



2021 – 2024 Strategic Plan Update

Presentation by Strategic Plan Development Team

Reverend Andra Hoxie – Occoquan District Appointee

Martin Jeter – Coles District Appointee

Kaye Wallace – Strategic Plan Coordinator

October 20, 2020

Team Members



Resident Appointees

- At-large: Joyce Connery
- Brentsville: Tahari Johnson
- Coles: Martin Jeter
- Gainesville: Richard Berry
- Neabsco: Mary Beth Michos
- Occoquan: Andra Hoxie
- Potomac: Corey Holeman
- Woodbridge: Larriette Thompson

County Staff

- Community Services: Lisa Madron
- Criminal Justice Services: Tomaudrie Thomas
- Parks, Recreation & Tourism: Ann Marie Maher
- Planning: Bryce Barrett
- Police: Jarad Phelps
- Social Services: Courtney Tierney
- Transportation: Paolo Belita

Objectives for Presentation



- **Review Strategic Plan Process & Timeline**
- **Review community engagement process and what we learned**
- **Share recommended strategic focus areas as well as vision & values statements for the strategic plan**
- **Share next steps**

SP Process Timeline



TIMEFRAME	ACTIVITY
June – mid September 2020	Community Input
September – November 2020	Data Analysis & Information Gathering
November 2020 – January 2021	Team drafts Strategic Plan
January – February 2021	Community and BOCS Review & Feedback
February 2021	Finalize Plan; BOCS adoption

Virtual Development Process

Socially connected while physically distant

- 1. Online community survey**
June 25 – August 31, 2020
- 2. Hosted virtual community conversations in each district**
August 6 – September 17, 2020
- 3. BOCS Member Interviews**
July 7 – July 27, 2020



Virtual Community Engagement

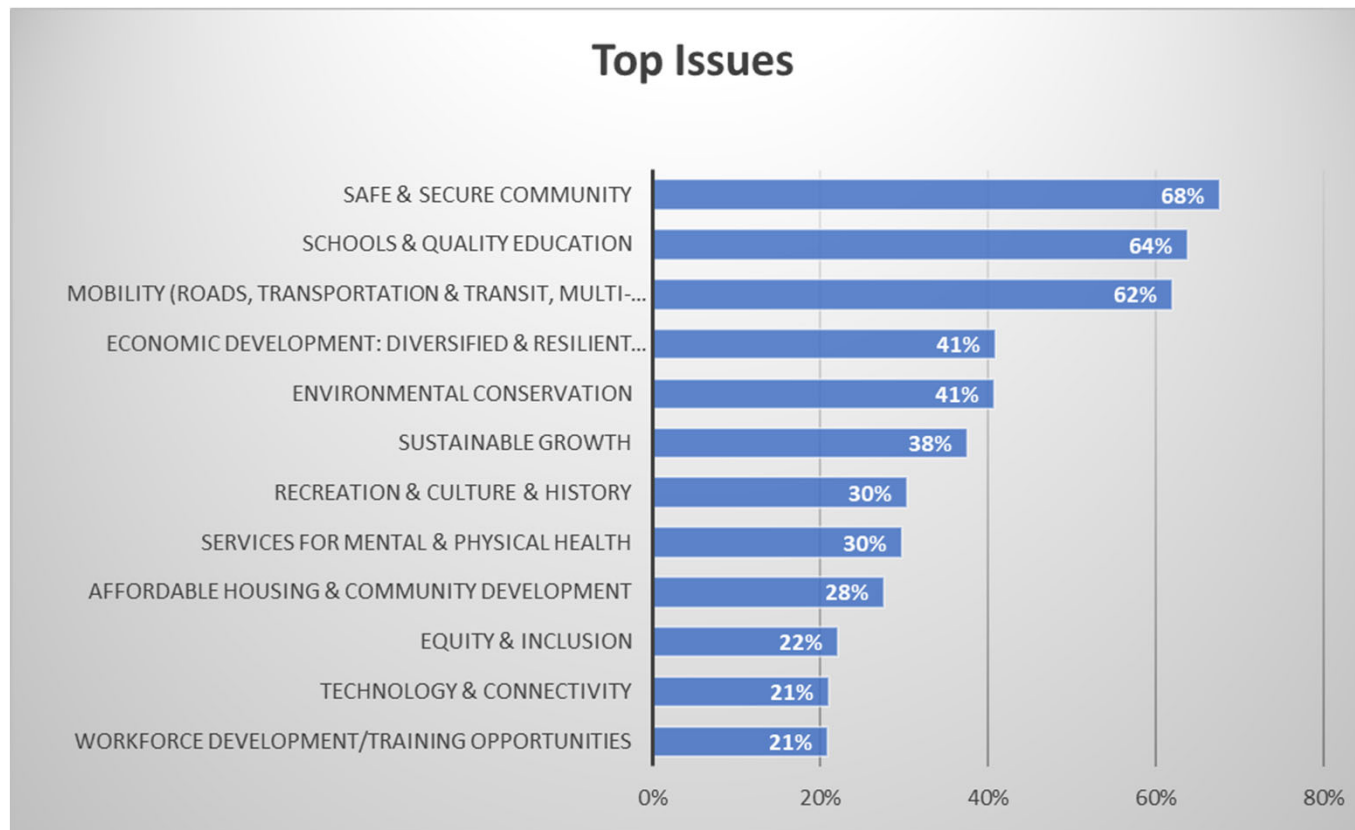


- **Strategic Plan Survey Responses – Total: 2,762**
- **Community Conversations – Total Participants: 387**
 - 12 Community Conversations – 362**
 - 1 focus group (those experiencing homelessness) – 6**
 - 1 focus group (psychosocial rehabilitation program) – 19**

SP Community Survey Results



1) Please select the top 5 issues that are most important to you as a resident of PWC during the next four years.



SP Community Survey Results



2) Please share any comments or suggestions you would like considered in the development of the next Strategic Plan.

<u>Categories</u>	<u># Responses</u>
Affordable Housing & Community Development	77
Economic Development: diversified & resilient economy	66
Environmental Conservation	161
Equity & Inclusion	53
Mobility (roads, transportation, multi-modal)	200
Recreation & Culture & History	31
Safe & Secure Community	111
Schools & Quality Education	62
Services for Mental & Physical Health	26
Sustainable Growth	256
Technology & Connectivity	10
Workforce Development/Training Opportunities	8
Multiple	152
Other	<u>168</u>
TOTAL	1381

Community Conversations

1. What do you like most about living in Prince William County?
2. What do you like least about living in PWC?
3. If you were in charge, what would you change about PWC?
4. What do you believe should be the top 3 priorities for the community over the next 4 years?
5. Are there any other comments or insights you would like to share that would be important to PWC's 2021 – 2024 Strategic Plan or the strategic planning process?



What We Heard



Frequently mentioned topics during the community conversations

- Affordable housing
- Support for those who are homeless
- Commercial tax base
- Data Centers
- Transportation issues
- Environment & Climate change
- Impacts of COVID crisis
- Immigration
- Racial Justice & Equity
- Community Engagement
- Mental Health & Physical Health Services
- Land Use/Development
- Rural Crescent
- Schools
- Police
- Seniors/Elderly
- Underserved Communities
- Youth

Recommended Focus Areas

Based upon all input (surveys, community conversations, BOCS interviews), the SPDT recommends that the 2021 – 2024 Strategic Plan have the following seven focus areas:



Environmental Conservation



Safe & Secure Community



Health, Wellbeing & Human Services



Sustainable Growth



Quality Education & Workforce Development



Transportation & Mobility



Resilient Economy



Key Themes in Focus Areas



Environmental Conservation

- Anticipate and adapt to climate change
- Rural preservation
- Create policies that focus on clean energy



Health, Wellbeing & Human Services

- Need more robust programs for mental health & substance abuse
- Address homelessness
- Increase support for vulnerable populations



Quality Education & Workforce Development

- Offer more training in trade & labor skills
- Address inequities in schools to ensure access to good physical learning environment for all
- Support schools & teachers



Resilient Economy

- Increase job opportunities in PWC
- Increase commercial tax base
- Support small businesses

Key Themes in Focus Areas



Safe & Secure Community

- Community emergency & disaster preparedness
- Support and provide more training for Police Officers
- Consider reallocation of some Police funding to other social services



Sustainable Growth

- Need for well-planned development strategy
- Integrate transportation with land use planning
- Increase affordable housing options



Transportation & Mobility

- Offer more public transportation options
- Create more walkable, bikeable paths to decrease dependence on cars
- Build roads that can handle increased traffic in future
- Offer cross-county transportation

Vision and Values Statements



The SPDT recommends the following vision and values statements for the 2021 – 2024 Strategic Plan:

VISION STATEMENT

Prince William County is a diverse community striving to be healthy, safe and caring with a thriving economy and a protected natural environment.

VALUES

- **Accountability:** To strive to achieve outcomes that align with community vision and goals, and to evaluate and publicly share progress on a periodic basis.
- **Communication & Engagement:** To inform and engage residents to encourage collaboration on projects, policies, and progress in a timely manner.
- **Equity & Inclusion:** To eliminate barriers to fair treatment, access, opportunity, and advancement for all residents.
- **Innovation:** To strive for excellence by exploring new and creative ways to solve problems and serve the community.
- **Integrity:** To behave in a manner that is ethical and professional with the highest degree of honesty, respect and fairness.

Next Steps



- SPDT will gather additional information (hear presentations from county agencies and community groups)
- SPDT will draft strategic objectives, goals, and initiatives/actions for the 2021 – 2024 Strategic Plan
- SPDT will present draft plan to community and BOCS in January 2021 and solicit feedback on draft

Summary of Efforts Thus Far

- Team Meetings + Community Conversations and Focus Groups + Reviewing Input and Data ~ **450 hours collectively**



Thank You!



Facilitators – County Staff

- Debbie Carter (Social Services)
- John Dowdy (Social Services)
- Ginger Galaini (Library)
- Sara Holloway (Library)

Note Takers – VCE 4H Youth

- Tara Blue
- Hanna Jackson
- Chloe Jones
- Andy Nguyen
- Alicia Ober
- Samantha Whysong
- Mary Beth Lerch – 4H Agent