

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

Deliverable – Consensus on priority Goals for each Topic in this Focus Area

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

Topics

Developed 3/3/16

1. Infrastructure
2. Regional Cooperation and Marketing
3. Workforce Development

Are any refinements needed?

Small Group Activity

Identify Goals For:

1. Infrastructure
 2. Regional Cooperation and Marketing
 3. Workforce Development
- (or refined topics)*

Be prepared to report out to the large group

Large Group Activity

Prioritize Goals

You will be given three dot stickers of each different color:

- **Red** are for *Infrastructure Goals*
- **Blue** are for *Regional Cooperation and Marketing Goals*
- **Yellow** are for *Workforce Development Goals*

For each topic, place a sticker next to three goals you would like to see discussed further in future meetings.

Summary

- Let's achieve consensus on ***two or three*** Goals for each Topic to move forward to the next meeting
- Meeting 3: The Focus Group will identify objectives for each goal
- 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 April 7th, 7:00 p.m.

Vinton War Memorial

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