GOAL 1
EDUCATION

GOAL STATEMENT

Advance high-quality learning opportunities that enrich residents and build and strengthen an educated and skilled workforce.

Key Objectives

1

Provide lifelong learning opportunities for residents of all ages.

Strategies:
1. Cultivate countywide partners (including volunteers) to collaborate in providing educational opportunities for all ages, languages, interests, and locations.
2. Develop and deliver localized programs and services to provide youth with the tools they need to become successful residents.
3. Innovate how the County delivers education and workforce development to engage a broader audience of all ages and backgrounds.
4. Support the older adult community to expand their knowledge and skill development to keep them engaged and thriving.

2

Partner with educational providers to deliver targeted workforce training programs that address current gaps and future needs.

Strategies:
1. Expand and nurture business and educational partnerships to innovate how knowledge is shared and acquired.
2. Consistently share workforce gaps and align workforce development programs to create a viable talent pipeline.
3. Proactively develop workforce development and training programs that support the County's targeted industries.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

3 **Elevate public awareness and access to educational and career opportunities in existing and emerging industry sectors.**

Strategies:
1. Promote public-private funding opportunities for training and identify internships in targeted sectors to open educational pathways for residents.
2. Promote communication platforms for County businesses to broadcast current and future talent and skill needs.
3. Partner with local businesses to create industry-sponsored community events and workshops to raise awareness and prepare residents for future job demands.

4 **Foster a more collaborative relationship where County government policies and priorities and County education systems' infrastructure, programs, and services align with each other.**

Strategies:
1. Execute recurring quarterly meetings with public school officials to strengthen relationships and enhance collaboration.
2. Collaborate with school leaders on planning and development to ensure continuous alignment and reduce overcrowding.
3. Identify and develop programs and services that align with school infrastructure to support youth when school is not in session.
4. Collaborate with PWC Schools on planning and development to address overcrowding in schools.

5 **Engage with existing and new county businesses to expand workforce options that attract and retain residents and help businesses be successful.**

Strategies:
1. Organize educational programs and mentor opportunities for new business owners.
2. Provide support to assist existing businesses in scaling and sustaining to expand the workforce options available to residents.
3. Engage the local Chamber of Commerce and the Northern Virginia Economic Development Alliance to develop robust new business cohort training and networking programs.

PRINCE WILLIAM COUNTY

GOAL 2
ENVIRONMENT

GOAL STATEMENT

Preserve the County's natural beauty and resources so that open spaces are created and maintained, and residents can enjoy nature.

Key Objectives

1

Safeguard the quality of the County's air, water, and other natural resources to ensure they are not compromised for the current and future generations.

Strategies:
1. Propose and adopt green zoning regulations to preserve air and water.
2. Establish guidelines for stormwater management, agricultural and industrial pollution, desalination, and forever chemical management.
3. Monitor and invest in preserving and expanding green spaces and tree canopies.
4. Establish education and guidelines that inform agricultural and industrial business owners, homeowners, and visitors about preserving land and other natural resources.

2

Enhance and expand public parks, trails, and green spaces to improve accessibility.

Strategies:
1. Prioritize land acquisition across the County to expand park access for all residents.
2. Ensure that all county parks meet a defined level of quality, appearance, and accessibility and prioritize maintenance and expansion where parks are not easily accessible.
3. Improve walkability and bikeability around public amenities and parks.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

3

Utilize the Community Energy & Sustainability Master Plan (CESMP) and Comprehensive Plan to guide decision-making and encourage leadership, businesses, and residents to help the Board achieve climate mitigation and resiliency goals.

Strategies:
1. Incorporate the CESMP into the 2040 Comprehensive Plan and the comprehensive Zoning Ordinance update to facilitate sustainable and resilient future development.
2. Facilitate industry-specific events for businesses to learn about their potential impacts on the environment and sustainable practices.
3. Inform and educate residents about the CESMP and the Comprehensive Plan and how the County uses the Plans to support sustainability and resilience.

4

Support and incentivize the development and use of renewable energy sources to reduce impacts on air quality and the environment.

Strategies:
1. Propose Design & Construction Standards Manual (DCSM) and green zoning regulations to encourage water and energy-efficient buildings, multifamily and mixed-use areas, and transit-oriented developments.
2. Foster collaboration on environmental sustainability solutions between the County and Schools.
3. Transition the County's fleet to electric or hybrid vehicles, install EV charging stations at County facilities, design new facilities to LEED Gold standards, and install solar arrays on County buildings to transition to net zero County facilities.
4. Promote existing renewable energy efficiency programs and incentives to assist residents and businesses with the transition.

5

Reduce and mitigate the impacts of flooding in communities.

Strategies:
1. Consider establishing a "flooding bond" to address post-development flooding issues.
2. Continue to update maps and monitor flood prone locations in the County.
3. Work with local, state, and federal agencies to identify funding for projects that would reduce or eliminate the risk of repetitive flooding.
4. Work with Emergency Management to identify and implement mitigation actions.

GOAL 3
GOVERNMENT

GOAL STATEMENT

Innovate and sustain a collaborative organizational culture that is high-performing, data-driven, customer-centric, and values employees.

Key Objectives

1

Position the County as an employer of choice by cultivating a safe, diverse, and inclusive workplace where employees are treated fairly, compensated competitively, and recognized for their contributions.

Strategies:
1. Reinforce equitable hiring and retention policies, processes, and practices to minimize grievances and maximize employee experience.
2. Annually benchmark compensation with competitors to remain competitive in the job market and retain quality talent.
3. Modernize the County government's mission-critical communications, smart building technology, and cyber security to keep employees safe.
4. Implement practices and policies that ensure a work environment free from discrimination.

2

Enhance training and professional development opportunities for employees and leadership.

Strategies:
1. Develop training programs that enhance tactical, leadership, and technology skills to create a pipeline of skilled leaders for the future.
2. Utilize feedback from the annual organizational survey to implement a curriculum that develops leadership's strategic thinking and management skills.
3. Develop change management and transformational management skills across all government levels to be agile and continuously improve organizational performance.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

3

Maintain persistent dedication to fiscal responsibility, accountability, and transparency to foster trust with residents, businesses, and the community.

Strategies:
1. Assess and monitor agency budgets to ensure adherence to allocated resources.
2. Modernize the community's visibility of County metrics and targets to increase transparency.
3. Keep the community apprised of County accomplishments.
4. Establish processes to prioritize or sunset projects and funding for currently approved projects before adopting new projects.
5. Engage with the leadership of Cities and Towns within Prince William County to improve dialogue and collaboration.

4

Utilize technology to enhance data analytics, automation, and standardization of processes to improve the County's delivery of services.

Strategies:
1. Clearly define processes, systems, metrics, and targets for all agencies to measure and share results internally and externally.
2. Make software and dashboards available for agency automation and decision-making.
3. Stay abreast of new technology to be proactive in establishing pertinent policies and procedures to manage the resources effectively.
4. Innovate enterprise-wide automation technologies and systems to enhance organizational capacity and be more efficient.

5

Develop cross-collaboration processes to enhance employees' understanding of County operations to deliver tailored solutions to residents.

Strategies:
1. Create training and other opportunities for employees that maximize cross-collaboration and broadening of perspective.
2. Coordinate cross-functional teams that contribute to specific projects through all layers of the organization.
3. Develop clear standard operating procedures and integrated systems so employees can engage and direct residents in identifying and utilizing county services.

GOAL 4
MOBILITY

GOAL STATEMENT

Foster an inter-connected and accessible transportation network that advances the County's mobility infrastructure, broadens transportation choices, and enhances safety.

Key Objectives

1

Enhance connectivity through transit-oriented development and improved pedestrian and bicycle infrastructure.

Strategies:
1. Integrate technology and transit networks in designing and planning communities to ensure seamless connections between various transit modes.
2. Design streets around transit hubs that equally accommodate pedestrians, cyclists, and public transit vehicles, with features like wide sidewalks, bike lanes, and accessible crosswalks.
3. Provide a secure biking infrastructure and implement traffic calming measures to prioritize pedestrians and cyclists and to reduce reliance on vehicles.
4. Design built environments that prioritize the mobility of people over vehicles.

2

Support improving, expanding, and using the County's transportation network.

Strategies:
1. Explore and leverage private development to support the improvement and expansion of the transportation network to relieve transportation impacts.
2. Enhance transportation infrastructure to provide regional connectivity to and from Prince William County and other critical areas of the DMV.
3. Promote and incentivize environmentally sustainable transportation options to encourage people to use them more frequently.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

3

Increase awareness and understanding of transportation options to support residents in finding the best mobility solution to fit their needs.

Strategies:
1. Promote mobility branding and communication to ensure residents can find their best transportation option.
2. Promote the Commuter Connections Program in non-traditional locations.
3. Promote the implementation and use of apps to provide real-time transportation, construction, and parking information.

4

Develop mobility projects across the County to ensure timely resident access to multiple transportation options.

Strategies:
1. Identify underserved and transit-poor areas through mapping and metrics to prioritize needs and allocate resources fairly.
2. Expand the frequency and availability of public transportation options.
3. Continue to promote the Transit Fare Buy Down Program and support reduced transit fares.
4. Provide real-time transparency for bus and public transit options to expand use.

5

Work with the community and stakeholders to identify and implement multi-modal mobility solutions to improve access, safety, and connectivity.

Strategies:
1. Implement the Traffic Safety Action Plan through collaboration with all agencies and stakeholders that contribute to safe transportation.
2. Implement traffic safety measures to increase automated enforcement of traffic laws.
3. Use existing crowd-sourced data on barriers to pedestrian and bicyclist access to schools, parks, and libraries to identify priority improvement projects.

GOAL 5
QUALITY OF LIFE

GOAL STATEMENT

Enhance quality of life and increase resident retention by creating a resilient and healthy community where residents can afford to live, work, play, and retire.

Key Objectives

1

Develop affordable and diverse housing options in the County for residents and families of all sizes, ages, income levels, and needs.

Strategies:
1. Implement an Affordable Dwelling Ordinance and Housing Trust Fund.
2. Forecast the long-term need for housing across the County to identify and implement strategies to meet future growth.
3. Innovate proactive ways to prevent residents from experiencing homelessness.

2

Advocate for diversity in existing and new County businesses to offer various workplace options that attract and retain residents.

Strategies:
1. Collaborate with communities, cities, and towns to identify desired businesses that can be supported by the local market.
2. Reduce the need for residents to seek employment outside the County by targeting businesses that can utilize the skillsets of the County's workforce.
3. Expand economic development partnerships to establish a small business center.

3

Proactively leverage development opportunities to create or expand high-quality amenities, entertainment, and recreational experiences for residents to enjoy.

Strategies:
1. Innovate and localize how the county communicates, delivers, and engages the community with arts, festivals, and entertainment.
2. Utilize pop-up programs and events to entertain all areas of the County.
3. Seek development opportunities that bring quality amenities to all areas of the County.
4. Promote agribusiness and agritourism opportunities that increase amenities and entertainment in the County.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

4

Design and develop intentional structures and services to support residents' aspirations to "age in place."

Strategies:
1. Provide regulatory guidance and best practice recommendations for future development to facilitate the design of building structures that support "aging in place."
2. Expand senior center facilities and staff to provide programs that allow older adults to access safe and fun recreation.
3. Develop localized and mobile programs to bring services to older adults or bring older adults to the services.

5

Attract residents and visitors with the natural beauty of County parks, trails, and green spaces.

Strategies:
1. Fund and resource maintenance and programs to showcase the County's natural beauty.
2. Transform story trails and events to bring more people to the County's trails and parks systems.
3. Optimize communication of activities, events, and locations to attract residents and visitors.

6

Highlight the County's cultural, historical, and natural uniqueness to strengthen the County's identity and reputation as a sought-after place to live and visit.

Strategies:
1. Dedicate resources to support historic preservation and documentation of the County's diverse cultural histories and expand cultural events and online resources to educate and celebrate those histories.
2. Organize events and opportunities for residents to learn, understand, and explore the natural uniqueness of the County.
3. Create a human library to innovate how the County recognizes and celebrates its history.

GOAL 6
SAFE & SECURE COMMUNITY

GOAL STATEMENT

Cultivate a safe and secure community that advances stakeholder engagement, collaboration, and evidence-based results.

Key Objectives

1

Develop coordinated community responses that improve constituent access to programs and services, strengthen collaboration with residents, businesses, and stakeholders, and resolve safety concerns.

Strategies:
1. Work with other agencies and partners to identify comprehensive approaches to prevention and intervention to communicate with the public.
2. Create clear communication channels and protocols for interagency coordination, including regular meetings, shared databases, and dedicated liaisons.
3. Enhance trauma-informed care and services for the victims, families, and neighborhoods affected by harm.

2

Expand data capabilities to improve community awareness, problem identification, resource allocation, and evidence-based decision-making to inform prevention, intervention, enforcement, accountability, and restoration strategies.

Strategies:
1. Develop a secure, centralized, interoperable data platform for cross-agency data collection and management.
2. Use advanced analytics tools to better forecast trends based on historical and emerging data.
3. Create predictive models and prioritize resources by identifying areas most likely to need attention, ensuring that preventive measures are timely and well-targeted.
4. Develop public-facing data platforms on community safety to enhance awareness.

Key Objectives *(Continued)*

3

Promote fair administration of the justice system.

Strategies:
1. Regularly collect, analyze, and publicly report data on critical justice metrics to inform data-driven adjustments to policies and practices.
2. Implement accountability measures across all agencies to promote fair treatment for all.
3. Establish consistent meetings that bring all system stakeholders together to communicate and collaborate.

4

Foster and improve collaboration between local and state government agencies, stakeholders, businesses, and residents to increase preventative evidence-based programming among youth and families to reduce harm.

Strategies:
1. Identify capacity-building opportunities for community-based partners to provide programming and services for youth that reduce harm and build resilience in the County.
2. Develop family resource centers with culturally relevant support services to provide a supportive place for families to build community connections.
3. Ensure each partner understands their role, responsibilities, and the value of their contribution to a unified response, reducing gaps in service and improving resource allocation.

5

Anticipate, plan, and use a government-wide approach to major disasters, critical incidents, and unforeseen health crises.

Strategies:
1. Continue to integrate emergency management coordination across all agencies and conduct regular joint training exercises to ensure each agency understands its role and responsibilities, enabling faster, more effective response and recovery efforts during a disaster.
2. Work with local leaders, non-profits, and community groups to establish preparedness programs that educate residents on disaster readiness, evacuation plans, and emergency contacts, tailoring information to meet the needs of diverse populations.
3. Create multilingual communication networks and accessible, real-time information channels that keep all residents informed before, during, and after a disaster or incident.

GOAL 7
SERVICE DELIVERY

GOAL STATEMENT

Provide transparent, exceptional, and accessible County services to residents, businesses, and partners.

Key Objectives

1

Ensure timely, effective, and accessible County services to residents, businesses, and partners by improving coordination and collaboration amongst County agencies and using high-quality data to achieve positive outcomes.

Strategies:
1. Engage residents, businesses, and partners to understand and mitigate barriers to services and expand usage.
2. Establish a prioritization plan for improving and filling current gaps in service needs.
3. Instill multi-directional communication paths to ensure all employees understand how other agencies operate and contribute to service delivery.

2

Anticipate population growth and service needs to forecast and plan resource and staff capacity and capabilities to ensure readiness and maintain quality of service.

Strategies:
1. Utilize the U.S. Census Bureau, localized trends, the development pipeline, and other data to update forecasts of the future county population and demographics.
2. Establish enterprise-wide processes for quarterly/annual forecasting on capacity and capabilities so agencies can centralize, synchronize, and reduce duplicative activities.
3. Invest in continuous development of the County's talent pool and pipeline to meet capacity needs with capable resources.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

3

Reduce barriers to access by providing County services beyond regular physical locations, with time flexibility and in multiple languages.

Strategies:
1. Modernize and innovate how the County delivers services to offer more virtual, mobile, and self-service options.
2. Adapt and expand service times and locations to accommodate residents, businesses, and partners.
3. Develop communication avenues and processes for non-English speaking residents to help them participate and thrive in the community.

4

Enhance opportunities for engagement and communication between the public and the County government, fostering dialogue, feedback, and follow-up to promote shared goals of trust, understanding, and transparency.

Strategies:
1. Provide consistent engagement and communication to deliver timely, clear, and accessible information.
2. Implement real-time communication pathways and processes to gain consistent feedback from the community.
3. Formalize response time and metrics (service level agreements) to ensure prompt responses to community feedback, requests, and needs.

PRINCE WILLIAM COUNTY

GOAL 8
SMART GROWTH

GOAL STATEMENT

Advance strategic and intentional community-oriented growth that strengthens and enhances the diversity and sustainability of the local economy and the County.

Key Objectives

1

Promote high-quality architectural design, thoughtful placemaking, and appealing public spaces to create vibrant and attractive environments for living, working, and recreation.

Strategies:
1. Provide design guidance in the Comprehensive Plan, small area plans, and regulatory tools to promote and facilitate high-quality design of development and public spaces.
2. Incorporate public art into public spaces to enhance beauty and uniqueness.

2

Ensure the County's growth holistically addresses the impact on natural resources and infrastructure and enhances community and economic resilience.

Strategies:
1. Develop clear guidelines to mitigate development impeding natural resources.
2. Redevelop and increase density on underutilized infill sites for housing, services, and other needed uses.
3. Identify future economic development and growth areas by gaining community perspective and expectations for future development.

3

Preserve natural areas, parks, and cultural heritage sites while promoting sustainable development.

Strategies:
1. Establish minimum Natural Open Space (NOS) guidelines to encourage the appropriate preservation of NOS in new developments.
2. Preserve natural areas in the rezoning process.
3. Promote reforestation projects to preserve and expand green spaces for the future.
4. Promote the awareness and use of sustainable materials and practices in all development through land use planning, regulatory tools, and collaboration with the development industry.

PRINCE WILLIAM COUNTY

Key Objectives *(Continued)*

4

Identify strategic emerging sectors to diversify the commercial tax base, lessen reliance on any single industry, and create and retain quality jobs for residents.

Strategies:
1. Conduct a new emerging technology analysis to identify sectors that align with the County's strengths and expand the targeted industry list.
2. Establish a redevelopment incentive fund and toolkit to encourage land assemblage and revitalization to diversify jobs and industry or market sectors.
3. Target industry sectors and businesses that provide high-quality jobs with competitive compensation.

5

Support the expansion and preservation of agribusiness, agritourism, and maritime industries.

Strategies:
1. Identify the key industry sectors within the rural and maritime economies that align with the County's strengths and have the potential to drive job growth, capital investment, and economic development.
2. Implement the arts and agritourism overlay district and develop an incentive program to encourage new business development and expansion.
3. Develop a strategy that leverages the County's waterways, activates waterfronts, and uses this strength to encourage recreation and tourism.

6

Enhance small business support networks to strengthen local entrepreneurial ecosystems and empower underrepresented business owners.

Strategies:
1. Collaborate with partners in developing education, mentor programs, and services to support local entrepreneurs.
2. Identify and remove barriers to business success to attract business owners and investors to the local economy.
3. Develop opportunities for local entrepreneurs to network and engage with other entrepreneurs to learn about the County's support services for small businesses.