

Virginia's Region 2000 Local Government Council

November 16, 2017, 5 p.m.

12th Floor, Bank of the James, 828 Main Street,
Lynchburg



VIRGINIA'S REGION 2000
— LOCAL —
GOVERNMENT
C O U N C I L

Meeting Agenda

1. Welcome, moment of silence, recognition of new members – Mayor Joan Foster
2. Minutes of October 19, 2017 (attachment) – Mayor Joan Foster
3. Financial update – Rosalie Majerus
4. Creation of a Non-Profit organization to supplement the Workforce Development Board (Attachment) – Ben Bowman
5. GO Virginia Workforce Grant application support – Gary Christie and Ben Bowman
6. Taxation and Streaming Videos – Gary Christie
7. Office Space – Gary Christie
8. Strategic Planning: Local Government Council regional document summary and SERDI 360 Regional Assessment – Gary Christie
9. Meeting Schedule for 2018 – Gary Christie
10. Other business – Mayor Foster
11. Next meeting: January 18, 2018, 5 p.m.

Meeting Summary

November 16, 2017, 5 p.m.

12th Floor, Bank of the James, 828 Main Street, Lynchburg



VIRGINIA'S REGION 2000
— LOCAL —
GOVERNMENT
COUNCIL

1. Welcome, moment of silence, recognition of new members
2. Minutes of October 19, 2017 (attachment)
3. Financial update
 - a. Year To Date Report – No financial report for September is included in this packet.
 - b. VML/VACo Investment Program investment resolution (**Attachment 3.b.**)
 - i. Staff recommends that the Council approve an attached resolution to join the VML/VACo Investment Pool as an alternative for longer term financial investments.
 - c. Update from Amherst County on communications with General Assembly regarding Central Virginia Training Center
4. Creation of a Non-Profit organization to supplement the Workforce Development Board (Attachment) – Ben Bowman

Recommended Action: Staff recommends that the Council approve the creation of the 501-C-3 for Workforce Development with the Workforce Development Board serving as the 501-C-3 Board of Directors and with the provision that all of the finances are managed by the Local Government Council.

Staff believes that the Workforce Board will be in a better position to receive donations from the private sector through a foundation rather than through the Local Government Council

Background

The Region 2000 Workforce Board has approved the concept of creating a Non-Profit 501-C-3 organization to be able to seek funding from foundations and from the private sector. Although donations for workforce development through the Local Government Council are tax deductible, it is thought that having a traditional foundation will make donors feel more comfortable about giving.

The Workforce Development Council (CLEOs) discussed this at their September meeting, but took no official action.

The proposal is that the Workforce Development Board would serve as the Board of Directors for the 501-C-3 Foundation.

(Attachment)

5. GO Virginia Workforce Grant Application Support

The Council is asked to support a grant application to the Region 2 GO Virginia Board for Workforce Development which would:

- Expand existing worker training programs to encourage promotion of employees in high demand areas
- Create a Career and Technical Interest Information program to address the interest gap in hard-to-fill, technical occupations

The Local Government Council would serve as the fiscal agent and administrator for the project.

Recommended Action: Authorize the Local Government Council to serve as fiscal agent and administrator for the GO Virginia grant and include a letter of support for support for the project. **(Attachment)**

6. Taxation and Streaming Videos – Gary Christie

Background: Last month we talked about the ability for localities to tax streaming video content. VML has taken a position and VACo is considering one encouraging a more flexible tax policy for streaming video.

Staff suggests that instead of talking about one component of our tax policies, we encourage a dialogue on a comprehensive update to how local government obtains revenues.

Local Government Council Recommended Action: Staff recommends that the Local Government Council call on Regional Commissions/Councils throughout the Commonwealth to encourage the General Assembly to begin dialogue between local and state officials on a comprehensive reshaping the Commonwealth's tax code to advance both state and local economic competitiveness and produce a fairer system of revenue generation for local governments.

VML Position (adopted):

Communications Sales and Use Tax: The Virginia Communication Sales and Use Tax was enacted to establish a statewide tax rate and to pre-empt local taxes on communication sales and services. VML supports setting the tax rate at the same level as the state sales tax rate, and broadening the coverage of the tax to include audio and video streaming services and prepaid calling services.

VACo Position (for consideration at their conference in November):

504 **Modernization of Communications and Sales Tax Structure**
505 VACo supports updating the Communications Sales and Use Tax (CSUT) to
506 ensure that it reflects the modern telecommunications landscape, which has
507 evolved since the CSUT took effect in January 2007. Similarly, VACo supports
508 revising sales and use taxes to address modern patterns of consumption, such
509 as online purchases

7. Office Space

The Lynchburg Regional Business Alliance has invited us to share office space in their new building at 300 Lucado Street in Lynchburg. Staff discusses the expected costs, considerations and alternative locations.

Recommendation: Discussion, and if interested, refer the concept to the ad hoc committee for more consideration. **(Attachment)**

8. Strategic Planning: Local Government Council Regional document summary and SERDI 360 Regional Assessment – Gary Christie

Summary: We're still working on analyzing the various regional plans to find commonalities. We expect to have the material ready for you at the January meeting.

Also at the January meeting we will ask your authorization to hire the SouthEast Regional Directors Institute to lead the Council on a 360 Organizational Assessment at a cost not to exceed \$7,500 beginning the process in August 2018. The assessment is designed to identify how the Council is perceived by local government customers, to identify strategies to strengthen those relationships and to identify or reinforce projects or strategic areas where the Council should be working.

This work will also be helpful as we work through the development of a regional strategic plan and our future work plans by offering our stakeholders opportunities to make suggestions about where we would best focus our energies and work plans. **(Attachment)**

9. Meeting Schedule for 2018:

Our VDOT/CTB colleagues have asked us not to hold MPO meetings outside of the MPO area. That complicates our ability to have dinner meetings outside of the MPO area.

The Council is asked to consider:

- whether to move the spring 2018 dinner meeting to May to have the meeting outside of the MPO area, and/or
- whether to plan a dinner meeting with the Roanoke Regional Commission in June in the Roanoke area

Meeting schedule for consideration for 2018

- i. January 18 MPO & LGC
- ii. March 15 – LGC
- iii. April 19 – MPO, LGC
- iv. May 17 – LGC (Dinner meeting?)
- v. June 28 - Meeting with Roanoke Regional Commission in Roanoke area
- vi. September 20 - LGC
- vii. October 18 – MPO & LGC dinner meeting
- viii. November 15 - LGC

10. Other business

- a. Written report below from Kelly Hitchcock on:
 - i. Floodplain Management workshop in January
 - ii. CEDS Implementation Update
 - iii. Regional Employee Training Program Survey
 - iv. Hazard Mitigation Grant approved and starts in the spring 2018

11. Next meeting: January 18, 2018, 5 p.m.



Agenda Item 2

Virginia's Region 2000 Local Government Council

Holiday Inn Lynchburg
Lynchburg, VA 24504

October 19, 2017
5:00 pm

DRAFT – Minutes

Members Present:

Carl Boggess, Bedford County Administrator, Treasurer of Council
Mayor Joan Foster, Lynchburg City Council, Chair of Council
Mayor Paul Harvey, Town of Appomattox
Bruce Johannessen, Town of Bedford
Megan Lucas, Lynchburg Regional Economic Alliance
Dean Rodgers, Amherst County Administrator
Frank Rogers, Campbell County Administrator
Gary Shanaberger, Town of Appomattox
John Sharp, Bedford County Board of Supervisors
Bonnie Svrcek, Lynchburg City Manager
Russell Thurston, Brookneal Town Manager
Mayor Dwayne Tuggle, Town of Amherst

Members Absent:

Susan Adams, Appomattox County Administrator
Kenneth Campbell, Amherst County Board of Supervisors
Mayor Phyllis Campbell, Town of Brookneal
Del. Ben Cline, Virginia House of Delegates
Waverly Coggsdale, Altavista Town Manager
Mayor Mike Mattox, Town of Altavista
Bryan Moody, Appomattox County Board of Supervisors
Sen. Mark Peake, Virginia Senate
Michael Rousseau, Campbell County Board of Supervisors

Others Present:

Ben Bowman, Local Government Council
Gary Christie, Local Government Council, Executive Director
Susan Cook, Local Government Council
Stacey Hailey, Town of Bedford
Rosalie Majerus, Local Government Council, Deputy Director of Finance
W. Scott Smith, Local Government Council

1. Welcome and Moment of Silence

Mayor Foster, Chair, welcomed everyone and opened the meeting at 5:00 p.m. with a moment of silence.

2. Approval of Minutes from the September 21, 2017 Meeting

Upon a motion by Dean Rodgers, and seconded by Megan Lucas, the minutes of the September 21st meeting were approved as presented.

3. Financial Report

Rosalie Majerus reviewed the financial report dated September 30th, included in the meeting packet. She reported that operating expenses are where they should be.

Gary Christie informed the Council that Old Madison Heights was selected by the Department of Housing and Community Development in the year's round of CDBG funding.

4. Request from Amherst County to use LGC Reserves for Communications with the General Assembly for the Training Center

Dean Rodgers reported that last year the Local Government Council provided \$20,000.00 toward information to the General Assembly regarding re-use for the Central Virginia Training Center resulting in \$260,000 from the General Assembly. The money was directed to the Virginia Department of General Services and was used to produce a Phase I Environmental Study of the entire property. There was also enough money to direct some of the funds toward a Limited Scope Phase II in other areas of the property.

Mr. Rodgers advised that by the November meeting he should know if additional funding is needed this term and will be requested at that time. This request will probably be \$30,000.00 or less.

Frank Rogers commented that the Council may want to have a line item built in to the operation budget for advocacy.

5. 2018 General Assembly Legislative Recommendations

Gary Christie reported that the first three items were recommended by Amherst County in regard to:

- 1) Broadband
- 2) Freedom of Information Act
- 3) Central Virginia Training Center

Item No. 4 was recommended by the City of Lynchburg:

- 4) Communications Sales Tax was recommended by the City of Lynchburg, to tax streaming services.

A motion was made by Dean Rodgers to adopt the first three recommendations. The motion was seconded by Carl Boggess. The motion was unanimously approved.

1. **Broadband**

- a. *LGC urges the Commonwealth and the Federal Government to assist communities in their efforts to deploy universal affordable access to broadband for all areas, particularly in underserved and rural areas.*
- b. *LGC opposes mandates that limit or restrict local land use authority for the siting of telecommunications infrastructure or result in a negative fiscal impact to local government budgets*
- c. *LGC recommends funding the VRA Broadband Infrastructure Revolving Fund (see Va. Code secs. 15.2-2419 et seq.) adequately for rural broadband infrastructure projects to be able to obtain financing.*

2. **Freedom Of Information Act**

- a. *The LGC opposes making failure to comply a criminal offense or presumptively willful.*
- b. *The LGC opposes proposals that would lessen the scope of the personnel exemption under Va. Code sec. 2.2-3705.1(1).*
- c. *Local Government Council supports changes to the conditional zoning law to allow greater flexibility in the process for determining impacts to be addressed when considering an application for development.*

3. **Central Virginia Training Center**

- a. *The LGC urges the Commonwealth to set aside funding for demolition of buildings that should have been removed long ago and whose presence will detract from the Department of General Service's ability to obtain the highest value for the property.*
- b. *The LGC urges the Commonwealth to set aside funding for a redevelopment plan that will assist the Department of General Services and the local & regional economic development authorities in marketing the property to industries that will achieve its highest and best use.*

Carl Boggess made the motion to table Item No. 4 until more information can be presented. The motion was seconded by Frank Rogers. John Sharp offered a substitute motion to permanently table Item 4 and not consider it at a future meeting. The motion was seconded by Dean Rodgers.

The vote was called for the first motion, which was approved with eleven for and one (John Sharp) against.

6. **GO Virginia Overview**

Gary Christie introduced Mr. John Provo, Director of Virginia Tech's Office of Economic Development. Mr. Provo presented an update on the GO Virginia program.

7. **Adjourn** – There being no further business, the meeting adjourned at 6:20 p.m.

8. **Next Meeting** - November 16, 2017, 5:00 in the LGC offices.

Agenda Item 3 b.

A RESOLUTION AUTHORIZING PARTICIPATION IN THE VACO/VML VIRGINIA INVESTMENT POOL FOR THE PURPOSE OF INVESTING FUNDS BELONGING TO THE VIRGINIA'S REGION 2000 LOCAL GOVERNMENT COUNCIL IN CERTAIN AUTHORIZED INVESTMENTS IN ACCORDANCE WITH SECTIONS 2.2-4501 *et seq.* AND 15.2-1300 OF THE VIRGINIA CODE.

WHEREAS, Section 15.2-1500 of the Virginia Code provides, in part, that every locality shall provide for all the governmental functions of the locality, including, without limitation, the organization of all departments, offices, boards, commissions and agencies of government, and the organizational structure thereof, which are necessary to carry out the functions of government; and

WHEREAS, the Investment of Public Funds Act (Va. Code §§ 2.2-4500 through 2.2-4519) lists the eligible categories of securities and investments in which municipal corporations, other political subdivisions and other public bodies are authorized to invest funds belonging to them or within their control; and

WHEREAS, Section 15.2-1300 of the Virginia Code provides that any power, privilege or authority exercised or capable of exercise by any political subdivision of the Commonwealth of Virginia may be exercised and enjoyed jointly with any other political subdivision having a similar power, privilege or authority pursuant to agreements with one another for joint action in accordance with the provisions of that Code section; and

WHEREAS, the City of Chesapeake, Virginia and the City of Roanoke, Virginia have jointly established and are participating in the Virginia Investment Pool Trust Fund (the "Trust Fund"), also known as the "VACo/VML Virginia Investment Pool," and have provided in their trust agreement for participation by other eligible governmental entities that execute a trust joinder agreement; and

WHEREAS, it appearing to the governing body of the Virginia's Region 2000 Local Government Council that it is in the best interests of the Local Government Council to become a Participating Political Subdivision in the Trust Fund; and

WHEREAS, the individual holding the title of Executive Director, is chief investment officer of the Virginia's Region 2000 Local Government Council, and has the authority and responsibility under Virginia law to determine the manner in which funds under his (her) control will be invested;

NOW, THEREFORE THE COUNCIL OF THE VIRGINIA'S REGION 2000 LOCAL GOVERNMENT COUNCIL HEREBY RESOLVES:

§ 1 That, pursuant to Sections 2.2-4501 *et seq.* and 15.2-1300 of the Virginia Code, the Virginia's Region 2000 Local Government Council hereby establishes a trust for the purpose of investing funds, other than sinking funds, determined to derive the most benefit from this investment strategy, in investments authorized under the Investment of Public Funds Act, jointly with other participating political subdivisions and public bodies in the Trust Fund. A copy of the Virginia Investment Pool Trust Fund Agreement ("Trust Fund Agreement") is attached and incorporated in this resolution as Exhibit A.

§ 2 That the Virginia's Region 2000 Local Government Council hereby agrees to become a "Participating Political Subdivision" in the Trust Fund as further defined in the Agreement.

§ 3 That the Virginia's Region 2000 Local Government Council hereby designates its Executive Director to serve as its trustee with respect to the Trust Fund and determine what funds shall be invested in the Trust Fund.

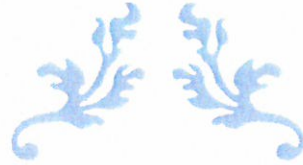
§ 4 That the Virginia's Region 2000 Local Government Council hereby authorizes its above-designated trustee to execute and deliver the Trust Joinder Agreement for Participating Political Subdivisions under the Virginia Investment Pool Trust Fund ("Trust Joinder Agreement"), a copy of which is attached and incorporated in this resolution as Exhibit B.

§ 5 This resolution shall be in force and effect upon its adoption.

Adopted November 16, 2017.

Attested: _____

Exhibits: Trust Fund Agreement ("Exhibit A")
Trust Joinder Agreement ("Exhibit B")



MEETING CRITICAL WORKFORCE NEEDS FOR THE REGION 2000 WORKFORCE SYSTEM

A Whitepaper on the Future Structure of the Region 2000 Workforce
Development Board



BACKGROUND

The Workforce Innovation and Opportunity Act (WIOA) has created a renewed effort to retool the public workforce system so that it is more flexible and responsive to meeting employer needs. Workforce policies and investments need to be reimagined, because labor markets are changing in fundamental ways. The Regional Workforce System must develop policies, funding, and service models that align with challenges posed by labor markets in the twenty-first century—an era characterized by perpetual volatility. Disruptive forces are everywhere; whole industries are being transformed by innovation, automation and changes in technology at a pace that continues to accelerate. The result is increased uncertainty and turbulence in the scale and nature of employment in many industries, and often dramatic shifts in skill requirements and how occupations are defined. Workforce resources and organizations must become more nimble, responsive and evolve as needed in response to these powerful forces. This brief paper identifies some issues and offers some ideas about potential new models that would better align workforce investments to needs within an economy in transformation.

Region 2000 has some promising growth areas directly impacting the future knowledge economy. Liberty University has experienced phenomenal growth, especially in distance learning, making it the largest non-profit educational organization in the country. Liberty University is likely the largest information technology employer in the region. Career and technical education at the high school level and technically focused colleges and schools such Central Virginia Community College, American National University, and Virginia Technical Institute are extremely valuable workforce contributors since at least 70% of the region's workforce requires an associate's degree or less. Liberty University, Lynchburg College, Randolph College, Sweet Briar College and Virginia University of Lynchburg offer significant strength to the region's total postsecondary effort and contribute toward this region having access to more college talent per capita than most regions of Virginia.

Healthcare, manufacturing, retail, education and construction account for significant sectors of the workforce in Region 2000. Sectors with the highest average wages per worker are Professional, Scientific, and Technical Services (\$68,677), Wholesale Trade (\$60,904), and Management of Companies and Enterprises (\$60,122). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+1,118 jobs), Health Care and Social Assistance (+562), and Retail Trade (+295). Over the next 10 years, employment in the Region 2000/Central VA (WDA 7) is projected to expand by 1,977 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+2,503 jobs), Construction (+614), and Retail Trade (+569). (Source: JobsEQ) Manufacturing is a unique opportunity for Region 2000 because it offers some of the best opportunities for living wage careers. This region is uniquely positioned to capitalize on the continued growth in healthcare, education and the new era of science and technology driven advanced manufacturing because of the substantial number of manufacturing businesses in the area that currently employ and will continue to need highly skilled workers. Traditional manufacturing jobs are not projected to increase significantly in the region, largely due to automation reducing the number of workers required, however there will be an ongoing need for

a highly skilled, technical workforce. Higher education is and will be a significant driver for the knowledge economy with a major influence on many other employment sectors. This is especially true for Virginia's Region 2000 and establishes the need to develop an adaptable, efficient and transformation workforce system that will make this region: *Virginia's Talent Region*.

THE NEED

One of the primary challenges to effective implementation of WIOA is developing a common regional vision for workforce development that supports career pathways for the critical employment sector needs of all employers within the region. This vision and workforce system should fully engage all secondary/postsecondary education providers (both private and public), related community organizations and business throughout the region. In Virginia's Region 2000, over 70% of this workforce preparation should take place in the K-14 education system with the remaining workforce needs addressed by four-year college or university preparation. Developing, supporting and coordinating a regional career pathway system is the role of the Region 2000 Workforce Development Board and the stakeholders that comprise the board. Given the multiple stakeholders involved in workforce development in government and the private sector, the Workforce Development Board could benefit from a structure that creates better communication and resource availability to meet unique employer needs through an effective workforce system connected to all appropriate resources throughout the region.

Two of the most critical areas facing the workforce for Region 2000 are work ethic and finding employees with mid to high-level technical skills. These are key concerns expressed by regional employers. Work ethic and career awareness is something that starts at elementary age as children observe their parents and other adults. Children without positive role models or supportive family systems frequently become disengaged from the educational resources that can prepare them for a positive career. A high-quality, responsive, workforce system engages not only the public and private educational sectors but most importantly, businesses, community organizations and the faith community in a regional talent development system. Non-profit organizations and the faith community are very important in the Lynchburg region and must be appropriately engaged as an access point for job seekers and provide mentoring or support services for youth and adults with employment challenges. A nongovernmental entity may be the best vehicle for building this new workforce system.

Financial resources for the Region 2000 Workforce Development Board are very limited with only 1.3 million dollars allocated to serve the entire region for the 2017-18 budget year. These funds are 100% federal funds with very specific guidance on use. For example, of the total youth funding allocation, (\$519,913.00) 75% must be spent on out of school youth between the ages of 16-24 years old and only 25% can be spent on in school youth. Ideally, career development needs to start in middle school and include hands on career exploration with family involvement throughout the secondary school years. In Virginia, public schools are required to have academic and career plans in place for all students before the 9th grade to guide student choices in career and technical courses. It is a tremendous challenge providing opportunities for career exploration and awareness during the middle and high school due to current academic requirements. Our regional workforce system needs to find resources for creating hands on career exploration opportunities after school, on weekends and during the summer to bring real world career experiences into the lives of our youth and create meaningful career pathways. With existing funding, the workforce system has very limited resources to connect students with career exploration before age 14 which is a critical stage in life/career development. Additional resources

beyond existing federal funds are critical for building the partnerships with employers and early career pathway system to meet future employer needs. One of the missions of the Region 2000 Workforce Development Board is to work with all appropriate partners to create career pathways with living wage careers in high demand occupations. Creating an operational structure with more flexibility in policy and funding will provide resources to accomplish this mission

SOLUTION

The need for a more flexible organizational structure is probably best illustrated through the role of Industrial Development Authority's (IDA) or Economic Development Authorities (EDA) that serve many localities. The purpose of an Industrial Development Authority (IDA) or EDA is to promote industry and develop trade by inducing manufacturing, industrial, governmental, non-profit, commercial and other enterprises to locate, remain and expand for the benefit of citizens in the form of employment opportunities and economic growth. IDAs' and EDAs' are authorized to acquire, own, lease and dispose of properties to the end that such activities may promote industry and develop trade by inducing enterprises to locate, remain and expand in the locality they represent. IDA's and EDA's provide the localities they serve with the flexibility to move as quickly as necessary to meet the needs of businesses seeking to locate, expand or maintain productivity. *In our knowledge and technology driven economy workforce has become as important as land and buildings to attracting and retaining businesses*, thus the need to consider establishing a non-profit and/or aligned benefit corporation that promotes flexibility and speed for meeting the skill needs generated by rapidly changing technology in the workplace.

Many Workforce Development Boards in Virginia are already established as a non-profit (501c3) organization and have additional funding streams beyond WIOA federal dollars. It is now written into WIOA law (*Title 29 › Chapter 32 › Subchapter 1 › Part A › Subpart 2 › § 3123*) that one of the expectations of local boards is "identifying non-Federal expertise and resources to leverage support for workforce development activities." Creating a non-profit organization aligned with the Region 2000 Workforce Development Board would create opportunities for alternative funding from private foundations, businesses or individuals. These funds can be leveraged to create strong business education/ partnerships and possibly serve as venture capital funds to establish a business enterprise also prepares a high-skill workforce that is not reliant completely upon government funding.

The Region 2000 Workforce Development Board and Chief Elected Officials have an opportunity to develop a new operational structure that creates more flexibility to meet local and regional workforce needs. As staff to Workforce Development Board I encourage both the Region 2000 Workforce Development Board and Chief Elected Officials to support developing a nonprofit organization aligned with the Workforce Development Board that would position our region to develop a more flexible and efficient workforce system. For existing examples and models for consideration please review the attached information and visit the websites presented in the following listing of resources:

Attachment A: Shenandoah Valley Workforce Development Board-Draft Articles of Incorporation

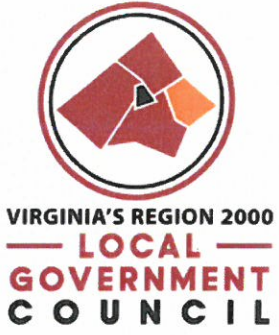
Attachment B: Pioneer Human Services Overview

ADDITIONAL RESOURCES/BACKGROUND INFORMATION ON EXISTING MODELS FOR CONSIDERATION

1. [Maxx Potential](#): Information Technology Company in Richmond, VA using the apprenticeship model to train IT workers utilizing real world projects. Employees can be hired by the project business
2. [Pioneer Human Services](#): Human services non-profit in Spokane, Washington with manufacturing and other business enterprises utilizing the apprenticeship model to prepare employees for living wage careers.
3. [4P Foods](#): A Virginia Benefit Corporation (B-Corp). New corporate structure in Virginia creating a stock corporation whose articles of incorporation provide that it is a benefit corporation and that has, as one of its purposes, the purpose of creating a general public benefit on society and/or the environment.
4. [Center for Design and Manufacturing Excellence](#)- Ohio State University- Business support with paid student internship opportunities

Agenda # 85

828 Main Street
12th Floor
Lynchburg, VA 24504



Office: 434.845.3491
Fax: 434.845.3493
www.region2000.org

October 19, 2017

John A. Provo, Ph.D.
Director
Office of Economic Development (0373)
Outreach and International Affairs
Virginia Tech
702 University City Blvd.
Blacksburg, VA 24061

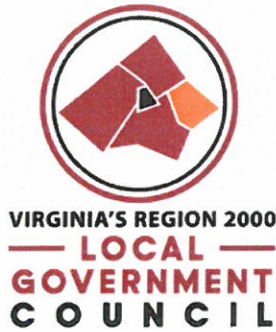
Dear Dr. Provo:

On behalf of the many partners throughout the Go Virginia Region 2, Virginia's Region 2000 Local Government Council, as the proposed fiscal agent, is submitting this letter to indicate our interest in applying for the first round of funds that become available for Region 2. We seek your input and feedback on this proposal as we begin developing the final application.

Specifically, the GoVA Talent Collaborative in the 18 jurisdictions in Go Virginia Region 2 seeks \$300,000 to stimulate the region's economic growth by closing the skill and interest gaps in middle-to-high skilled occupations in Manufacturing, Healthcare, and Information Technology. Our work will be accomplished by making two strategic investments that will create both immediate and long-range results.

Existing Worker Training Program: We propose to start an existing worker training program that helps priority industries further develop their talent and training to remain competitive in both regional and global markets. The training is business driven and responds to changes in market conditions as well as the introduction of new technology into the workplace. The program will pay for up to 90% of the cost of training for existing workers that are ready to move into higher wage technical or leadership positions. Existing worker training programs have been successful across the United States and the Region 2 Talent Collaborative needs an infusion of non-federal funding to launch it here. By helping businesses train and promote their existing workers into high demand areas, our talent collaborative will better respond to business needs and build the talent pipeline needed to fill other vacant positions. This proposal will provide two years of funding to launch the program.

828 Main Street
12th Floor
Lynchburg, VA 24504



Office: 434.845.3491
Fax: 434.845.3493
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Skills and Interest Campaign: We propose to create a Region 2 Career and Technical Interest Campaign to address the interest gap in hard-to-fill, technical occupations across all priority industry clusters. Partners will work directly with those businesses to identify the top 20 occupations and the training needs for them. Based on that feedback, marketing resources will be deployed to develop career pathways and a multimedia campaign to educate students and parents regarding those career opportunities. Short videos and web content will be made on each occupation, highlighting local businesses, training opportunities, potential wages, and other benefits of that career choice. This model will also build a sustainable career pathway system by directly engaging employers for on-going resources to maintain and update the career pathways for high demand, living wage occupations. This campaign will also include hands-on career exploration opportunities for students to better understand the skills, training and work expectations for our region's employers.

Primary Applicant:

Virginia's Region 2000 Local Government Council
828 Main St #12, Lynchburg, VA 24504

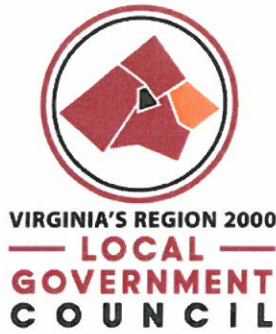
Jurisdictions to be served:

Cities of Covington, Lynchburg, Radford, Roanoke, and Salem; the counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke, and the Towns of Amherst, Altavista, Appomattox, Bedford, Blacksburg, Brookneal, Christiansburg, Clifton Forge, Floyd, Glen Lyn, Narrows, Pearisburg, Pembroke, Pulaski, Vinton, Rich Creek, Boones Mill and Rocky Mount.

Partners:

Virginia's Region 2000 Workforce Development Board
Virginia's Blue Ridge Works
New River-Mount Rogers Workforce Development Board
Virginia's Region 2000 Local Government Council
Roanoke Valley-Alleghany Regional Commission
New River Valley Regional Commission
Central Virginia Community College
Virginia Western Community College
Dabney S. Lancaster Community College
New River Community College
Lynchburg Regional Business Alliance
Roanoke Regional Chamber of Commerce
Montgomery County Chamber of Commerce
Floyd County Economic Development

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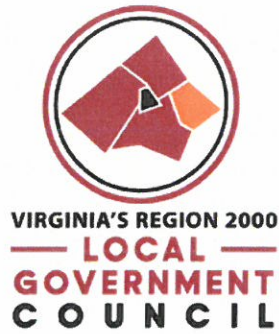
Budget & Leveraged Funds

| Category | GoVA Funds | Leveraged Funds | Total Costs |
|-----------------------------------------|------------------|------------------|------------------|
| Existing Worker Training Program | | | |
| Existing Worker Training | \$210,000 | \$315,000 | \$525,000 |
| Business Engagement Personnel | \$0 | \$90,000 | \$90,000 |
| | | | |
| Skills and Interest Campaign | | | |
| Marketing Campaign | \$55,000 | \$80,000 | \$135,000 |
| Youth Career Expo's | \$15,000 | \$25,000 | \$40,000 |
| | | | |
| Administrative Costs | \$20,000 | \$40,000 | \$60,000 |
| | | | |
| TOTAL | \$300,000 | \$550,000 | \$850,000 |

Leveraged funds for the Existing Worker Training Programing will be provided through a 50% employer match and the present, but limited, federal funds that are available to support existing worker training. The salaries of Business Engagement personnel at each of the Workforce Development Boards will also be leveraged to deliver the program.

Leveraged funds for the Skills and Interest Campaign will come from federal funding for workforce system outreach, in-kind support from Workforce Development Boards, Chambers of Commerce, and the salaries of personnel at the Regional Commissions and Council.

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Office: 434.845.3491
Fax: 434.845.3493
www.region2000.org

Your feedback is greatly appreciated.

Sincerely,

Gary Christie
Executive Director
Virginia's Region 2000 Local Government Council

Sincerely,

Ben S. Bowman
Executive Director
Virginia's Region 2000 Workforce Development Board

Agenda Item 7

Local Government Council: Invitation from the Business Alliance to share office space

The Lynchburg Regional Business Alliance has invited us to share office space in their new building at 300 Lucado Street in Lynchburg.

The space is smallish, but staff believes it is workable with some additional storage or offsite storage.

The Business Alliance has asked for the following terms:

1. \$15 per square foot
2. About \$6.00 of that amount is operational for utilities and grounds maintenance which will be adjusted annually up or down based on actual cost, pro-rated for the amount of space we use.
3. About \$9.00 is subject to a 3% increase per year
4. A 10 year lease with renewables
5. The Alliance would consider a lower offer, probably about \$2-\$3 lower, in consideration for the improvements we make to the facility
6. We would have unlimited use of the meeting rooms, based on scheduling and availability, at no additional charge.

Wiley Wilson Engineering has estimated \$400,000 in renovation costs. It's probably a high number and they're working on revising it. As #5 above indicates, we would be able to negotiate some discount in our rent rate in recognition of our improvements to the building.

The per square foot rate is higher at the Alliance, but our total monthly costs would be lower because we would not pay for common spaces like meeting rooms, shared hallways, restrooms. We would have to pay for the renovation costs from our reserves. The reserves could partially be restored through the discount offered in #5 above.

| | Bank of the James | Alliance |
|---------------------------------------------------------------------|-------------------|---------------|
| Per Square Foot – FY 19 | \$13.75 | \$15 |
| Space rented | 6,063 sq. ft. | 3,254 sq. ft. |
| FY 19 cost | \$82,457 | \$48,810 |
| 10 Year Cost | \$973,225 | \$573,436 |
| Construction Cost | | \$400,000 |
| Construction discount @ \$2 to replenish the reserves over 10 years | | \$74,607 |
| Construction discount @ \$3 | | \$111,910 |
| Construction discount @ \$4 | | \$149,214 |
| Construction discount @ \$5 | | \$186,517 |
| Construction discount @ \$6 | | \$223,821 |
| Construction discount @ \$7 | | \$312,312 |

Example Scenario at \$3 construction discount:

| | |
|-------------------------------------------|-------------|
| 10 Year Alliance Rental Cost: | \$573,436 |
| Construction: | \$400,000 |
| Rebate for construction | (\$111,910) |
| | |
| Ten year cost for Alliance building | \$861,526 |
| | |
| Net savings over 10 years compared to BOJ | \$111,699 |
| | |
| Net cost to reserves at 10 years | \$288,090 |

Discussion Areas:

- **Communications with the Alliance:** Would there be better communications if we shared a building?
- **Would there be negative perceptions** about our moving into a building owned by the former Lynchburg Chamber?

Alternatives: What are our choices?

Participate in a consortium to build a new building for Workforce Development at CVCC and locate LGC offices there

- Goal # 6 of the Region's Comprehensive Economic Development Strategy is to put a Workforce Development Center on CVCC campus
- Would serve the region's One Stop Center for WOIA services
 - Assistance to job seekers and employers now housed at the VEC
 - On the Job Training and Apprenticeship Programs
- The Community College's focal point for customized training to business community
 - Business services including pre-employment assessment, employee development, business consulting services
 - Now located in Merritt Hall
- The Small Business Development Center
 - Business Services including customized counseling and education for small businesses in the region
- Additional training, classroom and meeting space
 - Computer Labs
 - Classrooms
 - Conference rooms
 - Open industrial training space to provide flexible training space
 - Lecture hall seating 150-250
- Hampton, Virginia example
- Would be a significant economic development marketing tool to attract and retain businesses

- Would incorporate space for our offices to provide additional income stream for the building
- Would require financial support from Tobacco Commission and or other grant support
- Would likely take several years, and perseverance, to accomplish

This space would bring the entire workforce community together into one effective center for STEM, manufacturing and industrial training, career placement and skills development. The facility would tie the needs of the economic development community and the resources of the education community into one effective unit to serve the region.

Different space, likely not downtown Lynchburg

- Most downtown Lynchburg space is higher priced than the current \$13.60 we pay now.

Lease or condo the current space

- A longer term lease may give us a lower cost for the current space
- The landlord is willing to negotiate the sale of the floor in a condominium arrangement.

Recommended Action: Discussion

Agenda Item 8

SERDI Regional Assessment

Summary: Staff recommends hiring the SouthEast Regional Directors Institute to lead the Council on a 360 Organizational Assessment at a cost not to exceed \$7,500 beginning the process in August 2018. The assessment is designed to identify how the Council is perceived by local government customers, to identify strategies to strengthen those relationships and to identify or reinforce projects or strategic areas where the Council should be working.

Who is SERDI: The SouthEast Regional Directors Institute is a voluntary professional development association for regional council executive directors, and when appropriate, their councils and state associations in 12 southern states including Virginia. Since 1994, Institute staff and retired Regional Directors have assisted Regional Councils with internal reviews and strategic planning recommendations. Eight of the Virginia Regional Councils have already been through this assessment.

Process:

August: An electronic survey will be completed by members of the Council, other local elected and appointed officials, and other regional leaders whose opinions are valuable. Survey questions will include:

- What's good about the Council
- What concerns you about the Council
- What is the most valuable thing you receive from the Council
- Is there an opportunity out there that you think the Council should be engaged in that it is not
- If you could change one thing about the Council what would it be

September: There would be up to six focus group sessions (1 1/5 hours) facilitated by SERDI staff over parts of September 17-19. We determine how the focus groups are shaped, but it could be:

- By geography
- By sector
 - Managers/Administrators
 - Planners
 - Economic Developers
 - Workforce
 - Staff

Some of the same questions in the electronic survey will be asked, but these focus groups will allow the facilitators to get more in depth answers about their perspective of the Council and how we can increase our relevancy and usefulness to our customers.

We would have an expanded meeting on September 20 for SERDI staff to lead a review of the comments heard and conduct a strategies work session, not to exceed 1½ hours. SERDI will

present several preliminary rough draft strategy recommendations for discussion and seek strategy recommendations from the Council as well.

October: SERDI will submit a complete record/report of the Council assessment including final recommendations.

Strategic Planning

Staff has been working to compile those goals and initiatives that have been identified in various regional strategic plans. Once refined, we can send those goals to our localities for their consideration.

This SERDI assessment process would be helpful to confirm that our localities agree with the goals and initiatives refined in the compilation of the plans and to solicit additional perspectives and ideas.

Written Reports:

DCR Floodplain Management Workshop – January 18, 2018

LGC is assisting DCR in holding a one-day workshop to introduce local officials to the Virginia Department of Conservation and Recreation (DCR) staff and provide important training on the updated floodplain management requirements.

This will be a valuable workshop for floodplain administrators, emergency managers, planning/zoning administrators, planners, building officials, stormwater engineers, engineering consultants as participants will be provided detailed information about the National Flood Insurance Program (NFIP), including detailed information on what is required of localities to be eligible for NFIP and what programs and disaster/mitigation funding is or is not available depending on locality NFIP participation, and what activities can reduce risk, damages, and costs associated with flooding.

What: LGC Floodplain Management Workshop

When: January 18, 2018
9:00 am – 5:00 pm (lunch provided)

Where: GLTC Kemper Street Station
800 Kemper Street, Lynchburg

2. CEDS Update – from Kelly Hitchcock

Regional Economic Growth....What's Happening?

In November 2016, regional stakeholders completed the region's five-year comprehensive economic development strategy (CEDS) by developing five goals and 11 initiatives deemed vital to spur the economic growth of the Lynchburg Region. The CEDS progress continues with regular meetings of the steering committee. It was decided the best plan of action to carry out the CEDS would be to develop smaller councils to execute the 11 key initiatives. Those councils have been formed and are meeting regularly. Below is an update from each:

Regional Branding and Image Council:

The Regional Branding Council is a diverse group with a common interest in the branding of the region. There is representation from public and private sector partners, as well as, higher education, tourism, and public education. The council is currently reviewing best practices of branding strategies and communities that have completed rebranding campaigns, and also determining the current brand of the Lynchburg Region.

Regional Economic Development Council: The Regional Economic Development Council is comprised of all the local economic development directors within the region, the workforce development director and regional economic development professionals. This group is tasked with multiple initiatives more specific to economic development, such as a business retention strategy, site development and national marketing efforts all geared toward increasing economic activity in the region. This group meets monthly is currently developing base line measurements for the initiatives.

Transportation Council: The Transportation Council is focused on capitalizing on the 2016 Regional Connectivity Study, the Long-Range Transportation Plan, and CEDS priorities with the integration of unifying themes and metrics. The Central Virginia Metropolitan Organization (CVMPO) and the Lynchburg Regional Transportation Advisory Group (LRTAG) are essential partners to this Council in identifying strategies to expand the “connectivity of our Region”.

Workforce Council:

The Workforce Development Board’s Talent Solutions Team is comprised of education and business leaders, and is serving as the Workforce Initiative Council to advance the CEDS mission to “form a regional coalition to coordinate sector-focused workforce development initiatives, address regional skills gaps and enhance collaboration between the business community and education institutions. The council is meeting monthly to formulate short and long-term workforce needs and sector specific strategies to address needs and gaps.

Rivers & Communities Council: The Rivers and Communities Council is focused on using the region’s natural resources to our economic advantage. The group is comprised of multiple jurisdictions with an interest in river access, as well as private-sector parties that have a stake in the region’s rivers. The group is currently developing vision statements that target six themes to accomplish the CEDS vision to “unlock the region’s riverfronts, better connecting and integrating local communities”.

Arts & Culture Council: The Arts & Culture Council is currently outlining immediate goals to increase the regional arts and culture awareness to advance the CEDS mission to “encourage and incentive projects that improve the aesthetic, artistic, and cultural appeal of our region”. The Council has identified six strategy topics – entrepreneurship, public art, leadership, diversity, range of offerings, and engagement - to improve the districts.

If you are interested in learning more about the activities of the councils contact Jamie Glass at jglass@lynchburgregion.org or Kelly Hitchcock at khitchcock@region2000.org. The full Comprehensive Economic Development Strategy document is available by [clicking here](#).

3. Regional Employee Training Program Survey – sent to Managers/Administrators, HR and Public Works Directors

Region 2000 Local Government Council and local partners are evaluating the opportunity to develop an employee training and risk management program that would:

- 1) Reduce locality employee training costs;
- 2) Expand training quality and frequency options;
- 3) Assist localities with program licensing qualifications and regulations;
- 4) Support employee qualifications and retention; and
- 5) Foster peer communication and sharing of best practices in the region.

Please take about 15-minutes to complete the Central Virginia Training Partnership Program Development Survey ([Access Survey](#)).

Thank you in advance for your participation by Thursday, November 30th.

If you have any questions about the survey or the program development goal, contact Kelly Hitchcock at khitchcock@region2000.org or at 434-845-3491.

Please share this email with colleagues.

4. Hazard Mitigation Grant Approved: The Virginia Department of Emergency Management and the Federal Emergency Management Agency have approved our request for funds to update the region's Hazard Mitigation Plan. The grant will provide \$82,500 in funds and we will match \$27,500 in cash and in-kind. Participating localities will contribute \$2,500 each.

The Virginia Tech Center for Geospatial Information Technology will lead the project at a cost of around \$100,000 which will kick off in the spring of 2018.

We submitted our application in June 2016.

Region 2000 Local Government Council Floodplain Management Workshop

EVENT DESCRIPTION:

Please join us for a one-day workshop for local officials involved in floodplain management. This workshop will introduce participants to the VA DCR Floodplain Management staff and provide updated training on floodplain management requirements.

WHEN:

January 18, 2018 | 9:00 AM to 5:00 PM

WHERE:

GLTC Kemper Street Transfer Station conference room
800 Kemper Street | Lynchburg, VA 24503

REGISTRATION:

To register, please contact Kelly Hitchcock with the Region 2000 Local Government Council at 434-845-5678, ext. 218 or email khitchcock@region2000.org. RSVPs appreciated by January 11, 2018.

Lunch will be provided for participants. Please note any dietary restrictions you may have at registration.

Workshop Topics Include:

Benefits of the National Flood Insurance Program

Floodplain Ordinances

Permitting Requirements

How to use Flood Hazard Data & Maps

Community Rating System

DCR Floodplain Program Updates

Virginia Flood Risk Information System (VFRIS)

Eligible for continuing education credits for CFM, AICP, VAZO, & CEM.



Event Street Address:
GLTC Kemper Street Transfer Station conference room
800 Kemper Street | Lynchburg, VA 24503

