

VIRGINIA ASSOCIATION OF COUNTIES  
COMMUNICATIONS AWARD SUBMISSION  
SUBMITTED BY: ROANOKE COUNTY, VA

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**Entry Summary:**

Providing information that is easy for the public and employees to understand is no easy task when it comes to explaining the complicated and somewhat lengthy process involved in developing a locality's budget. However, over the past couple of years, Roanoke County has created and refined a multi-month communications campaign that provides timely and easy-to-understand budget updates that takes the public and employees from the earliest budget development meetings to final budget approval by the Board of Supervisors.

The process created, which also encourages citizen feedback, has been especially important in recent years as Roanoke County, like other localities across the Commonwealth, has faced challenging decisions regarding department operating budgets and staffing levels. Communication is vital in local government; citizens deserve to be informed and encouraged to voice their opinion, most especially regarding issues that could have a direct impact on the services that they have come to rely and depend upon.