



DRAFT

Roanoke City Plan 2040

Peer Cities Assessment

The City of Roanoke is working on a new Comprehensive Plan that will guide policy decisions and long-term investments in our community until 2040. As part of this process, this assessment was created to determine Roanoke's current standing in comparison to like cities across the country. This assessment is vital in determining areas of distinction and improvement to help Roanoke continue to grow and meet community needs.

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City Selection

The following cities were selected due to their shared characteristics with the City of Roanoke. An initial list of 28 cities was created based on shared demographic and economic characteristics. Through further analysis, this list was reduced based on proximity to metropolitan centers, presence of anchor institutions, and regional distinctions. This method of selection allows for practical evaluation of Roanoke's performance. The use of peer metrics aids to better inform the planning process, so as to create attainable goals and policies that benefit the City of Roanoke and its residents.

Asheville, NC

Bend, OR

Erie, PA

Evansville, IN

Greenville, SC

Knoxville, TN

Lowell, MA

Lynchburg, VA

Richmond, VA

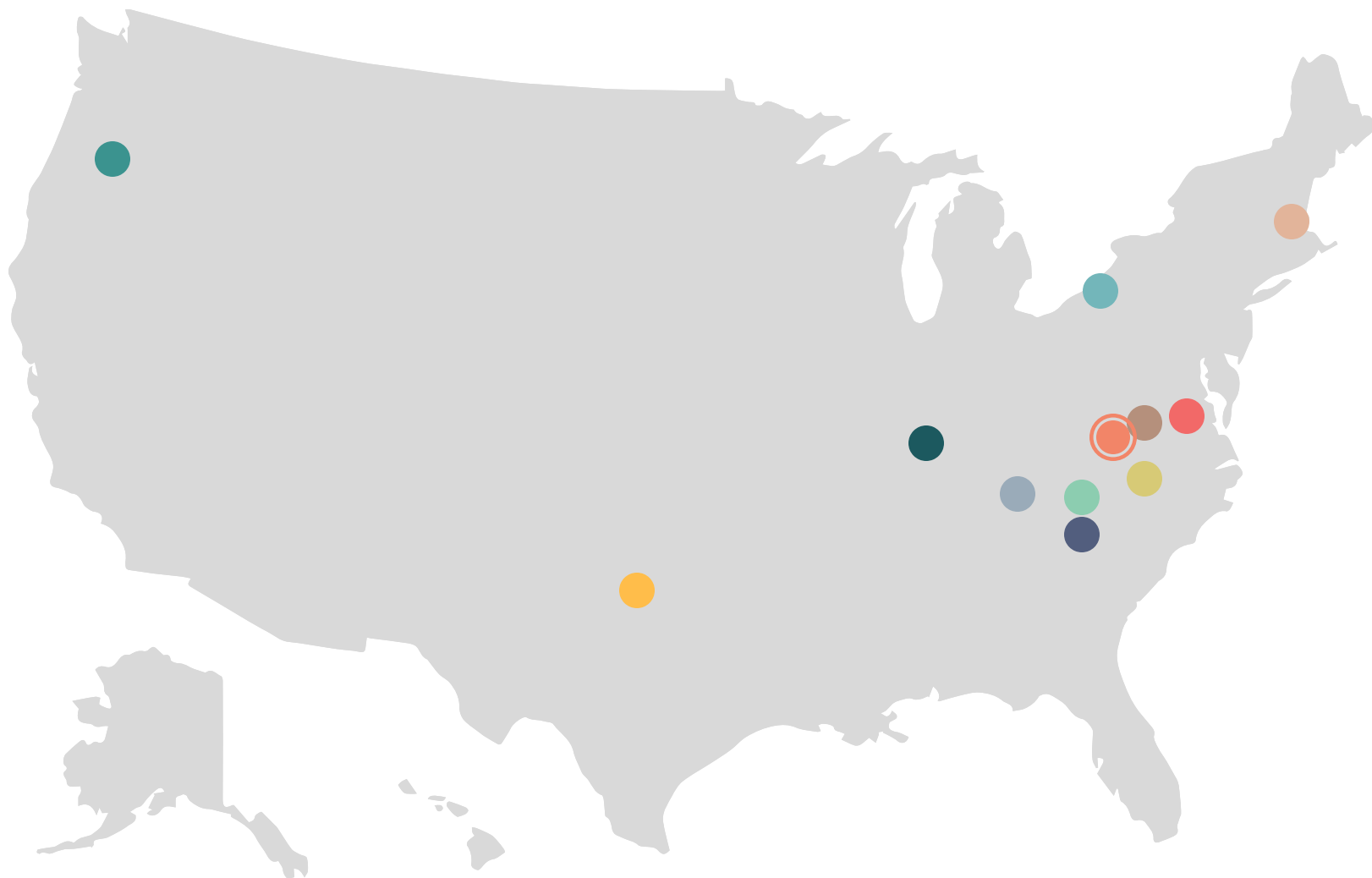
Roanoke, VA

Wichita Falls, TX

Winston-Salem, NC

Peer Cities

- A Asheville, NC
- B Bend, OR
- Er Erie, PA
- Ev Evansville, IN
- G Greenville, SC
- K Knoxville, TN
- Lo Lowell, MA
- Ly Lynchburg, VA
- Ri Richmond, VA
- Ro Roanoke, VA
- Wi Wichita Falls, TX
- WS Winston-Salem, NC



Performance Indicators

The following performance indicators were chosen to reflect Roanoke's dedication to achieving its six Comprehensive Plan Themes. Each indicator is a theme that will guide the 2040 planning process. These indicators will measure Roanoke's progress towards achieving a sustainable future through planning for the environmental, social, and economic well-being of community members and visitors alike.



Harmony with Nature

Actualizing harmony with nature ensures that the contributions of natural resources to human well-being are explicitly recognized and valued and that maintaining their health is a primary objective.



Healthy Community

Providing for a healthy community ensures that public health needs are recognized and addressed through provisions for healthy foods, physical activity, access to recreation, health care, environmental justice, and safe neighborhoods.



Interwoven Equity

Promoting interwoven equity ensures fairness and equity in providing for the housing, services, health, safety, and livelihood needs of all citizens and groups.



Livable Built Environment

Fostering a livable built environment ensures that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life.



Resilient Economy

Establishing a resilient economy ensures that the community is prepared to deal with both positive and negative changes in its economic health and to initiate sustainable urban development and redevelopment strategies that foster green business growth and build reliance on local assets.



Responsible Regionalism

Acting with responsible regionalism ensures that all local proposals account for, connect with, and support the plans of adjacent jurisdictions and the surrounding region.



Demographics

Metrics

Population demographics were obtained from the U.S. Census Bureau. Demographics were based on the 2012-2016 American Community Survey 5-year Estimates. Demographics indicate diversity and age distribution.

Population: Total Population

Median Age: Median age

White: The percentage of the population that identifies as White.

Black or African American: The percentage of the population that identifies as Black or African American.

American Indian or Alaska Native: The percentage of the population that identifies as American Indian or Alaska Native.

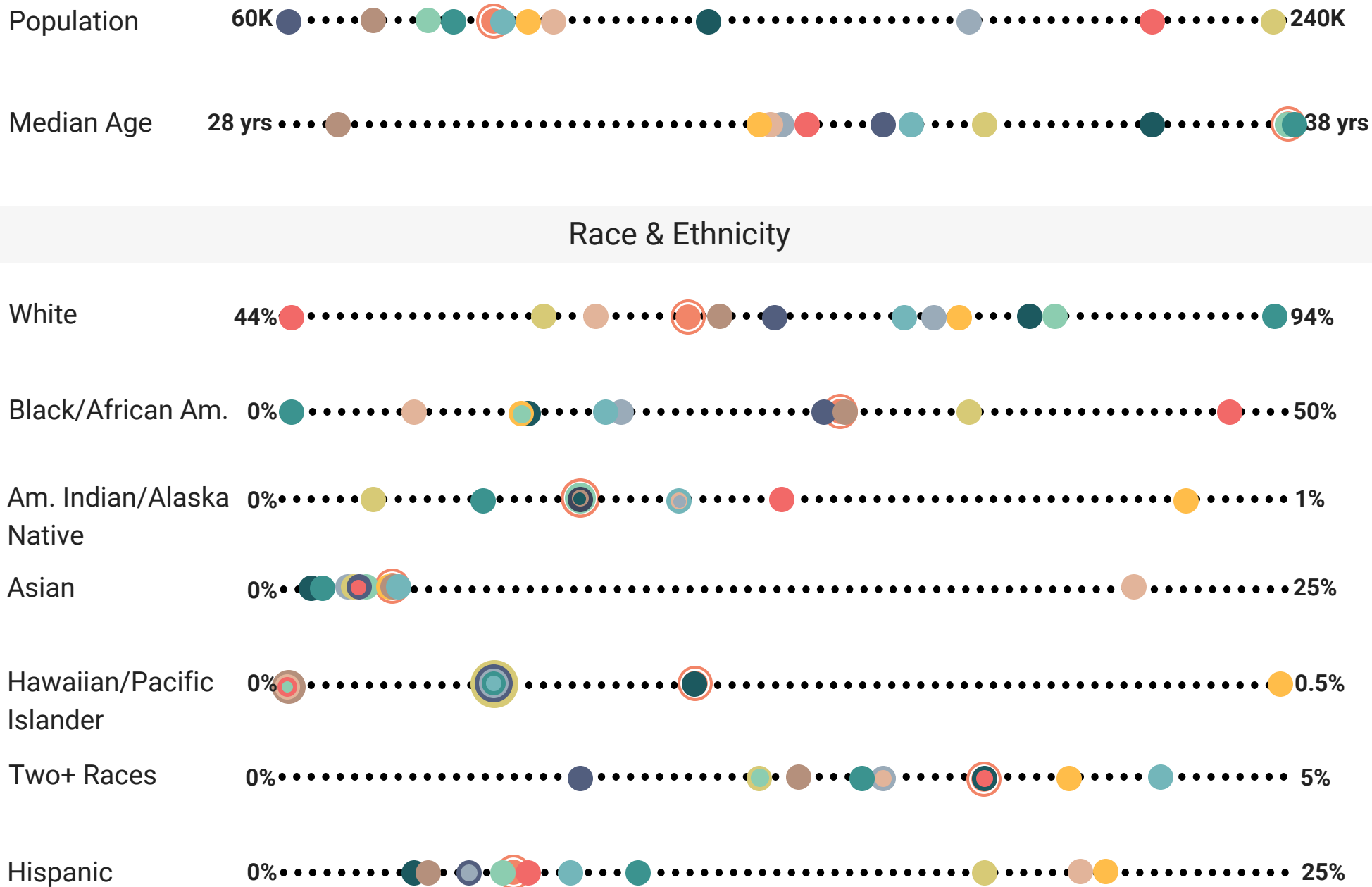
Asian: The percentage of the population that identifies as Asian.

Native Hawaiian or Pacific Islander: The percentage of the population that identifies as Native Hawaiian or other Pacific Islander.

Two or More Races: The percentage of the population that identifies as two or more races.

Hispanic: The percentage of the population that identifies as Hispanic or Latino.

Demographics



Demographics

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
Population	88	84	100	120	63	184	110	79	217	99	105	238	K
Median Age	38.0	38.3	34.2	36.6	34	33	32.9	28.6	33.2	38.1	32.8	35	yrs
White	82.3	93.1	74.3	81.8	67.8	75.3	58.8	65.1	44.2	63.8	76.8	56.7	%
Black/African Am.	12.3	0.5	16.4	12.4	27.1	17.9	7.2	28.4	48.6	28.3	12.3	34.9	%
Am. Indian/ Alaska Native	0.3	0.2	0.4	0.3	0.3	0.4	0.4	0.3	0.5	0.3	0.9	0.1	%
Asian	1.2.2	1.6	2.9	0.8	2.1	1.9	21.2	2.7	2.1	2.7	2.6	2	%
Hawaiian/ Pacific Islander	0	0.1	0.1	0.2	0.1	0.1	0	0	0	0.2	0.5	0.1	%
Two+ Races	2.4	2.9	4.4	3.5	1.5	3	3	2.6	3.5	3.5	3.8	2.4	%
Hispanic	5.7	8.7	7.2	3.1	4.9	4.9	19.4	3.3	6.3	6.0	20.9	14.9	%



Harmony with Nature

Metrics

Each city's municipal website was searched for the presence of a climate or environmental sustainability related plan. The presence of a climate plan indicates the city's dedication to climate preparedness and environmental protection.

Climate Plan: Determines the presence of a climate plan or environmental sustainability plan.

Each city's municipal website was searched for a stated quantity of city parks, miles of greenways or trails, and recreation centers (or a list of these elements that could be quantified). The presence of parks, greenways or trails, and recreation centers indicates the city's dedication to outdoor recreation and community interaction with nature.

Parks: The number of parks per 1000 residents. *Park data was unavailable from the municipal website for Lynchburg, VA.

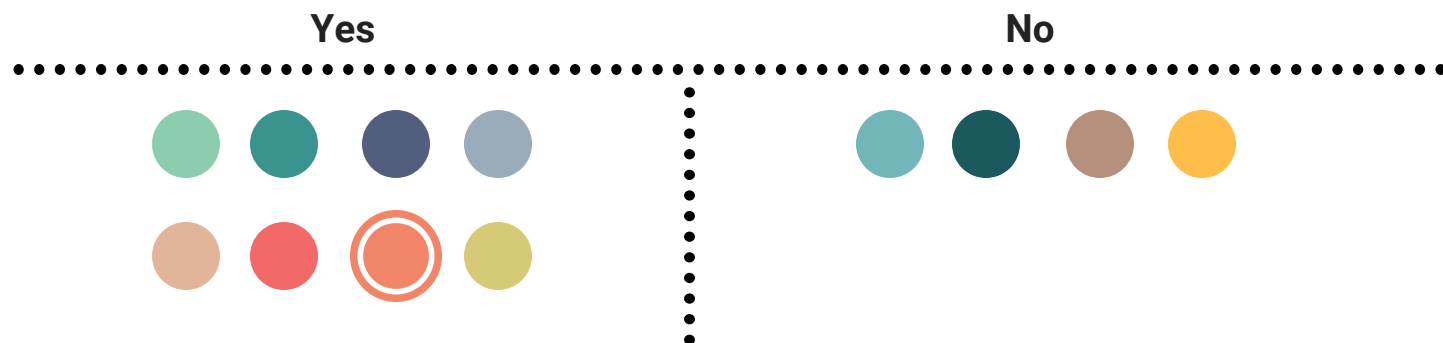
Miles of Greenways or Trails: The number of greenway or trail miles per 1000 residents. *Greenways or Trail data was unavailable from the municipal website for Erie, PA; Lowell, MA; and Richmond, VA.

Recreation Centers: The number of recreation centers per 1000 residents. *Recreation Center data was unavailable from the municipal website for Evansville, IN; Lynchburg, VA; and Wichita Falls, TX.

Harmony with Nature

Awareness

Climate Plan



Greenspace and Recreation

Parks



Miles of
Greenways/Trails



Rec. Centers



Harmony with Nature

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
Climate Plan	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes	Yes	No	Yes	
Parks	0.53	0.79	0.47	0.54	0.62	0.51	0.68	N/A	0.08	0.60	0.35	0.31	per 1K
Miles of Greenways/Trails	0.06	0.91	N/A	0.06	0.11	0.61	N/A	0.51	N/A	0.91	0.14	0.11	per 1K
Recreation Centers	0.13	0.04	0.03	N/A	0.08	0.06	N/A	0.11	0.09	0.08	N/A	0.07	per 1K



Healthy Community

Metrics

Current health behaviors, and outcomes of those behaviors, were obtained from the 500 Cities Project. These metrics indicate what health choices the community is making and what health issues are affecting community well-being. The following metrics were adjusted for the overall age of the city's population age 18 and over.*

Smoking: The percentage of respondents that reported having smoked ≥ 100 cigarettes in their lifetime and currently smoke every day or some days.

Binge Drinking: The percentage of respondents that reported having five or more drinks (men) or four or more drinks (women) on an occasion in the past 30 days.

No Physical Activity: The percentage of respondents who reported having no leisurely physical activity a month prior to data collection.

Cancer: The percentage of respondents that reported who reported having been told by a doctor, nurse, or other health professional that they have any other types (besides skin) of cancer.

Heart Disease: The percentage of respondents that reported ever having been told by a doctor, nurse, or other health professional that they had angina or coronary heart disease.

High Blood Pressure: The percentage of respondents that reported having been told by a doctor, nurse, or other health professional that they have high blood pressure. Women who were told high blood pressure only during pregnancy and those who were told they had borderline hypertension were not included.

Poor Mental Health: The percentage of respondents that reported 14 or more days during the past 30 days during which their mental health was not good.

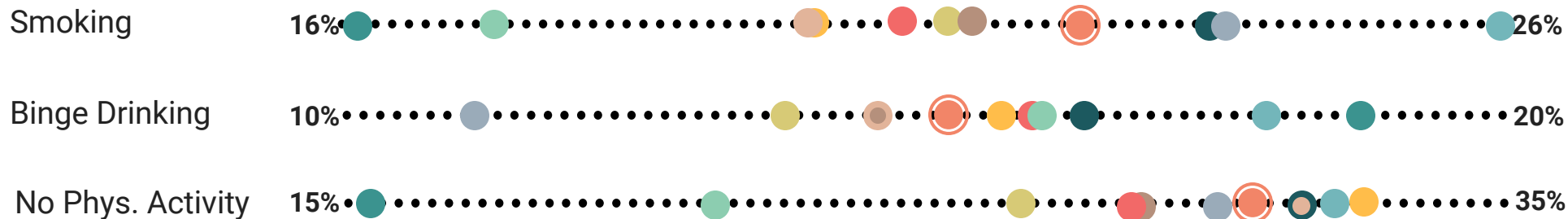
Poor Physical Health: The percentage of respondents that reported 14 or more days during the past 30 days during which their physical health was not good.

Obesity: The percentage of respondents who have a body mass index (BMI) ≥ 30.0 kg/m² calculated from self-reported weight and height.

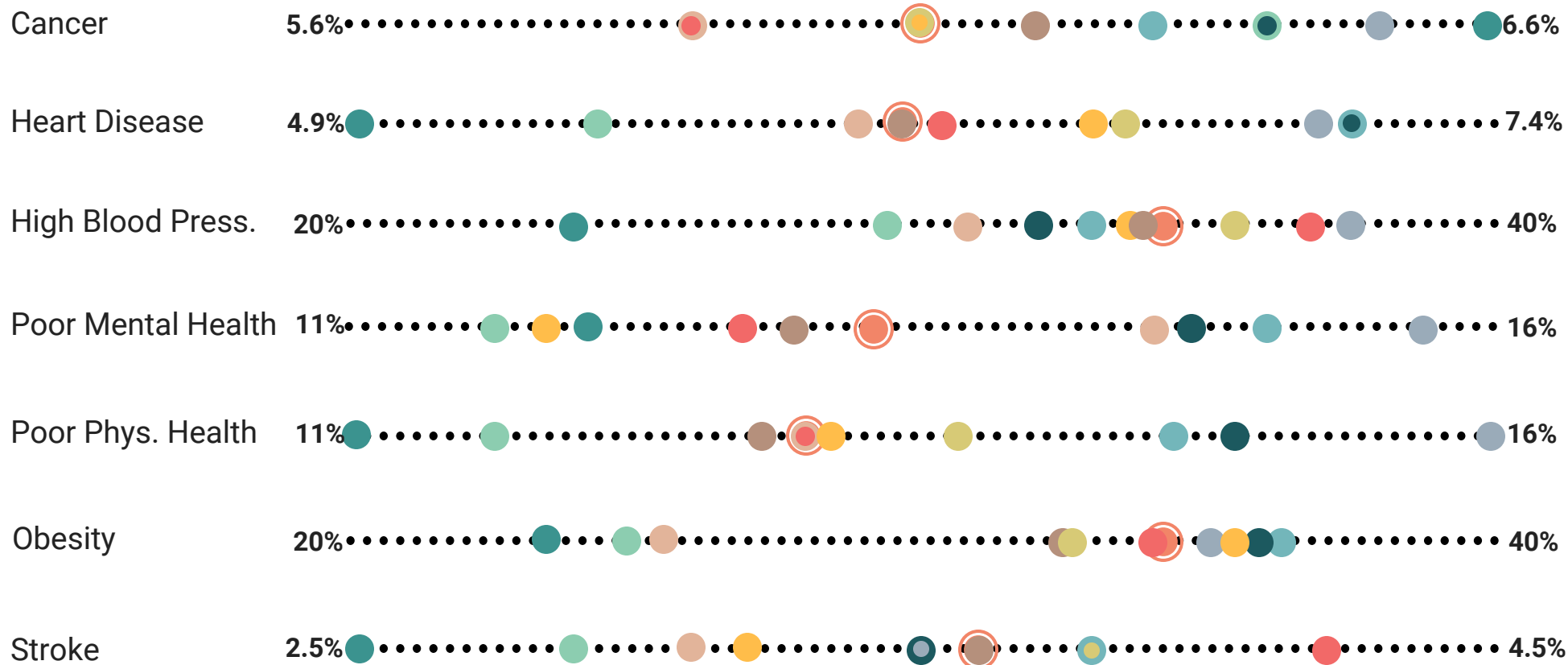
Stroke: The percentage of respondents that reported ever having been told by a doctor, nurse, or other health professional that they have had a stroke.

Healthy Community

Behaviors



Outcomes



Healthy Community

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
Smoking	17.4	16.1	26.1	23.5	N/A	23.6	20.1	21.5	20.9	22.4	20.2	21.3	%
Binge Drinking	16.1	18.8	18.0	16.4	N/A	11.3	14.7	14.7	16.0	15.3	15.8	13.9	%
No Phys. Activity	21.4	15.4	32.2	31.5	N/A	30.0	31.5	28.7	28.5	30.7	32.5	26.8	%
Cancer	6.4	6.6	6.3	6.4	N/A	6.5	5.9	6.2	5.9	6.1	6.1	6.1	%
Heart Disease	5.7	4.9	7.1	7.1	N/A	7.0	6.0	6.1	6.2	6.1	6.5	6.6	%
High Blood Pressure	29.4	24.0	32.0	32.8	N/A	37.4	30.7	33.9	36.8	34.1	33.7	35.4	%
Poor Mental Health	11.7	12.7	15.0	14.7	N/A	15.7	14.5	12.9	12.7	13.3	11.9	13.2	%
Poor Phys. Health	11.7	10.9	14.6	14.8	N/A	15.9	13.0	12.7	13.0	13.0	13.1	13.7	%
Obesity	24.8	23.6	36.2	35.9	N/A	35.0	25.8	32.5	34.0	34.1	35.4	32.6	%
Stroke	2.9	2.5	3.8	3.5	N/A	3.5	3.1	3.6	4.2	3.6	3.2	3.8	%



Interwoven Equity

Metrics

Education levels were obtained from the U.S. Census Bureau. Educational attainment can indicate social and economic inequality.

High School Diploma +: The percentage of residents age 25 or older with a High School Diploma (or equivalent) or higher.

Poverty levels were obtained from the U.S. Census Bureau. The poverty rate can indicate economic challenges and the degree of inequality within the city.

Poverty: The percentage of individuals living below poverty level.

Housing metrics were obtained from the U.S. Census Bureau. The number of individuals living in substandard housing conditions is an indicator of social and economic inequality. The rate of homeowners to renters and their rent or housing costs compared to income is also a socio-economic indicator. This helps to determine how well the housing market is performing and meeting the needs of residents.

Substandard Housing: The percentage of housing units lacking complete plumbing or kitchen facilities, or having no telephone service.

Homeowners: The percentage of owner occupied housing units.

Renters: The percentage of renter occupied housing units.

Cost Burdened Homeowners: The percentage of homeowners with a mortgage that pay 30% or more of their household income towards selected monthly owner costs.

Cost Burdened Renters: The percentage of renters that pay 30% or more of their household income towards rent.

Interwoven Equity

Education



Poverty



Housing



Cost Burdened



Interwoven Equity

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
HS Diploma+	92.2	94.7	87.1	87.5	88.2	88.2	79.7	88.2	84.0	85.2	85.4	86.1	%
Poverty	16.2	12.4	26.4	21.7	16.8	26.5	21.5	24.3	25.4	22.2	20.6	24.3	%
Substandard Housing	4.9	4.4	3.5	4.4	5.5	4.3	4.5	4.1	4.5	3.7	4.1	4.7	%
Homeowners	50.8	58.9	51.2	63.6	42.8	45.9	42.0	50.5	41.1	52.1	63.6	54.1	%
Renters	49.2	41.1	48.8	36.4	57.2	54.1	58.0	49.5	58.6	47.9	36.4	45.9	%
Cost Burdened Homeowners	32.0	34.8	26.6	25.9	25.1	28.0	37.6	29.0	34.8	34.4	25.5	27.3	%
Cost Burdened Renters	48.9	52.7	52.1	51.5	46.0	53.1	57.0	55.3	56.3	50.7	49.3	53.8	%



Livable Built Environment

Metrics

Walk Scores and Bike Scores were obtained from walkscore.com. Walkscore.com creates this metric based on the proximity of homes to common destinations and ranks cities on a scale of 0-100. This indicates connectivity, quality of infrastructure, and how well the built environment lends itself to alternative modes of transportation.

Walk Score: The ease of walking through the city to reach destinations.

Bike Score: The ease of biking through the city to reach destinations.

The following metrics were obtained from the U.S. Census Bureau regarding the commutes of workers age 16+ within each city. These metrics indicate which modes of transportation are favored by the built environment and their accessibility to residents.

Car: The percentage of workers that drive an automobile to work with no other passengers.

Carpool: The percentage of workers that drive an automobile to work as part of a carpool or rideshare.

Public Transit: The percentage of workers that take public transit to work.

Walk: The percentage of workers that walk to work.

Bike: The percentage of workers that bike to work.

Mean Time: The average amount of time it takes workers to commute to work.

Livable Built Environment

Walk Score 20 70

Bike Score 20 70

Commute to Work

Car 0% 100%

Carpool 0% 15%

Public Transit 0% 10%

Walk 0% 10%

Bike 0% 5%

Mean Time 10 min 25min

Livable Built Environment

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
Walk Score	36	33	58	42	41	31	64	29	51	41	30	23	
Bike Score	30	53	52	42	37	25	44	20	51	34	39	23	
Car	76.3	75.1	74	82.7	81.4	80.6	75.4	75.6	71	79.8	77.1	82.5	%
Carpool	8	7.5	11.7	9	7.5	9.3	10.2	11.7	10.7	9.7	8	7.8	%
Public Transit	1.4	0.6	3.9	2.8	0.9	1.9	3.6	3.1	5.4	3.3	0.8	1.6	%
Walk	4.5	3.3	5.8	2.5	4	3.2	5.7	5.1	5.4	2.7	8.4	2.2	%
Bike	0.9	3.1	0.6	0.4	0.6	0.6	0.3	0.4	2.1	0.5	0.2	0.2	%
Mean Time	18.2	15.7	17	18.7	17	19.6	25.6	17.6	21.9	20.1	14.6	20.2	mins



Resilient Economy

Metrics

The following metrics were obtained from the U.S. Census Bureau. Educational attainment, the presence of a creative class and entrepreneurs indicate a talented, innovative workforce that helps to create a resilient economy in the face of economic changes.

Bachelor's Degree + : The percentage of adults age 25 or older with a Bachelor's degree or higher.

Creative Class: The percentage of civilian employed workers age 16 or older employed in the fields of: computer, engineering, science, art, design, entertainment, sports, or media.

Entrepreneurs: The percentage of civilian employed workers age 16 or older employed that are self-employed in their own incorporated or unincorporated business.

The following metrics were obtained from the U.S. Census Bureau. Income and unemployment indicate the current economic well-being or residents. Population growth and vacancy can be indicators of where the economy is headed.

Median Income: The median household income.

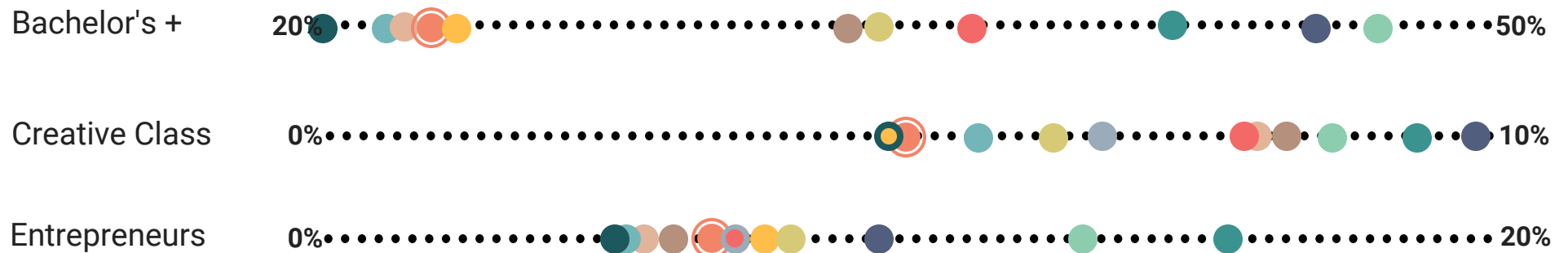
Unemployment: The percentage of unemployment.

Population Growth: The percentage of growth in population from 2010 to 2016.

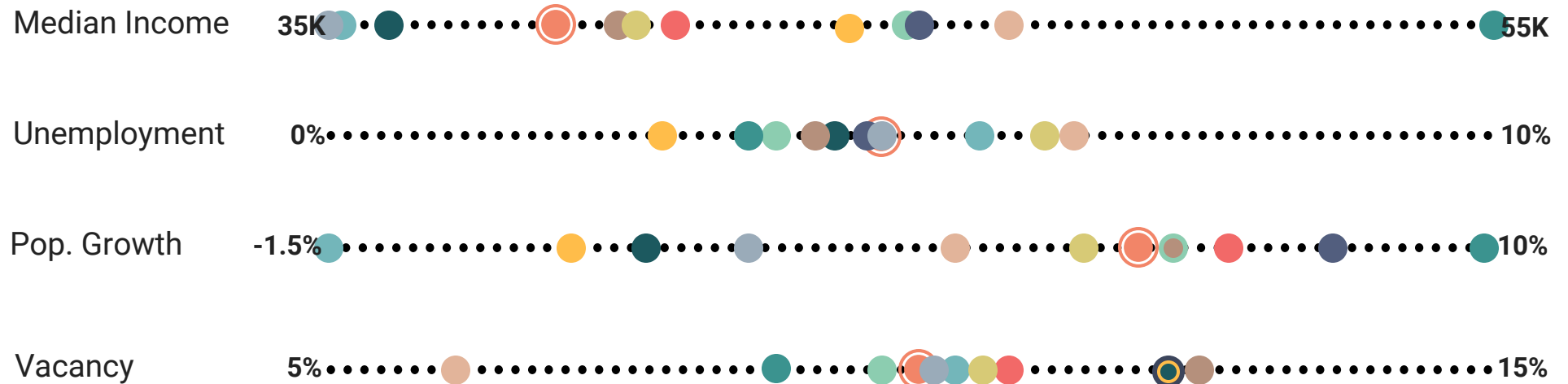
Vacancy: The percentage of vacant housing units.

Resilient Economy

Talent



Vitals



Resilient Economy

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
Bachelor's +	47	41.6	21.7	19.6	45.5	30.5	22.3	33.3	36.7	22.9	23.6	34.2	%
Creative Class	8.7	9.4	5.6	4.9	9.9	6.7	8.0	8.3	7.9	5.0	4.9	6.2	%
Entrepreneurs	13.3	15.5	5.2	5.0	9.6	7.0	5.7	6.0	7.0	6.6	7.6	8.0	%
Median Income	44.9	55.6	35.2	36.3	45.4	34.6	47.0	40.7	41.2	39.2	44.0	40.9	\$K
Unemployment	3.9	3.7	5.6	4.4	4.6	4.7	6.4	4.2	5.9	4.7	2.9	6.2	%
Pop. Growth	6.8	10.1	-1.5	1.7	8.6	2.8	4.6	6.8	7.4	6.5	0.9	6.1	%
Vacancy	9.8	8.9	10.4	12.2	12.2	10.2	6.1	12.5	10.9	10.1	12.2	10.7	%



Responsible Regionalism

Metrics

Availability of broadband providers were obtained from the Federal Communications Commission. Access to broadband indicates the city's ability to connect individuals and exchange information at an efficient rate.

2 Providers: The percentage of residents that have access to 2 broadband providers.

3+ Providers: The percentage of residents that have access to 3 or more broadband providers.

Mobility data was obtained from the U.S. Census Bureau. These metrics show the number of individuals that moved to the city within the past year based on previous location. This indicates how desirable the city is to new residents and how well it connects to regional localities.

Same State: The percentage of residents that moved from a different county within the same state.

Different State: The percentage of residents that moved from a different state.

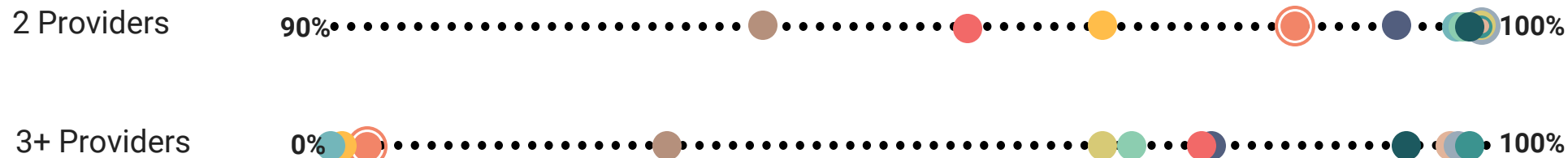
Abroad: The percentage of residents that moved from a different country.

Information on transit use by income was obtained from the U.S. Census Bureau. The proportion of non-poor public transit users indicates whether individuals voluntarily make the choice to use public transit or do so out of necessity. This metric is also an indicator of the mobility within the city.

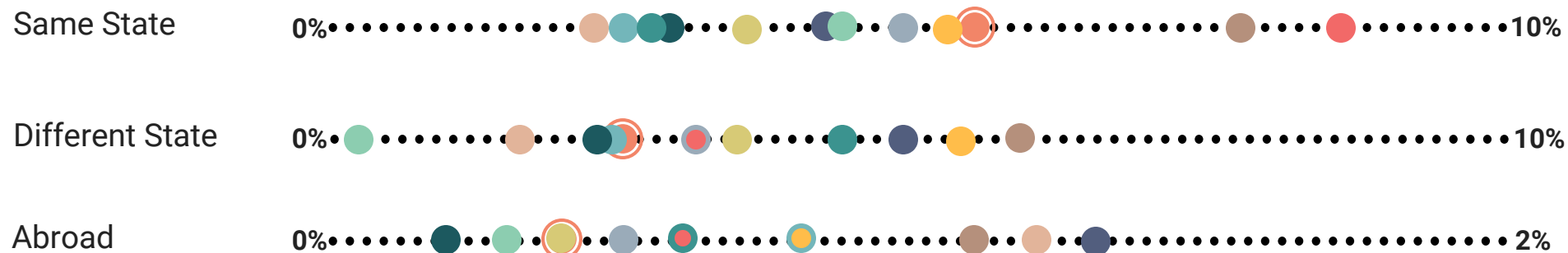
Non-poor Transit Use: The percentage of workers age 16 and over that commute to work by public transit with an income of \$25,000 or higher.

Responsible Regionalism

Broadband Access



Mobility



Transit



Responsible Regionalism

	A	B	Er	Ev	G	K	Lo	Ly	Ri	Ro	Wi	WS	
2 Providers	99.96	100	99.8	99.97	99.1	100	100	93.8	95.5	98.3	96.8	100	%
3+ Providers	70.0	99.1	0	92.8	75.8	97.9	97.7	29.1	75.2	2.7	0.2	67.7	%
Mobility: From the Same State	4.3	2.8	2.6	2.9	4.2	4.9	2.3	7.7	8.6	5.5	5.3	3.6	%
Mobility: From a Different State	0.2	4.3	2.4	2.3	4.9	3.1	1.7	5.9	3.1	2.5	5.4	3.4	%
Mobility: From Abroad	0.3	0.6	0.8	0.2	1.3	0.5	1.2	1.1	0.6	0.4	0.8	0.4	%
Nonpoor Transit Use	26.5	26.3	20.6	19.6	17.7	27.2	61.4	15.5	39.5	25.4	17.3	15.2	%



Roanoke's Performance

Harmony with Nature

Overall, Roanoke performed moderately when ranked across metrics. Roanoke performed best along the Harmony with Nature metrics. The City ranked second in quantity of greenway and trail miles throughout the city. Roanoke also performed above the majority in quantity of parks and recreation centers.

Healthy Community

Roanoke showed room for improvement in reaching its goal of Healthy Community. The City had the third highest accounts of stroke. While it did not rank highly for any of the remaining health concerns, Roanoke rarely performed above the majority of peer cities.

Interwoven Equity

Roanoke had mixed performance in Interwoven Equity. The City had the second lowest percentage of individuals living in substandard housing, but the third lowest education percentage. Significantly more renters were cost burdened than homeowners throughout the City.

Livable Built Environment

Roanoke had the third lowest percentage of individuals that commute to work by walking, but a moderate walk score. The City showed a lower bike score, but a higher ranked percentage of bicycle commuters. As expected, most cities showed a heavy automobile reliance.

Resilient Economy

Roanoke performed on the lower end of Resilient Economy workforce metrics. The City is lacking in creative class and higher education. This coincides with Roanoke's lower household income. However, Roanoke has a moderately high growth in population compared with its peers and a related low rate of vacancy.

Responsible Regionalism

Roanoke had the third highest percentage of individuals moving to the city from within the same state. It performed moderately in mobility from other areas and non-poor transit use. The City does have broadband access, but limited choice in providers compared to its peers.

Roanoke's Performance



Harmony with Nature

Adoption of a **Climate Action Plan**

4th | Parks

2nd | Greenways & Trails

4th | Recreation Centers



Healthy Community

4th | Smoking

7th | Binge Drinking

4th | No Physical Activity

6th | Cancer

7th | Heart Disease

4th | High Blood Pressure

5th | Poor Mental Health

6th | Poor Physical Health

5th | Obesity

3rd | Stroke



Interwoven Equity

10th | H. S. Diploma +

6th | Poverty

11th | Substandard Housing

5th | Homeowners

8th | Renters

9th | Cost Burdened Homeowners

4th | Cost Burdened Renters



Livable Built Environment

5th | Walk Score

8th | Bike Score

5th | Car

4th | Carpool

4th | Public Transit

10th | Walk

5th | Bike

4th | Mean Time



Resilient Economy

9th | Bachelor's Degree +

10th | Creative Class

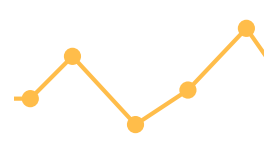
7th | Entrepreneurs

9th | Median Household Income

5th | Unemployment

6th | Population Growth

4th | Vacancy



Responsible Regionalism

6th | 2 Providers

10th | 3+ Providers

3rd | Same State

7th | Different State

7th | Abroad

6th | Non-poor transit use



Sources

Demographics:

All information: U.S. Census Bureau, ACS 5 year estimate, 2016, Factfinder.census.gov

Harmony with Nature

All information obtained from individual municipal websites:

Ashevillenc.gov

Bendoregon.gov

Erie.pa.us

Evansvillegov.org

Greenvillesc.gov

Knoxvillekn.gov

Lowellma.gov

Lynchburgva.gov

Richmondgov.com

Roanokeva.gov

Wichitafallstx.gov

Cityofws.org

Healthy Community

500 Cities Project: Cdc.gov/500cities/

Interwoven Equity

All information: U.S. Census Bureau, ACS 5 year estimate, 2016, Factfinder.census.gov

Livable Built Environment

Walk Score and Bike Score: Walkscore.com

Commuting Characteristics: U.S. Census Bureau, ACS 5 year estimate, 2016, Factfinder.census.gov

Resilient Economy

All information: U.S. Census Bureau, ACS 5 year estimate, 2016, Factfinder.census.gov

Responsible Regionalism

Broadband Access: FCC Fixed Broadband Deployment Map, Broadbandmap.fcc.gov

Geographic Mobility and Means of Transportation: U.S. Census Bureau, ACS 5 year estimate, 2016, Factfinder.census.gov