

# 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**

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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 30<sup>th</sup>, 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"><li>• Developed Vision Statement</li><li>• Created Focus Areas</li></ul>
February 29 & March 3	Focus Group Meetings, Week #1
March 14 & 17	Focus Group Meetings, Week #2
<b>April 4 &amp; 7</b>	<b>Focus Group Meetings, Week #3</b>
April 25 & 28	Focus Group Meetings, Week #4
June 1	Draft Community Strategic Plan available for Public Comment (30 days)
Mid-June TBA	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

# 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. Focus Area Goals Review
2. Small Groups Identify Objectives for each Goal to be addressed through the Community Strategic Plan
3. Prioritize Objectives
4. Outline Meeting #4
5. Concluding Remarks
6. Adjournment

**Deliverable – Consensus on group's work to move forward**

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# 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

# Goals

Developed 3/14/2016

## 1. Fundamental Services for a Lifelong Community

- Goal 1. Expand broad band and improve service
- Goal 2. Promote regionalism
- Goal 3. Improve educational opportunities for higher/vocational education and business

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# Goals

Developed 3/14/2016

## 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

# Goals

Developed 3/14/2016

## 3. Natural Resources 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

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# Small Group Activity

## Identify Objectives For Each Topic Area Goal

Fundamental Services for a Lifelong Community

*rotate*

Recreation & Entertainment

*rotate*

Natural Resources Management, Protection &  
Conservation

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# Prioritize Objectives

For each goal, place a dot next to the three objectives most important to you.

*Rotate to vote on all three topics!*

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# Summary

- Let's achieve consensus on moving forward with this Focus Area's Topics, Goals and Objectives
- Meeting 4: Presentation of Proposed Strategic Initiatives across all Focus Areas
- The presentation and results from tonight's meeting will be posted online in the next few days at [www.roanokecountyva.gov/cspfocus](http://www.roanokecountyva.gov/cspfocus)

# THANK YOU!

*Next Meeting:*

Monday April 25<sup>th</sup>, 7:00 p.m. *OR* Thursday April 28<sup>th</sup>, 7:00 p.m.

South County Library

Vinton War Memorial

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