

## **RVAMPO – Student Paper Competition #2**

**Background:** The Roanoke Valley Area Metropolitan Planning Organization (RVAMPO) is responsible for the Long-Range Transportation Plan (LRTP) for the Roanoke Area. The LRTP is updated every 5 years. In between 5 year updates planners need to consider innovative ideas and concepts that could be featured in the next regional long-range transportation plan update.

**Purpose:** The purpose of this student paper competition is to encourage students to develop concepts for the RVAMPO that will assist in the long-range transportation planning process.. *Students will have access to RVAMPO publicly available data and access to RVARC library. RVARC website: [www.rvarc.org](http://www.rvarc.org)*

**Scope:** The geographic scope of this contest should focus on the service area of the RVAMPO. The contest allows students to focus their paper on **one** of the following topics:

- **Innovative Project Funding** – What innovative infrastructure approaches could work in Virginia and/or the RVAMPO service area? Students should go beyond the typical “gas tax,” “government general fund,” or “toll/ user fee” only solutions. Papers can contain aspects of the above but should explore truly innovative ideas such as but not limited to: non-profit/private fundraising, value capture from development, bequeaths, naming rights and/or other. Discuss needed changes to implement in Virginia (laws, regulations, volunteer efforts, marketing, etc.)
- **Alternative Fuel Production** – Students should explore the potential for alternative fuel production and distribution within the Roanoke Region. Could the region house a facility that would produce alternative fuels? Could it be sited under existing land-use, zoning and other regulations? What are the market dynamics regarding inputs and outputs?
- **Rideshare Marketing** – Students should explore the unique challenges in marketing a behavior change (ridesharing) instead of a typical financial transaction for a good or service. What are the target markets for ridesharing, vanpooling or transit? How do you reach these markets? What is the marketing message to each of the target markets? What are the measures of success for the marketing plan?

**Selection:** A committee of three to seven people will evaluate the entries. Each of the three focus areas are equally desirable, students will be evaluated on paper quality, not on subject area chosen. The winners would come from the top average scores of all raters. *All submitted entries would become property of the RVARC and RVAMPO. RVARC/ RVAMPO reserves the right to use all or parts of submitted papers in future planning work.*

**Due Date:** All entries will be due by the end of business on **June 19, 2009**. Please send entries (2 hard copies and 1 electronic - .doc, .pdf or .odf) to:

Student Paper Competition #2  
Roanoke Valley-Alleghany Regional Commission  
PO Box 2569  
Roanoke Virginia  
24010

**Questions:** Please Contact Mark McCaskill 540-343-4417

**Prizes:** First Prize \$1,000, Second Prize \$400, Third Prize \$100.