



2035 STRATEGIC PLAN

# Strategic Plan Goal Descriptions



## **Goal #1: Sustainable Long-Term Water Supply**

James City County will provide an adequate, potable, long-term water supply that is financially sustainable for the County's current and future residents and businesses.



## **Goal #2: Modern Infrastructure, Facilities, and Technology Systems**

The County will undertake strategic investments to modernize infrastructure, community facilities, public education, and technology to enhance the quality of life provided to its residents, address the changing needs of its aging population, and improve the prospects for growing and new businesses. These investments will be funded using sustainable approaches that will maintain the fiscal health of the County.



## **Goal #3: Expanding and Diversifying Local Economy**

James City County will support the expansion and diversification of the local economy by providing the regulatory framework to support business development, by undertaking economic development marketing and recruitment efforts, by fostering the development and expansion of businesses, and by supporting strategies to facilitate the development of affordable workforce housing.



## **Goal #4: Protected Community Character and an Enhanced Built Environment**

James City County's unique historic assets, natural environment, rural character, hometown feel, and attractive developments will be protected and maintained over time. Community corridors and older developed centers and neighborhoods will be enhanced and revitalized.



## **Goal #5: Exceptional Public Services**

James City County will provide an exceptional quality of life to its residents by focusing on the provision of public services that meet the need of a changing population, and by providing clear and transparent communications about County efforts and actions. The County will do this by maintaining a safe environment for its residents, improving services to the County's aging population, enhancing parks and recreational offerings, supporting strategies to facilitate the development of affordable housing for seniors and special needs populations, providing effective assistance to the County's underserved populations, and improving County communications.



## **Goal #6: High Quality Education**

James City County will support high quality education by focusing primarily on its core fiscal responsibility of funding high quality public schools through joint facility planning efforts with WJCC, and by collaborating on opportunities to support other education efforts in the County.



## **Goal #7: Fiscally Efficient Government**

The County will manage government finances using sound fiscal management practices to ensure short-term and long-term funding strategies for future investments. These investments will be funded using sustainable approaches that will maintain the fiscal health of the County.