

## OUR CHALLENGE

There are many things the Roanoke Valley can proudly proclaim however, there are also challenges and threats to our continued progress. Our employment rates and population growth, while stable, are far from vigorous and young people are leaving for opportunities in more populated regions. Many of our employers are dependent upon government funding that is decreasing. We face challenges with growing poverty in certain areas and health concerns such as obesity, teenage-pregnancy, smoking, and drug use are real concerns.

**The Partnership for a Livable Roanoke Valley was formed to address these and other challenges and to plan for a better future.**

# Call to Action

## ENGAGING OUR CITIZENS

We actively engaged local governments, nonprofits, businesses, the commonwealth government, and valley citizens to participate in the Livable Roanoke Valley planning process. We were guided by a Steering Committee, Advisory Group and Working Groups.

**60+**

organizations took part in the Livable Roanoke Valley process

**1030**

citizens were surveyed by Virginia Tech Center for Survey Research in summer 2012

**200+**

individuals participated in workshops held in October 2012 and October 2013



## LIVABLE ROANOKE VALLEY

A Plan to Promote Economic Opportunity and Quality of Life in the Roanoke Valley

A PDF of the Livable Roanoke Valley Plan is available at [www.livableroanoke.org](http://www.livableroanoke.org)

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Partnership for a  
**LIVABLE ROANOKE VALLEY**  
A Program of the  
**REGIONAL commission**

## OUR VISION FOR THE FUTURE

We are living the dream. Beautiful mountains. Clean rivers and streams. People who care. The Roanoke Valley is filled with promise. To make the most of these opportunities, we will work to provide quality education, access to healthcare, work and career opportunities, responsible stewardship of the environment, and greater regional cooperation. As we strive to fulfill our promises, we will be the destination for individuals, families and businesses who share our same dream.

## LIVABILITY GUIDING PRINCIPLES

- Protect the beauty and ecology of the Roanoke Valley.
- Provide a healthy and equitable quality of life for all of our citizens.
- Celebrate the diversity of our region and its contribution to our culture.
- Embrace both our traditions and new innovations to create economic vitality.
- Anticipate and adapt to change with responsible leadership.
- Build on the assets of our local communities to strengthen our regional collaboration.
- Invest in regional infrastructure improvements that meet the communities' needs of the 21st century.
- Promote excellence in education, job training, and a culture of lifelong learning.

## GOALS

- These goals respond to public input received throughout the process.
- **Economic Development** Create jobs, increase incomes and grow businesses to improve the quality of life for all residents of the Roanoke Region.
  - **Workforce Development** Provide access to job training and educational advancement by fostering a culture of lifelong learning for people of all ages and abilities.
  - **Healthy Roanoke Valley** Mobilize community resources to improve access to care, coordination of services, and promote a culture of wellness.
  - **Natural Assets** Work collaboratively to preserve the historic, cultural, and natural assets of the region.

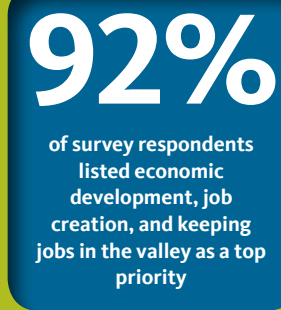
## STRATEGIES & ACTIONS

A series of strategies and actions has been developed for each focus area. These strategies define the path forward toward a Livable Roanoke Valley and will be the cornerstone of the Final Plan.



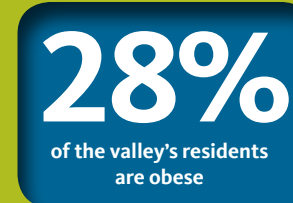
### Invest in regional infrastructure

- ✓ Provide large, market-ready industrial sites and buildings.
- ✓ Redevelop small industrial sites.
- ✓ Provide high-speed broadband.
- ✓ Improve the mobility for freight, travelers, and the workforce.



### Align workforce and economic development investments

- ✓ Form a regional workforce and economic development network.
- ✓ Develop and maintain a data exchange.
- ✓ Create industry sector partnerships.
- ✓ Create relevant career pathways.
- ✓ Track outcomes of network and partnerships.



### Broaden wellness support services

- ✓ Address obesity.
- ✓ Reduce risky behaviors in youth.
- ✓ Identify wellness funding and other resources.
- ✓ Promote active living.



### Prepare students for careers in high-demand fields

- ✓ Form a regional task force.
- ✓ Develop feasibility analysis of regional program.
- ✓ Engage industry and employers.
- ✓ Create career and technical ambassadors.



### Preserve scenic and rural land

- ✓ Protect ridgetops, viewsheds, and critical rural lands.
- ✓ Encourage infill and redevelopment.



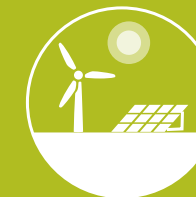
### Innovate through higher education

- ✓ Host a regional internship fair.
- ✓ Bring alumni back to the region.
- ✓ Create an online academic clearinghouse.



### Coordinate healthcare resources

- ✓ Define and develop coordination of care best practices.
- ✓ Enlist local partners.
- ✓ Form a coordination of care forum.



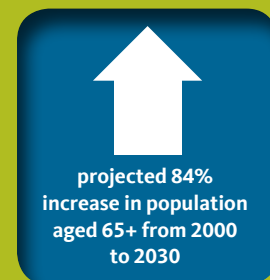
### Encourage energy efficiency and renewable energy

- ✓ Provide energy efficiency & renewable energy incentives.
- ✓ Encourage utilities to use renewable energy.



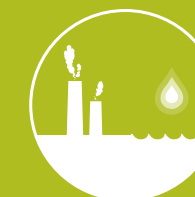
### Cultivate and market outdoor and cultural amenities

- ✓ Enhance sports tournaments infrastructure.
- ✓ Package and sell current outdoor amenities.
- ✓ Create outdoor ambassadors.
- ✓ Create a premier outdoor adventure destination.
- ✓ Provide more unique accommodations.
- ✓ Advance arts and culture.



### Improve access to healthcare services

- ✓ Identify provider capacity needs.
- ✓ Advocate for a health information exchange.
- ✓ Create a community dental clinic.



### Improve air and water quality

- ✓ Develop a stormwater banking system.
- ✓ Increase alternative transportation options and regional connectivity.
- ✓ Restore and maintain stream buffers.