

Roanoke County's Community Strategic Plan



Roanoke County Board of Supervisors
Work Session - July 19, 2016

Agenda

- Background / History
- Community Engagement Statistics
- Telephone Survey Highlights
- Focus Groups – Strategic Initiatives
- Results of Survey on Draft Document
- Staff Recommendation
- Board Discussion / Questions and Comments

Background / History

Dates	Activities
September 15, 2015	Board of Supervisors Retreat <ul style="list-style-type: none"> • Consensus to proceed with a Community Strategic Plan
November – December	Telephone Survey conducted
January 30, 2016	Board of Supervisors Retreat <ul style="list-style-type: none"> • Reviewed Telephone Survey report • Developed Vision Statement • Created Focus Areas
February 29 – April 28	Four sets of Focus Group Meetings held
June 3	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
July 3	Public Comment period closed
July 19	Board of Supervisors Work Session on the Community Strategic Plan

Community Engagement

Public Participation	Unique Participants
Telephone Survey	604
Focus Group Meetings <ul style="list-style-type: none">• 18 Topic-Based Meetings• 2 Combined Meetings	276
Community Meetings <ul style="list-style-type: none">• 2 Afternoon• 2 Evening	13 new (40 total)
Draft Document Comments and Emails	4 new (41 total)
Total Unique Participation	897

Telephone Survey

Three most important concerns of respondents:

- 1) Economic Development

- 2) Education

- 3) Public Safety

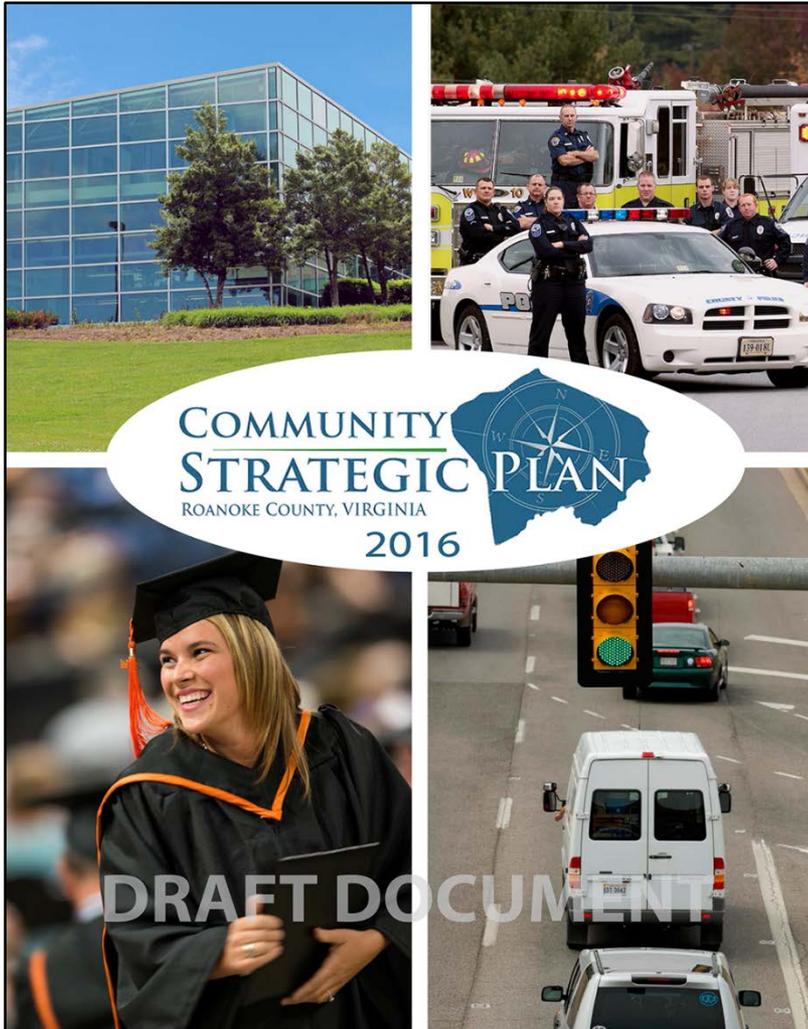
Focus Group Consensus / Strategic Initiatives

- Connect Roanoke County to the World
- Position Roanoke County for Future Growth
- Promote Neighborhood Connections
- Ensure Citizen Safety
- Be a Caring and Inclusive Community
- Promote Lifelong Learning
- Keep Roanoke County Healthy, Clean and Beautiful

Comments on Draft Document

Collected 41 Comments

- 39 Digital and Hardcopy Surveys
- 2 Emails



Comments on Draft Document

The Draft Community Strategic Plan:

Establishes a good path forward for Roanoke County

Response	% of Total
Agree/Strongly Agree	84%
Neutral	13%
Disagree/Strongly Disagree	3%
Total	100%

Comments on Draft Document

The Draft Community Strategic Plan:

Reflects comments expressed in the Focus Group meetings I attended

Response	% of Total
Agree/Strongly Agree	72%
Neutral	2.5%
Disagree/Strongly Disagree	2.5%
Not Applicable	23%
Total	100%

Comments on Draft Document

The Draft Community Strategic Plan:

Includes Strategic Initiatives that I would like to see implemented

Response	% of Total
Agree/Strongly Agree	79.5%
Neutral	13%
Disagree/Strongly Disagree	5%
Don't Know	2.5%
Total	100%

Comments on Draft Document

The Draft Community Strategic Plan:

May improve Roanoke County services

Response	% of Total
Agree/Strongly Agree	79%
Neutral	10%
Disagree/Strongly Disagree	6%
Don't Know	5%
Total	100%

Comments on Draft Document

Does the Draft Community Strategic Plan, as presented, reasonably reflect your thoughts regarding the future direction of our community?

Response	% of Total
Agree/Strongly Agree	79%
Neutral	13%
Disagree/Strongly Disagree	5%
Don't Know	3%
Total	100%

Comments on Draft Document

Please provide us with any other thoughts regarding the Draft Community Strategic Plan:

Comment Tone

- 19 Positive
- 13 Neutral
- 5 Negative

Comment Topic

- Connectivity / Transportation - 16
- Economic Development - 8
- Recreation/Quality of Life - 4
- Solid Waste/Recycling - 3
- More specifics/outcome measurement – 3
- Fire and Rescue Staffing - 2
- 2-1-1 system - 2
- Pipeline - 1
- Diversity - 1
- Housing - 1



Staff Recommendations

- Strategic Planning Process on Page 10 will be updated to incorporate information about the June Community Meetings, the Work Session, the Public Hearing and Board consideration. These changes will not impact the content of Strategic Initiatives.
- No major content changes as citizen comments were generally supportive of the Draft Plan. Some minor edits have been made for clarification.
- Staff recommends the Board of Supervisors advertise for a Public Hearing and consider adoption of the plan on August 9, 2016.

Board Discussion and Questions

