

ITEM #11: APPLYING A GENERATIONAL LENS TO THE PLANNING OF VIRGINIA'S TRANSPORTATION SYSTEM

VTrans2040, Virginia's long-range multimodal transportation plan, is currently under development. In a significant shift compared to previous statewide long-range transportation plans, rather than focusing on attracting employers, VTrans2040 will focus on creating places where people want to live. The economic growth model appears to be evolving into one that starts by attracting people to an area. With the right workforce in place, employers are drawn to the area and growth occurs.

Applying a generational lens to transportation planning entails taking into account the type of environment in which people of various generations prefer to live as well as their mobility needs and preferences.

Mr. John Martin of Southeastern Institute of Research (SIR, Inc.) will present this item.