

ARTS & CULTURE

Arts & Culture: Lynchburg is a place to discover and enjoy arts, history, and culture.

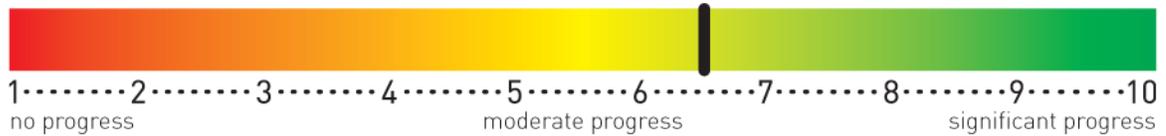
Strategy: Improve the City's role as facilitator and champion of local and regional efforts to promote preservation, the arts, and heritage development.



Citizen Assessment • December 2014



City Employee Assessment • December 2014



City Council Assessment • September 2014

(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: City Council rated this Pillar 6.5 based on FY 2014 Major Accomplishments and associated Metrics. This rating represents a slight decline from the 6.9 rating in December 2012. Council ratings ranged from a low of 4.0 by one Council member to 8.0 by two Council members with two Council members giving Arts and Culture a rating of 7.0 and another rating this Pillar 5.0.

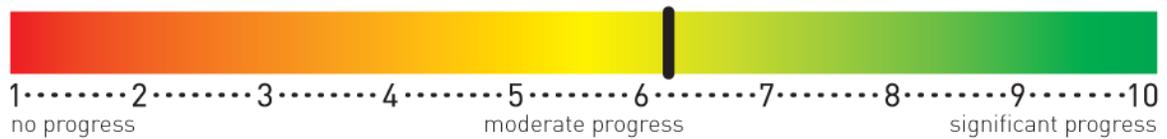
City Council Comments:

- Why is the hiring of the Tourism Director listed here? (mg)
- It seems as though citizen ratings or perception of the Arts and Culture is on the decline. Exception being the City Cemetery and Point of Honor, both have an active board and do a fair amount of marketing for themselves. We can do better, hopefully the new structure of Tourism will help with this. (jf)

CITIZEN ENGAGEMENT & SOCIAL CAPITAL

Citizen Engagement and Social Capital: 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.

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



Citizen Assessment • December 2014



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City Council Assessment • September 2014

(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: City Council rated Citizen Engagement and Social Capital 6.4 for FY 2014, a slight decline from the 6.6 rating in September 2012. Ratings from Council members ranged from a low of 4.0 by two Council members to a high of 9.5 by one Council member. Three Council members each rated this Pillar 6.0, 7.0, and 8.0.

City Council Comments:

- I think that we are doing an excellent job in this area. (mg)
- High levels of approval and satisfaction often translate into reduced engagement. (rn)
- It is a concern: It appears that Citizen Involvement is on the decline in areas of attending a meeting of local officials, watching a Council meeting, participating in a club or civic group, we have not grown in volunteering or giving time. I think that we need to ask ourselves why this is happening. Are we promoting this as City officials, is our City encouraging this, advertising opportunities to do so in a manner that reaches all citizens? Are we reinforcing attendance by our citizens (i.e. on our City website placing pictures and posting of citizens "caught in citizen engagement" might be a thought). One encouraging sign was that attendance in the Citizen Academy has grown, I feel that Communications and Marketing works on this annually and has committed to this endeavor, and the attendance is reflecting this, word of mouth by citizens who have taken the course and had a very positive experience has also helped to grow the program. (jf)

CITIZEN ENGAGEMENT & SOCIAL CAPITAL

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ECONOMIC DEVELOPMENT

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

Strategy: 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.



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: Council ratings on this Pillar hovered in the mid-range with three Council members rating Economic Development in FY 2014 an 8.0 while two Council members rated this Pillar at 6.5 and 6.0. One Council member rated FY 2014 Economic Development a 1.0. On average, the rating for FY 2014 is 6.3 compared to 7.3 in December 2012.

City Council Comments:

- Can we see comparative jobs data in this metric? (mg)
- Impressive accomplishments, what a go Team Economic Development, your bar graph is growing in private investments. (jf)

HEALTHY & ACTIVE LIVING

Healthy & Active Living: Lynchburg supports healthy and active living.

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



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: The FY 2014 rating of 7.0 for Healthy and Active Living reflects a slight increase over the December 2012 rating of 6.9. Two Council members each rated this Pillar 8.0, 7.0, and 6.0.

City Council Comments:

- Is Indicator 2 useful since it is constrained by so many other factors? (mg)
- What a go!! We are moving the needle on this....our positive rating with the Gallup Healthways poll this year was not listed; any reason for this not to be listed?? This was quite an accomplishment in two years, the poll recognized us as being healthier and in their top healthy communities. Great to see volunteer hours increase (almost double!!) in our parks, trails, centers, and athletics. Our feel that the collaborative effort was kick started more than two years ago has assisted the city with this. (jf)

INFRASTRUCTURE

Infrastructure: Lynchburg will develop, renew and replace the City's infrastructure in a manner that is cost effective, efficient, and sensitive to the community's needs.

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



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: The FY 2014 overall Council rating for this Pillar is 6.5 compared to 4.7 in FY 2012. One Council member rated Infrastructure 8.0, two Council members each rated this Pillar 7.0 and 6.0 while one Council member rated FY 2014 accomplishments a 5.0.

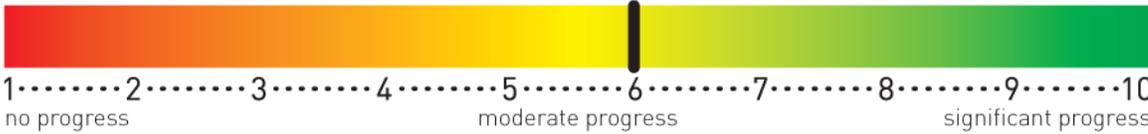
City Council Comments:

- It seems that we still struggle to maintain ourselves in the areas of the water system and streets. (mg)
- Tackling the infrastructure needs of a Virginia First City seems to be a never ending tale (or project). Improvements are being made daily in our city and many projects are underway that will propel us forward, so hopefully this score will go up. It just takes time and sometimes a lot more revenue than we have at the moment, and I am not the most patient person!! (jf)

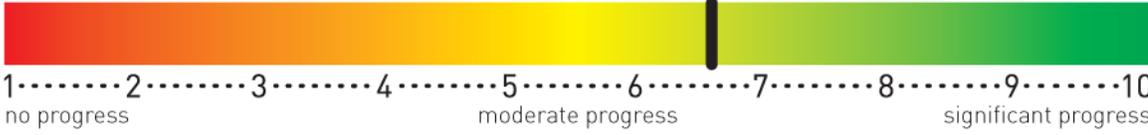
LAND USE

Land Use: Lynchburg optimizes the use of land and resources within its 50 square miles.

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



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: In FY 2014, Council rated Land Use 6.9, a significant improvement from the 5.1 rating in December 2012. Council ratings ranged from 5.0 to 8.0; one Council member rated Land Use 5.0 while another Council member rated it 5.5. Two Council members rated this Pillar 7.0, one each rated it 8.0 and 9.0.

City Council Comments:

- Indicator 3 gives us no context. We still need a housing plan to direct our thinking regarding residential housing density. (mg)
- There are major works in progress, (we are seeing returns on some of the accomplishments, as reflected in the graph on page M-21 (new page 30) with Property Value and Meals Tax generated) hopefully when these are completed we will continue to see a return on our investments. (jf)

LIFELONG LEARNING

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

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



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City Council Assessment • September 2014

(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: The FY 2014 overall Council rating for Lifelong Learning is 6.3 compared to 5.6 in December 2012. Council rankings ranged from a low of 4.5 to a high of 8.0. One Council member each rated this Pillar 4.5, 5.0 and 6.0 while two Council members rated it 7.0 and one Council member 8.0.

City Council Comments:

- Does the demonstrated need for a labor force with higher skills belong under economic development? (mg)
- We need to do better here! Stats are very low on page M-24, Education Attainment Levels, which is very concerning. Like to see us update STEM terminology to STEM-H (our biggest employer is the health field (we should really be promoting this). On page M-26 (new page 34) our partnering organizations need to meet and discuss how they can work together and collaboratively to move us forward in the Critical Issues/Concerns for the Future of our City. The question to ask would we, the City, be the convener of this meeting? (jf)

SAFE COMMUNITY

Safe Community: Lynchburg supports a safe and vibrant community through partnerships, planning and prevention.
Strategy: Foster a safe and vibrant community through conserving, stabilizing and revitalizing City neighborhoods.



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: The Safe Community Pillar in FY 2014 was rated 6.6 compared to a December 2012 rating of 7.0. Ratings ranged from a low rating of 4.0 by one Council member to a high of 9.0 by another Council member. One Council member each rated this Pillar 5.0 and 7.5 while two Council members rated Safe Community 7.0.

City Council Comments:

- Our response to the derailment showcased our incident response capability – excellent. We need to watch the trend on drug crimes. (mg)
- Graphs reflect a positive picture, i.e. on page M-34 (new page 48), show that since 2010 crime rates have decreased. However, recent events occurring in 2014 have been disturbing and very concerning to me (i.e. drive-by shootings, shootings in certain areas of city recently, some resulting in loss of life). My question is what is contributing to this...what has changed or happened that is causing this or are these isolated incidents? (jf)

SOCIAL EQUITY

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

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



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: Social Equity received the lowest rating (4.9) of all of the Pillars. Council member ratings ranged from 3.5 to 6.0. One Council member each rated Social Equity at 3.5 and 4.0. Two Council members rated this Pillar 5.0 and two Council members rated it 6.0.

City Council Comments:

- Most of the metrics seem flat. (mg)
- I am very concerned with our poverty rate in Lynchburg; in the 2013 Assessment of Well Being poverty in the City of Lynchburg has continued to increase. Over 23% of the residents in the city are living below the poverty line (compared to 15% nationally) and over 55% of our public school children qualify for free or reduced lunch. Many worthwhile organizations are working daily to help these families in our community, however, we are not moving the needle on this, why? We need to take a serious look at this and measure quantitatively from both service providers citizens and Lynchburg what they feel is contributing to this dilemma in our City. It will take a coordinated and collaborative approach be all to reduce our poverty rate. (jf)

TRANSPORTATION

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

Strategy: 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.



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(Based on FY 2014 Major Accomplishments, Works in Progress, and Critical Issues/Concerns for the Future)

Survey Themes: The FY 2014 rating for Transportation by City Council is 6.6 compares favorably to a December 2012 rating of 5.6. Ratings ranged from a low of 4.5 by one Council member to a high of 9.0 by another Council member. Two Council members rated Transportation 6.0 while two others gave this Pillar a rating of 7.0.

City Council Comments:

- This category needs to be cross-referenced to "infrastructure" when we discuss the conditions of the roads. (mg)
- Lots of Major Works in Progress, when these are completed hopefully the needle on this will move forward in the next year or two! (jf)