

traffic growth are touched upon at the end of Chapter 2, but are not the major focus of this study.

Information Sources Used. In the course of conducting our analysis the consulting team has:

- Conducted an analysis of data from the Virginia Department of Transportation (VDOT) of existing and projected traffic patterns on I-581 and I-73.
- Met with key public and private sector stakeholders in the project who represent a range of viewpoints.
- Reviewed prior research on the economic impacts of beltways and bypasses around the country.
- Conducted case studies of the impacts of bypasses on cities similar to Roanoke.
- Projected and quantified the direct economic benefits of each alternative on businesses using or relying on access to the region's highway network.
- Estimated indirect and induced economic impacts of each of the three main alternatives.
- Assessed the critical risks and opportunities presented by each alternative on the economic development of the city and of the region.

❖ 1.4 Report Organization

Our report provides the findings on economic impacts of I-73 alignment alternatives in two chapters.

- Chapter 2 discusses the analysis of potential positive and negative impacts on specific elements of the city's economy – its manufacturing, service, retail and tourism sectors.
- Chapter 3 then presents findings regarding opportunities and risks to the city's economic base associated with each of the alternative highway alignments.

The backup analyses are then provided in four appendix chapters:

- Appendix A presents an analysis of the city and metropolitan area business activity, and assesses their strengths, weaknesses, threats and opportunities. Highway-dependent business activities are highlighted.
- Appendix B presents an analysis of the city and metropolitan area's visitor and tourism base, and its sensitivity to highway system changes.