

Planning and Coordination Council Quarterly Meeting
August 16, 2012; 2:00 p.m.
Room 241, Albemarle County Office Building at McIntire Road

Council Members in Attendance: Wayne Cilimberg, Satyendra Huja, Maurice Jones, Pace Lochte, Ann Mallek, David Neuman, Dennis Rooker, Kristin Szakos

Also in Attendance: Lee Catlin, Chris Engel, Lianne Landers, Helen Cauthen, Kirby Felts, Steve Williams, Also at the meeting: League of Women Voters representative, Neighborhood Representatives, Members from the Public, and Media Representatives

1. Call to Order/Election of Officers – Ann Mallek

Ms. Mallek, Chair of the Albemarle County Board of Supervisors, called the meeting to order at 2:05 p.m.

2. Approval of May 16, 2012 Meeting Minutes

Mr. Jones moved approval of the May 16, 2012 minutes as written; Mr. Rooker seconded. The motion was carried by a voice call vote of 7-0.

3. Regional Economic Development Efforts/Target Industry Study

Ms. Lee Catlin, Assistant to the County Executive for Community & Business Partnerships, stated that Chris Engel from the City of Charlottesville, Lianne Landers from the University of Virginia (UVA) and Helen Cauthen of the Thomas Jefferson Partnership for Economic Development (TJPED) are present to talk about the importance of identifying and articulating the region's identify when it comes to economic development, how the four entities are working together to help this area achieve the goals of increasing the area's tax base, create jobs across the whole spectrum of skill levels, and increase prosperity for its citizens. She said there are a lot of strengths and a lot of attributes that are advantageous in putting together a strong economic development message.

Mr. Engel stated that the competitive differentiators of this community include a strong, stable financial outlook which is evidenced by a AAA bond rating for all three entities and that sends a message to businesses that the environment is conducive for them to do business locally. In addition, retail sales figures have been trending upward for the last few years which are good indicators of the area's overall economic condition and financial stability. The unemployment rate is always one of the lowest in the state. These factors suggest this area has a very financially stable environment for businesses and it is important to get that message out. Workforce is the number one criteria for almost all businesses these days. Talent is obviously important and there is a large talent mill here with the University of Virginia. Along with the other higher education institutions in the area, there are over 7500 graduates per year coming through the system. At the high school level: there is the MESA program at Albemarle High School and the Health Sciences Academy, which will launch this fall at Monticello High School. CATEC provides traditional vocational training for students and adults and will continue to fill a role in the talent pipeline.

Mr. Engel said the CBIC Tech Tour, held each year, exposes middle and high school students to technology career opportunities. This area is currently home to about 20% of the bio-tech industry in the state of Virginia, which is a big differentiator for bio-tech companies that are looking for a new home. Next year, UVA will host the Hartwell Foundation Conference and will bring bio-medical researchers from across the country here for several days to collaborate and talk about their discoveries. UVA is also doing significant work in the cancer center technology partnership initiative which improves cancer care by helping UVA researchers create new treatments.

Ms. Landers said the University has a new initiative called UVA Innovation encompassing three main activities: strategic partnerships, working with aspiring and seasoned entrepreneurs and the licensing adventures group for researchers who want to bring their products into the marketplace. These initiatives are important activities in building a culture of innovation and attracting a diverse workforce and skilled

employees. UVA has organizations that are trying to support education and advocate on behalf of entrepreneurs. Open Grounds is a collaborative space intended to bring together community members, thought leaders, students and faculty members. Start-Up Charlottesville brings together entrepreneurs and programmers. Last year, the Better Business Challenge brought together over 100 companies in an effort to come up with innovative ways to solve sustainability issues. The Tom Tom Founders Festival brought together artists and entrepreneurs in unique ways. Incubators are popping up all over Charlottesville and bring together programmers and students who are trying to develop new business ventures. The Community Investment Corporation is trying to be a micro-financing vehicle for entrepreneurs who may not qualify for other kinds of standard loans. The Darden Community Incubator will attract community entrepreneurs. This environment is a strong differentiator for Charlottesville in attracting some companies that want to help their employees who might be out-of-the-box thinkers. There are 750 square miles of urban, suburban and rural environments and, within that space, the gamut of space runs from corporate to creative. There is the UVA Research Park, Fontaine Research Park, Peter Jefferson Place, new commercial space such as the Shops at Stonefield, and the Hollymead Town Center. There are innovative new urban spaces such as City Campus and the Ix Complex. Examples of repurposed buildings include Comdial and the Earlysville Business Park. There are sites with infrastructure at Airport Road, Avon Street Extended and creative new spaces such as the Charlottesville Technology Incubator on the Downtown Mall. To manage these spaces, the City and County continue to work together cooperatively on these comprehensive plans.

Ms. Catlin stated this region boasts a strong and exciting agri-business success story. Key components that make that work include visionary and passionate entrepreneurs and leaders in this area. The region has amazing agriculture assets, proximity to major urban centers such as Washington, D.C. and Richmond, both to sell products and to also bring visitors here to help support agri-tourism. The June 2011 issue of Forbes Magazine named the Charlottesville area as the locavore capital of the world. There are four trail systems that support this innovation: The Blue Ridge Trail is a five brewery trail shared with Nelson County, and there are two new craft breweries opening soon. In addition, Starr Hill is going through a major expansion process. Artisan Trail, the first of a state-wide network of trails, is helping to develop small businesses and jobs in the rural area with almost 100 destinations in the City and County and Nelson County. Virginia cider is another new emerging agri-business product and trail development for that is underway. Monticello Wine Trail includes 29 of Virginia's 193 wineries. There are 26 wineries in the County alone so that continues to be a huge part of the area's adult beverage business. These trails are a real community success story and a real competitive asset for this locality.

Ms. Catlin said the assets that support economic success include a community that is bolstered by strong existing community anchors and assets: being a fiber-light town, having a strong health care system, having good transportation, rail and air connections, and defense installations close by. This region has a strong and stable existing business base including the headquarters of major firms that have been here for a long time and are the kinds of companies that demonstrate to other companies that may be expanding here or looking to come here that we are a desirable and attractive location in which to do business and thrive. There are also some exciting things in the infrastructure like rail and airport and those are now equal to, if not superseded, by things such as broadband. When one looks at the services offered here by several power companies and recent improvements to broadband availability, completion of the fiber-light connection, all are very attractive to people who are looking for data centers. Lastly, the quality of life is so compelling here. All the features are here that make this a great place to live and also ranks very high in the categories that attract and retain a talented work force. Other attributes which give this area great advantage include the music venues, the history, the arts environment, having family-oriented activities, being a dining and entertainment destination, sports, and outdoor adventures.

Ms. Cauthen said the Steering Committee worked together for seven months on a workforce analysis of existing businesses, new and emerging technology and did a technology asset inventory. The screening criteria included: high wages, unique attributes, leveraging trends, incumbent occupational skill sets, educational infrastructure, and hiring the underemployed and unemployed. Two regional targets were identified: financial services and information technology and telecommunications. Ms. Cauthen noted that there is a lot of synergy between Charlottesville and Albemarle and the targets reinforce that. She remarked at how well the team is working together to leverage this report and take it to the next level, which is implementation. This tool will help focus more on existing companies, helping them remain and grow here, and supports the counties and cities. TJPED's role is to support the implementation of how

area leaders want to use that report and reprioritize as well as market the region. The program of work offers a target market report implementation plan that has 25-30 items with target deadlines, some of which will need additional funding to accomplish some goals. Piedmont Workforce Network plans to undertake a strategic plan this fall and will be using the report pretty extensively in determining how best to tie into the needs of the employee base here as well as the needs of employers that potentially hire them. Industry roundtables are planned for the fall with the intent of bringing in existing businesses to determine how TJPED can support their efforts to remain and grow here. Ms. Cauthen stated that this target market report is an excellent example of what can be done as a region and of working together. It really strengthens everyone. She added that regional cooperation sends a strong message to existing businesses and start-up companies that we want them to remain and grow here and are working together to make this a good business environment, all of which will have a tremendous, long-term impact. She said the targets offer possibilities across all skill levels, especially with Piedmont Workforce Network and TJPED is looking at that to help support the region's existing business network.

Ms. Catlin said today's presentation was to articulate what the story is, who we are as a region, where the competitive advantages are and how to position and present this community in the world of economic development.

4. Update on the Region's Emergency Preparedness and Response to the Recent Storm

Kirby Felts, Emergency Management Coordinator, Emergency Communications Center

Ms. Felts stated that the June 29th derecho was a straight-line wind storm that began in the Midwest and traveled over 600 miles in over 10 hours moving at an average speed of 50 knots with wind gusts between 80 and 100 miles per hour. Between 9 p.m. and midnight on June 29, the 911 Center processed over 1,000 calls. By 1 a.m., first responders had a feel for how devastating the storm was and had already confirmed two fatalities. There was significant tree damage, roads blocked, and power lines down all across the County. Anticipating the issues on Saturday and the days to come, a local emergency was declared. There were a number of complicating factors with this storm. It was a no-notice event and coincided with an extended period of excessive heat (over 100 degrees for many days). Power outages stretched from Illinois to the coast which put extreme demand on power companies for accessing additional resources. It was the end of the month which made it difficult for residents who live paycheck to paycheck to restore or replace food that was lost. The 4th of July holiday was another complication. Lots of people were on vacation making it difficult to find staffing for the Emergency Operations Center, personnel to staff shelters or staff to check on people at risk. The wide reliance on wells in the County, most of which do not pump without electricity, was also a factor. Complicating the power restoration effort was trying to identify which power company serviced which area.

Ms. Felts said the safety and welfare of the community members is always the top priority in an event aftermath so the City, County and University representatives worked collaboratively to identify the needs and respond with support. Responses included providing overnight shelters, evacuating a senior living facility to Albemarle High School, coordinating water distribution at a handful of the fire stations, opening and manning cooling centers. Community members and businesses opened up their doors as well. The University of Virginia made showers available at their recreational facilities. As the power outages extended for a long period of time and people suffered food loss, we tried to identify ways to supplement food offerings to those that were in most need, referring them to the emergency food resources. If they were on food stamps, the SNAP program provided replacement vouchers. The County's Social Services Department accessed their database to identify the population that would be particularly vulnerable in an environment with the high heat and loss of power and made individual phone calls or visits to each one of those folks to confirm that they were OK. In addition to meeting those demands, the debris that resulted from the storm was overwhelming so the City and County provided opportunities for residents to dispose of debris that was in their area. Those operations remained available for residents for many weeks.

Ms. Felts said this was a large enough incident that federal aid became an option and, once the appropriate documentation is submitted to FEMA, jurisdictions will be able to recoup some of the costs associated with the storm. She said jurisdictions must identify and report all damages and there is a 30-day deadline to do so.

Ms. Felts reported on some of the “lessons learned” from this incident: (1) Communication to the Public – there needs to be “no-tech” communication plans and strategies established to get communication elements in place and leverage all of the outreach specialists there are throughout the City, County and University in getting messages out in a consistent way. (2) Volunteer management - Most emergency operations rely heavily on volunteers stepping up to help. There should be a much better way of documenting who is volunteering, apply those resources effectively and make sure volunteers are safe when they do step up. Tracking volunteer time is important because, with federal assistance, it is an offset to the local portion of the federal/state/local share. (3) Facility readiness – There should be an assessment done to make sure the places that citizens are going to rely on are as prepared and able to support community needs in the best way possible. (4) Preparedness education and outreach – A community’s resilience is very much routed in every individual having some idea of what to do in an emergency situation so they can be safe. (5) Logistics management - there are supplies that need to be received and moved around in support of emergency response and there is a gap in the current plans. (6) Resource mapping – The process for identifying and leveraging existing equipment quickly to support distribution efforts will benefit from an updated resource cataloging efforts. (7) Incident Management – Fully implementing the incident command system will help with the logistics management and resource allocation but will also add depth in leveraging people on the emergency operations center team

Ms. Felts reported that Chief Werner from the City is working on a GIS project which will help support situational awareness across all responding agencies and departments. Efforts are also being made to map out existing community groups such as neighborhood associations and neighborhood watch members, which can be leveraged to share information within neighborhoods.

Mr. Jones said all three jurisdictions do a lot of training together and that type of training is extremely important during these types of emergencies.

5. Update “Many Plans, One Community” Project

Steve Williams, Executive Director, Thomas Jefferson Planning District Commission (TJPDC)

Mr. Williams reported on the status of the Many Plans, One Community Project. This project is tied heavily to the City and County Comp Plan updates. TJPDC’s portion of the project is about 85% complete. The City and County are each receiving funded support for their Comp Plan updates. The City has drawn about 50% of their funds; the County is at about 40% and the MPO is at about 50%. Task #1 is the performance measurement system. TJPDC produced an early draft of the performance measurement system very early on in the project, and received public input in June 2012. Since that time, TJPDC has been using aspects of that performance measurement system in the course of various other public events. TJPDC staff is in the process of preparing a second draft, anticipated to be completed in late December; and will gather additional public input late winter/early spring, with plans to provide another report to PACC-TECH and PACC in the summer of next year. Task #2 is the Common Map; an updated version will be done at the very end of the project which will account for changes that occur due to updates in the Comprehensive Plans and the MPO Long Range Transportation Plan. Task 3 relates to the updated Comprehensive Plans and Long Range Transportation Plans. Most of Task 3, except for the Long Range Transportation Plan, should be done by winter to spring of 2013. Task #4 is a recommendation list for Code and Ordinance changes and is dependent upon the update of the Long Range Transportation Plan and the two Comprehensive Plans being complete. Work on Task #4 is not expected to begin until summer 2013. Task #5 is the Game Changers Plan which will identify issues or directions to address regional issues that cut across different disciplinary areas and also across different governments and organizations which do not necessarily fit neatly into any of the silos and organizations. Task #6 is outreach and project management which is on-going. TJPDC staff created a project-specific website, held a variety of outreach events and are working with various groups along the way as well as working with both Planning Commissions. Summer Frederick, TJPDC’s project manager, is working with both City and County Planning Commissions individually and in joint meetings and those are going to continue into the Fall.

Mr. Williams provided a summary of the public input questionnaire which was developed based on a request from the two Planning Commissions for further public input received at the fall and winter outreach series last year. The headings in the questionnaire corresponded to those on posters at the fall

and winter outreach events and covered issues and categories of information that City and County staff wanted input on as they prepared their respective Comp Plan updates. Other categories were added because they appeared fairly consistently in the comments received in the outreach events. Mr. Williams provided summaries of the results organized by seven themes: Environment, Land Use, Transportation, Economic Development, Community Facilities, Historic Resources, Housing and Other. A final report will be presented to the Planning Commissions in September.

Mr. Rooker said it is important to note that there are other areas that were not inquired about. Mr. Neuman said Task 5 should be supportive of increasing development and expansion of transit which would have multiple benefits.

Mr. Williams said transit is already being discussed among the Planning Commissions; the Rivanna River being another. Mr. Williams said it will be easy to come up with 10 or 15 items that have been identified as game changers or new initiatives, but have proven to be difficult because they don't fit into existing silos or structures. He added that coordination between TJPDC staff, City staff, County staff and University staff has been excellent.

6. Identify Future Agenda Items

- Discussion on housing and its impact on traffic and transit (from May meeting)
- Update on proposed changes to the growth areas and possible impacts (from May meeting)
- Combine items 1 & 2 into an update on City and County Comp Plans; Area B Updates/Revisions for PACC endorsement
- Discussion on potential traffic light synchronization on Rt. 29; possible study
- Bike/pedestrian trail long range plans

7. Adjourn

Meeting was adjourned by Ms. Mallek at 4:00 p.m.

Respectfully submitted,

Diane Mullins