

WELCOME

Host: Board of Supervisors Chairman Jason Peters, Vinton District

Project Manager: Dan O'Donnell, Assistant County Administrator



Video



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



Community Strategic Plan Process

Dates	Activities
December 2015	Telephone Survey
January 30, 2016	Board Retreat <ul style="list-style-type: none">• Developed Vision Statement• Created 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
June 1	Draft Community Strategic Plan available for Public Comment (30 days)
June 16 & 27	Community Meetings to review and comment on the Draft Community Strategic Plan
June 30	Public Comment period closes
July 19	Board of Supervisors Work Session on the Community Strategic Plan
August 9	Board of Supervisors Public Hearing and Adoption of the Community Strategic Plan

Tonight's Agenda

1. Focus Group Meeting Topics and Goals
2. What are Strategic Initiatives?
3. Draft Strategic Initiatives
4. Next Steps
5. Concluding Remarks
6. Adjournment to Comment on Strategic Initiatives

Focus Areas

The Board of Supervisors approved six Focus Areas in January 2016.



Economic
Development



Education



Transportation



Community Health
and Well-Being



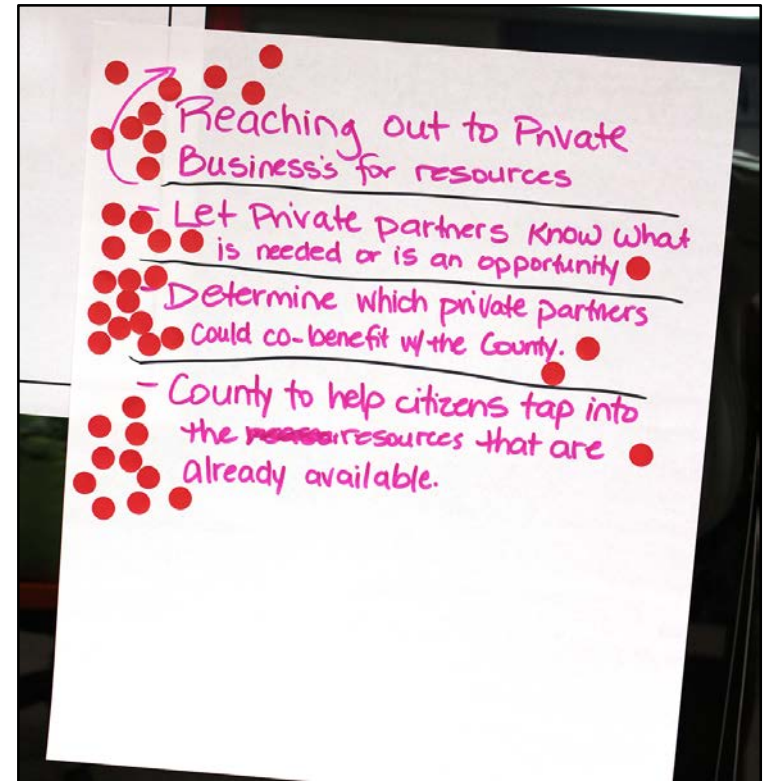
Quality of Life



Public Safety

Focus Group Statistics

- 268 people participated
- 18 meetings held
- 18 Topics established
- 53 Goals created
- 159 Objectives formed
- 5,700+ dot votes cast



Common Themes Across Focus Groups

Example

Economic Development Goal:

- Encourage and plan for the development of attractive, mixed-use, walkable communities

Transportation Goal:

- Encourage/promote mixed-use town centers with multi-modal access



Economic Development

Topic 1. Infrastructure

- Goal 1. Invest in technological infrastructure and site improvements
- Goal 2. Support improvements to the region's multi-modal transportation system
- Goal 3. Encourage and plan for the development of attractive, mixed-use, walkable communities



Economic Development

Topic 2. Regional Cooperation & Marketing

- Goal 1. Enhance regional cooperation for economic development
- Goal 2. Proactively market and advertise the region
- Goal 3. Promote and assist local business activity



Economic Development

Topic 3. Workforce Development

- Goal 1. Support lifelong learning (K through Gray) to train and enhance the workforce
- Goal 2. Target industries for workforce development
- Goal 3. Focus on regional solutions and regional partners for workforce development



Transportation

Topic 1. Infrastructure Improvements

- Goal 1. Improve maintenance and construction of roads
- Goal 2. Sustainable, walkable and accessible community
- Goal 3. Coordinate and improve regulations



Transportation

Topic 2. Multimodal Connectivity, Balance and Accessibility

- Goal 1. Extend public transit in County
- Goal 2. Create opportunities for all users (multigenerational) to access business/activity centers, neighborhoods, healthcare
- Goal 3. Encourage/promote mixed-use town centers with multi-modal access



Transportation

Topic 3. Connect Roanoke (to the world)

- Goal 1. Develop/Improve relationship with other jurisdictions (e.g. Smart Road, medical school)
- Goal 2. Create a seamless, intermodal system with motorized and people-powered transportation
- Goal 3. Improve air service



Quality of Life

Topic 1. Fundamental Services for a Lifelong Community

- Goal 1. Be at the forefront of communication technology
- Goal 2. Promote regionalism
- Goal 3. Improve lifelong educational opportunities



Quality of Life

Topic 2. Recreation & Entertainment

- Goal 1. Be progressive in developing emerging recreational activities
- Goal 2. Improve and activate access to outdoors/infrastructure
- Goal 3. Expand cultural/arts entertainment opportunities



Quality of Life

Topic 3. Natural Resource Management, Protection & Conservation

- Goal 1. Develop and improve accessibility to natural resources
- Goal 2. Develop wiser waste management
- Goal 3. Protect and improve air, water and soil quality



Education

Topic 1. Paths to Success

- Goal 1. Educate public, schools, parents and students on skill gaps and job information (i.e. job needs, salaries, etc.) in Roanoke Valley
- Goal 2. Rebranding image of community colleges and technical education
- Goal 3. Create and promote diverse methods of technical / career / humanities and arts training and academics



Education

Topic 2. Community Involvement and Partnerships

- Goal 1. Promote / introduce students and adults to challenges of community activities and service learning opportunities (Experiential Education – service learning, volunteering, job shadowing, and internships)
- Goal 2. Create public / private / education partnerships
- Goal 3. Adequate funding



Education

Topic 3. Continuum of High Quality Education

- Goal 1. Promote education opportunities in the Roanoke Valley
- Goal 2. Attract and retain high quality teachers, faculty and researchers
- Goal 3. Emphasize career counseling (K-Adult)



Community Health & Well-Being

Topic 1. Vulnerable Populations

- Goal 1. Identify needs of each vulnerable population and prioritize current levels of services and gaps
- Goal 2. Collaborate with public and private partners to maximize funds and resources
- Goal 3. Provide assistance to help identified populations be as self-sufficient and independent as possible



Community Health & Well-Being

Topic 2. Public Awareness

- Goal 1. Improve public awareness of key resources by increasing outreach, increasing availability of information, and identifying barriers to public awareness
- Goal 2. Increase community involvement and partnerships, to include peer to peer opportunities



Community Health & Well-Being

Topic 3. Healthy Citizens

- Goal 1. Identify and implement motivational and educational opportunities to engage citizens to be healthier
- Goal 2. Enhance availability of and access to recreational opportunities and activities
- Goal 3. Improve transitional support for all stages of life as it relates to overall health and well-being



Public Safety

Topic 1. Adequate Staffing to Meet Public Safety Needs

- Goal 1. A long range staffing plan to enhance current staffing model (includes culture, recruitment and retention, succession planning, and concerns of community)
- Goal 2. Educate public why more staffing is important
- Goal 3. Increase staffing to provide an officer in every county school



Public Safety

Topic 2. Community Focused Approach to Public Safety

- Goal 1. Promote volunteerism in public safety
- Goal 2. Character building in all elementary schools with all public safety groups
- Goal 3. Accreditation – Obtain / Maintain for Public Safety Agencies



Public Safety

Topic 3. Ensure Sufficient Infrastructure Capabilities for First Responders

- Goal 1. Fleet and Equipment Replacement and Maintenance
- Goal 2. Adequate facilities for public safety personnel
- Goal 3. Sufficient water supply anywhere in the county



What are Strategic Initiatives?

Strategic Initiatives are broadly defined processes, plans and activities which will shape the future direction of the County.

- Initiatives are based on input from the Focus Groups and telephone survey results;
- Represent common themes developed from the Focus Group goals and objectives; and
- Utilize SMART Principles.



SMART Principles

Sustainable

Measureable

Achievable

Realistic

Timebound

Connect Roanoke County to the World



Technology – Data / Communications



Regional Transportation Network
Support



(e.g. Airport, Commuter Rail, Interstates 81, 581, & 73)



Branding and Marketing



Position Roanoke County for Future Growth and Success



Infrastructure and Site Development



Business Friendly Development Process



Workforce Development /
Technical Education



Promote Neighborhood Connections



Multi-Modal Local Transportation Network

(Bicycle, Mass Transit, Pedestrian, Vehicular)



Mixed Use Development / Redevelopment

Activity Centers (e.g. Tanglewood Area, Plantation Road)



Ensure Citizen Safety



Public Safety Staffing



Facilities and Equipment



Citizen Engagement and Inclusion





Be a Caring and Inclusive Community



Coordination of Services for
Vulnerable Populations



Accessibility of Services for All
Populations



Education Regarding Available
Services



Promote Lifelong Learning



“K to Gray” Continuum of
Educational Resources



Educational Partnerships



Market Educational Resources



Keep Roanoke County Healthy, Clean and Beautiful



Outdoor Recreation and Natural
Resources



Solid Waste and Recycling



Environmental Stewardship



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Next Steps

- **June 1 - 30:** Draft *Community Strategic Plan* available
- **June 16 and 27:** Community Meetings to review and comment on the draft *Community Strategic Plan*
- **July 19:** Board of Supervisors Work Session
- **August 9:** Board of Supervisors Public Hearing and Action
- The presentation and comments from tonight's meeting will be posted online in the next few days at www.roanokecountyva.gov/cspfocust



Next Event

Open House Community Meetings

Thursday, June 16 at Vinton War Memorial

3 p.m. to 5 p.m. and 7 p.m. to 9 p.m.

Monday, June 27 at South County Library

3 p.m. to 5 p.m. and 7 p.m. to 9 p.m.



Thank You!

*Please take time to comment
on the Strategic Initiatives.*



Press ESC to end.