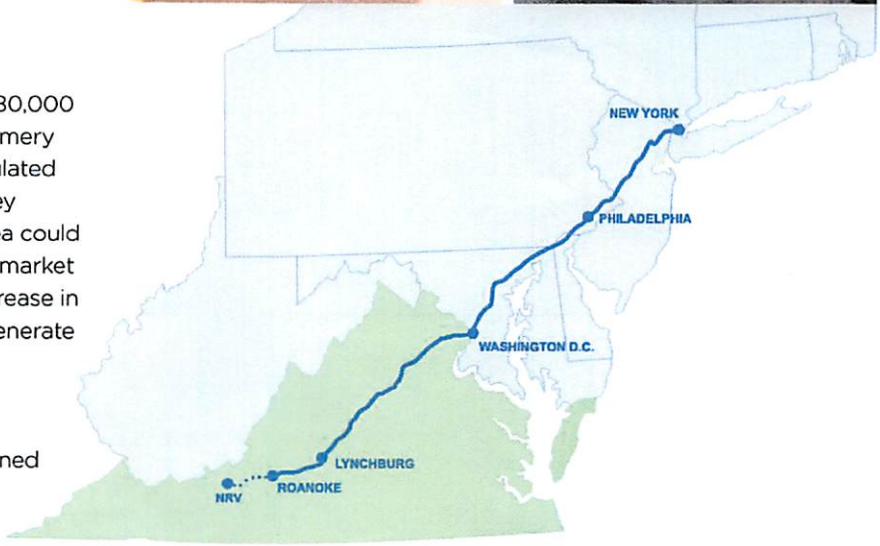
Elected officials from local, state and federal levels support bringing passenger service to the New River Valley.

Fastest Growing Region in Western Virginia

Virginia's New River Valley, with more than 180,000 residents, is a dynamic growth area. Montgomery County is now the state's second most populated county west of Richmond. A New River Valley Regional Commission study revealed the area could generate demand for 40,000 trips a year. A market survey estimates as much as a 5 percent increase in tourism travel. Every 10,000 visitors could generate about $1.9 million annually.

The NRV Region "Looks North"

The region's travel patterns are naturally aligned with major urban centers situated along the Northeast Corridor's existing rail lines.



Mid-Atlantic Urban Centers Lie in "Sweet Spot" for Rail Travel

Current studies reveal travel demand to D.C. Metro, Baltimore, Philadelphia and New York City. These areas lie in the "sweet spot" for passenger rail travel from the NRV – too far for convenient auto trips and too costly or inconvenient for air travel, where access often requires a hub transfer.

Economic Development

Virginia Tech and Radford University are important economic drivers in the New River Valley, combined with the NRV's potential for greater impact through entrepreneurship and industry throughout Virginia as well as the Northeast and Mid-Atlantic corridors.

Passenger Rail Ideal for Student Travel

The NRV is home to 40,000 college and university students, many of whom hail from Metro Washington, D.C., Maryland and other points north. In turn, marketing studies reveal at least 100,000 visits per year to Radford and Virginia Tech for university-related events such as orientation, commencement and athletics.

Rail Travel Increasingly Accepted

Flexible transportation options attract tomorrow's highly skilled workforce, particularly millennials, who are increasingly moving to urban areas without cars and who demand mass transit.

Virginia's Congested Highways

Travelers are increasingly choosing rail travel over congested interstate highways. Amtrak ridership in Lynchburg has exceeded original projections.

Increased Tourism Opportunities

While most resident or student travel would "look north," the New River Valley represents an as yet untapped outdoor tourism destination. Home to major national forests, the famed Appalachian Trail and pristine river recreation, rail travel is ideal for eco-tourists from East Coast urban areas to conveniently reach the NRV.

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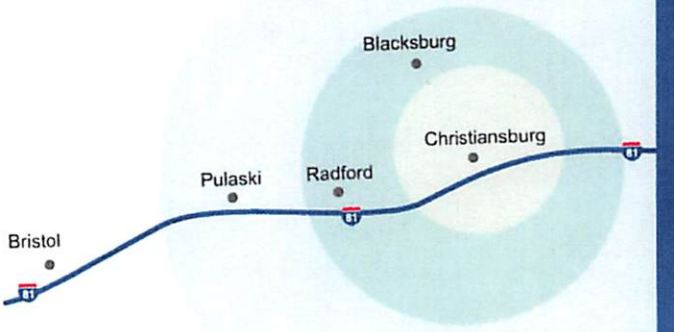


Progress

- ✓ Demand study completed
- ✓ Potential station location(s) identified
- ✓ Virginia Department of Rail and Public Transportation funding for operational study

Next Steps

- Work with Norfolk Southern to complete operational study and identify costs
- Engage Amtrak
- Advocate for continued support from the Virginia General Assembly
- Welcome Amtrak Passenger Rail Service in 2020

NRV 2020 is supported by:

- The Blacksburg Partnership
- New River Valley Regional Commission
- NRV Metropolitan Planning Organization
- Montgomery County, Virginia
- Pulaski County, Virginia
- Town of Blacksburg, Virginia
- Town of Christiansburg, Virginia
- Town of Pulaski, Virginia
- City of Radford, Virginia
- Radford University
- Virginia Tech
- The Virginia Tech Foundation Inc.
- Montgomery County Chamber of Commerce
- New River Valley Economic Development Alliance
- Senators Tim Kaine and Mark Warner; Representatives Bob Goodlatte and Morgan Griffith; State Senators Bill Carrico, Ben Chafin and John Edwards; Delegates Terry Austin, Chris Head, Will Morefield, Todd Pillion, Sam Rasoul, Nick Rush and Joseph Yost.

What can you do?

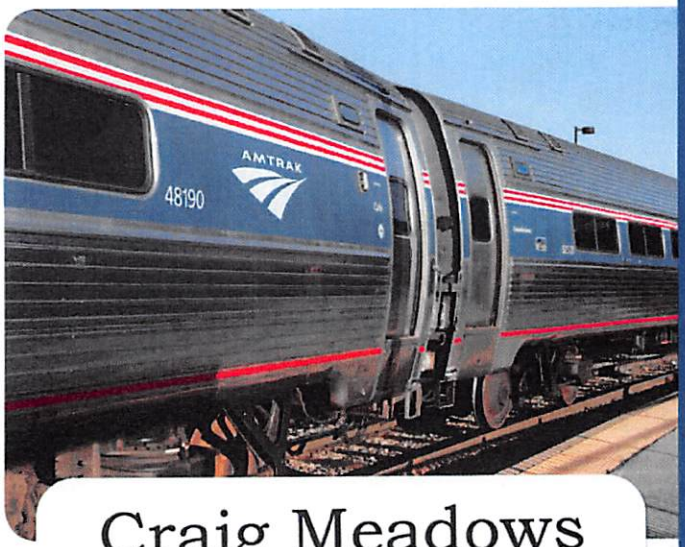
Express support by contacting local municipal leaders or Commonwealth legislators.

Get involved by contacting:

Diane Akers, diane@blacksburgpartnership.org
The Blacksburg Partnership, 540-443-2008

For more information:

www.nrvpassengerrail.org
www.facebook.com/nrvpassengerrail



Craig Meadows

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