

WELCOME

**Hosts: Vice Chairman Joe McNamara, Windsor Hills District
Supervisor Al Bedrosian, Hollins District**

**Lead Staff: Doug Blount, Director of Parks, Recreation and Tourism
Billy Driver, Director of Real Estate Valuation**

QUALITY OF LIFE

COMMUNITY
STRATEGIC PLAN
ROANOKE COUNTY, VA
Focus Groups

Vision Statement

Roanoke County is a vibrant, innovative, and scenic community that values our citizens, heritage and quality of life.

Established by the Board of Supervisors, January 30th, 2016

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What is a Community Strategic Plan?

A systematic process of engaging community leaders and citizens to envision a desired future for the community, and translating this ***vision*** into broadly defined ***goals*** and measurable ***objectives*** to achieve them.

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Why Do a Community Strategic Plan?

1. To build consensus among the Board of Supervisors and the citizens on the strategic direction of the community.
2. To ensure that a consistent vision is created that reflects the core values of the community.
3. To provide a framework for the policy, operational and service delivery decisions.

YOU MAKE A DIFFERENCE!

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Step 1: Telephone Survey

Purpose:

- Help inform the Community Strategic Plan
- Ascertain the opinion of Roanoke County residents regarding various issues within Roanoke County
- Assess citizen satisfaction with governmental and other services

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Step 1: Telephone Survey

Overview:

- Citizens are generally satisfied, but have concerns
- Results presented are more forward-looking in focus
- Things are good, but can still be improved

Major Issue Areas:

- Economic Development
- Education
- Public Safety

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Step 2: Focus Areas

- **Quality of Life**
- Community Health & Well-Being
- Economic Development
- Education
- Public Safety
- Transportation

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Community Strategic Plan Process

Dates	Activities
January 30	Board of Supervisors Retreat <ul style="list-style-type: none">Reviewed Telephone Survey reportDeveloped Vision StatementCreated Focus Areas
February 29 & March 3	Focus Group Meetings, Week #1
March 14 & 17	Focus Group Meetings, Week #2
April 4 & 7	Focus Group Meetings, Week #3
April 25 & 28	Focus Group Meetings, Week #4
May 15	Draft Community Strategic Plan available for Public Comment (30 days)
May 23 & 26	Community Meetings to review and comment on the Draft Community Strategic Plan
June 13	Public Comment period closes
June 28	Board of Supervisors Work Session on the Community Strategic Plan
July 19	Board of Supervisors Public Hearing and Adoption of the Community Strategic Plan

Focus Group Meeting Deliverables

Topic A

Meeting 1

Topic B

Goal A1

Objective A1a
Objective A1b
Objective A1c

Goal A2

Objective A2a
Objective A2b
Objective A2c

Goal A3

Objective A3a
Objective A3b
Objective A3c

Goal B1

Objective B1a
Objective B1b
Objective B1c

Goal B2

Objective B2a
Objective B2b
Objective B2c

Goal B3

Objective B3a
Objective B3b
Objective B3c

Meeting 2

Meeting 3

Topics, Goals & Objectives

TOPICS are broad subjects or themes

GOALS are what you want to do

OBJECTIVES are specific steps to achieve the goal

Example

TOPIC: *Mental health services*

GOAL: *Improve access to community mental health services*

OBJECTIVE: *Identify departments that can screen mental health referrals*

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Tonight's Agenda

1. Community Focus Area Review
2. Identify Topics to be addressed through the Community Strategic Plan in Small Groups
3. Small Group Report-out of Topics to the Large Group
4. Prioritize Topics
5. Summarize Meeting #1 Results and Outline Meeting #2
6. Concluding Remarks
7. Adjournment

Deliverable – Consensus on priority Topics in this Focus Area

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Role of Roanoke County

Services and support provided to the community through a system of active and passive recreation, discovery, creativity and lifelong learning.

Libraries, Parks, Recreation and Tourism and the Arts



Role of Community Partners

Multiple community partners across different interests to include public, private and non-profit agencies and community groups. Collaborative services address passive and active recreation, conservation, lifelong learning, leisure activities and the arts.



What is Quality of Life to you?

- Roads
- Healthcare
- Outdoors
- Hobbies
- Leisure
- Learning
- Exercise
- Neighbors and friends
- Food/Retail



Focus Group Meeting Ground Rules

Demonstrate mutual respect

Be open to new ideas

No negative criticism

Limit disruptions (silence phones)

If you disagree, propose a solution

Value the strength of diverse input

Be concise, stay on topic

Listen to others and respond thoughtfully

Small Group Activity

**Identify
Quality of Life
Topics**

Be prepared to report out to the large group

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Large Group Activity

Prioritize Topics

You will be given three red dot stickers.

Place a sticker next to three topic areas you would like to see discussed further in future meetings.

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Summary

- Let's achieve consensus on ***two or three*** Topics to move forward to the next meeting
- Meeting 2: The Focus Group will identify goals for each topic
- The presentation and results from tonight's meeting will be posted online in the next few days at www.roanokecountyva.gov/cspfocus

THANK YOU!

Next Meeting

Monday, March 14th, 7:00 p.m.

Brambleton Center, Community Room

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