



Wayne County, West Virginia
Community and Economic Development
Analysis and Strategic Planning Project

Achieving 20/20 Vision

Final Report and Strategic Plan

At-A-Glance Summary



The Analysis and Planning Project

The Wayne County Family Resource Network (FRN) and Wayne County Commission initiated the Community and Economic Development Analysis and Strategic Planning Project - Achieving 20/20 Vision to help move Wayne County forward and empower its citizens to effect change in their communities. A diverse team of stakeholders came together to guide the process and this Planning Team obtained funding from a variety of supporters to catalyze community and economic development in Wayne County and chart a course for the future. A number of strategies were employed to inform the strategic plan including a series of discussion groups, key informant interviews, and community surveys. The Planning Team also reviewed existing documents and best practices as they worked to prepare the Strategic Plan. Collective Impact, LLC was engaged to conduct the community and economic development analysis and support the Planning Team throughout the strategic planning project. The project was carried out from February 2008 through August 2009.

Many Thanks

Many thanks to the Great Kanawha Resource Conservation & Development Area, United Bank, Marathon Petroleum Company LLC, Wayne County Board of Education, Wayne County Economic Development Authority (WCEDA), Wayne County Commission, Wayne County Family Resource Network (FRN), and the West Virginia Legislature for their financial support of this effort.



Additional thanks go to the Wayne County Family Resource Network (FRN), Wayne County Commission, and West Virginia University Extension Service for their tremendous leadership throughout the project. Exceptional gratitude is expressed to the Planning Team members for their ongoing guidance, leadership, and hard work. Very special appreciation is also extended to the many volunteers, residents, schools, students, churches, women's clubs, non-profit organizations, and governmental agencies who offered their support and expertise by participating in community discussions and interviews, and completing surveys. Their support and input has been essential to understanding the issues in Wayne County.

Current Assets and Needs

Primary assets within Wayne County include:

- Social service agencies and organizations.
- Access to rail and air transportation.
- Local leaders and state representatives.
- Historical significance of Wayne County.
- Strong religious values of local people.
- Natural resources.
- Local civic organizations.
- Faith based communities.
- Wayne County Family Resource Network.
- Wayne County Economic Development Authority and other local development groups.

Primary needs within Wayne County include:

- Good jobs.
- Lodging facilities.
- County wide access to broad band and cell phone services.
- Entrepreneurial activity.
- Development of heritage tourism industry.
- Expanded access to cultural events and activities within Wayne County.
- Effective land management policies.
- Increased participation by local citizens in community projects.
- Coordinated planning for development.



Recommended Goals for Wayne County

- Goal 1: Improve the health and well being of Wayne County residents.**
- Goal 2: Develop needed community facilities and enhance basic infrastructure within Wayne County.**
- Goal 3: Increase capacity in Wayne County for economic and community development.**
- Goal 4: Enhance the quality of life for Wayne County residents and visitors through expanded cultural events and activities.**
- Goal 5: Protect and nurture the natural resources within Wayne County.**
- Goal 6: Build additional social capital within Wayne County.**
- Goal 7: Enhance working relationships and joint planning among local governments, community agencies, and civic organizations.**

Visit the Wayne County Website at www.waynecountywv.org for a full copy of the Project Report, Action Planning Spread Sheets, or other related project materials.



“This Planning team has overcome considerable challenges to get this plan to where it is now. We’ve used commitment and determination to do that, and our communities will need that same spirit of commitment and determination to overcome similar challenges.”

– Carl Marcum,
WVU Extension,
Planning Team Member

“As Wayne County’s Economic Development Authority, it behooves us to provide leadership in charting a course for our future. There’s no map, we can’t see all the curves in the road, and we can’t anticipate all the contrary winds, but neither can we afford to drift aimlessly at sea.”

– Wayne County Economic
Development Authority

“We need to listen to each other’s ideas.”

– Wayne Discussion
Group Participant

“Government can support local community groups to get what they need (cell towers, grocery stores, gas stations, etc.)”

– Government/Community
Leaders Discussion Group

