Welcome to the Livable Roanoke Valley Framework for the Future Workshop

Project Overview

The Livable Roanoke Valley Partnership is embarking on a process to develop the valley's first coordinated regional plan. This effort will be guided and shaped by citizens - those who know the Roanoke Valley best.

The goal of this effort is to promote economic opportunity and a greater quality of life for all Roanoke Valley residents.

Project Goals

Invite and engage all citizens of the valley in a process to develop the valley's first coordinated regional plan.

Identify issues and opportunities facing the valley across a number of topic areas including housing, transportation, land use, energy and the environment, economic and workforce development and health and education.

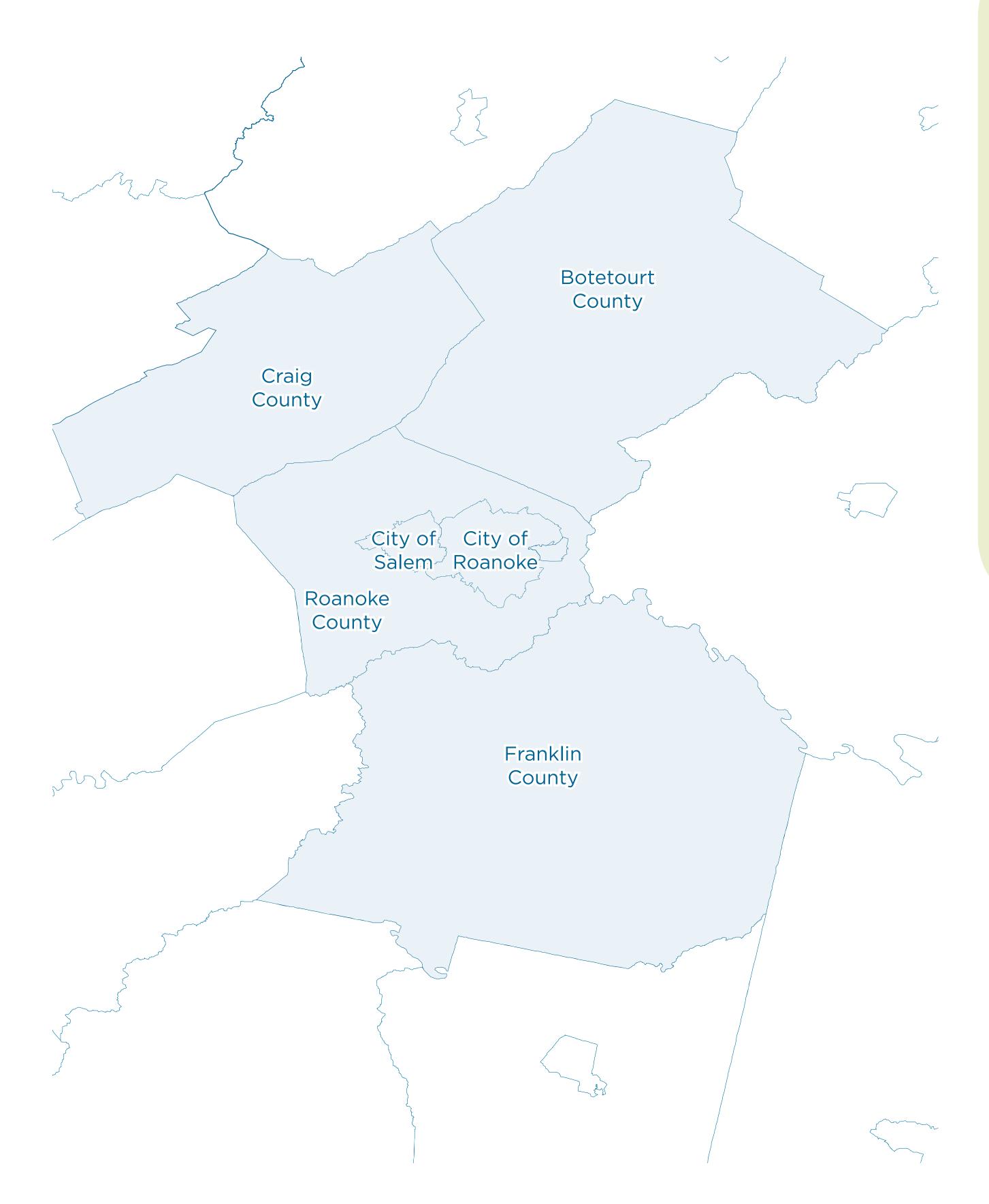
Identify priorities and goals based on what we care about and our desired future vision for the Roanoke Valley.

Create scenarios about how the Roanoke Valley could grow and prosper and achieve its fullest potential.

Define strategies needed to achieve our collective vision and indicators to help measure our progress.

Develop a Livability Plan that defines strategic initiatives to support the valley's vision.





Workshop Format

The workshop is set up as a series of four stations through which you can move at your own pace.

Station 1: Welcome Understand goals of the Workshop and how to participate

Station 2: Orientation Learn about the project process, how to get and stay involved, and highlights from the Partnership's efforts to date

Station 3: Community Vision Statements Review vision statements from participating jurisdictions and identify what resonates with you

Station 4: Livability Priorities Review key findings from the public telephone survey of 1,000 valley residents and identify priorities and goals that are important to you

Workshop Locations

This workshop is being held in multiple locations across the valley in an effort to reach as many people as possible. Please tell your family, friends, co-workers and neighbors and encourage them to participate in a meeting that is convenient to their schedule. A meeting location handout is available at the Welcome Station.

TUESDAY October 16, 2012

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10:00 A.M 5:00 P.M.	VA Transportation Museum
9:00 A.M 10:30 A.M.	Salem City Council Chambers, Salem
3:30 P.M 5:00 P.M.	Fincastle Library Meeting, Fincastle
7:00 P.M 8:30 P.M.	New Castle Commons Community Room, New Castle
	9:00 A.M 10:30 A.M. 3:30 P.M 5:00 P.M.

WEDNESDAY October 17, 2012

The Hub	11:00 A.M 8:00 P.M.	VA Transportation Museum
Satellite	11:00 A.M 12:30 P.M.	Vinton War Memorial, Vinton
Sites	5:00 P.M 6:30 P.M.	Board of Supervisors Meeting Room, Franklin County
		Government Center, Rocky Mount
	6:30 P.M 8:00 P.M.	South County Roanoke Library, Auditorium, Roanoke

Public Involvement

Public Involvement Goals

- Ensure the public has an opportunity to plan for the region and help shape a vision for the future.
- Foster collaboration among the many cities and counties in the Roanoke Valley.
- Utilize multiple mediums for outreach to engage the greatest possible range of participants and perspectives, including those who have been previously underrepresented.
- Emphasize storytelling as the primary method for visualizing and communicating the future vision and scenarios for the valley.
- Through scenario thinking, gain a deeper understanding of the risks facing the valley, key opportunities and the forces that will shape the valley in the future.
- Generate strategic decisions that are resilient to different futures.
- Set the foundation for ongoing dialogue, collaborative learning and planning for the valley.

Partnership Stakeholders

The Partnership for a Livable Roanoke Valley includes several advisory groups with specific roles in developing the Livable Roanoke Valley Plan:

Steering Committee is tasked with engaging the region's decisionmakers, community leaders, under-represented groups, and citizens. This committee guides the entire process, including the development, review, and adoption of the plan, as well as the guidance and oversight of the Technical Committee and Stakeholder Committee.

Stakeholder Committee is responsible for directing the public involvement process and is composed of two representatives from each focus area subcommittee.

Technical Committee is responsible for advising the Project Director on day-to-day management and planning issues.

Focus Area Subcommittees are tasked with addressing the issues of housing, transportation, land use, energy & environment, economic development & workforce, and health & education.

How to Participate

- Provide feedback during this workshop on October 16 through 18.
- Attend the Livability Strategies Workshop in winter 2013 and the Livability Pathway Workshops in fall 2013.
- Participate online via www.livableroanoke.org and www.ideas/livableroanoke.org to share your ideas and "second" ideas you like.

Involvement Process

May 2012

All-Stakeholder Meeting

- Trend analysis
- SWOT analysis

TODAY

Framework for the **Future** Workshop

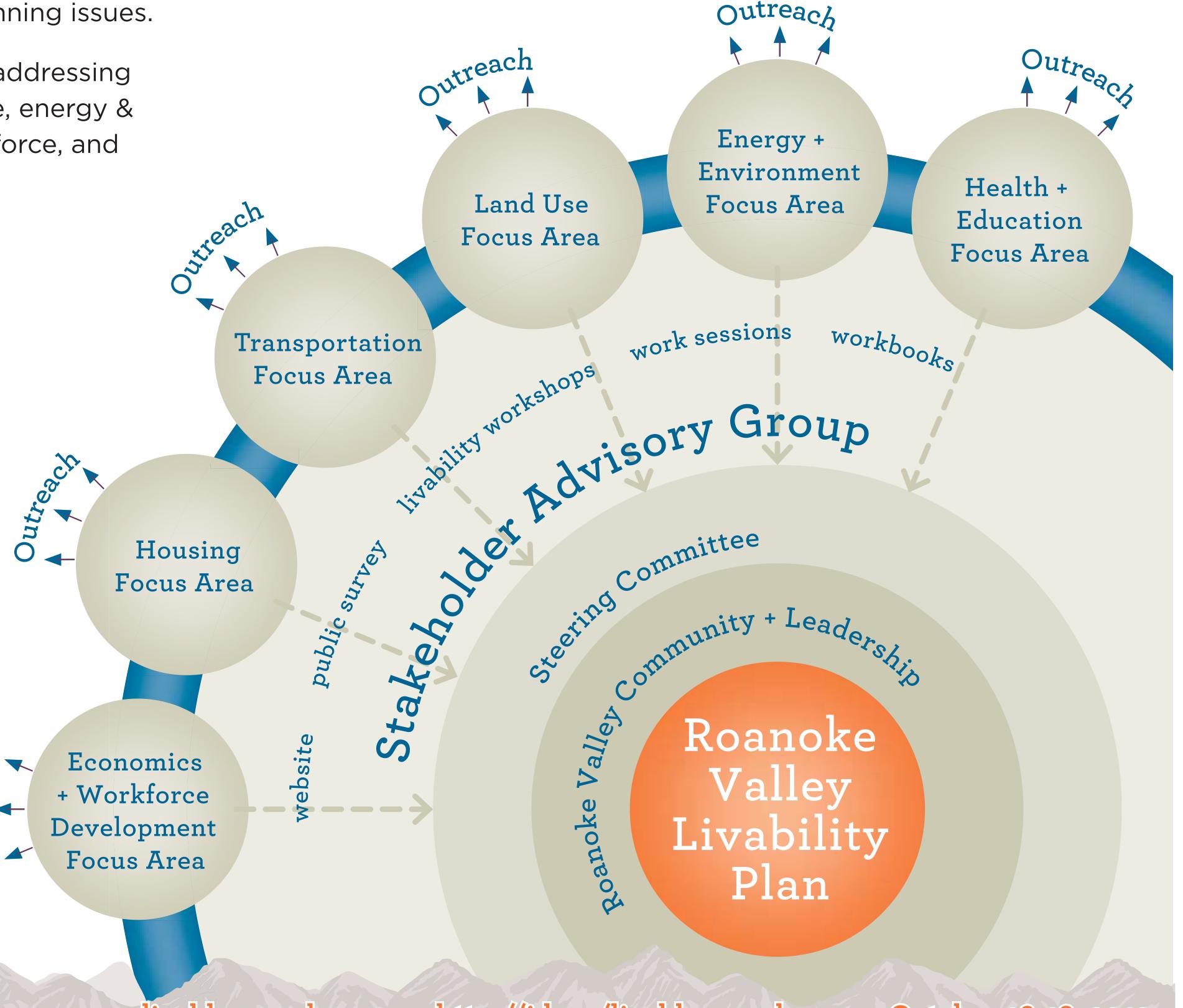
Winter 2013

Livability Strategies Workshop

Livability Pathway Workshop

Fall 2013

www.ideas/livableroanoke.org open for public comment



Stakeholder Findings

Housing

Strengths

- Good community collaboration (nonprofit & faith)
- Leadership business, etc.
- Short work commute
- Environmental resources
- Diversified workforce
- Relatively low crime rate Universities
- Historic housing stock
- Strong neighborhoods and communities
- Number of homeless programs People - talent & experience
- Large number of nonprofits
- Housing affordability comparatively

Opportunities

- Leverage community housing improvement efforts
- Nearby schools and stores yield community
- Align and engage faith-base communities
- Collaborate to address threats
- Leverage neighborhood alliances
- Second homes as a growth market
- Community (village) development

Weaknesses

- Government collaboration among some jurisdictions
- City of Roanoke public education
- City to country transit disconnect
- Lack of funding sources finance & grants
- Number of homeless programs (attracts clients)
- Age of housing stock
- Government working together
- Unemployment
- Neighbors don't know each other
- Wealth inequality
- Education drop-out rate
- Loss of sense of community

Threats

- Political & organizational conflict
- Sustained unemployment
- Racial segregation
- Low incomes affect housing affordability
- Unemployment/low incomes
- Ridgetop/low incomes
- Centralization wealth, media, etc.

Strengths

- Greenways
- Good freight rail
- Little traffic compared to other places

Transportation

- No extreme commutes
- Growing greenway/bikeway network
- Location & proximity to larger cities
- Outdoor recreation
- Existing communities & Grandin Village
- Easy access around the valley
- Talented people
- Natural areas and recreation
- Grassroots movement to improve area
- Interstate
- Private sector leadership
- Interstate 81 on edge, not through middle of city
- Side streets for bikes
- Valley Metro service

Opportunities

- Regional cooperation
- Alternative commuting options
- More focus on bicycles
- Create new partnerships
- Better utilization of greenways
- More greenways
- Integrate transit, greenways & bicycles
- Railroad electrification
- Transportation research Virginia Tech Transportation Institute
- Available electric cars

Weaknesses

- Lack of localities working together
- Lack of shared vision
- No intercity passenger rail service
- No sidewalks in counties
- Local disconnect: neighborhood & government
- Air transportation
- Limited public transit service area and schedule
- Under-utilized transit service
- Lack of transportation to work
- Remote region
- Narrow road shoulders

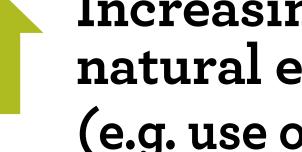
Threats

- Intergovernmental bickering
- Job losses
- Lack of transport funding
- Congestion on Interstate 81
- Lack of funding or resources
- Political uncertainty (state & federal) Aversion to change (nostalgia)
- Transit shrinking
- Drivers not bicycle-friendly
- Lots of NIMBYism
- Reduced local government funds
- Shrinking population
- Political will to fund improvements
- Decline in valley businesses

Related Trends







Increasing value of natural environment (e.g. use of greenways)





Increasing need for more safe, accessible and affordable housing



Continued challenges with unemployment

Stakeholder Findings

Land Use

Strengths

- Mountains and trees
- Greenway bicycles & pedestrians
- People who appreciate nature
- Significant infill land available Support to protect view sheds

Opportunities

- Completion of greenways
- Regional infrastructure policy
- Adaptive re-use of property
- Youth involvement
- Alternative energy education
- Small farm clusters
- Slowing sprawl
- Eco-village communities
- Affordable land in rural areas Progressive business community
- Aging population = more volunteers

Weaknesses

- Resistance to change in general
- Sprawl makes transportation expensive
- Lack of regional cooperation
- Little political will
- Brownfields
- Topography limits development
- Lack of nature vision (value of nature)

Threats

- Loss of farmland
- Sprawl
- The belief that any growth is a good idea
- Steep slope development
- Risk of losing additional forested land

- Not in my backyard (NIMBYs)

Related Trends



Increasing aging population



Increasing livability in downtowns



Increasing need for more safe, accessible and affordable housing

Energy & Environment

Strengths

- Lots of natural/open space
- Overall energy awareness
- Outdoor activities
- Stakeholder activity involvement
- Strong family life activities
- Our environment
- Progressive city government vision
- Motivated energy providers
- Material recovery centers
- Water quality
- Local government

Opportunities

- Clean energy production
- Regional/local food systems
- Outdoor experiences/education
- Regional cooperation
- Mitigation banks to offset development impacts Young adult involvement and activities
- Rising energy costs
- Investment in waste processing
- Planning District Commission efforts/city level efforts

Weaknesses

- Lack of regional cooperation
- Dependence on fossil fuels
- Renewable energy projects
- Air quality
- Lack of funding for Best Management Practices (BMPs)
- Lack of affordable housing
- Insufficient recycling initiatives
- Too much politics

Threats

- Inappropriate development
- Government regulations
- Climate change
- Political will
- Young adults moving away
- Uranium mining Loss of revenue
- Suburban sprawl
- Unemployment

Related Trends



Increasing energy costs



Increasing value of natural environment



Increasing need for more safe, accessible and affordable housing



Improvements in technology

Stakeholder Findings

Economic Development & Workforce

Strengths

- Outdoors/Appalachian Trail/parkway/greenway
- Research technology centers
- Tourism and amenities
- Higher education resources
- Arts and cultural organizations
- Low cost of living
- Strong traditional work ethic
- Knowledge is here, we have the tools
- Transportation corridors/market access
- Ed Walker
- School improvement (K-12)
- Healthcare job growth
- Entrepreneur young adults
- Strong family trends
- Green technologies
- Public safety

Opportunities

- Growing arts and cultural community
- Open space, greenways and outdoor recreation
- Economic development in green sectors
- Regionalism
- VA Tech research and biomedical institute
- Local food production
- "Locals" movement
- Graduates from higher ed center
- Identifiable niches healthcare quality of life
- Vision that engages entrepreneurs
- Training programs for soft skills
- Health/life science growth
- Post secondary education

Weaknesses

- Lack of strong regional identity
- Airline options
- Lack of regional collaboration
- Weak/uneven job growth
- Public transportation
- Stagnant population growth
- Lack of unified vision
- Insufficient local business development support
- Negative attitude
- Too small for critical mass

- Resistance to change
- Young professional migration away from Roanoke Valley
- Aging population
- Conflict more than cooperation
- Uneven public policy
- Unknown economy
- Rise of mega cities
- Businesses not locating in the valley
- No money
- Decline in durable good sector
- Declining competitiveness
- Brain drain, young workers departing

Threats

- Unemployment

Related Trends



Increasing aging population and changes in demographics



Continued challenges with unemployment



Increasing need for healthy and educated workforce



Continued need for regional eocnomic competitiveness

Health & Education

Strengths

- Higher education opportunities
- Abundant natural resources
- Skilled, self-reliant workers
- Core of active, involved citizenry
- New medical school
- Natural resources/greenways/mountains
- Healthcare infrastructure/capacity
- Celebrate diversity
- Local food co-ops & city markets
- Rich arts & cultural opportunities
- Caring people

Opportunities

- Build on local colleges & research
- Declining legislative influence of SW Virginia
- Natural resources attract visitors & residents
- Quality child care
- Health care & education as employment base Partnerships
- Wellness
- Collaboration between artists, nonprofits, etc.
- Research
- Regional cooperation (w/NRV)
- Regional cooperation increasing
- Managed healthcare

Weaknesses

- Dependence on emergency healthcare
- Regional cooperation insufficient
- Education not highly valued
- Lack of culturally diverse resources
- No strong voices in Washington
- Poor access train and air
- Lack affordable dental care
- Limited resources health & retail
- Jurisdictional collaboration
- Poor school conditions

Threats

High poverty in City of Roanoke

Increase demand for healthcare

- Standards of learning "teaching to the test"
- Governments that do not think regionally
- Capacity
- Substance abuse issues
- Lack of economic growth
- Them versus us mentality
- Pollution
- Funding resources
- Valley does not have a clear "identity"
- Access to education

Related Trends



Increasing need for a healthy and educated workforce



Increase in aging population



Increasing need for affordable and accessible health care



Increasing need for more safe, accessible and affordable housing

Enabling

Considering Potential Outlooks for the Roanoke Valley

Future Scenarios

The "Future Scenarios" provide additional perspective on future outlooks for the Roanoke Valley. The outlooks are conceptual and intended to be provocative and plausible stories that capture a range of future possibilities - good, bad, expected, and surprising. The scenarios are not choices or predictions. Instead, they are hypothetical outcomes about how the region might evolve and they are intended to generate discussion.

The feedback and comments from this Framework for the Future Workshop, the telephone survey, and the website will be used in generating livability strategies that promote economic opportunity and a greater quality of life for all Roanoke Valley residents. The effectiveness of the livability strategies will be evaluated in light of the four potential outlooks described in the diagram to the right.

The scenario axes were developed by combining the trends that are shown on the stakeholder findings boards during a two-day intensive workshop including over 35 key regional organizations.

Prepared

Region

Light at the End of the "Valley"

A region in which the people, companies, governments, and organizations are maintaining themselves despite poor social and economic conditions. The valley is poised to take advantage of any opportunity presented when conditions improve.

Social and Economic Conditions

Unhappy Valley

A region in which little has gone well. Hard economic times and increasing social demands combined with poor preparation has resulted in a region that is overly dependent on transfer payments from the Federal and State governments. Its economic engine has sputtered and seems like it is taking forever to get started.

Paradise Valley

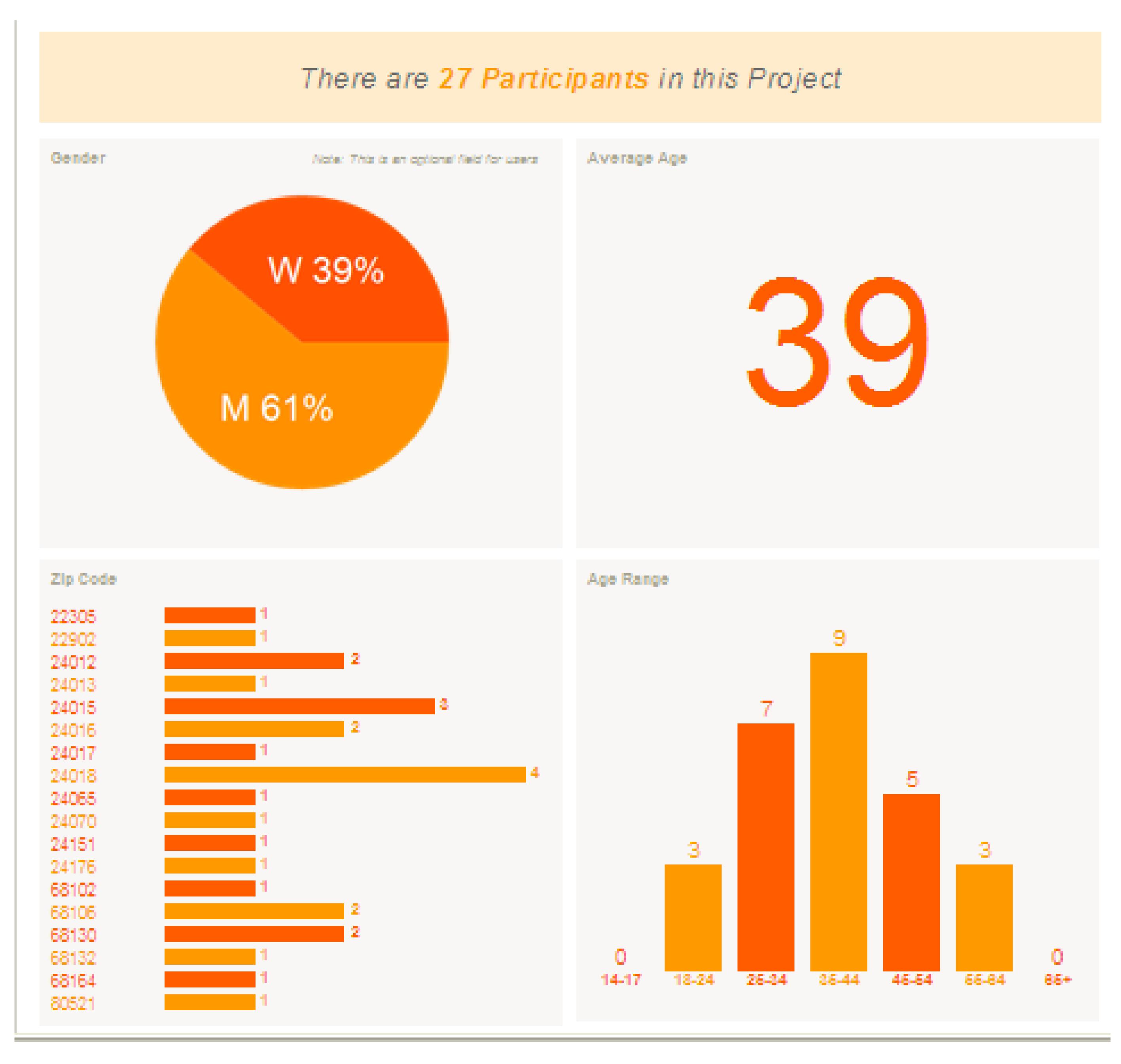
A region in which good planning and favorable social and economic conditions have created an environment for the valley to thrive. The economy is strong and able to support a thriving community and robust social networks. Effective government and organizations are enablers of the community.

Happy Go Lucky Valley

A region which has benefited from a strong national and global economy. The rising tide of the nation has lifted all regions. Governments have had adequate budgets and social networks are strong. The valley has been in the right place at the right time. Inefficient readiness is of little consequence as long as the economy is always strong.

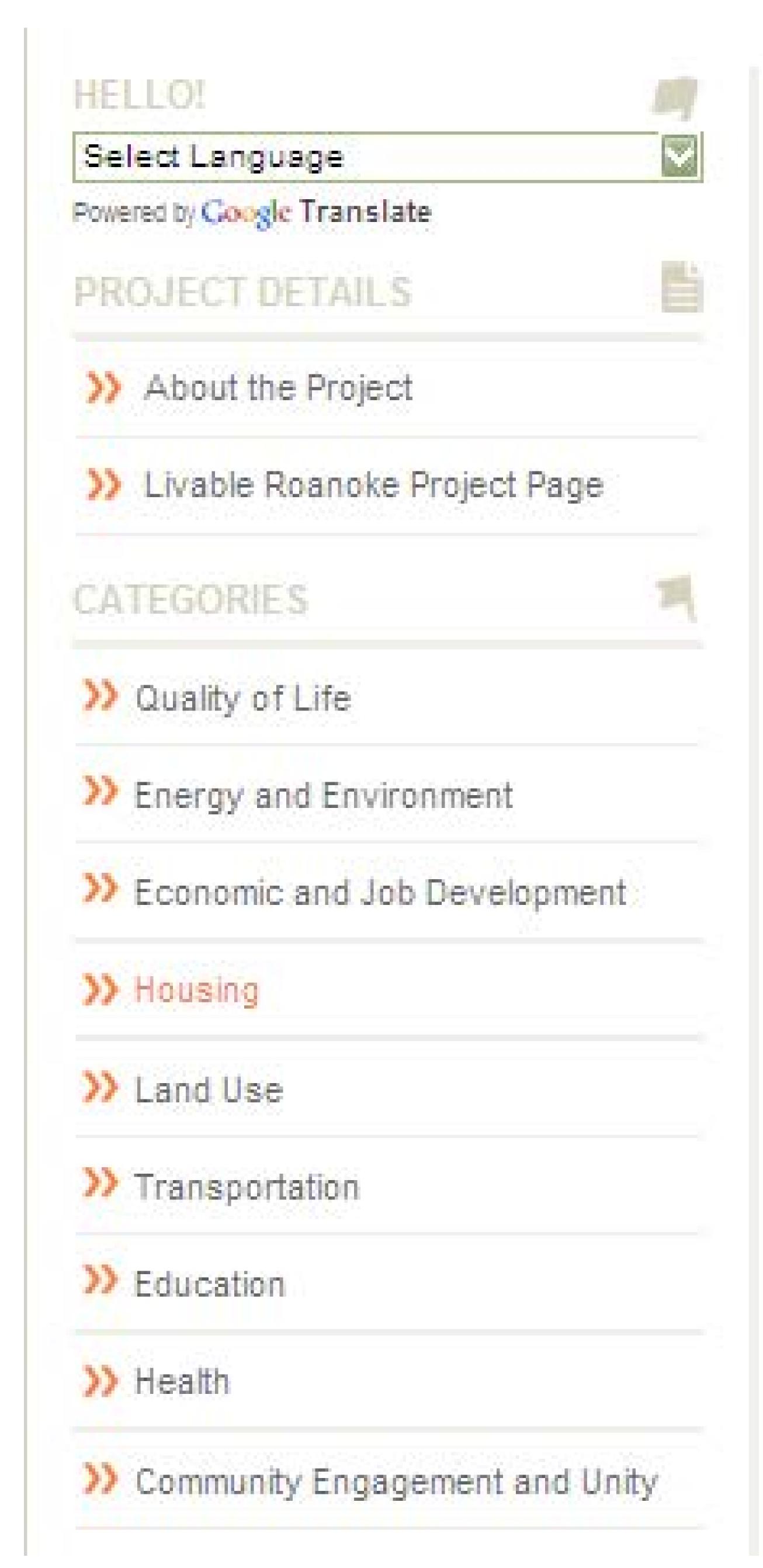
Unprepared

ideas.livableroanoke.org



- 27 Participants
- 25 different ideas
- Based on VTSurvey
- Instant polls
- New ideas and voting

ideas.livableroanoke.org

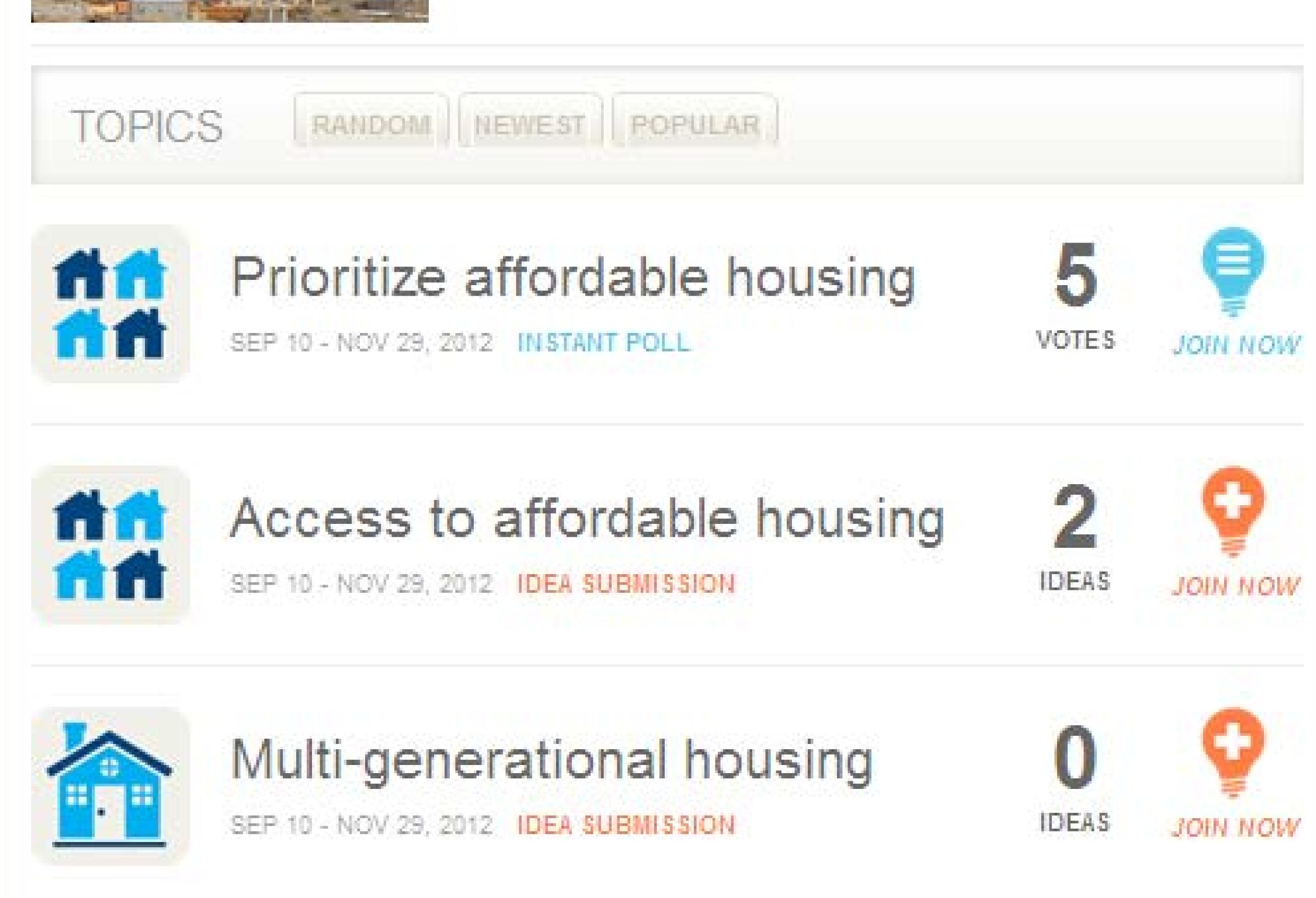




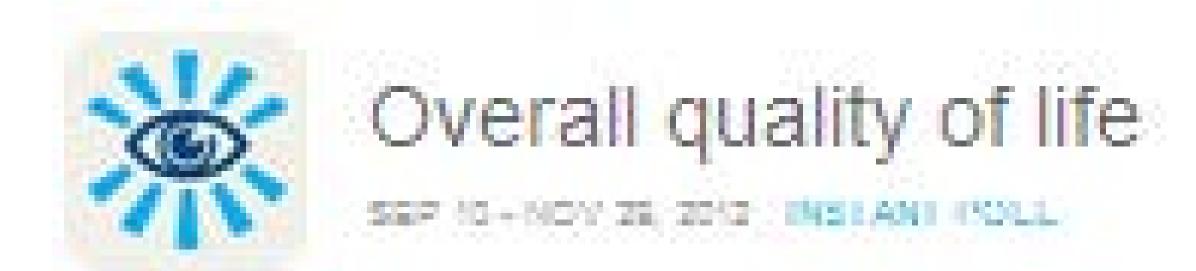
Housing

Review and participate in Housing discussions! Topics within the Housing category address affordable housing, housing needs, and housing trend issues.

Return to Categories



ideas.livableroanoke.org



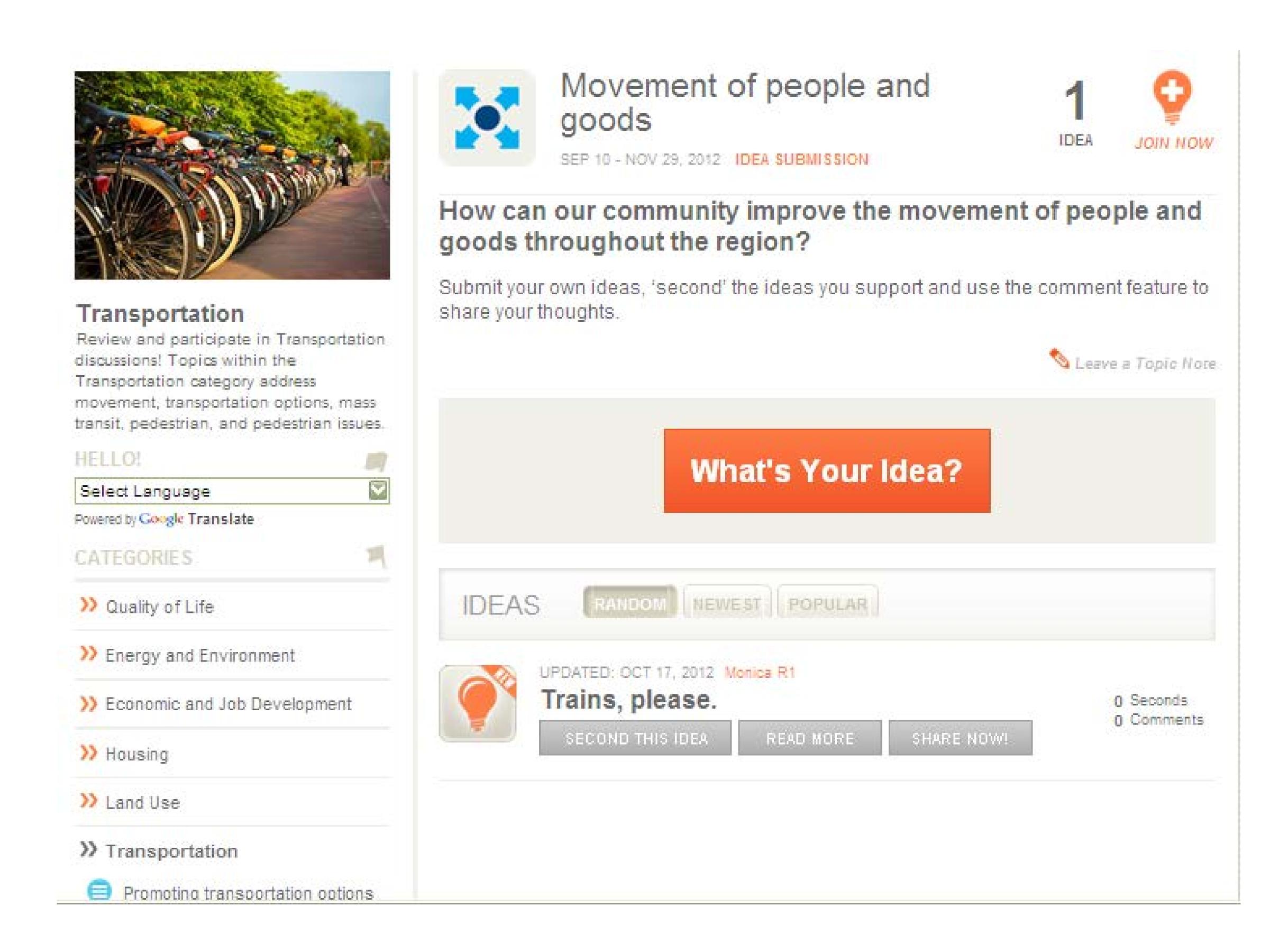






How would you rate the overall quality of life in our community?

Excellent	2 votes
High	7 votes
Fair	2 votes
Poor	0 votes)
I'm not sure	0 votes





Common Values & Priorities

Workshop Results

- 2. Education
- 3. Land Dvt & Preservation
- 4. Transportation
- 5. Clean Water & Air

Survey Results

- 1. Economic Development 1. Economic Development
 - 2. Clean Air & Water
 - 3. Health Care
 - 4. Education
 - 5. Fire & Police Services

Our Vision

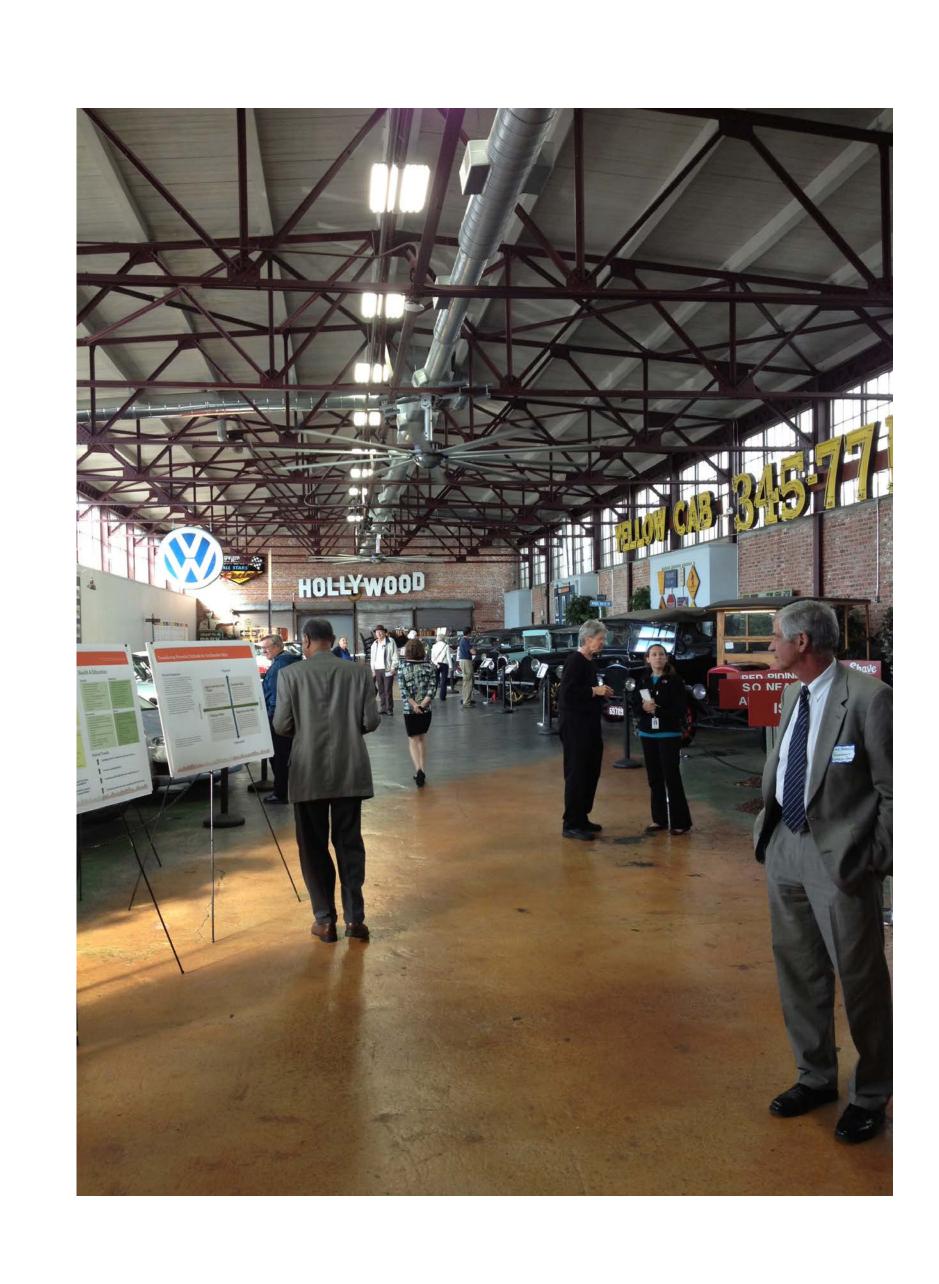


Our Vision

community economy

quality of life

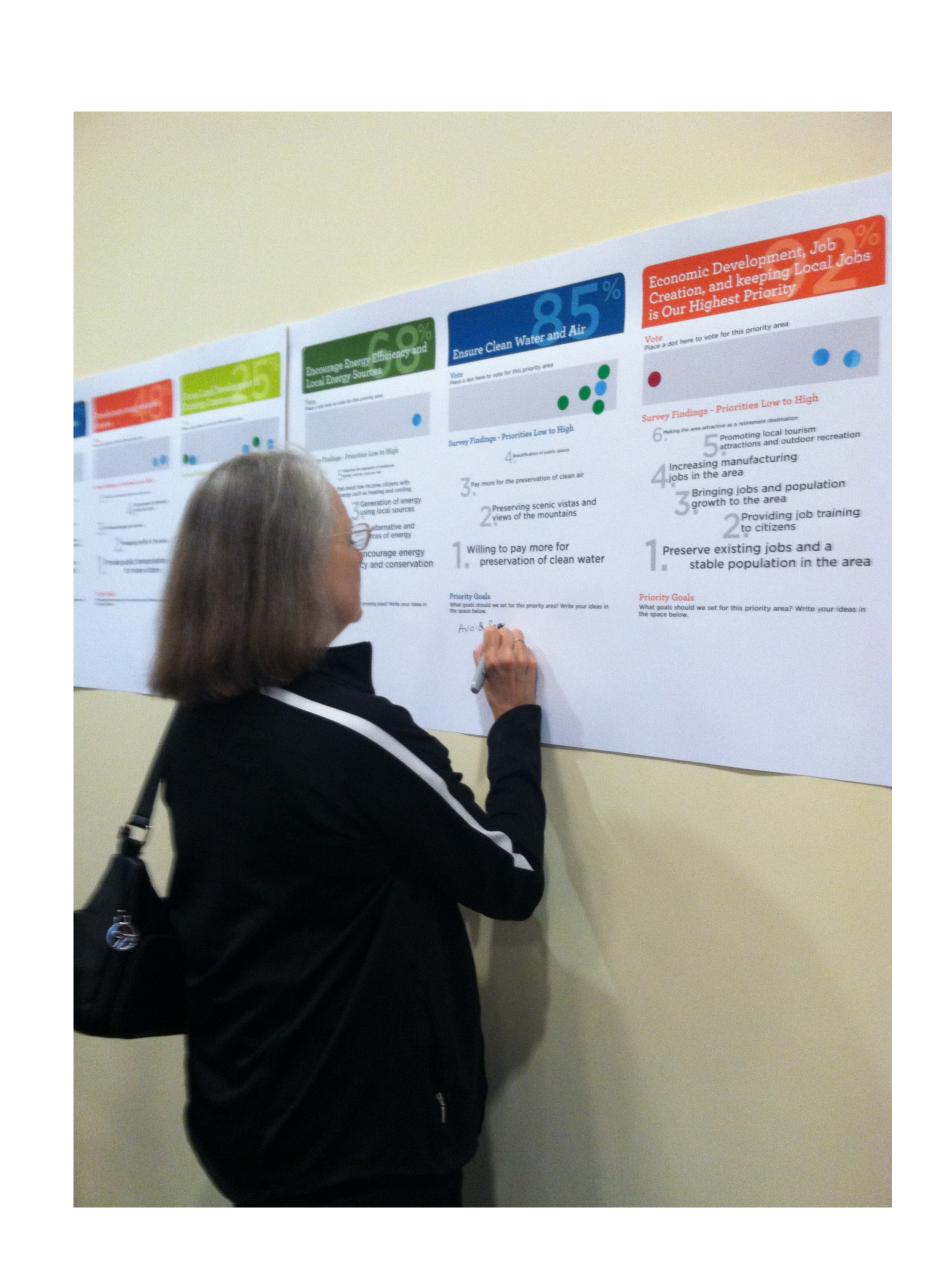




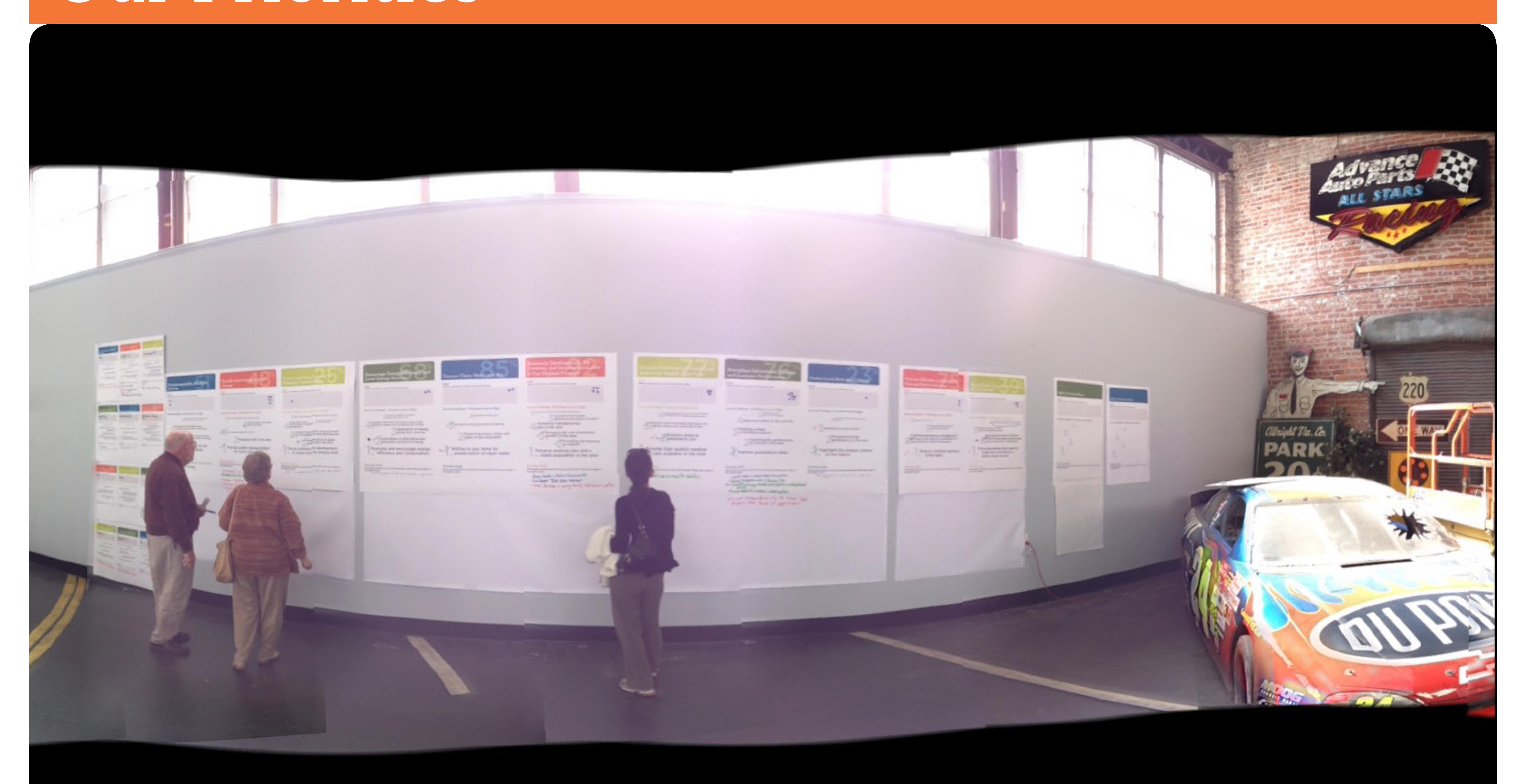
recreation



education



Our Priorities



Promote equitable, affordable housing

Vote

Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

- Availability of housing for multi-generational families living in the same household
- Availability of affordable housing options, including rentals, for all groups
 - Improvement of energy efficiency of all housing options for all groups
- Have more housing for the elderly and disabled

and... develop a new generation of senior housing

Provide more transportation choices

Vote

Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

- Promotion of transportation options other than driving
 - Improvement of sidewalks, paths, and trails
- Providing passenger rail service
 - Managing traffic in the area
- Provide public transportation for more citizens

and... improve passenger air travel

Focus Land Development in Existing Communities

Vote

Place a dot here to vote for this priority area



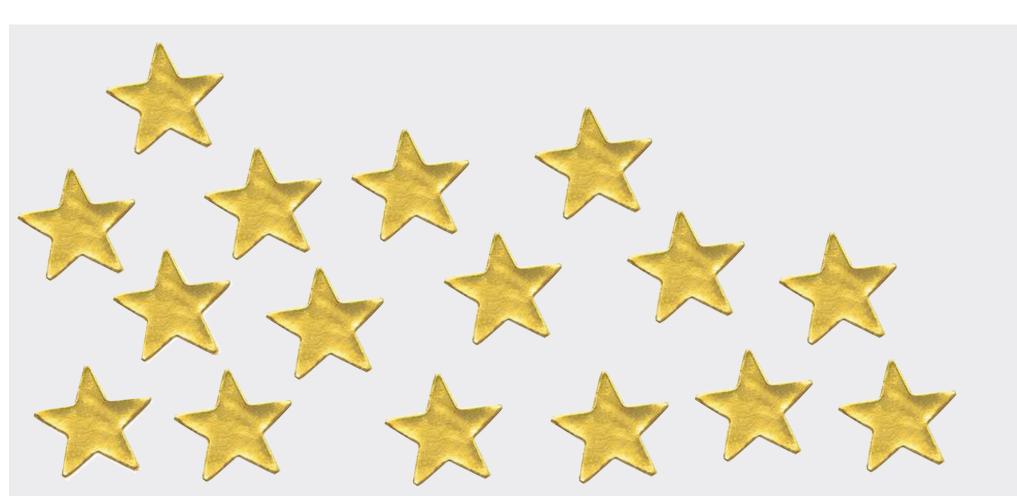
Survey Findings - Priorities Low to High

- Encouraging commercial development in green areas or rural land
- Using large areas of land to attract industrial development
- Having less restriction on land development
- Preserving public access to land for recreational and sporting use
 - Preservation of green areas and rural land
- Focus commercial development in areas that are already built

and... encourage redevelopment rather than sprawl

Encourage Energy Efficiency and Local Energy Sources

Vote
Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

- Reducing the regulation of traditional energy sources, such as coal
- Programs that assist low income citizens with paying for energy such as heating and cooling
 - Generation of energy using local sources
 - Exploration of alternative and renewable sources of energy
- Promote and encourage energy efficiency and conservation

and... increase number of recycling programs

Ensure Clean Water and Air

Vote Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

- Beautification of public spaces
- Pay more for the preservation of clean air
 - Preserving scenic vistas and views of the mountains
- Willing to pay more for preservation of clean water

and... use greenways to preserve or water quality

Economic Development, Job Creation, and keeping Local Jobs is Our Highest Priority

Vote

Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

- Making the area attractive as a retirement destination
 - Promoting local tourism attractions and outdoor recreation
- Increasing manufacturing jobs in the area
 - Bringing jobs and population growth to the area
 - Providing job training to citizens
- Preserve existing jobs and a stable population in the area

and... make Roanoke Valley a young family re-location option

Provide Preventative Health Care and Lower Health Care Costs

Vote

Place a dot here to vote for this priority area





Survey Findings - Priorities Low to High

Increasing programs aimed at improving the health of local residents such as programs targeting obesity

- Programs aimed at assisting with health care costs for citizens who cannot afford care
 - Programs aimed at preventative care
- Provide high quality medical care available in the area

and... improve transportation access to medical care

Strengthen Educational Options and Academic Performance

Vote
Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

Improving pre-school options in the community

- Improving safety in the schools
- Providing college scholarship programs
 - Improving the performance of schools in the area
- Improve graduation rates

and... become a leader in technical education

Foster Local Arts and Culture

Vote

Place a dot here to vote for this priority area





Survey Findings - Priorities Low to High

Improving artistic and cultural offerings in the area

- Supporting local area museums
 - Bringing more live perfomances to the area
- Highlight the unique culture of the region

and... support heritage tourism

Plan for Efficient and Reliable Fire and Police Services

Vote

Place a dot here to vote for this priority area





Survey Findings - Priorities Low to High

Increasing police in the area

Increasing fire protection services in the area

- Increasing emergency management services in the area for assistance in responding to natural disasters
 - Reduce criminal activity in the area

and... improve services and coordination for rural county lands

Bring People Together for a Sense of Community

Vote

Place a dot here to vote for this priority area





Survey Findings - Priorities Low to High

Increasing volunteerism in the community

Being a community in which people care about each other

Local governments combine efforts to provide services and solve community challenges

Everyone doing their part to make the community a better place to live

Infrastructure

Vote
Place a dot here to vote for this priority area



Survey Findings - Priorities Low to High

Establish infrastructure prior to development

Further develop transportation infrastructure

Develop key energy infrastructure

Parks & Recreation

Vote

Place a dot here to vote for this priority area

Survey Findings - Priorities Low to High

- Outdoor recreational opportunities and tourism
 - Additional parks and recreation opportunities in rural areas
- Greenways and trails

Character & Design

Vote

Place a dot here to vote for this priority area

Survey Findings - Priorities Low to High

- Maintain unique qualities of the community
 - Character-based architecture and form
- Define a valley identity

Promote equitable, affordable housing

Other Goals

- —Major need for low income families
- Promote neighborhoods with a variety of housing options and price ranges
- Deal with the homeless situation(s)

Provide more transportation choices

Other Goals

- bike trails/lanes
- **—** I-81
- Modern railroad take freight off I-81, passenger
- Amtrak in Roanoke
- Traffic calming roads safe for pedestrians and cycling
- Support all of western Virginia with a modern railroad to carry freight into the fuel expensive future to support our industry and private passenger service to keep us connected with the more urban but less livable centers
- Bus service to and from Fincastle
- Air travel (Fincastle)
- Improve passenger rail
- Improve passenger air travel
- Valley wide transit with SmartWay bus to Rocky Mount via US 220

Focus Land Development in Existing Communities

- —Retain and increase park lands
- —Encourage redevelopment rather than sprawl
- -promote infill development
- -Repurpose buildings
- —Grants for rural development projects
- —Parks and recreation needed badly in Craig. We do not have anything like this
- —Sports complex for children

Encourage Energy Efficiency and Local Energy Sources

Other Goals

- -Support wind energy
- —Realize that there is no clean coal
- Promote local shopping and entertainment to save driving
- Promote livable, walkable communities (also for health reasons)



Other Goals

— Maintain moratorium on uranium mining in Virginia

Economic Development, Job Creation, and keeping Local Jobs is Our Highest Priority

- Provide incentives/funding assistance for new businesses and industries
- —Retention and creation of quality jobs
- Tourism
- Increase education about local opportunities to young people
- —Support local-owned businesses

Provide Preventative Health Care and Lower Health Care Costs

Other Goals

- Help low income families with health care choices (no emergency room as only choice)
- -Church based health screening
- —Encourage healthy living

Strengthen Educational Options and Academic Performance

Other Goals

- —Support for teachers at a building level
- -More teachers, smaller classes
- Freedom from testing/government regulations
- Tutoring/mentoring
- Encourage continuing education to update and expand skills
- -Re-educate
- Leader in high school + 2 education (technical education)
- Arts and Culture
- —Return of local theater
- Preserve and chronicle local heritage and history

Foster Local Arts and Culture

- —Return of local theater
- Preserve and chronicle local heritage and history
- Grants for historic preservation

Plan for Efficient and Reliable Fire and Police Services

Other Goals

- —Increase fire protection in Oak Grove
- Consolidation of waste and recycling services - tri county cooperative

Bring People Together for Sense of Community

Other Goals

- —Cooperative food pantries
- —Encourage newcomers to participate in local government and civic organizations
- Utilize and coordinate faith-based networks

Add a Priority Here:

Add a Priority Here:

Vote

Place a dot here to vote for this priority area

Survey Findings - Priorities Low to High

4.

Priority Goals

What goals should we set for this priority area? Write your ideas in the space below.

Add a Priority Here:

Vote

Place a dot here to vote for this priority area

Survey Findings - Priorities Low to High

4.

Priority Goals

What goals should we set for this priority area? Write your ideas in the space below.

Add a Priority Here:

Vot

Place a dot here to vote for this priority area

Survey Findings - Priorities Low to High

4

Priority Goals

What goals should we set for this priority area? Write your ideas in the space below.