



**PRINCE WILLIAM**  
COUNTY



2021-2024  
**STRATEGIC PLAN**

*A Community of Choice*

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## PRINCE WILLIAM BOARD OF COUNTY SUPERVISORS



**Chair-At-Large** – *Ann B. Wheeler*

**Brentsville District Supervisor** – *Jeanine M. Lawson*

**Coles District Supervisor** – *Yesli Vega*

**Gainesville District Supervisor** – *Pete K. Candland*

**Neabsco District Supervisor** – *Victor S. Angry*

**Occoquan District Supervisor** – *Kenny A. Boddye*

**Potomac District Supervisor** – *Andrea O. Bailey, Vice Chair*

**Woodbridge District Supervisor** – *Margaret Angela Franklin, Chair Pro-Term*

Prince William County (PWC) Government exercises local governing powers granted by the Virginia General Assembly in 1730. Since 1972, PWC has operated under the County Executive form of government. Under this form of government, an eight-member Board of County Supervisors (BOCS) has full power to determine the policies covering the financial and business affairs of the County government. The BOCS appoints a County Executive to act as the County government's chief administrative officer to execute the BOCS policies and oversee the County government on a day-to-day basis. The BOCS also appoints a County Attorney and several separate Boards and Authorities to administer the operations of certain services.

## **Office of Executive Management**

Christopher E. Martino, County Executive  
Michelle A. Casciato, Deputy County Executive  
Rebecca Horner, Deputy County Executive  
Elijah T. Johnson, Deputy County Executive

## **Office of Management & Budget**

David Sinclair, Director

Thank you to the Strategic Plan Development Team for outstanding work!

### **Strategic Plan Development Team**

Bryce Barrett	Lisa Madron
Paolo Belita	Ann Marie Maher
Rick Berry	Mary Beth Michos
Joyce Connery	Jarad Phelps
Rev. Andra Hoxie	Tomaudrie Thomas
Martin Jeter	Larriette Thompson
Tahari Johnson	Courtney Tierney

Thank you to the County staff and local 4-H youth who assisted with community outreach!

### **Community Conversation Facilitators**

Debbie Carter  
John Dowdy  
Ginger Galaini  
Sara Holloway  
Mary Beth Lerch & 4-H Youth (*notetakers*)

### **Facilitator**

Kaye Wallace, J.D. - *Strategic Plan Coordinator*

With a special thank you to Zelos, LLC for strategic planning consultation services

## ABOUT PRINCE WILLIAM COUNTY



467,925

**Population**



\$107,132

**Median Household Income**



89,991

**Students registered for 2021-2022 school year in Prince William County Schools**



**Education of County residents**

**25 years or older:**

- 41.1% hold a Bachelor's degree or higher
- 88.5% have a high school diploma or higher

### Attractions



#### Parks, Concerts, & Dining

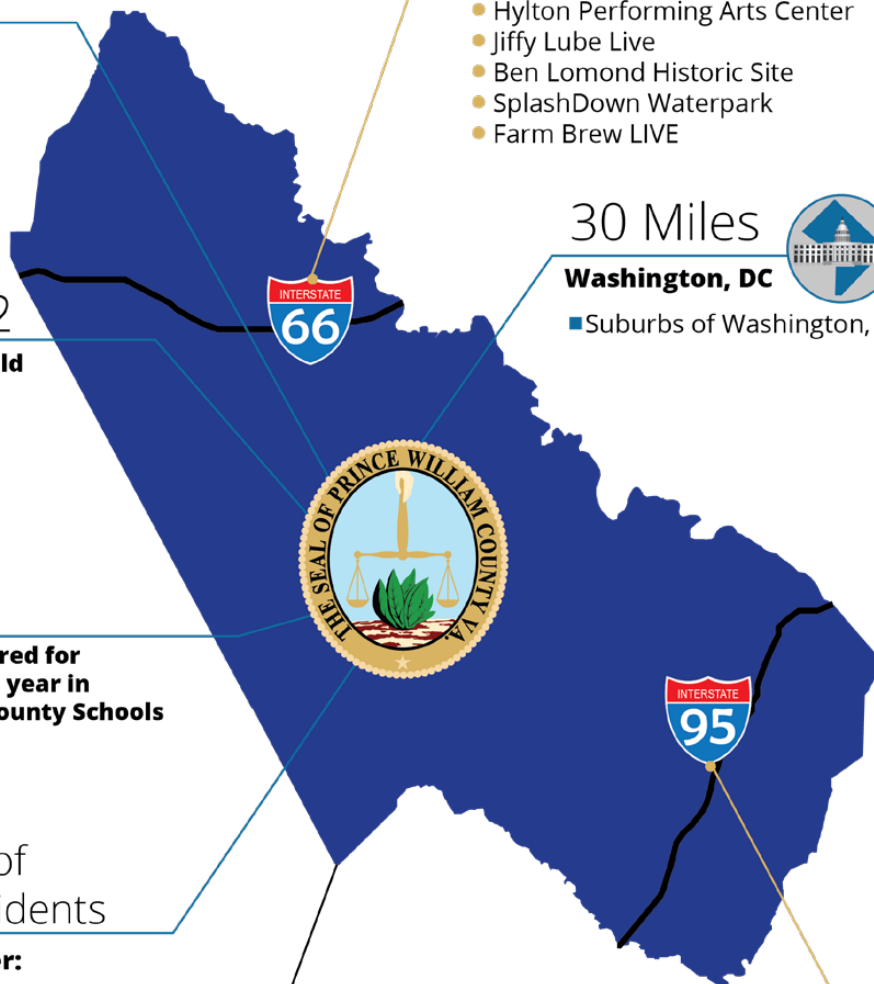
- Manassas National Battlefield
- Virginia Gateway
- Hylton Performing Arts Center
- Jiffy Lube Live
- Ben Lomond Historic Site
- SplashDown Waterpark
- Farm Brew LIVE

30 Miles



**Washington, DC**

- Suburbs of Washington, DC

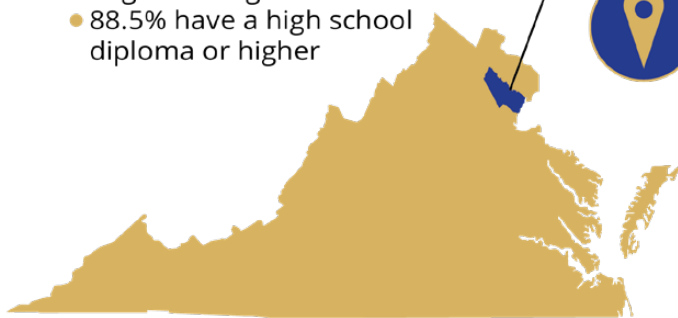


### Attractions



#### Parks, Shopping, Museum

- National Museum of the Marine Corps
- Historic Occoquan
- Leesylvania State Park
- Prince William Forest Park
- Kayaking, Boating and Watersports
- Potomac Mills



## REGIONAL PERSPECTIVE

Prince William County (PWC) is located in Northern Virginia, approximately 30 miles southwest of Washington, D.C. The County encompasses an area of 348 square miles, 18.8% of which is federally owned land.

Prince William's location in the Metropolitan Washington, D.C. area and the availability of excellent transportation options in the region is a catalyst for growth in the County which continues to provide numerous economic advantages. Interstate 95 and U.S. Highway 1 connect the County with Washington, D.C. to the north and Richmond, Virginia to the south. Interstate 66 connects the western portion of the County with Washington, D.C. to the east and Interstate 81 to the west. Route 234/Prince William Parkway links Interstate 66 in the west with 7,000 acres designated for industrial and commercial growth. Prince William Parkway provides easy access to Interstate 95 and prime development locations through the eastern portion of the County.

The County has a number of freight and passenger rail service alternatives available to its citizens and businesses. CSX and Norfolk Southern Railway provide freight service to the County. Amtrak passenger trains provide inter-city service to points up and down the eastern seaboard from stations in the Town of Quantico and the City of Manassas. The Virginia Railway Express provides passenger service to and from the District of Columbia from four stations within the County.

Dulles International Airport, Reagan National Airport, and Manassas Regional Airport provide air transportation within easy access of PWC.



## EXECUTIVE SUMMARY

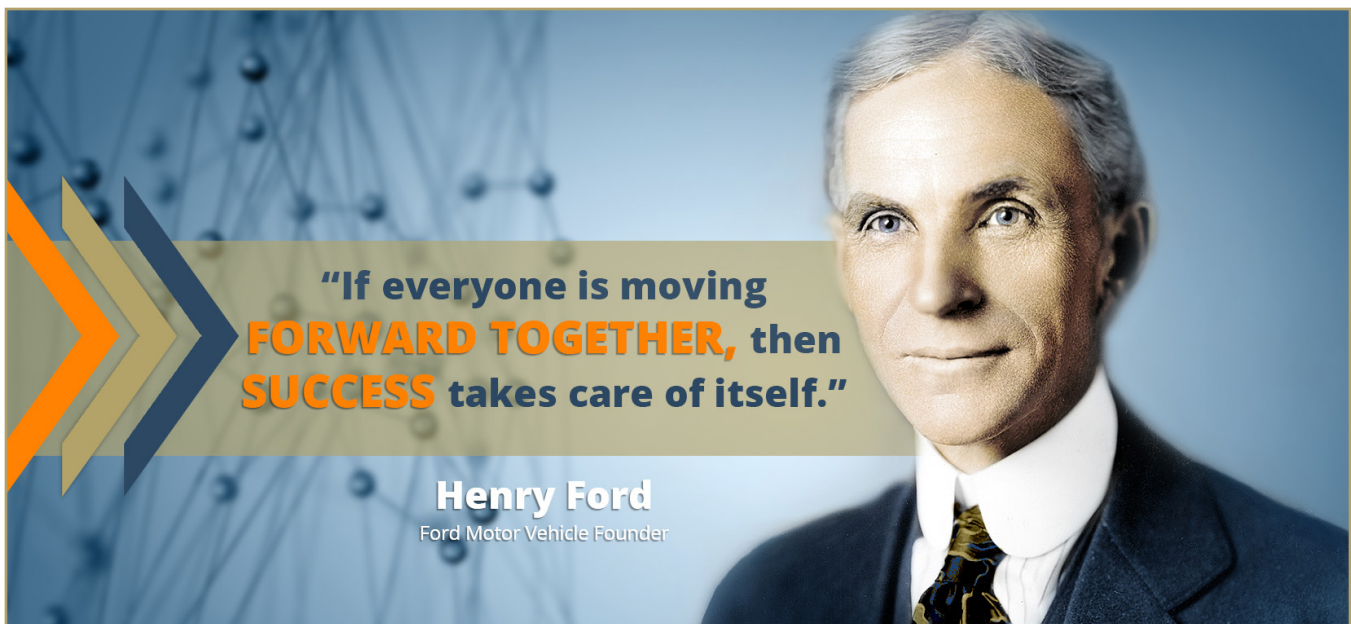
Strategic planning helps a community realize its long-term vision by establishing and working toward goals in a systematic, incremental manner. Prince William County has developed four-year strategic plans since 1992, and in 1994, the County codified strategic planning by adding it in Chapter 2 (Administration), Section 2.1 (Government services, planning, budgeting, and accountability) of the Prince William County Code. Often referred to as the Financial and Program Planning Ordinance, this section of the County Code provides a framework for the planning and allocation of County resources through the annual budget and capital improvement planning.

The development process for the 2021 – 2024 Strategic Plan was significantly delayed due to impacts of the COVID-19 pandemic. In June 2020, the Prince William Board of County Supervisors (BOCS) appointed eight county residents and seven county staff to form the Strategic Plan Development Team (SPDT) that was tasked with creating the County's eighth Strategic Plan. That same month, the BOCS also adopted a Resolution instructing the SPDT to use an equity lens in the new plan. The SPDT was challenged with how to proceed while also abiding by the state mandates of lockdown and social distancing due to COVID. Never in the history of the County has the Strategic Plan been developed via a 100% virtual process, but the SPDT stepped up to the challenge.

Developed with input received from the community, the 2021 – 2024 Strategic Plan reflects the community's current desired outcomes. The Strategic Plan includes seven focus or goal areas—Health, Wellbeing, & Human Services, Safe & Secure Community, Resilient Economy, Quality Education & Workforce Development, Environmental Conservation, Sustainable Growth, and Transportation & Mobility—with objectives, action strategies, and key performance indicators for each goal area. This Plan will be used by the County and the BOCS to guide decisions about resource allocation in the FY2022 through FY2025 annual budgets.

Some of the objectives in the new plan include improving access to quality, affordable physical and mental health services; reducing crime by meeting demands for service; continuing to expand the commercial tax base; addressing challenges that impact the quality of education for PWC students; ensuring environmental protections for all PWC residents; protecting the rural areas; and decreasing congestion and improving travel time reliability.

Accomplishing the community's vision will take time and cannot be completed at once. The 2021-2024 Strategic Plan suggests actions that we can take over the next four years to move the needle towards achieving our goals. The plan is both aspirational and actionable.



## INTRODUCTION

### WHAT IS A STRATEGIC PLAN?

A strategic plan is a long-term, usually multi-year, roadmap comprised of goals and objectives that help a community successfully move forward from where the community is now to where it wants to be. If done correctly, it has the power to transform today's visions into tomorrow's realities. In local government, strategic planning ensures the community, elected officials, management, and staff are on the same path.

Prince William County's Strategic Plan along with the County's [2030 Future Report](#) are vision documents which consider the ideal future state of Prince William County both as a program/service provider and as a community. Each four-year iteration of the Strategic Plan builds upon the goals of the County's Future Report and the [Comprehensive Plan](#), both of which provide perspectives on where the community should be in year 2030 and beyond. The 2021 – 2024 Strategic Plan reflects the community's current desired outcomes and focuses on how PWC can transform to meet the needs of a growing and diverse community. This plan will serve as the guiding vision and action plan for PWC over the next four years. As such, it provides key policy guidance for service delivery and resource allocation decisions during the Board of County Supervisors' term in office.

### PWC'S STRATEGIC PLAN DEVELOPMENT PROCESS

For a period of 14 months, the Strategic Plan Development Team (SPDT) engaged in a 100% virtual process to gather community input, research information about county policies and services, analyze data, and draft the Strategic Plan. Community outreach consisted of an online survey and virtual community conversations with residents, business owners, and non-profit organizations. The county also hired a consultant to conduct individual telephone interviews with the Board to collect each member's input on strategic priorities.

From June – September 2020, the Strategic Plan Development Team engaged the community to solicit input for the strategic plan. In late June 2020, the County posted an online community strategic plan survey that received 2,762 responses in an eight-week period. To solicit additional and more specific input, during the months of August and September 2020, the SPDT along with each BOCS member also hosted 12 virtual community conversations and two focus groups, including a focus group with those experiencing homelessness. A total of 387 unique participants attended the community conversations and focus groups.

During these virtual engagement sessions, the community answered five questions:

1. What do you like most about living in Prince William County?
2. What do you like least about living in Prince William County?
3. If you were in charge, what would you change about Prince William County?
4. What do you believe should be the top 3 priorities for the community over the next 4 to 5 years?
5. Are there any other comments or insights you would like to share that would be important to PWC's 2021-2024 Strategic Plan or the strategic planning process?

The SPDT used input from the online survey and the community conversations to synthesize the information into a roadmap for the next four years. The SPDT presented the draft 2021 – 2024 Strategic Plan to the Board and the community on May 11, 2021. The draft plan was posted on the County's strategic plan webpage as well as *Speak Up! Prince William* for a public review and comment period from May 11 – June 22, 2021. The Board also held a public listening session to hear comments from the community at its 7:30 p.m. meeting on June 22, 2021. The SPDT subsequently reviewed all written and verbal feedback and used it to make final edits to the proposed 2021 – 2024 Strategic Plan before it was adopted by the Board of County Supervisors on July 20, 2021. The SPDT devoted over 1,350 hours to the development of this Strategic Plan. The graphic below shows the strategic plan development timeline.





## STRUCTURE OF THE 2021-2024 STRATEGIC PLAN

Based on the community input from the online survey and the community conversations, seven focus or goal areas were identified for the 2021-2024 Strategic Plan:

- Health, Wellbeing, and Human Services
- Safe and Secure Community
- Resilient Economy
- Quality Education and Workforce Development
- Environmental Conservation
- Sustainable Growth
- Transportation and Mobility

The focus areas in the Strategic Plan are not mutually exclusive. They are interrelated and impact each other. Also, no strategic focus/goal area is more important than the others. Each of the seven Strategic Plan focus areas includes a goal statement with objectives, action strategies, and key performance indicators/measures.

Those components are defined as follows:

- **Goal Statement** – states what the focus/goal area expects to accomplish
- **Objectives** – state what the county/community must do well to be successful
- **Action Strategies** – state action steps to achieve the goal
- **Key Performance Indicators/Measures** – meaningful indicators that assess progress towards the goal

Although the Strategic Plan Development Team selected key performance indicators (KPIs) for each objective, the group decided not to set specific targets for those KPIs. Determining baselines and establishing targets for the KPIs will be the purview of the Strategic Plan Reporting Committee, which will be comprised primarily of county staff and formed after plan adoption. The purpose of the Strategic Plan Reporting Committee is to increase accountability and ensure consistent reporting to the BOCS and the community on the Strategic Plan Action Strategies and KPIs.

# Vision & Values

Prince William County is a diverse community striving to be healthy, safe, and caring with a thriving economy and a protected natural environment.



## ACCOUNTABILITY

To strive to achieve outcomes that align with community vision and goals, and to evaluate and publicly share progress on a periodic basis.



## COMMUNICATION & ENGAGEMENT

To inform and engage residents to encourage collaboration on projects, policies, and progress in a timely manner.



## EQUITY & INCLUSION

To eliminate barriers to fair treatment, access, opportunity, and advancement for all residents.



## INNOVATION

To strive for excellence by exploring new and creative ways to solve problems and serve the community.



## INTEGRITY

To behave at all times in a manner that is ethical and professional with the highest degree of honesty, respect, and fairness.



**HEALTH,  
WELLBEING, &  
HUMAN SERVICES**



# GOAL 1: HEALTH, WELLBEING, & HUMAN SERVICES

## Goal Statement

Promote physical, mental, emotional and social wellbeing through timely and equitable access to services and resources to enhance the quality of life for residents.

## GOAL DESCRIPTION

Individuals' health and wellbeing can be determined by their opportunities and their environment. Access to services for all residents using a holistic model that connects residents searching for services that meet their needs when they are at their most vulnerable or at risk of vulnerability is essential for health and wellbeing. Behavioral, mental, and physical health are interrelated and require person-centered responses due to the uniqueness of each individual's situation. Living in the community versus institutional living, reducing stigma around seeking services, supports and treatment, increasing access to insurance and public benefits due to low income, having food security, and navigating toward stable housing are all keys to community wellbeing. None of these actions should be done in a vacuum but rather with full engagement of the community across generations.



## OBJECTIVE HW-1

Improve awareness and access to quality, affordable services that address physical, developmental, mental health and substance abuse needs

### Action Strategies

- HW1: A.** Implement recommendations of the [“No Wrong Door” Human Services Solutions Study](#) that will:
- establish and sustain a Human Services Information & Referral Call Center to improve interconnectedness of services
  - make human service agency information readily available and accessible to residents through a central information hub or portal
- HW1: B.** Expand or enhance continuum of community-based care and treatment services that address human service needs on a pathway to self-sufficiency and stability.
- HW1: C.** Support community campaigns and partnerships on social determinants of health that work to increase prevention, provide education, and reduce stigma towards obtaining treatment and services.
- HW1: D.** Support and increase access to foods and food assistance programs that support healthy eating and reduces food insecurity.
- HW1: E.** Reduce waiting lists for human services.
- HW1: F.** Increase percentage of persons with medical insurance in the county by increasing information about insurance and benefit programs.
- HW1: G.** Increase timely processing of benefit applications.
- HW1: H.** Support programs that foster mental and physical development of youth.

## OBJECTIVE HW-2

Prevent and reduce homelessness

### Action Strategies

- HW2: A.** Increase ability to respond to emergent needs of people experiencing homelessness.
- HW2: B.** Open homeless navigation centers in eastern and western PWC.
- HW2: C.** Support permanent supportive housing for persons with disabilities.
- HW2: D.** Support community partnership efforts to increase range of diverse, affordable housing options.

## OBJECTIVE HW-3

Enhance multi-generational community enrichment and community engagement that contribute to a healthy community

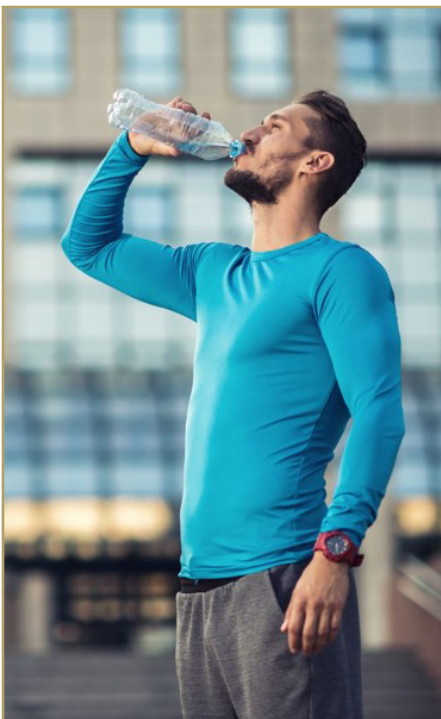
### Action Strategies

- HW3: A.** Partner with Prince William Arts Council and Hylton Center to create outreach programs for seniors/elderly community.
- HW3: B.** Incentivize intergenerational programming at libraries, recreation centers, and senior centers.
- HW3: C.** Reduce geographical barriers to accessing supports and treatment services by developing stronger transportation connectivity through the county.



## Key Performance Indicators (KPIs)

1. Establishment of an information & referral call center
2. Establishment of a homeless navigation center in eastern PWC
3. Establishment of a homeless navigation center in western PWC
4. Increase number of persons who obtain permanent housing
5. Reduce opioid and other substance abuse related deaths
6. Meet state target for processing applications for Medicaid, SNAP, TANF, and VIEW
7. Reduce numbers of days on mental health, substance abuse, and developmental disabilities waiting list
8. Track SNAP and WIC enrollment
9. Track number of intergenerational activities offered through the Agency on Aging, Libraries, and Virginia Cooperative Extension.





**SAFE & SECURE  
COMMUNITY**



## GOAL 2: SAFE & SECURE COMMUNITY

### Goal Statement

Provide a safe and secure community through prevention, readiness, and service excellence.

### GOAL DESCRIPTION

Prince William County residents desire to live in a safe community where they feel secure in knowing they will be protected from harm, treated equitably, and provided resources that will assist them in continuing to thrive. Prince William County considers the safety and security of its residents a top priority and is forward thinking in meeting the challenges of this goal. Ensuring a safe and secure community entails regular community engagement with law enforcement and criminal justice services agencies; great collaboration between law enforcement and a cross section of multiple stakeholders in order to enhance prevention, treatment and services; actively recruiting, hiring and retaining highly qualified and diverse public safety personnel reflective of the community they serve; ensuring public safety personnel are equipped with the most up to date and cutting edge tools and technology; and making certain emergency operations planning is regularly updated and communicated to the public. Building a positive rapport, establishing an environment where everyone feels heard, strengthening relationships and collaboration between public safety agencies, county stakeholders and county residents are the building blocks to a safer community.

### OBJECTIVE SS-1

Prevent and reduce crime by meeting demands for service

#### Action Strategies

- SS1: A.** Provide appropriate staffing, equipment, and resources to public safety departments to ensure the highest quality of service.
- SS1: B.** Increase the use of diversion from the legal/ court system.
- SS1: C.** Expand and support the Mental Health Co-Responder Program provided by Community Services and the Police Department.
- SS1: D.** Establish a Child Advocacy Center to investigate and prosecute child abuse and child sexual abuse cases.
- SS1: E.** Reduce recidivism by ensuring all criminal justice processes and decisions are data driven.

### OBJECTIVE SS-2

Enhance relations and engagement among public safety departments and the communities they serve

#### Action Strategies

- SS2: A.** Provide ongoing training in conflict resolution and de-escalation for public safety personnel.





- SS2: B.** Support the Community Engagement Unit within the Police Department.
- SS2: C.** Provide public education programs to help prevent emergencies or to initiate pre-arrival actions such as CPR.
- SS2: D.** Expand trainings and collaborations of public safety departments and criminal justice agencies with other county departments, the Schools, and the health district to enhance connections to appropriate prevention, treatment, and services.
- SS2: E.** Increase the percentage of PWC Police and Fire/first responders living in the county.

### OBJECTIVE SS-3

Ensure equity and fair treatment of marginalized populations and increase workforce diversity

#### Action Strategies

- SS3: A.** Identify and address the disparities that affect historically marginalized groups in PWC.
- SS3: B.** Prioritize the active recruitment, hiring, and retention of persons from underrepresented groups as to reflect the communities they serve.
- SS3: C.** Continue the Evidence-Based Decision Making (EBDM) model for adults in the criminal justice system and begin the process for juveniles.
- SS3: D.** Actively involve county public safety agencies in communicating and collaborating with the Racial and Social Justice Commission.
- SS3: E.** Increase legal literacy and access to justice in the underserved community by creating partnerships to facilitate legal knowledge and access to the courts/legal system.

### OBJECTIVE SS-4

Continued and enhanced preparation for and response to public health and other emergencies

#### Action Strategies

- SS4: A.** Develop and test comprehensive action plans to ensure adequate coordination between human service agencies, emergency management agencies and other agencies that provide assistance.

#### Key Performance Indicators (KPIs)

1. Establishment of a Child Advocacy Center in PWC
2. Track number of calls for Co-Responder Team engagement
3. Reduce number of ECOs (emergency custody orders) and TDOs (temporary custody orders)
4. Increase number of Police Officers who receive crisis intervention training (CIT)
5. Increase percentage of residents who subscribe to PWC emergency notifications
6. Increase percentage of PWC Police and Fire/first responders who live in PWC
7. Increase percentage of Police Officers and Fire/first responders who are from diverse ethnic or racial backgrounds (track breakdown of race, gender, ethnicity)
8. Increase percentage of residents who feel the Police Department treats everyone fairly regardless of race, gender, ethnicity or national origin (data source: biennial survey)





**RESILIENT  
ECONOMY**



## GOAL 3: RESILIENT ECONOMY

### Goal Statement

Diversify, support, and expand the local economy to ensure equitable economic growth through innovative business/ talent attraction, promotion, and investment.

### GOAL DESCRIPTION

A resilient economy for Prince William County improves the economic well-being of the community, creates and maintains jobs, expands the commercial tax base, and enhances the quality of life for residents. The County encourages business development, redevelopment, business retention, expansion, investment, and workforce development. Further, the County attracts business investment by focusing on its targeted industries while aligning with its Comprehensive Plan. Through investment and promotion in tourism/hospitality, historic preservation, sports, fitness, parks, and trails, the County will continue to increase visitors, enhance the quality of life for residents, and attract economic and workforce development. In a post-Covid world, refining the County's position in the marketplace while remaining flexible, innovative, and building the County brand will be paramount to attracting, retaining, and developing business investment.

### OBJECTIVE RE-1

Create and support programs, policies and strategies that encourage profit-generating business expansion, new business development and redevelopment that enhances or complements targeted industries

#### Action Strategies

- RE1: A.** Explore programs and economic incentives that support, attract, and increase opportunities for entrepreneurs and for women, minority, and veteran owned small businesses, in accordance with all federal, state, and local laws and regulations.
- RE1: B.** Develop opportunities for self-contained lifestyle, recreation, residential, entertainment and town center developments with an emphasis on creating accessible, walkable live/work/play destinations that include parks, trails, and green spaces.

- RE1: C.** Expand transportation options that make it easier to travel into, out of and around PWC.
- RE1: D.** Redevelop existing sites and buildings to attract new business investment.
- RE1: E.** Develop regional partnerships, internships, mentorships, and workforce development programs with schools and institutions of higher learning in targeted industries.
- RE1: F.** Create a variety of housing options to attract and sustain a diverse workforce.
- RE1: G.** Encourage business development and infrastructure investments that attract a workforce that can work and play where they live.
- RE1: H.** Work with regional partners to develop and implement a talent attraction and retention strategy.

## OBJECTIVE RE-2

Continue efforts to preserve and expand the commercial tax revenue base

### Action Strategies

- RE2: A.** Explore opportunities and incentives for real estate product development that addresses the need for additional manufacturing zoned land, office development in mixed use centers, and space for entrepreneurs with scalable businesses.
- RE2: B.** Create agribusiness/agritourism development strategy for Prince William County that will encourage preservation and investment in the rural area.
- RE2: C.** Develop a long-range Economic Development & Tourism Master Plan that establishes the vision, strategy, and actions for the County's development.
- RE2: D.** Establish a plan for development of the County's waterfront.
- RE2: E.** Create strategies to incentivize the consolidation of smaller land parcels to promote redevelopment.
- RE2: F.** Consult with public and private sector to provide industry research, indicators, guidance, and insights.
- RE2: G.** Create partnerships and collaborative opportunities with Manassas, Manassas Park, and other regional groups to meet economic development goals.
- RE2: H.** Support and build upon post pandemic recovery efforts that support and drive traffic to County businesses.

## OBJECTIVE RE-3

Create a positive brand/image of Prince William County that reflects the diversity of the community including its history, places, and people

### Action Strategies

- RE3: A.** Harness the synergies created through internal and external collaborations and partnerships to build a positive brand/image for PWC.
- RE3: B.** Invest in economic development, parks, recreation and tourism programs, projects and infrastructure that drive business and creates a sought-after quality of life attractive to residents, visitors, and business investors.
- RE3: C.** Create and invest in diverse, equitable and inclusive cultural, arts, and historic preservation initiatives that preserve and enrich the culture/history/heritage of PWC.
- RE3: D.** Continue to explore opportunities to create vertical mixed-use town centers with a distinct sense of place.

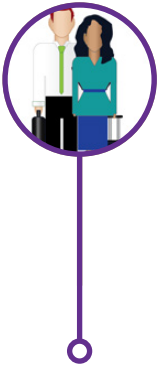
### Key Performance Indicators (KPIs)

1. Increase commercial tax base
2. Increase percentage of minority, veteran, and women owned businesses and the number of employees at those businesses
3. Increase positive brand awareness for PWC
4. Increase economic impact and taxes collected from tourism economy
5. Increase/sustain agritourism and agribusiness investment in the rural area
6. Decrease percentage of the County's workforce that are employed and travel outside the county for work





**QUALITY  
EDUCATION &  
WORKFORCE  
DEVELOPMENT**



## GOAL 4: QUALITY EDUCATION & WORKFORCE DEVELOPMENT

### Goal Statement

Provide quality and equitable education for all learners and develop and attract a well-trained talented workforce.

### GOAL DESCRIPTION

Prince William County values a world class education for all, from our youngest students in the PWC schools on through to all ages. While learning and education enrich the individuals, they also enrich the community attracting families seeking to provide their children with world class education, by creating skilled workers, and informed citizens that form a talent pool that can draw businesses to our area. The Board of County Supervisors, through collaboration with the school system, institutions of higher education, and local businesses can enhance the educational and training experiences throughout the county for all residents. This is achieved by expanding information about and access to existing programming, identifying, and removing barriers to participation, and developing new opportunities for job training. Building on experiences and successes of the past, we are preparing for the future to address challenges and create equitable educational opportunities for a rapidly growing and diverse community.

### OBJECTIVE QE-1

Increase collaboration between Prince William County Schools (PWCS) and the Board of County Supervisors (BOCS) by holding periodic meetings to review the successes and challenges that impact the quality of education for PWC students

#### Action Strategies

- QE1: A.** Evaluate and report on topics such as the schools' Capital Improvement Program, portable classroom status, comparative student achievement, Special Education Advisory Committee, and students transitioning out of school.
- QE1: B.** Jointly advocate for state support to increase the number of special needs students who attend public school versus tuition placement.
- QE1: C.** Review and update disaster plans to include special needs students.

- QE1: D.** Encourage the county and PWCS to strengthen connections for post high school options, services, and supports for general and special education students.

### OBJECTIVE QE-2

Support PWCS strategic goal areas that support a quality education

#### Action Strategies

- QE2: A.** Evaluate and report on existing grant programs such as the annual \$1 million local grant from the Board of County Supervisors to address portable classrooms.
- QE2: B.** Increase internet and technology accessibility in classrooms and at home to enhance learning.
- QE2: C.** Develop and test pre-plans for emergencies and disasters that may affect students' ability to attend school.



### OBJECTIVE QE-3

Develop partnerships and cooperative efforts to reduce barriers to equitable education

#### Action Strategies

- QE3: A.** Evaluate the infrastructure of the schools for long-range planning to address both new and replacement schools that are inclusive and accessible for quality learning for all.
- QE3: B.** Explore partnering with county facilities close to schools to enhance school programming.
- QE3: C.** Explore opportunities for attracting and retaining qualified, experienced teachers and funding opportunities for technology.
- QE3: D.** Increase opportunities for enrollment in pre-kindergarten programs.

### OBJECTIVE QE-4

Support lifelong learning opportunities in the community

#### Action Strategies

- QE4: A.** Support public awareness campaigns including television, radio, and digital modes.
- QE4: B.** Leverage public-private partnerships as well as community assets such as faith-based organizations, performing and visual arts community and other academic programs.
- QE4: C.** Identify and work to eliminate barriers to participating in learning opportunities.
- QE4: D.** Develop and provide educational programs that increase legal literacy for all PWC residents.

### OBJECTIVE QE-5

Engage local businesses and county government to offer opportunities and/or training for workforce development

#### Action Strategies

- QE5: A.** Explore opportunities for job shadowing, paid internships, and mentorships based on need.
- QE5: B.** Assess workforce development needs, including licensure, in PWC.
- QE5: C.** Encourage community colleges and other academic institutions to provide certification to persons involved in workforce development.
- QE5: D.** Support job training within county government for persons with relevant lived experience for employment.
- QE5: E.** Educate local businesses about grants and other opportunities for workforce development.
- QE5: F.** Explore stipends for county staff who accept students in local higher learning institutions seeking help in academic areas supporting public service.

## Key Performance Indicators (KPIs)

1. Track number of meetings held annually between PWCS and BOCS
2. Increase percentage of enrollment in pre-kindergarten programs
3. Track number of partnerships established focused on enhancing school programming
4. Increase percentage of internet access and technology accessibility
5. Increase number of special needs students returned to public school
6. Increase number of special needs students that have job or program placement after transitioning out of school
7. Increase percentage of enrollment in adult education programs
8. Track number of persons receiving county government job shadowing, internships, and mentorships







**ENVIRONMENTAL  
CONSERVATION**



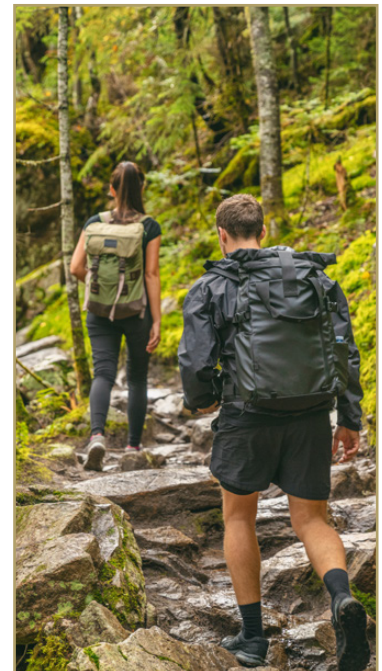
## GOAL 5: ENVIRONMENTAL CONSERVATION

### Goal Statement

Promote and expand the preservation and protection of natural resources and processes, and promote environmental justice.

### GOAL DESCRIPTION

Our natural environment is the foundation for public health, welfare and quality of life. It is fundamental for creating more complete social, psychological, and spiritual human beings and a healthy, prosperous, and vibrant county. The strategies in this focus area offer reasonable, viable actions that protect and increase the quality of our ecosystems, and expand and increase access to parkland and open space that offer opportunities to enjoy all the benefits of nature. The strategies also promote actions to ensure that no population is disproportionately affected by unhealthy, unsafe environmental conditions and consequences.



## OBJECTIVE EC-1

Encourage the preservation and expansion of protected tree cover for carbon uptake and for general human welfare benefits

### Action Strategies

- EC1: A.** Prioritize minimizing land disturbance during construction and leaving natural terrain in a natural state. When not feasible, evaluate alternatives such as tree-banking programs.
- EC1: B.** Evaluate initiating tree-save rules in the Zoning Ordinance/Design & Construction Standards Manual (DCSM).
- EC1: C.** Promote reforestation and meadow development with native plants on county land and on private land.
- EC1: D.** Incentivize and promote partnerships to reforest publicly and privately owned land.

## OBJECTIVE EC-2

Improve protections for streams, for other water bodies, and for drinking water quality

### Action Strategies

- EC2: A.** Consider enhanced DCSM requirements to mitigate impacts from construction and infrastructure projects on water quality.
- EC2: B.** Preserve and replace vegetated stream buffers on perennial and intermittent streams.
- EC2: C.** Strive to improve all county streams and reservoirs designated as “impaired” waters in the [Virginia Water Quality Assessment Integrated Report](#) with the goal to remove them from the list.
- EC2: D.** Institute a community awareness program for Resource Protection Areas (RPA) as recommended by the county RPA Advisory Committee.
- EC2: E.** Consider a groundwater study by either ground-truthing or ground-penetrating radar.

## OBJECTIVE EC-3

Ensure equitable access to environmental resources and environmental protections for all Prince William County residents

### Action Strategies

- EC3: A.** Identify areas of environmental discrimination to reduce negative impacts to underserved communities.
- EC3: B.** Work to mitigate and restore impacts in communities previously negatively impacted by industry, infrastructure, or environmental degradation.



- EC3: C.** Ensure that community outreach efforts are accessible to all potentially impacted residents.
- EC3: D.** Extend priority to underserved communities for open space acquisition and tree saving/replanting efforts.

## **OBJECTIVE EC-4**

Reinforce and expand the Comprehensive Plan strategy for the acquisition and protection of green open space and parkland

### **Action Strategies**

- EC4: A.** Encourage the use of Conservation Easements held by third-party trusts.
- EC4: B.** Develop a funding source for acquisition of park space and green open space that is independent of the development process.
- EC4: C.** Limit the conversion of parkland into school sites.
- EC4: D.** Prioritize the funding of existing suitable county-owned parcels into public parks.
- EC4: E.** Implement a funded Purchase of Development Rights program.
- EC4: F.** Maintain, protect, and expand wildlife corridors and map existing corridors.
- EC4: G.** Consider creating a Natural Resources Manager position within the Office of Sustainability.

## **OBJECTIVE EC-5**

Reduce and mitigate the impacts of flooding in communities

### **Action Strategies**

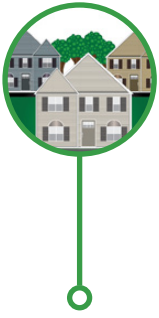
- EC5: A.** Consider establishing a “flooding bond” to address post-development flooding issues.
- EC5: B.** Continue to update maps and monitor flood prone locations in the county.
- EC5: C.** Work with local, state, and federal agencies to identify funding for projects that would reduce or eliminate the risk of repetitive flooding.
- EC5: D.** Work with emergency management agencies to create and implement flood risk education programs.

### **Key Performance Indicators (KPIs)**

1. Increase number of safe road crossing areas for wildlife
2. Map and measure the percentage of tree cover in PWC
3. Increase number of “impaired” waters designated streams that are removed from the Virginia Water Quality Assessment Report
4. Increase overall acreage of protected open space and parkland
5. Increase linear feet of streams restored
6. Increase number of acres protected by a third-party Conservation Easement
7. Decrease the number of communities impacted by repeated flooding
8. Track number of community meetings held related to county projects with potential environmental impacts



**SUSTAINABLE  
GROWTH**



## **GOAL 6: SUSTAINABLE GROWTH**

### **Goal Statement**

Establish Prince William County as a leader in promoting sustainable growth that ensures the social, economic, and environmental health of the County.

### **GOAL DESCRIPTION**

Prince William County stands out in the region as having access to an abundance of natural resources, diverse housing, and employment opportunities. Located between the Piedmont and the Potomac, the County is both geographically and socially diverse. These unique factors have led to exponential growth which is forecast to continue as the County rises in prominence in the region. Therefore, it is crucial that future growth be planned in a sustainable manner which focuses on ensuring the social, economic, and environmental health of the county and its residents. The objectives outlined in this focus area are aimed at establishing Prince William County as a leader in sustainability through expansion of agriculture and agritourism, land conservation and preservation, promotion of clean and renewable energy consumption, increased focus on recycling and reuse of materials, and finally preservation of the county's rich and diverse cultural history.



## OBJECTIVE SG-1

Promote a sustainable community with a variety of housing types, densities, and affordability to ensure a safe and livable environment for all residents

### Action Strategies

- SG1: A.** Focus future growth into activity centers with a variety of housing types and access to transit.
- SG1: B.** Prioritize school infrastructure to alleviate current over capacity issues and to areas designated for future growth.
- SG1: C.** Explore the impacts of expansion of accessory dwelling unit ordinance.
- SG1: D.** Encourage and increase opportunities to improve access to affordable housing throughout the county.
- SG1: E.** Prioritize identifying and eliminating barriers to home ownership for residents of median to low-income levels.
- SG1: F.** Prioritize the development of new community-oriented public facilities to incentivize the development of high-quality walkable communities.

## OBJECTIVE SG-2

Promote the sustainable consumption of energy and natural resources to ensure the health of current and future generations

### Action Strategies

- SG2: A.** Ensure PWC leads by example by implementing energy-conserving building design standards for future county infrastructure and facilities, and retrofit county infrastructure and facilities as opportunities arise.

- SG2: B.** Establish energy-conserving building design standards and incentivize and encourage implementation in public and private buildings.
- SG2: C.** Increase and incentivize the usage and implementation of alternative and renewable energy sources throughout the county.
- SG2: D.** Implement incorporation of environmentally sustainable vehicles, such as hybrid and/or electric vehicles, into the county's fleet, and encourage the installation of vehicle recharge stations.
- SG2: E.** Implement MWCOG targets to reduce greenhouse gas emissions from all sources within the county to 50% of 2005 level by 2030, and to be carbon-neutral by 2050.
- SG2: F.** Streamline County approval of solar panels being installed at private homes and businesses.

## OBJECTIVE SG-3

Encourage the preservation, expansion, and protection of agribusiness and agritourism and protect rural areas

### Action Strategies

- SG3: A.** Promote the continued preservation of the county's rural areas (land conservation policies) and explore new policies/programs to increase the sustainability and vitality of the County.
- SG3: B.** Identify and eliminate barriers to encourage efficient and economically viable farm practices and agritourism.
- SG3: C.** Partner with local and regional organizations to establish initiatives to maintain and improve regional farmland.
- SG3: D.** Market and promote the County's farming and agritourism economy.

## OBJECTIVE SG-4

Prioritize the continued preservation of historic buildings, cemeteries, sites, communities, and districts to preserve the cultural history of the County

### Action Strategies

- SG4: A.** Create a cultural research plan to expand understanding of historic Prince William communities through an equitable lens.

- SG4: B.** Investigate and protect historic sites in jeopardy of destruction.
- SG4: C.** Prioritize adaptive reuse of historic sites or County Registered Historic Sites (CRHS) to promote the preservation of historically significant sites.
- SG4: D.** Encourage on-site preservation, delineation, and maintenance of cemeteries.
- SG4: E.** Explore preservation programs such as the Resident Curator Program which can promote continued preservation and maintenance of historic sites.

## OBJECTIVE SG-5

Increase recycling and reduce litter

### Action Strategies

- SG5: A.** Provide a robust education program to the public on the benefits of recycling.
- SG5: B.** Increase the amount of paper, plastic, metal, glass, and batteries recycled each year.
- SG5: C.** Continue public education regarding the negative impacts littering has on the community and the environment.

- SG5: D.** Encourage the public to purchase items that are truly recyclable and reusable.
- SG5: E.** Educate the community on the PWC composting process.

### Key Performance Indicators (KPIs)

1. Track percentage of active farmland in PWC
2. Increase percentage of renewable energy utilized by the county
3. Increase number of affordable housing units
4. Track the number of new dwelling units and nonresidential gross floor area proposed and/or built inside and outside of activity centers
5. Increase number of electric/hybrid and decrease number of fossil fuel vehicles in the County's fleet
6. Increase County facilities that implement energy conservation standards
7. Increase number of vehicle charging stations in the county
8. Increase number of tons of recycled materials each year
9. Increase the number of research projects focused on local history (including oral histories, community research, architectural and archaeological survey)







## TRANSPORTATION & MOBILITY



## GOAL 7: TRANSPORTATION & MOBILITY

### Goal Statement

Provide an accessible, comprehensive, multi-modal network of transportation infrastructure that improves local and regional mobility.

### GOAL DESCRIPTION

Prince William County residents and business owners place a high value on mobility and transportation in the County by desiring an accessible, safe, multi-modal transportation network. In response, Prince William County government will seek to prioritize providing equitable access to multimodal transportation options in the community. The strategies in this section identify ways to adapt to changing mobility trends, emerging transportation technologies, and responding to major impacts to the system such as the COVID-19 pandemic. Enhancing local, state, regional, and federal partnerships must continue to allow the County to leverage and identify project funding. The strategies also seek to improve access to mobility services by removing barriers of physical ability, geographic location, financial constraints, and digital literacy. This also includes improving multimodal options by improving connectivity of sidewalks and trails. The strategies also identify ways to explore additional transit services and increase public transportation utilization. Finally, there are strategies that focus on reducing congestion by supporting telework options to reduce the dependency of vehicles. Congestion will be further reduced by prioritizing critical infrastructure projects that expand capacity that support both local and regional mobility and sustainable growth.



## OBJECTIVE TM-1

Adapt to changing mobility trends

### Action Strategies

- TM1: A.** Evaluate and monitor short-term and long-term mobility trends impacted by the pandemic.
- TM1: B.** Create policies that allow the county to anticipate and respond to emerging technologies.
- TM1: C.** Enhance local, state, regional, and federal partnerships to identify resources and leverage funding for mobility projects and initiatives.

## OBJECTIVE TM-2

Improve multi-modal options

### Action Strategies

- TM2: A.** Improve connectivity of sidewalks and trails (paved and unpaved) for pedestrians and cyclists.
- TM2: B.** Improve intra-county bus system connecting activity centers.
- TM2: C.** Explore adding bus service to metro on weekends.
- TM2: D.** Implement strategies and plans to reduce mobility related fatalities and injuries.
- TM2: E.** Increase access to mobility services by removing barriers of physical ability, geographic location, financial constraints, and digital literacy.

## OBJECTIVE TM-3

Increase public transportation utilization

### Action Strategies

- TM3: A.** Increase access to public transportation by providing subsidies to residents in need of financial assistance.

- TM3: B.** Initiate a public information campaign to increase awareness of transportation options.

- TM3: C.** Identify and prioritize infrastructure projects that improve accessibility and connection to transit.

## OBJECTIVE TM-4

Decrease congestion and fossil fuel vehicle usage, and improve travel time reliability

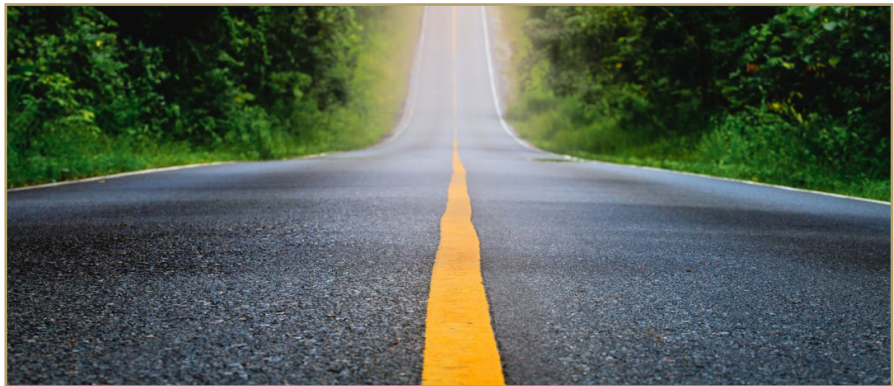
### Action Strategies

- TM4: A.** Continue and expand telework options for County employees.
- TM4: B.** Provide infrastructure to encourage telework options in the county for all residents.
- TM4: C.** Explore ways to incentivize remote work centers, including secure facilities.
- TM4: D.** Prioritize critical infrastructure projects that expand roadway capacity through the construction of new roadways or widenings, and new interchanges that support both local and regional mobility and sustainable growth.
- TM4: E.** Focus on cost effective and innovative transportation designs that improve traffic flow to reduce congestion and reduce the need for future roadway widening.



## Key Performance Indicators (KPIs)

1. Track percentage of all County mobility project funding that utilize non-local funding sources (state, regional or federal funds)
2. Track number of innovative initiatives or programs (such as autonomous vehicles, electric vehicles, EV charging stations, e-scooters, e-bikes, bike sharing stations) incorporated in the county plans that would respond to emerging technologies
3. Increase percentage of commuters using non-auto travel mode options (transit, bike, walk)
4. Increase number of lane miles for non-motorized transportation
5. Reduce the number of traffic-related fatalities and injuries by mode per capita
6. Increase percentage of residents who rate that the transportation network supports County growth (data source: biennial survey)
7. Increase percentage of residents who rate that the transportation network supports the needs of commuters (data source: biennial survey)
8. Increase percentage of residents who rate the amount of congestion in PWC as good or improving (data source: biennial survey)
9. Track Vehicle Miles Traveled (VMT) per capita
10. Increase total number of passengers utilizing OmniRide Local and commuter bus services
11. Track total number of passenger boardings at Virginia Railway Express (VRE) stations in PWC



## TERMS AND DEFINITIONS

**Affordable Housing:** As defined in Prince William County's Comprehensive Plan, affordable housing is where the occupant is paying no more than thirty percent (30%) of gross income for gross housing costs, including utility costs.

**Biennial Survey:** An independent community survey conducted every two years to gauge residents' satisfaction with Prince William County services.

**Capital Improvement Program (CIP):** The CIP is the capital infrastructure component of the County's fiscal plan, an important part of the County's Five-Year Budget Plan, and an implementation tool for the Comprehensive Plan.

**Comprehensive Plan:** A plan that determines community goals and aspirations in terms of community development. The plan expresses and regulates public policies on transportation, utilities, land use, recreation, and housing.

**Conservation Easements:** A voluntary agreement between a landowner and a qualified conservation organization or public entity to prevent the development of a property while allowing continued private ownership and rural use such as farming or forestry.

**Design & Construction Standards Manual (DCSM):** A regulatory document of standards which apply to land development in the County, specifically the requirements applicable to the production, review, and approval of site development plans and plats, and construction in accordance with those documents.

**Environmental Justice:** The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

**Equity:** A commitment to action to promote justice and fairness when developing public policy, resource allocations, programs, regulations, enforcement of laws, and institutional cultures resulting in access and equitable opportunities for all residents, businesses, visitors, and employees.

**Evidence Based Decision Making (EBDM):** A framework whereby decisions and organizational practices are determined empirically based upon insights from the best available research and data in the field.

**"Impaired" Waters:** Those water bodies or water body segments that are not fully supporting or are partially supporting of the fishable and swimmable goals of the Clean Water Act.


**Marginalized Community:** As defined by Merriam-Webster, marginalize is "to put or keep (someone) in a powerless or unimportant position within a society or group." Examples of marginalized populations include, but are not limited to, groups excluded due to race, economic status, gender identity, sexual orientation, age, physical ability, language, and/or immigration status.

**Metropolitan Washington Council of Governments (MWCOCG):** A regional organization that connects leaders across the Maryland, Virginia, and Washington D.C. borders to help shape strong communities and a better region by sharing information and developing solutions to the region's major challenges.

**Purchase of Development Rights (PDR) Program:** A PDR program creates the ability for a local government to limit or prevent development of land in accord with community growth management goals such as protection of wildlife habitat and farmland.

**Social Determinants of Health:** The conditions in which people are born, grow, live, work, and age as well as the complex, interrelated social structures and economic systems that shape these conditions. Social determinants of health include aspects of the social environment, the physical environment, and health services.

**Strategic Plan:** 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 Supervisors' four-year term.



**Sustainability:** The principle to create and maintain conditions under which humans and nature can exist in productive harmony through the incorporation of the economic, social, and environmental needs of present and future generations.

**Sustainable Growth:** Incorporation of the principles of sustainability into the plans, practices, policies, and partnerships of the County to ensure the harmonious growth of present and future generations.

**Targeted Industries:** Targeted industries are a list of industries that reflect the investment and employment goals of Prince William County's economic development program as adopted in Board resolution 99-195. The Department of Economic Development uses the list to develop specific marketing efforts. The list is updated periodically to reflect the changing economy of Northern Virginia and the Washington metropolitan area.

**Underserved Community:** Underserved is defined by Merriam-Webster as "provided with inadequate service." An underserved community is a group or community that encounters barriers or limitations in access to services and resources such as healthcare, healthy foods, and other resources.

**MOTION: BODDYE**

**June 16, 2020  
Regular Meeting  
Res. No. 20-494**

**SECOND: BAILEY**

**RE: DEVELOP AN EQUITY AND INCLUSION FRAMEWORK AND POLICY AND INCLUDE THE CONSIDERATION OF EQUITY IN COVID-19 RECOVERY PLANNING AND THE DEVELOPMENT OF THE 2021-2024 STRATEGIC PLAN**

**ACTION: APPROVED**

**WHEREAS**, Prince William County is a community of choice with a strong and diverse economic base; where individuals and families choose to live and businesses to locate; and

**WHEREAS**, our community is racially, ethnically, economically, and socially diverse and, over time, has become a minority-majority community demographically; and

**WHEREAS**, community conditions that affect individual opportunity and well-being on income distribution, health, economic opportunities, mobility, education, community engagement, and housing exist among minorities within the Washington Metropolitan Area, including among Prince William's population; and

**WHEREAS**, the County's goal is not only to treat all its residents equally, but to reduce any disparities and to proactively give all our residents opportunities to participate fully in the benefits, programs, and services that the County offers; and

**WHEREAS**, inclusion requires not only equal treatment but equitable tools in policies and practices to assess how we deliver our services, who benefits from them, who are affected by them, and who participates in their planning; and

**WHEREAS**, for this resolution, equitable tools are defined as information and processes used to identify social and racial disparities that will guide recommendations that encourage positive impacts and/or mitigate adverse effects; and

**WHEREAS**, equity is defined as all populations having access to community conditions and opportunities needed to reach their full potential and to experience optimal well-being; and

**WHEREAS**, the Board of County Supervisors issued a directive on June 2, 2020, for staff to include an equity lens in all planning and service delivery;

**NOW, THEREFORE, BE IT RESOLVED** that the Prince William Board of County Supervisors hereby directs staff to develop a framework for becoming a more inclusive and equitable Prince William County that includes the development of equitable lenses or tools to assess our programs, planning, and processes, which will reflect the importance of equity and inclusiveness for Prince William County;

**June 16, 2020**  
**Regular Meeting**  
**Res. No. 20-494**  
**Page Two**

**BE IT FURTHER RESOLVED** that the Prince William Board of County Supervisors hereby directs that equity be considered in the development of the COVID-19 pandemic recovery plan and 2021-2024 strategic planning process, and in all future reviews of County planning processes.

**Votes:**

**Ayes:** Angry, Bailey, Boddye, Franklin, Lawson, Vega, Wheeler

**Nays:** None

**Absent from Vote:** None

**Absent from Meeting:** Candland

**For Information:**

Human Rights Director

ATTEST: \_\_\_\_\_

*Andrea P. Madden*

Clerk to the Board



**MOTION: BODDYE**

**July 20, 2021  
Regular Meeting  
Res. No. 21-439**

**SECOND: BAILEY**

**RE: ADOPT THE PRINCE WILLIAM COUNTY 2021 – 2024 STRATEGIC PLAN -  
COUNTYWIDE**

**ACTION: APPROVED**

**WHEREAS**, the Board of County Supervisors (BOCS) codified the adoption of a four-year Strategic Plan in the Financial and Program Planning Ordinance (Article 1, Section 2.1 of the Prince William County Code) in 1994; and

**WHEREAS**, the BOCS appointed a 15-member Strategic Plan Development Team (SPDT) in June 2020 to draft and recommend a 2021 – 2024 Strategic Plan; and

**WHEREAS**, the SPDT solicited community input and invested over 1,350 hours to develop the proposed 2021 – 2024 Strategic Plan; and

**WHEREAS**, a draft of the 2021 – 2024 Strategic Plan was presented to the Board and the community on May 11, 2021, at which time the draft was available for online public review and comment from May 11 until June 22, 2021; and

**WHEREAS**, a public listening session about the draft 2021 – 2024 Strategic Plan was held by the Board at its 7:30 p.m. meeting on June 22, 2021, where all interested residents were heard; and

**WHEREAS**, the SPDT identified seven focus areas, Health, Wellbeing, & Human Services, Safe & Secure Community, Resilient Economy, Quality Education & Workforce Development, Environmental Conservation, Sustainable Growth, and Transportation & Mobility, to develop goals, objectives, and action strategies to achieve desired community outcomes; and

**WHEREAS**, the 2021 – 2024 Strategic Plan will provide strategic direction for the community and will provide policy and resource allocation guidance for the Fiscal Year 2022 – Fiscal Year 2025 budgets;

**NOW, THEREFORE, BE IT RESOLVED** that the Prince William Board of County Supervisors hereby adopts the Prince William County 2021 – 2024 Strategic Plan.

**ATTACHMENT:** Prince William County 2021-2024 Strategic Plan

**July 20, 2021**  
**Regular Meeting**  
**Res. No. 21-439**  
**Page Two**

**Votes:**

**Ayes:** Angry, Bailey, Boddye, Candland, Franklin, Lawson, Wheeler

**Nays:** Vega

**Absent from Vote:** None

**Absent from Meeting:** None

ATTEST: \_\_\_\_\_

*Andrea P. Madden*

Clerk to the Board



**PRINCE  
WILLIAM  
COUNTY**

**Office of Management & Budget**

1 County Complex Court  
Prince William, VA 22192  
[www.pwcva.gov/strategic-plan](http://www.pwcva.gov/strategic-plan)