



12th Fl., 828 Main St.
Lynchburg, VA 24504

**Central Virginia Planning
District Commission**

Electronic Meeting: GoToMeeting
January 21, 2021
5:00 p.m.

Agenda

- 1. Welcome | Moment of Silence | Introduction of New Members** Richard Conner, Chair
 - a.** Introduction of new member Wayne Mitchell, Altavista Town Council & returning member Charlie Watts, Campbell County Board of Supervisors
 - b.** Thanks to Jon Hardie of Campbell County and Bev Dalton of Altavista for their service during 2020
 - c.** Welcome to members of the Central Virginia Workforce Council
 - Kenneth Brown, Campbell County Board of Supervisors
 - John Hinkle, Appomattox County Board of Supervisors
 - Jennifer Moore, Amherst County Board of Supervisors
 - John Sharp, Bedford County Board of Supervisors
 - Treney Tweedy, Lynchburg City Council
- 2. Approval of November 19, 2020 Meeting Minutes**..... Richard Conner, Chair
(Attached)
- 3. Financial Update**.....Gary Christie, CVPDC
(Attached)
- 4. Discussion with Lori Strumpf of Strumpf Associates on the update of the Central Virginia Workforce Strategic Plan** Gary Christie and Ben Bowman, CVPDC
(Attached) (Attached) (Attached)
- 5. Overview of the Long Range Transportation Plan Dashboard** Ada Hunsberger, CVPDC
(Attached)
- 6. Creating Online, Data-Drive Reports for Communities**.....Philipp Gabathuler, CVPDC
(Attached)
- 7. Other Business from Members or Staff** Richard Conner, Chair
- 8. Adjourn: Next meeting: March 18, 2021, 5:00 p.m.**

Informational Items:

Quarterly Activity Report through December 2020



**Central Virginia Planning
District Commission**
828 Main Street, 12th Floor
Lynchburg, VA 24504
Electronic Meeting - GoToMeeting

**November 19, 2020
5:00 pm**

Minutes

Members Present:

Mayor Richard Conner, Town of Appomattox, Chair
Jon Hardie, Campbell County Board of Supervisors
Robert Hiss, Bedford County Administrator
Jamie Glass, Alternate, Lynchburg Regional Economic Alliance
Dean Rodgers, Amherst County Administrator
Frank Rogers, Campbell County Administrator
Gary Shanaberger, Appomattox Town Manager
Reid Wodicka, City of Lynchburg

Members Absent:

Jimmy Ayers, Amherst County Board of Supervisors
Susan Adams, Appomattox County Administrator
Sara Carter, Amherst Town Manager
Waverly Coggsdale, Altavista Town Manager
Beverley Dalton, Altavista Town Council
Bruce Johannessen, Bedford Town Council
Trevor Hipps, Appomattox County Board of Supervisors
Mark Peake, Senate of Virginia
John Sharp, Bedford County Board of Supervisors
Mayor Dwayne Tuggle, Town of Amherst
Russell Thurston, Brookneal Town Manager
Trenay Tweedy, City of Lynchburg
Bart Warner, Bedford Town Manager

Others Present:

Gary Christie, Central Virginia Planning District Commission, Executive Director
Mallory Cook, Central Virginia Planning District Commission
Kelly Hitchcock, Central Virginia Planning District Commission
Ada Hunsberger, Central Virginia Planning District Commission
Rosalie Majerus, Central Virginia Planning District Commission

Welcome, Introduction of New Members, Remembrance of former members Stan Goldsmith and Paul Harvey

Richard Conner, chair, welcomed everyone and opened the meeting of the Central Virginia Planning District Commission at 5:00 p.m.

The PDC recognized former members Stan Goldsmith and Mayor Paul Harvey who both served on the commission for several years.

1. Approval of the September 17, 2020 Meeting Minutes

A motion was made by Reid Wodicka, seconded by Frank Rogers, to approve the minutes of the September 17, 2020 meeting, and the motion passed unanimously as presented.

2. Financial Update

Rosalie Majerus presented the financial update through the end of October 2020. A few lines show expenses over budget including miscellaneous expenses that were included in moving costs for new employee Ada Hunsberger and billable time not yet accounted for related to Amherst CBDG actual expenses.

The revenue from Campbell County's buy-in to the regional radio board is also reflected in the budget as presented.

3. Consideration of a \$1,000 Bonus for PDC Employees

At the beginning of the fiscal year, it was unclear whether additional reductions to revenue would need to be accounted for surrounding COVID-19 impact on planning and projects in the region and state. After four months, staff believe that revenues can now be properly projected and there will likely be no unusual circumstances that will impact the balance of the budget.

Of the current \$19,000 surplus that was left undesignated to cover these concerns, staff is proposing a \$1,000 bonus for each of the eight PDC employees be used for a total of \$8,000. Staff did not receive raises in July and are asking for consideration of this one-time raise for PDC employees.

Reid Wodicka made a motion to approve the \$1,000 bonus for staff of the PDC, which was seconded by Robert Hiss. The motion was unanimously approved.

4. 2021 General Assembly Recommendations

Gary Christie presented a proposed list of General Assembly Recommendations to the members of the PDC for 2021. He noted that the training center was not included within this list and will plan to work with Dean Rodgers to add this to the recommendations.

Frank Rogers suggested adding language that addresses VDOT's revenue sharing allocations that encourages the General Assembly to revisit such actions as they will have a large impact on localities.

Frank Rogers made a motion that the legislative program be approved with the addition of language regarding the training center and revenue share transportation funds, which was seconded by Gary Shanaberger. The motion was unanimously approved.

5. 2020 Hazard Mitigation Plan Update

Kelly Hitchcock provided an update on the status of the Hazard Mitigation Plan including background on the plan itself, planning process, and newly established website. The goal of this plan is to help open up funding avenues through a variety of agencies regarding hazard mitigation.

Action will be required from regional Boards and Councils regarding approval of the plan in the Spring.

6. Training Center Update

Jamie Glass with the Lynchburg Regional Business Alliance provided an update regarding the redevelopment of the Training Center. Through a GO Virginia grant in partnership with Amherst County, CVPDC, and the Alliance, this project has continued to move forward.

The pre-charrette provided information on market potential as well as feedback from the community. The team was able to tour the site and developed six initial concepts for redevelopment before developing the final concept. Jamie reported that there was a great deal of community involvement and input which helped to develop the concept more effectively.

If the entirety of the plan was developed, it would include over 1,110 residences, 100,000 square feet of retail space, 120,000 square feet of office space, and 150,000 square feet of industrial space. The plan will include several phases to help attract interest to the area over time.

7. Introduction to the Connect Central Virginia 2045 Online Dashboard

The dashboard will be publicly launched on December 1, 2020.

The presentation will be tabled until the next PDC meeting in January 2021.

8. Items from Commissioners and Staff

Gary Christie asked for feedback from attending members to help encourage elected members to attend and participate in more meetings. Jon Hardie shared that the time of day may be difficult for some to accommodate.

9. Meeting Schedule for 2021

Nine proposed meetings were presented to the board for the calendar year of 2021. A motion was made by Reid Wodicka, seconded by Frank Rogers, to approve the meeting list for 2021 as presented, and it was unanimously approved.

Adjourn - There being no further business, the meeting adjourned at 6:00 p.m.

Central Virginia Planning District Commission

Attachment #3

Budget to Actual for FY21

Actual as of November 30, 2020

	<u>Actual as of 6/30/20</u>	<u>FY21 Budget</u>	<u>Actual as of 11/30/20</u>	<u>Diff Between Budget & Actual</u>	<u>% of Budget Used</u>
OPERATIONS FUND (EXPENDITURES)					
<u>SALARY</u>					
ADMINISTRATION	164,250	171,531	70,354	101,177	41.02%
FINANCE	144,879	133,161	55,484	77,677	41.67%
OPERATIONS	232,336	252,675	109,163	143,512	43.20%
	541,464	557,367	235,001	322,366	42.16%
PART TIME HELP	0	10,000	1,306	8,694	13.06%
Total Salaries & Wages	541,464	567,367	236,307	331,060	41.65%
EMPLOYER COST FICA	39,077	43,404	16,869	26,534	38.87%
EMPLOYER COST V R S	25,602	23,409	9,739	13,671	41.60%
EMPLOYER COST HEALTH INS	89,019	79,952	46,566	33,386	58.24%
EMPLOYER COST LIFE INS	6,938	7,469	3,028	4,440	40.55%
WORKERS COMP	1,835	1,900	1,883	17	99.08%
Total Fringe Benefits	162,472	156,134	78,085	78,049	50.01%
<u>OFFICE EXPENSES</u>					
AUDITING SERVICES	4,360	6,000		6,000	0.00%
PAYROLL ACCOUNTING SERVICES	5,935	5,500	4,079	1,421	74.17%
LEGAL SERVICES	3,659	3,000	921	2,079	30.71%
LIABILITY INSURANCE	961	1,250	968	282	77.47%
CONTRACTUAL SERVICES	18,366	30,000	7,142	22,859	23.81%
ADVERTISING	124	1,000		1,000	0.00%
POSTAGE	483	1,000	255	745	25.51%
TELEPHONE	5,492	6,400	2,088	4,312	32.62%
INTERNET SERVICES	654	700	220	480	31.42%
OFFICE SUPPLIES	3,809	6,000	1,071	4,929	17.85%
PRINTING & BINDING		1,000		1,000	0.00%
TRAVEL	2,107	7,500	713	6,787	9.50%
SPECIAL MEETINGS	2,785	7,000	600	6,400	8.57%
EDUCATION & TRAINING	2,508	8,000	375	7,625	4.69%
DUES, SUBSCRIPTIONS	8,452	9,500	6,967	2,533	73.34%
PUBLICATIONS	256	500	43	457	8.66%
MISCELLANEOUS EXPENSES	254	1,000	1,715	(715)	171.50%
FURNITURE & FIXTURES		1,000		1,000	0.00%
RENTAL OFFICE EQUIPMENT	1,460	4,000	606	3,394	15.14%
OFFICE RENT	57,472	58,767	24,645	34,123	41.94%
PARKING	1,200	1,800	500	1,300	27.78%
COMPUTER EQUIP/SOFTWARE	10,497	12,000	5,062	6,938	42.19%
Total Office Expenses	130,834	172,917	57,970	114,948	33.52%
Total Operations Expenses	834,770	896,418	372,361	524,057	41.54%

Central Virginia Planning District Commission

Attachment #3

Budget to Actual for FY21

Actual as of November 30, 2020

	<u>Actual as of 6/30/20</u>	<u>FY21 Budget</u>	<u>Actual as of 11/30/20</u>	<u>Diff Between Budget & Actual</u>	<u>% of Budget Used</u>
Total Operations Expenses (from Page 1)	834,770	896,418	372,361	524,057	41.54%
Direct Project Expenses					
Amherst CDBG - Old Town Madison Heights	64	750	3,428	(2,678)	457.12%
Appomattox CDBG - Meadowlark	280	0		0	0.00%
Appomattox Town Comp Plan	148	0	0	0	0.00%
Appomattox Recovery Planning Grant	419	0		0	0.00%
Bedford County CDBG		500	143		28.52%
CEDS	0	500		500	0.00%
CVCC-CTE	0	134,000		134,000	0.00%
Chesapeake Bay	170	1,000		1,000	0.00%
CVTC	150,000			0	0.00%
DHCD	402	2,500	149	2,351	5.96%
DRPT / FTA	3,491	12,000	7,301	4,699	60.84%
Hazard Mitigation	79,044	21,331		21,331	0.00%
Pamplin VDH Water	927			0	0.00%
Regional Radio Board	543	750	382	368	50.94%
RideSolutions	5,366	22,265	2	22,263	0.01%
RideSolutions - Mobility		1,500		1,500	0.00%
VDOT - PL	23,425	27,000	13,272	13,728	49.15%
VDOT - Rural	28,612	6,000	152	5,848	2.53%
WIOA	284,731	544,004	110,060	433,944	20.23%
Total Direct Project Expenses	577,623	774,100	134,888	638,854	17.43%
TOTAL OPERATING & DIRECT PROJECT EXPENSES	\$1,412,394	\$1,670,518	\$507,250	\$1,162,911	30.36%
Pass Thru Expenses					
Regional Radio Board	1,916,521	1,149,988	572,571	577,417	49.79%
VDOT - PL	89,100	126,000	75,127	50,873	59.62%
WIOA	1,005,393	950,000	461,698	488,302	48.60%
Total Pass Thru Expenses	\$3,011,013	\$2,225,988	\$1,109,396	\$1,116,592	49.84%
Total Expenses	\$4,423,407	\$3,896,506	\$1,616,646	\$2,279,503	41.49%

Central Virginia Planning District Commission

Attachment #3

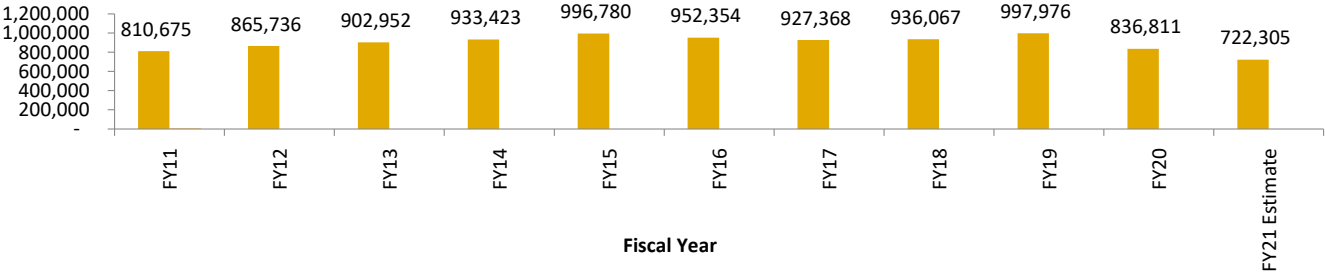
Budget to Actual for FY21

Actual as of November 30, 2020

	<u>Actual as of 6/30/20</u>	<u>FY21 Budget</u>	<u>Actual as of 11/30/20</u>	<u>Diff Between Budget & Actual</u>	<u>% Of Budget Received</u>
Revenues					
OPERATIONS FUND (REVENUE)					
Dues	155,420	156,242	156,242	0	100.00%
Miscellaneous Revenue	10,868	12,000		12,000	0.00%
Total Operations Revenue	166,287	168,242	156,242	12,000	92.87%
Direct Project Revenues					
Amherst County - Old Town Madison Heights		30,000	3,350	26,650	11.17%
Appomattox CDBG - Meadow Lark	24,000			0	0.00%
Appomattox Town Comp Plan	15,431			0	0.00%
Appomattox Recovery Planning & construction C	12,825			0	0.00%
Bedford County CDBG		6,000		6,000	0.00%
Chesapeake Bay	21,500	52,000		52,000	0.00%
DHCD	75,971	75,971	37,985	37,986	50.00%
DRPT / FTA	97,037	125,262	36,918	88,344	29.47%
Hazard Mitigation	82,236	31,331		31,331	0.00%
Pamplin VDH Water		0		0	0.00%
Regional Radio Board	25,000	26,000	8,821	17,179	33.93%
Region 2000 Services Authority	153,123	175,963	57,028	118,935	32.41%
RideSolutions	30,889	56,080	4,725	51,355	8.43%
RideSolutions - Mobility		12,000		12,000	0.00%
VDOT-PL	132,720	123,158	39,659	83,499	32.20%
VDOT-Rural	58,000	58,000	14,012	43,988	24.16%
WIOA	353,900	609,004	136,945	472,059	22.49%
Total Direct Project Revenues	1,082,632	1,380,769	339,444	1,041,326	24.58%
Interest	11,150	7,000	351	6,649	5.02%
TOTAL OPERATIONS & DIRECT PROJECT REVENUES	1,260,069	1,556,012	496,038	1,059,974	31.88%
Surplus/(Use of Fund) Balance	(152,324)	(114,506)	(11,212)	(102,937)	
Funding from Fund Balance	150,000	134,000		134,000	
Funding from Fund Balance	150,000	134,000	0	134,000	
	(\$2,324)	\$19,494	(\$11,212)	\$31,063	
Pass Thru Revenue					
Regional Radio Board	1,179,981	1,149,988	2,537,408	(1,387,420)	220.65%
VDOT - PL	89,100	126,000	45,923	80,078	36.45%
WIOA	1,019,211	950,000	440,103	509,897	46.33%
Total Pass Thru Revenues	\$2,288,291	\$2,225,988	\$3,023,433	(\$797,445)	135.82%
Total Revenue	3,698,360	3,916,000	3,519,471	396,529	89.87%
Net Surplus/(Use of Fund) Balance	(725,047)	19,494	1,902,825		

Central Virginia Planning District Commission								
Cash and Estimated Fund Balance							Attachment #3	
November 30, 2020								
CASH ON HAND								
Sun Trust Checking								
	CVPDC Funds		133,170					
	WIA Trainit Funds		4,081					
Petty Cash			130					
Local Govt Invest Pool			403,074					
Cash on Hand			\$ 540,455					
CALCULATION OF ESTIMATED YEAR-END FUND BALANCE								
Estimated Year-end Fund Balance			\$ 722,305					

Ending Fund Balance





Workforce Development Strategic Plan Update

Overview

Lori Strumpf is working with the Central Virginia Workforce Development Board to update the 2017 Workforce Development Strategic Plan, [*Lead 2020: Region 2000 Workforce Innovation and opportunity Act Local Workforce Area Strategic Plan*](#).

This periodic update is a grant requirement and good timing in light of the pandemic.

Our workforce program consists of two Boards:

- The Central Virginia Workforce Development Board, who manages the programs and coordinates services among the various education providers. This Board consists of 35+ industry leaders, education, government, and social services providers.
- The Central Virginia Workforce Development Council, who appoints the Workforce Board, approves the budget, and approves the Board's strategic plan. This Workforce Council consists of one elected official from each of the cities and counties in the region.

Joining us for this discussion about the update to the strategic plan will be the Workforce Council, two of which who are also members of the PDC. The Workforce Council members are:

- Kenneth Brown, Campbell County Board of Supervisors
- John Hinkle, Appomattox County Board of Supervisors
- Jennifer Moore, Amherst County Board of Supervisors
- John Sharp, Bedford County Board of Supervisors
- Treney Tweedy, Lynchburg City Council and Chair of the Workforce Council

Lori will present information about the region's workforce and facilitate a discussion to provide insight into the updated strategic plan.



Economic Overview

Central VA (WDA 7)



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Demographic Profile

The population in the Region 2000/Central VA (WDA 7) was 260,668 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 127,845 with a participation rate of 59.4%. Of individuals 25 to 64 in the Region 2000/Central VA (WDA 7), 29.1% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the Region 2000/Central VA (WDA 7) is \$52,070 and the median house value is \$171,919.

Summary¹

	Percent			Value		
	Region 2000/Central VA (WDA 7)	Virginia	USA	Region 2000/Central VA (WDA 7)	Virginia	USA
Demographics						
Population (ACS)	—	—	—	260,668	8,413,774	322,903,030
Male	48.1%	49.2%	49.2%	125,478	4,138,574	158,984,190
Female	51.9%	50.8%	50.8%	135,190	4,275,200	163,918,840
Median Age ²	—	—	—	39.5	38.1	37.9
Under 18 Years	19.9%	22.2%	22.8%	51,969	1,867,427	73,553,240
18 to 24 Years	13.2%	9.7%	9.6%	34,450	815,995	30,903,719
25 to 34 Years	11.8%	13.9%	13.8%	30,840	1,170,461	44,567,976
35 to 44 Years	10.4%	13.0%	12.6%	27,115	1,096,278	40,763,210
45 to 54 Years	12.9%	13.8%	13.2%	33,593	1,157,090	42,589,573
55 to 64 Years	13.6%	12.8%	12.8%	35,552	1,076,277	41,286,731
65 to 74 Years	10.3%	8.7%	8.8%	26,946	732,740	28,535,419
75 Years, and Over	7.8%	5.9%	6.4%	20,203	497,506	20,703,162
Race: White	78.1%	68.0%	72.7%	203,580	5,722,660	234,904,818
Race: Black or African American	17.2%	19.2%	12.7%	44,812	1,613,285	40,916,113
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	459	22,972	2,699,073
Race: Asian	1.5%	6.3%	5.4%	3,898	531,503	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	70	5,677	582,718
Race: Some Other Race	0.6%	2.5%	4.9%	1,614	208,464	15,789,961
Race: Two or More Races	2.4%	3.7%	3.2%	6,235	309,213	10,435,797
Hispanic or Latino (of any race)	2.7%	9.2%	17.8%	7,140	771,177	57,517,935
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	263,566	8,535,519	328,239,523
Population Annual Average Growth ⁴	0.5%	0.7%	0.7%	1,213	60,958	2,146,799
People per Square Mile	—	—	—	124.3	216.1	92.9
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	59.4%	65.3%	63.2%	127,845	4,336,393	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	81.6%	83.3%	81.8%	74,646	2,791,220	104,136,254
Armed Forces Labor Force ⁵	0.1%	1.7%	0.4%	130	114,513	1,028,133
Veterans, Age 18-64 ⁵	5.7%	8.2%	4.7%	9,212	427,547	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	77.4%	82.9%	76.3%	7,131	354,496	7,168,168
Median Household Income ^{2,5}	—	—	—	\$52,070	\$71,564	\$60,293
Per Capita Income ⁵	—	—	—	\$27,042	\$37,763	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	23.8	28.4	26.6
Commute via Public Transportation ⁵	1.1%	4.4%	5.0%	1,364	184,405	7,602,145
Educational Attainment, Age 25-64						

Summary¹

	Percent			Value		
	Region 2000/Central VA (WDA 7)	Virginia	USA	Region 2000/Central VA (WDA 7)	Virginia	USA
No High School Diploma	9.3%	9.0%	11.2%	11,791	405,359	18,885,967
High School Graduate	29.6%	23.0%	25.8%	37,637	1,034,503	43,699,272
Some College, No Degree	22.4%	19.7%	21.0%	28,523	887,389	35,525,113
Associate's Degree	9.6%	8.2%	9.1%	12,204	367,830	15,389,737
Bachelor's Degree	18.5%	23.3%	20.8%	23,495	1,047,916	35,261,652
Postgraduate Degree	10.6%	16.8%	12.1%	13,450	757,109	20,445,749
Housing						
Total Housing Units	—	—	—	116,114	3,491,091	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$171,919	\$264,900	\$204,900
Homeowner Vacancy	1.2%	1.6%	1.7%	867	33,483	1,304,850
Rental Vacancy	4.9%	5.6%	6.0%	1,551	63,404	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	29.5%	33.8%	36.2%	29,593	1,057,536	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	6.6%	6.2%	8.7%	6,641	194,930	10,424,934
Social						
Poverty Level (of all people) ⁵	14.1%	10.9%	14.1%	35,068	893,580	44,257,979
Households Receiving Food Stamps/SNAP	10.5%	8.7%	12.2%	10,506	271,719	14,635,287
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.4%	3,159	112,294	4,442,295
Disconnected Youth ^{3,5}	1.3%	1.6%	2.6%	227	7,060	438,452
Children in Single Parent Families (% of all children) ⁵	35.0%	31.0%	34.3%	17,101	550,092	23,973,249
Uninsured	9.1%	9.2%	9.4%	23,561	755,739	29,752,767
With a Disability, Age 18-64 ⁵	11.7%	9.4%	10.3%	18,786	483,606	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	36.3%	44.2%	41.6%	6,825	213,635	8,421,018
Foreign Born	3.5%	12.3%	13.5%	9,070	1,038,160	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	1.5%	5.9%	8.5%	3,693	464,606	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

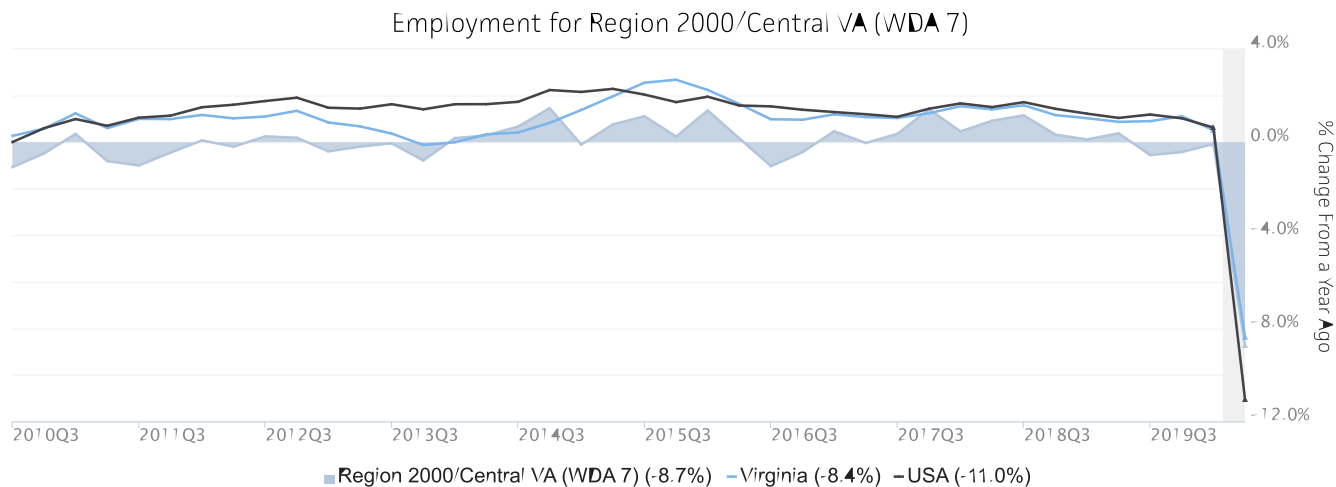
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

5. See Rio Arriba errata note in the Data Dictionary.

Employment Trends

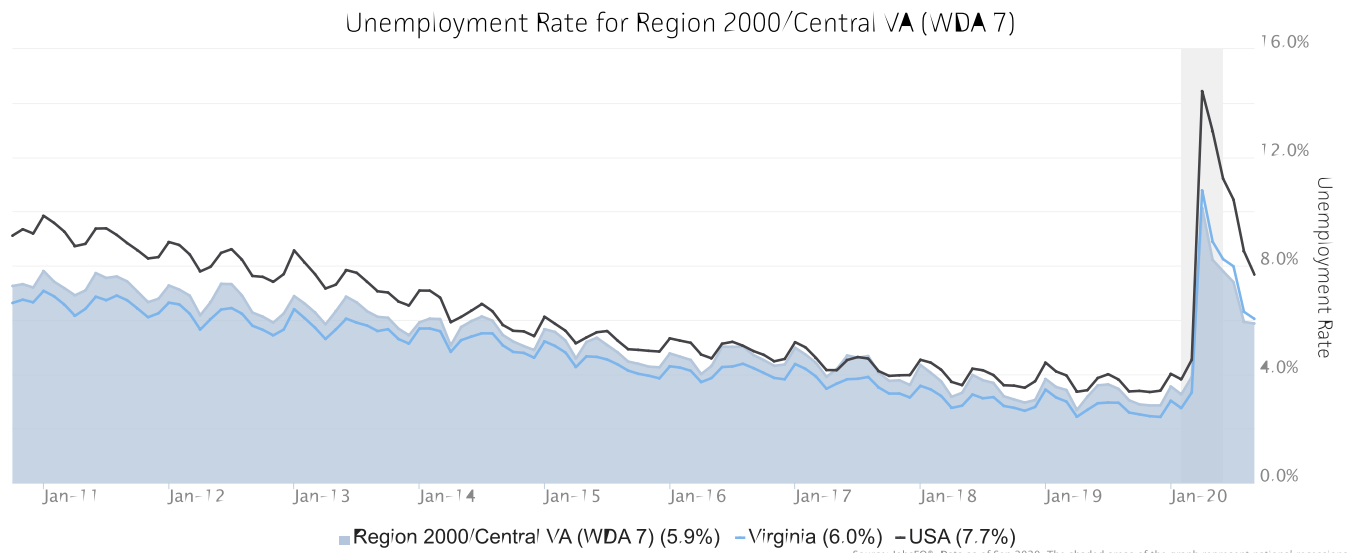
As of 2020Q2, total employment for the Region 2000/Central VA (WDA 7) was 105,722 (based on a four-quarter moving average). Over the year ending 2020Q2, employment declined 8.7% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Unemployment Rate

The unemployment rate for the Region 2000/Central VA (WDA 7) was 5.9% as of September 2020. The regional unemployment rate was lower than the national rate of 7.7%. One year earlier, in September 2019, the unemployment rate in the Region 2000/Central VA (WDA 7) was 3.0%.

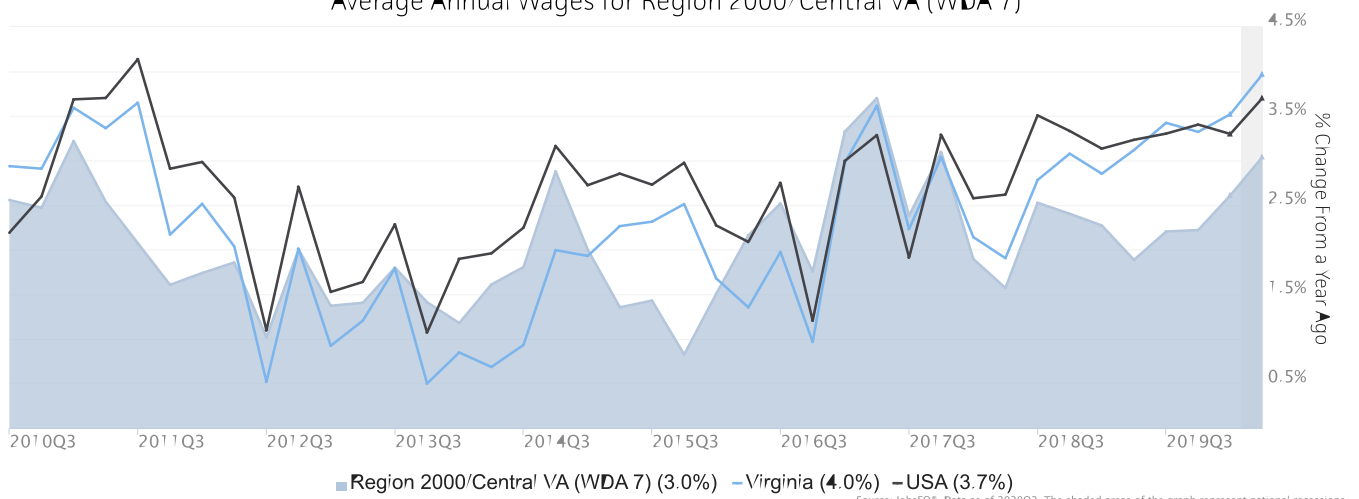


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through September 2020.

Wage Trends

The average worker in the Region 2000/Central VA (WDA 7) earned annual wages of \$42,762 as of 2020Q2. Average annual wages per worker increased 3.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$58,849 in the nation as of 2020Q2.

Average Annual Wages for Region 2000/Central VA (WDA 7)



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 11.0% lower in Region 2000/Central VA (WDA 7) than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Region 2000/Central VA (WDA 7)	\$42,762	89.0	\$48,047
Virginia	\$59,741	115.9	\$51,533
USA	\$58,849	100.0	\$58,849

Source: [JobsEQ®](#)

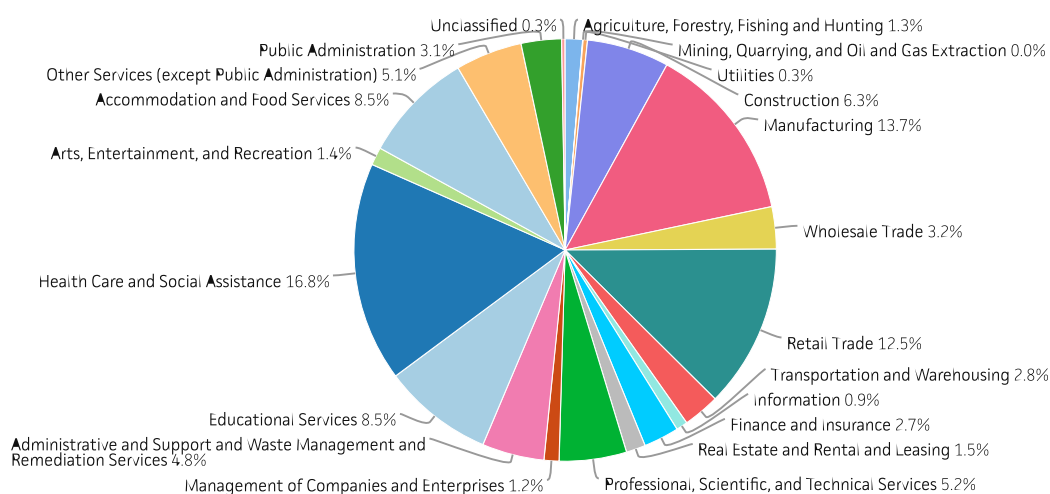
Data as of 2020Q2

Cost of Living per C2ER, data as of 2020q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Region 2000/Central VA (WDA 7) is Health Care and Social Assistance, employing 17,779 workers. The next-largest sectors in the region are Manufacturing (14,479 workers) and Retail Trade (13,220). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 1.66), Retail Trade (1.22), and Other Services (except Public Administration) (1.16).

Total Workers for Region 2000/Central VA (WDA 7) by Industry



Source: JobsEQ®, Data as of 2020Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2.

Sectors in the Region 2000/Central VA (WDA 7) with the highest average wages per worker are Professional, Scientific, and Technical Services (\$75,142), Wholesale Trade (\$65,832), and Finance and Insurance (\$64,631). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Health Care and Social Assistance (+520 jobs), Accommodation and Food Services (+336), and Educational Services (+217).

Over the next 10 years, employment in the Region 2000/Central VA (WDA 7) is projected to contract by 429 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +0.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,698 jobs), Construction (+383), and Accommodation and Food Services (+373).

NAICS	Industry	Empl	Current	LQ	5-Year History		Total Demand	10-Year Forecast			Ann % Growth
			Avg Ann Wages		Empl Change	Ann %		Exits	Transfers	Empl Growth	
62	Health Care and Social Assistance	17,779	\$47,983	1.15	520	0.6%	19,172	8,593	8,882	1,698	0.9%
31	Manufacturing	14,479	\$63,003	1.66	-74	-0.1%	12,622	5,243	8,982	-1,602	-1.2%
44	Retail Trade	13,220	\$25,879	1.22	-129	-0.2%	16,826	7,643	9,666	-483	-0.4%
72	Accommodation and Food Services	9,015	\$17,006	1.01	336	0.8%	15,228	6,575	8,279	373	0.4%
61	Educational Services	8,941	\$34,285	1.03	217	0.5%	8,529	4,008	4,327	194	0.2%
23	Construction	6,664	\$47,945	1.09	-109	-0.3%	7,090	2,402	4,305	383	0.6%
54	Professional, Scientific, and Technical Services	5,445	\$75,142	0.75	-46	-0.2%	4,779	1,733	2,945	101	0.2%
81	Other Services (except Public Administration)	5,402	\$25,672	1.16	-136	-0.5%	5,800	2,745	3,279	-223	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	5,035	\$25,478	0.75	-482	-1.8%	5,795	2,451	3,347	-2	0.0%
42	Wholesale Trade	3,426	\$65,832	0.85	-98	-0.6%	3,184	1,298	2,155	-269	-0.8%
92	Public Administration	3,256	\$43,270	0.64	46	0.3%	2,774	1,234	1,682	-142	-0.4%
48	Transportation and Warehousing	2,957	\$52,151	0.59	25	0.2%	2,907	1,301	1,761	-155	-0.5%
52	Finance and Insurance	2,862	\$64,631	0.67	-555	-3.5%	2,563	993	1,636	-66	-0.2%
53	Real Estate and Rental and Leasing	1,565	\$40,427	0.84	203	2.8%	1,573	717	860	-4	0.0%
71	Arts, Entertainment, and Recreation	1,449	\$19,284	0.74	11	0.2%	2,088	919	1,137	32	0.2%
11	Agriculture, Forestry, Fishing and Hunting	1,415	\$15,327	0.99	-251	-3.2%	1,328	622	838	-132	-1.0%
55	Management of Companies and Enterprises	1,216	\$60,655	0.74	-332	-4.7%	1,063	399	684	-20	-0.2%
51	Information	930	\$43,008	0.45	-217	-4.1%	750	305	543	-98	-1.1%
22	Utilities	362	\$64,021	0.66	35	2.0%	308	116	204	-13	-0.4%
99	Unclassified	279	\$31,531	2.31	279	n/a	313	132	181	-1	0.0%
21	Mining, Quarrying, and Oil and Gas Extraction	22	\$54,805	0.05	-38	-17.9%	23	7	15	0	0.0%
Total - All Industries		105,722	\$42,762	1.00	-796	-0.1%	114,334	49,027	65,737	-429	0.0%

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2020Q2. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Region 2000/Central VA (WDA 7) is Office and Administrative Support Occupations, employing 12,251 workers. The next-largest occupation groups in the region are Sales and Related Occupations (10,879 workers) and Production Occupations (9,212). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.48), Community and Social Service Occupations (1.34), and Healthcare Practitioners and Technical Occupations (1.11).

Occupation groups in the Region 2000/Central VA (WDA 7) with the highest average wages per worker are Management Occupations (\$100,500), Computer and Mathematical Occupations (\$86,500), and Legal Occupations (\$83,400). The unemployment rate in the region varied among the major groups from 1.7% among Legal Occupations to 8.6% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the Region 2000/Central VA (WDA 7) is expected to be Healthcare Support Occupations with a +1.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+778 jobs) and Food Preparation and Serving Related Occupations (+462). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (15,753 jobs) and Sales and Related Occupations (15,023).

Region 2000/Central VA (WDA 7), 2020Q2¹

SOC	Occupation	Empl	Avg Ann Wages ²	Current			5-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	12,251	\$35,300	0.91	567	3.9%	473	-636	-1.0%	12,960	5,756	8,055	-851	-0.7%
41-0000	Sales and Related	10,879	\$35,700	1.06	631	5.2%	733	-143	-0.3%	14,385	5,986	9,037	-638	-0.6%
51-0000	Production	9,212	\$40,200	1.48	536	5.5%	176	-510	-1.1%	8,934	3,378	6,613	-1,057	-1.2%
35-0000	Food Preparation and Serving Related	8,954	\$22,600	1.05	873	8.5%	559	199	0.5%	16,214	6,441	9,312	462	0.5%
53-0000	Transportation and Material Moving	8,132	\$33,000	0.93	591	5.9%	533	-212	-0.5%	9,822	3,719	6,368	-265	-0.3%
29-0000	Healthcare Practitioners and Technical	6,754	\$75,300	1.11	128	1.7%	362	581	1.8%	4,316	1,804	2,111	401	0.6%
25-0000	Educational Instruction and Library	6,245	\$45,300	1.05	299	4.5%	507	44	0.1%	5,857	2,601	3,064	192	0.3%
11-0000	Management	6,047	\$100,500	0.88	126	1.9%	259	63	0.2%	5,149	1,770	3,350	29	0.0%
31-0000	Healthcare Support	5,170	\$26,700	1.11	207	3.6%	115	-104	-0.4%	7,514	3,217	3,519	778	1.4%
47-0000	Construction and Extraction	5,169	\$39,200	1.05	425	6.8%	73	-200	-0.8%	6,097	1,678	4,168	250	0.5%
13-0000	Business and Financial Operations	4,824	\$68,600	0.82	130	2.3%	190	208	0.9%	4,691	1,332	3,298	62	0.1%
49-0000	Installation, Maintenance, and Repair	4,371	\$45,800	1.07	188	3.6%	192	19	0.1%	4,122	1,354	2,860	-92	-0.2%
37-0000	Building and Grounds Cleaning and Maintenance	3,454	\$26,400	0.96	225	5.7%	126	89	0.5%	4,567	1,931	2,591	45	0.1%
39-0000	Personal Care and Service	2,685	\$25,100	0.93	281	8.6%	73	65	0.5%	4,187	1,829	2,277	82	0.3%
21-0000	Community and Social Service	2,446	\$44,400	1.34	47	1.9%	197	12	0.1%	2,992	917	1,811	264	1.0%
15-0000	Computer and Mathematical	2,157	\$86,500	0.67	59	2.2%	239	-71	-0.6%	1,676	363	1,236	77	0.4%
17-0000	Architecture and Engineering	2,004	\$80,200	1.10	49	2.3%	91	-135	-1.3%	1,521	474	1,094	-47	-0.2%

Region 2000/Central VA (WDA 7), 2020Q2¹

SOC	Occupation	Empl	Avg Ann Wages ²	Current		Unempl Rate	Online Job Ads ³	5-Year History		Total Demand	10-Year Forecast			Ann % Growth
				LQ	Unempl			Empl Change	Ann %		Exits	Transfers	Empl Growth	
27-0000	Arts, Design, Entertainment, Sports, and Media	1,761	\$53,900	0.92	121	6.0%	138	66	0.8%	1,880	693	1,222	-34	-0.2%
33-0000	Protective Service	1,692	\$40,600	0.73	57	2.5%	48	-28	-0.3%	1,670	735	995	-60	-0.4%
19-0000	Life, Physical, and Social Science	617	\$68,800	0.67	19	2.7%	67	23	0.7%	581	127	437	17	0.3%
23-0000	Legal	535	\$83,400	0.59	12	1.7%	6	4	0.1%	363	137	221	4	0.1%
45-0000	Farming, Fishing, and Forestry	363	\$36,300	0.53	26	7.0%	4	-51	-2.6%	497	133	412	-47	-1.4%
Total - All Occupations		105,722	\$45,500	1.00	5,595	4.6%	5,161	-718	-0.1%	119,996	46,374	74,052	-429	0.0%

Source: [JobsEQ®](#)

Data as of 2020Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2019 and represent the average for all Covered Employment

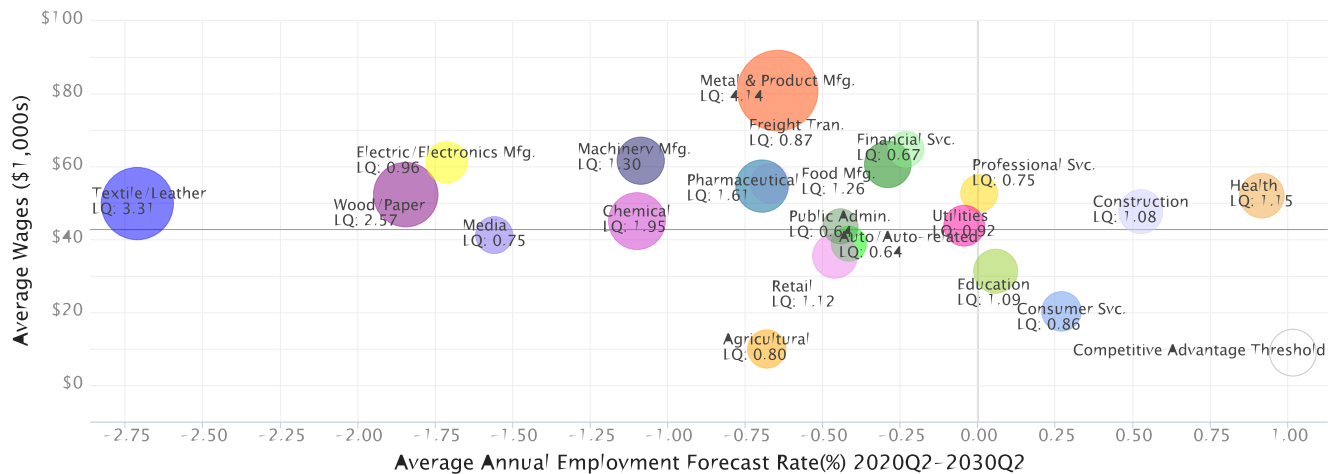
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2019Q4, imputed where necessary with preliminary estimates updated to 2020Q2. Wages by occupation are as of 2019 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Region 2000/Central VA (WDA 7) with the highest relative concentration is Metal & Product Mfg. with a location quotient of 4.14. This cluster employs 3,341 workers in the region with an average wage of \$80,811. Employment in the Metal & Product Mfg. cluster is projected to contract in the region about 0.6% per year over the next ten years.

Industry Clusters for Region 2000/Central VA (WDA 7) as of 2020Q2



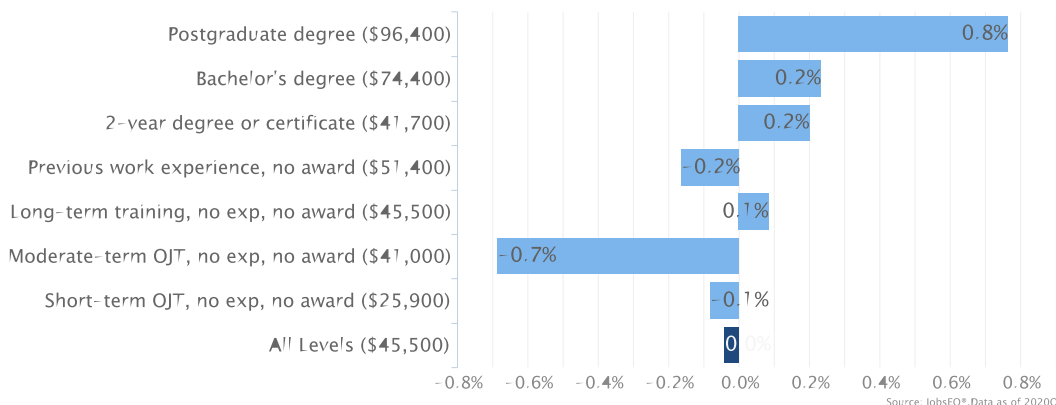
Source: JobsEQ®, Data as of 2020Q2

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q4 with preliminary estimates updated to 2020Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Region 2000/Central VA (WDA 7) is projected to contract 0.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.8% per year, those requiring a bachelor's degree are forecast to grow 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.2% per year.

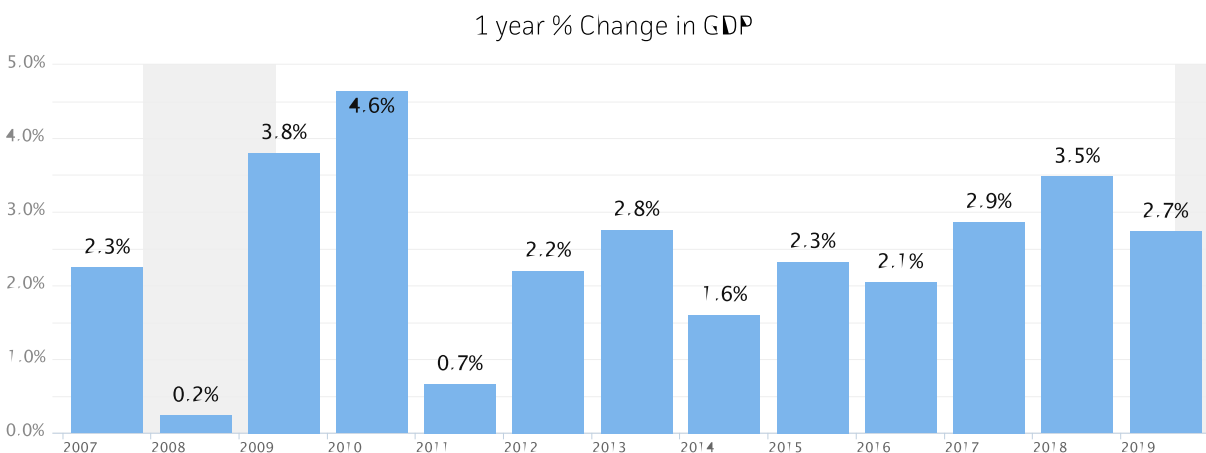
Annual Average Projected Job Growth by Training Required for Region 2000/Central VA (WDA 7)



Employment by occupation data are estimates as of 2020Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

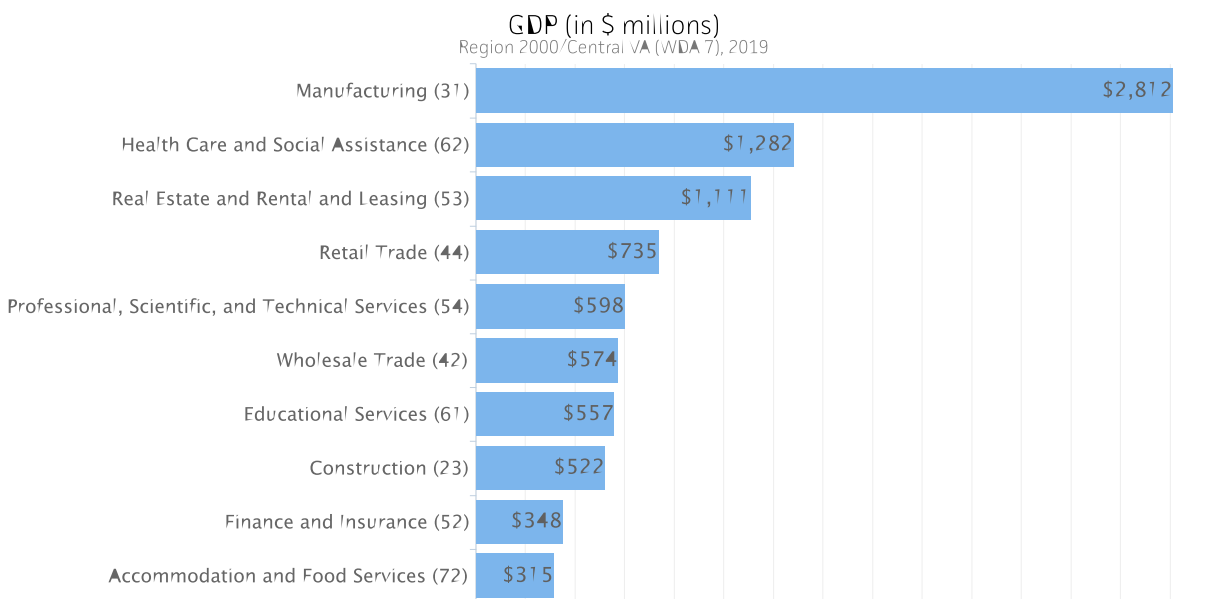
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2019, nominal GDP in the Region 2000/Central VA (WDA 7) expanded 2.7%. This follows growth of 3.5% in 2018. As of 2019, total GDP in the Region 2000/Central VA (WDA 7) was \$10,371,157,000.



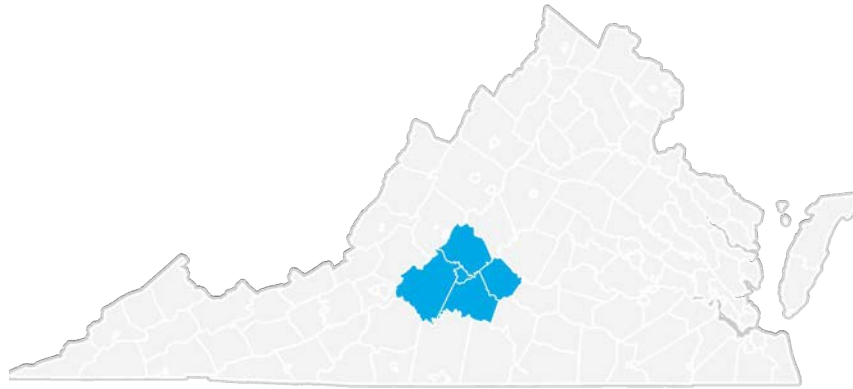
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

Of the sectors in the Region 2000/Central VA (WDA 7), Manufacturing contributed the largest portion of GDP in 2019, \$2,811,823,000. The next-largest contributions came from Health Care and Social Assistance (\$1,281,598,000); Real Estate and Rental and Leasing (\$1,111,200,000); and Retail Trade (\$735,149,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2019.

Region 2000/Central VA (WDA 7) Regional Map



Region Definition

Region 2000/Central VA (WDA 7) is defined as the following counties:

Amherst County, Virginia

Appomattox County, Virginia

Bedford County, Virginia

Campbell County, Virginia

Bedford City, Virginia

Lynchburg City, Virginia

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

REPORT
To
STRATEGIC PLANNING TEAM

FOCUS GROUP RESULTS
Of Business



CENTRAL REGION

Conducted on:
January 8, 2021

Conducted by and Report Prepared by
Strumpf Associates: Center for Strategic Change
Washington, DC
Report Date: January 8, 2021



INTRODUCTION

On January 8, 2021, Strumpf Associates moderated two (2) focus groups. Each consisted of business in the region. The focus groups were conducted as part of a comprehensive strategic planning process that the Workforce Development Board (WDB) began in November 2020. The agency has a Strategic Planning Team made up of staff, board members, and community partners charged with developing a strategic action plan meant to position the organization to thrive. Part of the process is to conduct an environmental analysis. Data for the environmental analysis includes feedback from customers on their experience with the organization. The Workforce Development Board and their Strategic Planning Team is committed to listening to the voice of partners, jobseekers, and businesses to capture customer's expectations and preferences.

Focus groups are a qualitative research methodology used to collect information. The method allows for more in-depth reporting by participants than a paper and pencil survey. Focus groups are not designed to reach a consensus among the participants. They are designed to collect information from each participant to identify trends.

COMPOSITION AND PROCESS

The WDB Director invited individuals to the focus groups based on criteria provided by Strumpf Associates. An email letter of invitation was sent to each identified participant. **Five (5) individuals** participated between the two business focus groups, representing five companies. Lori Strumpf facilitated the focus groups.

The facilitator explained to all participants that their responses would remain anonymous. Participants were asked to agree not to repeat what others said in the focus group once the focus group was over. Participants were encouraged to be honest and forthright. Each focus group was conducted virtually and lasted between one hour and one and one-half hours.

The facilitator led participants through a formal and sequenced set of questions. The main purpose of the focus group was to identify the strategic workforce challenges their business was likely to face over the next 12 to 18 months.

The facilitator used probes around each question to clarify what each participant was saying. Their opinions provide insights on key areas that might be addressed strategically by the organization. This summary includes items that had general agreement (not necessarily a consensus) within the focus group. Throughout this report direct participant quotes are represented in *italics*.

SUMMARY FINDINGS

The participating businesses represented manufacturing, financial services, tourism, and health care from large, medium, and small business. During introductions, the facilitator asked each participant to identify what services they had received from the workforce system and how they heard about the services. Only one participant reported having received any direct services, including internships and job postings.

This participant stated, *I was unaware of Career Works*. The facilitator asked how they ultimately heard about it. The participant reported that someone reached out to them to ask if they could set up a time to discuss the services available to a business.

After introductions, the facilitator asked, ***‘As a business, what challenges are you facing over the next 12 to 18 months?’*** A summary of the responses is below.

WORKFORCE CHALLENGES

- *New young employees lack life skills. For many it may be their first job and my managers are complaining more about these workers not coming to work on time or not calling in when they are going to be out for the day. We have even talked about needing to start a life skills class. I spend time coaching the managers on how to coach these workers.*
- One participant was in the position of improving diversity and equity in the company. The participant spoke from this perspective, stating *a challenge is diversifying the workplace, particularly at the leadership level*. A conversation ensued with both participants in this focus group about creating a more inclusive and diverse workplace. Both companies reported having initiatives in place, including a Diversity and Inclusion Officer position, currently filled in one and being filled in the other, to meet this challenge. As the discussion ensued, both stated that their companies are more diverse at the lower entry levels, *however, less diverse at the highest levels*. Both reported being focused on *growing our own* through leadership academies and creating mentoring programs so that individuals can move up within the company.
- One participant stated that a challenge they face is *bridging the gap between my work on diversity and inclusion with the HR Department and following up on the actions that need to be taken*.
- Recruitment was an issue for several from both focus groups. Statements from participants represent this issue:
 - *People get offered a job and then do not show up on the first day. I am not sure why, could be because of the stimulus money.*
 - *People we want to hire then do not pass background check or drug screen.*
 - *As example, I have a sales position open now. We did not have a lot applicants, which surprised me. I used what we use for other positions, Indeed. I screened 15 and found 6 that were OK. I was going to interview 3 today and, in the end, only 1 is going to show up.* The facilitator asked if the participant had contacted Career Works to post the job. They said they had.
 - *We are expanding and we will need 30 people by 1st quarter of next year. We need people with pharmaceutical experience. I do think it will be difficult to find those people – especially locally.*
- As the recruitment conversation continued in one focus group, one participant stated, *it is very difficult for us to find trained skilled labor, specifically pipe welders. We have to train up from the inside. That takes time, 1 to 3 years to skill up. And then we train people and after a year or so, a larger company takes them away, offering better wages and better benefits. We are a small company and cannot match what they are offering.*

- *The schools need to focus more on fast-track training for trades. Right now, it is a two-year program to get a welding degree. And they really do not, in my opinion, focus on welding. They focus on making sure the students get a good grade. The amount of time students spend in the welding lab, actually doing this work is much less than the time they spend in the classroom focused on academics. And when they graduate, they cannot do the job we expect them to do.*
- *Retention of the workforce was an issue for two participants in one of the focus groups. As one stated, the area is not attractive to young professionals as there is not a lot to do here so it is difficult to attract people here and keep them here.*
- *As the discussion on retention ensued, one of the participants stated, in our company we know that between the 5th and 9th year minority women leave, primarily because they have advanced as far as they can. Another participant stated, we joke that we often eat our young. Our tenured professionals are not as supportive of the new generation of employees as they could be. I tell the managers that they have to provide affirmation, not tell the employee how to do their job – they know how, but rather they have to tell them that they did a good job. This generation has been getting positive feedback since they were 3. They need to hear what a good job they are doing and need managers to invest time with them and teach them new things.*
- *We did the Bridges Out of Poverty training for some of our leaders. It was very powerful, and I think we should do it for all of them here. For instance, when COVID hit and we were asking some employees to work from home, some of our leadership were surprised that there were employees who did not have internet access. It really just shocked them.*
- *One participant representing a not-for-profit in the tourism industry identified several key challenges:*
 - *We have gone from 10K visitors to less than 3K; we had to cancel a major community event and fundraiser in July. We hope to do it this July.*
 - *Another challenge is that we use volunteers, many of whom are retired. During the pandemic many will not come here as they are in high-risk categories.*
 - *Museums and places like ours are often seen as boring and/or for white people. We are trying to diversify who comes here with the acquisition of the burial ground of those who were enslaved. This pandemic has given us time to do research so we can tell an accurate and full story.*
 - *Broadband access was a key challenge for us. We had to buy our own and it is not accessible everywhere on the property. We have built up our ability to conduct virtual tours but sometimes it just goes out while we are doing the tour. And not all people in this rural area have broadband access.*
 - *We do see people coming back, but the closest accommodations are 30-to-45-minute drive away which is limiting.*
- *The one participant who had worked with Career Works stated that having internships had been a good resource for them. This participant also explained that they could have accessed where Career Works would have subsidized a portion of wages while we trained someone. However, our entry level wage does not meet the requirements. If we took in a person and paid them at the welder 1 level, we could do it. But the person is not yet a*

welder 1 and paying them at that wage just to get the subsidy would not be a good thing as others would not be making that wage. But it is good to know this service is also available. [Facilitators note: the participant was describing an OJT however they did not call it that].

- *Before COVID we went to the schools to just talk about the trades in general. Whether students came to work for us, or for someone else, we just wanted to present that there are good jobs that do not require a college degree. Since COVID we have not been able to do this, and I hope we get connected again when schools open. In the meantime, the virtual job fairs do not provide an opportunity to do this, have a general discussion about the trades. Maybe they could create a virtual informational session and break into breakout rooms so we could talk to interested students not just about our company, but about the skilled trades and education requirements.*
- In both focus groups the facilitator asked, *what are the hardest jobs to fill currently?*
 - *Manufacturing operations*
 - *Welders*
 - *We have several hundred openings, from entry level to the professional level. Hardest to fill are nurses and Certified Nursing Assistant. For CNAs, the work is hard, and often they can make about the same working at McDonalds or Home Depot without the stress of this work. We try to stay on top of keeping our compensation competitive.*

In each focus group, the facilitator asked if there were any other workforce issues that participants wanted to raise prior to adjourning.

- In one focus group a participant stated, *we need to make sure that businesses understand that diversity, inclusion, and equity need to be infused throughout the company as part of the company's culture.* The facilitator asked if this should also apply to employability training programs, asking, *should we be having discussions and teaching people – as an employability skill- how to be more inclusive and work in an inclusive environment.* Both participants answered yes.
- In the other focus group, one of the participants stated, *it would be great if there was some leadership training that a company could send individuals who have leadership potential and aspirations to. It could be designed as a long-term training, maybe a year, and the company would also have to be involved by providing mentors.* Another participant in this focus group agreed that this type of offering with this approach could be helpful.
- Another participant responded by saying *we probably need more training opportunities in this area, like HVAC and other trades closer to where we are.*
- *There needs to be more information out there about all the assets available to help businesses. Maybe you could team with the Chamber to push information out about Career Works. There needs to be more collaboration to organize information about all the resources, because right now it seems pretty siloed.*

The Strategic Planning Team will use the information provided in this focus group to inform opportunities for improvement as part of the strategic plan.



Long Range Transportation Dashboard Overview

Overview

In September, the Central Virginia Transportation Organization approved Connect Central Virginia 2045, the update to the Long Range Transportation Plan

The Connect Central Virginia 2045 Plan sets a collective vision for the region's future transportation system and identifies projects that are intended to achieve regional goals and objectives. The 2045 update of the Long Range Transportation Plan incorporates the once separate Rural Long Range Transportation Plan, as well as elements of the Lynchburg Connectivity Study (2017). The plan is updated every five years.

Dashboard

In order to make the plan both more accessible and visually engaging, the CVTPO staff partnered with mySidewalk, a Kansas City based start-up, to create an online dashboard of dynamic maps, graphs and charts.

The dashboard is dynamically updated to host the most up-to-date information from a variety of sources, including the United States Census Bureau, Virginia Department of Transportation, and over 20 other agencies.

The mySidewalk's platform is easy to use and allows both citizens and policymakers to access information quickly, which leads to more informed decision making and better community engagement.

The dashboard can be accessed here: <https://dashboards.mysidewalk.com/connectcentralva>

Recommended Action

The overview is provided for your information.



mySidewalk Data Analysis Services

Overview

The CVPDC subscribes to a data service, mySidewalk, which is used for the Long Range Transportation Plan online dashboard.

This service contains data from a variety of sources that may be useful. CVPDC staff can build custom reports as well as using the mySidewalk Template Library, which has pre-built, research-based report templates.

Reports can be shared easily and password protected. Interactive visualizations can be added in one click to any report.

The mySidewalk service is in addition to the JobsEQ database that we use for workforce development data analysis.