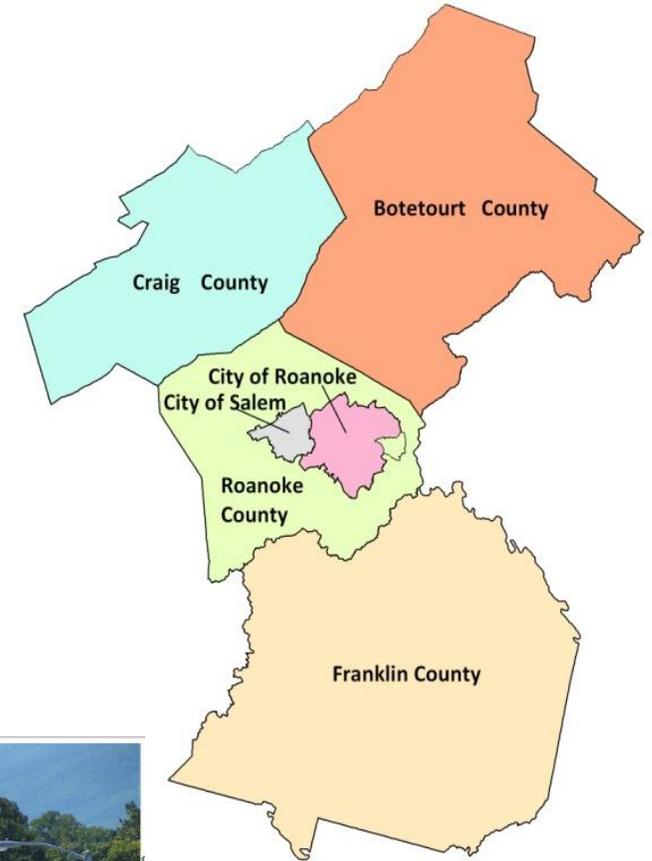




# Partnership for a LIVABLE ROANOKE VALLEY

# What is Livable Roanoke Valley?

- A partnership of local governments, service agencies and businesses
- Address the challenges of life in our region
- Create a  
REAL,  
WORKABLE and  
MEASUREABLE PLAN

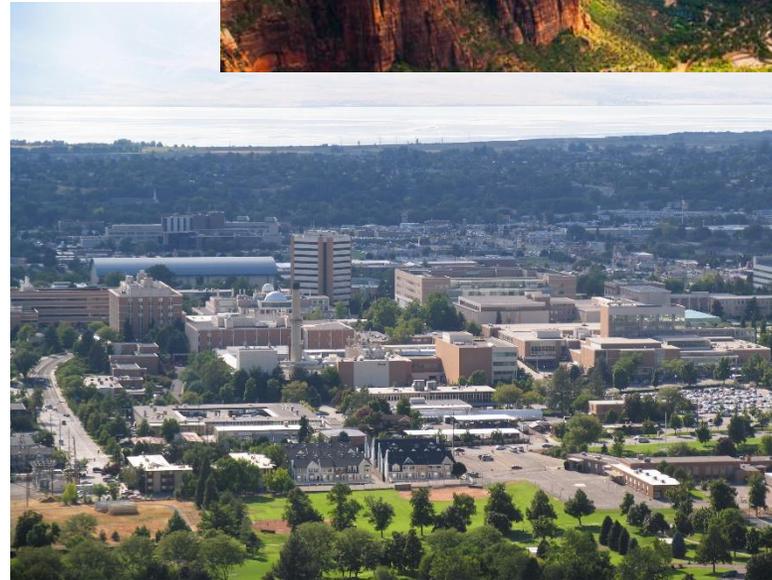




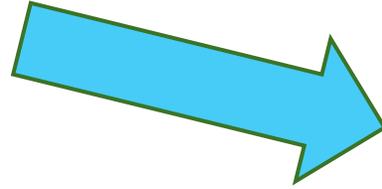
# A great role model



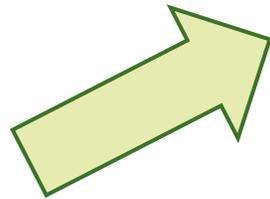
**Envision  
Utah** How we grow matters.



## *Top 10 States, Future Livability*



The Payoff



<b>State</b>	<b>Average rank across 13 metrics</b>
Utah	7.5
Minnesota	10.5
Colorado	12.8
Nebraska	13.7
North Dakota	14.5
Virginia	16.8
Iowa	17.5
Hawaii	17.5
South Dakota	18.1
Maryland	18.5

Gallup-Healthways Well-Being Index; Gallup Daily tracking

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# The Risk of Doing Nothing

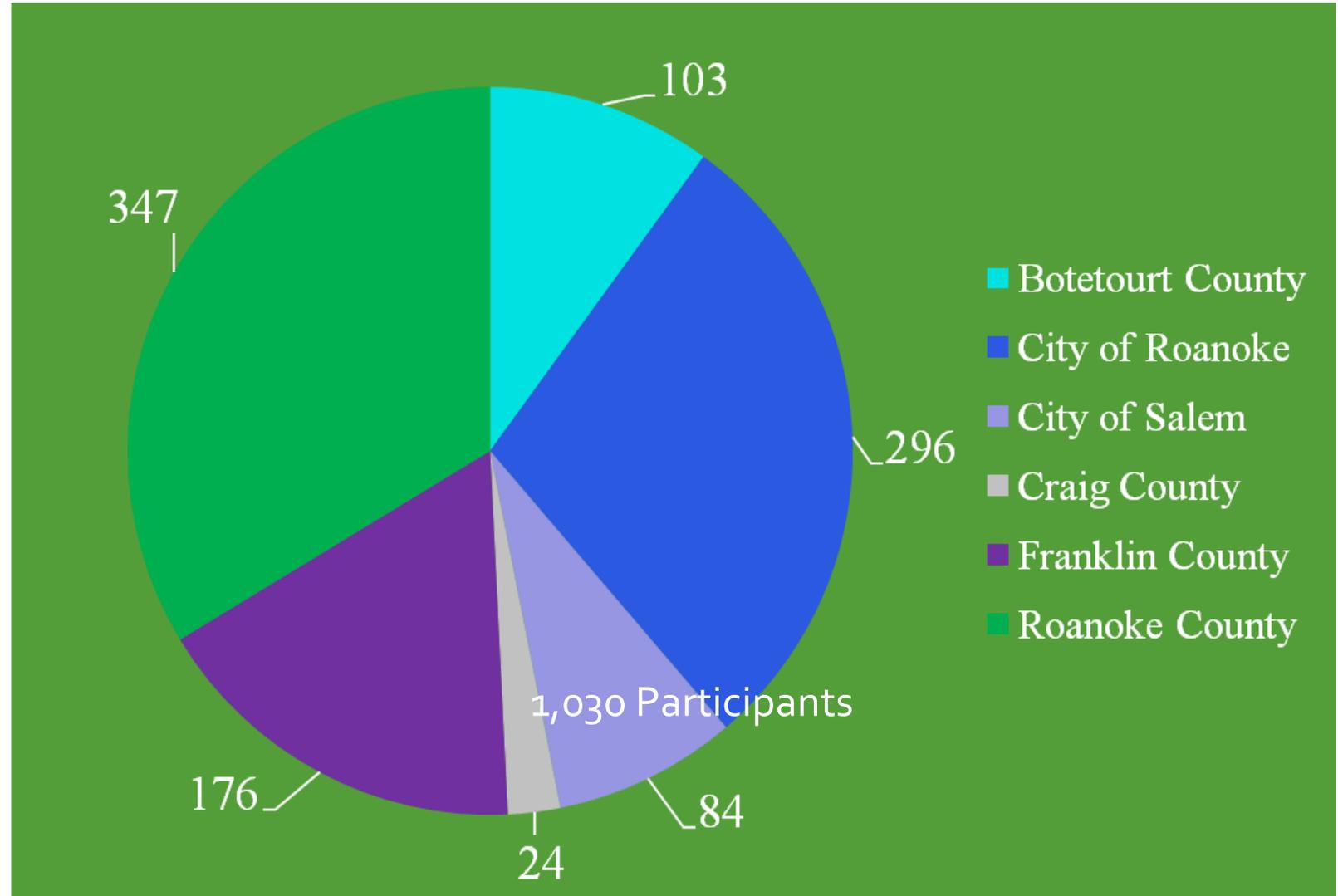
## *Bottom 10 States, Future Livability*

<b>State</b>	<b>Average rank across 13 metrics</b>
West Virginia	43.3
Mississippi	37.8
Kentucky	36.7
Nevada	34.5
Arkansas	33.9
Florida	33.9
Alabama	33.5
Louisiana	33.3
Ohio	32.7
Delaware	32.5

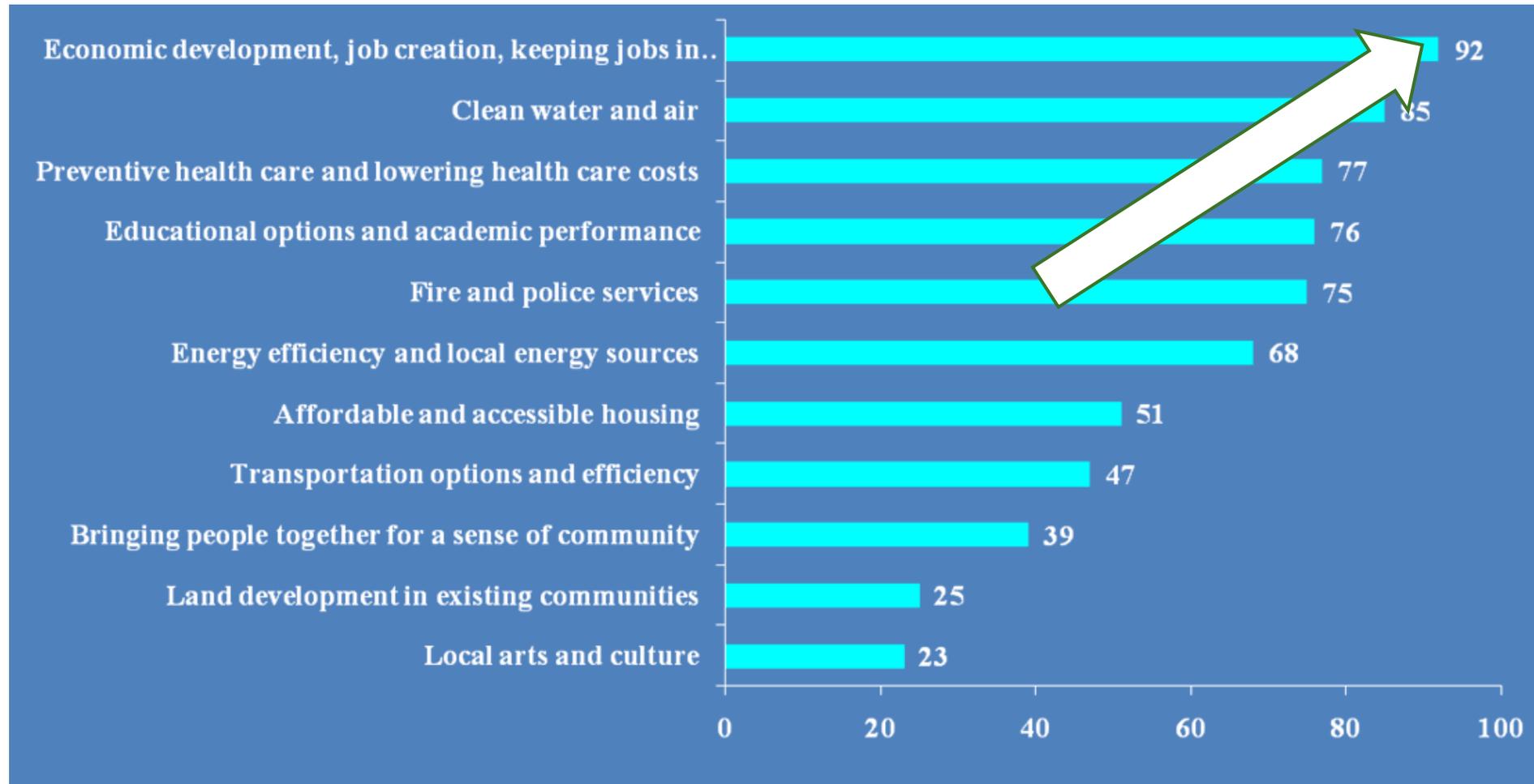
Gallup-Healthways Well-Being Index; Gallup Daily tracking

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# Virginia Tech Livability Survey



# Livability Survey Priorities



# Our Current Strengths and Weaknesses

## Strengths

- Natural Beauty & Outdoor Amenities
- Mid-Atlantic Location
- Interstate & Extensive Rail Service
- Medical and Government Center of Western Virginia
- Workforce of over 350,000 people
- 25 colleges and universities within a 60-mile radius of Roanoke
- Blue Ridge Parkway, Appalachian Trail, and Smith Mountain Lake.

## Weaknesses

- Rolling topography
- Slow population growth rates
- Urban and rural poverty
- Dependence on state and federal government employment
- Aging region that is losing young people
- Obesity, teenage-pregnancy, smoking, and drug use
- Use of emergency departments for primary health care
- Lack of transportation to education and job opportunities
- Air and water quality challenges

# Our Future Opportunities and Threats

## Opportunities

- Leverage higher education to promote biomedical research, life sciences, and healthcare
- Elliston Intermodal Facility
- Passenger rail service
- Tourism promotion through Virginia's Blue Ridge marketing
- Attract new talent from over 100,000 students in broader region
- Expanded career and technical education
- Preservation of high-priority scenic and rural land
- Alternative energy generation and use

## Threats

- Resistance to change
- Declining legislative influence in Richmond
- Continued aging population and loss of young people
- Retirement of 20% of healthcare, manufacturing, and education workforce by 2020
- Increasing demand and cost of healthcare services
- Sprawling land development
- Interstate traffic congestion

# Key Trends Affecting the Valley



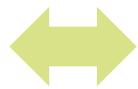
Increasing aging population and changing demographics



Decreasing commonwealth and federal funding



Increasing need for regional infrastructure investment



Continued challenges for employment



Increasing need for technically skilled workforce



Increasingly rapid changes in technology



Increasing need for health care



Increasing need for healthcare workforce



Increasing need for educated workforce



Increasing importance of energy efficiency



Increasing affordability of renewable energy systems



Increasing value of the natural environment and scenic beauty



Increasing energy costs

# Our Vision for the Future

**We are living the dream.  
Beautiful mountains. Clean rivers  
and streams. People who care.  
The Roanoke Valley is filled with  
promise.**

To make the most of these opportunities, we will work to provide quality education, access to healthcare, work and career opportunities, responsible stewardship of the environment, and greater regional cooperation. As we strive to fulfill our promises, we will be the destination for individuals, families and businesses who share the same dream that we do.



# Goals

- **Economic Development:** Creating jobs, increasing incomes and growing businesses to improve the quality of life for all residents of the Roanoke Region.
- **Workforce Development:** Providing access to job training and educational advancement by fostering a culture of lifelong learning for people of all ages and abilities.
- **Healthy Roanoke Valley:** Mobilize community resources to improve access to care, coordination of services, and promote a culture of wellness.
- **Natural Assets:** Working collaboratively to preserve the historic and natural assets of the region.

# Economic Development Strategies & Champions



## Invest in Regional Infrastructure

Western VA Regional Industrial Facilities Authority  
Roanoke Valley Broadband Authority  
Roanoke Valley Area MPO



## Innovate Through Higher Education

Career Premiere  
Roanoke Blacksburg Technology Council  
Roanoke Higher Education Center



## Cultivate & Market Outdoor & Cultural Amenities

Roanoke Valley Convention and Visitors Bureau  
Roanoke Regional Partnership  
Roanoke County



# Workforce Development Strategies & Champions



## Align Workforce and Economic Investments

The Regional Commission

The Workforce/Economic Development Network



Roanoke Valley-Alleghany

**REGIONAL**  
commission



## Prepare Students for Careers in High Demand Fields

The Regional Commission

The Workforce/Economic Development Network

Junior Achievement



# Healthy Roanoke Valley Strategies & Champions



## Coordinate Healthcare Resources

Healthy Roanoke Valley



## Improve Access to Healthcare Services

Healthy Roanoke Valley



## Broaden Wellness Support Services

Healthy Roanoke Valley

RideSolutions



# Natural Asset Strategies & Champions



## Preserve Scenic and Rural Land

Blue Ridge Land Conservancy

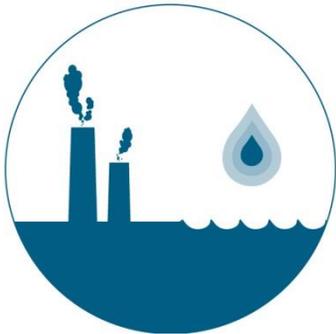
Local Economic Development Offices



## Encourage Energy Efficiency & Renewable Energy

Save-a-Ton

Roanoke Valley Cool Cities Coalition



## Improve Air and Water Quality

The Regional Commission

RideSolutions

Blue Ridge Land Conservancy



# The Successes

- Endorsements:
  - Botetourt County
  - Franklin County
  - Roanoke Regional Chamber of Commerce
  - Council of Community Services
  - Roanoke Valley - Alleghany Regional Commission
- Roanoke Valley Broadband Authority
  - Commitment to build-out and funding by Salem and Roanoke City
- Destination Vision 2030
  - Working regional tourism as an important economic driver.
- Xperience 2015
  - Connecting and empowering young professionals to strengthen our community.
- New Member
  - The Alleghany Highlands



Alleghany Highlands

# Lessons Learned & Friendly Suggestions

- “Is that Liberal Roanoke???”
- Media Engagement
- The value of higher education partners
- Pursue funding for implementation
- Track progress using indicators
- Report back regularly to keep stakeholders engaged



VIRGINIA WESTERN  
WE'LL TAKE YOU  THERE



# The Challenges Ahead...

- Manpower / Funding
  - Everything else hinges on this
- Secure Remaining Endorsements
- Education and Promotion
  - Why is sustainability important?
  - How can the Livability plan be part of the budget making process?
- How can sustainability be integrated into every budgeting decision that is made?
- How can support be generated for sustainability initiatives?
- Staying Focused
  - Keeping stakeholders informed
  - Keeping champions engaged



# The Task of Leadership is Change

"The best of message, opportunity, resources, facilities and people will count for little if leadership falters and is ineffective. The task of leadership is change. Leaders inspire other to their best efforts in order to attain higher purposes. Leaders are not satisfied with the status quo. They are not satisfied with maintaining things as they are. They are idealists who believe things can be better."

*Lovett H. Weems Jr.*