



Central Virginia Planning District Commission (CVPDC)

Purpose of the CVPDC strategic direction round table 2019

Engage local government officials and stakeholders in setting strategic direction for the Central Virginia Planning District by identifying an area of focus that will advance the region

Pre-event survey:

Prior to the roundtable event, a survey was disseminated to 112 people and there were 37 responses. The groups represented in the survey were:

- Local Elected Officials
- Managers / Administrators
- Economic Development Staff
- EDA/IDA Chairs and Vice Chairs
- Local Planning Commissioners
- Other

The survey consisted of only 1 question: “As you think about the future strategic direction of the Central Virginia Planning District, what area of focus do you believe has the greatest potential to advance our region?”

The compiled responses were reviewed and grouped into focus areas. Within each focus area, themes were identified. See results below:

Focus area	Themes
Workforce development (26)	<ul style="list-style-type: none"> • Provide workforce development opportunities that align with the business needs (14) • Attract workers to stay in and/or move to the region (7) • Attract businesses to locate in the region by providing a ready workforce (5)
Economic development (20)	<ul style="list-style-type: none"> • Implement the existing economic development strategy that serves the entire region (12) • Redevelop the Central Virginia Training Center (8)



Focus area	Themes
Quality of life amenities and tourism (16)	<ul style="list-style-type: none"> • Brand & promote the region as a tourists' destination that takes advantage of the region's asset; natural, historic, etc. (11) • Enhance the desirability of the region by providing and promoting quality of life amenities (7) • Increase access to multi-model transportation options (7)

October 17, 2019 Round table small group work

Following the presentation of the survey results, participants were assigned to a small group. There were 2 small groups formed for each of the focus areas above. In other words, there were 2 small groups to discuss *Workforce development*, 2 small groups to discuss *Economic development* and 2 small groups to discuss *Quality of life amenities and tourism* for a total of 6 small groups.

Each group was asked to consider their focus area and the associated themes and answer 2 questions:

1. What do you think will be the critical success factors?
2. What do you think will be the biggest challenges?

The table below reflects the transcribed results from the small work groups:

Economic Development	
Critical Success Factors	Biggest Challenges
<p>Infrastructure comments</p> <ul style="list-style-type: none"> • Site pads ready • Regional fiber • Infrastructure • H2O • Pads and sites • Infrastructure <p>Jobs / Workforce / Training comments</p> <ul style="list-style-type: none"> • Ready workforce • K-12 focus is a must • Increase in jobs with wages of \$37,000 • Reduce unemployment rate 	<p>Infrastructure comments</p> <ul style="list-style-type: none"> • Railroads, airport • Existing buildings • Transportation • Lack of inventory <p>Jobs / Workforce / Training comments</p> <ul style="list-style-type: none"> • So many programs, not many results • Development match with employees



Economic Development

Finance/resources comments

- Revenue generation
- Put on tax rolls
- Private sector champions
- State money coop
- State coop / leadership
- Increase in real estate tax Bd poll

Regional consensus / agreement comments

- Reaching consensus on what to do
- Determine what types of industry to target (build on what exists, spinoffs, etc.)
- Realistic, economically feasible goals
- Identifying something region can agree on
- Agree on a brand for the region
- A masterplan with regional ROI
- CEDs

Finance/resources comments

- State bonds
- Money required

Regional consensus / agreement comments

- Ownership
- Regional buy-in
- Reaching consensus

Environmental comments

- Environmental nightmare
- Dirty environment



Workforce Development	
Critical Success Factors	Biggest Challenges
<p>Workforce KSAs/ and competency comments</p> <ul style="list-style-type: none"> • Good work ethic • Soft skills training • Problem solving • Increase apprenticeships <p>Career path awareness comments</p> <ul style="list-style-type: none"> • Workforce resource area in libraries (STEM related activities, on-site provided by staff / common platform – business connections, career pathways tie-in) • Increase, expand business tours • Career path awareness • Market opportunities & increase awareness of what exists • Multiple training opportunities that are well publicized, coordinated with employers (adult, collegiate, secondary) • Common regional marketing plan • Fill 250 open jobs in manufacturing <p>Understand business needs</p> <ul style="list-style-type: none"> • Assess business needs and provide opportunities to develop workforce in those areas 	<p>Workforce KSAs/and competency comments</p> <ul style="list-style-type: none"> • Need to train parents of students • Younger workers/generation want instant gratification • Training available to keep youth in the area • Increase apprenticeships • The need for instant gratification <p>Career path awareness comments</p> <ul style="list-style-type: none"> • Hard to keep youth in the area – global movement; help increase awareness about what it here • Manufacturing – 250+ jobs are available today – let people know • Reach home school students and private schools • Improve marketing / collective / increase awareness, public education, regional pathways <p>Understand business needs</p> <ul style="list-style-type: none"> • Adjusting to needs / demands of employees (physical, emotional, psychological) • Access to high speed internet • More experts from private sector • Differential in compensation <p>Workforce support needs</p> <ul style="list-style-type: none"> • Transportation – rural area, uber, volunteer network • Transportation – mentioned 3 times • Childcare



Quality of life amenities / tourism	
Critical Success Factors	Biggest Challenges
Transportation & accommodation options <ul style="list-style-type: none"> • Full aircraft on American Airlines • Uber & Lyft needs to be present • Airbnb, etc. increasing • Hotels options – measure capacity 	Transportation and accommodation options <ul style="list-style-type: none"> • Only one airline in CLT • Transportation • Connectivity in urbanized area
Things to attract and retain people to the area <ul style="list-style-type: none"> • Need convention / conference center • More cultural activities • More parks and trails • Walkability in town centers, including sense of safety • Marketing plan beyond the region / state • Trails created / improved access • Regional unique “destination” area 	Things to attract and retain people to the area <ul style="list-style-type: none"> • Quality of life and tourism are often in conflict • Tourism revenue generators are not equally distributed • Lack of regional identity • Inconsistent broadband coverage • Not enough broadband access • Access to diversified healthcare • Preserve corridor throughput • Open space and agriculture preservation • Lack of identity • Political will is lacking

Priority ranking for the 3 focus areas

Participants were given 1 voting dot and asked to place the dot on the area of focus they thought would provide the biggest return on investment in advancing the region. The results of the prioritization activity are listed below:

- Economic development – 19 votes
- Quality of life / tourism - 11 votes
- Workforce development - 5 votes

Possible next steps and considerations

- Review the results of the roundtable. Economic development was the area that was identified as the top choice by the participants, however, the roundtable activity was designed to provide the Commission with recommendations, not the answer/
- Consider some ideas that impacted all of the focus areas, for example, broadband was mentioned in all three focus areas
- During the Commission’s review of the roundtable results, look for specific efforts that if tackled, would provide the biggest return on investment for the region. For



example, would redevelopment of the CVTC address a large number of critical success factors and challenges and provide the biggest ROI for economic development. Or, would expansion of broadband be the project to tackle that would contribute the highest ROI for all 3 focus areas. (NOTE, these are simply examples, and not recommendations from Zelos)

BALLOT

Moving the Region Forward

VOTE #1

VOTE #2

Build a Regional Identity to Brand and Promote the Region

Tourism oriented

Business/industry oriented

Economic Development

Industrial/Technology Parks - pad ready sites

CVTC

Broadband and fiber access

Small Business Development/Support for Entrepreneurs

Agriculture and Forestry

Attracting business

Education and Workforce Development

Alignment with Business needs

Technical/vocational Education

K-12

At-risk Youth

Retaining Talent

Adult Worker Advancement

Promote/Market the development of an industry sector

Technology

Advanced Manufacturing

Engineering

Workforce Housing

Increased communications to communities and governments

Stronger CEDS reporting

Outreach to smaller communities

Recreation and Tourism

Bike/Pedestrian trail network

Rivers and Water

Multimodal transportation opportunities

Convention/conference center