

Regional Competitiveness Program

— Annual Report —

June 30, 2003

*Town of
Ashland
Counties of
Charles City
Chesterfield
Goochland
Hanover
Henrico
New Kent
Powhatan
City of
Richmond*



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Richmond Regional Planning District Commission

Planning district commissions make government more efficient and effective through coordinated planning and program analysis. Virginia's General Assembly created planning districts in 1968 under the authority of the *Virginia Area Development Act* - revised as the *Regional Cooperation Act* in 1995 - "to promote orderly and efficient development of the physical, social and economic elements of the districts." Through planning district commissions, now 21 in number, local governments solve mutual problems which cross boundary lines and obtain expertise from professional staffs and advice on making the most of scarce taxpayer dollars through intergovernmental cooperation.

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Michael L. Holmes

Chesterfield County

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Kelly E. Miller
Russell J. Gulley
John L. McHale, III
George A. Roarty
Arthur S. Warren
Renny B. Humphrey

Goochland County

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Joseph T. Lacy, Jr.

Hanover County

John G. Dankos, Jr.
J.T. "Jack" Ward
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Section 1 Changes in Geographic Configuration

The Richmond Region’s Competitiveness Partnership—the Regional Competitiveness Committee—continues to represent the nine jurisdictions in Planning District 15. These are the Town of Ashland; the City of Richmond; and the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan.

Section 2 Status of Projects

<i>Status of Projects</i>			
Project Name	Scored New or Existing?	Status	Highlights, Accomplishments, and Outcomes
Workforce One: Business-Education Cluster Groups	New	On-going	<ul style="list-style-type: none"> • Manufacturer’s Education Consortium curriculum standards defined, currently being utilized in Chesterfield and expanding to other localities <ul style="list-style-type: none"> ○ MEC brochure created for distribution within high school age students (5,000 copies made initially, 10,000 additional) ○ MEC brochure currently being designed for adult students and Spanish speaking population (5,000 of each currently being distributed) • Health related industry - identified as “Priority” by Economic Development Representatives within region <ul style="list-style-type: none"> ○ Health-Related Services IAG - currently being developed to address specific workforce needs • Community Audit - employment challenges of “low-income” population surveyed, phase 1 – demand side of audit complete, phase 2 – supply side of audit currently underway by the Richmond Career Advancement Center

			<ul style="list-style-type: none"> • Virginia Business Leadership Network – Prepared strategic plan to increase awareness of pool of qualified disabled workers; a regional approach to implement the VaBLN statewide has resulted; the Richmond region is serving as the model for the statewide implementation • WIB Collaboration – Plans being developed for regional collaboration with 2 local WIBs and WF1
Workforce One: Technology Infrastructure	New	On-going	<ul style="list-style-type: none"> • WORKFORCEWIZARD.ORG – Regional workforce network resource now available on the web, beta testing in process, business service center web site to be launched with marketing program in mid June 2002 • WF1.ORG – Site revision complete and published • TechnoTrain - 1,240 persons received hands-on exposure and training on the mobile technology lab • Tapestry - Resource and referral web based technology currently being used by United Way and over 1500 partner agencies, listing over 4500 services to provide resources that will enable the regional workers to maintain employment • Business Service Center – Business plan being developed for the Business Service Center, Technology complete and entering beta-testing.
Workforce One: Community Awareness Program	New	On-going	<ul style="list-style-type: none"> • Metro Richmond Employment Network – completed marketing plan and materials to strengthen access of alternative resource pools to job opportunities. Compiled bus route map that identifies all GRTC bus routes and the businesses with address and contact, that are within a 1-mile radius • Yes, School Counts – circulated “invitations” to businesses to participate

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			<ul style="list-style-type: none"> • Education Network – enhanced communication with Guidance/Career Counselors to review issues and regional resources through sponsorship of newsletter and conference sessions through The Virginia Career Development Association, VSU, and other educational sources
Eastern Virginia Airports System Study	New	Completed in 2001	
GREAT (Welfare Reform Initiative)	New	On-going	<ul style="list-style-type: none"> • Placed 1,782 individuals in non-subsidized employment • Achieved an 84.8% six month retention rate • Placed 92.1% of the individuals referred to the program • A total of 1, 935 individuals were referred to GREAT for placement • A total of 1,626 individuals graduated from Job Readiness • On May 16th celebrated the 300 Job Readiness graduation
Youth Matters (Community Collaborative for Youth)	New	On-going	<ul style="list-style-type: none"> • Initiated long-term planning for sustainability • Plan developed and approved for 2002-03 General Assembly Session • Presented Sustainability Plan to Board, which was approved • Submitted Fundraising Campaign Update to contributors • Homevisitor Local Colloquium and training was held with 250 providers in attendance • Phase 2 of campaign launched with focus on TV spots, group presentations, recruitment of speakers bureau • Long-Term Planning Committee initiated

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			<ul style="list-style-type: none"> • 18 participants attended Chicago ICLV
Convention Center Expansion	New	On-going	<ul style="list-style-type: none"> • Exhibition Hall unofficially opened first weekend in February 2003 with the Spirit Convention composed of 2,500 youth cheerleaders • Maymont Flower and Garden Show hosted over 25,000 attendees for February 20-23, 2003 • Ribbon Cutting on the entire complex was February 28, followed by an open house for the region. • Hosted over 20,000 visitors for the weekend (February 28 - March 2). • Projected conventions for first complete year of operation for entire complex is 18; will be hosting 22 conventions
RIC Expansion	New	On-going	<ul style="list-style-type: none"> • Concourse B (previously listed as Concourse C) - complete • South Garage Expansion - 95% complete • Terminal Furnishings - complete • Taxiway U - complete • Comm Room/Equipment/MUFIDS - complete • Taxiway A South - 90% complete • New Air Traffic Control Tower - 60% complete • New Federal Inspection Station/International Arrivals Facility - 25% complete • Design of Flyover Roadway - 30% complete • Design of Terminal Renovations - complete (out to bid) • Design of Slab In-Fill - complete (out to bid) • Non-stop service added to three new cities: Minneapolis, Houston, and Orlando
Convention and Visitors	Existing	On-going	<ul style="list-style-type: none"> • See above (Convention Center Expansion)

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Bureau			
Biotech Research Park	Existing	On-going	<ul style="list-style-type: none"> • East coast's newest center for the microelectronics industry, helping Virginia earn the title, "The Silicon Dominion" • Functioning as a virtual business accelerator within the Park's incubator, the Biotech Center provides two types of services to start-ups, tailored to satisfy each client company's needs: <ul style="list-style-type: none"> ○ Business support services ○ Hands-on management assistance
Greater Richmond Partnership	Existing	On-going	<ul style="list-style-type: none"> • Increased employment by 50,000 with new, quality jobs (23,200 direct and 26,800 indirect jobs) • 200 new/expanded corporations • 40 new foreign-affiliated companies • 400 existing companies provided with expansion assistance • \$2 billion increase in corporate capital investment • 2,000 small businesses counseled through the Greater Richmond Small Business Development Center • 7,500 small business people trained through the Greater Richmond Small Business Development Center
CAPER (Partners for Education Reform)	Existing	On-going	<ul style="list-style-type: none"> • A summer Biotechnology Institute provided the opportunity for 20 teachers from the J. Sargeant Reynolds Community College (JSRCC) Consortium to learn principles of biotechnology through an integrated science approach • Sixty students from area middle schools attended a five-day Biotechnology Camp and were provided in-depth lab experiences in biotechnology and lesson plans were centered on science SOLs

			<ul style="list-style-type: none"> • New CAPER brochure developed to make students, parents, educators, business/industry, and the community aware of Tech Prep program opportunities highlighting benefits for students, parents, and business/industry; opportunities for articulated and dual enrollment credits through JSRCC; and the goals/accomplishments of the CAPER Consortium • 225 high school counselors/administrators, community college counselors/ administrators, and business and industry leaders participated in a joint event which focused on counseling, SOLs/Verified Credits, dual enrollment, and Workforce One’s Workforce Wizard • Over 150 students participated in a forum on ethical issues for school, home, and work; managers from Siewers Lumber Company, which was recognized for the International Award for Business Integrity for 2002, served as consultants for the Forum • CAPER Grant Program awarded \$6,795 in mini-grants to local school divisions and JSRCC • Copies of the “r u Ready” publication and the Virginia Employment Commission publication—MAGIC—were distributed to all participants at the Counselors’ Institute • Worked with representatives from JSRCC and administrators from the Richmond City Schools to develop a “Passport to Success” Program • The <i>CAPER Program of Studies</i> document was updated in cooperation with JSRCC deans and local school division personnel • Continued to work in partnership with and in support of business, industry, labor, Workforce One, Department of Labor and Industry, and community organizations
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			<ul style="list-style-type: none"> • The CAPER coordinator participated as a member of the Chamber/Workforce One Industry Action Groups for Manufacturing, Health, Apprenticeship, and Constructions Trades • A partnership was established with Mr. Johnny Cates, Virginia Field Manager and Director of AYES • CAPER established partnerships with the Army, Navy, and Marines
Capital Area Training Consortium	Existing	On-going	<ul style="list-style-type: none"> • Developed programs and service strategies for out of school youth resulting in long-term strategies involving continued education and training that leads to a credential that will be recognized and accepted by the business community • Out of school youth are engaged in receiving certifications in A+ and Net+, as well as completing their GEDs as appropriate • Provided information and services to over 13,000 persons over the last year and assisted more than 11,162 businesses during the last year
Community Colleges	Existing	On-going	<ul style="list-style-type: none"> • Equipped with 12 high-end computers, the TechnoTrain serves double duty as a link with area employers and the local workforce and as a resource to help close the digital divide in areas of the community where hands-on exposure to high-end computer technology is often elusive • Since 1999, the program has more than tripled in size, serving 140 full-time equivalent students • In cooperation with Germanna Community College, JSRCC has scheduled classes in American Sign Language via a videoconferencing system and with on-site classes in the Germanna region (since there is no similar program anywhere else in the I-95 corridor, JSRCC and Germanna will be able to serve a critical

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			<p>need for sign interpreters throughout the Commonwealth of Virginia)</p> <ul style="list-style-type: none"> • JSRCC's Division of Information Systems, Business and Public Service created a special program in computer literacy for Richmond Public School teachers to bring RPS faculty into compliance with technology standards (a similar program for Henrico County teachers has been offered for four years; over 4,995 employees of Henrico County have completed computer training at JSRCC in the past five years)
Governor's School	Existing	On-going	<ul style="list-style-type: none"> • Fourth consecutive year that Maggie L. Walker has had at least one team receive the highest award of "National Outstanding," an award achieved by only around 3% of the participating teams from around the world • Recruited partnerships with area colleges, universities, organizations, and clubs; opportunities include mentors for student research projects, access to university/college libraries and resources, seminars, presentations, and dual credit courses taught at MLWGS • Virginia Commonwealth University, through the Director of the VCU Honors Program, has established a model university-school partnership featuring multiple collaborative activities • Mentorship Program allows students to study with professionals at locations similar to those selected by previous classes: International marketing companies, Department of Immigration, The Federal Reserve Bank, recording studios and television stations, county Commonwealth Attorney's offices, companies employing graphic artists, The Virginia Commonwealth University Medical College of

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			<p>Virginia, Virginia Historical Society, physicians' private practices, companies employing engineers, local hospitals, and schools</p> <ul style="list-style-type: none"> • 8 out of 66 students in the United States selected as Princeton High School Diplomats and 5 out of 24 traveling to Japan with the U.S. High School Diplomats Program
VCU Engineering School	Existing	On-going	<ul style="list-style-type: none"> • Enrolled 26,000 students in over 160 undergraduate, graduate, professional, doctoral, and post-graduate certificate degree programs in its schools of medicine, education, humanities and sciences, pharmacy, dentistry, engineering, nursing, allied health, business, social work, and arts • Sixteen of its graduate and professional programs ranked by U.S. News & World Report as among the best of their kind in the nation • Ranked 57th in NIH funding • John B. Fenn, a research professor in VCU's Department of Chemistry, honored as one of three recipients of this year's Nobel Prize in chemistry
Math and Science Center	Existing	On-going	<ul style="list-style-type: none"> • More than 210,000 students of all ages participated in classes • Again held the Regional Governor's School for Middle School Students • Saw an increase in enrollment in summer student classes • Received funding from the Scott Foundation for 3 of 5 phases of renovations to the Aquarium Center • Received funding from Dominion Virginia Power to update the Weather Classroom • Received funding from the Robins Foundation for a Summer Teacher Institute for K-4 math professionals • Received significant scientific equipment donations

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			<p>from Wyeth Consumer Healthcare</p> <ul style="list-style-type: none"> • The 2002 Metro Richmond Science Fair had 14 students advance to the VSSEF (Virginia State Science and Engineering Fair) • Metro Richmond Science Fair received national accreditation as an ISEF affiliate (International Science and Engineering Fair); the 2003 Metro Richmond Science Fair has 27 students advancing to the VSSEF • The Mathematics and Science Center was the final stop and only stop in Virginia for the National Digi-block Mathematics Tour • The Foundation hosted its 12th Annual Chip In for Education Golf Outing. This event has grown into both a morning and afternoon tournament and raises more than \$42,000
RRPDC	Existing	On-going	<ul style="list-style-type: none"> • Regional Planning Assistance Program • Environmental Resources Program • Rural Transportation Planning Program • Information Services Program • GIS Program • Emergency Services Program • Historic Resources Program
MPO/MPO Planning	Existing	On-going	<ul style="list-style-type: none"> • TIP • UWP • Socioeconomic data • Priority projects approved
GRTC	Existing	On-going	<ul style="list-style-type: none"> • Chesterfield Link • Petersburg service • Henrico expansion

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Central Virginia Waste Management Authority	Existing	On-going	<ul style="list-style-type: none"> • Regional Solid Waste Management Plan in partnership with Central Virginia Waste Management Authority and Crater Planning District Commission
Water Supplies	Existing	On-going	<ul style="list-style-type: none"> • City of Richmond water supply • Henrico County water supply • Chesterfield County water supply • Hanover County water supply
Wastewater Treatment Services	Existing	On-going	<ul style="list-style-type: none"> • City of Richmond wastewater treatment facility • Chesterfield County wastewater treatment facility • Goochland County wastewater treatment facility • Hanover County wastewater treatment facility • Henrico County wastewater treatment facility
Fish Passage Project	Existing	Completed 1999	<ul style="list-style-type: none"> • Although the actual construction of the passages was completed in 1999, the Virginia Department of Game and Inland Fisheries maintains aggressive, state-of-the-art survey and research projects that are specifically designed to maximize fishing opportunities
James River Task Force	Existing	On-going	<ul style="list-style-type: none"> • Adoption and implementation of the strategic plan • Launching of web site • James River Days and James River Parade of Lights celebrated its tenth year • James River Days received grant funds and increased the production of brochures • Positive response to the James River Regional Cleanup with over 500 volunteers

Section 3 Completed Projects

Eastern Virginia Airport System Study

The Eastern Virginia Airport System Study (EVASS) was an analysis designed to identify a system of airports to address air transportation needs in the year 2030 and beyond. Activities/projects included describing alternative systems, selecting the preferred airport system, identifying alternative search areas, then evaluating and selecting the preferred option. Evaluations incorporated influences such as economic impact, jobs created, and surrounding infrastructure. Projects were all completed with public review as well as state and planning district commission input.

EVASS findings provided guidance for enhancing the efficiency and competitiveness of air transportation in the region and will contribute to the economic vitality of the Commonwealth.

While the intended project has been completed, the next step remains to be establishing an agency/champion which will have oversight in completing the formal site selection and the environmental impact study.

The EVASS was successful in that it determined that a two-airport system would provide the Commonwealth with greater benefits. The system would include RIC and a new airport located in southeastern Virginia. The system provides:

- A consolidated market, resulting in improved non-stop air service and a greater ability to attract international service.
- A reduction in total trip time resulting from improved air service.
- Economic impacts resulting in nearly 75 percent more jobs, increased economic activity, and tax revenues.
- A strategic plan for future consideration.

Section 4 Leveraged Funds

RCP and Other Dollars Spent on RCP Scored Projects from Date of Qualification or Re-qualification through June 2003					
Project Name	RCP funds expended	Non-RCP Funds Expended		Dollar Amount of In-kind Services Received	Total
		Private	Public		
WorkForce One	\$4,171,337.69				
Total	\$4,171,337.69	0	0	0	0

Section 5 Success Story

Workforce One - Preparing America's Best Workforce

WORKFORCE ONE (WFI) has continued its work with Greater Richmond's business, education, and community partners to identify opportunities to improve the workforce development system to ensure a skilled workforce capable of meeting the needs of the region's businesses. Some of the exciting successes for the 2002 - 2003 year include:

Business Education Cluster Groups included the Manufacturer's Education Consortium curriculum standards which are currently being utilized in Chesterfield and expanding to other localities.

Workforce Wizard.org, which is a regional workforce network resource and now available on the Web, beta testing is in process, along with a business service center web site which was launched with the marketing program in June 2002.

Verizon TechnoTrain, a mobile technology lab capable of setting up on site to provide custom technical training that reaches out to educators, businesses, and community agencies to expand technology education within our region. As a tool to bridge the digital divide and bring access to technology, Workforce One, J. Sargeant Reynolds Community College, and Verizon have hit the road to provide education and workforce development in the field of Information Technology. Its configuration currently consists of:

- 11 student workstations
- Pentium III 800 MHz
- High resolution monitors with optional touch-screen technology
- 32 MB AGP Video Cards-flat panel
- 256MB of RAM
- 20GB hard drives
- 1 instructor's workstation
- 100 Mhz Ethernet LAN system
- Pentium III LAN server
- Internet connection via Modem, ISDN, DSL, or company Ethernet LAN
- Support for most operating systems and application software packages

Workforce One Community Awareness Program includes the Metro Richmond Employment Network which was developed to strengthen access of alternative resource pools to job opportunities. Bus route maps were compiled that identified all GRTC bus routes and the businesses with addresses and contacts, within a one-mile radius.