

WELCOME

**Hosts: Chairman Jason Peters, Vinton District
Supervisor Al Bedrosian, Hollins District**

Lead Staff: Jill Loope, Director of Economic Development
Philip Thompson, Deputy Director of Planning

ROANOKE COUNTY
ECONOMIC DEVELOPMENT
VIRGINIA

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.

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

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

Step 2: Focus Areas

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

Community Strategic Plan Process

Dates	Activities
January 30	Board of Supervisors Retreat <ul style="list-style-type: none">• Reviewed Telephone Survey report• 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
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

Goal A2

Goal A3

Goal B1

Goal B2

Goal B3

Objective A1a
Objective A1b
Objective A1c

Objective A2a
Objective A2b
Objective A2c

Objective A3a
Objective A3b
Objective A3c

Meeting 2

Objective B1a
Objective B1b
Objective B1c

Objective B2a
Objective B2b
Objective B2c

Objective B3a
Objective B3b
Objective B3c

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: *A clean County for future generations*

GOAL: *Improve the County recycling program*

OBJECTIVE: *Complete a feasibility study to determine viability of curbside recycling*

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

Economic Development

Mission:

To attract and retain to the County quality jobs and investment that diversify the economy, broaden the tax base, and provide long-term employment opportunities for residents

- Business Retention and Expansion
- Business Attraction
- Infrastructure/Product Development
- Community Development

Economic Development

Business Retention and Expansion

- Business Visitation
- Technical/Regulatory Assistance
- Workshops/Program Development
- Communication, Promotion and Marketing
 - Real estate inventory, newsletter, website
- Workforce Development Assistance

Economic Development

Business Attraction

- Virginia Economic Development Partnership
- Roanoke Regional Partnership
- Economic Development Department Provides
 - County Specific Information
 - Site Specific Data/Analysis
 - Technical Assistance
 - Access to County and Regional Resources

Economic Development

Infrastructure/Product Development

- Business Parks/Commercial Development
 - Vinton Business Center
 - Center For Research & Technology
 - Western Virginia Regional Industrial Facility Authority

Economic Development

Business Development Partners

- Virginia Economic Development Partnership
- Virginia Department of Small Business and Supplier Diversity
- Other State-Level Departments & Organizations (VDOT, DEQ, VDACS,)
- Educational Institutions (VT, WVCC, Hollins University, Roanoke College, County School System)
- Roanoke Regional Partnership
- Roanoke Valley-Alleghany Regional Commission
- Roanoke Regional Small Business Development Center
- Area Chambers of Commerce & Business Incubators
- Brambleton Area Business Association
- Williamson Road Area Business Association

Economic Development

Community Development

- Expanded Economic & Community Development strategies include:
 - A comprehensive community analysis
 - Land Use and zoning alignment
 - Mixed Use development concepts
 - Redevelopment in existing activity centers
 - Quality of life enhancement through 21st century amenities
 - Enhanced connectivity
 - Infrastructure expansion – high speed broadband
 - Multi-modal transportation

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 Economic Development Topics

Be prepared to report out to the large group

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.

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/cspfocust

THANK YOU!

Next Meeting

Thursday, March 17th, 7:00 p.m.

South County Library, Rooms 1 & 2

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