Strategic planning is used to set priorities and focus energy and resources to move organizations towards their vision. Albemarle County has used strategic planning for many years to inform policy development and financial decision-making and achieve the community desires and values articulated in the County’s Comprehensive Plan. The County’s strategic planning is guided by a vision, mission and values that serve as the foundation for specific goals and objectives.

**VISION**
Albemarle County envisions a community with...
- Abundant natural, historic, and scenic resources
- Healthy ecosystems
- Active and vibrant development areas
- A physical environment that supports healthy lifestyles
- A thriving economy, and
- Exceptional educational opportunity ...for present and future generations.

**MISSION**
To enhance the well-being and quality of life for all citizens through the provision of the highest level of public service consistent with the prudent use of public funds.

**CORE VALUES**
- **Integrity**  
  We value our customers and co-workers by always providing honest and fair treatment.
- **Innovation**  
  We embrace creativity and positive change.
- **Stewardship**  
  We honor our role as stewards of the public trust by managing our natural, human and financial resources respectfully and responsibly.
- **Learning**  
  We encourage and support lifelong learning and personal and professional growth.

The Board of Supervisors began its most recent strategic planning process in May 2016, and worked throughout the fall of 2016 to establish the FY 17-19 Strategic Plan.
Highest Priority Strategic Objectives

The two-year action objectives listed below were identified by the Board as the most immediate, urgent, and clearly-defined objectives associated with the County’s long-term goals. The intention is to complete these objectives in the FY17–19 time-frame, directing additional time and resources as necessary to ensure successful completion.

In the FY17-19 Strategic Plan, these eight strategic objectives ensure that the optimized resources of the County are aligned to address the community’s most pressing issues and to achieve the County’s top priorities.

1. Develop differentiated funding strategies for core vs. enhanced projects in the rural areas. (FD#1)
2. Establish and implement strategic direction to expand broadband affordable access to under-served, rural communities. (FD#2)
3. Establish and implement an approach to consider age-friendly community needs and initiatives as part of County planning. (FD#3)
4. Establish and begin implementation of a Board-approved work plan for the County’s newly created Economic Development Office – insure that economic resiliency/ preparedness are a focus of the plan. (FD#4)
5. Establish and begin implementation of priorities for a natural resource program. (FD#5)
6. Explore more extensive environmental protection initiatives. (FD#6)
7. Determine most critical deficiencies/challenges facing the community regarding policing and assess capacity of geo-policing to meet those needs. (FD#7)
8. Establish strategic direction to address challenge of intensification of uses in the rural area. (FD#8)
9. Continue focus on improving the accessibility of County information, pay particular attention to website and emerging technologies as a vehicle. (FD#9)
10. Initiate near-term planning for a new police training facility. (FD#10)
11. Establish and implement strategic direction including appropriate public engagement, for school space needs. (FD#11)
12. Determine desired levels of service for water resource protection programs; and then identify and implement permanent funding source(s) to support those levels of service. (FD#12)
13. Strategically assess the County’s future physical facility needs including working cooperatively with Schools to develop an approach for land banking – focus on better, more frequent and robust communication between Supervisors, School Board and Planning Commission regarding growth impacts as one area of emphasis. (FD#13)
14. Assure rural transportation needs are considered with the Secondary Six Year Improvement Plan and regional transportation planning efforts by the Thomas Jefferson Planning District Commission. (FD#14)