Share Phase 1 SWOC
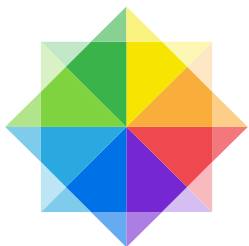
June 21, 2023
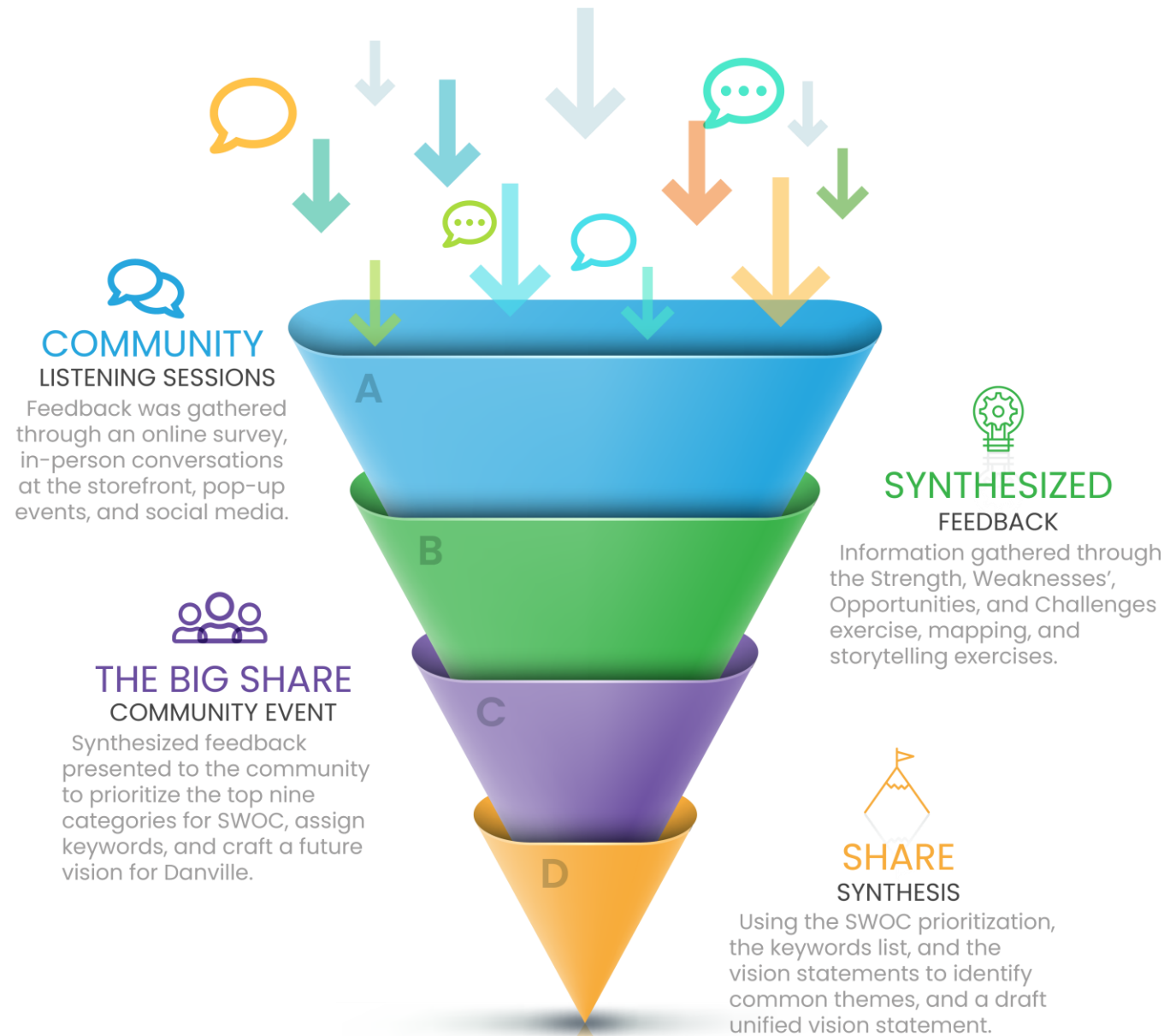
PLAN Danville

PHASE 1
Share

Let's share **who we are** and **where we live.**
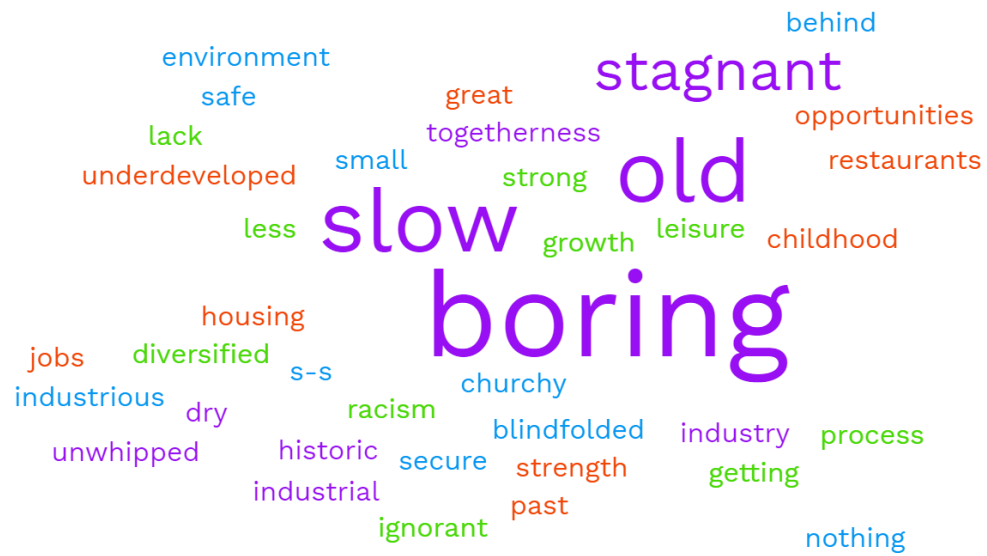
COMMUNITY
LISTENING SESSIONS
Feedback was gathered through an online survey, in-person conversations at the storefront, pop-up events, and social media.

THE BIG SHARE
COMMUNITY EVENT
Synthesized feedback presented to the community to prioritize the top nine categories for SWOC, assign keywords, and craft a future vision for Danville.

SYNTHESIZED
FEEDBACK
Information gathered through the Strength, Weaknesses', Opportunities, and Challenges exercise, mapping, and storytelling exercises.

SHARE
SYNTHESIS
Using the SWOC prioritization, the keywords list, and the vision statements to identify common themes, and a draft unified vision statement.

A

B

C

D

Danville

Then & Now

Then:

environment · safe · behind · stagnant · great · lack · togetherness · opportunities · small · strong · old · restaurants · less · slow · growth · leisure · childhood · boring · housing · jobs · diversified · s-s · churchy · industry · process · industrious · dry · racism · blindfolded · getting · unwhipped · historic · secure · strength · industrial · ignorant · past · nothing

Now:

place · things · going · dirty · generation · racism · keep · quiet · stagnant · city · building · visit · ahead · leadership · progressing · transitioning · bright · fast · updated · getting · progress · better · anticipatory · developing · optimistic · thinking · disappointing · rebuilding · home · forward · growing · racial · progressive · gotten · great · vision · changing · weaker · weak · away · moving · vibrant · exists
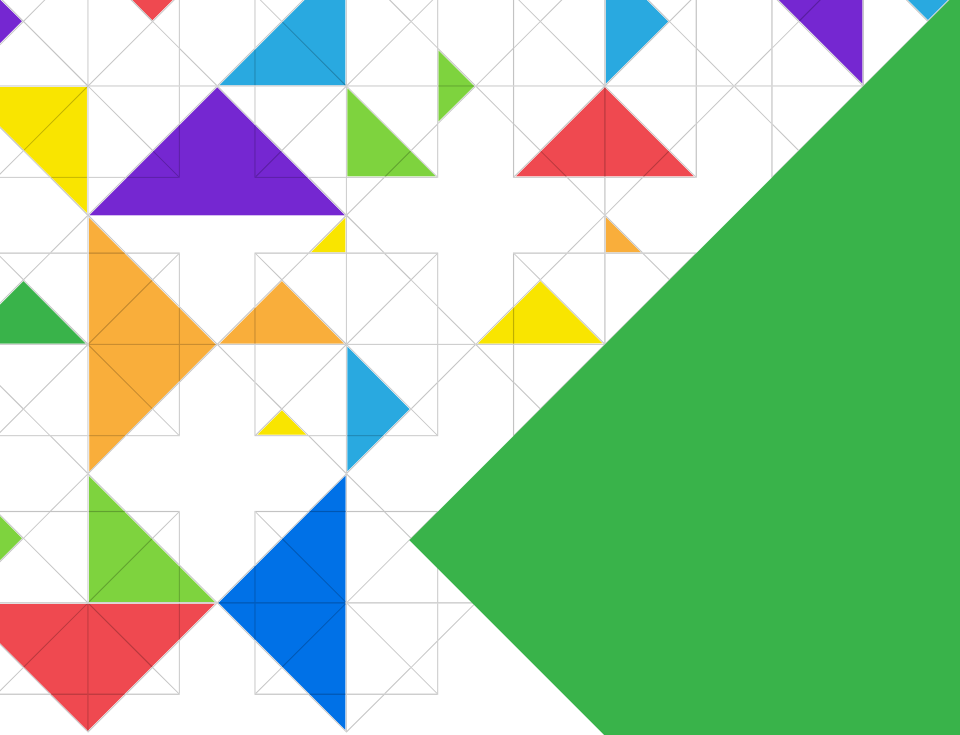
Mapping Danville

The Storefront Neighborhood Map / Online Place Your Pin exercise asks residents to identify their neighborhood center.

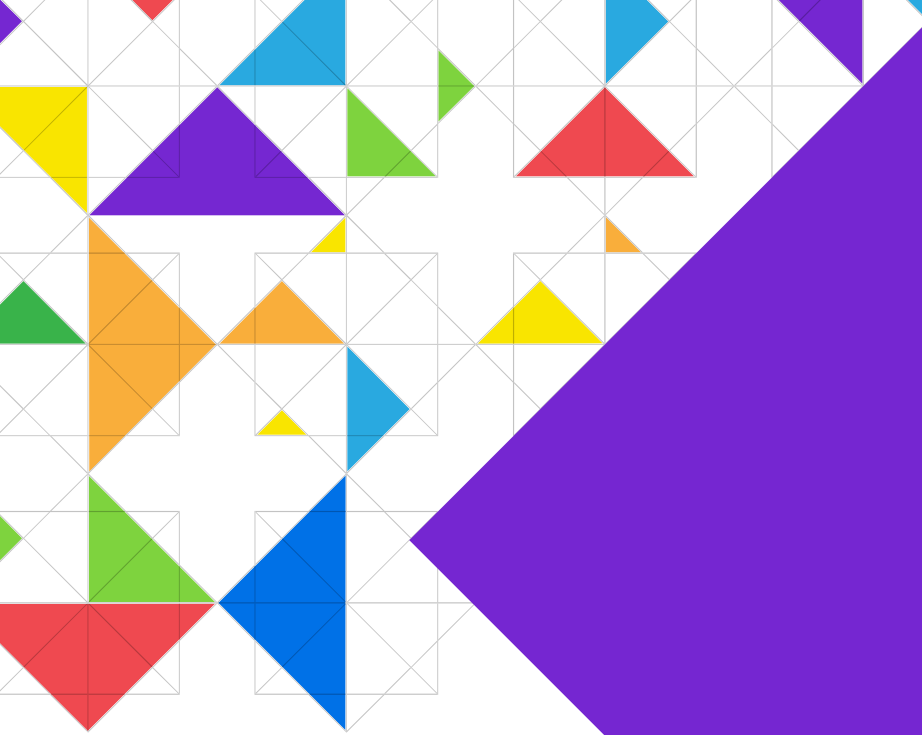**PLAN** Danville
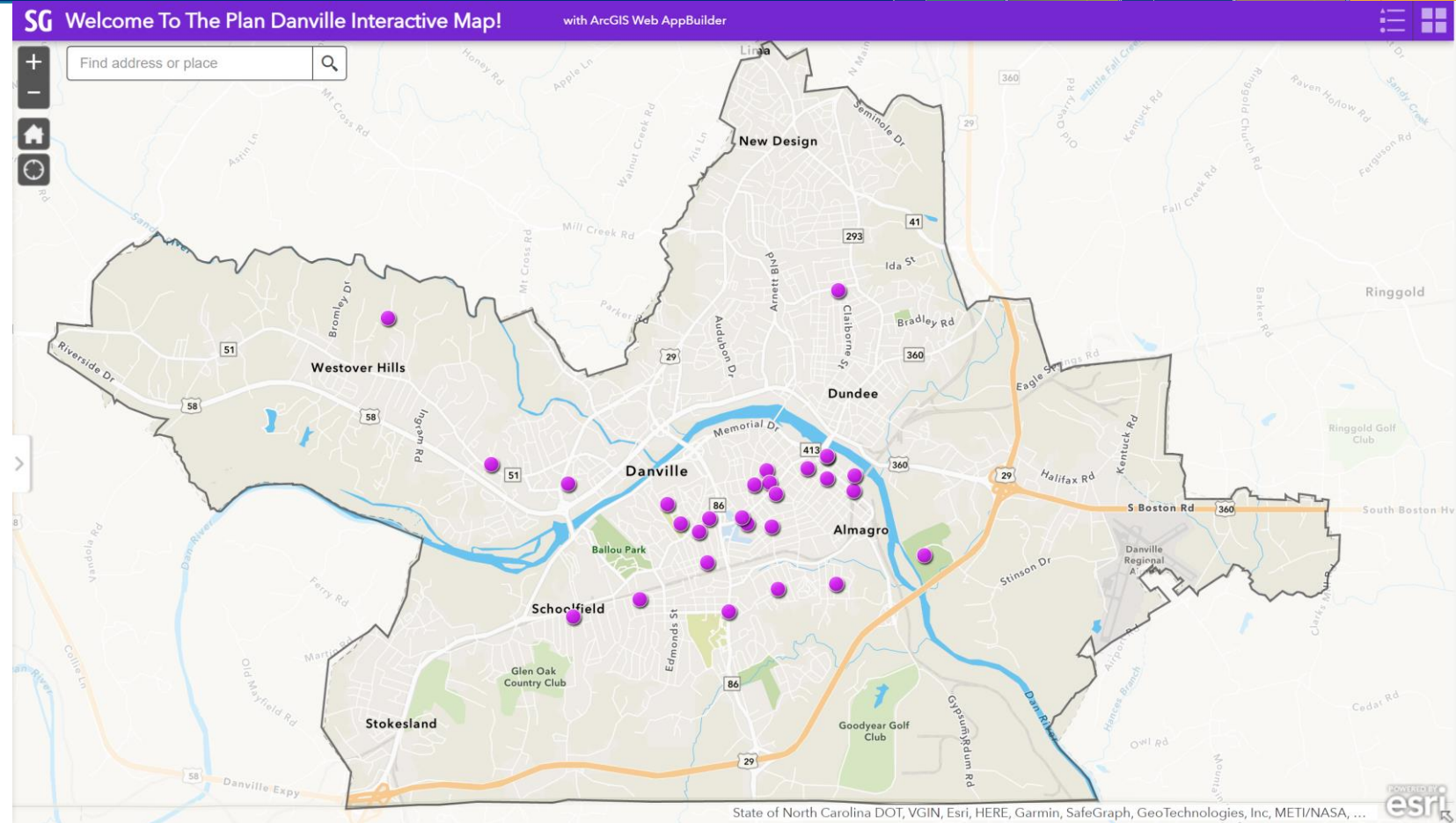
Surveying Danville

- ## Online Survey
  - Opportunities
  - Challenges
- ## Social Media
  - Strengths and Weaknesses
- ## In-person SWOC
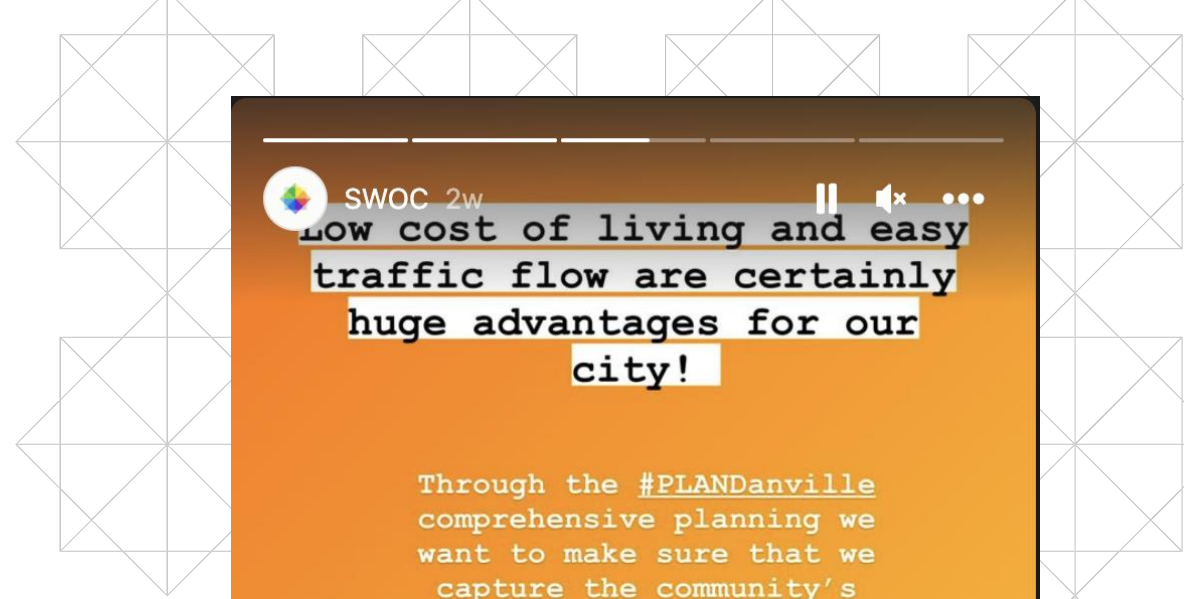 - Focus Groups
  - Pop-ups
  - Storefront
  - 1:1's

PLAN Danville

What We've Heard in Phase 1

PLAN Danville

SWOC
Danville's Strengths

Strengths can include unique skills, valuable assets, a strong brand reputation, or any other positive attributes that contribute to success.

PLAN Danville

Strengths

Via Social Media Feedback

1. Strong community **support** for **small, locally owned businesses**

2. **Beautiful outdoor attractions**, such as the River Walk and parks

3. **Good restaurants** and a **diverse music** scene

4. **Access to education** and **community resources**, such as the science center and library

5. **Supportive City leadership** and **optimism** for the **future**.

9/22/2023

Strengths
Via In-person Conversations

1. The **sense of community**, friendly people, and tight-knit families as seen in community events and partnerships.

2. Education-related themes **access to all grade level educational** opportunities.

3. The **growth and improvement** of schools, businesses, downtown, and the City as a whole were noted as strengths.

4. The river, natural resources, parks, Riverwalk trails, and **access to nature**.

5. **Faith and religion** were identified, instilling values, and providing love and support to families.

Danville's Top 9
Strengths

Danville is a community that **thrives on supporting local businesses** and boasts a growing downtown area with parks and outdoor recreation, while also fostering a strong sense of community engagement and a friendly atmosphere.

Engaged Community:
Strong sense of community, willingness to help others, and a friendly atmosphere.

Local Businesses:
Support for local businesses, the growing downtown, and the diversity of shops and activities.

Leadership and Government:
Accessible city council, community leaders, and effective city staff.

Natural Features:
The presence of the river, parks, and overall beauty of the natural resources in Danville.

Location and Accessibility:
Central location, easy access to major roads, and a small-town feel.

Parks and Recreation:
Abundance of parks, trails, and amenities, providing recreational opportunities for residents.
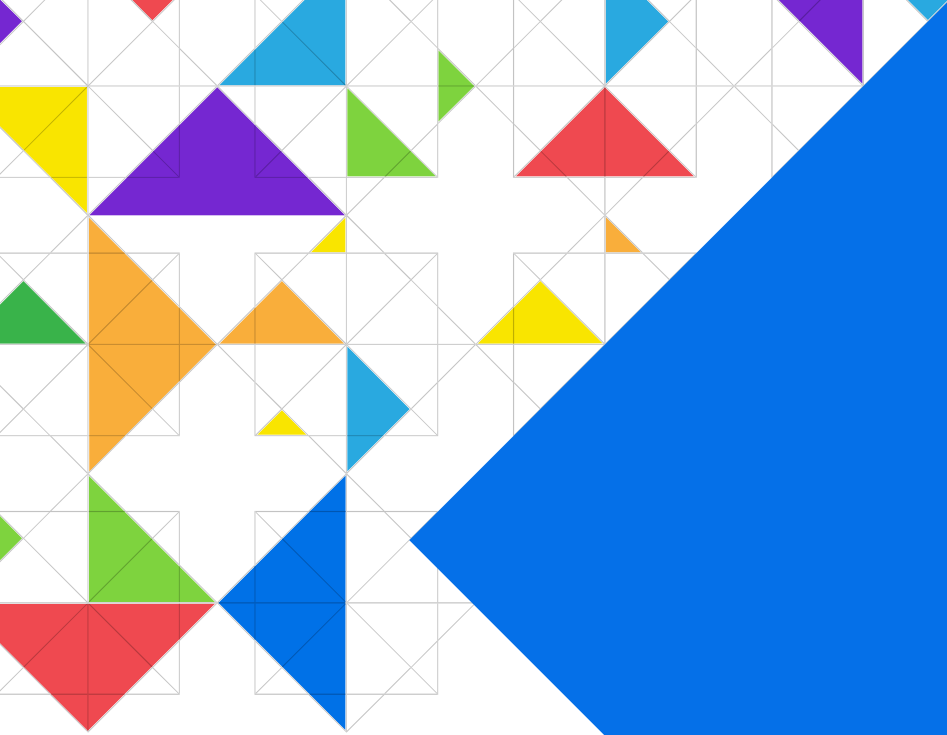
Education:
Educational opportunities at every grade level with a variety of learning styles and environments.

Architecture and Revitalization:
Distinctive neighborhoods, great buildings, and ongoing revitalization efforts in the River District.

Historical Heritage:
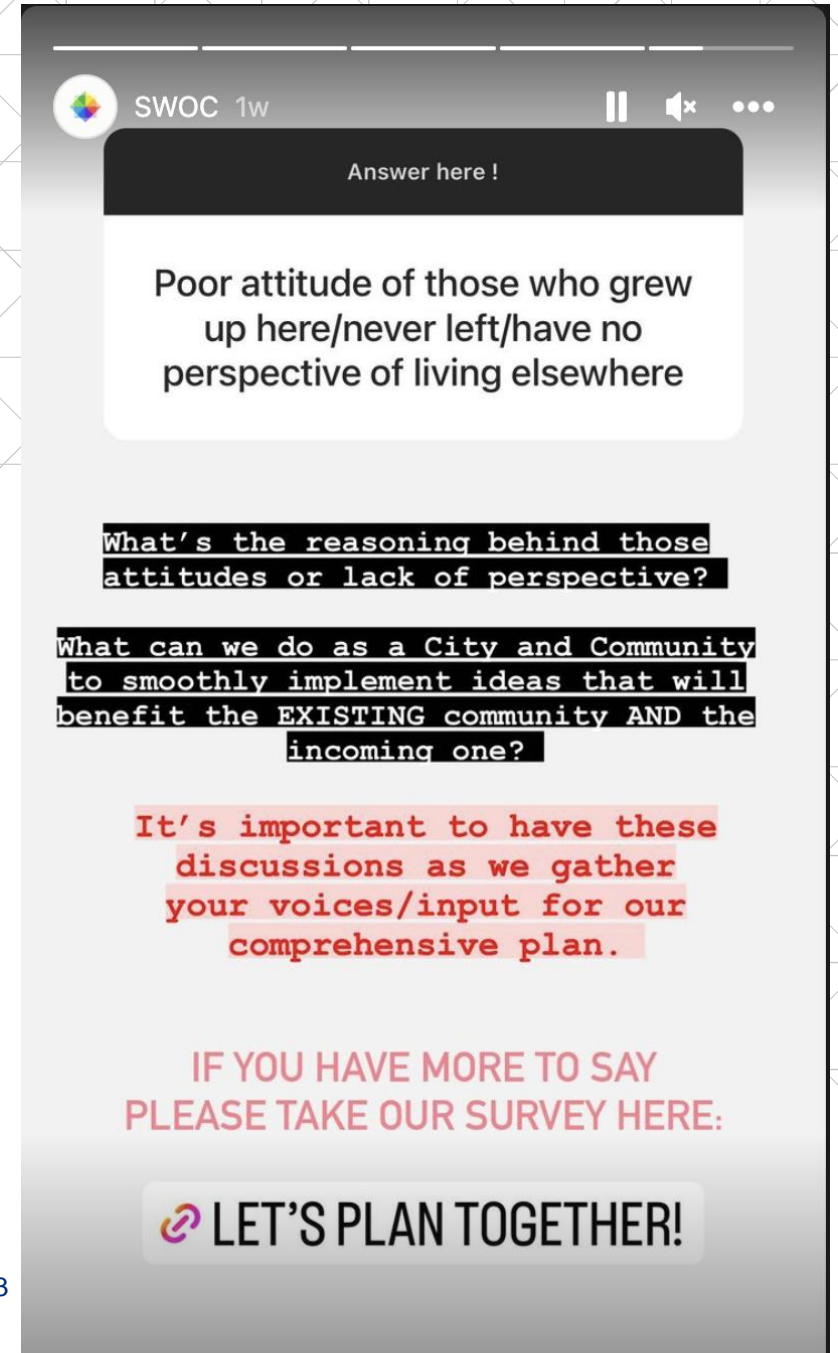Danville's rich history, deep family roots, and the wisdom of elders.

S**W**OC

Danville's Weaknesses

Weaknesses can be areas of improvement, lack of certain resources, poor infrastructure, or any other internal factors that limit potential growth.

PLAN Danville

Weaknesses

Via Social Media Feedback

1. Danville faces a number of **economic challenges**, including **high poverty rates**, a declining population, and limited job opportunities.

2. The **education system** in Danville is **perceived to be weak**, with low graduation rates, low test scores, and inadequate funding.

3. **Access to healthcare** is a concern in Danville, with limited options for healthcare providers and high rates of chronic health issues.

4. Danville has a **higher crime rate** compared to other cities of similar size, with a high incidence of property crime and violent crime.

5. The **infrastructure** in Danville has been **described as inadequate**, with concerns about the condition of roads, bridges, and other public works.

SWOC   1w

Answer here !

Poor attitude of those who grew up here/never left/have no perspective of living elsewhere

What's the reasoning behind those attitudes or lack of perspective?

What can we do as a City and Community to smoothly implement ideas that will benefit the EXISTING community AND the incoming one?

It's important to have these discussions as we gather your voices/input for our comprehensive plan.

IF YOU HAVE MORE TO SAY PLEASE TAKE OUR SURVEY HERE:

🔗 LET'S PLAN TOGETHER!

9/22/2023

Weaknesses

Via In-person Conversations

1. The **education system**, literacy, and poor support of teachers. Lack of resources, overcrowded classrooms, and inadequate facilities.

2. **Inadequate public transportation**, road conditions (potholes), inadequate parking, and poor aesthetics of "entry points" into the city.

3. **Lack of activities for the youth**, which leads to more gang-related activities and getting in trouble.

4. The limited **resources to address homelessness** and the resources to help build up **housing in their own community** without outside developers coming in and outpricing long-term residents.

5. **Low-paying jobs** and a lack of **job retention**

Danville's Top 9
Weaknesses

Respondents conveyed that their community is weak when it relates to a sense of security and the support needed to care for their whole well being. From the classroom to the recreation and entertainment, there is a longing for more investment into caring for the whole person.

Quality of Education:
Low quality of school food and water, school teams and clubs does not reflect the greater needs of the community, perception of racial discrimination in the learning environment.

Housing and Homelessness:
Lack of affordable housing options and a shortage of homes for people experiencing homelessness.

Discrimination and Racism:
Negative bias towards outsiders, Confederate flags do not promote a welcoming environment for residents, businesses, and visitors. Disinvestment and neglect in minority neighborhoods, lack of support, resources and representation of minorities in leadership positions relating to the arts, businesses.

Safety and Crime:
Incidence and perception of violent crimes, bullying, gangs, and general feelings of insecurity.

Recreation and Entertainment:
Need for more recreational activities, events, and entertainment options, particularly for children and youth. Also, a desire for better stores and restaurants.

Economic Development and Job Opportunities:
Low-paying jobs, limited quality job opportunities, and a lack of support for minority populations in terms of employment.

Infrastructure Maintenance:
Poor road conditions, better transportation options, and the need for broader acces to internet and cable.

Engagement and Collaboration:
A lack of involvement and collaboration among residents and a need for better communication between the community and city officials

Healthcare Access:
Lack of equitable healthcare access, healthy food options, and accessible transportation to healthcare services
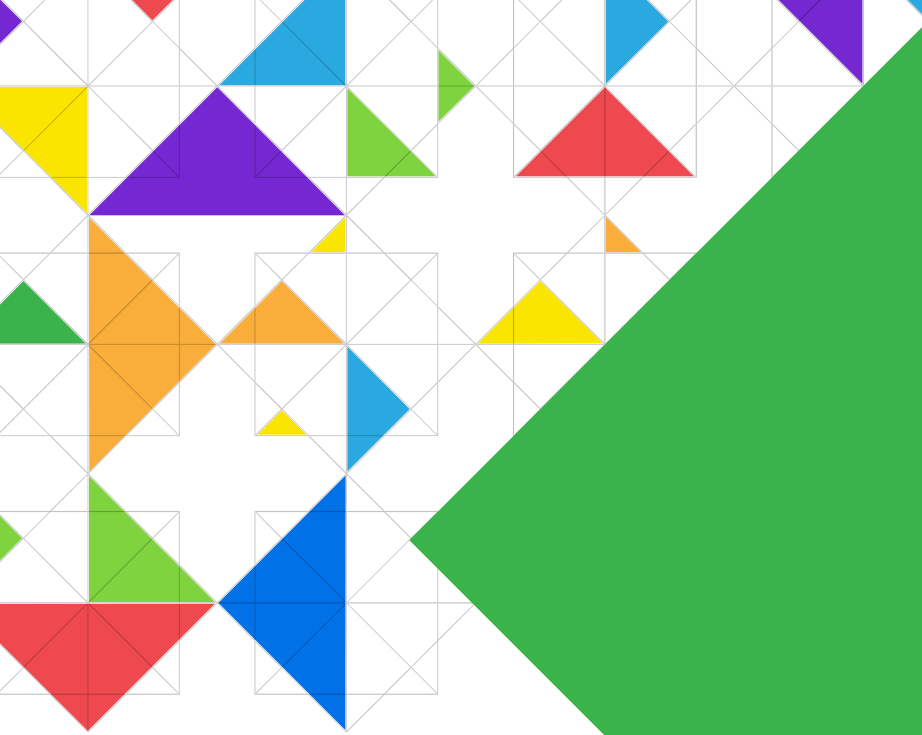
SWOC

Danville's Opportunities

Opportunities can arise from market trends, technological advancements, changes in regulations, emerging local needs, or any other external factors that can be advantageous.

PLAN *Danville*
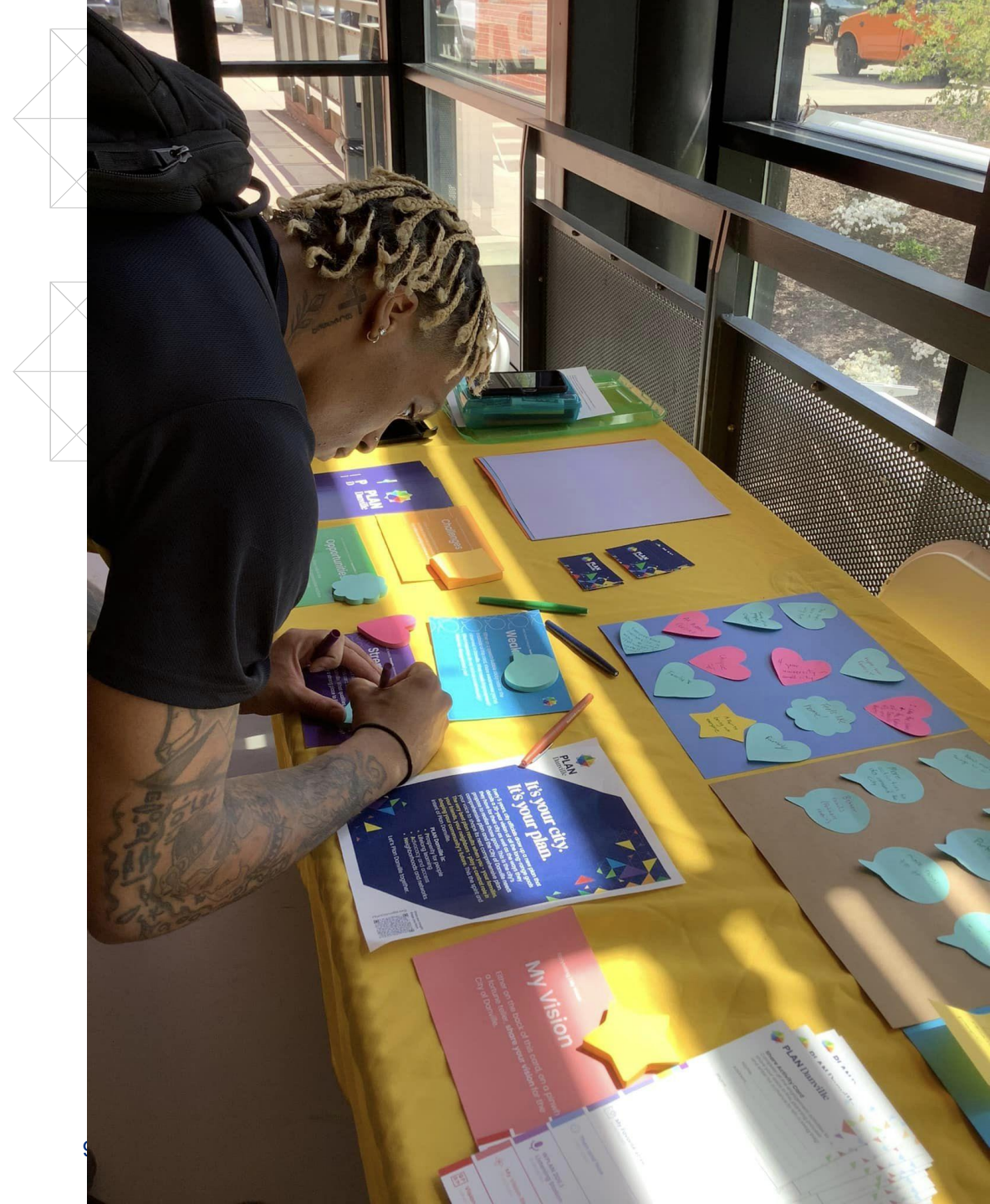
Opportunities
Via the Online Survey

1. **Job creation** and **economic development**, with a focus on better-paying jobs and opportunities for **minorities** and **entrepreneurs.**

2. **Improving the quality of education and school systems**, as well as creating more family-friendly entertainment options to attract and retain young families.

3. Addressing **urban blight, affordable housing, and renovating infrastructure**, including fixing up streets and parks, and removing symbols of hate.

4. **Improving healthcare facilities and services**, with a focus on care for seniors and the overall safety of the community.

5. **Revitalizing downtown and the river district**, focusing on creating more amenities for all ages, recreational opportunities, unique restaurants, art galleries, and better retail options.

Opportunities

Via In-person Conversation

1. **Education:** promoting inclusivity and improving K-12 education

2. **Housing:** creating safe and affordable housing for everyone

3. **Economic Growth:** bringing more jobs, supporting local businesses, and encouraging economic growth

4. **Community Involvement:** promoting community events, unity, and leadership development

5. **Youth:** engaging youth through various activities and mentorship programs

Danville's Top 9
Opportunities

Danville seeks to be a strong, thriving city with a top-tier education, and stunning natural beauty. It can offer an inviting atmosphere, abundant outdoor experiences, and a bright future supported by faith, local businesses, and visionary leadership.

Education:
Investing in the improvement of the K-12 school system and promoting inclusivity through education.

Community Revitalization:
Enhancing the river district through beautification efforts, developing parks and community activities, and creating an urban greenway.

Health and Well-Being:
Improving healthcare services and developing more resources that encourages healthy living.

Affordable Housing:
Addressing blight in communities and creating affordable housing options, including building housing complexes and restoring older houses.

Inclusivity and Unity:
Promoting inclusive community events, supporting youth projects, involving the community in decision-making, and fostering a sense of unity, respect, and personal responsibility.

Leadership and Community Involvement:
Developing neighborhood and community leaders, supporting new leadership, and engaging citizens in decision-making.

**Economic Growth and Job Creation:**
Attracting more jobs through the resort and recruiting large established businesses, supporting local talent and small businesses, providing training, and encouraging economic growth.

Public Amenities:
Improving public transit, developing recreational facilities such as a recreation, arts as amenities and entertainment options for all ages.

Youth Engagement:
Providing engaging opportunities for students to give back to the community, promoting organizations that support youth, and involving the youth in decision-making processes.
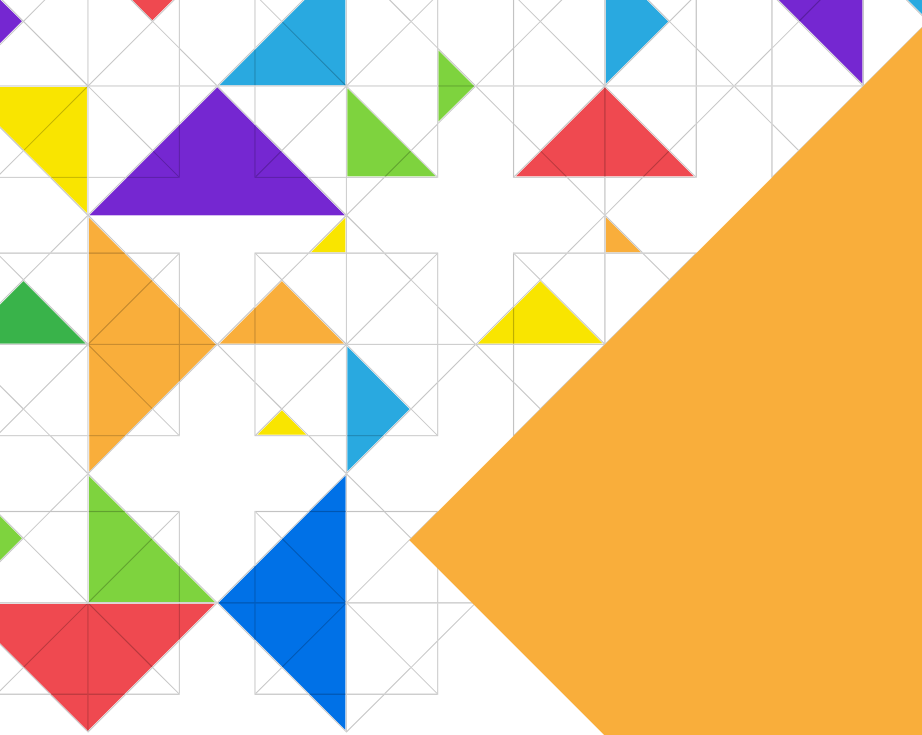
SWOC

Danville's Challenges

Challenges can include internal issues, such as resource limitations, local inefficiencies, or cultural barriers, as well as external factors like market volatility, changing local preferences, and other obstacles that need to be overcome.

PLAN Danville

Challenges
Via the Online Survey

1. **Crime and Safety relating to the Casino:**

   1. Concern for an increase in drug trafficking and gang activity
   2. An increase in addiction and dependency within the City with the lack of resources
   3. Concern with the ability of the city to handle the types of clientele and crimes
   4. An increase in homelessness and panhandling due to higher tourism
   5. More highly congested roads and dangerous intersections

2. **School System / Education:** Inadequate funding, resource inequities, teacher shortages, poor curriculum, and the necessity of prioritizing critical thinking, creativity, and collaboration

3. **Housing:** lack of available and affordable housing, elderly and entry-level housing, and the potential strain on housing with the influx of residents brought by the casino.

4. **Traffic:** increase in traffic that will come with the new casino and other development in the area, and this could lead to safety issues and delays for residents and visitors

Challenges

Via In-person Conversation

1. **Affordable Housing:** A lack of affordable housing and protection for rental tenants. The cost of rent is rising, making it difficult for single-parent working households to keep up with the cost of living.

2. **Community Engagement and Unity:** A lack of care and pride in neighborhoods, and a small-town mindset that hinders progress.

3. **Education and Workforce Development:** The poor school system and low-paying jobs drive away educated individuals, while businesses tend to hire staff from existing businesses rather than investing in new talent. There is also a lack of mentorship opportunities and entertainment options for youth.

4. **Transportation:** Barriers to transportation, particularly for seniors and low-income individuals. There is also a need for better traffic planning and schedules for Amtrak.

5. **Crime and Safety:** High crime, including gun violence, drug addiction, and gang activity.

Danville's Top 9
Challenges

Danville grapples with a multitude of challenges with a call for elevation in education for the region, increasing unity and race reconciliation, and the preservation of history while embracing change and fresh perspectives.

Education:
The quality of preschool and daycare, poor education, and a shortage of teachers.

Crime and Safety:
High crime rates, gun violence, and a lack of security in schools and the broader community.

Poverty and Resources:
Poverty, limited resources to support low-income individuals.

Housing:
Lack of affordable housing for all walks of life, protection for rental tenants, and neglect in particular neighborhoods.

Transportation:
Barriers to transportation, traffic flow problems, and the need for improved infrastructure and planning.

Historical Preservation:
Preserving and honoring history, converting negative attitudes toward change, and promoting fresh perspectives.

Workforce:
Limited employment opportunities, low-paying jobs, and a need for an educated workforce.

Community Unity:
Addressing race issues, promoting unity, and fostering community pride and care for each other and Danville.

Youth Engagement:
Providing entertainment and mentorship opportunities for youth, keeping them in the community, and bridging the gap between adults and young people.

# Continuous prioritization of Danville's SWOC Top 9 from the Big Share and On

Strengths		Weaknesses		Opportunities		Challenges	
Local Businesses	**180**	**Quality of Education**	**185**	**Education**	**148**	**Housing**	**215**
Engaged Community	**146**	**Housing & Homelessness**	**163**	**Health & Well-Being**	**129**	**Education**	**141**
Education	**137**	**Discrimination & Racism**	**165**	**Affordable Housing**	**114**	**Crime & Safety**	**114**
Leadership & Government	138	Safety & Crime	126	Youth Engagement	101	Poverty & Resources	94
Parks & Recreation	124	Recreation & Entertainment	104	Community Revitalization	88	Youth Engagement	73
Natural Features	110	Healthcare Access	112	Economic Growth & Job Creation	81	Workforce	71
Historical Heritage	96	Economic Development & Job Opportunities	88	Inclusivity & Unity	70	Transportation	65
Location & Accessibility	87	Infrastructure Maintenance	69	Public Amenities	66	Community Unity	52
Architecture & Revitalization	75	Engagement & Collaboration	59	Leadership & Community Involvement	57	Historical Preservation	46
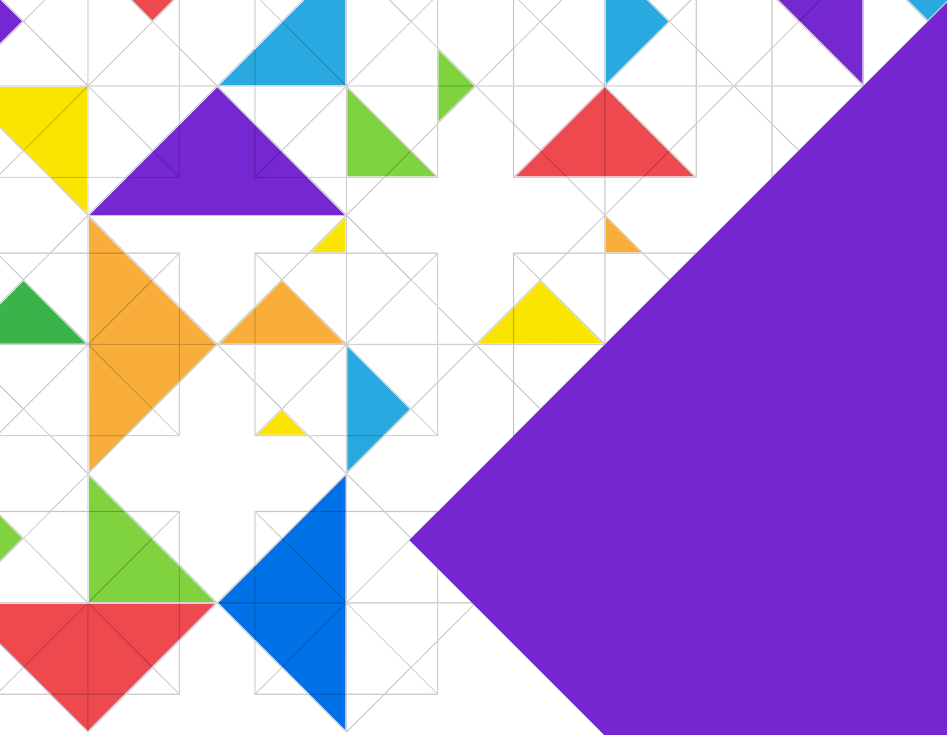
SWOC
Danville's Strengths

**PLAN** Danville

Strengths

Social Media

1. Strong community **support** for **small, locally owned businesses**

2. **Beautiful outdoor attractions**, such as the River Walk and parks

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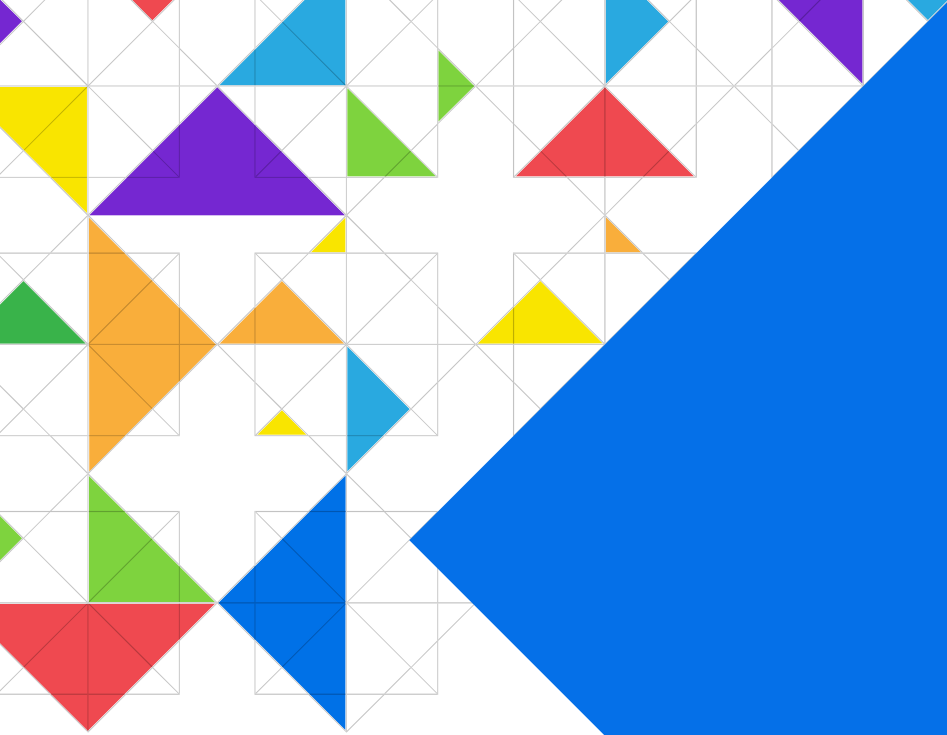

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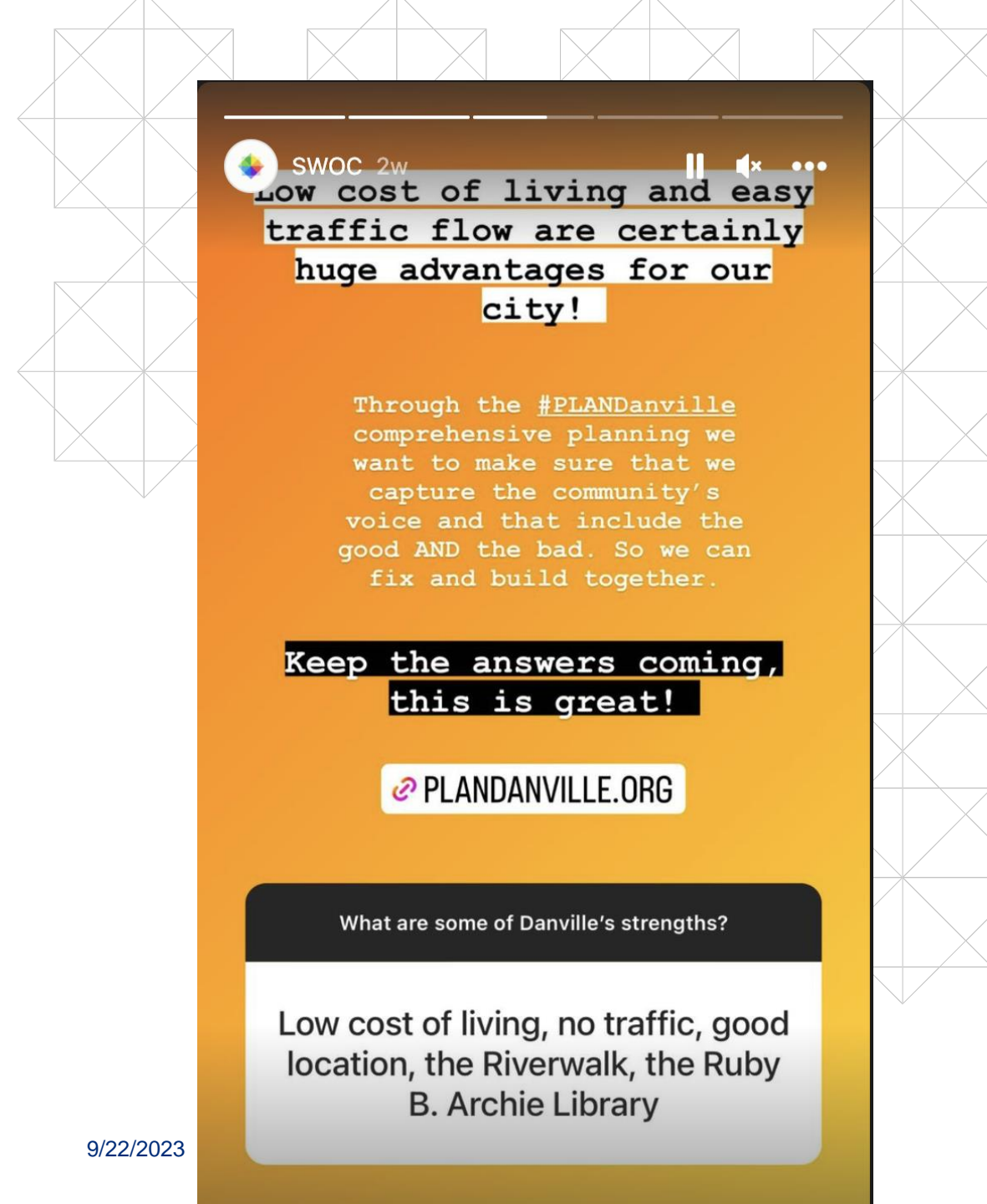
Strengths

In-person

1. The **sense of community**, friendly people, and tight-knit families as seen in community events and partnerships.

2. Education-related themes **access to all grade level educational** opportunities.

3. The **growth and improvement** of schools, businesses, downtown, and the City as a whole were noted as strengths.

4. The river, natural resources, parks, Riverwalk trails, and **access to nature**.

5. **Faith and religion** were identified, instilling values, and providing love and support to families.

Common Strengths

1. Sense of community and welcoming atmosphere

2. Access to education and training opportunities

3. Nature and outdoor activities

4. Religion and faith-based values and institutions

5. Supportive city leadership and optimism for the future
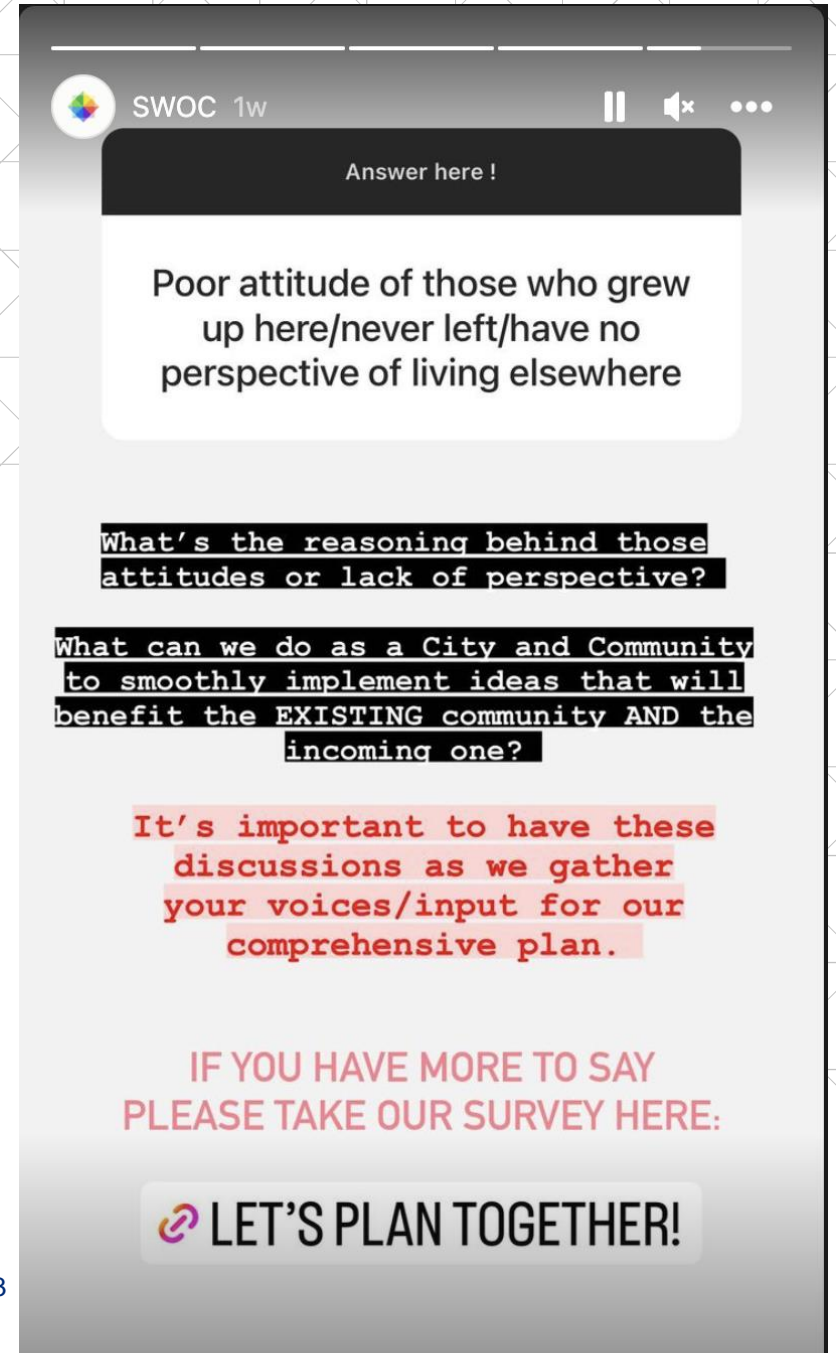
6. Local businesses and attractions

SWOC

Danville's Weaknesses

PLAN Danville

Weaknesses

Social Media

1. Danville faces a number of **economic challenges**, including **high poverty rates**, a declining population, and limited job opportunities.

2. The **education system** in Danville is **perceived to be weak**, with low graduation rates, low test scores, and inadequate funding.

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SWOC   1w

Answer here !

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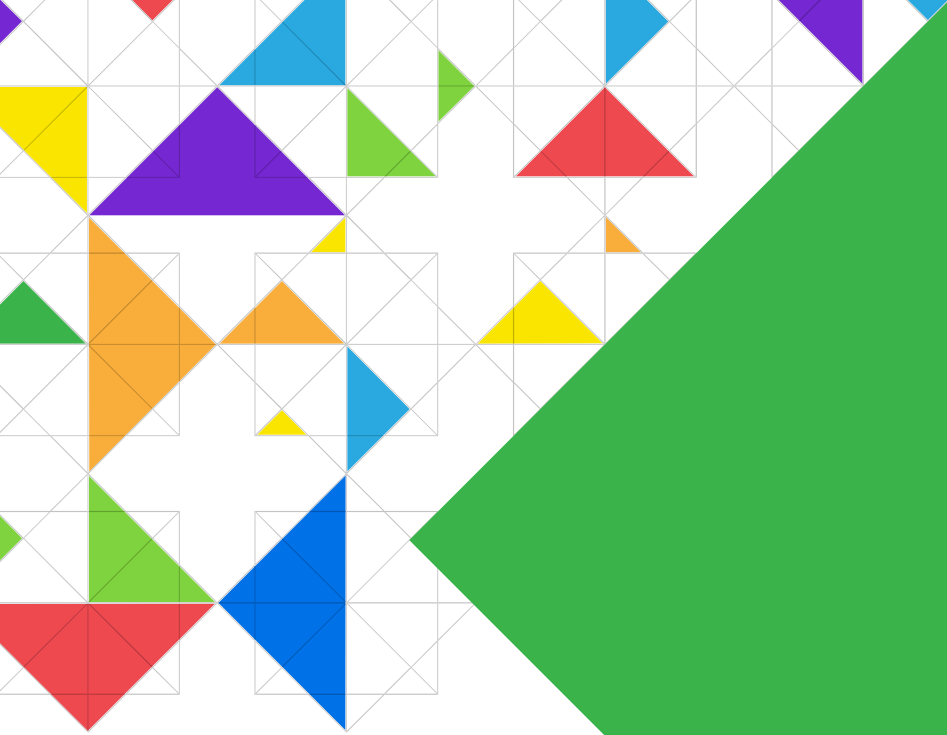9/22/2023

Weaknesses

In-person

1. The **education system**, literacy, and poor support of teachers. Lack of resources, overcrowded classrooms, and inadequate facilities.

2. **Inadequate public transportation**, road conditions (potholes), inadequate parking, and poor aesthetics of "entry points" into the city.

3. **Lack of activities for the youth**, which leads to more gang-related activities and getting in trouble.

4. The limited **resources to address homelessness** and the resources to help build up **housing in their own community** without outside developers coming in and outpricing long-term residents.

5. **Low-paying jobs** and a lack of **job retention**

Common Weaknesses

1. **Education:** schools, lack of education, literacy, and support for teachers

2. **Housing:** affordable housing, availability, and senior housing

3. **Economic development:** job opportunities and pay for people within the community

4. **Safety and security:** high crime levels and perception of crime

5. **Community development:** lack of small retail stores and diversity and inclusion

PLAN Danville

SWOC
Danville's Opportunities

PLAN Danville

Opportunities
Online Survey

1. **Job creation** and **economic development**, with a focus on better-paying jobs and opportunities for **minorities** and **entrepreneurs.**

2. **Improving the quality of education and school systems**, as well as creating more family-friendly entertainment options to attract and retain young families.

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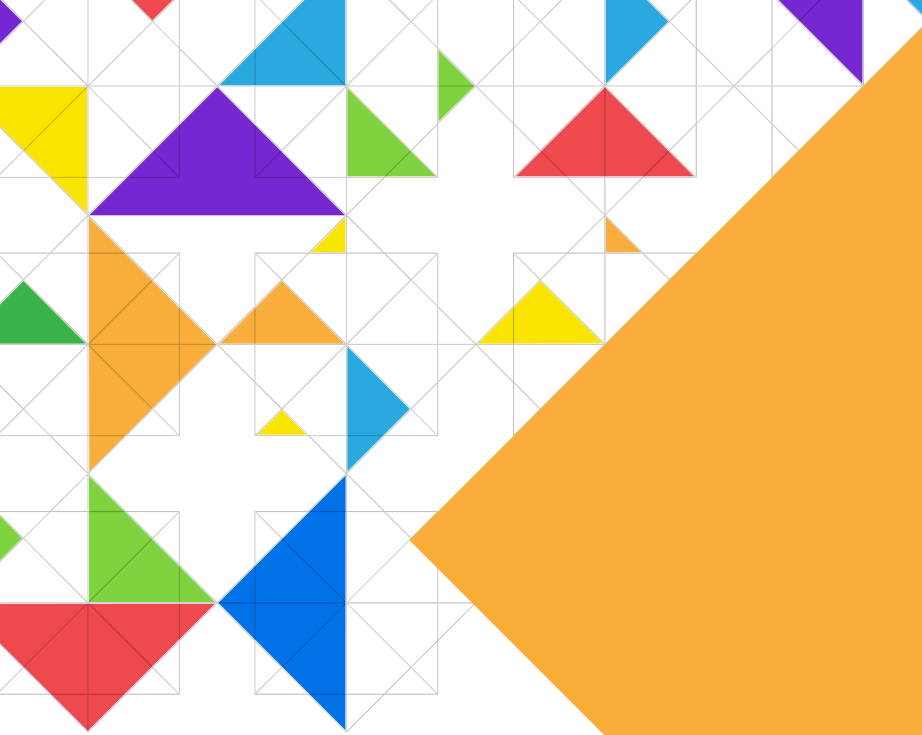
Opportunities

In-person conversation

1. **Education:** promoting inclusivity and improving K-12 education

2. **Housing:** creating safe and affordable housing for everyone

3. **Economic Growth:** bringing more jobs, supporting local businesses, and encouraging economic growth

4. **Community Involvement:** promoting community events, unity, and leadership development

5. **Youth:** engaging youth through various activities and mentorship programs

Common Opportunities

1. **Affordable Housing:** Identify more affordable housing for families, retirees, the elderly, and people with special needs.

2. **Education and Workforce Development:** Improve education and vocational training to attract families and businesses.

3. **Economic Growth and Jobs:** Increase better-paying jobs by supporting entrepreneurship and attracting larger manufacturers.

4. **Community Development:** Improve quality of life by addressing urban blight, crime, and safety, and creating cultural and artistic events.

5. **Inclusivity and Unity:** Build a unified community by creating opportunities for youth and supporting special needs children.

SWO**C**

Danville's Challenges

PLAN *Danville*

Challenges

Online Survey

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    1. Concern for an increase in drug trafficking and gang activity

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In-person conversation

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4. **Transportation:** Barriers to transportation, particularly for seniors and low-income individuals. There is also a need for better traffic planning and schedules for Amtrak.

5. **Crime and Safety:** High crime, including gun violence, drug addiction, and gang activity.

Common Challenges

1. **Crime and safety** concerns in relation to development and tourism in the area

2. **Lack of affordable housing** for all walks of life and **protection for rental tenants**

3. **Community engagement** and **unity issues**

4. **Education** and **workforce development**

5. **Transportation barriers**, particularly for seniors and low-income individuals

PLAN Danville