

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
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

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 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

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 3/17/2016

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.

Goals

Developed 3/17/2016

2. Regional Cooperation and Marketing

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

Goals

Developed 3/17/2016

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.

Small Group Activity

Identify Objectives For Each Topic Area Goal

Infrastructure

rotate

Regional Cooperation and Marketing

rotate

Workforce Development

Prioritize Objectives

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

Rotate to vote on all three topics!

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

THANK YOU!

Next Meeting:

Monday April 25th, 7:00 p.m. **OR** Thursday April 28th, 7:00 p.m.
South County Library Vinton War Memorial

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