



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

Background & Overview of Growing Opportunity Report

- Workforce Development Strategic Action Team (SAT) developed as a result of City Council's July 2012 work session on job creation
- Consisted of 12 representatives from 5 City departments
- Initial meeting held in September 2012 to determine the Team's charge and objectives

Background & Overview of Growing Opportunity Report

SAT CHARGE: *To foster training and employment opportunities that move City residents towards self-sufficiency.*

SAT OBJECTIVES:

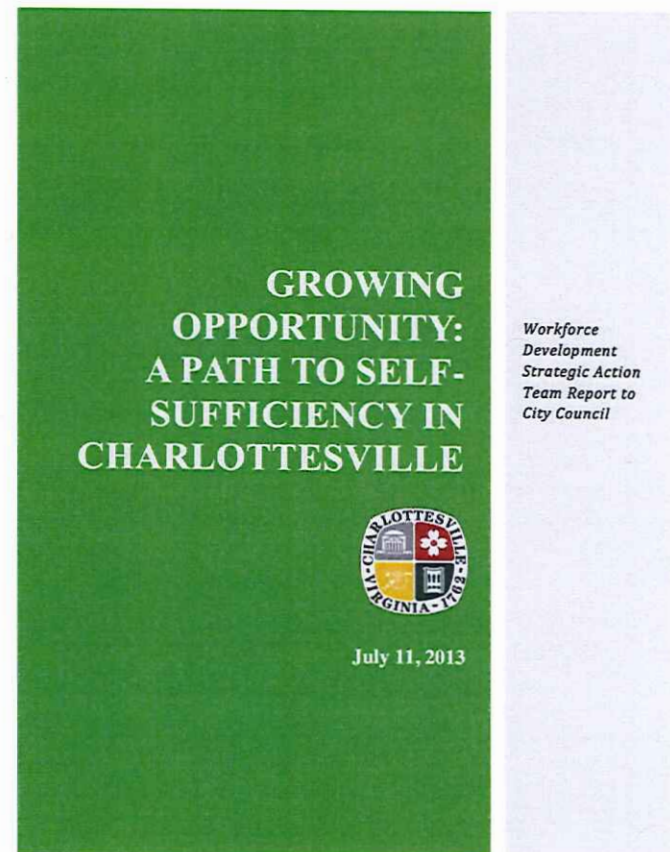
Objective 1 – Identify existing workforce development agencies and organizations in the Charlottesville community and the services they provide to City residents.

Objective 2 – Explore barriers to employment and how they impact City residents' ability to obtain and retain career ladder opportunities.

Objective 3 – Make overarching recommendations for workforce development strategies based on best practices and innovative solutions that will help move City residents towards self-sufficiency.

Background & Overview of Growing Opportunity Report

- Report addresses these objectives and is based on the understanding of key data
- 2010 Census data suggests that almost 30% of City residents live below the poverty level (\$20,090 for a family of three in 2015)
- Orange Dot Project released in 2011 found that 30% of families in the City are in poverty



Background & Overview of Growing Opportunity Report

A highly educated workforce, in a market where more than 60% of the jobs do not require at least a 2 year degree, results in a highly competitive labor market.

- Lower skilled positions that could be filled by people without a 2 year degree are being filled by people with higher education
- Semi-skilled jobs are being filled by people with higher education, therefore preventing those without at least a 2 year degree from obtaining career ladder positions

Background & Overview of Growing Opportunity Report

In light of this, the SAT's focus over the past two years has been on:

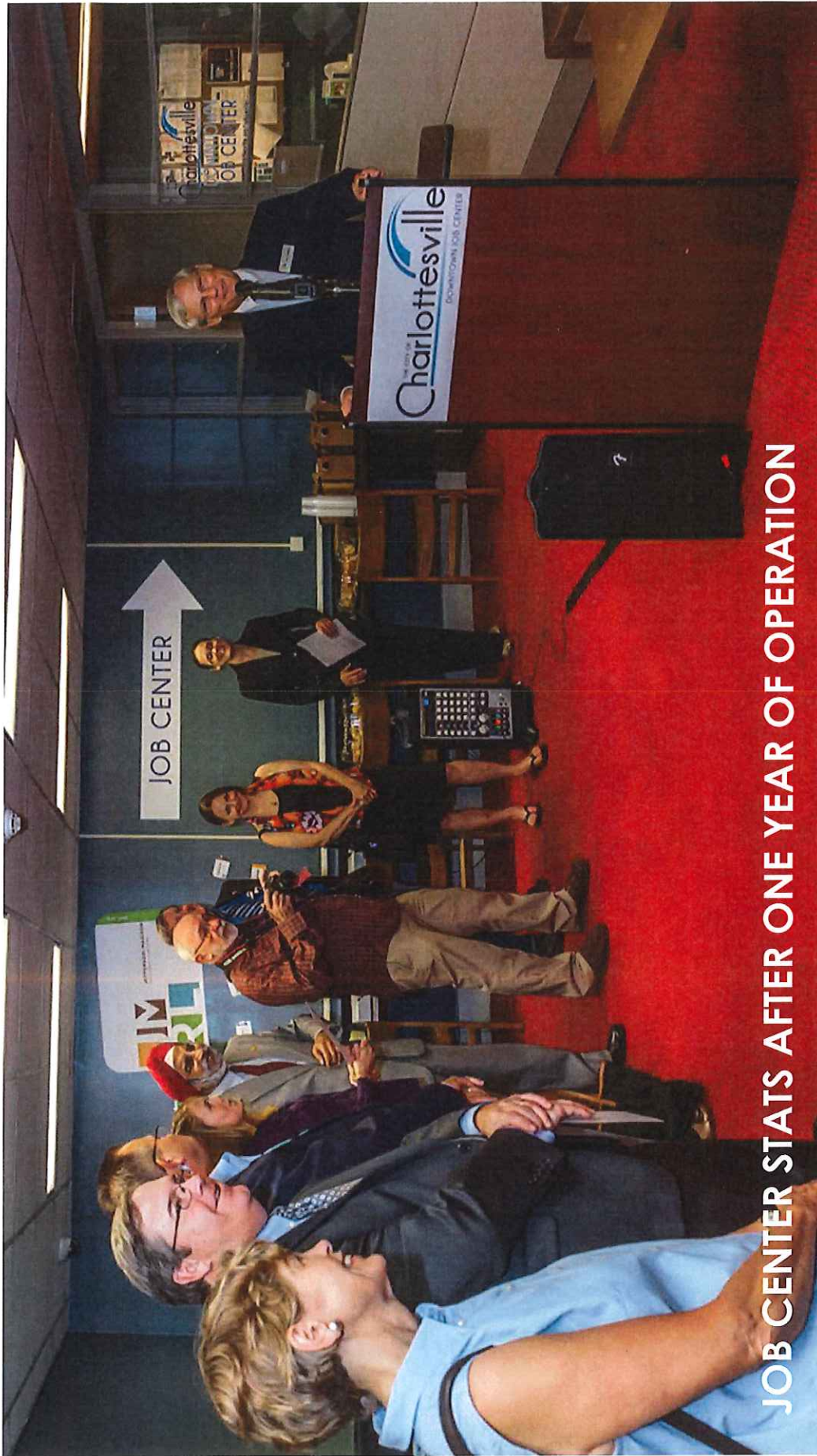
- Efforts to provide training and education opportunities to disadvantaged City residents by collaborating with workforce service providers in the region to ensure competitiveness in the Charlottesville job market
- Assistance with other barriers to employment for residents and enhancement of career ladder job opportunities in the City to ensure that as many citizens as possible have a chance to achieve self-sufficiency



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

OVERARCHING RECOMMENDATIONS



JOB CENTER STATS AFTER ONE YEAR OF OPERATION

1,203

OF INTAKE
FORMS COMPLETED

972

OF ADDITIONAL
WALK-IN VISITORS

85%

% OF VISITORS WHO
ARE CITY RESIDENTS

The City of Charlotteville
DOWNTOWN
JOB CENTER

Workforce Advisory Council & Peer Network

WORKFORCE ADVISORY COUNCIL

Serves in an advisory capacity to the City when developing and implementing its workforce development efforts and strategies

- Meets quarterly
- Has met 7 times since its inception
- 15 members made up community partners engaging in workforce development

PARTNERSHIP OF PEER NETWORKS

Provides residents in low-income neighborhoods with information, resources, and training using a peer network approach

- Established after a year-long study conducted by a steering committee consisting of City staff and community partners
- Developed an inventory of providers in the network
- Offered training to providers on various topics such as motivational interviewing



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

JOB CREATION

Job Creation Through Business Growth & Development



Virginia Jobs Investment Program (VJIP) Local Match through the Charlottesville Economic Development Authority (CEDA)

- Matches State VJIP incentives for job creation
- Additional funding if new hires are City residents
- 9 businesses enrolled since starting program
- Over next 3 years, they anticipate hiring 463 employees with a potential payroll of over \$30 million dollars



Local business development grant program funded through CEDA that provides:

1. Wage subsidies to businesses hiring City residents at a self-sufficient wage
2. Funding to train-up existing, entry level workforce in order to increase business capacity





JOB-DRIVEN WORKFORCE
DEVELOPMENT TRAINING PROGRAMS

GO DRIVER
Get Trained. Get Hired.

So, what
do GO
Drivers
have to
say
about
their lives
almost
one
year?



"I no longer have financial, emotional, or mental stress. I have a good paying job , a good GO Driver family, and a good future in front of me."

—George Davis



"I was in a frustrated state before GO Driver. GO driver was the only one hope I had. They gave me a new life. I am self-sufficient now. Life has improved for me."

—Abdul Mobeen



"I have extra money. I don't have to worry about turn-off notices. I know I have the money to pay my bills."

—Cathy Parker



Other GO
programs
created
using the
GO
Driver
model...



April - May 2015



October 2015



June - July 2015



September - October 2015





GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

BASIC LITERACY & WORKPLACE SKILLS

WORKFORCE DEVELOPMENT PROGRAMS THAT
OFFER BASIC LITERACY & WORKPLACE READINESS
TRAINING





GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

TRANSPORTATION

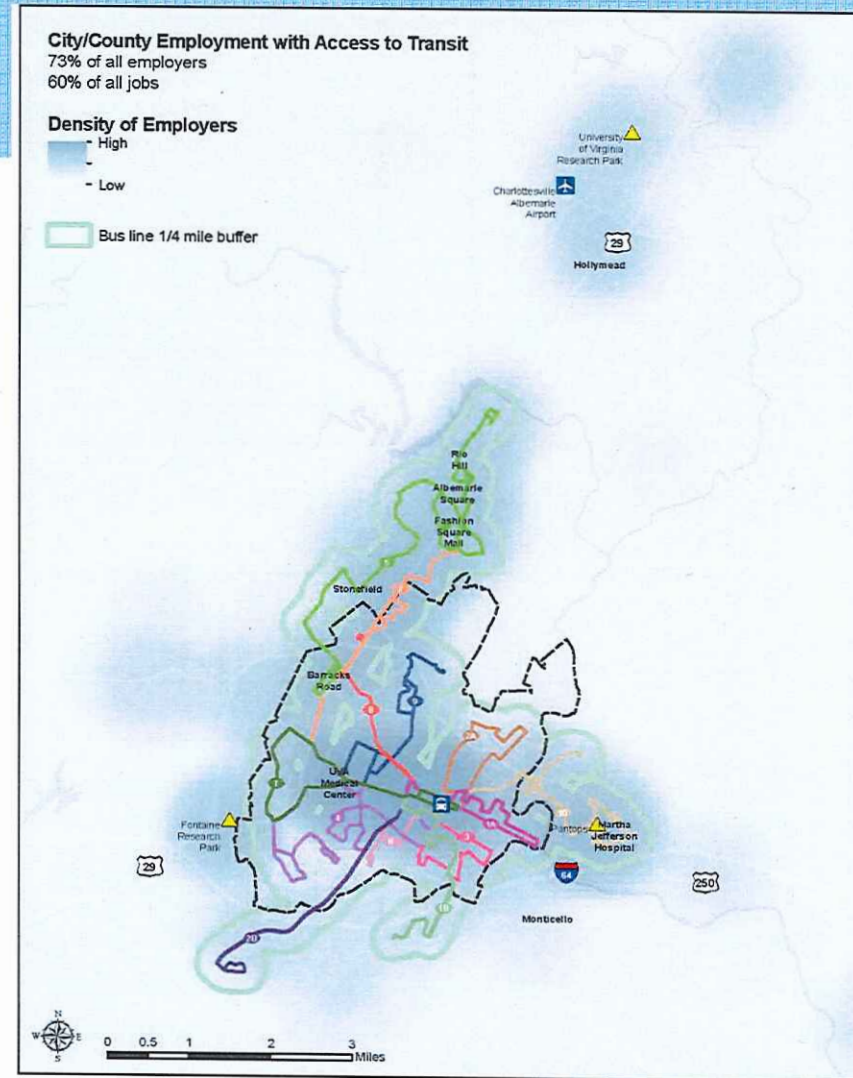
Transportation

Why is it a barrier?

96% of all City-based businesses are within $\frac{1}{2}$ mile from the bus line

73% of all employers are within $\frac{1}{4}$ mile from the bus line

60% of all jobs are within $\frac{1}{4}$ mile from the bus line





RIDE

Get Trained. Get Hired.



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

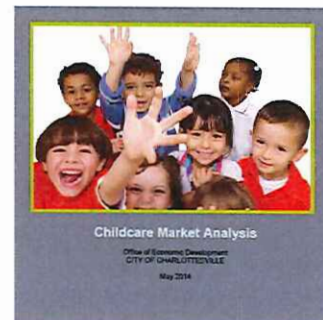
CHILDCARE

Childcare Studies on Availability, Affordability & Accessibility



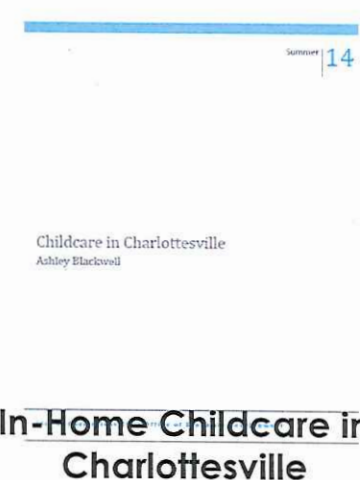
The Need for Non-Traditional Hour Childcare

Consisted of 4 focus groups with low-income, single mothers with more than one child. During the focus groups, the participants expressed several concerns about childcare including: the expensive cost of childcare, accessibility in terms of being able to get their children to and from childcare providers, lack of trust in providers, and the desire for high quality childcare in a safe environment.



Childcare Facilities Market Analysis

Looks at 30 licensed childcare facilities and considered factors such as: location, hours, capacity, group size, cost, and subsidies accepted. Results indicated that most facilities offer traditional morning and afternoon hours, with hours ranging from 6:00am to 6:00pm, Monday through Friday. None of these facilities operate on weekends. The study suggests both a need and demand for non-traditional childcare options.



In-Home Childcare in Charlottesville

Looks at 9 licensed in-home family daycare providers and 30 voluntarily registered in-home daycare providers. Found that 70% are at maximum capacity and 83% operate only Monday through Friday. Only a handful of providers offer non-traditional hours beyond 5:00pm or 6:00pm. However, almost all are located, on or near, a bus route.



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

CRIMINAL HISTORY

City of Second Chances & Coming Home to Work

CITY OF SECOND CHANCES

- Worked with HR staff to change the language used in regards to criminal background under the FAQ section on the City's Job Board.
- HR also enhanced training for its hiring managers concerning barrier crimes and criminal records. An example of this new approach is evidenced by GO Driver, where criminal histories were evaluated on a case-by-case basis.
- HR removed the criminal background question (box) from the City's job application.

COMING HOME TO WORK

- City funding continues to be given to Offender Aid & Restoration (OAR) to administer the Coming Home to Work Program.
- Over the past year, OAR staff has expanded work opportunities for ex-offenders participating in the program to include numerous private sector employers.
- Since switching to private employers in 2014, 27 clients have been placed on the job, 20 are currently working full time (74%), 9 of those working are still employed with the original employer, and 5 of clients have been re-incarcerated (19%)



GROWING OPPORTUNITIES

A Path to Self-Sufficiency in Charlottesville

CLOSING REMARKS

Growing Opportunity Plans Moving Forward

- A lot of progress has been made since the GO report was issued to City Council in 2013
- All 3 overarching recommendations have been accomplished and some effort has been given to achieve goals under each barrier to employment
- SAT will continue to make progress on the action items proposed in the report, as well as address new opportunities that present themselves in the future
- Part of this will involve developing ways to “scale up” our efforts in order to serve more City residents
- Will also require us to continue exploring new ways of engaging community partners to maximize resources and leverage other funding streams

Planning & Coordination Council

REGIONAL TRANSIT VISIONING

November 19, 2015

**Regional Transit Partnership Study for
Charlottesville-Albemarle MPO Region**



History

CAT

JAUNT

UTS

- Three transit agencies operate independently with some interagency cooperation
- Three transit agencies perform different primary missions
 - ▣ CAT – Service to City and very nearby residents and workers
 - ▣ JAUNT – Paratransit and specialized service to the CAT service area with general and specialized service to rural residents within the extended region
 - ▣ UTS – Service to UVA students, faculty & staff around UVA grounds

Opportunity

CAT

JAUNT

UTS

- The MPO has budgeted for FY16 & FY17 a nominal amount of funds to work with the three transit agencies to explore and identify needs for more cooperation, obstacles to more cooperation, and opportunities for more joint communication, funding, governance and services.
- The MPO does not intend to pursue without the direction of the governing bodies of Albemarle, Charlottesville and University of Virginia.

Review

CAT

JAUNT

UTS

- Transit service area boundaries of current and potential future regional service.
- SWOT analysis of alternative cooperative options.
- A range of governance and partnership structure options, identifying the benefits and limitations of each, along with a final recommendation on a transit governance structure for the region.
- Review of current and potential federal, state, local and private funding sources and expenditures for expanded service with consolidated service control. Including funding changes to produce expanded rural service.
- Analysis of the potential of the recommended structure to support the development of the transit network into an overall regional transportation plan.

Actions

CAT

JAUNT

UTS

- Meet as needed to direct MPO staff and to help supply data (expected duration of 8 - 12 months)
- Formalize a scope of work
- Formalize projected study outcome
- Identify peer regional partnerships
- Outreach to regional leaders
- Update PACC quarterly
- Analyze input, data & experiences to produce written recommendations to PACC.



Charlottesville- Albemarle Metropolitan Planning Organization

REGIONAL TRANSIT VISION STUDY PROPOSAL

November 19, 2015

- Define a possible transit future for the Charlottesville City-Albemarle County area;
- Define the various ways in which the city, the county, the University and other institutions (e.g. Monticello) could organize to , fund, manage and coordinate services;
- Identify the benefits that could be achieved and the obligations of the partners; and make specific recommendations on how to proceed.

The 2008 study concluded that a Regional Transit Authority including services for CAT, JAUNT and UTS would be beneficial. While the study resulted in legislative authority to create a regional authority, it did not receive legislative approval for funding powers. Additionally, the recommended option for ongoing operational and system changes were estimated at over \$10,000,000 per year with recommended initial capital costs estimated between \$42,000,000 and \$138,000,000. Other than receiving legislative authority to create a Regional Transit Authority, no other facets of the study were implemented.

On August 6, 2015, The Planning & Coordination Council (PACC) comprised of representatives of the City of Charlottesville, Albemarle County and the University of Virginia asked the TJPDC / Charlottesville-Albemarle Metropolitan Planning Organization to review this previous study, update the relevant areas and provide a report back to PACC. **The understood goal of the updated report is to review organizational and governance options for regional transit service organization or partnership opportunities and to consider alternate combinations of partnerships and/or governance structures between CAT, JAUNT and UTS.** In anticipation of this request, the TJPDC/MPO included work on a Regional Transit Vision Study in its FY2016 & FY 2017 Unified Work Program funding with VDOT. The TJPDC is to provide a proposed scope of services for this study to PACC on November 19th.

The TJPDC proposes to conduct a Regional Transit Vision study to evaluate the possibility of creating a regional transit partnership and other steps to enhance transit service in the region.

The overall intent of the Regional Transit Vision project is to identify the feasibility for an integrated regional transit governance, funding and decision-making model for the Charlottesville-Albemarle MPO area, as well as a related operational structure. The project will include a stakeholder outreach process to consider a path forward for potential transit service integration in the City of Charlottesville and Albemarle County and adjoining localities with improved service and cost-effectiveness. The project addresses several issues, including:

- Transit service area boundaries of current and potential future regional service.
- A range of governance and partnership structure options, identifying the benefits and limitations of each, along with a final recommendation on a transit governance structure for the region.
- Review of current and potential federal, state, local and private funding sources and expenditures for expanded service with consolidated service control.
- Analysis of the potential of the recommended structure to support the development of the transit network into an overall regional transportation plan.

GENERAL SCOPE OF WORK BY MPO

1. Project Management
 - a. Develop project management plan.
 - b. Conduct overall project management.
 - c. Conduct project meetings.
 - i. Compile meeting notes.
 - d. Coordinate with Steering Committee.
2. Review Previous Regional Transit Plans and Comprehensive Plans of Stakeholders
 - a. Review 2008 Regional Transit Authority Study.
 - b. Review Comprehensive Plans of the City of Charlottesville, Albemarle County and University of Virginia.
 - c. Assess whether previous conclusions and recommendations can be retained or need to be updated or modified or not relevant to this effort.
3. Data Collection and Review
 - a. Gather, review and update existing transit data for the CAMPO region, including but not limited to fixed route structure, service frequencies and headways, ridership statistics, paratransit service, transfer facilities, vehicle sizes, fares, cost of service, etc.
 - b. Obtain multi-regional data and demographics for C-A MPO and Staunton-Augusta-Waynesboro MPO for potential growth opportunities.
 - c. Identify and collect any outstanding data requisite for the Regional Transit Vision's analysis.
 - d. Obtain and compare budgets for revenue sources and expenditures.
 - e. Contractual and payment agreements between all parties.
4. Peer Region Review and Evaluation
 - a. Review public transit systems in peer regions with comparable population, college inter-connectivity and land use patterns (peer regions may be similar or dissimilar in terms of transit service).
 - b. Evaluate system coverage, service type, frequencies, ridership, and operating expenditures and subsidies in peer regions versus the CAMPO region.
 - c. Illustrate the correlation between investment and system performance.
5. Public Outreach and Engagement
 - a. Conduct meetings with stakeholder staff, steering committee members, transit riders, elected officials, social service agencies, the business community, groups representing minority and low-income populations, environmental groups, and other relevant parties.

DELIVERABLES

1. Project Work Plan / Detailed Scope of Work

Prior to commencing the study, the MPO and steering committee will be responsible for creating a detailed scope of work.

2. Project Meetings and Management

The MPO will be responsible for holding project meetings and project management as outlined in the Scope of Services.

3. Working Papers

The consultant will create working papers associated with each task identified in the scope of work where applicable. These working papers will be presented to the project's steering committee for review and comment, and will serve to apprise PACC of the study's findings and progress. These papers will form the basis of the chapters to be incorporated into the Final Report. The papers will not necessarily be completed in chronological order, but will serve as working papers that may be written and developed concurrently where appropriate.

4. Stakeholder Engagement

The MPO will be responsible for conducting stakeholder outreach and managing stakeholder input as outlined in the scope of services.

5. Final Report

Building on the working papers, the MPO will be responsible for creating a Final Study Report. The report shall document the methodologies employed and include technical appendices where appropriate. The report will include an executive summary identifying key study findings, conclusions and recommendations.