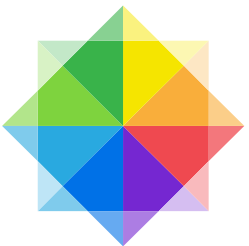




Exploring Specific Goals and Outcomes

August 31, 2023



PLAN
Danville

Agenda

- Phase 3 – Exploring Together
- Draft Vision Statement
- Building Trust
- Characters in Danville
- Comprehensive Plan Goals

Plan Danville Timeline



PHASE 1 Share

January – May

Let's share who we are and where we live.



PHASE 2 Dream

June – July

Let's envision new solutions to existing issues.



PHASE 3 Explore

August – October

Let's set specific goals and outcomes—and look to how they might shape the Danville landscape.



PHASE 4 Draft

November – December

Together let's decide who in the community will lead what.



PHASE 5 Go!

2024

Let's draw up an action plan to achieve our aspirations.

Plan Pillars

Our process is organized around four key pillars.

**Prosperity
for People**



**Lifelong
Learning**



**Advocacy
+ Access**



**Neighborhoods
+ Networks**



Community Engagement Approach



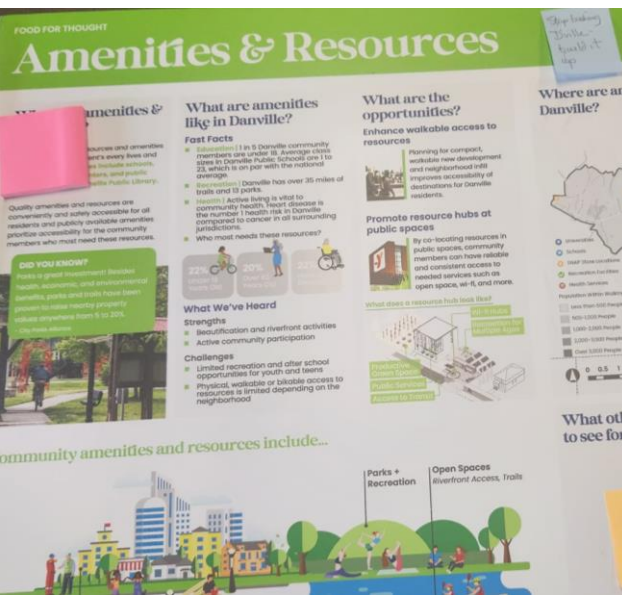
Engage

Inform

Empower

Explore Together





Felice McWilliams Photograph

The Unified Vision in the Community's Voice

Our vision is to create a welcoming and inclusive community where everyone can achieve their unique potential. Together, we will support and empower each other to build a sustainable and equitable future for all.



Short Form Vision Statement

Belong today,
Become together,
Sustain tomorrow.

Credo

We, as a community, will embrace our diversity in a spirit of mutual support, recognition and respect. The warm, inviting community we foster will extend to every one of us who calls Danville home. And the fruits of our vision, manifest in our streets and schools, parks and businesses, homes and neighborhoods, will uplift, empower and strengthen the bonds between us all.



Characters in Danville

Character requirements and how they change with trends. It'll encourage empathy and respect for differing perspectives.

Meet Barbara!

60% of Americans expect Social Security will be their main source of income, and over half of Americans are behind on their retirement savings.

Work

- Retired
- Serves as a mentor through the Danville Professional Women's Association (DPWA)
- Social security benefits are her main source of income



Over half of Danville homes were built before the 1970s. As our City's homes age, we need to invest in making sure they work well for our community members.

Live

- Lived in Danville her entire life
- Still resides in the home that she raised her family in, but it has seen better days
- Has a difficult time keeping up with the responsibilities of owning a two-story home

Over 40% of households in Danville are led by single women. The number of single women over the age of 65.

Play

- Married her high school sweetheart, who passed away in 2015. Her youngest child, who is in college, but most of her children and grandchildren live farther away
- Wants to remain independent and continue to stay active both physically and socially

About 20% of Danville's population is 65 years and older, and about 19% of the population has a disability.

Connect

- Drives a car, but her eyesight is declining
- Goes to the Family Dollar after getting up in the morning to get her favorite snacks
- Using her wheelchair but is often worried by the speed of traffic and the lack of crossing signals and street trees

What else might Barbara want and need in Danville?

Live

What housing needs does Barbara have?

Work

What business resources, training, education or skills does Barbara need?

Play

What does Barbara want for recreation and entertainment?

Connect

What type of transportation needs does Barbara have?

Resources

What resources does Barbara need access to?

Meet Xavi!

The furniture and related product manufacturing industry is still among the top four strengths in Danville, but it has seen in decline for several years.

Work

- Small business owner of a furniture shop in Danville
- Recently saw a dip in sales due to rising popularity of online stores
- Cut back her hours to take care of family but struggles to find employees who can cover her hours at the shop



Over 17% of homes in Danville are at a moderate risk of flooding over the next 30 years.

Live

- Xavi's parents have health issues and their 18-year-old daughter, a recent college graduate, is struggling to find a job so they all live together for now
- Tight on space so her daughter is currently in the basement but they have frequent basement flooding

In 2019, only 4% of retailers offered curbside pickup. By 2021, that number jumped to 44%.

Play

- Support local restaurants and cafes on the weekends
- Wants to shop at larger brands to get all the things she needs
- Is trying to buy more curbside pickup at Walmart to accommodate her busy schedule

About 40% of occupied housing units in Danville have no vehicle available, and about 15% have no vehicle available.

Connect

- Wants her daughter share a car with her
- Needs a combination of that vehicle and walking/bus to get to work and do errands

What else might Xavi want and need in Danville?

Live

What housing needs do Xavi and her family have?

Work

What business resources, training, education or skills does Xavi need?

Play

What does Xavi want for recreation and entertainment?

Connect

What type of transportation needs does Xavi have?

Resources

What resources does Xavi need access to?

Challenges and Concerns

Meet Robert!

Robert is one of the 54% of employed Danville residents who live in the city but work elsewhere.

Work

- Recently graduated with his teachers license
- Plays music on his guitar in Downtown to make extra money on the weekends
- Salary is barely enough to pay for housing expenses given his large student debt and car payments, so he currently isn't saving for retirement



About 32% of Millennials and GenZers returned home during the pandemic, most of whom still live with their parents 2 years out.

Live

- Moved back to live with his parents while saving money for his own place
- Salary is barely enough to pay for housing expenses given his large student debt and car payments
- Would like to rent an apartment or home near Downtown to be close to shops and restaurants

Danville has 12 miles of trails.

Play

- Enjoys happy hour and trivia night with friends between work and gigs
- Goes for nightly runs on the trails with his dog

Over 80% of Danville residents drive to work alone. 12% of commuters travel 20-24 minutes each day, like Robert.

Connect

- Commutes to Chatham for work
- Prefers to walk or ride when in town since he spends so much time during the week in his car

What else might Robert want and need in Danville?

Live

What housing needs does Robert have?

Work

What business resources, training, education or skills does Robert need?

Play

What does Robert want for recreation and entertainment?

Connect

What type of transportation needs does Robert have?

Resources

What resources does Robert need access to?

Meet Taye!

In the right place, the Danville only has one quarter design firm and there is an opportunity for a new one.

Work

- Recently graduated from George Washington High
- Took a gap semester to learn graphic design on his own through online training courses
- Working as a freelance social media content creator to make ends meet
- Dreams of starting his own graphic design business to support businesses in Danville
- Works in the library on the public computers since internet service at his apartment isn't very reliable



Over the last 10 years, renters are over the indexed 30% of the home on rent. The average rent in Danville is \$753.

Live

- Renting an apartment with several other students
- Struggles to pay his share of rent and utilities since the building is older and the HVAC has to work twice as hard

Asked what well-being is most important, 70% of residents said their health needs attention or more.

Play

- Mental health impacted by the financial and time pressures of going to college and working part-time
- Attends fitness classes and club events at Anglers Park and the library

Transit use decreased from 2014 to 2020. The bus routes that take him Downtown, #3 and #5, run less than once an hour and not during the evening.

Connect

- Can't afford a car
- The bus routes that take him Downtown, #3 and #5, run less than once an hour and not during the evening

What else might Taye want and need in Danville?

What housing needs does Taye have?

What business resources, training, education or skills does Taye need?

What does Taye want for recreation and entertainment?

What type of transportation needs does Taye have?

What resources does Taye need access to?

9/25/2023

Welcome to PLAN Danville

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Barbara

"We want affordable homes, jobs, and fun for seniors. Wheelchair-friendly transport, tech help, healthcare and family support matter. We hope for better times, more tech savvy, and family closeness."

"I really want homes that are affordable and easy to live in, like apartments for seniors. Learning computers to pay bills online would make life better, too."

"We need easier internet and computer help. Also, more healthcare workers in the city to care for us seniors better."

"I'd love more things to do in the city, like gyms and walking paths, plus chances to meet people my age. Playgrounds could be better too, for all of us seniors."

"We hope for more places to gather, like senior centers and clubs, and better connections with outreach. Maybe even living with family. Seniors being tech-savvy and active too."

"I wish the city had better wheelchair access, especially on buses. We could use services like 'Reserve A Ride' and accessible buses for freedom."

"We should let seniors and families know about insurance and help available. We must create more resources for their needs."

"I'm anxious about money. Need extra income. Healthcare's tough too, especially Medicare. We need better communication for our needs."

Xavi

"We want affordable city living, convenience, and easy transport. Balance, job security and remote work matter. We'd love to see more events, shops, education, pools. In the future: homes, care, business, pay. And less stress about housing, jobs, education, and family care."

"I worry about housing for everyone, including my parents. We need help to buy homes and prevent floods. Remote jobs matter too—especially with the way the housing market is today."

"I want better online marketing and more diverse products. Certifications, credit help, and job training matter. Need more staff and higher-paying jobs."

"I want easy shopping—delivery and curbside. I love small brands and shopping that delivers all I need at lower cost. Also, more fun city events beyond food festivals."

"I want homes for all ages, support from small banks and micro-lenders, and care for my parents. Need business growth, resources and fair pay for skills, too."

"I want more transport options—cars, bikes, shuttles. Better buses for seniors and disabled, with longer hours, too. Now, I walk, bus, share cars and use Uber, but not enough."

"I need a hub to find jobs, affordable housing, transport, good schools, and essentials for my child. Better sports, daycares, stores and pools, too."

"I worry about taking care of my parents and my daughter's job search. Good jobs are scarce. Also, too many shops and education needs improvement."

Robert

"We want affordable downtown housing, self-employment opportunities, and fair pay. We love city life with trails, food, and transport options. Our challenges are housing and jobs. We're seeking growth, community progress, arts, better income, diversity."

"I want condos near downtown that I can afford after expenses. I need privacy, though maybe roommates would be okay. Cheaper rent, even if older units, and housing updates matter."

"I want my own business, and I'm keen on conferences. Could we have more music shops? Fair pay for hard work matters, too—a lot of us feel underpaid."

"I want more trails, gyms, music spots, bars, and food choices. Downtown needs upgrades—malls, lounges, coffee shops, and longer hours."

"I want more arts, like spoken word and music, in our city. Need better pay for owning a home and more diverse activities."

"I like using cars, hybrids, Uber, Lyft, and sharing rides, especially to places like the Greensboro airport."

"I really need good internet and safe roads for getting around. They're super important resources for me."

"I worry about affordable housing and good local jobs. I want to grow and change community mindset for progress. I've stayed loyal to my hometown despite considering leaving."

Taye

"We Gen Z people want affordable city housing, growth programs, and business help. We love walking, outdoors, social life. Can we get better transport that's safer for kids? Costs, buses and stigma are real challenges. In the future, we see more learning, money skills, and startups."

"I want inexpensive city housing, like dorm-style apartments. Sharing rentals could be cool—if we had any choices."

"I want programs to help me grow professionally, like graphic design or apprenticeships. Also, I need life skills—managing money, making resumés, cooking, saving. You know, the basics."

"I want easy transport, walking, and fun by the river. I'm into kayaking and social stuff—libraries, parties, clubs, food, and lots of books."

"I want to learn and grow professionally in the next five years—certifications, apprenticeships, real experience. Also, need better money skills and business support."

"I want buses more often and safer biking options. Buses to school are slow, and some people judge. I like Uber and Lyft."

"I really need good internet and safe roads for getting around. They're super important resources for me."

"We need affordable homes and ways to get around. Cars are too expensive. Buses aren't great, and living on my own is tough. People who could guide me would help."

Jordan

"We want homes to share with our families, good jobs, and fun learning. We need affordable houses, shops, safe roads, and cool stuff for kids."

"I want houses near stores and bigger ones for big families. Safe, quiet spaces for middle-class parents with more options."

"I want fair pay in jobs and extra work chances. Better education with advanced classes, after-school help, life skills, and mentors."

"I want fair chances for fun and learning, with care and activities in my language. School, soccer, camps, and lots to learn."

"I think the city should have more ways to connect plus better jobs, and learning. I want fun places for my family and friends to spend time, and more sports."

safer buses, especially for school. More traffic lights, bike lanes, and sidewalks would make it safer to get around."

"I want bilingual help, homes we can afford, and places to play nearby. After-school, safe roads, and fun stuff for us kids."

"I worry about school and waking up early for the bus. Good education and schools that help and encourage me are really important."

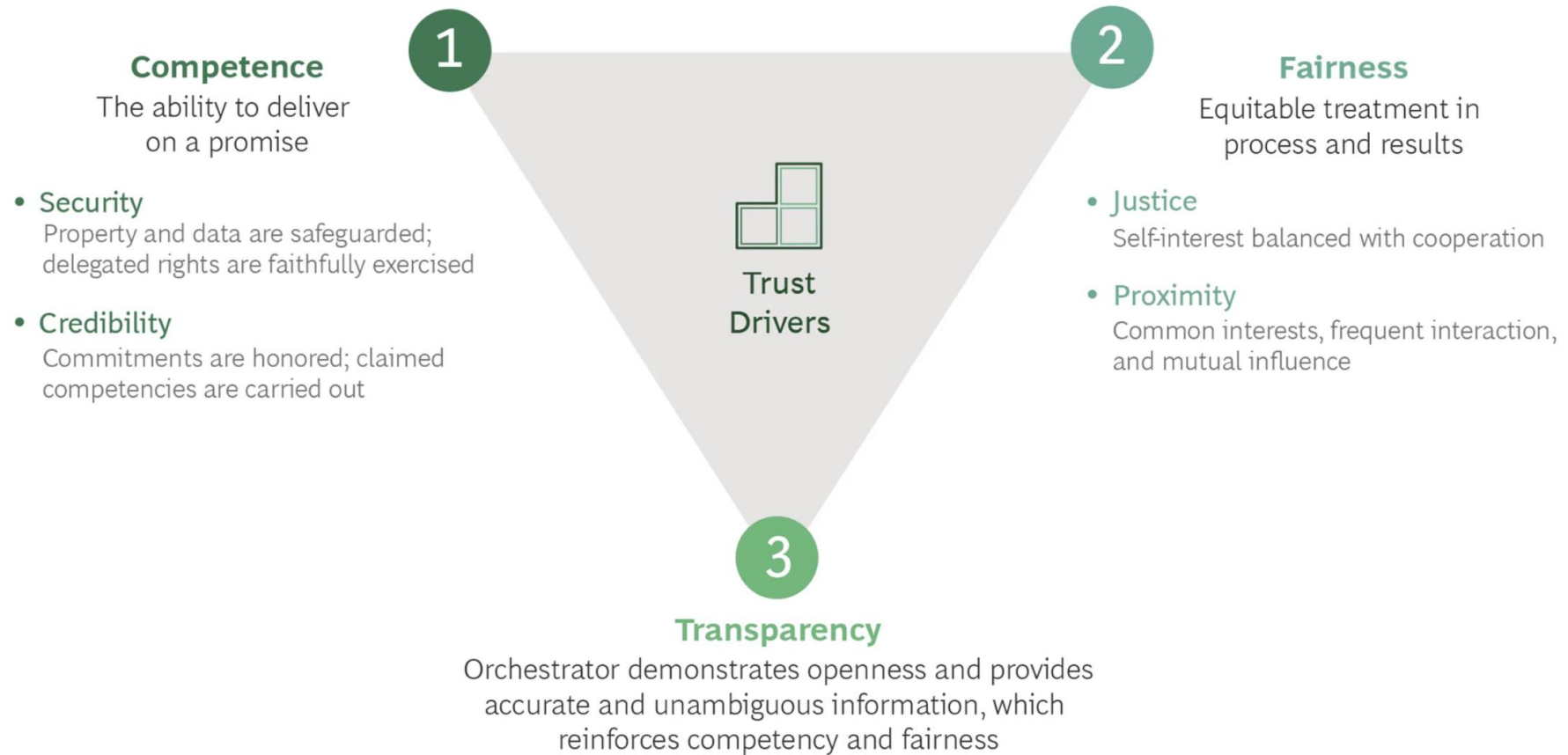
Generational Commonalities

Themes	Commonalities
Live	Need for affordable, safe, and suitable housing options
Work	Desire for personal/professional development and fair compensation
Play	Value for community engagement and diverse leisure activities
Connect	Shared interest in improved transportation and modern resources
Resources	Recognition of importance of centralized resources and stability
Challenges	Concerns about finances, healthcare, housing, and education
20-year Changes	Anticipation of improved opportunities and quality of life

Generational Needs Matrix

Themes	Barbara (Boomers)	Xavi (Gen X)	Robert (Millennials)	Taye (Gen Z)	Jordan (Gen Alpha)
Live	Affordable senior housing, computer literacy	Affordable housing, first homeowner assistance	Affordable housing close to downtown	Affordable single housing, shared rentals	Multi-family housing, safe spaces
Work	More healthcare workers, internet training	Remote work, job training, credit programs	Self-employment, fair compensation	Professional development, life skills	Equal wages, educational programs
Play	Senior activities, social engagement	Convenient shopping, city events, diverse leisure	Entertainment enhancements	Outdoor activities, vibrant social life	Diverse play and learning opportunities
Connect	Improved accessibility, handicap-friendly	Diverse transportation, extended hours	Reliable internet, well-maintained roads	Improved public transportation, mobility	Safer transportation, connectivity
Resources	Insurance programs, support services	Centralized resources, diverse grocery	Reliable internet, well-maintained roads	Financial resources, fiber internet	Affordable housing, education resources
Challenges	Financial stability, healthcare access	Affordable housing, job availability	Affordable housing, community progress	Affordable housing, independent living	Education quality, fitting in
20-year Changes	Increased engagement, in-home care	Business expansion, financial resources	Increased arts and culture	Professional development, financial literacy	Enhanced connectivity, education, family-centric spaces

Three Foundational Elements of Trust



Growing Trust

- **Integrity:** Do your actions match your words?
- **Intent:** What is it you are looking for, what is your agenda?
- **Capabilities:** Do you have what it takes in order to deliver?
- **Results:** Do you have a history or delivering what you said you would?



Comprehensive Plan Goals and Objectives

Next phase in Plan Danville



PHASE 1 Share

January – May

- Storefront Launch
- Community Block Party



PHASE 2 Dream

June – July

- Technical Focus Groups
- Community Visioning Workshop



PHASE 3 Explore

August – October

- Technical Community Focus Groups
- Community Game



PHASE 4 Draft

November – December

- Community Draft Event



PHASE 5 Go!

January

- Community Celebration Event

Get Involved

- Visit our project Storefront, 206 N. Union St., Danville, VA, 24541 (Across the street from the downtown Movement Bank)
- Visit PlanDanville.org
- Follow us on social media: Facebook, Instagram, and LinkedIn
- Join us at our next event, the Big Share | The Sequel, July 11, 6:00 pm

