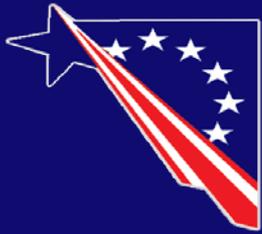


Strategic Priorities Update

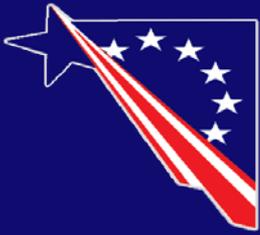
BOS Presentation

August 1, 2017



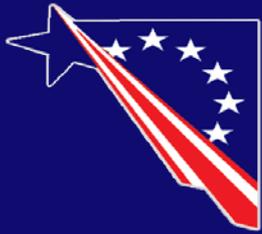
Background

- The Strategic Priorities were adopted by the BOS in February of 2017.
- Since then, the Tiger Team has reconvened to prepare and report updates to the Priorities.
- There were six Priorities, which are listed on the next slide.
- Each Priority is associated to action goals and measurable outcomes. The outcomes are divided into short, medium, and long-term.
- The focus of this presentation is short-term outcomes.



Adopted Priorities

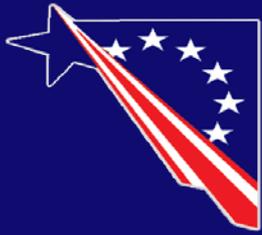
1. Quality Economic Development
2. Effective Outstanding Communications and Civic Engagement
3. Excellent Customer Service
4. Quality Educational Opportunities
5. Exemplary Public Safety
6. Environmental Stewardship



Progress

- Quality Economic Development
 - EDA has made its first property acquisition on Rt 17, implementing a primary node strategy. The EDA is analyzing options for the next recommendation.

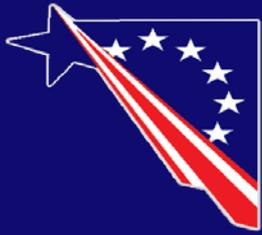




Progress

- Quality Economic Development
 - Phase II of the Newport News Waterworks line from Waller Mill Rd to Bulifants Blvd is underway. Estimated completion is mid-year 2018.

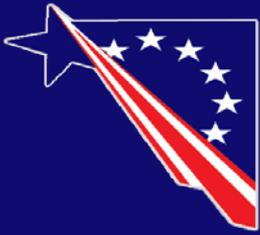




Progress

- Quality Economic Development
 - Several mixed-use projects are under development on Rt 17, Nelson's Grant, and Yorktown Crescent.

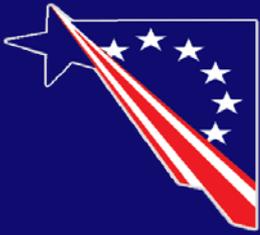




Progress

- Quality Economic Development
 - The Board-approved FY18 budget eliminated the boat tax.

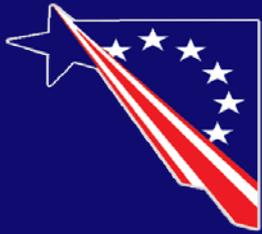




Progress

- Quality Economic Development
 - Presented to the BOS on December 6, 2016, were policy revisions relating to the Riverwalk Landing Dock/Piers. New marketing material has been released highlighting County marinas and the elimination of the boat tax.

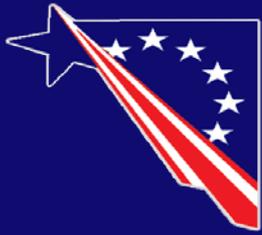




Progress

- Quality Economic Development
 - Additional events have been added to the schedule for Riverwalk Landing. In addition, Movies in the Park and Food Truck Rodeos are being planned for New Quarter Park and the McReynolds Athletic Complex.

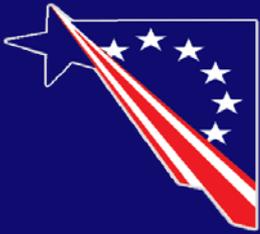




Progress

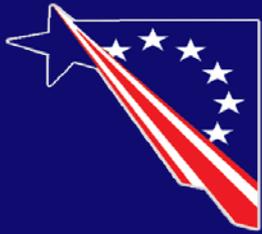
- Quality Economic Development
 - CIP enhancements for Yorktown include a permanent entertainment structure, picnic shelters, and a new Dockmaster's office with upgraded restrooms.





Progress

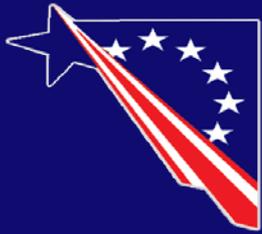
- Outstanding Communications and Civic Engagement
 - The Division of Public Affairs has been established, and the Public Affairs Manager started work in September of 2016.
 - A new County website platform will be released this evening.



Progress

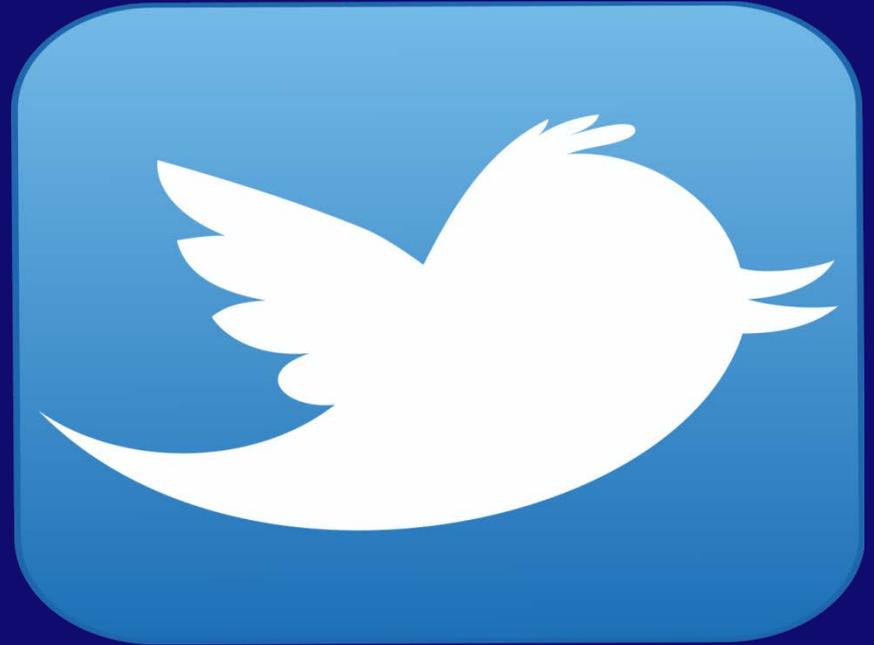
- Outstanding Communications and Civic Engagement
 - Fresh video segments such as *Meet Your Board Member*, *Budget*, *EDA – In Focus*, *Did You Know?*, and *Public Works Projects* have been released.

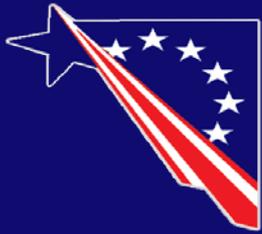




Progress

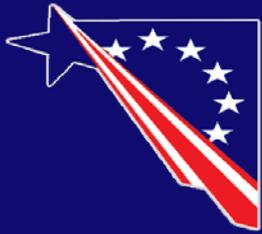
- Outstanding Communications and Civic Engagement
 - An active social media campaign on sites such as Twitter and Facebook are a result of the Phase I communications audit.





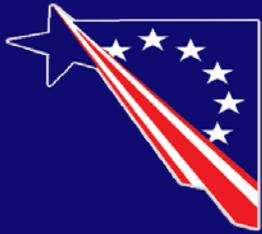
Progress

- Outstanding Communications and Civic Engagement
 - OpenGov has been acquired and will be deployed as a financial transparency initiative.
 - Public Works' online capital projects mapping tool and information site has been implemented.



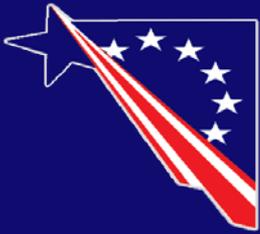
Progress

- Excellent Customer Service
 - A developers' public forum was held June 7, 2017. This forum facilitated dialogue between developers and County staff with the goal of providing improved communications and understanding between the groups.
 - Customer service workshops are offered annually and on demand via the County's training website.



Progress

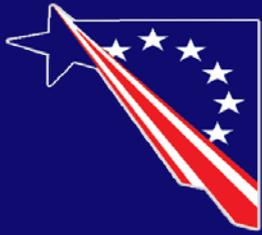
- Excellent Customer Service
 - Implementation of the new Financial Management System began in March 2017. This is a significant project which will result in numerous efficiencies for both the County and Schools.



Progress

- Excellent Customer Service
 - Mobile technology is being deployed to field staff. Several departments are taking advantage of this opportunity to improve service delivery.

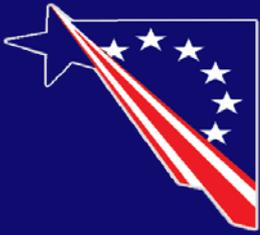




Progress

- Quality Educational Opportunities
 - FY18 funding includes design services for library expansion. Design services will be solicited by late fall of 2017.

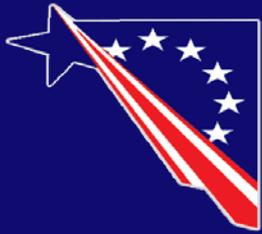




Progress

- Quality Educational Opportunities
 - A new citizens' academy is being jointly discussed by Community Services, Fire & Life Safety, and Public Works. A working plan for the joint academy is expected no later than January 2018.

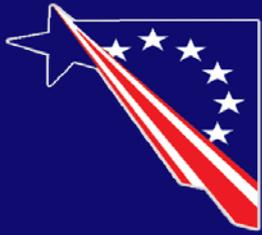




Progress

- Quality Educational Opportunities
 - The FY18 adopted CIP includes additional funding for York County School Division.

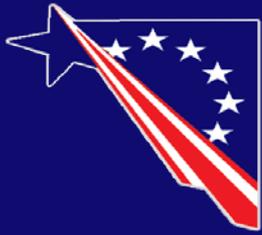




Progress

- Quality Educational Opportunities
 - The degree program was instituted July 2016 allowing employees to apply for partial funding.
 - A leadership development series has been implemented through Human Resources.

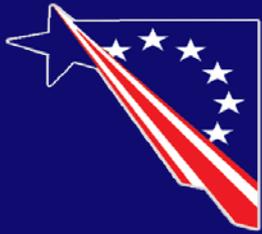




Progress

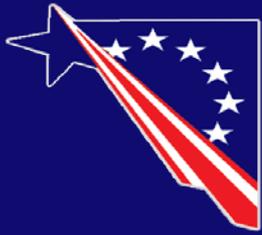
- Exemplary Public Safety
 - Design of the replacement for Fire Station 1 is underway. Bid documents will be available late fall of 2017 with construction anticipated to begin spring of 2018.





Progress

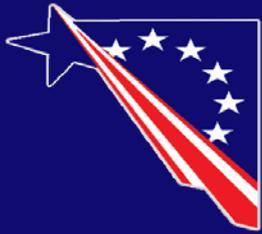
- Exemplary Public Safety
 - The approved FY18 CIP includes funding for 911, fire apparatus, and facility upgrades.
 - BOS approved VRS multiplier adoption improves recruitment and retention.
 - New resident packages include Hurricane Prep information as well as updated evacuation information. This information is also distributed at other venues.



Progress

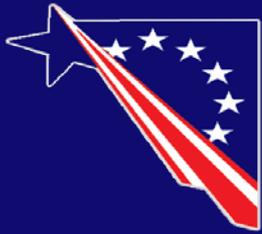
- Environmental Stewardship
 - Energy Star Buildings in the County have been re-certified.





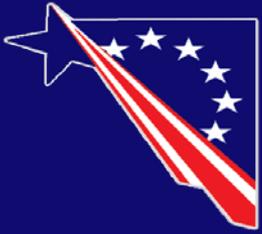
Progress

- Environmental Stewardship
 - The County received Platinum Awards for Green Government and Go Green VA.
 - The County continues its support of the Clean Business Awards and HRPDC programs directed toward consumers.



The Future

- Convene a new Tiger Team.
- Assess the medium and long-term goals for progress and viability.
- Receive input from the Board on the goals and progress as well as adding additional goals.
- Update documents and share updates in coordination with the annual retreat.



Strategic Priorities Update

BOS Presentation

August 1, 2017