

Citizen Advisory Committee

**ANNUAL REPORT
2015/2016
ON THE COUNTY'S
COMPREHENSIVE PLAN**

MARCH 2, 2017

10TH ANNUAL REVIEW

State law (VA Code 15.2-2223):

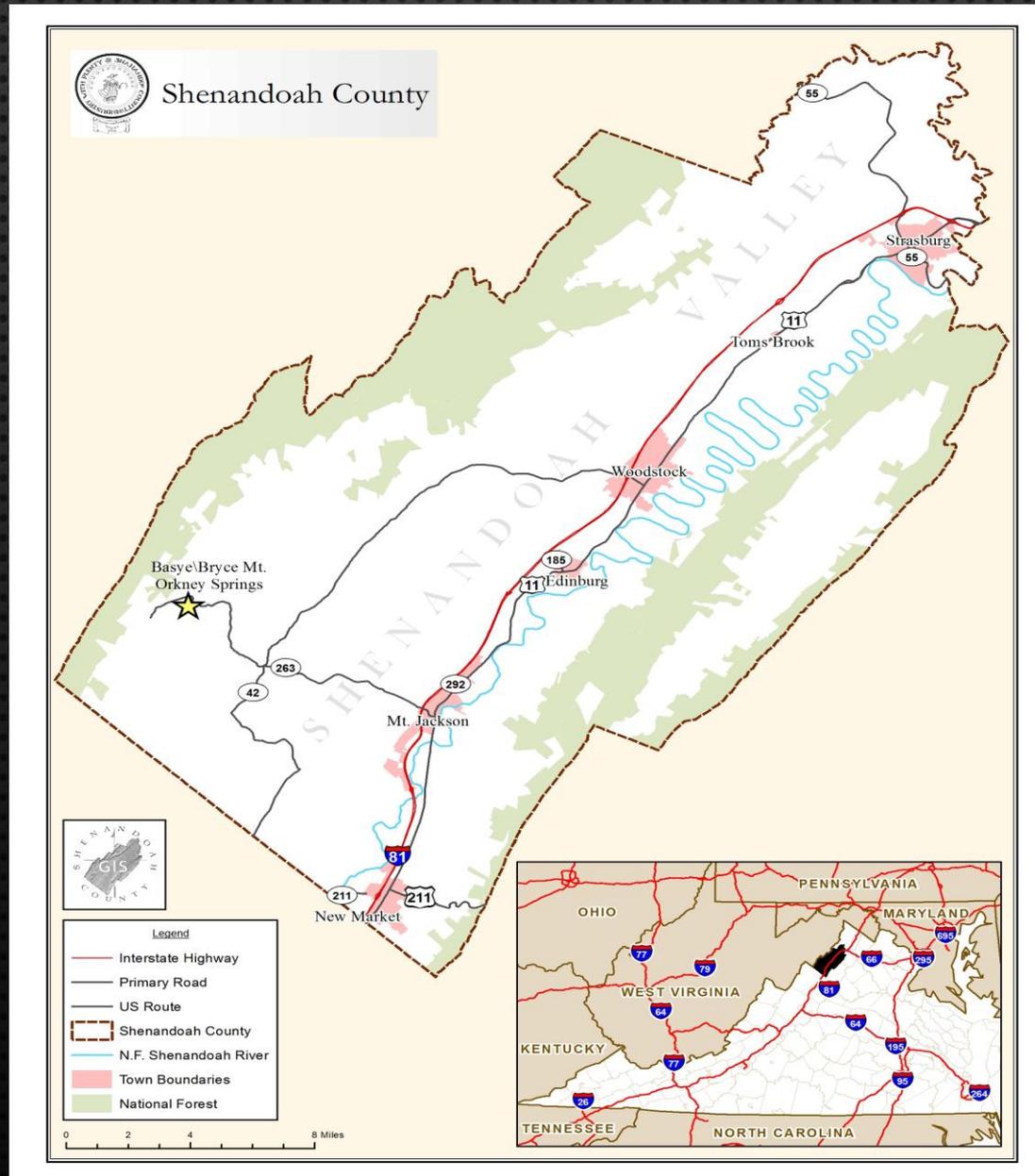
Mandates Comprehensive Plan

“...every governing body shall adopt a comprehensive plan”

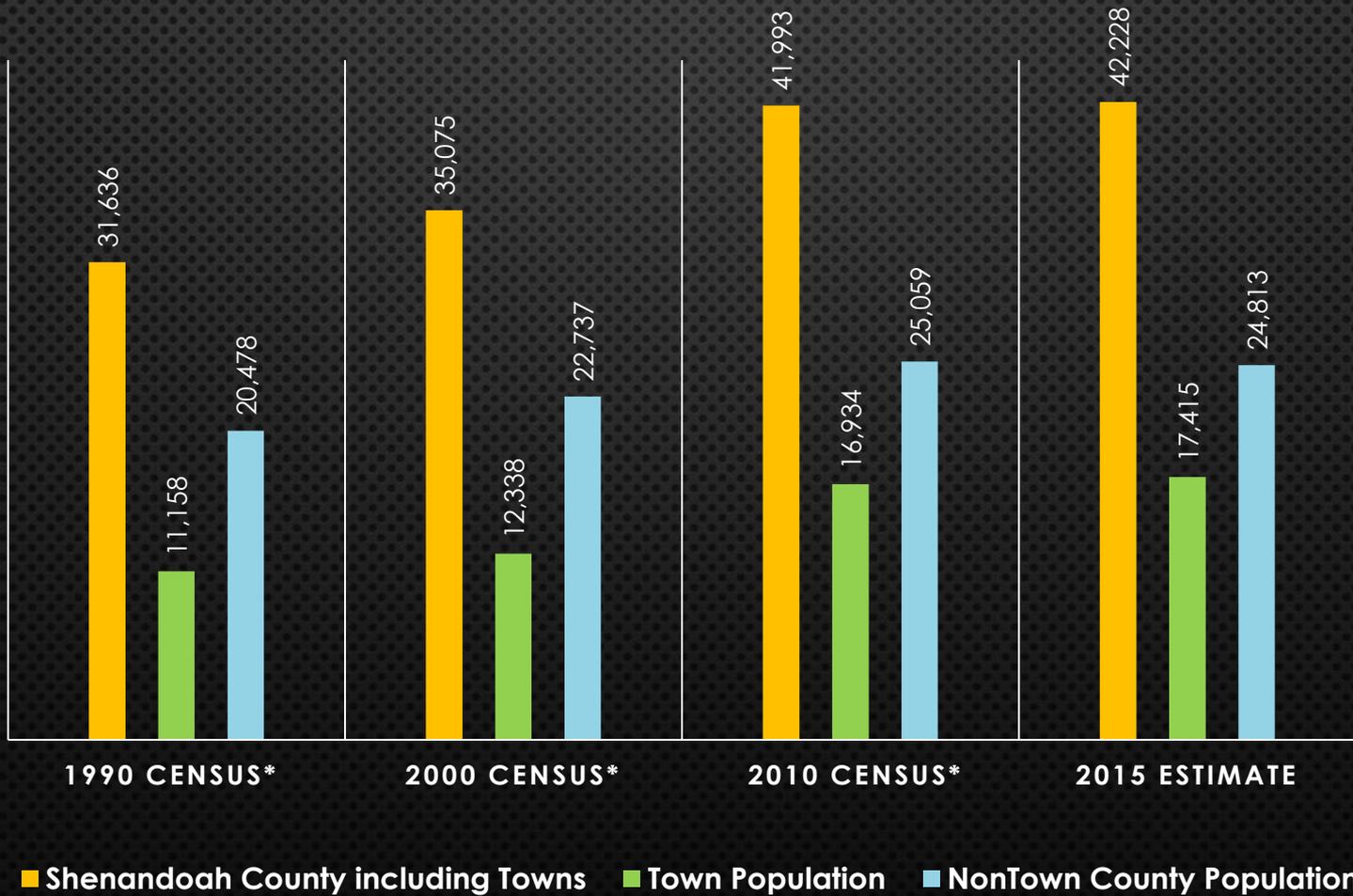
CAC Charter

Mission: Annual review of County's actions relate(d) to the Comprehensive Plan and propose updates and revisions as needed

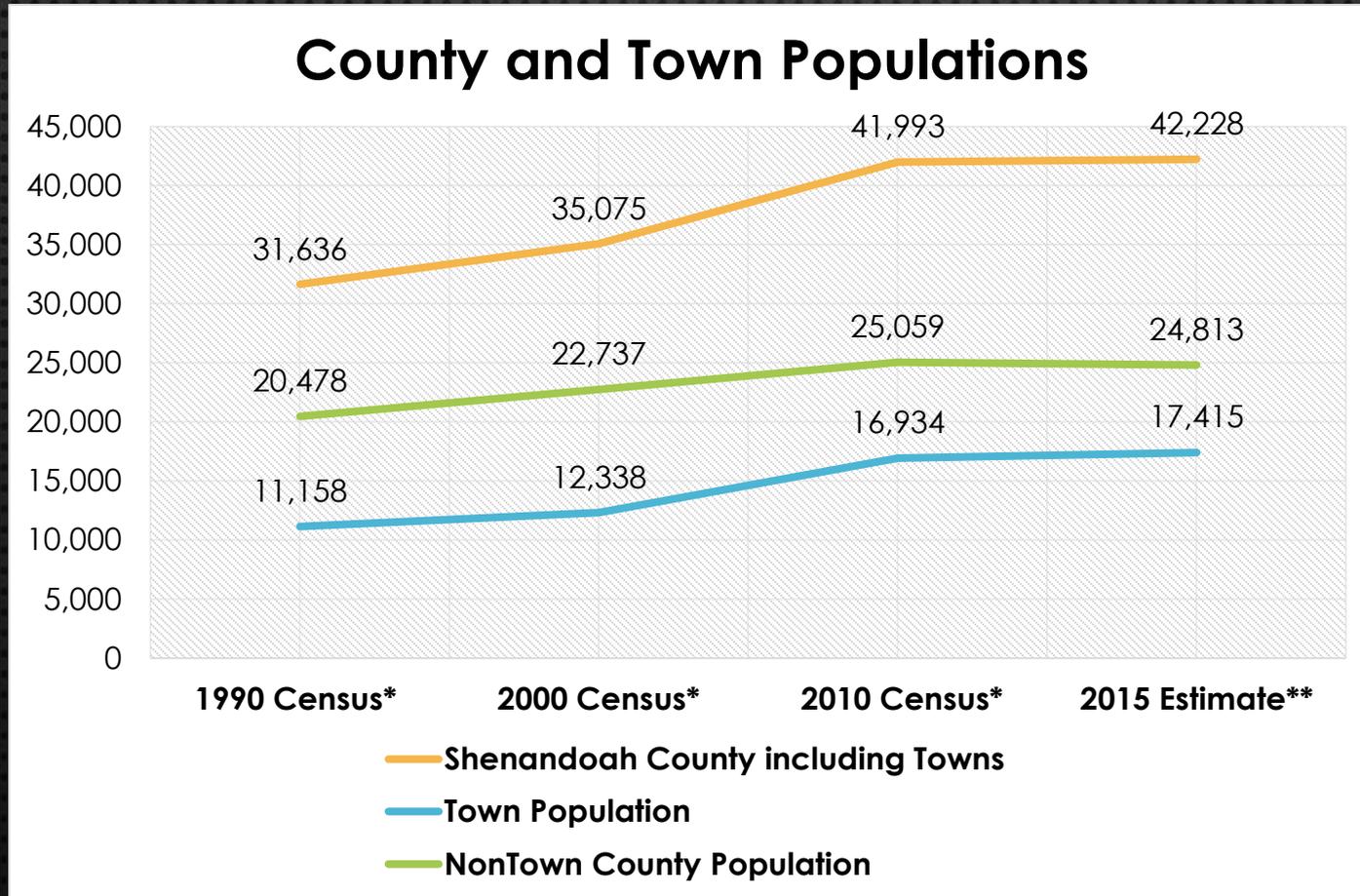
SHENANDOAH COUNTY PROFILE



COUNTY / TOWN POPULATION CENSUS 1990-2010 ESTIMATES 2015



ANOTHER VIEW: COUNTY/TOWN POPULATION

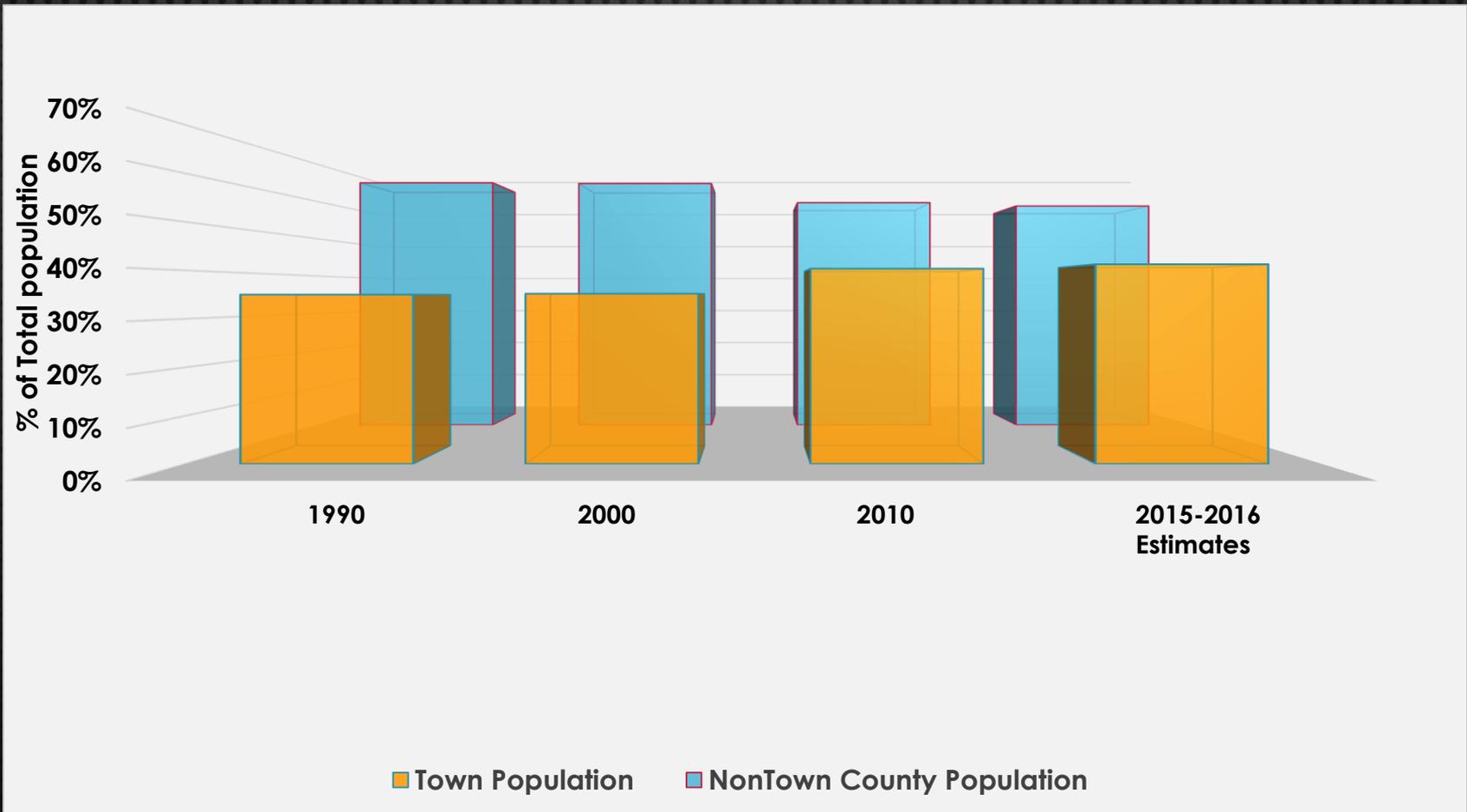


Note County Total Estimated Population:
2015 = 42,228, 2016 = 41,938

Sources: Census Data and 2015 estimates Weldon Cooper ⁵
(GROWTH 70% Towns: 30% County)

POPULATION SPREAD: 1990-2015

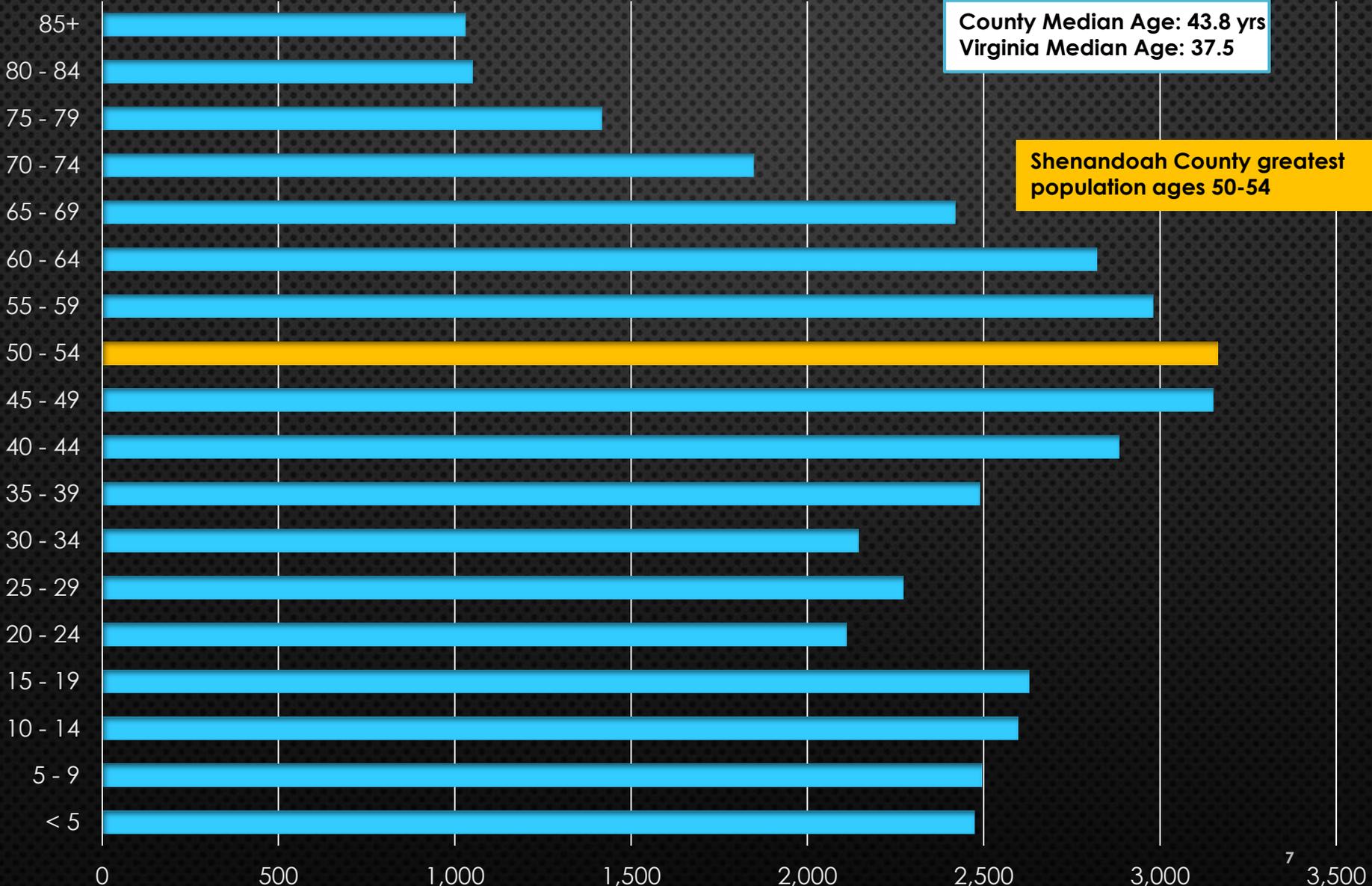
SNAPSHOT WHERE POPULATION RESIDES



COUNTY POPULATION BY AGE

County Median Age: 43.8 yrs
Virginia Median Age: 37.5

Shenandoah County greatest population ages 50-54



COUNTY POPULATION FACTS

20% 65+ Years
21.4% <18 Years
Largest population 54 - 59 yrs

Median Household Income
\$49,406

Disability under 65 Yrs = 8.1%
Poverty = 11%
Uninsured under 65 yrs = 14.5%

Commuting Patterns:

In-Commuters 6,028 (~25% workforce ages 18-65, or 24,575)

Out-Commuters 9,972 (~41% workforce)

Net In-Commuters (In minus Out Commuters) -3,944

Growth Rate in Counties

<u>County</u>	<u>1990</u>	<u>2000</u>	<u>Rate of Change (1990-2000)</u>	<u>2010</u>	<u>Rate of Change (2000-2010)</u>
Shenandoah	31,636	35,075	10.87 %	41,993	19.72 %
Frederick	45,723	59,209	29.50 %	78,305	32.25 %
Warren	26,142	31,584	20.82 %	37,575	18.97 %
Rockingham	57,482	67,725	17.82 %	76,314	12.68 %

2016 POPULATION COUNTY COMPARISON

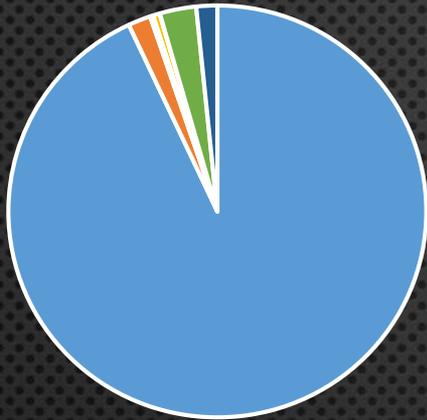
LOCALITY	2010*	2016**	NUMERIC CHANGE	% CHANGE
Shenandoah County	41,993	41,938	-55	-0.1%
Augusta County	73,750	74,809	1,059	1.4%
Culpeper County	46,689	49,388	2,699	5.8%
Frederick County	78,305	83,998	5,693	7.3%
Page County	24,042	23,586	-456	-1.9%
Rockingham County	76,314	79,735	3,421	4.5%
Warren County	37,575	39,181	1,606	4.3%
Harrisonburg City	48,914	54,224	5,310	10.9%
Winchester City	26,203	27,531	1,328	5.1%

*Census

**Weldon Cooper Estimates 1/27/17

POPULATION BY RACE/ETHNICITY

Shenandoah County Race/Ethnicity

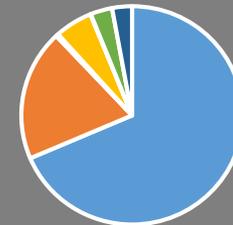


Hispanic or Latino:
County 2,577 or 6.14%
State 7.9%

- Race White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- Other
- Multiple Races

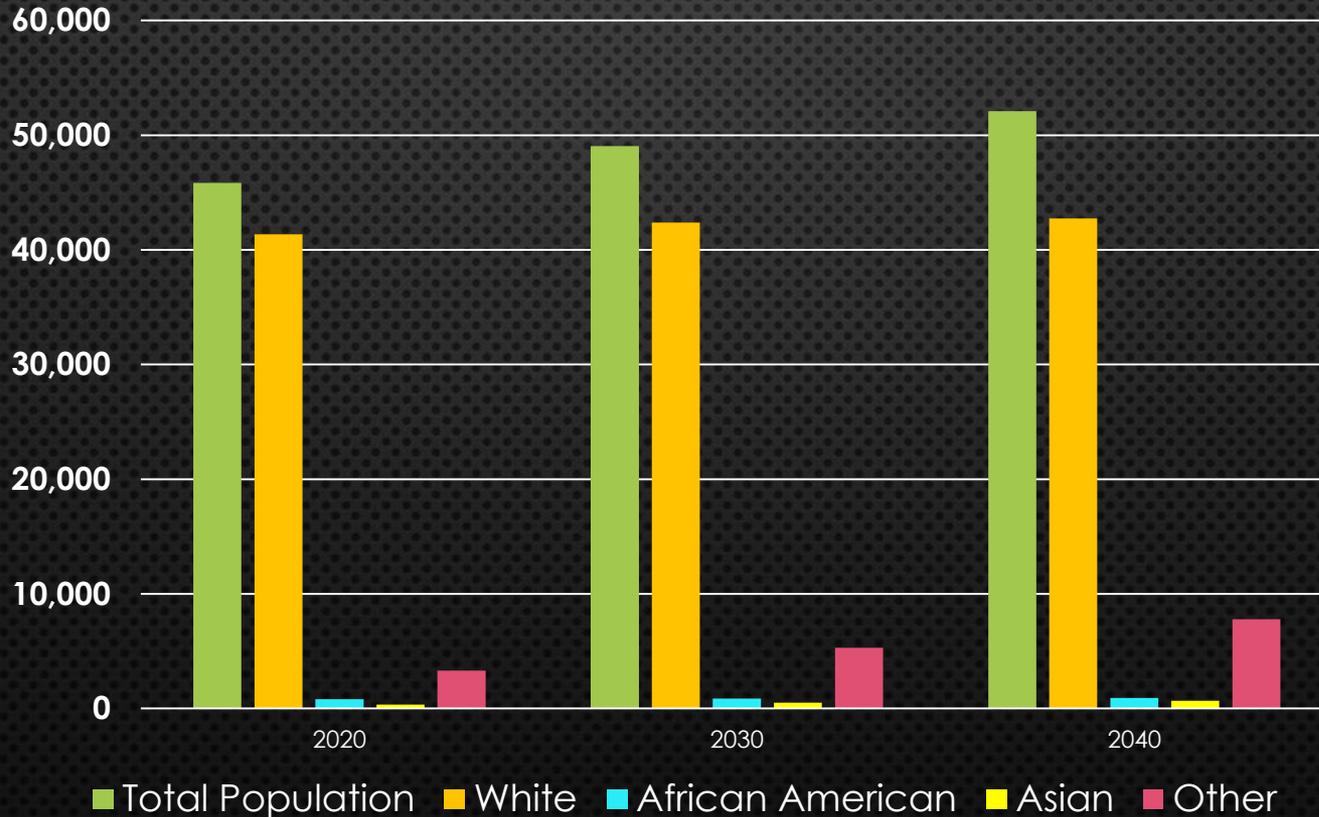
2010 Census Data	Shenandoah County
Total Population	41,993
White	39,070
Black or African American	734
American Indian or Alaska Native	101
Asian	217
Native Hawaiian/Pacific Islander	7
Other	1,185
Multiple Races	679

Virginia Statewide Race/Ethnicity



- Race White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- Other
- Multiple Races

POPULATION PROJECTIONS: RACE/ETHNICITY BY 2040



	2020	2030	2040
Total Population	45,829	49,045	52,104
Hispanic or Latino	4,294 (9.4%)	6,394 (13%)	8,910 (17.1%)

AG CENSUS (2012 DATA)

\$109.34 M Livestock Sales

\$ 19.4 M Crop Sales



Top 5 State Ranks:

#2 Sheep, Goats, Mohair, Wool Sold

#4 Fruits, Nuts, Berries Sold

#5 Crops and Livestock Value Sold

Top 5 State Ranks in Inventory:

#2 Apples

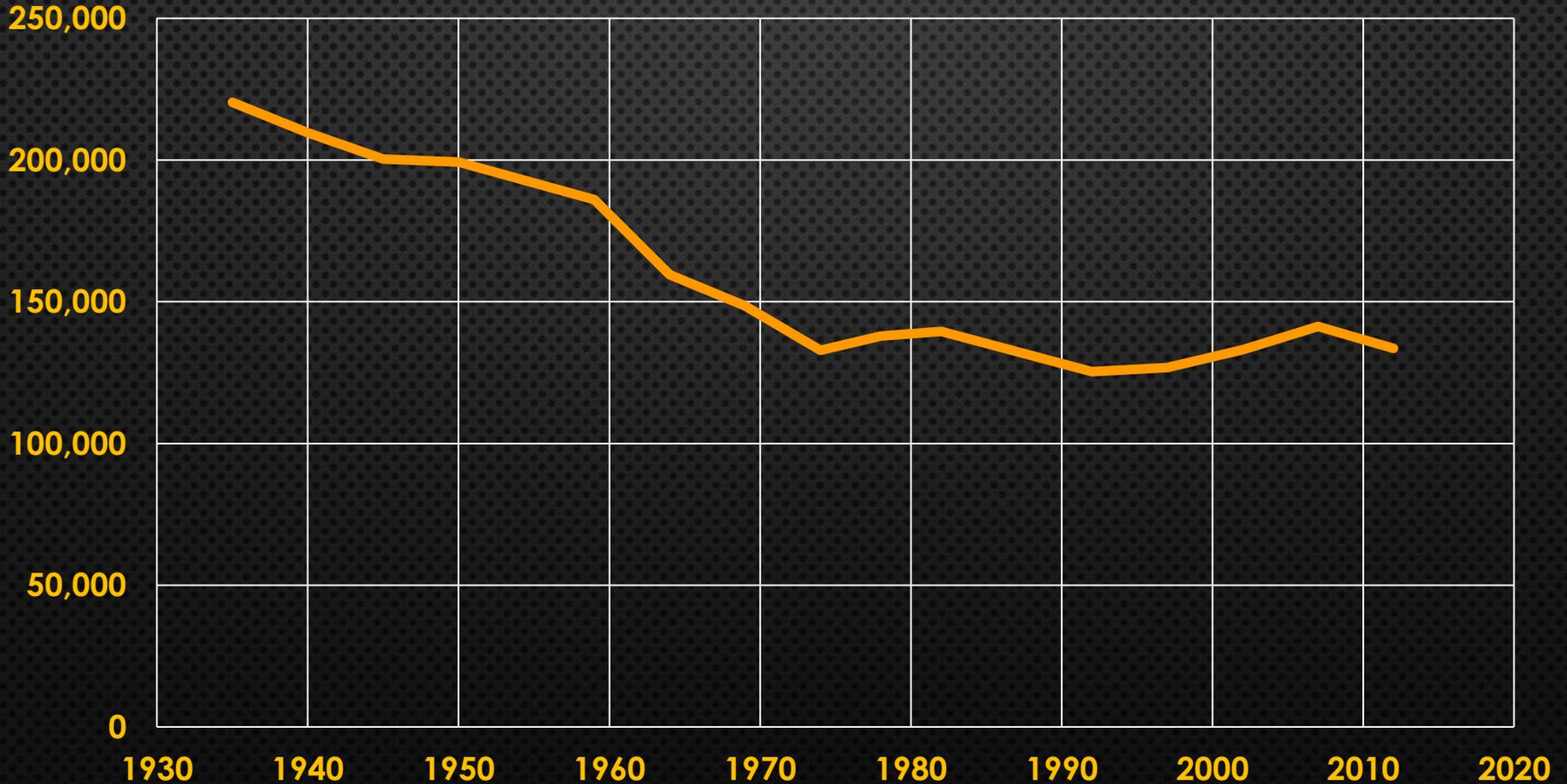
#4 Turkeys

#5 Broilers



TRENDS IN COUNTY FARMLAND (ACRES)

Farm Land (ac)



Note: Total Average Farm Size 135 ac unchanged between 2002 to 2012, USDA Ag Census 2012

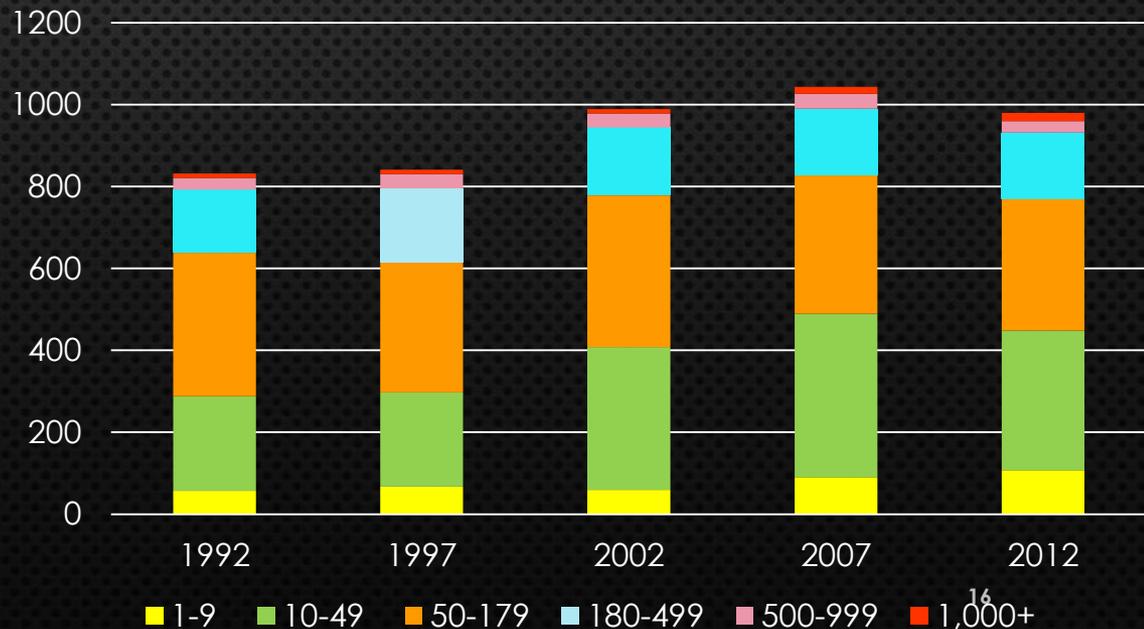


Shenandoah County	1997	2002	2007	2012
Total Number of Farms	841	989	1,043	980
Total Acreage in Farms & Orchards	126,844	133,032	141,286	133,519
Market Value of Ag Products Sold (\$1,000's)	\$73,044	\$69,658 (-5%)	\$101,576 (+46%)	\$128,766 (+27%)

FARMS BY SIZE

Farm Size (Acres)	1992	1997	2002	2007	2012
1-9	57	67	59	90	107
10-49	231	230	349	399	341
50-179	350	317	370	339	322
180-499	154	181	166	162	162
500-999	29	35	34	36	28
1,000+	11	11	11	17	20
Total	832	841	989	1043	980

Number of Farms by Size:
1992-2012



Source: USDA Agricultural Census

■ 1-9
 ■ 10-49
 ■ 50-179
 ■ 180-499
 ■ 500-999
 ■ 1,000+

Farms by Value of Sales

Values of Sales	# of Farms	Percent of Total
Less than \$2,500	283	29
\$2,500 - \$4,999	122	12.5
\$5,000 - \$9,999	152	15.5
\$10,000 - \$24,999	159	16
\$25,000 - \$49,999	90	9
\$50,000 - \$99,999	27	3
\$100,000 or more	147	15
Total	980	100

Source: 2012 USDA Agricultural Census

Market Value Breakdown

Source	Value	Percent of Total
Crops (including nurseries and greenhouses)	\$19.5 M	15
Livestock (All Types) + Poultry	\$109.3M	85
Total (Top Commodity Farms)	\$128.77M	100

Source: 2012 USDA Agricultural Census

Farmer Characteristics

Operators by Principal Occupation		
Farming	491	50.1%
Other	489	49.9%
Total	980	100%

Annual Days Worked Off the Farm		
Any days	558	57%
200+ Days	370	43%

Source: 2012 US DA Agricultural Census, 2012

Average Age of County Farmer = 59.9 years

OUR COMP PLAN VISIONS

“BY 2025 WE WILL BE A PRIMARILY RURAL COUNTY THAT...”:

- 1. Protects our natural resources**
- 2. Directs growth ensuring open ag character**
- 3. Provides variety of jobs**
- 4. Maintains moderate growth of a demographically varied population**
- 5. Supports safe and efficient transportation**
- 6. Affords excellent and appropriate education**
- 7. Offers public facilities & services to enhance quality of life**
- 8. Preserves natural beauty and unique, historical character adhering to the Comprehensive Plan**

PROTECTING NATURAL RESOURCE EFFORTS

SOIL:

- E&S issued 16 permits
- Landfill testing, & remediation
- Anti-littering
- Recycling

Open Space

- Renewed 9 AFDs 15,800+ Acres
- Terminated 2 AFDs
- Active CEA
- Partner with local Foundation to preserve lands

Air

- SHENAIR partnering
- Landfill testing and remediation
- Bay TMDL

Opportunities

- Explore Landfill Initiatives
- Implement Water Quality BMPs
- Secure CEA Funding
- Reestablish Air Quality Initiatives
- Seven Bends State Park

Water

- WRAC
- Bay TMDL Program
- Stormwater
- Landfill Monitoring & leachate treatment

18+ MILES OF COUNTY STREAM PROTECTED 2015-16

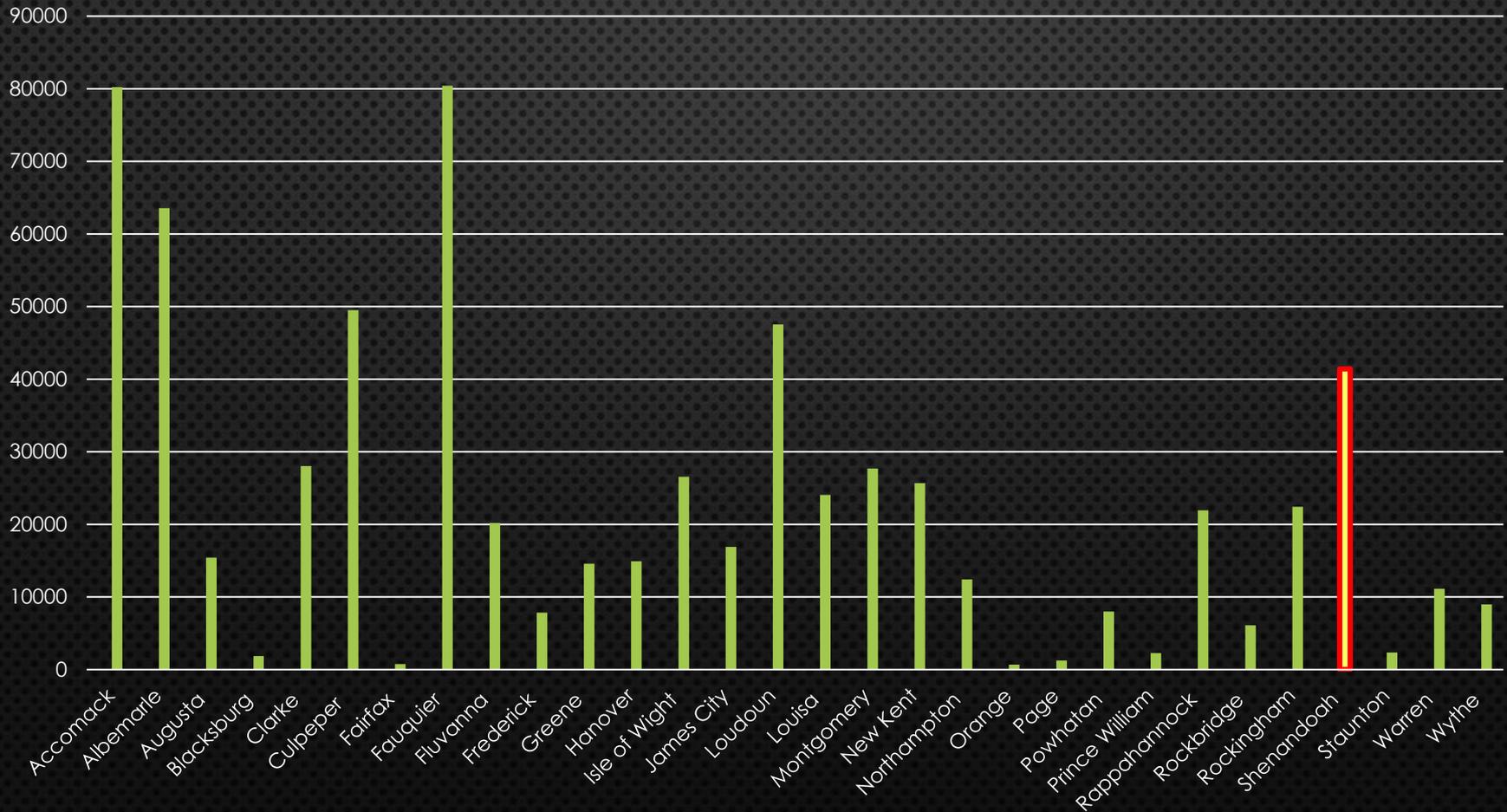
Installed Ag BMPs				
Improving Water Quality				
Locality	# Practices	Acres	Streambank Protected (Ft)	Cost Share
Shenandoah				
2016	50	2,461	48,812	\$816 K
2015	61	7,904	49,366	\$1.03 M
Clarke				
2016	12	817	1,200	\$69 K
2015	13	1,947	12,877	\$263 K
Frederick				
2016	1	29	0	\$0
2015	7	188	7,408	\$155 K
Warren				
2016	2	52	0	\$0
2015	0	0	0	\$0

ACTIONS RELATED TO RURAL AG CHARACTER

- **BOARD RENEWED 9 AG FORESTAL DISTRICTS (AFDs)**
2 AFDs TERMINATED
- **2015 AFDs RENEWED TOTAL 15,800+ ACRES**
- **2016 RENEWAL FOR BOARD CONSIDERATION IN 2017**
- **SHENANDOAH COUNTY HAS OVER 46,000 ACRES IN AFDs**

AFDS IN VIRGINIA

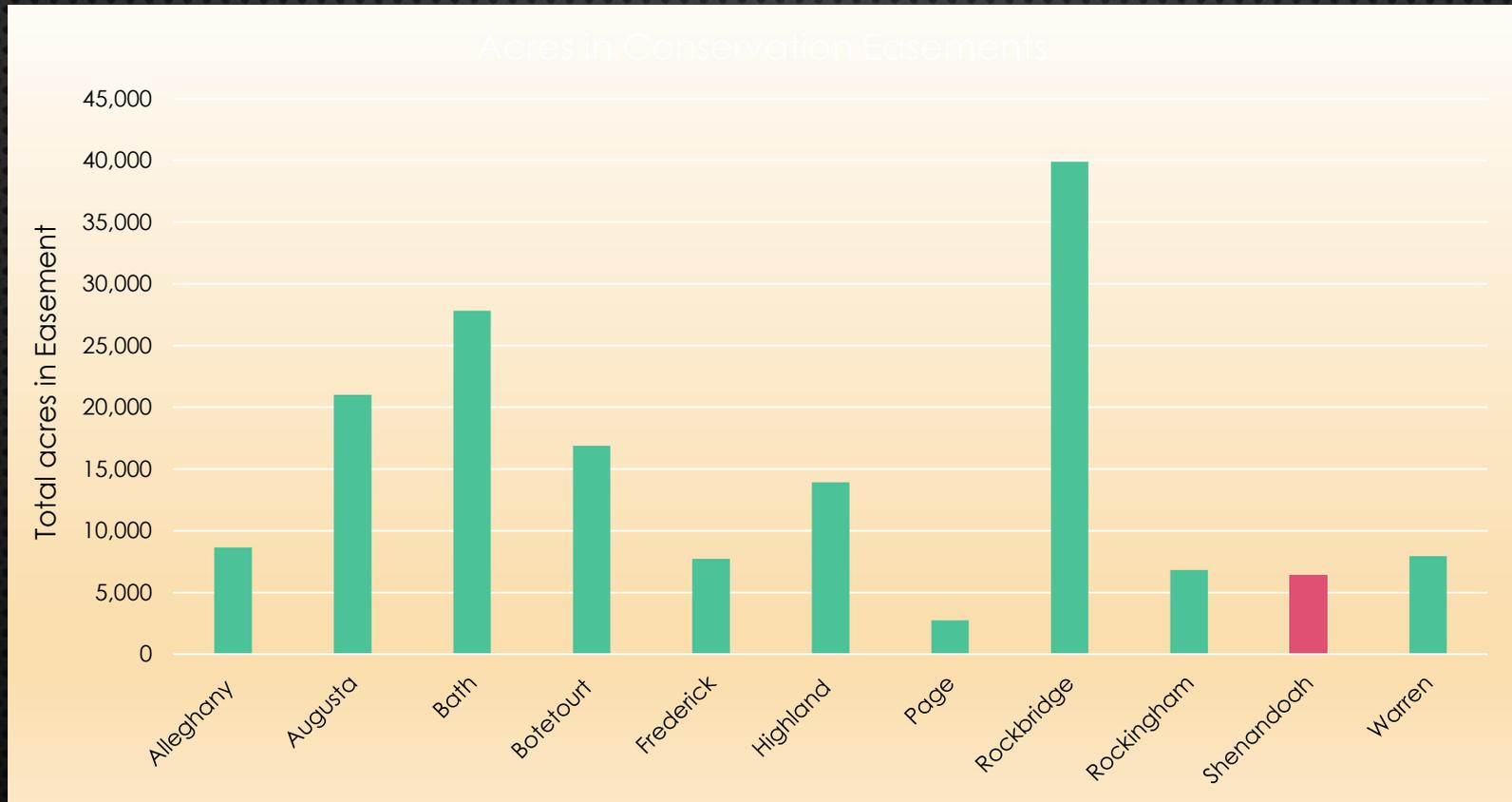
WE ARE 6TH LARGEST IN VIRGINIA



ACTIONS RELATED TO RURAL AG CHARACTER: EASEMENT INITIATIVES

- ▶ 2016 the Board rescinded up to \$50,000 of roll-back land taxes each year to the Conservation Easement Authority
- ▶ County and Potomac Conservancy staff conducted the annual stewardship visit on easement sites
- ▶ In addition to County held easements, 58 acres donated in 2016 (0 in 2015) were acquired by Virginia Outdoors Foundation

PRESERVING RURAL CHARACTER: ACRES IN EASEMENTS

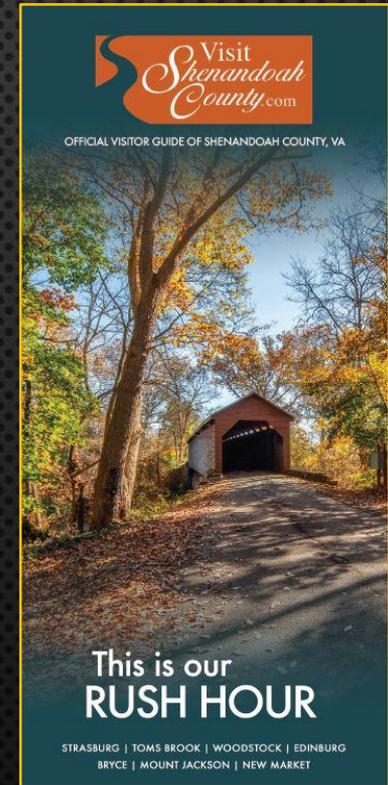
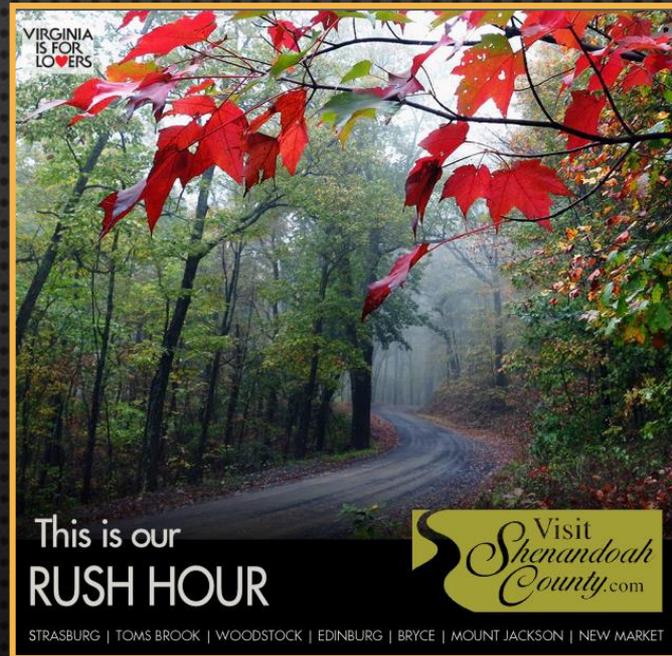


DIRECT GROWTH AND PRESERVE RURAL AG CHARACTER

- ▶ Adopted updates to Comprehensive Plan
Chapter 5 (Population)
Chapter 8 (Transportation)
- ▶ Continuing Communication with Towns
Tourism marketing, Community
Development, Stormwater, Bay TMDL
- ▶ Promoting Ag: Tourism; Cooperative
Extension; Soil & Water Conservation District

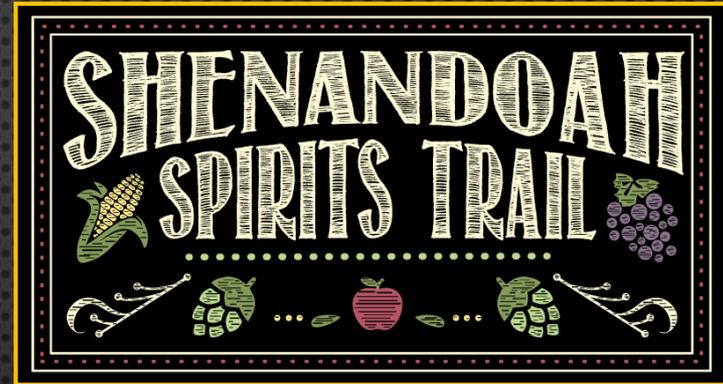
SHENANDOAH COUNTY TOURISM

- TOURISM GENERATED OVER \$203 MILLION IN TRAVEL RELATED EXPENDITURES IN 2015. (+1.8%)
- \$5.9 MILLION IN LOCAL TAXES WERE RAISED BY TOURISM IN 2015. (+5.1%)
- TOURISM SUPPORTED 1,732 LOCAL JOBS WITH SALARIES TOTALING OVER \$33M SALARIES IN 2015 (+2.2%)
- THE TOURISM OFFICE UPDATED ITS MARKETING CAMPAIGN AND VISITORS GUIDE.



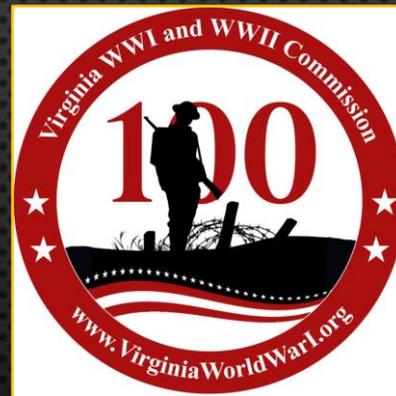
COUNTY TOURISM

- RECEIVED A \$50,000 MARKETING LEVERAGE GRANT THROUGH VIRGINIA TOURISM CORPORATION
- HOSTED BIKE VIRGINIA WITH 1,500 CYCLISTS
- LAUNCH OF THE SHENANDOAH SPIRITS TRAIL
- FARM2FORK AFFAIR PLANNED FOR MARCH 2017
- REGIONAL BRANDING AND MARKETING



COUNTY TOURISM

- ENTREPRENEUR CAFÉ TO HELP SMALL BUSINESSES GROW
- NEW WEBSITE
VISITSHENANDOAHCOUNTY.COM
- NEW MARKETING VIDEOS
- WWI & WWII COMMISSION TO COMMEMORATE THE 75TH AND 100TH ANNIVERSARIES AND PROMOTE LOCAL SITES
- UPCOMING PLANS FOR HERITAGE DAY – APRIL 2017



CELEBRATING OUR LOCAL FOODS

OUR SCHOOLS USE SOME LOCAL FOODS TO INCREASE ACCESS TO
LOCAL HEALTHY FOODS AND PROMOTE AG IN OUR COMMUNITY

ANNUAL FARM TO SCHOOL EVENT IN COUNTY, STONEWALL JACKSON



ACTIONS PROMOTING GROWTH IN TOWNS AND PRESERVING RURAL CHARACTER

BZA:

- Variances 2015 – 3 Approved- 0 Denied
- Variances 2016 – 2 Approved – 1 Denied

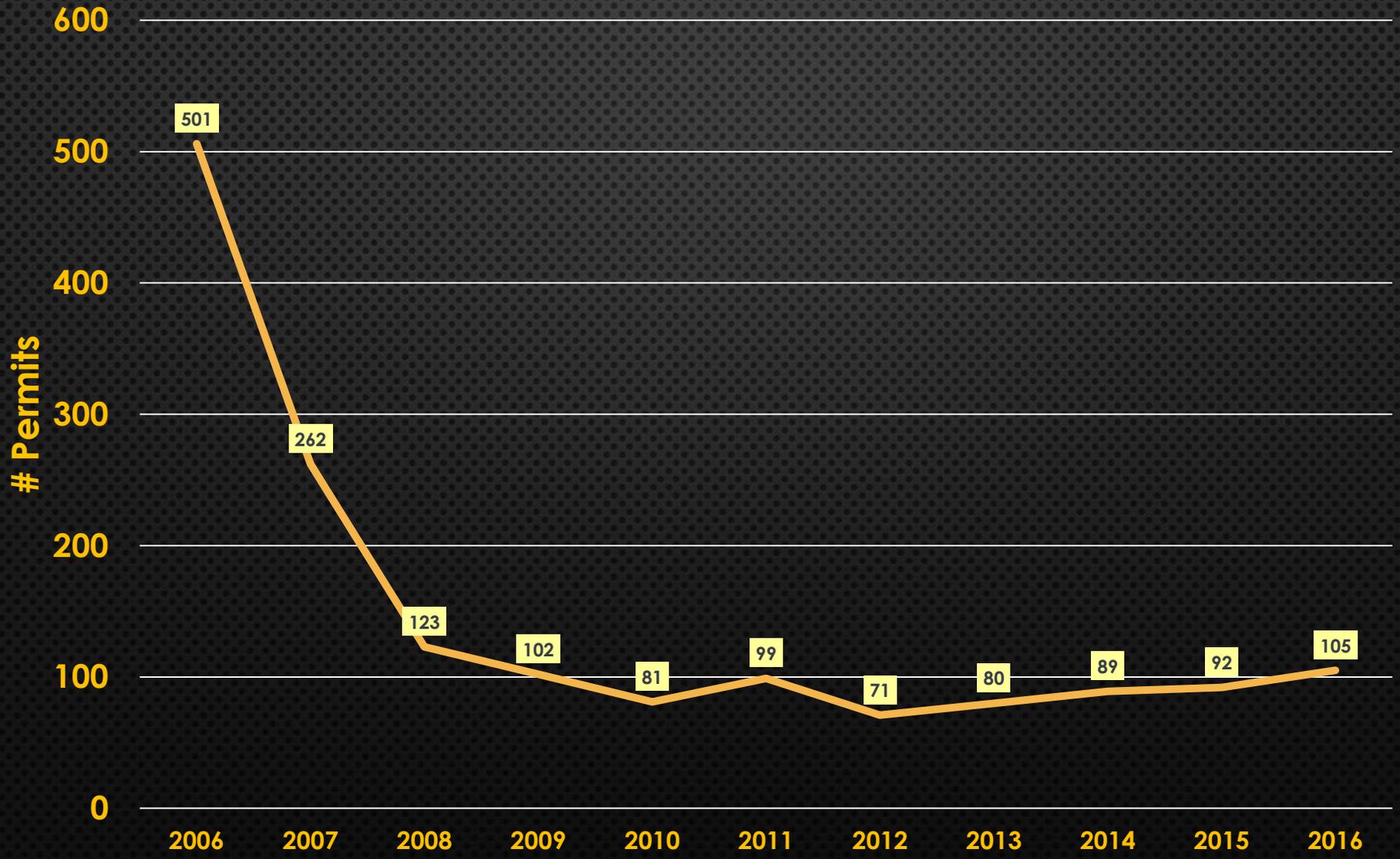
2015 PC Actions:

1 Rezoning
1 Site Plan
3 SUP/ Level II Home Business
Text Amendments
Kennels
Dwelling, Accessory
Care Center, Adult
Cul-de-Sac
Family Cemetery

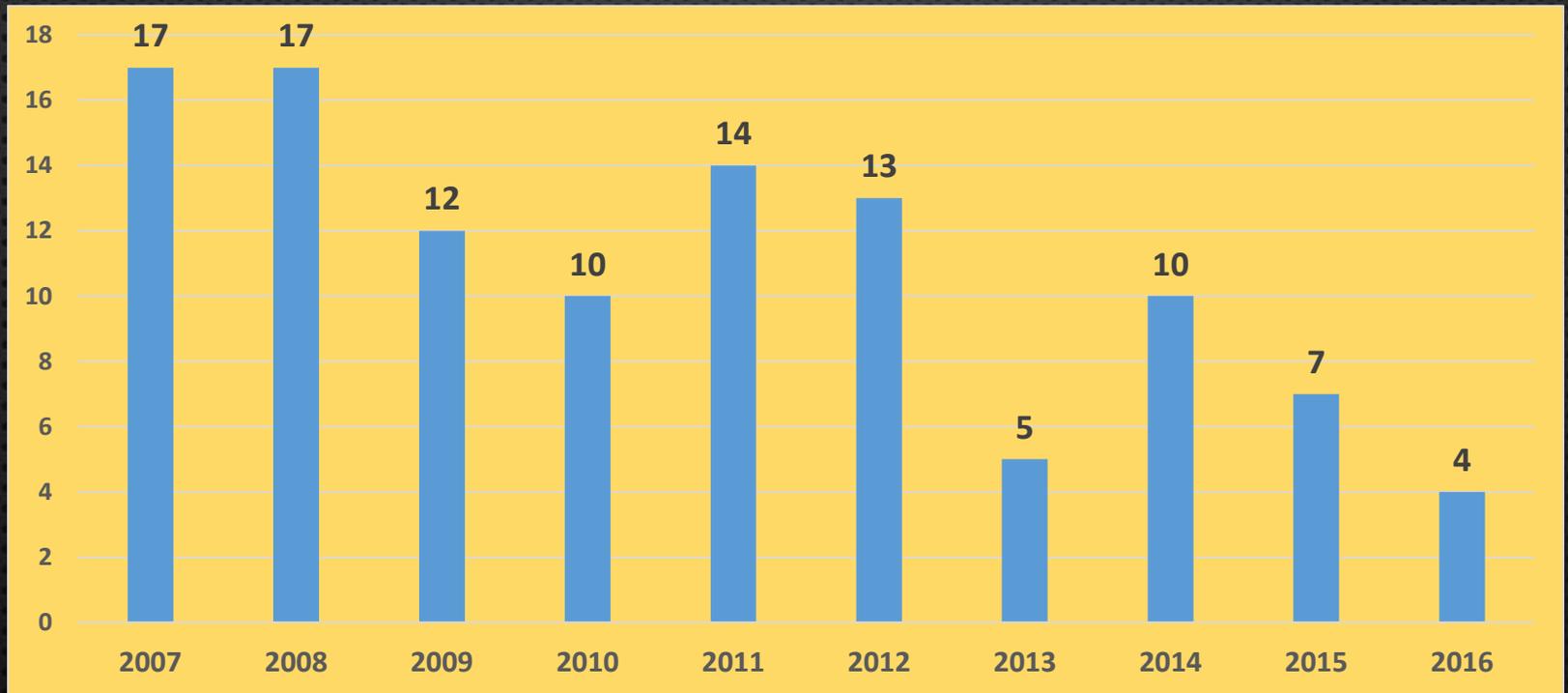
2016 PC Actions:

1 Rezoning
3 SUP/ Level II Home Business
2 Approved SUP
1 Delayed

Residential Building Permits Issued in Shenandoah County



COUNTY COMMERCIAL BUILDING PERMITS



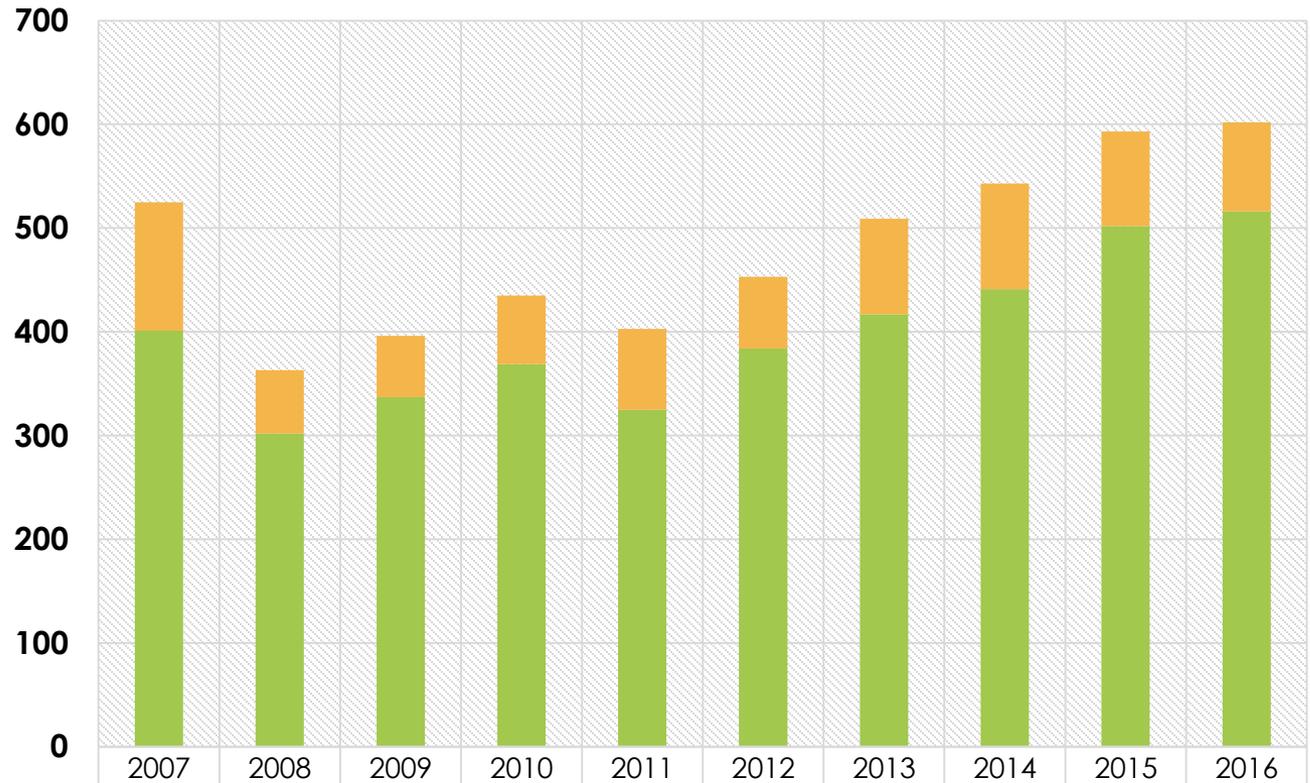
Source: Community Development, Shenandoah County, 2017.

NOTE: Some permit years include additions, others reflect only new buildings.

2006: 20 Commercial Permits

NUMBER OF HOUSES SOLD 2007 - '16

County/Town Houses Sold

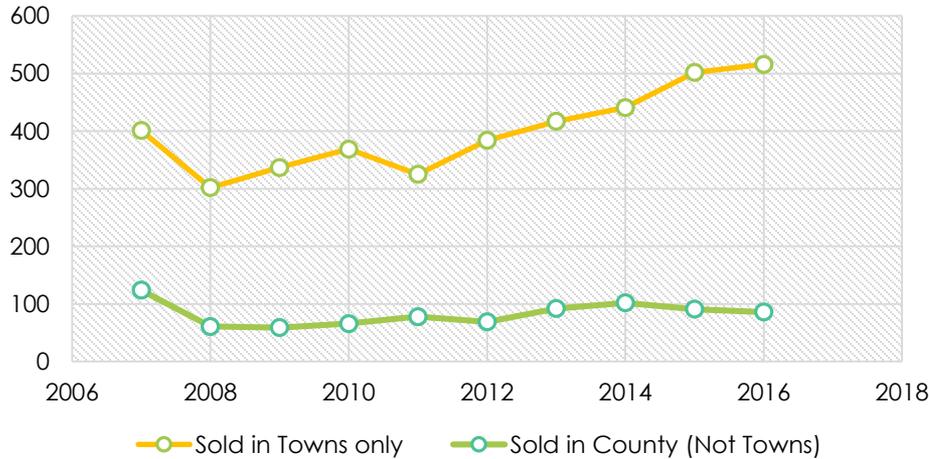


■ Sold in County (Not Towns)	124	61	59	66	78	69	92	102	91	86
■ Sold in Towns only	401	302	337	369	325	384	417	441	502	516

■ Sold in Towns only ■ Sold in County (Not Towns)

HOUSES SOLD

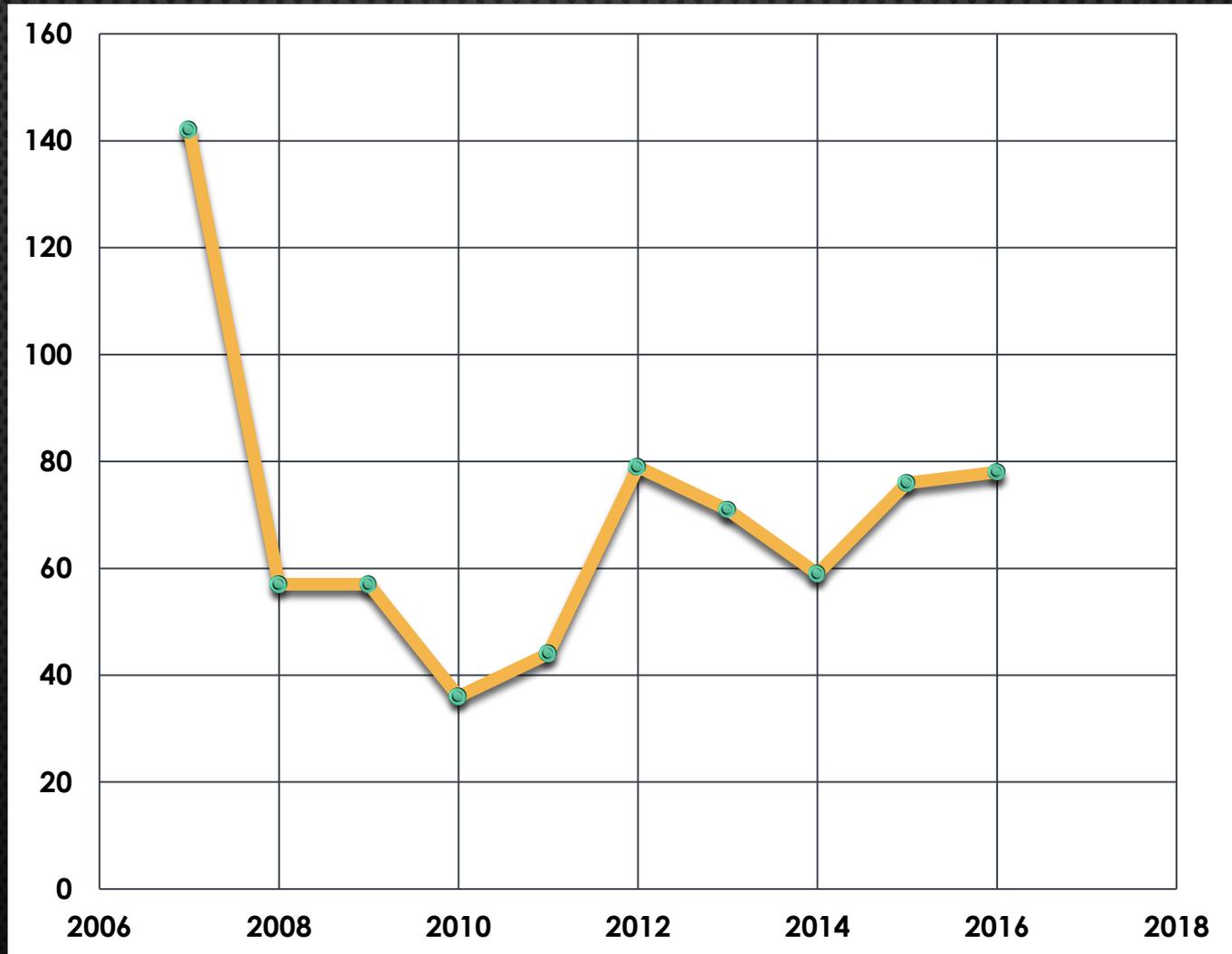
County/Town Houses Sold



Year	<u>Residential Houses Total Sold</u>	<u>Median Sold Price</u>
2007	525	\$219,000
2008	363	\$194,000
2009	396	\$150,900
2010	435	\$140,000
2011	403	\$139,000
2012	453	\$149,950
2013	509	\$152,600
2014	543	\$160,500
2015	593	\$167,000
2016	602	\$170,250

NUMBER OF UNIMPROVED LAND SALES '07 – '16

Year	# Unimproved Land Sales
2007	142
2008	57
2009	57
2010	36
2011	44
2012	79
2013	71
2014	59
2015	76
2016	78



ACTIONS TO PROMOTE JOBS

Ongoing IDA effort

- 7 Directors and Staff
- In 2015, Andros began investment of \$73 million over the next 3 years to expand ops for 160 new jobs
- In 2015, Route 11 Chips began expansion and \$1.2 Mill investment creating 13 jobs

Public Schools WorkForce Readiness

Training

- Work Force Training In Schools - Shenandoah County Public 7th Graders Participated In 2015 Worlds Of Work Expo Wow!, A Collaborative Regional Effort Among Local I/EDA's
- Massanutten Regional School earns NASA recognition

Board Approved Funding Match

County matched grants for expansions of Andros Foods and Route 11 Chips totaling \$450K

School Initiatives

- 1,100 Industry credentials earned 2015-16
- Expanded number of industry credentials available

County Received \$1,000 in Funds

VA Business Ready Sites Program Grant award for Turkey Knob Site 2016

Broadband

- Width increased 15 Mbps to 101 Mbps cable
- Increase teleclass options

PARTNERS PROMOTING JOBS

SV Work Force Development Board (SVWFDB)

- Appointees (Helsley & Polk)
- County Received Fed Funds \$22,627*
For Training (Howell Metal, Andros,
Carmeuse Lime & Stone, Int'l
Automotive, Others)
- Apprenticeship Program National
Award
- Local Business Expansions and Training
- Collaboration With LFCC
- National Recognition by Labor Sec for
109 Apprentices
- SVWFDB Awarded Expanding Workforce
Opportunities Award at 2016 Hire
Education Conference

**Dept of Labor \$4 Mill American
Apprenticeship Grant Funds to Valley in
2015*

Shenandoah Valley Partnership

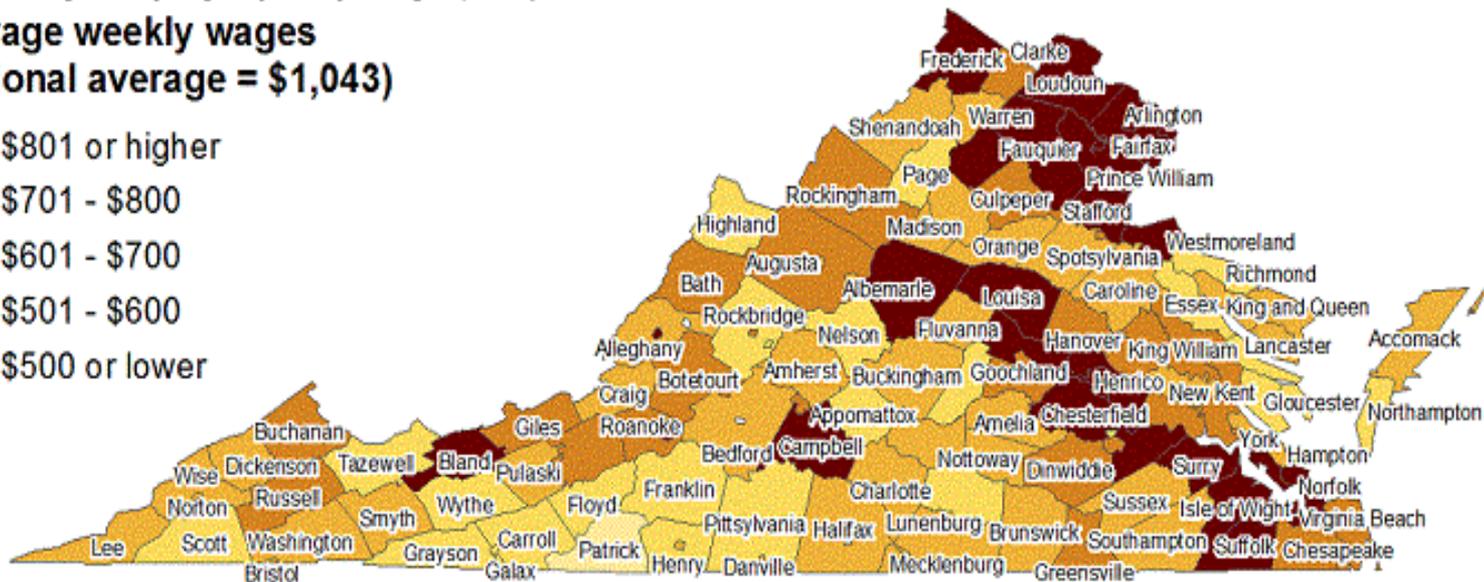
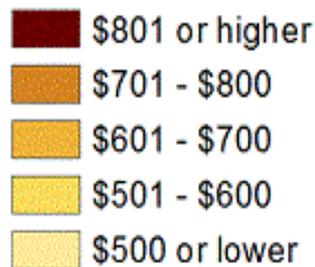
(Public-Private Partnership)

- Helps market business
success in 7-County area
- Board appointed 2
Members (B. Polk & C. Kyle)
- Marketing and Outreach
Employer support
- High School training
- College training
- 180 Private sector
investors
- SVP received Economic
Development Award
from the International
Economic Development
Council (IEDC)

JOB PROMOTION: WEEKLY WAGES IN VIRGINIA

Chart 1. Average weekly wages by county in Virginia, first quarter 2016

Average weekly wages
(National average = \$1,043)



Source: U.S. Bureau of Labor Statistics.

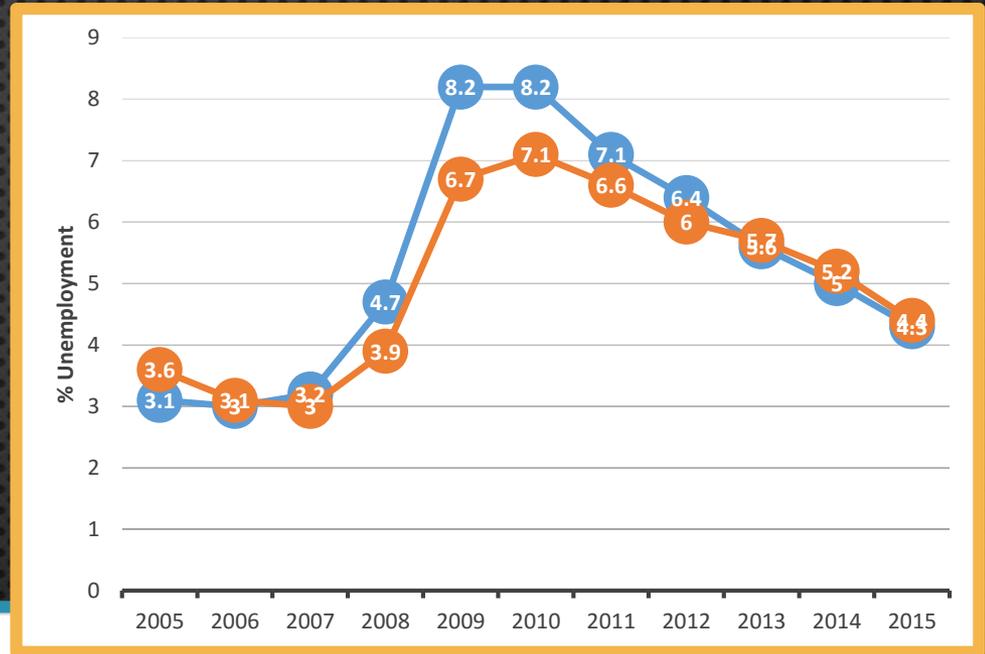
Virginia Average Weekly Wage \$1,057

Sources: Bureau of Labor Statistics

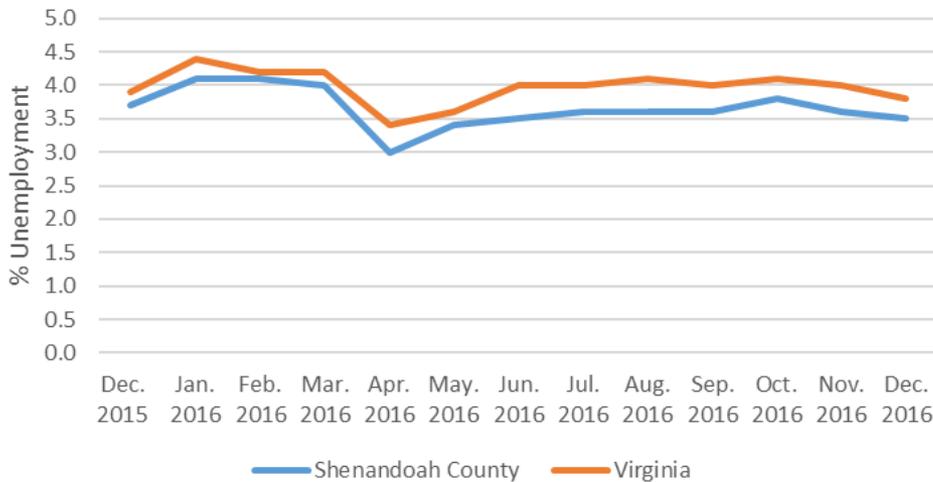
https://www.bls.gov/regions/mid-atlantic/news-release/pdf/countyemploymentandwages_virginia.pdf; and https://www.bls.gov/regions/mid-atlantic/news-release/countyemploymentandwages_virginia.htm#table2

PROMOTING JOBS: REDUCING UNEMPLOYMENT

Shenandoah County and State Unemployment Rates



2016 Unemployment



Shenandoah County – Blue
Virginia - Orange

MAINTAINING MODERATE GROWTH OF A DEMOGRAPHICALLY VARIED POPULATIONS

- **Board Approved Chap 5 Population in Comp Plan Update**
- **CAC plans to address in upcoming Comp Plan Updates:**
 - **Housing (Chapter 6) and**
 - **Economy (Chapter 4)**

SUPPORTING SAFE & EFFICIENT TRANSPORTATION

- **Approved Chap 8 Transportation in concert with VDOT**
- **Staff attends quarterly Regional Transportation Planning Technical Committee**

Opportunities – Bike paths and Public Transit between towns for employment and tourism

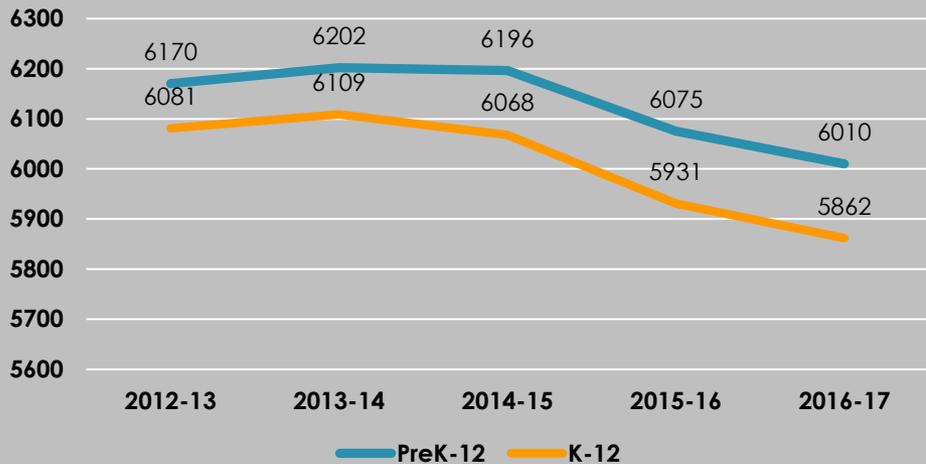
AFFORDS STUDENTS EXCELLENT & AFFORDABLE EDUCATION PER PUPIL EXPENDITURES FOR OPERATIONS

	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>
			Estimated	Proposed
State Funds	\$4,020	\$4,230	\$4,307	\$4,613
Sales and Use Tax	1,006	1070	1,109	1,191
Federal Funds	610	620	664	675
Local Funds	<u>3,929</u>	<u>4,217</u>	<u>4,480</u>	<u>4,594</u>
TOTAL	\$9,565	\$10,137	\$10,560	\$11,073

AFFORDS STUDENTS EXCELLENT & APPROPRIATE EDUCATION

PUBLIC SCHOOLS OVERVIEW (2015-2016)

Number of Students



ACCREDITED SCHOOLS

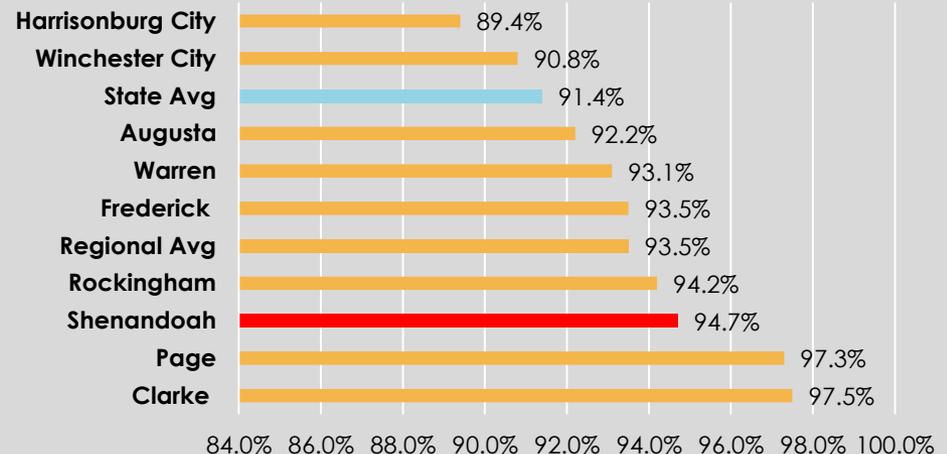
ALL NINE SCPS ARE ACCREDITED;
5 FULLY ACCREDITED:

ASHBY LEE AND SANDY HOOK
ELEMENTARY & 3 HIGH SCHOOLS

REVENUE

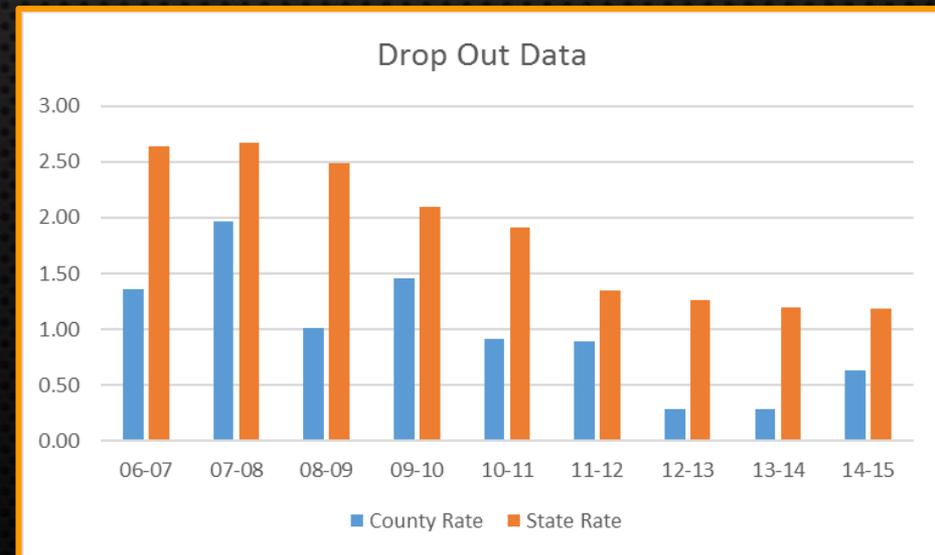
53% FROM STATE
42% COUNTY
5% OTHER

4-Yr Grad Rate



AFFORDS STUDENTS EXCELLENT & APPROPRIATE EDUCATION

- Boundary Readjustments: Redistricting
 - Relieve overcrowding
 - Create equitable facility use
- On time graduation Rate 94.7%
Virginia Rate 91.3 %
- Goal: One digital device per student; North Fork Middle School achieved 1:1
- Central High voted Outstanding Ag Ed Teacher
2016 leadership in agribusiness
- Governor School Teacher earns NASA
and Economic Ed Recognition
- Central High – VA Principal 2016 Year



PUBLIC FACILITIES & SERVICES TO ENHANCE QUALITY OF LIFE

- BOARD REVIEWING EMS NEEDS
BOARD AUTHORIZED OT TO STAFF RURAL EMS
- COUNTY PARKS & REC “KIDZ REC” PROGRAM REBRANDED, RENAMED & SUCCESSFUL IN 3 ELEMENTARY SCHOOLS
- PARKS & REC ENROLLMENT IN PROGRAMS ON THE RISE IN 2016 FROM 2015
- 2016 LONG-TERM FACILITIES MASTER PLAN FINAL REPORT FOR PUBLIC SCHOOLS
 - MAJOR ACTION REQUIRED RECOMMENDATIONS
- COUNTY HAS 14 CITIZEN CONVENIENCE SITES FOR TRASH AND RECYCLING

PUBLIC FACILITIES & SERVICES TO ENHANCE QUALITY OF LIFE



County Parks & Rec “KIDZ REC” program rebranded, renamed & successful in 3 elementary schools

- Before and After School
- Privately Funded
- Year Round Service

PUBLIC FACILITIES HARD INFRASTRUCTURE VALUES

INCLUDES COMMERCIAL, INSTITUTIONAL, RESIDENTIAL, NO LAND VALUES

Locality	Taxable Structures	Nontaxable Structures	Total Property Values
Shenandoah County	\$1,667,765,100	\$131,746,400	\$1,799,511,500
Edinburg Town	\$59,902,800	\$10,060,200	\$69,963,000
Mt Jackson Town	\$104,433,100	\$17,364,500	\$121,797,600
New Market Town	\$115,013,000	\$14,243,700	\$129,256,700
Strasburg Town	\$361,050,700	\$33,889,400	\$394,940,100
Toms Brook Town	\$9,105,400	\$1,879,000	\$10,984,400
Woodstock Town	\$350,570,600	\$99,347,000	\$449,917,600

PRESERVATION OF NATURAL BEAUTY & UNIQUE HISTORIC NATURE

- Partnered with Shenandoah Valley Battlefield Foundation on Historically Significant Easements
- Upgraded Tourism Website with Historical Interest Sites & Historic Attractions
- 2015 VACO Achievement Award for Sustainable Farm Demonstration
- Jacob Bowman House Registry of Historic Places nomination



**Alms House Dedication at
County Park, 2015**

WRAP UP: 8 VISIONS

“BY 2025 WE WILL BE A PRIMARILY RURAL COUNTY THAT...”:

1. Protects our natural resources

AFDs, Easements, WRAC, Landfill

2. Directs growth ensuring open ag character

Comp Plan Chapters 5 and 8, Ongoing communication with Towns

3. Provides variety of jobs

Workforce Development Board, SVP, IDA, Schools

4. Maintains moderate growth of demographically varied population

Chapter 5 of Comp Plan, Upcoming Comp Plan Housing

8 VISIONS CON'T

5. Supports safe and efficient transportation

Chapter 8, Comp Plan

6. Affords excellent and appropriate education

Cost per Pupil, Redistricting

7. Offers public facilities & services to enhance quality of life

Conicville Paid Staff, Tourism, Ongoing Landfill, EMS,
Parks & Rec services

Upcoming Review of Facilities Chapter in Comp Plan

8. Preserves natural beauty and unique, historical character
adhering to the Comprehensive Plan

Historic Site attractions on website, Historic Courthouse
visitors, Plaque and monument at County Farm

Summary

- ▶ **The CAC reviewed all actions taken by the Board of Supervisors in 2015-16.**
- ▶ **The actions of the Board of Supervisors were generally consistent with the County's Comprehensive Plan.**
- ▶ **The CAC will continue to diligently implement its charter in 2017.**