

CHAPTER 12.

HOW WILL WE ACCOMPLISH OUR GOALS?

The plan will be implemented and accomplished through deliberate actions as presented in Strategies Matrix. The matrix includes the following headings:

- Strategy: Project/Activity: identifies and describes the strategy.
- Goal/s Supported: identifies which goals from Chapter 10 are supported by this action
- Priority: indicates priority in terms of time schedule.
 - 1 = A critical task and should be begun as soon as possible. It is necessary to begin implementation of the Plan and should occur in the first three years after plan adoption.
 - 2 = A very important task that is essential to the Plan implementation. Should occur in years 4-9 of the planning period.
 - 3 = An important task but with no special sense of urgency. It will help implement this Plan and should occur in years 10-20 after Plan adoption.

Priorities 1 and 2 are listed in order of importance. Priority 3 items are in no particular order, though they will become more important and will be ranked in future plans.

- Responsible Party: the person, department or entity that is primarily responsible for initiating, pursuing and/or carrying out the strategy. When multiple parties are listed, it is in the order of responsibility.
- Budgetary Impact: the relative fiscal impact of that strategy on the County's budget:
 - Low = Little to no fiscal impact.
 - Mod = Moderate; some fiscal impact, but likely to be funded in one or two fiscal years.
 - High = May have significant fiscal impact, though some of this could be defrayed by alternate revenue sources.

Review and Evaluation

The Goals Chapter and the Strategies Matrix should be reviewed annually by the Planning Commission and County staff with progress updates provided to the Board of Supervisors.

Strategy Number	Goals Supported	Strategy: Project/Activity	Priority	Responsible Party (Support Party)	Budgetary Impact	Capital Item
1	1, 3, 12	Establish a Farm and Forest Task Force to develop a draft Agricultural and Forestal Strategic Plan to improve the economic viability of farms and forests. This should include an assessment of local/regional food opportunities.	1	Dean Gall, & Community Development (Community Organizations)	Low	
2	1, 2, 3	Establish a Land Policy Task Force to make specific recommendations regarding the protection of farms, forests and water to the Planning Commission and Board of Supervisors within 18 months with help from the PDC, including new logo ideas.	1	Dean Gall & Community Development (Planning Commission & Community Organizations)	Low/Mod	
3	3, 4	Support local and/or recruit clean companies with good wages, especially light industry, technology and innovation jobs.	1	Economic Development and EDA	Low/Mod	
4	1,3	Support planning and development of opportunities to process local foods.	1	Economic Development	Low	
5	3	Collaborate with public and private entities to grow economic development infrastructure, including available buildings to assist small companies that cannot afford to build.	1	Economic Development and EDA	Low	
6	3	Make resources readily available to small businesses about the availability of assistance to help them growth their business (local EDA loan program and land, business planning resources, state and federal grant programs.)	1	Economic Development and EDA	Low	
7	3	Develop a Strategic Economic Development Plan to prioritize needs and opportunities (beyond the Agricultural and Forest Plan.)	1	Economic Development and EDA	Low	
8	3, 7	Explore alternative energy opportunities, such as through regional initiatives.	1	Community Organizations	Low	
9	1, 3, 12	Support more vegetable and specialty crop (e.g. fruits, biomass, fiber, herbs, flowers, greenhouse/plant stock) production.	1	Cooperative Extension	Low	
10	7	Encourage development of assisted living in the County.	1	Economic Development	Low	
11	8	Study waste collection options to provide more recycling and cost efficient service overall.	1	County Administrator	Mod/High	

Strategy Number	Goals Supported	Strategy: Project/Activity	Priority	Responsible Party (Support Party)	Budgetary Impact	Capital Item
12	11	Explore pedestrian walkways, trails and bikelanes through federal, state, regional and non-profit initiatives.	1	Community Organizations	Low/Mod	
13	4, 6	Encourage development of more senior programs and wellness programs, including a multiple purpose community center with pool.	1	Community Organizations	Low	
14	4	Increase workforce training opportunities through collaboration with higher education institutions and other agencies.	1	Economic Development	Low	
15	3	Promote tourism development through strategic marketing investments and collaborations.	1	Economic Development	Moderate	
16	9, 10	Establish a Capital Improvement Program.	1	County Administration		
17	5, 9, 10	Maintain adequate emergency vehicles and replace when necessary.	1	Volunteer Organizations / County Government	High	
18	4, 9, 10	Conduct work sessions with school board representatives regarding school needs.	1	Board of Supervisors	Low	
19	7, 9, 10	Extend public water and sewer to areas targeted for development.	1	PSA	High	YES
20	1, 2, 5, 6, 7, 8, 9, 10, 11, 12	Adopt revisions to land development regulations (based on recommendations from Task Force) to protect farms, forests and water and avoid future residential development where services are difficult and more costly to provide. This would include a revision	1	Board of Supervisors and Planning Commission	Low-Mod	
21	3	Participate in regional initiatives related to economic development including tourism when it is efficient and effective to do so.	1	Economic Development	Low-Mod	
22	11	Request that the Virginia Department of Transportation make all efforts to maintain safe roads in the County.	1	Board of Supervisors	Low	
23	3	Create local business mentoring program, likely through SCORE	1	Economic Development and EDA	Low	

Strategy Number	Goals Supported	Strategy: Project/Activity	Priority	Responsible Party (Support Party)	Budgetary Impact	Capital Item
24	5, 8, 9, 10	Buy essential capital items as needed for public safety, solid waste, etc.	1	County Government, Volunteer Organizations	High	YES
25	1, 2, 9, 10	Create a new seal or logo that better reflects core values and/or strategic direction.	1	Board of Supervisors	Low	
24	3, 4	Present free/low-cost training opportunities for businesses in Floyd County.	1	Economic Development and EDA	Low	
25	7	Establish a housing committee to prepare for the Floyd County HOME Consortium Funds and leverage other funds.	1	Economic Development	Low	
26	9, 10	Assure that all due taxes are billed and collected for real and personal property in the County.	1	Constitutional Positions		
27	3	Adopt a business license requirement with a nominal fee, to provide an active inventory for economic development purposes.	1	Board of Supervisors	Low	
28	5	Continue participation in Regional Jail and regional drug task force.	1	Board of Supervisors, Sheriff		
29	1, 2, 3, 5, 6, 7, 8, 9, 10	Participate in the New River Valley Sustainable Communities grant.	1	Community Development	Low	
30	6	Encourage virtual or physical one-stop shop for health and human services.	2	Community Organizations	Low	
31	1, 3, 12	Support programs to educate the public on the importance of buying locally, including locally produced foods.	2	Community and Economic Development	Low	
32	3	Develop Labor Market Analysis to better understand and promote County workforce, if/when grant funding available.	2	Community and Economic Development	Moderate	
33	8,9,10	Implement solid waste management changes.	2	Solid Waste/Recycling	Moderate	YES
34	1, 2, 5, 6, 7, 8, 9, 10	Establish level of service standards to direct future areas of growth and future standards.	2	Planning Commission and Community Development	Low	
35	9, 10	Align growth patterns with fiscal capacities of the County.	2	Planning Commission, Board of Supervisors	Low	

Strategy Number	Goals Supported	Strategy: Project/Activity	Priority	Responsible Party (Support Party)	Budgetary Impact	Capital Item
36	3	Evaluate opportunity to establish a "product of Floyd" labeling program.	2	Economic Development	Low	
37	1, 7	Request that the Virginia Department of Forestry provide Firewise training in Floyd County, particularly to high-risk woodland home-owners.	2	Emergency Services	Low	
38	5, 7	Conduct a table-top exercise regarding potential accident at gas/oil storage facilities with help from the Virginia Department of Emergency Management.	2	Emergency Services	Low	
39	5	Keep the Emergency Operations Plan current, and prepare for new emergency possibilities as they develop.	2	Emergency Services	Low	
40	2	Seek opportunities to better understand groundwater, including encouraging Health Department and other regional stakeholders to add well yield to Well Database.	2	Planning Commission, Community Development	Low	
41	10	Residential developments should locate in designated growth areas, or else pay to upgrade levels of service (such as roads,) to meet their needs.	2	Planning Commission, Board of Supervisors	Low	
42	11	Identify areas where bikelanes along existing roads may be possible.	3	Community Organizations		
43	12	Encourage establishment of an inventory of significant historic and archaeological structures and places.	3	Planning Commission, Community Development	Low-Mod	
44	3, 4, 5, 6, 8, 9, 10	Acquire additional land for future public facility needs.	3	Board of Supervisors and EDA	High	Yes
45	5, 6, 12	Participate in some formal recognition of appreciation of volunteers in the County.	3	Community Development	Low	
46	8	Make information on recycling more readily available (via website.)	3	Community Development	Low	

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Summary and Conclusion

- Strategies classified as Priority 1 or 2 are critical to the implementation of this plan.
- Priority 1 strategies should be done within three years of Plan adoption.
- Priority 2 strategies should be done in planning years 4 to 9.
- Yearly review of the Goals plus Strategies Matrix is essential to chart progress and establish work programs.