

PRINCE WILLIAM COUNTY 2004-2008 STRATEGIC PLAN INTRODUCTION

The Future Vision:

The Prince William County strategic planning process began in 1989 when the Board of County Supervisors appointed fifteen citizens to the County's Commission on the Future. The Commission was charged with focusing a community effort to envision the physical and aesthetic characteristics of life as well as the amenities and opportunities that should exist in Prince William in the year 2010.

This visioning process involved over 3,000 citizens and covered nearly every aspect of life within the County – from education to economic development, from land use to citizens' health. The result was a picture of what life should be in Prince William in the next century. To make this vision a reality requires specific actions by individuals and organizations, public and private, citizens and staff working together.

A vision statement is defined as the expression of a preferred future which motivates people to take action in the right direction. As part of the first strategic planning process begun in 1989, the community developed a Future Report which described the preferred future for Prince William County in the year 2010. The Future Report became the "vision statement" for the County's 1992-1996 and 1996-2000 Strategic Plans. The Board of County Supervisors adopted a Strategic Plan Vision Statement in April 2001 which guided the 2001-2005 Strategic Plan. This vision statement was modified slightly in February 2004 to state:

Prince William County is a premier community where we treasure the richness of our past and the promise of our future. We are diverse and dynamic with a thriving economy where citizens and businesses grow and succeed together. We are a global business and technology leader for the 21st century.

This statement serves as a guide in the development and implementation of the 2004-2008 Strategic Plan.

Strategic Planning:

In order to make the community's future vision a reality, the Board of County Supervisors approved the County's first strategic planning process in January 1991.

Strategic planning leads to focused achievement of the community's vision because it:

1. Concentrates on a limited number of strategic goals.
2. Explicitly considers resource availability.
3. Assesses internal strengths and weaknesses.
4. Considers major events and changes occurring outside the jurisdiction.
5. Explores different alternatives for achieving strategic goals.
6. Is action oriented with an emphasis on achieving practical outcomes.

The Strategic Plan is also a community-based document. This is a key reason why the Plan has been so successful in achieving the County's future vision and in guiding resource allocation decisions. The Board has consistently encouraged citizen input and participation throughout the planning process. Over 2,300 citizens were involved in developing the 2004-2008 Strategic Plan through participation in the citizen survey, community focus groups, strategic issue study groups, strategic goal task forces, and public hearings.

The first Strategic Plan was adopted in October 1992 and guided the County from 1992-1996. The second Strategic Plan was adopted in January 1997 and guided the County until the year 2000. Four of the five goals of the third Strategic Plan were adopted in April 2001 and the final goal was adopted in July 2001. This Document guided the County until 2004. The current Strategic Plan was adopted in October 2004 and will guide the County through 2008.

A major change between the last Strategic Plan and the 2004-2008 Strategic Plan is the addition of the Community Development Goal, increasing the number of strategic goal areas from five to six.

Strategic Plan Elements:

The Prince William County Strategic Plan is a four-year document designed to help the County achieve its long-term vision. As such, it provides crucial policy guidance for service delivery and resource allocation decisions during the Board of County Supervisor's four-year term. The Prince William County Strategic Plan defines:

1. The mission statement for County government;
2. Strategic goals for the County;
3. Community outcomes which measure success in achieving the strategic goals;
4. Strategies and objectives to achieve the goals.

The Prince William County Strategic Plan represents many hundreds of hours of work from citizens, the Board of County Supervisors and County staff. All are dedicated to creating the best possible future for our County. Working together, the community has created a Plan that will take Prince William into the next century and beyond.



STRATEGIC PLAN

MISSION STATEMENT

The mission of Prince William County Government is to provide the necessary services to protect the health, safety, welfare, cultural resources and environment of citizens and businesses consistent with the community's values, priorities and fiscal capacity. This mission is accomplished by: encouraging citizens' input and involvement; preserving the County's fiscal stability; producing effective and efficient government programs; managing the County's resources; planning for the future; and representing citizens' needs and desires to other levels of government.

MOTION: COVINGTON

**October 12, 2004
Regular Meeting
Res. No. 04-993**

SECOND: CADDIGAN

RE: ADOPTION OF THE 2004-2008 STRATEGIC PLAN

ACTION: APPROVED

WHEREAS, the Prince William Board of County Supervisors adopted a Financial Planning and Program Ordinance that calls for the adoption of a Prince William County Strategic Plan; and

WHEREAS, the Prince William Board of County Supervisors considers this to be a community-based document and solicits many forms of citizen input into the Strategic Planning process; and

WHEREAS, the 2004-2008 Strategic Planning process began last summer with focus groups in the community, and so far in the process, over 2,000 citizens have provided their input; and

WHEREAS the Board of County Supervisors has adopted the following vision statement to guide the 2004-2008 Strategic Plan; and

Prince William County is a premiere community where we treasure the richness of our past and the promise of our future. We are diverse and dynamic with a thriving economy where citizens and businesses grow and succeed together. We are a global business and technology leader for the 21st century.

WHEREAS, citizen and staff groups have recommended community outcomes, strategies and objectives to the Prince William Board of County Supervisors to best achieve and measure the achievement of the community's strategic goals; and

WHEREAS, the Prince William Board of County Supervisors has reviewed the work of the citizen/staff groups and has developed a draft 2004-2008 Strategic Plan that has been available for citizen review and comment; and

WHEREAS, the 2004-2008 Strategic Plan spells out the community outcomes, strategies and objectives that Prince William will be striving towards for the next four years, and provides policy, budget, and operational guidance to County staff;

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors does hereby adopt the 2004-2008 Strategic Plan.

Votes:

Ayes: Caddigan, Connaughton, Covington, Jenkins, Nohe, Stewart, Stirrup

Nays: None

Absent from Vote: None

Absent from Meeting: Barg

For Information:

Melissa Peacor, Assistant County Executive



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Clerk to the Board