



GEORGE
WASHINGTON

REGIONAL COMMISSION

SERDI OPENING RECEPTION



WHAT IS THE GWRC?

- Region Consists of Caroline, King George, Spotsylvania, Stafford Counties and City of Fredericksburg.
- 2 Non-Member Incorporated Towns (Bowling Green, Port Royal)

Staff Members Use Skills....

- To Deliver the Following Services;
 - Data Analysis and Mapping
 - Financial Management
 - Grant Writing and Administration
 - Legislative Prioritization
 - Plan and Ordinance Reviews
 - Program Development and Implementation
 - Project Management

WHAT DOES GWRC DO?

- Regional Environmental Issues/Energy Conservation
- Hazard Mitigation
- Rural Transportation
- Fredericksburg Area Metropolitan Planning Organization (FAMPO)
- GWRide Connect – Nationally recognized rideshare brokerage that facilitates vanpooling, carpooling and transit usage.
- Convener of Region

SO...WITH ALL OF THIS GREAT WORK, DO WE
STAND OUT IN THE CROWD?



WHY DID WE EMBARK ON THIS
ASSESSMENT JOURNEY?

EXECUTIVE
DIRECTOR HAD JUST
BEEN HIRED

(That would be me)

1. WHO KNOWS US? (OR SHOULD)

- Board Members
- Local Elected Boards
- Local Member Staff
- Other Regional Organizations
- Federal/State Partners
- Private Sector

- STAFF

2. DO THEY KNOW WHAT WE DO?

- Who owns GWRC?
- Have we assisted them in the past or are we at present time?
- Do customers even know how we can assist them?
- What is their professional opinion of GWRC based on what they know of organization

3. HOW CAN WE WORK WITH THEM?

- Can we provide better service for those we currently work with.
- Can we form new partnerships with those we do not currently work with.
- What can GWRC do to become better citizens of the region?

ASSESSMENT PROCESS

- Online survey of region's leadership
- Six Focus Group Sessions
 - (1) Community Economic Development Interests
 - (2) Chief Administrative Officials of the region's governments
 - (3) Department of Defense /US Governmental/Historic Partners
 - (4) Major regional employers
 - (5) Transportation/Environmental/Public Safety Partners
 - (6) GWRC Staff
- GWRC Board Work Session
- Complete Summary Report

WHATS POSITIVE ABOUT GWRC?

- Providing a forum for the all of the localities within the region to come together to discuss and address common issues that are not limited to one jurisdiction and the ability to think and act long-term and short term makes GWRC something that is seen as good for the region.
- Thinking regionally causes a local jurisdiction to pause to consider how their actions make effect their neighbors.
- The staff is responsive and provides data and information to the people and entities of the region that is helpful in the region's decision-making processes.

CONCERNS

- The GWRC lacks a clear mission. It sometimes “creates” work that is interesting but it takes away the staff and limited resources from addressing high priority important challenges that the region faces.
- Local governments priorities and turf get in the way or prevent a regional focus that would benefit all.
- Because of the great diversity in the communities it serves, it is sometimes hard to find enough commonality to work together as a region.
- We have two regions? Is that necessary? Can we afford it to be?

CONCERNS CONTINUED

- There is a lack of political and financial commitment to the organization.
- GWRC tends to be only reactive instead of proactive as well.
- An overall lack of focus and mission causes a questioning of value.
- Financial...how can we turn that into a positive

HOW CAN GWRC BE OF GREATER VALUE IN THE REGION?

- The GWRC can be of more value to the region and its member governments by increasing the communication between the executive director and Board of Directors throughout the region.
- The GWRC needs to clearly articulate the purpose and mission of the commission and take on the role of convening the region's leadership to discuss the challenges and opportunities facing member governments and constituencies.
- It really needs to focus more on overall quality of place as opposed focusing so much on transportation

QUESTIONS OR COMMENTS?



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