



Proposed FY 2015 Strategies

Lynchburg, Virginia

A Great Place to Live, Work and Play!

December 10, 2013

Attachment A



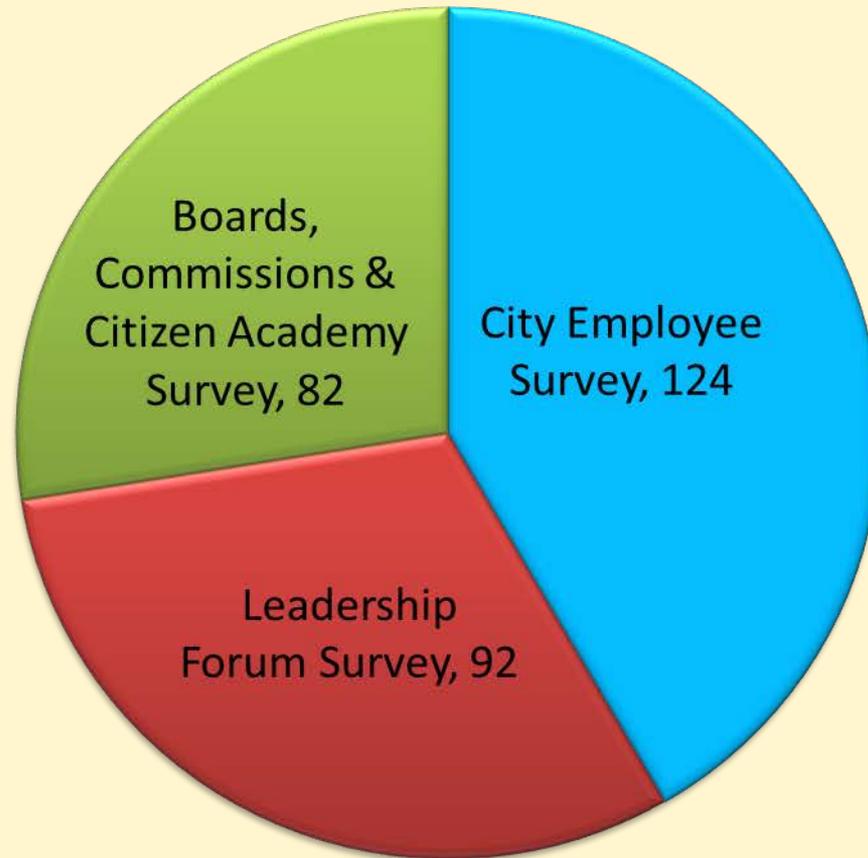
Survey Background

- **Respondents:** Boards and Commissions, Citizens Academy graduates, and City employees
- **Response rate:** 82/311 or 33% Boards and Commissions/Citizens Academy respondents; 216/1150 or 19% City employee respondents
- **Instruction:** Identify one objective for each goal that the City should give priority to in FY 2015



Survey Participants

298 Participants





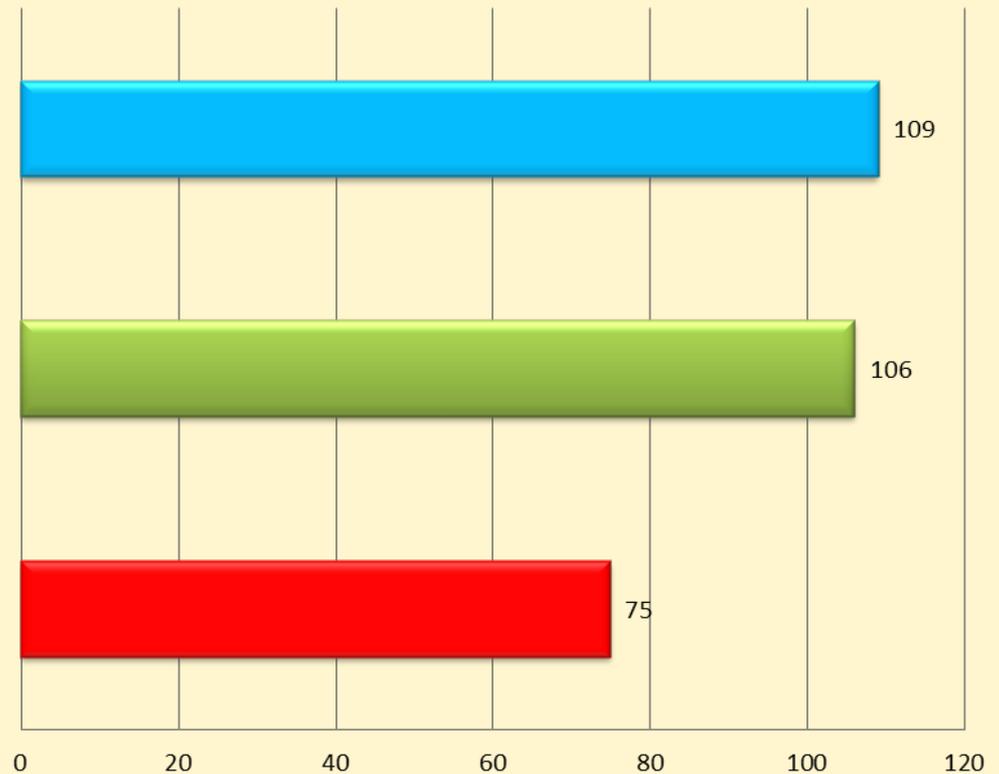
Arts & Culture

The City is a place to discover and enjoy arts, history, and culture.

A. Improve the City's role as facilitator and champion of local and regional efforts to promote preservation, the arts, and heritage development.

B. Support arts and cultural opportunities for everyone.

C. Continue support for and participation in regional heritage tourism planning and promotional efforts.



Total Respondents: 290



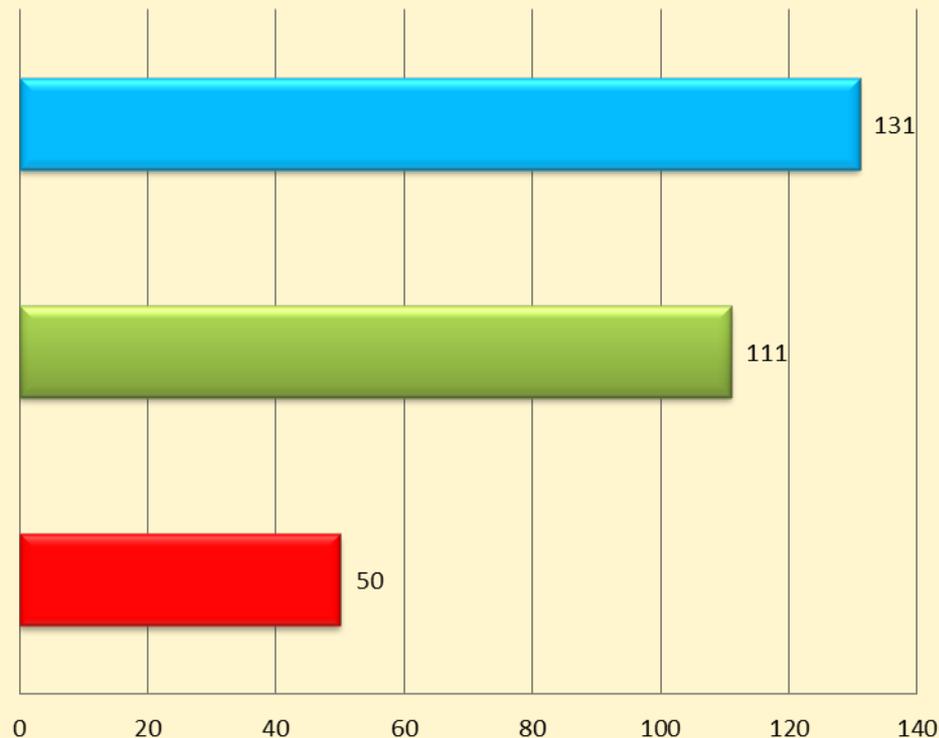
Citizen Engagement

Lynchburg citizens are engaged in participative democracy, interact with each other, learn from each other and together make the community more than the sum of its parts.

A. Promote active and effective participation in civic affairs, democratic process, and community improvement efforts.

B. Increase awareness of the quantity and quality of the public and private facilities and services to City residents.

C. Free wireless in the Central Business District (Downtown)



Total Respondents: 292



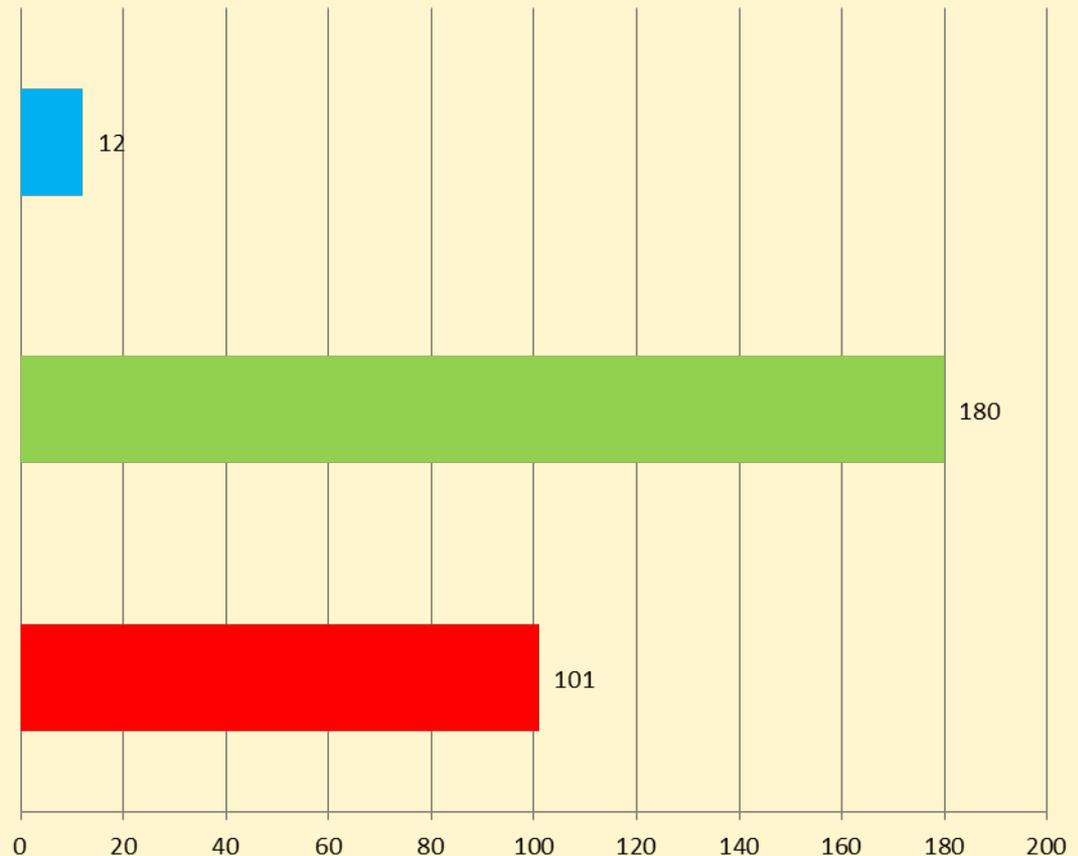
Economic Development

Lynchburg fosters an environment where businesses develop, thrive and compete in the global marketplace.

A. Tell the City's economic story more effectively to the most appropriate audiences.

B. Focus on areas that will directly impact economic growth and ensure Lynchburg is in a competitive position to attract, retain, and grow the types of companies and industries it desires.

C. Support economic development efforts which will expand job opportunities & retention.



Total Respondents: 293



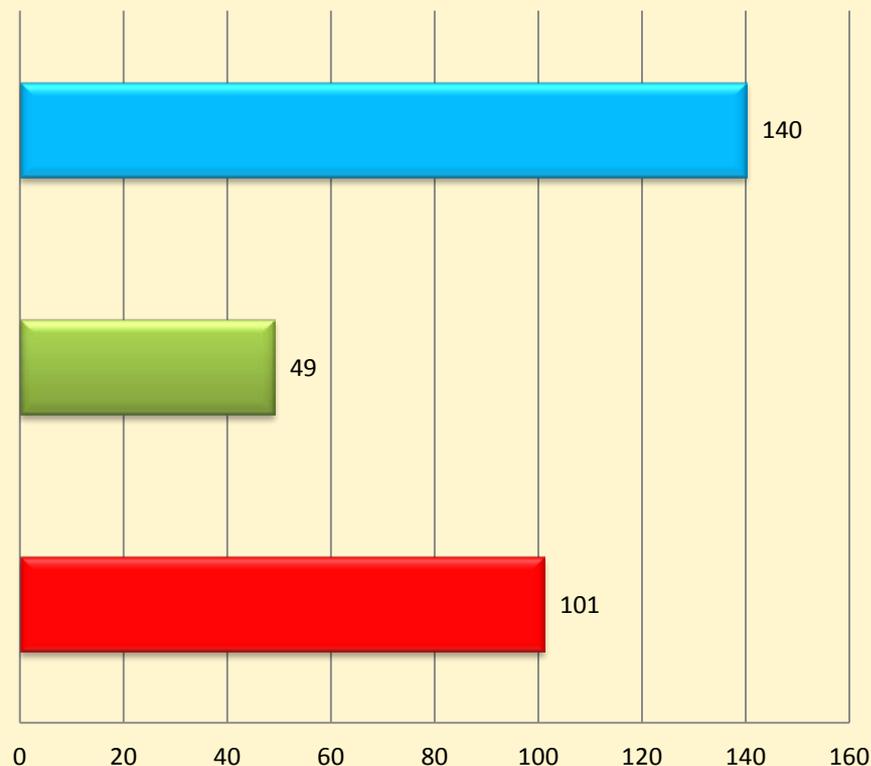
Healthy & Active Living

Lynchburg supports healthy and active living.

A. Upgrade existing facilities in parks to meet current codes and to improve their appearance and function.

B. Expand the City's bikeway system.

C. Take a lead role in promoting healthy living, green initiatives, and influencing community design.



Total Respondents: 290



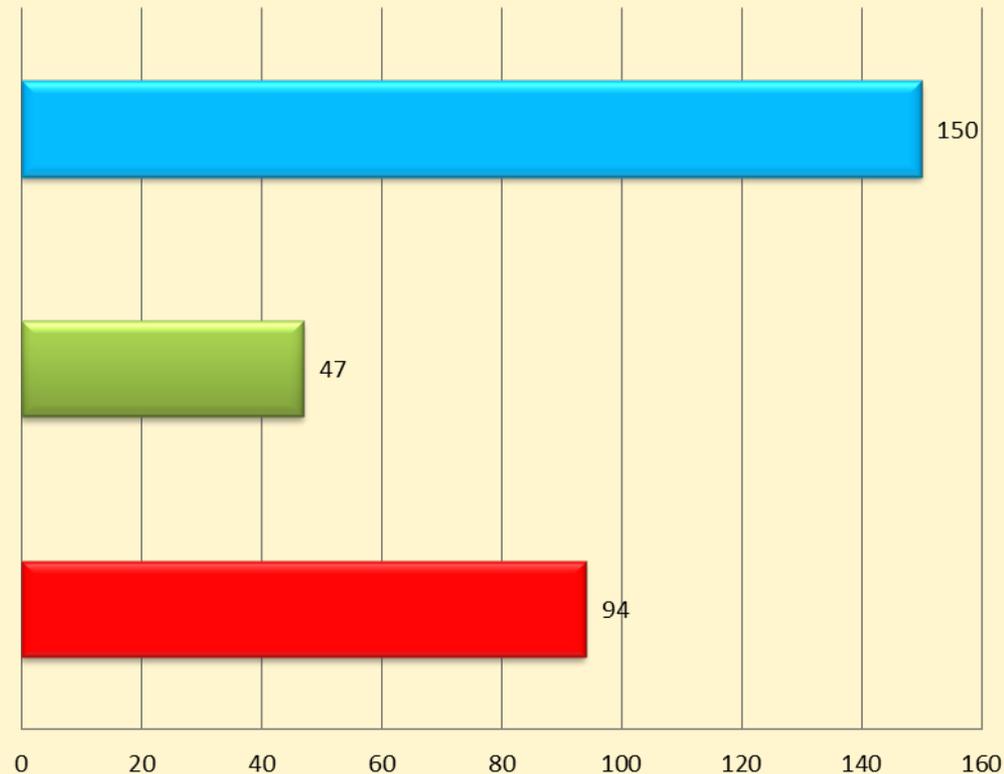
Infrastructure

Develop, renew and replace the City's infrastructure in a manner that is cost-effective, efficient, and sensitive to the community's needs.

A. Provide the citizens of Lynchburg with dependable, modern, high-quality roads, utilities and public spaces to meet the City's long-term requirements.

B. Maintain the priority of and commitment to execution of the City's CSO elimination program with a goal of completion by 2020.

C. Commit adequate resources to the operation and maintenance of existing & future transportation facilities.



Total Respondents: 291



Land Use

The City optimizes the use of land and resources within its 50 square miles.

A. Remove existing and potential conflicts between land uses and zoning.

B. Encourage development that maximizes the use of limited land resources, while being sensitive to cultural and natural resources and surrounding land uses.

C. Promote public and private strategies that allow for transit and pedestrian-oriented, mixed-use development opportunities, especially within designated redevelopment areas.



Total Respondents: 292



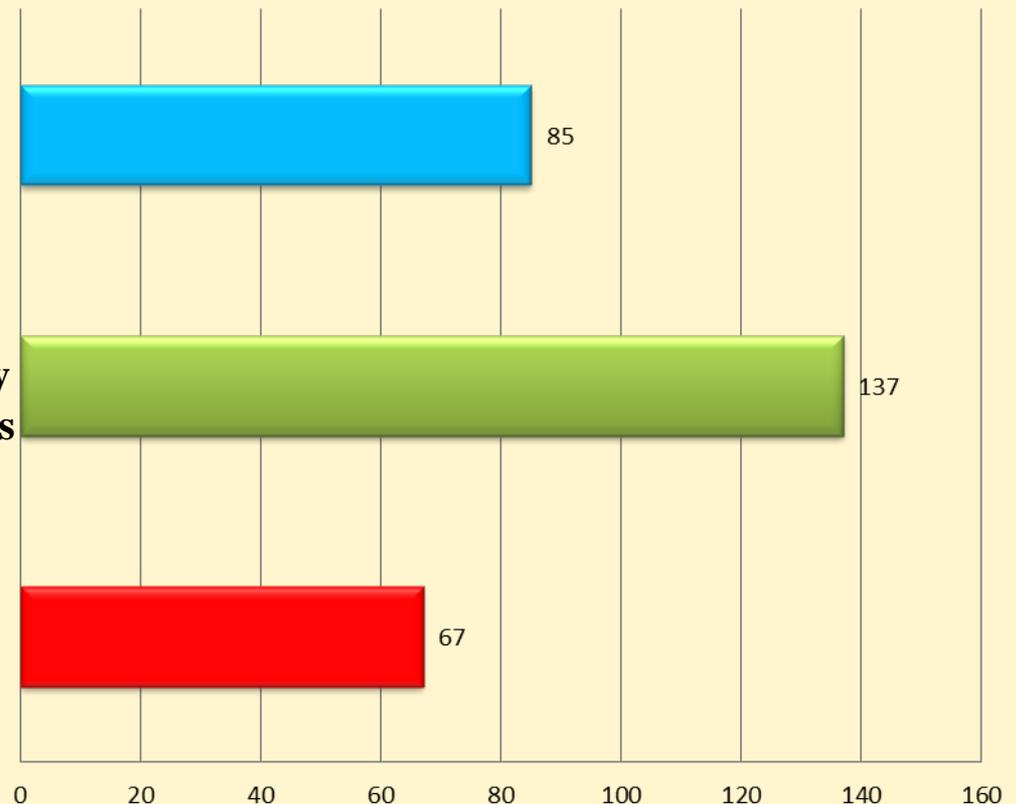
Lifelong Learning

Lynchburg is a community that values, encourages, and supports the pursuit of learning opportunities at all stages of life.

A. Excellence in Achievement through graduation rates, advanced class enrollment, reading proficiency, SOL results, and grade distribution.

B. Create partnerships with Lynchburg City Schools, private schools, universities, colleges and the business community to support workforce development.

C. Develop an empowered and educated City workforce that embraces technology.



Total Respondents: 289



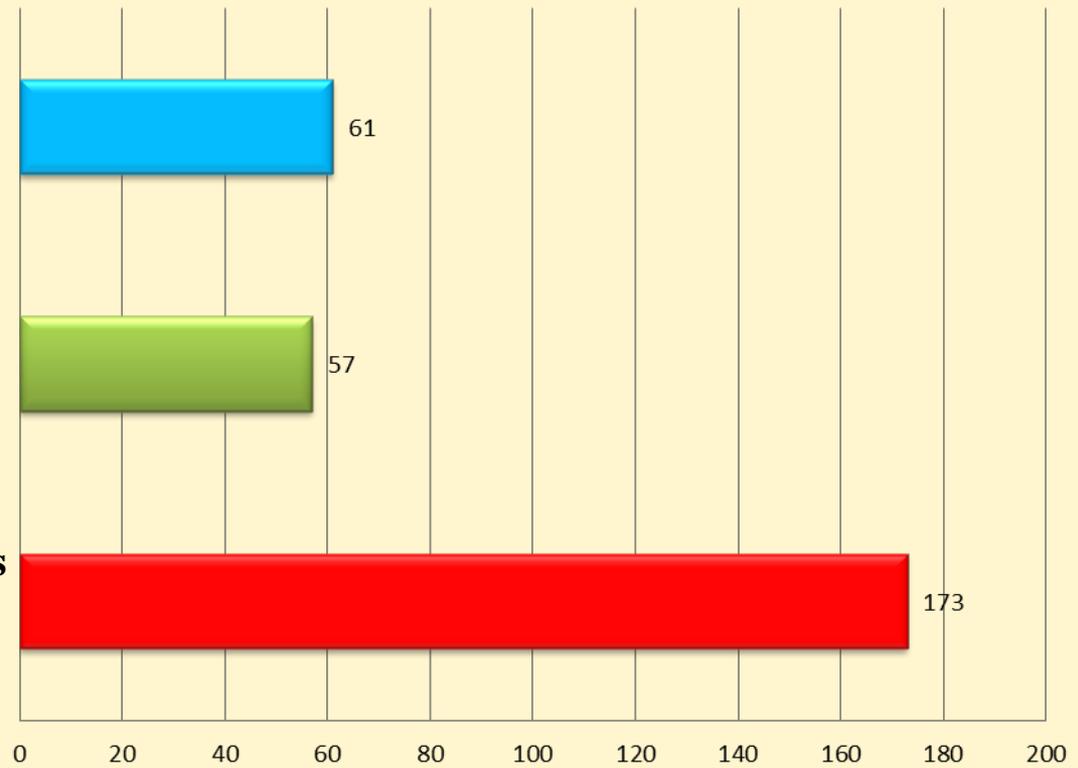
Natural Resources

Lynchburg protects, preserves and restores the natural environment.

A. Improve and maintain the health of our watersheds.

B. Maintain a comprehensive approach to stormwater management with a focus on addressing regional stormwater issues.

C. Encourage development that maximizes the use of limited land resources, while being sensitive to cultural and natural resources and surrounding land uses.



Total Respondents: 291



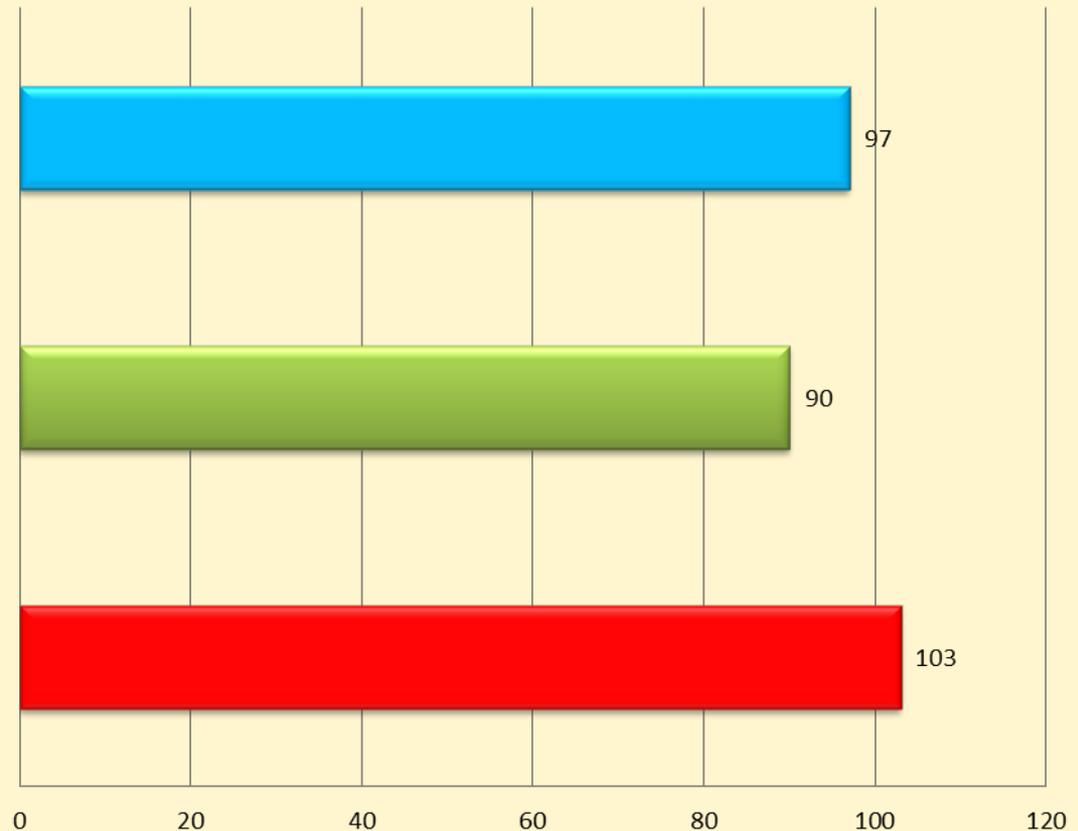
Neighborhoods

Lynchburg is a community of vibrant, healthy, and diverse neighborhoods.

A. Support mixed-use neighborhoods with accessible green space.

B. Encourage innovative, safe, and affordable housing choices.

C. Support neighborhoods through infrastructure and public services.



Total Respondents: 290



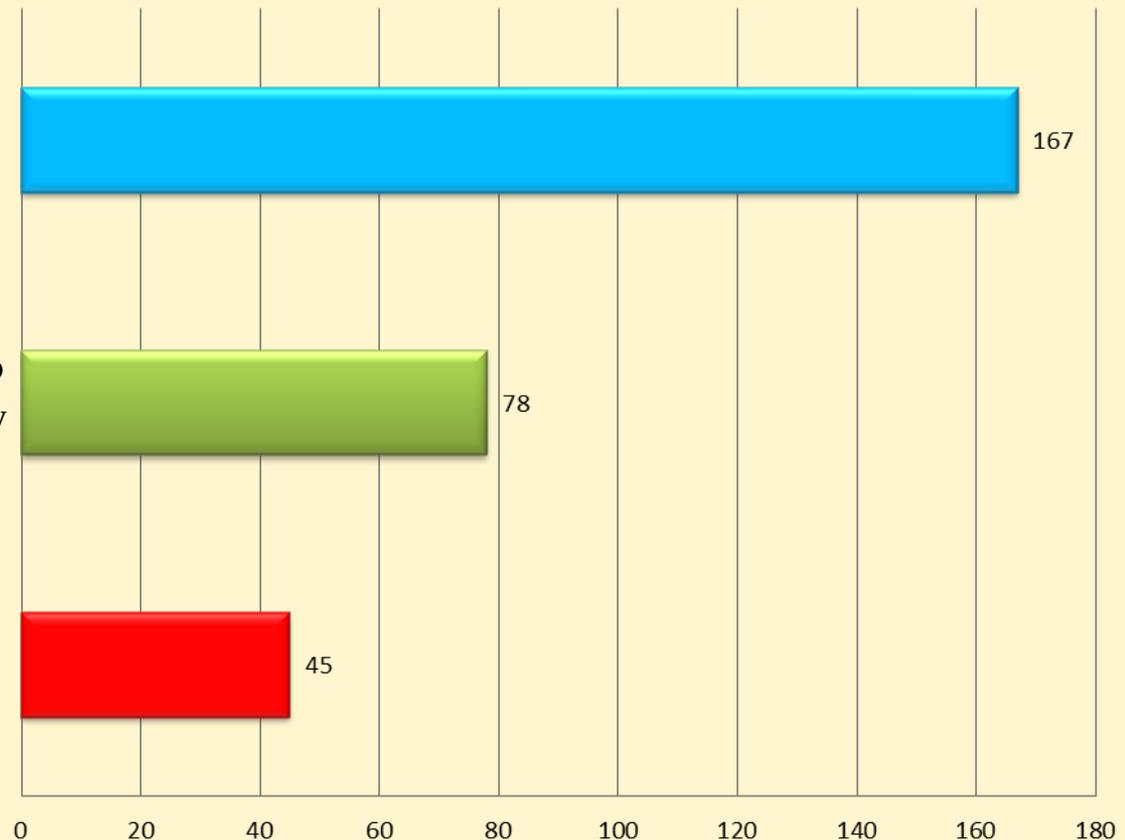
Safe Community

Lynchburg supports a safe and vibrant community through partnerships, planning and prevention.

A. Foster a safe and vibrant community through conserving, stabilizing and revitalizing City neighborhoods.

B. Build partnerships and relationships to facilitate effectively educating community members on matters of public safety.

C. Enhance the City's emergency management capability through training, agency collaboration and infrastructure development.



Total Respondents: 290



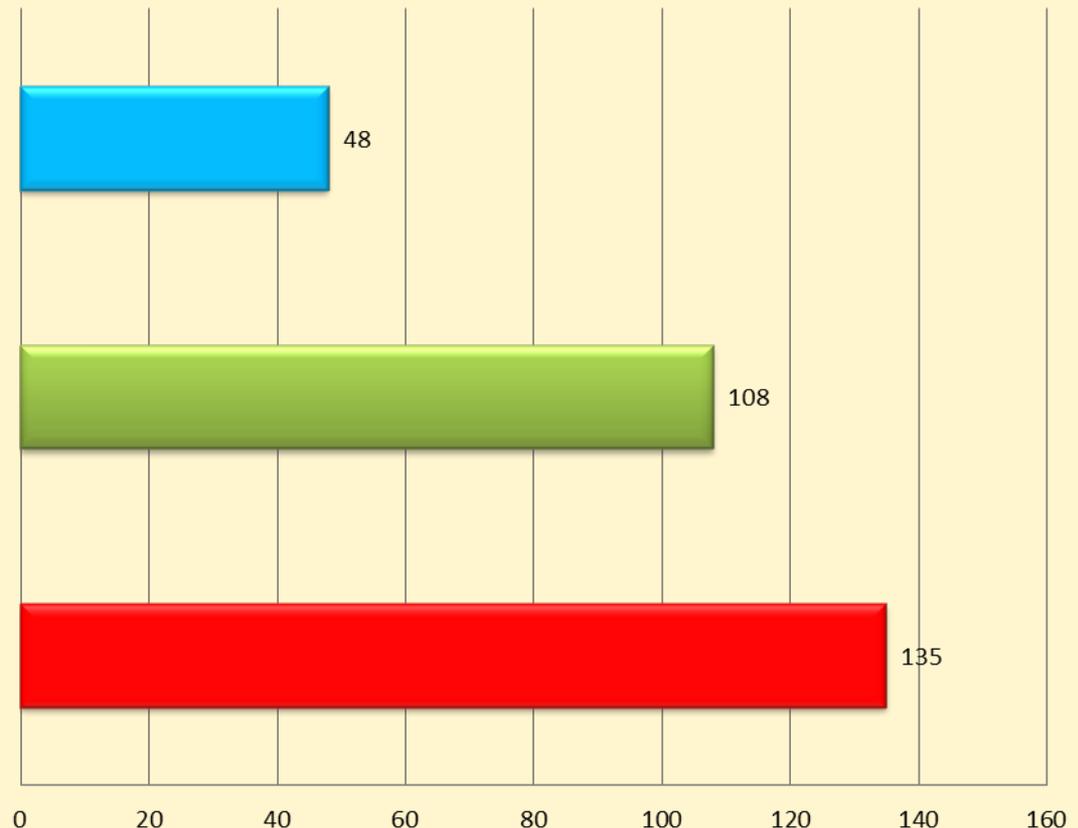
Social Equity

Lynchburg is a city where everyone is valued and respected, and has fair access to public resources.

A. Support initiatives to increase permanent affordable rental and housing ownership opportunities.

B. Promote the creation of diverse employment opportunities.

C. Promote activities which support the healthy development of the City's at-risk youth, adults and families.



Total Respondents: 291



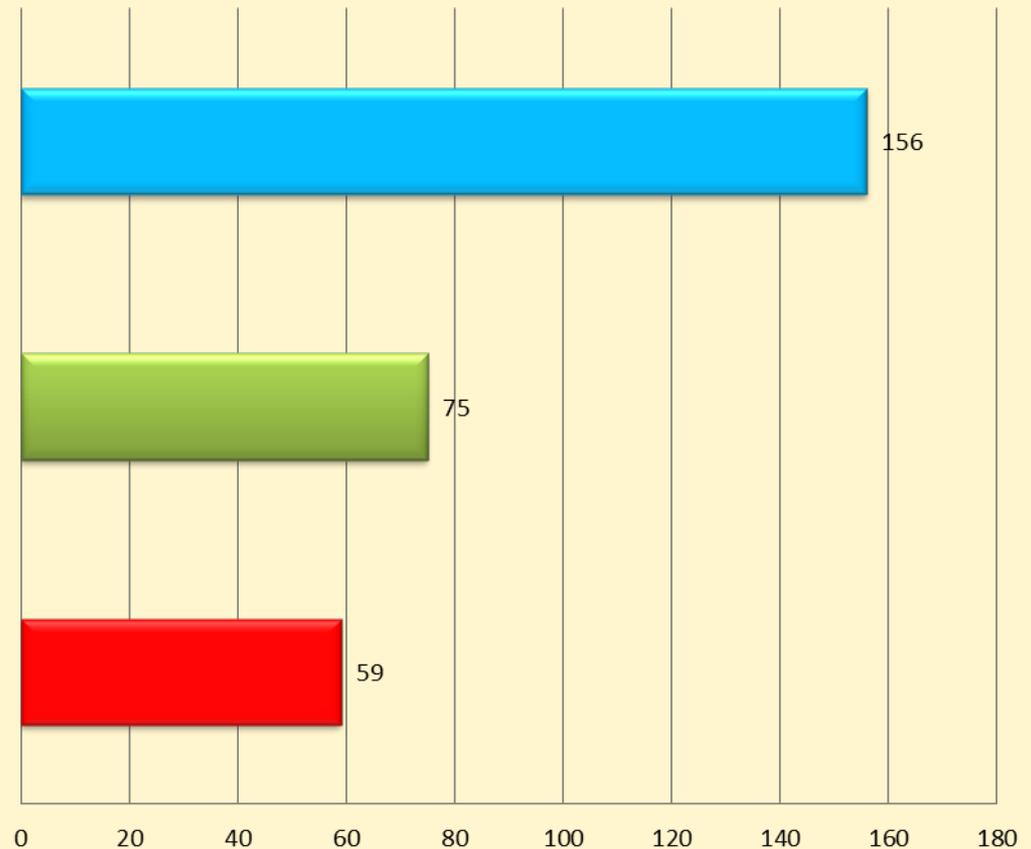
Transportation

Lynchburg's transportation system is multi-modal, safe and accessible to all citizens.

A. Create a sustainable, multi-modal transportation system that minimizes and, where possible, reduces pollution and motor vehicle congestion while ensuring safe mobility and access for all.

B. Commit adequate resources to the operation and maintenance of existing and future transportation facilities.

C. Incorporate a multi-modal focus in the final design of transportation infrastructure and services.



Total Respondents: 290



Next Steps

- Strategic Planning Action Team will work with stakeholders to identify metrics that will indicate progress on these priorities
- Priorities will be a component in the development of the FY 2015 Capital Improvement Plan and Operating Budget