



Franklin County, VA
A Natural Setting for Opportunity

STRATEGIC PLAN UPDATE

BOARD OF SUPERVISORS PLANNING MEETING

CREATED NOVEMBER 8, 2018

Overview

The Board of Supervisors for Franklin County met on November 8, 2018 at the Franklin County Government Center to update their 2025 Strategic Plan, setting a direction and course of action for the next five years.

The last comprehensive strategic planning process for the County took place in 2013. In the years since that strategy was created, there has been significant turnover on the Board. There has also been significant progress on some goals, and some new challenges and opportunities to be considered as direction is set for the next five years.

This planning session's goals were to:

- align the Board around a common Vision;
- set measurable goals; and
- define the critical pathways and decisions to achieve those goals

This update is meant to complement the strategies already in place for other Operational and Financial goals in the original plan.

Supervisors in attendance were:

- Cline Brubaker – Chairman (Blackwater)
- Bob Camicia, Vice-Chairman (Gills Creek)
- Mike Carter (Rocky Mount)
- Tommy Cundiff (Union Hall)
- Leland Mitchell (Snow Creek)
- Tim Tatum (Blue Ridge)
- Ronnie Thompson (Boone)

Also in attendance were:

- Brent Robertson, County Administrator
- Chris Whitlow, Deputy Administrator

There were also various department heads and the County Attorney there to answer questions and provide context when requested.

Brent Robertson began the meeting by listing some of the many accomplishments since the initial plan was completed, and other projects that were underway. At the end of the meeting, the Board stressed the need for action by staff to get these initiatives rolling quickly and a desire for updates along the way. Those Action Items are included on page 5 of this document.

The following pages outline the Vision and Areas of Focus that were decided upon, as well as some critical decisions that need to be made over the next three months.



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2023 VISION

- 1) *Addition of 1000 new jobs that pay \$20+ per hour***
- 2) *750,000 square feet in Business Park fully developed, marketed, and occupied***
- 3) *Students and adults with comprehensive skills that prepare them for today and tomorrow's available jobs***
- 4) *24/7 EMS and Fire coverage and marked improved response times across the entire County***
- 5) *Significant inroads in reducing illicit drug use and addiction***
- 6) *1% annual population growth across all demographic categories***
- 7) *Equalize the number of workers coming into and leaving Franklin County to work each day***
- 8) *Ensure adequate facilities and services to address the needs of an aging population across the County***

AREAS OF FOCUS & STRATEGIES
WHERE WE NEED TO FOCUS OUR EFFORTS

(Numbers in parentheses refer to the specific Vision component it would support)

- A. Develop 5-year plan with the School Board to assess and prioritize facilities and capital for life-long learning (1 & 3)

- B. Agree on the cost and scope for CTE (1 & 3)

- C. Create a Task Force (*involving law enforcement, social services, citizens, judiciary, educational, medical, non-profit and private entities*) to plan and implement a comprehensive plan to address the causes, impacts and solutions to the drug problem, as well as develop and implement prevention strategies (5)

- D. Develop “soft Infrastructure” plan to ensure quality of life: increase affordable housing, neighborhoods, parks, recreational amenities, etc. (1, 6, 8)

- E. Develop a “hard infrastructure” plan: broadband, water & sewer, natural gas (1, 2, 6)

- F. Collaborative development of plan with paid and volunteer staff on what it will take to deliver on EMS/Fire goals (4)
 - Focus on recruitment/retention of volunteers – explore better ways to incentivize volunteers so they will stay
 - Develop the most efficient/effective ways to serve the entire county as we prepare for the future and the eventual loss of volunteers
 - Assess and develop a plan for facility needs for current and future 911/Fire/EMS

- G. Regular, focused dialogue between the County and its state & federal delegates (All)
 - Create an annual legislative agenda
 - Engage regularly with our delegates through quarterly update meetings
 - Set up a meeting with our new Representative, Denver Riggleman

- H. Identify groups (i.e. young families) that we want to attract and put together an “attraction strategy” through focused marketing and tourism efforts (6, 7)

- I. Identify opportunities to facilitate development of land for senior housing (i.e. Ferrum) (8)

ACTIONS TO BE TAKEN OVER THE NEXT 3 MONTHS

NOVEMBER 2018 – JANUARY 2019

ACTION	PERSON RESPONSIBLE	BY WHEN	STATUS
1) Finalize Construction Management contract	Mike Burnette	Nov 20	
2) Initial discussions with developers on Ferrum property (check with Ferrum/1 st right of refusal)	Mike Burnette	Dec 9	
3) Staff to decide what to outsource in the soft and hard infrastructure plans to accelerate progress	Brent Robertson	Dec 15	
4) Meeting with Davenport to understand dollars available for investment	Brent Robertson	Dec 18 10A	
5) Board of Supervisors' alignment over priorities for educational investment and preparation for meeting with School Board	Cline Brubaker	Dec 18 after Davenport Meeting	
6) Meeting with BOS, Staff and School Board to come to agreement on needs and determine what is feasible for capital expenditures	Brent Robertson	Dec 19	
7) Identify the amount of money available and set priorities as to how it will be used to move forward on the goals in this plan	Brent	Dec 31	
8) Create a charter for the Drug Task Force	Brent Robertson	Jan 2019	