



# 2025-2029 Goochland County Community Health Improvement Plan

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# Message from the Health Director

The Chickahominy Health District and Goochland Community Partners are proud to present the 2025-2029 Goochland County Community Health Improvement Plan (CHIP), a strategic roadmap designed to guide our efforts to improve the health and quality of life for all of Goochland County. The development of the goals, objectives and strategies within the CHIP was a collaborative process involving local and regional partners, as well as community input to address key priority areas. I would especially like to thank our district's Community Health Team for leading this project:



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The CHIP represents the next phase in the continuous cycle of community health improvement, which started after the completion of the 2024 Goochland County Community Health Assessment (CHA).

In the spirit of fulfilling our role as Chief Health Strategist for the community, we were honored to have facilitated the CHA-CHIP process in Goochland County and look forward to evaluating progress. I invite all community members to review this plan and consider joining us in our shared vision of improving the health of all people in Goochland County.



# Executive Summary

The 2025-2029 Goochland County Community Health Improvement Plan (CHIP) is a five-year plan to improve the health of the community. It focuses on the top three health priorities identified during the [2024 Goochland County Community Health Assessment \(CHA\)](#).

**The three main health priorities in the CHIP are:**

- 1. Older Adult Support and Services**
- 2. Mental Health**
- 3. Attainable and Safe Housing**

These health priorities shape the goals, objectives, and strategies that make up the plan. The CHIP will guide local groups, care providers, non-profits, and government agencies as they collaborate on new and ongoing projects to improve community health.

The CHIP was created via contributions from three workgroups (see page 5). In addition, the Goochland Community Partners, a collaborative team of people who live and/or work in the county, provided input throughout the CHA-CHIP process. From February 2025 to the date of CHIP publication, they worked together to understand the county's current health situation, find solutions to address the top health priorities, and develop a plan to improve health.

This is a living document which will allow our team to provide updates as the plan moves forward. We will update the report at least once a year. Additionally, we will share important changes and progress in an annual report. The CHIP is part of an ongoing cycle, and a new health assessment is planned to start in 2029.

Community input is important for ensuring the plan remains valuable and up to date. If you would like to join Goochland Community Partners, please email [CHDWellness@vdh.virginia.gov](mailto:CHDWellness@vdh.virginia.gov).

# Acknowledgements

Thank you to the community members who contributed to the CHA-CHIP process. This work was guided by the following organizations and individuals. The asterisk (\*) signifies the individual who facilitated each health priority workgroup.

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Chickahominy Health District  
The Span Center  
Resources for Independent Living  
PlanRVA  
Head Start  
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Goochland Human Services  
The Span Center  
Goochland-Powhatan Community Services Board

## Attainable and Safe Housing Workgroup

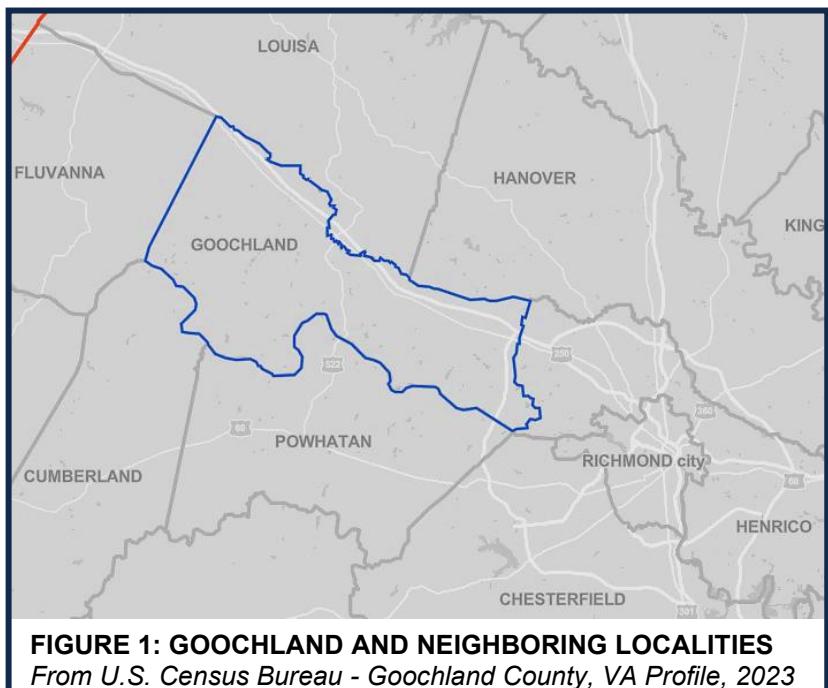
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Goochland Department of Social Services  
Chickahominy Health District  
Goochland Chamber of Commerce  
GoochlandCares  
Goochland Habitat for Humanity  
Home Building Association of Richmond  
Goochland Community Development  
Goochland County Administration  
Resources for Independent Living  
Goochland National Association for the Advancement  
of Colored People (NAACP)  
Goochland County Administration (interim)  
Goochland Planning & Zoning  
Goochland County Administration  
Goochland Parks & Recreation

# About Goochland County

Goochland County was officially established in 1728 from western portions of what was at the time Henrico Shire. It included land as far west as the Blue Ridge Mountains.<sup>(1)</sup> Today, the county has an area of 282.1 square miles and retains much of the rural charm it boasted throughout history. The James River and Powhatan, Cumberland, and Chesterfield Counties define its southern boundary while Louisa and Hanover Counties neighbor it to the north. Tuckahoe Creek loosely follows its eastern boundary along Henrico County while Fluvanna County sits to its west (see **Figure 1**). Major roads include Interstate 64 in the north of the county and State Route 288 in the east.<sup>(2)</sup>

As of July 1, 2024, Goochland County has an estimated population of 28,223. This is a 14.1% increase from 2020. According to the U.S. Census Bureau, 78.8% of residents identified as Non-Hispanic White, 13.4% as Non-Hispanic Black, 4.1% as Hispanic or Latino, 2.1% as Asian, 1.9% as two or more races, 0.4% as American Indian and Alaska Native, and 0.1% as Native Hawaiian and Other Pacific Islander (see **Table 1**).<sup>(3)</sup>



**FIGURE 1: GOOCHLAND AND NEIGHBORING LOCALITIES**  
From U.S. Census Bureau - Goochland County, VA Profile, 2023

**Table 1: Race/Ethnicity in Goochland County and Virginia, 2024**

Race/Ethnicity	Goochland County	Virginia
Non-Hispanic White	78.8%	58.4%
Non-Hispanic Black	13.4%	20.0%
Hispanic or Latino	4.1%	11.6%
Asian	2.1%	7.7%
Two or more races	1.9%	3.6%
American Indian and Alaska Native	0.4%	0.7%
Native Hawaiian and Other Pacific Islander	0.1%	0.1%

The primary language spoken in Goochland is English. Of the 5.7% of residents who speak a language other than English, 47.2% speak Asian and Pacific Island languages, 29.4% speak Spanish, and 6.1% speak other Indo-European languages.<sup>(4)</sup>

Estimated age groups for Goochland County are shown in **Table 2**.<sup>(5)</sup> Residents 65 years and older make up 22.8% of the population, making them the largest age group. Estimates from 2023 place the median age in Goochland County as 49.4 years, which is ten years older than the median age in Virginia of 39.3 years.<sup>(2)</sup>

**Table 2: Age Distribution in Goochland County, 2023**

Age	Percent of Population
0-4	4.9%
5-19	16.5%
20-34	13.8%
35-44	11.3%
45-54	13.8%
55-64	17.1%
65+	22.8%



# What is a CHIP?

The Community Health Improvement Plan (CHIP) is a long-term, systematic effort to tackle the health priorities identified by the community.<sup>(6)</sup> The CHIP is based on the results of the [2024 Goochland County Community Health Assessment \(CHA\)](#).

The Chickahominy Health District's Community Health Team will use the CHIP to guide partners and support progress toward the goals, objectives, and strategies outlined in the action plan. The team will monitor strategy implementation and provide quarterly updates on progress. Additionally, the CHIP will be reviewed and revised annually.

CHIP strategy leaders will start implementing the plan in 2025, which will continue for five years. Annual updates will be provided each August. For a visual representation of this schedule, please see the implementation period diagram below.

## Implementation Period

**YEAR 1:**

August 2025

**YEAR 2:**

August 2026

**YEAR 3:**

August 2027

**YEAR 4:**

August 2028

**YEAR 5:**

August 2029

# The Approach

## Selecting Health Priorities

On December 11, 2024, the Goochland Community Partners met virtually via Microsoft Teams. Attendees included representatives from different agencies, community-based organizations, and nonprofit organizations that operate in the county as well as community members. The purpose of this meeting was to identify the top three priorities for the Goochland County Community Health Improvement Plan (CHIP) for 2025–2029. The group reviewed Goochland County's top eight health issues based on the 2024 Goochland County CHA findings:

1. Healthcare Access and Quality
2. Mental Health
3. Aging Population Support and Services\*
4. Affordable, Safe and Available Housing\*
5. Family and Social Support
6. Chronic Diseases (Cancer, Diabetes, Heart Disease)
7. Physical Activity and Healthy Eating
8. Oral Health

After reviewing data and community perspectives on each issue, participants completed an interactive prioritization activity.<sup>(7)</sup> Each participant received \$1,000 of play money to “invest” in the priorities which they felt were most important to address over the next five years. The Chickahominy Health District’s Community Health Team calculated the investment totals at the end of the activity to determine the top priorities based on collective input.

## Results

The top three health priority areas were identified through the prioritization process and set the focus for the CHIP. Aging Population Support and Services had the most investments with a total of \$3,825; followed by Mental Health with \$2,925; and then Affordable, Safe, and Available Housing with a total of \$2,175.

*\*During the CHIP process, these priorities were renamed by the workgroups to “Older Adult Support and Services” and “Attainable and Safe Housing.”*

# Action Plans

Each priority area in the CHIP includes goals, specific steps, timelines, lead organizations, and measures of success. Setting clear goals and steps, tracking progress, and assigning responsibilities helps turn ideas into results. It's what makes the difference between hoping for change and making it happen. For definitions of key terms used throughout this report, please view the **general glossary (pages 27-28)** and the **housing-specific glossary (Appendix D, pages 36-37)**.

To keep the community informed, the Chickahominy Health District's Community Health Team will send e-newsletters with updates on CHIP progress. They will also share successes and talk about any challenges or delays in carrying out the plan. These updates, along with possible solutions, will be discussed at least twice a year during Goochland Community Partner meetings.

The CHIP is a living document, which means it can change and improve over time. We will share an annual report, including updates, with the community. The structure of the CHIP action plan was based on a planning template from the Minnesota Department of Health.<sup>(8)</sup>





## Health Priority 1: Older Adult Support and Services

The Older Adult Support and Services workgroup held its first meeting on February 7, 2025 and met monthly through May 9, 2025. The workgroup included representatives from Goochland County Parks & Recreation, PlanRVA, The Span Center, Goochland County Department of Social Services, Resources for Independent Living, Head Start, United Way of Greater Richmond & Petersburg, and Chickahominy Health District. Refer to **page five** for a complete list of workgroup members.

The workgroup wrote an issue statement which describes older adults' concerns and served as the foundation for its two primary goals. These goals focus on expanding support and services to enable older adults to age in place and strengthen community programs through increased collaboration among various organizations. During the planning process, members identified seven potential strategies to include in the action plan.

To decide which strategies were most important, the group completed a prioritization survey. They ranked each strategy by how easy it would be to implement and how acceptable it was to the community. Then, they used a chart called an 'impact and effort prioritization matrix' to help them choose which strategies to include in the CHIP report (**Appendix A, pages 29-30**). The goals and strategies for the action plan can be found on **pages 12-14**.

### Issue Statement

Goochland County has a growing population of adults aged 60 and older, which has become the fastest-growing demographic both locally and nationally. Many older adults face challenges, including limited healthcare options, inadequate transportation, social isolation, and a significant gap in income. Without the right support and services, they risk losing their independence, mobility, and quality of life. To address these issues, it is vital for local, regional, state, non-profit, faith-based, and for-profit organizations to work together to create comprehensive services that promote active aging, provide necessary care, and build social connections. This will ensure that older adults in Goochland County feel supported as they age, allowing them to live safely, healthily, with dignity and choice.

Priority 1	<b>Older Adult Support and Services</b>
Goal 1:	Expand support and services such as healthcare, home repairs, and transportation to ensure older adults in Goochland County can age in place safely and independently.

**Objective 1.1:** By December 31, 2025, Goochland County Parks & Recreation will draft one document titled 'Healthy Aging Network of Goochland County'.

**Benchmark and Method of Measuring Success:** One document titled, "Healthy Aging Network of Goochland County."

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Draft and finalize a document that outlines the purpose of the "Healthy Aging Network of Goochland County," identifies key stakeholders and their roles, establishes a regular meeting schedule, and presents a shared vision for coordinating services that support older adults in healthcare access, senior-focused recreational programming, and transportation.	12/31/2025	Partners, Staff	Goochland County Parks & Recreation

**Objective 1.2:** By September 30, 2026, The Span Center and GoochlandCares will identify at least one collaborative project to address housing needs. They will re-evaluate new collaborative opportunities annually through 2029.

**Benchmark and Method of Measuring Success:** Number of collaborative projects and documentation, such as notes or minutes, of meetings conducted.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
GoochlandCares and The Span Center Care Coordination team will meet to develop strategies for increasing collaborative projects for housing needs.	12/31/2025	Partners, Staff	The Span Center, GoochlandCares
GoochlandCares, The Span Center and Chickahominy Health District will meet to discuss the objective. They will attend a meeting with the Goochland Chamber of Commerce on October 7, 2025 to engage local contractors and businesses with this objective.	12/31/2025	Partners, Staff	The Span Center, GoochlandCares

Priority 1	<b>Older Adult Support and Services</b>
Goal 2:	Develop and enhance community programs in Goochland County that promote social engagement, financial stability, physical activity, and overall well-being for older adults, through collaborative efforts with multi-sector partners to more effectively address and prioritize their health needs.

**Objective 2.1:** By March 31, 2026, The Span Center, Goochland Department of Social Services, and Chickahominy Health District will facilitate at least two meetings focused on aging.

**Benchmark and Method of Measuring Success:** Number of meetings and their documentation, such as meeting notes or minutes.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Meet with the Goochland County Sheriff's Office to explore the feasibility and community interest in re-establishing the TRIAD program, aimed at enhancing safety and support for older adults in the county.	12/31/2025	Partners, Staff	The Span Center
Meet with the Goochland Library to explore opportunities for partnering on educational programs and activity-based offerings for older adults, such as knitting groups, technology classes, and other enrichment activities.	3/31/2026	Partners, Staff	Goochland Department of Social Services, Chickahominy Health District

**Objective 2.2:** By September 30, 2026, the Pen Pal program will add at least 25% more members to the program to improve the writing skills of students and foster social connections intergenerationally.

**Benchmark and Method of Measuring Success:** Number of members increases by 25%.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Expand the Pen Pal program through the Goochland Family YMCA to improve writing skills and foster social connections.	9/30/2026	Partners, Staff	Goochland Family YMCA

**Objective 2.3:** By December 31, 2026, Lunah Consulting Solutions will conduct at least two Dementia Dialogue trainings in Goochland County.

**Benchmark and Method of Measuring Success:** A minimum of two Dementia Dialogue training courses by December 31, 2026.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Coordinate and host two Dementia Dialogue trainings in Goochland County to raise awareness, build community understanding, and enhance support for individuals living with dementia and their caregivers.	12/31/2026	Partners, Meeting Space, Staff, Technology	Chickahominy Health District



## Health Priority 2: Mental Health

The Mental Health workgroup met eight times from February 25, 2025, through May 20, 2025. The workgroup included representatives from Goochland-Powhatan Community Services Board, The Span Center, Goochland County Public Schools, Goochland Human Services, and Chickahominy Health District. See **page five** for a complete list of workgroup members.

The group reviewed mental health data from the 2024 Goochland County CHA and shared difficulties experienced by community members and staff in the mental health field. They outlined their concerns in an issue statement which describes mental health challenges experienced in the county, including risk and protective factors. The issue statement guided the workgroup while establishing four goals. These goals aim to increase access to mental health resources, improve awareness through training opportunities, strengthen valuable partnerships, and increase social connectedness and sense of community. The workgroup developed thirteen strategies in support of these goals.

To decide which strategies were most important, the workgroup ranked each strategy by how easy it would be to implement and how acceptable it was to the community. They then used a chart called an 'impact and effort prioritization matrix' to select strategies to include in the CHIP report (**Appendix B, pages 31-32**). The goals and strategies for the mental health action plan can be found on **pages 16-19**.

### Issue Statement:

Goochland citizens face a lack of qualified mental healthcare providers in the county (including child and family therapists, medication prescribers, and specialty therapists) and barriers to accessing care outside the county. The impact of mental health challenges in Goochland is reflected in the county's higher suicide rates when compared to those seen in Virginia overall. Our approach to this issue includes addressing mental health risk factors specific to the county, such as transportation and social isolation, and increasing protective factors, such as mental health literacy and social connectedness.

## Priority 2

### Mental Health

#### Goal 3:

Increase accessibility to and availability of mental healthcare providers across Goochland County by addressing geographic distribution of mental health services and availability of telehealth and mobile mental health services to reach underserved populations.

**Objective 3.1:** By December 31, 2027, Goochland County will provide a resource guide on its county website to direct residents to local and available mental health resources, including public and private providers.

**Benchmark and Method of Measuring Success:** A resource guide will be made available on the county website.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Assess, inventory, and categorize the available mental health resources within Goochland County.	6/30/2026	Staff, Partners, Technology	Chickahominy Healthy District, Goochland Human Services
Conduct a gap analysis of service distributions within the county and define “underserved populations” (e.g., who needs better internet for telehealth services, who experiences transportation barriers to care, or who would benefit from mobile health services).	12/31/2026	Staff, Partners, Technology	Goochland Human Services
Create a resource guide and share it as both a physical hardcopy and on the county website. A digital copy will be shared with community partners to improve options for referrals and resource sharing.	12/31/2027	Staff, Partners, Technology	Chickahominy Health District, Goochland Human Services
Market Goochland County to mental healthcare providers using the result of the mental health assessment, inventory, and gap analysis.	12/31/2028	Staff, Partners, Funding, Subject Matter Expert(s)	Goochland Human Services

Priority 2	Mental Health
Goal 4:	Strengthen partnerships by improving collaboration across sectors to enhance referral networks, service accessibility, and coordination of mental health resources.

**Objective 4.1:** By December 31, 2026, entities working to improve mental health in Goochland will strengthen collaboration with current partnerships and aim to collaborate with at least two new entities to improve mental health support.

**Benchmark and Method of Measuring Success:** At least one on-going partnership and two new cross sector partnerships.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Form new partnerships between different community agencies (e.g., Fire-EMS, VDH, the Span Center), including first responders, clinicians, and other county staff, to increase training opportunities in crisis intervention, mental health, and substance use and to enable appropriate support during a mental health or substance use crisis.	6/30/2026	Funding, Partners, Staff, Technology	Goochland-Powhatan Community Services
Maintain the Goochland-Powhatan Community Services Board's partnerships with public agencies and private entities to continue providing mental health and substance use support services to those who need them (e.g., public schools and GoochlandCares).	12/31/2026	Staff, Partners	Goochland-Powhatan Community Services

Priority 2	Mental Health
Goal 5:	Improve mental health awareness across an array of community members, businesses, and leaders.

**Objective 5.1:** By August 31, 2026, and each August through 2030, increase the number of community members, leaders, and caregivers receiving mental health training available in the county, such as Mental Health First Aid (MHFA), Question Persuade Refer (QPR), and Adverse Childhood Experiences (ACEs).

**Benchmark and Method of Measuring Success:** Goochland-Powhatan Community Services aims to host at least five of the following training opportunities: MHFA, QPR, and ACEs training annually.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Identify trusted community leaders who can be leveraged as protective factors in improving mental health outcomes and increase training opportunities available to these leaders to aid in mental health crises.	6/30/2026	Partners, Staff, Technology	Chickahominy Health District
Increase community-level training opportunities to help recognize people at risk of suicide and other appropriate support in mental health crises.	6/30/2026	Funding, Partners, Staff,	Goochland-Powhatan Community Services, Chickahominy Health District
Increase MHFA and QPR training for caregivers within Goochland to help reduce stigma associated with mental health challenges and improve awareness of signs/symptoms associated with a mental health crisis.	8/31/2026	Funding, Partners, Staff	The Span Center, Goochland-Powhatan Community Services

Priority 2	Mental Health
Goal 6:	Grow opportunities for connectedness within the county to address social isolation and loneliness.

**Objective 6.1:** By December 2026, lead organizations will pilot at least two intergenerational community events at the Goochland YMCA which feature the Span Center's Friendship Café attendees and YMCA summer camp participants.

**Benchmark and Method of Measuring Success:** A minimum of two intergenerational communities will be piloted and one preexisting program will continue.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
The Span Center's Friendship Café, now hosted at Jerusalem Baptist Church, will host "Intergenerational Cafes" at the Goochland YMCA for Friendship Café attendees and YMCA youth campers.	12/31/2026	Funding, Staff, Technology, Volunteers	The Span Center
The Span Center's Friendship Café will reach out to other faith organizations to find others who would like to host additional Intergenerational Cafés.	12/31/2028	Funding, Staff, Technology, Volunteers	The Span Center

**Objective 6.2:** Goochland High School will continue and examine opportunities to grow the Veterans Project, which connects Rachel Tate's 11<sup>th</sup> grade US history students with military veterans.(10)

**Benchmark and Method of Measuring Success:** The program will maintain baseline participation (five events per year) and coordinate one joint event with another intergenerational community, such as The Span Center's Friendship Café.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Students and veterans will attend another intergenerational community to talk about the Veterans Project and form new connections.	12/31/2026	Partners, Technology, Transportation	Chickahominy Health District, Goochland County Public Schools



## Health Priority 3: Attainable and Safe Housing

The Attainable and Safe Housing workgroup held its first meeting in February 2025 and met monthly through June 2025. Workgroup representatives included Goochland Parks & Recreation, Goochland Community Development, Goochland Department of Social Services, Chickahominy Health District, Home Building Association of Richmond, Goochland Chamber of Commerce, GoochlandCares, Habitat for Humanity of Goochland County, Greater Richmond YMCA, Goochland NAACP, and Resources for Independent Living. See **page five** for a complete list of workgroup members.

The group began by describing challenges faced by community members related to housing, creating a glossary of key terms and phrases (**Appendix D, pages 36-37**), and drafting an issue statement. They discussed on-going initiatives to improve housing options happening in the region as well as who might be facing the most challenges when it comes to attaining and/or maintaining safe housing. The group identified more than 30 potential strategies to include in the action plan.

To determine which strategies were most important, the group completed a ranking survey. They ranked each strategy by how easy it would be to implement and how acceptable it was to the community. Then they used a chart called an “impact and effort prioritization matrix” to select strategies to include in the improvement plan (**Appendix C, pages 33-35**). The group agreed to include one main goal with two objectives in their action plan (**pages 21-22**). Additional strategies for future consideration are on **page 23**.

### Issue Statement:

Stable housing is a basic need for all community members. There is a lack of safe and attainable housing options for people of all ages and income levels in the county. Quality housing, that does not result in a cost burden to the household, promotes better health, well-being, and community development. A county that prioritizes accessible housing options for those who desire to age in place, members of the local workforce, homeowners and renters, as well as young families can lead to even greater community engagement, connectedness, and investment. As Goochland County's population grows, the infrastructure, utilities, and plans must also evolve.

Priority 3	<b>Attainable and Safe Housing</b>
Goal 7:	Restart the Housing GVA Steering Committee to enhance collaboration and propose plans for the future.

**Objective 7.1:** By June 2026, at least four of the core Housing GVA Steering Committee members will regroup and determine the best path to improve housing attainability, enhance collaboration, increase awareness of ongoing housing initiatives, and propose housing strategies to county leadership for consideration.

**Benchmark and Method of Measuring Success:** Four Steering Committee members meet at least twice and outline a plan to restart Housing GVA; invite at least three additional members to join.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Determine Steering Committee host site and meeting facilitator(s).	8/31/2025	Partners, Physical Site, Staff, Technology	Chickahominy Health District and GoochlandCares
Review the housing study and fact sheet completed in April 2021; determine potential changes from 2021 to present related to housing dynamics in the county. <sup>(11)</sup>	8/31/2025	Staff, Technology	Chickahominy Health District
Invite Steering Committee members (previous and new); create a roster, draft agendas, and determine initial meeting frequency. Determine vision/goals and Steering Committee needs (charter, roles, etc.).	9/30/2025	Partners, Staff, Technology	Chickahominy Health District and GoochlandCares
Research potential grant opportunities to support Housing GVA initiatives (e.g., Virginia Housing).	12/01/2025	Partners, Staff, Technology	Chickahominy Health District and GoochlandCares
Raise awareness, continue support for, and plan for the sustainability of local programs that address housing needs (GoochlandCares, Department of Social Services, Habitat for Humanity, YMCA, among others).	01/31/2026	Partners, Staff, Technology	Steering Committee Members

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Meet with at least two jurisdictions to learn about housing strategies used to address the needs of those who desire to age in place, members of the local workforce, homeowners and renters, as well as young families. The Steering Committee will share this information with Goochland County.	3/31/2026	Partners, Staff, Technology	Steering Committee Members

**Objective 7.2:** By March 31, 2026, the Steering Committee will review Goochland County's Comprehensive Plan with a focus on plans and recommendations related to attainable housing.

**Benchmark and Method of Measuring Success:** Comprehensive Plan is reviewed, and housing-related sections are flagged; at least one meeting is held with Goochland County's Community Development staff to review progress and discuss Housing GVA Steering Committee members' questions.

Strategies/Action Steps	By When	Resources Needed	Lead Organization
Steering Committee members will determine which sections of the comprehensive plan are related to improving housing options for those who desire to age in place, members of the local workforce, homeowners and renters, as well as young families and the progress or status of those plans.	1/31/2026	Staff, Technology	Steering Committee Members
Steering Committee members will connect with the county's Community Development Department to ask questions, make suggestions, and gain a better understanding of the progress (or modifications) of the plan to date.	2/28/2026	Staff, Partners	Steering Committee Members and Community Development Department
Steering Committee members will connect with residents and the local workforce to obtain their housing stories to share with county leadership.	3/31/2026	Incentives, Staff, Partners, Technology	Steering Committee Members
Steering Committee members will review strategies for future consideration, listed on page 23.	12/31/2029	Funds, Subject Matter Experts, Staff, Partners, Technology	Steering Committee Members

## Strategies for Future Consideration

Housing GVA's Steering Committee should consider additional strategies to improve housing attainability in Goochland County. The following ideas depend on successfully reforming Housing GVA's Steering Committee and access to subject matter experts.

Future strategies could include:

- Exploring incentives for developers to build attainable housing, zoning and infrastructure, and policy updates that could improve housing attainability in Goochland County.
- Investigating changes to zoning and infrastructure, such as maintaining a percentage of attainable units, increasing inventory for multifamily homes that maintain the rural and architectural charm of Goochland, setting aside a percentage of land for attainable or workforce housing development, and permitting accessory dwelling units.
- Researching policy updates, such as locked-in home value assessments for seniors and others on fixed incomes.

# Alignment with Virginia's Plan for Well-Being

Two health priorities identified for Goochland County align with aspects of the 2025-2029 Virginia's Plan for Well-Being, which serves as the State Health Improvement Plan (SHIP).<sup>(9)</sup> Virginia's Plan for Well-Being focuses on six health priority areas identified by the State Health Assessment Advisory Council in August 2022. The 2025-2029 Goochland County CHIP aligns with two of the health priority areas.

## VDH's SHIP Health Priority 4: Mental Health

- Increase the number of school districts and community groups that use evidence-based and best practice programs that promote resilience and healthy decision-making.
- Continue to provide and, where not available, develop, prevention and early intervention services to middle and high school students.
- Continue to address the social determinants of health that increase the risk of suicide, self-harm, and adverse health consequences such as adequate housing and economic opportunities and provide support to address food security.
- Provide training to mental health professionals to increase support and referral options for Virginians at risk of suicide or experiencing unmet mental health needs.

## VDH's SHIP Health Priority 6: Housing, Transportation, and Economic Stability

- Assess the extent of need for housing-related services.

# Your Role

We encourage community members to get involved. Email or call us to:

- Join the Goochland Community Partners.
- Share your ideas on how to address one or more of the health priorities.
- Sign up to receive quarterly newsletters providing updates on CHIP progress.

Your unique perspective and ideas can help develop creative and effective solutions that address the root causes of these challenges. We hope you'll join us and contribute to shaping initiatives that aim to improve older adult services, mental health, and housing. Working alongside diverse stakeholders, you can contribute to an action plan that reflects the needs of the community and ensures that everyone can thrive. Your voice is a critical part of positive change.

Contact us: [!\[\]\(efafcae43acae17c4bb9f41420411b00\_img.jpg\) CHDWellness@vdh.virginia.gov](mailto:CHDWellness@vdh.virginia.gov)  804-365-3240



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# General Glossary

## **Acceptability**

The quality of being satisfactory and able to be agreed to or approved of.

## **Benchmark Measures**

How change in behavior, environment, and/or policy will be measured in implementation. Measures include both outputs (project deliverables) and outcomes when possible.

## **By when**

The date the strategy or action step will be completed.

## **Community Health Assessment (CHA)**

Community health assessment calls for regularly and systematically collecting, analyzing, and making available information on the health of a community, including statistics on health status, community health needs, epidemiologic, and other studies of health problems.

## **Community Health Improvement Plan (CHIP)**

Community Health Improvement Plan (CHIP) is a long-term, systematic effort to tackle the most important health priorities identified by the community. The CHIP is based on the results of the 2024 Goochland County CHA.

## **Deliverables**

The tangible or intangible results, products, or services a project aims to produce and report to stakeholders.

## **Demographics**

Statistical data relating to the population and particular groups within it.

## **Feasibility**

Possible to do easily or conveniently.

## **Goals**

Broad statements, describing a desired population condition of well-being.

## **Health Priority**

A health issue identified during the CHA process.

## **Lead Organizations**

Organizations and individuals who have agreed to facilitate the work. The strategy owners report their progress, successes, and challenges quarterly to the Chickahominy Health District's staff.

**Objectives**

Specific, measurable, achievable, relevant statements with a timeframe. Objectives specifically describe what your efforts are intended to accomplish and what change you hope to achieve. They help quantify the achievement of the goal.

**Outcomes**

Represents a specific result a program is intended to achieve.

**Resources needed**

The assets, materials, capabilities, or entities that are required to fulfill a need, achieve a goal, or provide support.

**Source**

The location or organization where the data is being used originates from.

**Strategies**

A collection of tangible actions to be carried out that have a reasonable chance of achieving goals and objectives.

**Timelines**

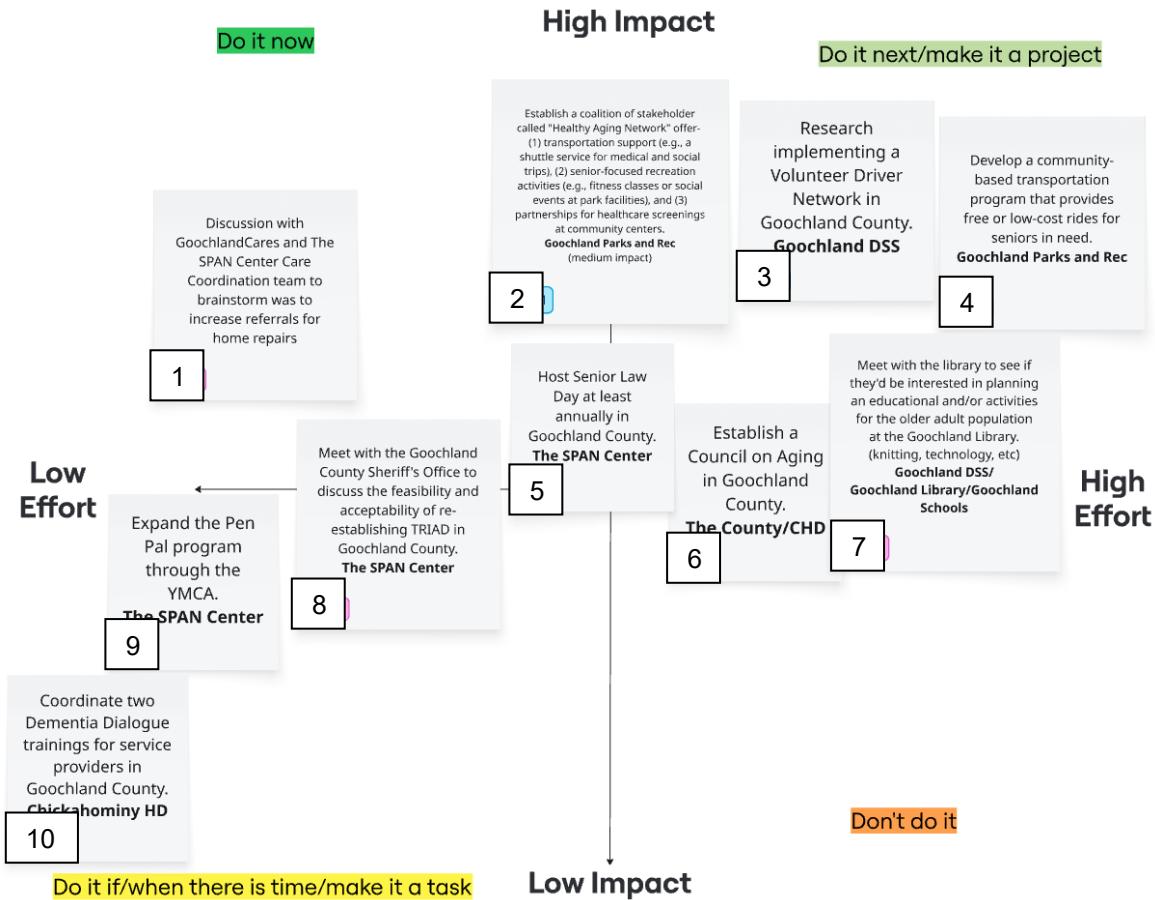
Sets the parameters for when a strategy will be completed.

**Workgroup**

A group of people who work together on a particular piece of work.

# Appendix A

## Older Adult Support and Services Impact/Effort Matrix



Please refer to the list below (**pages 30-31**) if you would like to read the strategies on the Impact/Effort Matrix. The number on the bottom left of each sticky note corresponds with its text in the list.

### Strategies on the Impact/Effort Matrix:

#### “Do it Now” (High Impact, Low Effort)

1. Discussion with GoochlandCares and The SPAN Center Care Coordination team to brainstorm was to increase referrals for home repairs

#### “Do it Next” (High Impact, High Effort)

2. Establish a coalition of stakeholder called "Healthy Aging Network" offer- (1) transportation support (e.g., a shuttle service for medical and social trips), (2) senior-

focused recreation activities (e.g., fitness classes or social events at park facilities), and (3) partnerships for healthcare screenings at community centers. **Goochland Parks and Rec** (medium impact)

3. Research implementing a Volunteer Driver Network in Goochland County. **Goochland DSS**

4. Develop a community-based transportation program that provides free or low-cost rides for seniors in need. **Goochland Parks and Rec**

5. Host Senior Law Day at least annually in Goochland County. **The SPAN Center**

6. Establish a Council on Aging in Goochland County. **The County/CHD**

7. Meet with the library to see if they'd be interested in planning an educational and/or activities for the older adult population at the Goochland Library. (knitting, technology, etc.) **Goochland DSS/Goochland Library/Goochland Schools**

#### **“Do it When There is Time” (Low Impact, Low Effort)**

8. Meet with the Goochland County Sheriff's Office to discuss the feasibility and acceptability of re-establishing TRIAD in Goochland County. **The SPAN Center**

9. Expand the Pen Pal program through the YMCA. **The SPAN Center**

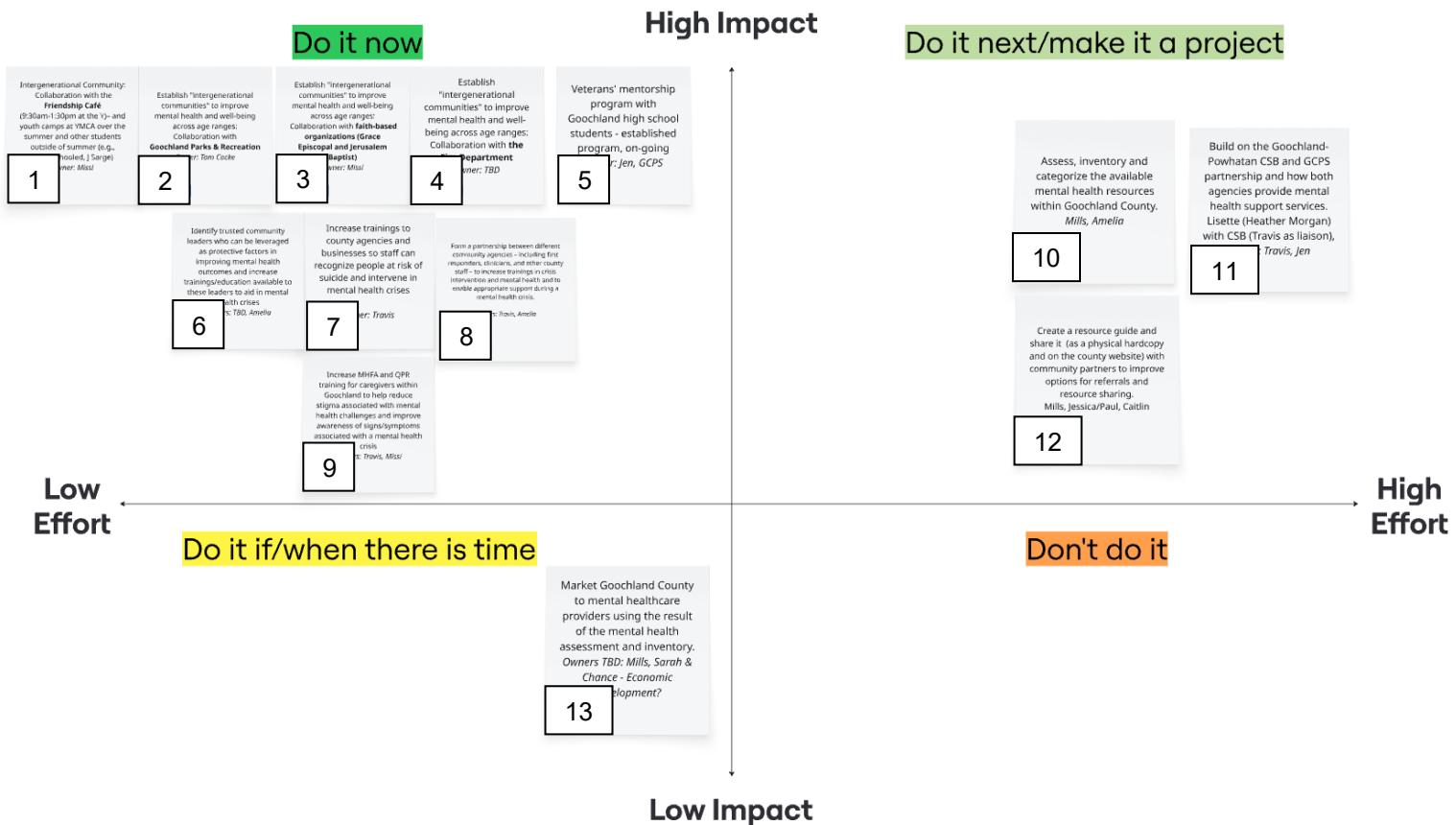
10. Coordinate two Dementia Dialogue trainings for service providers in Goochland County. **Chickahominy HD**

#### **“Don’t Do it” (Low Impact, High Effort)**

N/A

# Appendix B

## Mental Health Impact/Effort Matrix



Please refer to the list below (**pages 32-33**) if you would like to read the strategies on the Impact/Effort Matrix. The number on the bottom left of each sticky note corresponds with its text in the list below.

## Strategies on the Impact/Effort Matrix

### "Do it Now" (High Impact, Low Effort):

1. Intergenerational Community: Collaboration with the Friendship Café (9:30am-1:30pm at the Y)– and youth camps at YMCA over the summer and other students outside of summer (e.g., homeschooled, J Sarge) Owner: Missi
2. Establish "intergenerational communities" to improve mental health and well-being across age ranges: Collaboration with Goochland Parks & Recreation, Owner: Tom Cocke
3. Establish "intergenerational communities" to improve mental health and well-being across age ranges: Collaboration with faith-based organizations (Grace Episcopal and Jerusalem Baptist) Owner: Missi
4. Establish "intergenerational communities" to improve mental health and well-being across age ranges: Collaboration with the Department of Veterans Affairs Owner: TBD
5. Veterans' mentorship program with Goochland high school students - established program, on-going Owner: Jen, GCPS
6. Identify trusted community leaders who can be leveraged as protective factors in improving mental health outcomes and increase trainings/education available to these leaders to aid in mental health crises Owner: Travis, Amelia
7. Increase trainings to county agencies and businesses so staff can recognize people at risk of suicide and intervene in mental health crises Owner: Travis
8. Form a partnership between different community agencies - including first responders, clinicians, and other county staff - to improve mental health interventions and mental health and to provide appropriate support during a mental health crisis Owner: Jen, Amelia
9. Increase MHFA and CPR training for caregivers within Goochland to help reduce stigma associated with mental health challenges and improve awareness of signs/symptoms associated with a mental health crisis Owner: Travis, Missi
- 10: Assess, inventory and categorize the available mental health resources within Goochland County. Owners: Missi, Amelia
- 11: Build on the Goochland-Powhatan CSB and GCPS partnership and how both agencies provide mental health support services. Lisette (Heather Morgan) with CSB (Travis as liaison), Travis, Jen
- 13: Market Goochland County to mental healthcare providers using the result of the mental health assessment and inventory. Owners: TBD; Mills, Sarah & Chance - Economic Development?

3. Establish "intergenerational communities" to improve mental health and well-being across age ranges: Collaboration with faith-based organizations (Grace Episcopal and Jerusalem Baptist) Owner: Missi
4. Establish "intergenerational communities" to improve mental health and well-being across age ranges - Collaboration with the Fire Department, Owner: TBD
5. Veterans' mentorship program with Goochland high school students - established program, on-going, Owner: Jen, GCPS
6. Identify trusted community leaders who can be leveraged as protective factors in improving mental health outcomes and increase trainings/education available to these leaders to aid in mental health crises, Owners: TBD, Amelia
7. Increase trainings to county agencies and businesses so staff can recognize people at risk of suicide and intervene in mental health crises, Owner: Travis
8. Form a partnership between different community agencies – including first responders, clinicians, and other county staff – to increase trainings in crisis intervention and mental health and to enable appropriate support during a mental health crisis. Owners: Travis, Amelia
9. Increase MHFA and QPR training for caregivers within Goochland to help reduce stigma associated with mental health challenges and improve awareness of signs/symptoms associated with a mental health crisis, Owners: Travis, Missi

#### **“Do it Next” (High Impact, High Effort)**

10. Assess, inventory and categorize the available mental health resources within Goochland County. Mills, Amelia
11. Build on the Goochland-Powhatan CSB and GCPS partnership and how both agencies provide mental health support services. Lisette with CSB (Travis as liaison), Schools - TBD
12. Create a resource guide and share it (as a physical hardcopy and on the county website) with community partners to improve options for referrals and resource sharing. Mills, Jessica/Paul, Caitlin

#### **“Do it When There is Time” (Low Impact, Low Effort)**

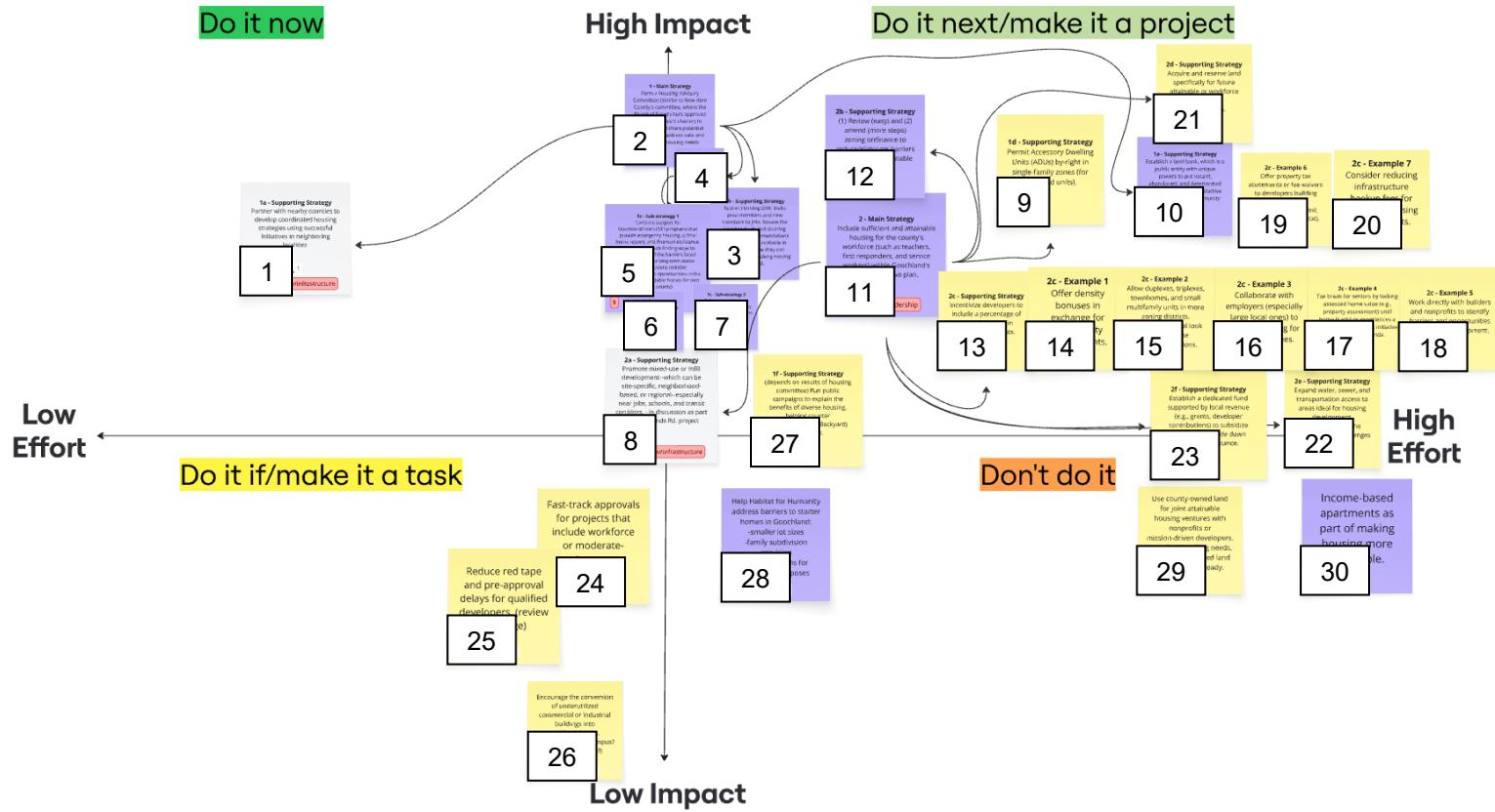
13. Market Goochland County to mental healthcare providers using the result of the mental health assessment and inventory. Mills, Sarah & Chance - Economic Development?

#### **“Don’t Do it” (Low Impact, High Effort)**

N/A

# Appendix C

## Safe and Attainable Housing Impact/Effort Matrix



Please refer to the list below (pages 34-36) if you would like to read the strategies on the Impact/Effort Matrix. The number on the bottom left of each sticky note corresponds with its text in the list below.

## Strategies on the Impact/Effort Matrix

### “Do it Now” (High Impact, Low Effort)

1. 1a - Supporting Strategy: Partner with nearby counties to develop coordinated housing strategies using successful initiatives in neighboring areas.

### In-between “Do it Now/Do it Next” (High Impact, Low/High Effort)

2. 1 - Main Strategy: Form a Housing Advisory Committee (similar to New Kent County's committee, where the Board of Supervisors approves the committee's charter) to research and share potential solutions to address safe and attainable housing needs.

3. 1b - Supporting Strategy: Restart Housing GVA: Invite prior members and new members to join. Review the housing study and steering committee recommendations that were made available in 2021 to see how they can inform decision making moving forward.
4. 1c - Supporting Strategy: Review and provide input on possibility of rental units within the county
5. 1c - Sub-strategy 1: Continue support for GoochlandCare's (GC) programs that provide emergency housing, critical home repairs, and financial assistance. This would include finding ways to address some of the barriers faced when looking for long-term stable housing solutions (reliable transportation, job opportunities in the county, and affordable homes for rent in the county).
6. 1c - Sub-strategy 2: For rental units - work with developers on using federal tax credits to help with development costs.
- 7.1c - Sub-strategy 3: Follow-up sticky notes about landlords/property managers and "rental case management" (DSS, GoochlandCares, CSB, YMCA)
8. 2a - Supporting Strategy: Promote mixed-use or infill development--which can be site-specific, neighborhood-based, or regional--especially near jobs, schools, and transit corridors. - in discussion as part of Fairgrounds Rd. project

### **"Do it Next" (High Impact, High Effort)**

9. 1d- Supporting Strategy: Permit Accessory Dwelling Units (ADUs) by-right in single-family zones (for detached units).
10. 1e- Supporting Strategy: Establish a land bank, which is a public entity with unique powers to put vacant, abandoned, and deteriorated properties back to productive use according to community goals (<https://communityprogress.org/resources/land-banks/>).
11. 2. Main Strategy: Include sufficient and attainable housing for the county's workforce (such as teachers, first responders, and service workers) within Goochland's comprehensive plan.
12. 2b - Supporting Strategy: (1) Review (easy) and (2) amend (more steps) zoning ordinance to reduce/eliminate barriers to developing attainable housing.
13. 2c - Supporting Strategy: Incentivize developers to include a percentage of attainable units in new developments.
14. 2c - Example 1 of incentive: Offer density bonuses in exchange for affordability commitments.
15. 2c - Example 2: Allow duplexes, triplexes, town homes, and small multifamily units in more zoning districts. Maintaining a rural look with deliberate landscaping options.
16. 2c - Example 3: Collaborate with employers (especially large local ones) to develop housing for their employees.

17. 2c - Example 4: Tax break for seniors by locking assessed home value (e.g., property assessment) until home is sold or experiences a major renovation. This initiative takes place in Florida.
18. 2c - Example 5: Work directly with builders and nonprofits to identify barriers and opportunities for housing development.
19. 2c - Example 6: Offer property tax abatements or fee waivers to developers building attainable units (currently permit fees waived for Habitat).
20. 2c - Example 7: Consider reducing infrastructure hookup fees for attainable housing developments.
21. 2d - Supporting Strategy: Acquire and reserve land specifically for future attainable or workforce housing developments.
22. 2e - Supporting Strategy: Expand water, sewer, and transportation access to areas ideal for housing development. (Understanding the limitations and challenges in a rural area)
23. 2f - Supporting Strategy: Establish a dedicated fund supported by local revenue (e.g., grants, developer contributions) to subsidize projects or provide down payment assistance.

#### **“Do it When There is Time” (Low Impact, Low Effort)**

24. Fast-track approvals for projects that include workforce or moderate-income housing.
25. Reduce red tape and pre-approval delays for qualified developers. (review language)
26. Encourage the conversion of underutilized commercial or industrial buildings into residential units. (Former Reynolds campus? Other properties?)

#### **“Don’t Do it” (Low Impact, High Effort)**

27. 1f - Supporting Strategy (depends on results of housing committee) Run public campaigns to explain the benefits of diverse housing, helping counter NIMBY (Not In My Backyard) sentiment.
28. Help Habitat for Humanity address barriers to starter homes in Goochland:
  - smaller lot sizes
  - family subdivision provision
  - land donations for charitable purposes
29. Use county-owned land for joint attainable housing ventures with nonprofits or mission-driven developers. Note: land banking needs, most county-owned land has civic use already.
30. Income-based apartments as part of making housing more attainable.

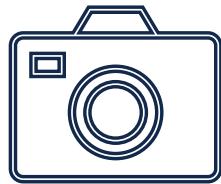
# Appendix D

## Housing Workgroup Glossary

Glossary Term	Category	Definition or Explanation
Housing GVA (Housing Goochland, VA)	Engagement/ Education	A team of community members in Goochland County which investigates challenges and opportunities with housing in the area.
Not In My Backyard (NIMBY)	Engagement/ Education	A phenomenon that refers to the attitudes of community members who do not express support for projects or policies, unless they occur outside of their own residential areas. These sentiments arise from concerns of negative impacts that could emerge from the projects.
Affordable housing	Financial	Refers to a housing condition where the resident does not pay more than 30 percent of their gross income for their housing and utility costs.
Federal tax credits	Financial	A credit that subsidizes the acquisition, construction, and rehabilitation for developers when building housing for moderate- to low-income residents. These credits are issued by the federal government and awarded to the state.
GoochlandCares	Financial	A local non-profit that provides medical, non-medical, and emergency services to the community.
Hook-up fees	Financial	A fee paid to access utility systems within a locality.
Nonprofit organization	Financial	An organization that is formed for a purpose other than producing a profit, often to better a social cause.
Brownfield	Infrastructure/ Development	A property where the existence of a hazardous contaminant or substance complicates the function of the property, often leading to abandonment and a lack of development.
Income-based apartment	Infrastructure/ Development	Housing units that are available to tenants whose incomes fall between a defined range. They are holistically determined if eligible for housing based on the landlord's requirements.
Infill development	Infrastructure/ Development	A further development of areas that have already been built upon, or can have vacant and underdeveloped properties repurposed.

Glossary Term	Category	Definition or Explanation
Land bank	Infrastructure/Development	A public entity that grants the power to a community to repurpose vacant or worn-down properties to productive use, based on the goals they communicate.
Mixed-use development	Infrastructure/Development	A site that has several different uses or purposes within one developed establishment.
Smart Growth initiatives	Infrastructure/Development	A set of strategies focused on simultaneously developing and conserving areas in order to create communities that protect health and promote sustainable functions.
Housing Advisory Committee	Leadership	A committee that advises the Board of Supervisors or City Council on housing issues within the community, and develops goals and strategies to the improve living standards and access to housing for community members.
Accessory Dwelling Units (ADUs)	Zoning	An additional housing unit that is attached, internal, or detached from the main dwelling unit on one property. ADUs are typically smaller and serve as another living space on the property.
Density Bonus	Zoning	A tool that incentivizes and authorizes developers to exceed the maximum density limits of an establishment, and increase the amount of housing units, height, or floor space to expand affordability for the public.
Habitat for Humanity	Zoning	A global non-profit organization that creates partners with families and individuals to build and improve homes for those who are in need of more adequate and affordable housing.
Red tape	Zoning	A bureaucratic method that includes strict rules, regulations, and procedures that inhibit or slow down another's actions or processes. It is often seen as a burden to the public.
Zoning Ordinance	Zoning	A law pertaining to a city or governing body that regulates how sections of land can be used within the given area. Ordinances may also regulate characteristics of buildings including height, sound, or spatial restrictions.

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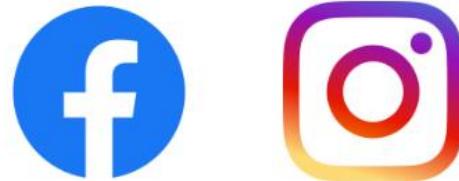
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