

**CITY COUNCIL AGENDA**  
**Monday, November 18, 2019**



**5:30 p.m. (Time Change)**      **Closed session as provided by Sections 2.2-3711 and 2.2-3712 of the Virginia Code**  
*Second Floor Conference Room (Boards & Commissions)*

**6:30 p.m.**      **Regular Meeting - CALL TO ORDER**  
*Council Chamber*

**PLEDGE OF ALLEGIANCE**  
**ROLL CALL**  
**ANNOUNCEMENTS**  
**PROCLAMATIONS**

- 1. CONSENT AGENDA\***      (Items removed from consent agenda will be considered at the end of the regular agenda)
- a. MINUTES:      September 19, September 30, and October 7, 2019 Special meetings
  - b. APPROPRIATION:      Virginia Behavioral Health Docket Grant - \$45,000 (2<sup>nd</sup> reading)
  - c. APPROPRIATION:      Virginia Outdoors Foundation Grant – Land Acquisition - **\$50,000** (1<sup>st</sup> of 2 readings)
  - d. APPROPRIATION:      Virginia Department of Education Special Nutrition Program Child and Adult Care Food Program - \$35,000 (1<sup>st</sup> of 2 readings)
  - e. APPROPRIATION:      Virginia Department of Social Services Employment Advancement for Temporary Aid to Needy Families Participants Grant - \$130,259.83 (1<sup>st</sup> of 2 readings)
  - f. APPROPRIATION:      Fire apparatus payment reimbursement \$642,609 (1<sup>st</sup> of 2 readings)
  - g. RESOLUTION:      Lua Project – Day of the Dead funding request - \$500 (1 reading)
  - h. RESOLUTION:      Referring New Hill Development Corporation’s Starr Hill Neighborhood Community Vision and Small Area Plan to the Planning Commission for consideration of amending the Charlottesville Comprehensive Plan (1 reading)
  - i. REPORT:      Charlottesville-Albemarle Society for the Prevention of Cruelty to Animals (SPCA) report

**CITY MANAGER RESPONSE TO COMMUNITY MATTERS (FROM PREVIOUS MEETINGS)**

**COMMUNITY MATTERS**      Public comment is provided for up to 16 speakers at the beginning of the meeting (limit 3 minutes per speaker.) Pre-registration is available for up to 8 spaces, and pre-registered speakers are announced by noon the day of the meeting. The number of speakers is unlimited at the end of the meeting.

- 2. REPORT:**      Dogwood Vietnam Veterans Memorial alternatives report
- 3. REPORT:**      Charlottesville Redevelopment and Housing Authority (CRHA) update
- 4. REPORT:**      Social Services Advisory Board annual report
- 5. REPORT:**      TING internet update for public housing
- 6. REPORT:**      The Mapping Cville project
- 7. REPORT:**      Health Department update
- 8. ORDINANCE:**      Bicycle & E-Scooter Sharing System (aka “Dockless Mobility”) Ordinance and Permit Program (1<sup>st</sup> of 2 readings)
- 9. RESOLUTION\*/ORDINANCE:**      209 Maury Avenue:
  - a. RESOLUTION: Comprehensive Plan – Future Land Use Amendment (1 reading)
  - b. ORDINANCE: 209 Maury Avenue rezoning request (1<sup>st</sup> of 2 readings)
- 10. RESOLUTION\*:**      Allocation of Food Equity Initiative funds for FY 2020 - \$155,000 (1 reading)

**OTHER BUSINESS**

**MATTERS BY THE PUBLIC**  
\*ACTION NEEDED

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**September 19, 2019**  
**Charlottesville City Council Special Meeting**  
**Worksession to Receive Input about Forming a Civilian Review Board**

A special meeting of the Charlottesville City Council was held on Thursday, September 19, 2019, at 6:00 p.m. at CitySpace Large Conference Room, 100 5th Street NE, Charlottesville, Virginia, to discuss in worksession the formation of a Police Civilian Review Board.

Mayor Nikuyah Walker called the meeting to order at 6:03 p.m. with the following councilors in attendance: Mayor Nikuyah Walker, Vice Mayor Heather Hill, and Ms. Kathy Galvin. Mr. Mike Signer arrived at 6:15 p.m. and Dr. Wes Bellamy arrived at 7:18 p.m.

Ms. Walker turned the meeting over to Charlottesville City Attorney John Blair, who gave an overview of the worksession and introduced the panelists from Fairfax, Virginia, who would be sharing their experience:

- Mr. Adrian Steel (Former Civilian Review Panel (CRP) Member)
- Ms. Gentry Anderson (Management Analyst I, Office of the Independent Police Auditor)
- Mr. Hansel Aguilar (CRP Member)
- Mr. Richard Schott (Independent Police Auditor)

Mr. Steel read a prepared statement regarding findings from his time on the Fairfax CRP. He advised that the scope of the review panel would need to be clear. One essential outcome for Fairfax was that the oversight panel decided to investigate serious misconduct or abuse of authority. He indicated the need for clarity in what documents the civilian entity would be able to review, and clarity about to whom the civilian entity would report, which in this case he advised Charlottesville's civilian entity would report to City Council. The Fairfax panel reviewed the investigations and not the complaints themselves—determining whether the investigations were thorough, complete, impartial, unbiased, and accurate. He shared that the findings letters should be substantive, and advised Councilors to consider how the Freedom of Information Act investigatory exemption would impact the effectiveness of the panel. He emphasized the importance of effective communication.

Mr. Hansel Aguilar spoke about the need for adequate resources related to budget and human capital. He also shared some challenges and roadblocks that he has encountered as a member of the oversight board:

- having City Email addresses
- logistics of having a public meeting, particularly when needing to discuss an immediate issue
- mistrust issues when meetings have to go into closed session for discussion of personnel issues; and
- cumbersome processes for reviewing each case.

He also spoke about the pros and cons of independent investigations. He issued a challenge for City Council and others to review an article entitled, “The Social Accountability in Institutional Change: The Case of Citizen Oversight of Police” by Mir Usman Ali.

Ms. Anderson advised that she serves as staff coordinator for the nine-member CRP in Fairfax. She receives complaints and shares them with the panel, and keeps track of complaints in a database. She schedules meetings and provides logistical support, and makes sure that the Panel is compliant with public meeting requirements. She responds to Freedom of Information Act requests, and other staff perform records management duties. Ms. Anderson also coordinates outreach efforts. Her suggestions were to provide a City email address or require panel members to establish a designated email, and document procedures of the Panel.

Mr. Schott advised that he has a staff of three, including himself, and they spend a majority of their time on Panel work. He made several suggestions based on his experience. His staff works in a location separate from the Police Department. He suggested that the Panel should have access to the entire “file”. Some unanticipated items were: getting email accounts for the panel; community outreach; logistical support; establishing websites for the Auditor and Panel; legal counsel representing the City versus independent counsel; salary and training expenses for paid staff; and developing a respectful professional relationship between the Panel and the Police Department. He suggested mandatory ride-alongs with police.

Mr. Signer arrived at 6:15 p.m.

Ms. Walker opened the floor for questions from Initial Civilian Review Board members:

Ms. Sarah Burke asked whether the Independent Counsel attends all CRP meetings. The answer was yes, and that Independent Counsel would also work with the CRP Chair on a weekly basis to advise.

In response to further questions from Council, the panelists shared thoughts on: the need for synergy; the use of majority rule, with a built-in dissent process; various aspects of the program derived from the Virginia Beach program; considerations for choosing board members, and the use of ad hoc commission members.

Dr. Bellamy arrived at 7:18 p.m.

Panelists advised City Council to retain applications even after appointments are made because of the potential rate of turnover, and emphasized the importance of filling vacancies as soon as possible.

In response to questions from City Council, Fairfax panelists shared information about the following:

- board applications being in closed session and the votes announced publicly;

- involvement of the CRP in addition to conducting investigations such as community engagement and raising awareness about rights and the complaint process;
- the use of public forums regarding policy;
- making recommendations for policy or training needs;
- the interview process for the Independent Auditor position involving ;
- the trigger for the panel to review an investigation; and
- the process for building trust with members of the panel having prior law enforcement experience. Mr. Aguilar advised that his experience informs him, and it is a benefit to the panel because of the insight and the urge to be thorough. Mr. Steel also advised that there was implicit trust in the Police Chief.

Ms. Walker opened the meeting for public comment.

Ms. Sarah Burke asked a question of Mr. Schott, who advised that he reports directly to the Board of Supervisors, and he described his duties.

Mr. Jeff Fogel made a comment about how accuracy in a report can be determined.

Ms. Tanesha Hudson asked how many people are on the CRP who have come from disparate backgrounds. She asked how to move forward when an individual member of the Panel disagrees with the group decision. Mr. Aguilar provided a response, with followup from Mr. Steele, advising of majority rule. He advised that bylaws are a factor in determining authority in decision making. Mr. Aguilar also shared a little about the disparities that he has faced.

Ms. Adiola Ogunkeyede asked about public forums and access to police department policies for review. Panel members agreed that every community is different and that Charlottesville would have to find what works best for the community. Efforts to improve Charlottesville would come from being a student of this type of work, and understanding Charlottesville as well as how issues are being handled in other jurisdictions.

Mr. Tony Wasch asked about a time period for determination of a pattern of racial bias in an officer's history. Mr. Aguilar and Mr. Steele responded that the information can be requested, and handled on a case-by-case basis.

Mr. Walt Heinecke made comments about his takeaways from the worksession, and addressed the proposal made by the Initial Civilian Review Board.

Ms. Walker thanked the panel and adjourned the meeting at 8:15 p.m.

**September 30, 2019**  
**Charlottesville City Council Special Meeting**  
**Joint City Council – Planning Commission Worksession**  
**Standards and Design Manual (SADM) Update**

A special meeting of the Charlottesville City Council was held on Monday, September 30, 2019, at 5:00 p.m. at CitySpace Large Conference Room, 100 5th Street NE, Charlottesville, Virginia, to discuss the Charlottesville Standards and Design Manual update.

In addition to City Council, the following groups were invited to participate in the meeting: Charlottesville Area Development Round Table (CADRe), Tree Commission, PLACE Design Task Force, Code Audit/Streets That Work Advisory Committee, ADA Advisory Committee, Board of Architectural Review, Bicycle and Pedestrian Advisory Committee, Charlottesville Albemarle Affordable Housing Coalition, Charlottesville Low-Income Housing Coalition, Habitat for Humanity, Area Consultants, Attorneys, Neighborhood Development Services, Public Utilities, Public Works, Toole Design, RK&K.

Mayor Walker called the City Council meeting to order at 5:12 p.m. with the following members present: Mayor Nikuyah Walker, Vice Mayor Heather Hill, Mr. Mike Signer, and Ms. Kathy Galvin; Absent: Dr. Bellamy (arrived at 5:32 p.m.).

Chair Hosea Mitchell called the Planning Commission Meeting to order at 5:12 p.m.

Mr. Marty Silman, Interim Director for Public Works, gave an introduction of the meeting and introduced SADM consultants. He advised that this would be the final workshop before the manual goes back to City Council for approval. He advised that the City Code references the SADM.

Mr. Anquenze Owe, consultant, introduce his colleague Melanie Britt reviewed the meeting agenda. He gave an overview of the manual update process to date, adding that the proposed manual includes changes made as a result of public engagement, and he advised that the manual is a guide for designing anything that touches the public right-of-way. Mr. Owe reviewed next steps for the SADM update process:

- City Council Approval
- Final Manual Production
- Appendices: Details, Checklists, Specifications

He reviewed the purpose of the Manual, explaining that the primary focus is to inform design and construction. He also explained the relationship between the SADM and other documents such as the City Code, Streets that Work, State/Federal standards and planning documents. The manual covers items that were not addressed in the previous manual.

A few of the big ticket feedback items from the stakeholder workshop in June were:

- Block length
- Mid-block crossings
- Shared streets and yield streets
- Encouraging innovative design approaches

Ms. Walker asked how the City could ensure not to incur costs associated with innovative design for which the City does not have the expertise. City Attorney John Blair advised that the responsibility is on City staff to vet the design before presenting to Council. He advised that some maintenance costs cannot be avoided.

Ms. Galvin asked how innovative designs are referenced for future “projects”. Mr. Owe advised that the typology is not lost, but becomes part of the document for future use.

- The desire for incentives for environmental sustainability

Mr. Silman opened up the floor for questions from City Council and Planning Commission.

Commissioners and Councilors asked questions about feedback, alleys, roundabouts, soil volumes, sidewalks, stormwater facilities, utilities, block length, and other details of the Manual.

Dr. Bellamy left the meeting at 6:38 p.m.

Ms. Walker opened the meeting for public comment.

Ms. Peggy van Yahres, representing the Tree Commission, spoke about treescape in various aspects: trees and plants needing a separate section in the SADM apart from lighting; the definition of “soil volume”; whether soil volumes would be prohibitive for trees on the Downtown Mall or other places; the health of the soil being used; and protecting existing trees.

Mr. Steven Johnson, Planning Manager at JAUNT asked about density requirements for bus shelters.

Mr. Charlie Armstrong, representing CADRe, commended staff for their work on the SADM. He asked that the City guard against catering to engineering preferences. He mentioned that another cost consideration would be the amount of funds subsidizing affordable housing, advising that installing more expensive materials causes prices to rise for residents. He also mentioned utility separation easements. He spoke about roll top curbs being disallowed, and the requirement of chain link fence in several areas, and the need for a consistent inspection process for building roads and recordkeeping to help with accountability.

Mr. Carl Schwarters, representing several groups including IMPACT and CADRe, spoke about the definition of a public street, and the need to decouple from fire accessible streets. He spoke of encroachments to the right of way.

Ms. Mina Seville, member of Bicycle Pedestrian Advisory Committee and PLACE Design Task Force, spoke about minimums and maximums for intersection spacing on blocks in relation to pedestrian and bicycle pathways, and the need to be mindful of building size.

Mr. Dan Rosensweig from Habitat for Humanity spoke of the origins of the SADM and commended staff for their work. He asked the Planning Commission to beware of other designs that inadvertently push street lanes wider. He described challenges with fire engine access and sight distance.

Mr. Ryan Stoner with Milestone Partners, representing CADRe, spoke about public alleys and the ability to impact affordable housing; BMPs (Best Management Practices) and the right of way; sight distance standards; and innovative short streets.

Ms. Walker closed public comment.

Ms. Hill asked about next steps.

Ms. Melanie Britt asked for final comments within one week.

Staff from the Utilities Department, in response to a question from Ms. Galvin, gave additional input that some utilities will need to go under the sidewalk versus under street pavement. He advised of the desire to keep future maintenance costs as low as possible.

Mr. Silman summarized the process and thanked everyone who contributed to this living document. To date there have been over 1000 comments. Staff will meet with the Arborist of the Tree Commission and the City Attorney's Office before bringing the SADM back to Council.

Ms. Walker adjourned the meeting at 7:38 p.m.



**October 7, 2019**  
**Charlottesville City Council Special Meeting**

A special meeting of the Charlottesville City Council was held on Monday, October 7, 2019, at 5:00 p.m. in the Second Floor Conference Room, City Hall, 605 E. Main Street, Charlottesville, Virginia, with the following members in attendance: Mayor Nikuyah Walker, Vice Mayor Heather Hill, Ms. Kathy Galvin, and Mr. Mike Signer. Dr. Wes Bellamy arrived at 5:20 p.m.

Ms. Walker called the meeting to order at 5:15 p.m.

On motion by Ms. Hill, seconded by M. Galvin, Council voted (Ayes: Walker, Hill, Galvin and Signer. Noes: None. Absent: Bellamy) to meet in closed session as authorized by Va. Code Sections 2.2-3711 and 2.2-3712, specifically:

- as authorized by Virginia Code Section 2.2-3711(A)(1) to discuss the performance of the Charlottesville City Manager and the performance and appointment of a member of the Charlottesville Sister Cities Commission; and

- as authorized by Virginia Code Section 2.2-3711(A)(8) for consultation with legal counsel from the City Attorney's Office pertaining to the Freedom of Information Act; and

- as authorized by Virginia Code Section 2.2-3711(A)(7) for consultation with legal counsel pertaining to actual litigation in the matter of Payne v. City of Charlottesville, where such consultation would adversely affect the litigation posture of the City of Charlottesville if the consultation occurred in open session.

Dr. Bellamy arrived at 5:20 p.m.

Ms. Walker left the meeting at 6:20 p.m.

On motion by Ms. Hill, seconded by Dr. Bellamy, Council certified by the following vote (Ayes: Hill, Bellamy, Galvin, and Signer. Noes: None. Absent: Walker), that to the best of each Council member's knowledge only public business matters lawfully exempted from the open meeting requirements of the Virginia Freedom of Information Act and identified in the Motion convening the closed session were heard, discussed or considered in the closed session.

The meeting adjourned at 6:25 p.m.

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 4, 2019
<b>Action Required:</b>	Appropriation of grant funds
<b>Presenter:</b>	Susan Morrow, Offender Aid and Restoration
<b>Staff Contact:</b>	Susan Morrow, Offender Aid and Restoration Ryan Davidson, Senior Budget and Management Analyst
<b>Title:</b>	Virginia Behavioral Health Docket Grant - \$45,000

**Background:**

The City of Charlottesville, on behalf of the Charlottesville-Albemarle Therapeutic Docket program, has received a Supreme Court of Virginia Behavioral Health Docket Grant in the amount of \$45,000 for operations of the therapeutic docket program, which is operated by Offender Aid and Restoration (O.A.R.). The City of Charlottesville serves as fiscal agent for the Supreme Court of Virginia Behavioral Health Docket Grant.

**Discussion:**

In its second year of operation, the Charlottesville-Albemarle Therapeutic Docket program is a supervised 6 to 12 month treatment program that serves as an alternative to incarceration for offenders. The Therapeutic Docket is a specialized docket within the existing structure of the court system given the responsibility to handle cases involving non-violent adult misdemeanor offenders who suffer from serious mental illness. The program uses the power of the court to assist non-violent offenders to achieve wellness and recovery through a combined system of intensive supervision, medication management, mental health treatment, and regular court appearances.

The total program budget is **\$155,000** and includes three funding sources:

Supreme Court of VA:	\$45,000
City of Charlottesville:	\$55,000, (previously appropriated)
Albemarle County:	\$55,000, (previously appropriated)

### **Alignment with City Council Vision and Strategic Plan:**

This relates to Goal #2 in the City's Strategic Plan - A Healthy and Safe City. More specifically Objective 2.3 Improve community health and safety and outcomes by connecting residents with effective resources; and Objective 2.4 Reduce the occurrences of crime, traffic violations, and accidents in the community. The Therapeutic Docket is a valuable, less expensive alternative to incarceration for certain criminal offenders with serious mental illness which utilizes a blend of court-ordered supervision, mental health treatment services, court appearances, and behavioral sanctions and incentives to reduce recidivism and enhance personal accountability and mental health and wellness among participants.

### **Community Engagement:**

The Therapeutic Docket is a direct service provider and is engaged daily with non-violent criminal offenders with serious mental illness who are at a high level of risk for reoffending and have a high level of need due to mental illness. By collaborating with the Court system, Region Ten Community Services Board, Partners for Mental Health, and the Sheriff's department, the Therapeutic Docket provides these offenders with a highly structured, rigorously supervised system of treatment and criminal case processing that results in a significant reduction in recidivism rates for program participants and graduates. Participants gain access to the Therapeutic Docket through referrals from police, probation, magistrates, defense attorneys and other local stakeholders. Participants have active criminal cases pending in the General District Court. If they successfully complete the program which takes a minimum of 6 months, participants may have their pending charges dismissed. If participants are unsuccessful and have to be terminated from the program, they return to court to face their original charges. Successful Therapeutic Docket participants return the community's investment in them by improving their mental health status, maintaining compliance with treatment regimens, including medications, and reducing their criminal behaviors in the community.

### **Budgetary Impact:**

No additional City funding is required as the City's match for this grant, \$55,000, was appropriated within the FY 2020 Council Adopted Budget as part of the City's contribution to Offender Aid and Restoration.

### **Recommendation:**

Staff recommends approval and appropriation.

### **Attachments:**

Appropriation

**APPROPRIATION**  
**Charlottesville - Albemarle Therapeutic Docket Grant Award**  
**\$45,000**

**WHEREAS**, the Supreme Court of Virginia awarded the Supreme Court of Virginia Behavioral Health Docket Grant in the amount of \$45,000 for the Charlottesville - Albemarle Therapeutic Docket in order to fund salaries, benefits, and operating expenses; and

**WHEREAS**, the City of Charlottesville serves as the fiscal agent for this grant program; and

**WHEREAS**, the City of Charlottesville and Albemarle County both have dedicated local matches to this grant, totaling \$110,000; and

**WHEREAS**, the grant award covers the period July 1, 2019 through June 30, 2020.

**NOW, THEREFORE BE IT RESOLVED** by the Council of the City of Charlottesville, Virginia, that the sum of \$45,000, received as a grant from the Supreme Court of Virginia, is hereby appropriated in the following manner:

**Revenues**

\$45,000      Fund: Internal Order: #1900341      G/L Account: 430110 (State Grant)

**Expenditures**

\$45,000      Fund: Internal Order: #1900341      G/L Account: 530670

**BE IT FURTHER RESOLVED**, that this appropriation is conditioned upon the receipt of \$45,000 from the Supreme Court of Virginia.

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 18, 2019
<b>Action Required:</b>	Appropriation
<b>Presenter:</b>	Chris Gensic, Parks and Recreation
<b>Staff Contacts:</b>	Chris Gensic, Parks and Recreation Brian Daly, Parks and Recreation Ryan Davidson, Office of Budget and Performance Management
<b>Title:</b>	<b>Virginia Outdoors Foundation Grant – Land Acquisition - \$50,000</b>

**Background:**

The City of Charlottesville, through Parks and Recreation, has received an award from the Virginia Outdoors Foundation (VOF) in the amount of \$50,000 to assist with efforts to purchase land in order to construct a bicycle and pedestrian trail along the north side of the 250 bypass. The grant does not require local match. The award of \$50,000 will be appropriated into the Parkland Acquisition Account P-00534

**Discussion:**

The City of Charlottesville has negotiated for purchase of a parcel of land at the west end of McIntire Park to be used for a bicycle and pedestrian and trail along the north side of the 250 bypass from Route 29 and Hydraulic Road to McIntire Road, which is part of the City Comprehensive Plan.

Use of VOF funding for this acquisition includes placing the parcel to be acquired and approximately 5 acres of the wooded section of western McIntire Park into an open space easement with the VOF. This area is already designated as a Managed Conservation Area in the approved master plan for western McIntire Park. This easement will not affect fire station expansion/renovation or any other facilities in the park.

Use of VOF funds will also initiate a one dollar fee per real estate closing fee to be allocated to the VOF. This has been discussed and is recommended for approval by the Circuit Court Clerk. Charlottesville is one of few localities in the Commonwealth that has not yet joined this program.

**Community Engagement:**

The bicycle, pedestrian and trail master plan was developed with multiple public meetings and was approved by council to be an addendum to the City Comprehensive Plan.

**Alignment with City Council's Vision and Strategic Plan:**

Construction of this trail will further council goals of being a Connected City by establishing a portion of the bicycle and pedestrian trail system that enhances our residential neighborhoods.

**Budgetary Impact:**

If these grants funds are appropriated there is no impact to the City budget as there is no required match.

**Recommendation:**

Staff recommends appropriation of grant funds.

**Alternatives:**

If grants funds are not appropriated, Parks and Recreation will have to use local CIP funds for the acquisition, leaving less money for other potential parkland acquisitions.

**Attachments:**

Appropriation  
Letter From Clerk of Court



**APPROPRIATION**  
**VOF Grant for Acquisition of Parkland for of 250 Bypass Trail**  
**\$50,000**

**WHEREAS**, the City of Charlottesville, through Parks and Recreation, has been awarded \$50,000 from the Virginia Outdoors Foundation to purchase land adjacent to McIntire Park; and

**NOW, THEREFORE BE IT RESOLVED** by the Council of the City of Charlottesville, Virginia, that the sum of \$50,000 is hereby appropriated in the following manner:

**Revenue**

\$50,000      Fund: 426                      WBS: PR-001                      G/L Account: 430120

**Expenditures**

\$50,000      Fund: 426                      WBS: PR-001                      G/L Account: 599999

**BE IT FURTHER RESOLVED**, that this appropriation is conditioned upon the receipt of \$50,000 from the Virginia Outdoors Foundation.

**CIRCUIT COURT**  
**CITY OF CHARLOTTESVILLE**  
315 EAST HIGH STREET  
CHARLOTTESVILLE, VIRGINIA 22902-5195  
(434) 970-3766

**Tracy D. Smith**  
**Anita D. Spivey**  
**Julie S. Moats**  
**Dana M. Porter**  
DEPUTY CLERKS

**Llezelle A. Dugger**  
CLERK

**David A. Schmidt**  
CHIEF DEPUTY CLERK

**Gwendolyn T. Williams**  
**Dianne P. Pugh**  
**Jennifer J. Turner**  
DEPUTY CLERKS

April 18, 2018

Brian Daly, Director  
Parks & Recreation  
City of Charlottesville  
501 East Main Street  
Charlottesville, VA 22902

RE: Fee for open-space preservation

Dear Brian:

Pursuant to Va. Code §58.1-817, there is a \$1.00 fee imposed on every deed admitted to record in those jurisdictions in which open-space easements are held by the Virginia Outdoors Foundation.

Once this statute is triggered, I will have my real estate records vendor program the \$1.00 fee into our recording system. From that date forward, the \$1.00 fee will be automatically assessed when a deed is admitted to record in my office. The impact on my budget and on my staff is minimal.

If you have any further questions, please do not hesitate to contact me.

Sincerely,



Llezelle A. Dugger  
Clerk of Court

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	November 18, 2019
Action Required:	Appropriation
Presenter:	Riaan Anthony, Park and Recreation Management Specialist
Staff Contacts:	Riaan Anthony, Park and Recreation Management Specialist II Vic Garber, Deputy Director, Parks and Recreation
<b>Title:</b>	<b>Virginia Department of Education Special Nutrition Program Child and Adult Care Food Program - \$35,000</b>

**Background:**

The City of Charlottesville, through Parks and Recreation, has received approval for a reimbursement of up to \$35,000 from the Virginia Department of Education Special Nutrition Program to provide free dinner to children 18 and under attending our drop-in afterschool programs through their Child and Adult Care Food Program.

**Discussion:**

Charlottesville Parks and Recreation will operate an afterschool meals program for 36 weeks, during the course of the regular school year. There are currently 4 locations, Friendship Court, Greenstone on 5th, South First Street and Westhaven Community Centers that serve children 18 years and under. This year we have added a 5th location, Crow Recreation Center. The reimbursement will cover the costs of a nutritious dinner at these locations, which also have an educational/enrichment component. Dinner will be served from 4-8 pm at the various community centers. Most of the children served receive free or reduced meals during the school year. Over 400 children will be served each week during the school year.

The dinners are purchased through the City of Charlottesville School Food Service. The Parks and Recreation Department pays the bills to the City of Charlottesville Food Service and is then reimbursed by the Virginia Department of Education Special Nutrition Programs.

**Alignment with City Council's Vision and Strategic Plan:**

Approval of this agenda item aligns directly with Council's vision for Charlottesville to be America's Healthiest City and it contributes to Goal 2 of the Strategic Plan - Healthy and Safe

City. Children will receive a nutritious dinner, hopefully replacing a meal that did not exist or providing a healthier balanced option for them.

**Community Engagement:**

N/A

**Budgetary Impact:**

There is no impact to the General Fund. The funds will be appropriated, expensed and reimbursed to a Grants Fund. There is no required local match for this program.

**Recommendation:**

Staff recommends approval and appropriation of funds,

**Alternatives:**

If money is not appropriated, the free dinner program will not be offered to youth, most of whom receive free or reduced meals during the school year.

**Attachments:**

N/A

**APPROPRIATION**

**Virginia Department of Education Special Nutrition Program  
Child and Adult Care Food Program  
\$35,000**

**WHEREAS**, the City of Charlottesville, through Parks and Recreation, has received approval for reimbursement up to \$35,000 from the Virginia Department of Education Special Nutrition Program to provide free dinner to children attending select drop-in afterschool centers; and

**WHEREAS**, the grant award covers the period from period October 1, 2019 through September 30, 2020;

**NOW, THEREFORE BE IT RESOLVED** by the Council of the City of Charlottesville, Virginia that the sum of \$35,000, received from the Virginia Department of Education Special Nutrition Program is hereby appropriated in the following manner:

**Revenue – \$ 35,000**

Fund: 209                      Internal Order: 1900342                      G/L Account: 430120

**Expenditures - \$35,000**

Fund: 209                      Internal Order: 1900342                      G/L Account: 530670

**BE IT FURTHER RESOLVED**, that this appropriation is conditioned upon the receipt of \$35,000 from the Virginia Department of Education Special Nutrition Program.

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	November 18, 2019
Action Required:	Appropriation of Grant Funds
Presenter:	Hollie Lee, Chief of Workforce Development Strategies
Staff Contacts:	Hollie Lee, Chief of Workforce Development Strategies
Title:	Virginia Department of Social Services (V.D.S.S.) Employment Advancement for Temporary Aid to Needy Families (T.A.N.F.) Participants Grant - \$130,259.83

**Background:**

For the past two years, the City of Charlottesville, through the Office of Economic Development (OED), has been receiving matching grants from the Virginia Department of Social Services (VDSS) in order to provide workforce development training to individuals residing in the City of Charlottesville living at or below 200% poverty. The first grant in the amount of \$50,000.00, was awarded in 2017 and required a 15 percent match of local dollars. Funding was used for workplace readiness skills training, technical training, and/or supportive services required for employment (e.g., childcare, transportation, rental assistance, etc.). VDSS has renewed this for the past two fiscal years in the same amount of \$50,000. The OED matched the grant from the Workforce Investment Fund (P-00385).

In January 2019, VDSS expanded the funding pool and issued a Request for Proposal for additional funding available from January 1, 2019 to June 30, 2020. The OED was awarded a grant in the amount of \$56,630.00, which also required a 15 percent match of local dollars. The match was made from the Workforce Investment Fund (P-00385). The funding is being used to support a full-time long term temporary position in the Downtown Job Center. This individual, who was hired in September 2019, assists with the day-to-day operations of the Job Center, as well as events and training programs.

More recently, the OED has been given an intent to award letter by VDSS for another grant in the amount of \$130,259.83 for October 2019 to June 30, 2020. Grant funding will be used for workforce development training (GO programs) and supportive services, as well as business development training (GO Start-Up) and grants (ACE Grant for Start-Ups). This grant does not require a match.

**Discussion:**

In July 2013, the City's Strategic Action Team on Workforce Development (SAT) issued a report to City Council entitled, *Growing Opportunity: A Path to Self-Sufficiency*. The report, which was subsequently endorsed by Council, examines the barriers to employment for low-income City residents and makes recommendations on how to address these barriers. One of the recommendations is to "work to ensure that training programs align with the needs of new and existing businesses."



In an effort to make progress towards this recommendation, the OED has been actively engaged in developing jobs-driven workforce development training programs in partnership with local employers. The flagship program, GO Driver, has been conducted eleven times and trains City residents to get their Class B Commercial Driver's License and become Relief Transit Bus Operators with Charlottesville Area Transit (CAT) and/or Pupil Transportation at a rate of \$16.53 per hour. In addition to technical training, GO programs also include assistance with supportive services such as rental assistance, car repair, exam fees, etc. These costs, which average about \$200 per participant, are also included as part of the programming. Nearly 30 GO programs have been administered since 2014.

Additionally, the City recently launched the Minority Business Program, which is designed to promote the startup of minority- and woman-owned businesses in the City and the growth and expansion of existing City minority- and woman-owned business. The OED sees business creation and retention as a potential means to self-sufficiency either through full-time business ownership or supplemental income. The grant funding will be used to provide new services/programs specifically for startups. This includes a GO Start-Up program for individuals who want to start a business but need the basic fundamentals to begin the process. This will be a precursor to the Charlottesville Investment Collaborative's 15-week entrepreneurship class. Funds will also be used to augment the OED's Advancing Charlottesville Entrepreneurs (ACE) program by offering mini grants to newly created businesses in business for one day to six months. The grants will be for products/services that will enhance a business's revenues. Grant awards will be up to \$500 per business.

#### **Alignment with Council Vision Areas and Strategic Plan:**

This effort supports City Council's "Economic Sustainability" vision and aligns directly with the SAT's *Growing Opportunity* report that was approved by City Council in 2013.

It also contributes to the following goals and objectives in the City's Strategic Plan:

Goal 4: A Strong, Creative and Diversified Economy

- Objective 4.1: Develop a quality workforce

Goal 1: An Inclusive Community of Self-sufficient Residents

- Objective 1.2: Prepare residents for the workforce

It aligns with Chapter 3 on Economic Sustainability in the Comprehensive Plan, and more specifically Goal 6, which focuses on workforce development and being an effective partner in creating a well-prepared and successful workforce.

#### **Community Engagement:**

Like practically all of the City's workforce development efforts, its employment training programs are supported by numerous community agencies and organizations. Examples include: Albemarle County, Piedmont Virginia Community College, Virginia Career Works, and employer partners. Similarly, on the business development side, partners include the Chamber Business Diversity Council, the Community Investment Collaborative, the Central Virginia Small Business Development Center, and private sector organizations. None of the work that is currently being done could be possible without this strong community engagement.

**Budgetary Impact:**

There is no impact to the General Fund. All funds will be budgeted and expended in the grants fund and the awarded grant does not require a local match.

**Recommendation:**

Staff recommends approval and appropriation of grant funds.

**Alternatives:**

If grant funds are not appropriated, more local dollars will have to be used for training or fewer low-income, underemployed City residents will be able to be trained. Additionally, the OED will not have the additional staff hours needed to support the training programs.

**Attachments:**

- VDSS BEN-113-03 Sub-Award Agreement

**APPROPRIATION**  
**Virginia Department of Social Services (V.D.S.S.) Employment Advancement for**  
**Temporary Aid to Needy Families (T.A.N.F.) Participants Grant**  
**\$130,259.83**

**WHEREAS**, the City of Charlottesville has received funds from the Virginia Department of Social Services in the amount of \$130,259.83; and

**WHEREAS**, the funds will be used to support workforce development training programs and business development programs provided by the Office of Economic Development; and

**WHEREAS**, the grant award covers the period from October 1, 2019 and June 30, 2020;

**NOW, THEREFORE BE IT RESOLVED** by the Council of the City of Charlottesville, Virginia, that the sum of \$130,259.83 is hereby appropriated in the following manner:

**Revenue – \$130,259.83**

\$130,259.83    Fund: 209    IO: 1900343    G/L: 430120 State/Fed pass thru

**Expenditures - \$130,259.83**

\$130,259.83    Fund: 209    IO: 1900343    G/L: 599999 Lump Sum

**BE IT FURTHER RESOLVED**, that this appropriation is conditioned upon the receipt of \$130,259.83 from the Virginia Department of Social Services.

COMMONWEALTH OF VIRGINIA  
DEPARTMENT OF SOCIAL SERVICES

SUB-AWARD AGREEMENT

Agreement Number: BEN-19-113-03

THIS AGREEMENT for a subgrant award is entered into this 1<sup>st</sup> day of October 2019, by the City of Charlottesville, Office of Economic Development hereinafter called the "Subrecipient" or "Subgrantee" and Commonwealth of Virginia, Department of Social Services, Division of Benefit Programs called the "VDSS," "DBP," "BP" or Grantee."

WITNESSETH that the Subrecipient and the VDSS, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

**SCOPE OF AGREEMENT:** The Subrecipient shall provide the services to the VDSS as set forth in the Agreement Documents.

**PERIOD OF PERFORMANCE:** From October 1, 2019 through June 30, 2020.

**COMPENSATION AND METHOD OF PAYMENT:** The Subrecipient shall be paid by the VDSS a maximum reimbursement of \$130,259.83 upon submission of itemized invoices as specified in Section X - Payment Terms of the Request for Applications (RFA).

The agreement documents shall consist of:

- (1) This signed form;
- (2) The Request for Application dated June 24, 2019;
- (3) Addendum #1, Dated June 25, 2019; and Addendum #2, Dated July 23, 2019;
- (4) The Subrecipient's Application dated August 1, 2019 and the negotiated modifications to the Application dated September 12, 2019, all of which documents are incorporated herein.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed intending to be bound thereby.

CITY OF CHARLOTTESVILLE  
OFFICE OF ECONOMIC DEVELOPMENT

VIRGINIA DEPARTMENT OF SOCIAL SERVICES

BY: Christopher V. Cullinan  
(Signature)

BY: Michelle Skapp  
(Signature)

NAME: Christopher V. Cullinan  
Director of Finance  
(Print)

NAME: Michelle Skapp  
(Print)

TITLE: \_\_\_\_\_

TITLE: Director, General Services

DATE: 9.24.2019

DATE: 9/30/19

Note: Note: This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, sexual orientation, gender identity, political affiliation, or veteran status or any other basis prohibited by state law relating to discrimination in employment. Faith-based organizations may request that the issuing agency not include subparagraph 1.e in General Condition C Anti-Discrimination. Such a request shall be in writing and explain why an exception should be made in that request for proposal or request for application.

**Faye Palmer**  
Manager, Workforce Development  
Virginia Department of Social Services  
801 E. Main St.  
Richmond, VA 23219

September 12, 2019

Dear Ms. Palmer,

I am writing to formally accept our receipt of grant awards in regards to BEN-19-113: Employment Advancements for TANF Participants from the Virginia Department of Social Services in the amount of \$130,259.83 to the City of Charlottesville Office of Economic Development. Our organization exists to serve our community by acting as a catalyst for initiatives that create employment opportunities that contribute to a vibrant and sustainable economy. This grant will be very helpful in assisting us to continue to reach our current goals of facilitating training for citizens of Charlottesville to achieve rewarding and stable career opportunities, as well as promoting opportunities for entrepreneurship to improve opportunities for self-sufficiency in our target population.

Based on the award for grant funding, we would propose the following amendments to our budget:

- 1) The removal of salary for a new employee, totaling \$49,636.16 including benefits.
- 2) We would like to have the remainder of the award differential, \$704.17, taken from the supplies line item in the budget (originally \$1,000.00). The remaining \$295.83 will be equally redistributed to workforce development training programs and business development programs.
- 3) We also propose to amend our budget to move \$10,000 from line item 21, operating costs for existing GO programs, into line item 22, expenses for our entrepreneurial programming development and implementation. This would change our budget to \$60,129.91 for line item 21 and line item 22.

If any further discussion is needed in regards to this matter, please do not hesitate to contact me at (434) 970-3117 or LEEH@charlottesville.org and I will get back to you as quickly as possible. We look forward to sending you positive reports on our progress.

Thank you,

*Hollie Lee*

**Hollie Lee**  
Chief of Workforce Development Strategies  
City of Charlottesville  
Office of Economic Development  
434-970-3117  
leeh@charlottesville.org

## Dual Models of GO Programming

### APPLICATION SUMMARY

#### PURPOSE AND GOALS

The City of Charlottesville's Office of Economic Development (OED) has a proven track record of designing and delivering quality workforce development programming. The purpose of the Growing Opportunities (GO) programs are to provide training to unemployed and underemployed residents of Charlottesville in order to facilitate sustainable employment in appropriate industries that offer a living wage. The OED seeks to continue providing innovative and directed instruction to local residents who face significant barriers to fill needs identified by local employers. There is also opportunity to promote entrepreneurship as a route for low-income citizens to achieve economic self-sufficiency, given that many newly created jobs offer non-living wages and limited potential for economic mobility. The goal of the OED in these endeavors is twofold: to provide workforce development training to impart necessary skills to participants in order for them to secure gainful employment at a self-sufficient wage, and to offer entrepreneurial based training as a means to self-employment and supplemental income opportunities, leading to self-sufficiency.

#### COMMUNITY PARTNERS

Community partners will include the **Charlottesville Department of Social Services (CDSS)** staff, who will help identify and recruit participants to programs. CDSS staff will also assist with case management of their clients and identify potential barriers to consistent employment (e.g. transportation, childcare, housing, etc.) in order for proper services to be implemented.

For workforce development programs, **Piedmont Virginia Community College (PVCC)** or **Charlottesville Albemarle Technical Education Center (CATEC)** will provide a majority of the customized training that the participants will receive throughout the GO training programs. Additionally, numerous private sector vendors will be utilized for specific sections of training to ensure the highest quality instruction. For entrepreneurial training the OED will partner with business assistance providers such as the **Community Investment Collaborative (CIC)**, the **Central Virginia Small Business Development Center (CVSBDC)**, and other private vendors.

Employer partners are equally as critical as educational providers to the success of GO programs. The key employer partner for GO Driver is **Charlottesville Area Transit (CAT)**. CAT is actively engaged in the recruitment and selection of program participants and also provides participants tours of their facilities, aid in the completion of online applications, and engage in mock interviewing. CAT facilities are used as the primary training location, and several CAT staff are part of the curriculum instruction team.

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Concerning GO Cook, Chef Antwon Brinson with **Culinary Concepts AB**, the training provider contracted through CATEC, employs a diverse network of restaurant and hospitality partners to prepare GO Cook students for employment by allowing on-site internships in professional kitchens, showing prospective employees the unique responsibilities of different aspects of the culinary arts field.

Other GO programs identify and collaborate with employer partners based on the industry the training is focused on (e.g. Sun Tribe Solar for GO Solar, UVA Health System for GO CNA, the City of Charlottesville's Public Utilities and Public Works departments for GO Trades, etc.). The ultimate goal for those in GO Start-Up entrepreneurial training is for participants to become self-employed. For those already self-employed and participating in a program like GO Contractor's Academy, the vision is for individuals to grow their existing businesses and receive additional training to increase revenue and marketability, thereby increasing their self-sufficiency.

### **SERVICES TO BE PROVIDED**

GO training programs are generally between five and seven weeks long, depending on the industry, and include industry-specific training as well as workplace readiness training, customer service training, and financial literacy. Other supportive services to be provided on an as needed basis include, but are not limited to: rental assistance, transportation assistance, and childcare assistance.

### **PROJECTED SERVICE NUMBERS AND PLANNED OUTCOMES**

The projected number of City residents to be served by the combined GO programming is 53 individuals. Based on historical graduation rates, it is anticipated that 46 will complete the GO training curriculums and graduate. Projections from prior classes indicate that 34 individuals not already employed will obtain employment through opportunities gained from the programs. Graduates of GO Driver are provided the opportunity to be considered for employment with CAT and/or City of Charlottesville pupil transportation at \$16.51 hourly salary. GO Cook graduates have varying roles in the restaurants they are hired in. Line and prep cooks in the Charlottesville area can expect to make \$12-\$14/hour or more, with consistent opportunities for advancement. Other GO program variants may be implemented based on identified employer need and the employer offering a sustainable living wage for graduates who are offered employment.

### **USE OF FUNDS**

The use of funds for traditional GO programming will be for the purpose of paying for training provided by training vendors such as PVCC and CATEC, as well as for providing supportive services to program participants. Additional funding for GO Start-Up and the GO Contractor's

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Academy will be allocated to program development and training costs, as well as grants for enrollees.

## APPLICATION NEEDS STATEMENT

- i. Charlottesville is an independent city located in the foothills of the Blue Ridge Mountains and serves as the county seat for Albemarle County as well as the hub of the Charlottesville Metropolitan Statistical Area (MSA), which includes Albemarle, Fluvanna, Buckingham, Greene and Nelson Counties. According to U.S. Census data, the Charlottesville Metropolitan Statistical Area (MSA) had a population of 232,182 people in 2017.<sup>1</sup> 70.1% of residents identify as Caucasian, 18.9% African-American and just over 5% Hispanic or Latino.<sup>2</sup> The median household income in the City of Charlottesville measured at \$66,853 according to the American Community Survey (ACS) one year estimate for 2017.<sup>3</sup>

Estimates based on the 2017 ACS snapshot show that nearly 25% (57,207 individuals in the Charlottesville MSA) are at 200% or less of the Federal Poverty Guidelines.<sup>4</sup> The poverty level for a family of four in 2019 has been established at \$25,750 annual income (see figure 1 below). Census Bureau data indicates that over 16,000 individuals in the area work full-time year-round and make less than \$50,000/year.<sup>5</sup> This evidence supports the argument that skilled jobs training and entrepreneurial initiatives will make significant headway in providing families the opportunity to earn a living wage. Furthermore, FY2018 reports from Virginia DSS show that 706 households in the Charlottesville MSA received TANF benefits during that timeframe and DSS spent \$1,782,399 on TANF in the area.<sup>6</sup> These facts suggest that targeted recruitment for training and workforce development opportunities will yield a substantial number of candidates.

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<sup>1</sup>[https://data.census.gov/cedsci/map?q=Population&table=B01003&tid=ACSDT1Y2017.B01003&vintage=2017&layer=cbsa&cid=B01003\\_001E&g=310M300US16820](https://data.census.gov/cedsci/map?q=Population&table=B01003&tid=ACSDT1Y2017.B01003&vintage=2017&layer=cbsa&cid=B01003_001E&g=310M300US16820)

<sup>2</sup> <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>3</sup>[https://data.census.gov/cedsci/map?q=economic&table=DP03&tid=ACSDP1Y2017.DP03&vintage=2017&layer=cbsa&cid=DP03\\_0062E&g=310M200US16820\\_310M300US16820](https://data.census.gov/cedsci/map?q=economic&table=DP03&tid=ACSDP1Y2017.DP03&vintage=2017&layer=cbsa&cid=DP03_0062E&g=310M200US16820_310M300US16820)

<sup>4</sup>[https://data.census.gov/cedsci/map?q=poverty&table=S1701&tid=ACSST1Y2017.S1701&t=Poverty%3APoverty&vintage=2017&layer=cbsa&cid=S1701\\_C01\\_042E&g=310M300US16820](https://data.census.gov/cedsci/map?q=poverty&table=S1701&tid=ACSST1Y2017.S1701&t=Poverty%3APoverty&vintage=2017&layer=cbsa&cid=S1701_C01_042E&g=310M300US16820)

<sup>5</sup>[https://data.census.gov/cedsci/map?q=HOUSEHOLD%20INCOME&table=S2001&tid=ACSST1Y2017.S2001&t=Income%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29&vintage=2017&layer=cbsa&cid=S2001\\_C01\\_008E&g=310M300US16820](https://data.census.gov/cedsci/map?q=HOUSEHOLD%20INCOME&table=S2001&tid=ACSST1Y2017.S2001&t=Income%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29&vintage=2017&layer=cbsa&cid=S2001_C01_008E&g=310M300US16820)

<sup>6</sup> [https://www.dss.virginia.gov/geninfo/reports/agency\\_wide/ldss\\_profile.cgi](https://www.dss.virginia.gov/geninfo/reports/agency_wide/ldss_profile.cgi)



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2019 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA	
PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE
For families/households with more than 8 persons, add \$4,420 for each additional person.	
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750
5	\$30,170
6	\$34,590
7	\$39,010
8	\$43,430

Figure 1: 2019 Federal Poverty Guidelines

The unemployment rate for the Charlottesville MSA remains low at 2.7% as of May 2019 according to the Bureau of Labor Statistics (BLS), although that has trended slightly upward.<sup>7</sup> The BLS gives further information regarding median wages for fields encompassed by GO programming. Restaurant cooks make a median wage of \$30,930 annually, first line supervisors an average of \$41,680/year, and transit bus drivers \$34,340.<sup>8</sup> These all represent compelling support of job skills training.

- ii. Growing Opportunities (GO) programs resulted from the Orange Dot report in 2011, which explored the prevalence and root causes of poverty in the Charlottesville area. The Charlottesville Office of Economic Development has spearheaded efforts to identified City Council objectives to create opportunities for area residents to achieve self-sufficiency through employment that pays appropriate living wages. The jobs-driven pre-employment training model was brought into fruition with the first GO Driver program in fall 2014 in response to an expressed need for bus drivers by Charlottesville Area Transit (CAT). Since that initial program 25 GO programs have successfully graduated 162 residents, with a job placement rate of over 86%. The GO initiative continues today as we are currently implementing our 11<sup>th</sup> GO Driver class and our 5<sup>th</sup> GO Cook cohort. Other employer identified needs have led to programs focusing on training for CNAs, public utilities workers, solar panel installers and call center representatives. GO programs have demonstrated their utility as means by which residents can achieve economic self-sufficiency, pride in professional accomplishments, and a clear path to reaching career goals.

<sup>7</sup> <https://www.bls.gov/news.release/metro.t01.htm>

<sup>8</sup> [https://www.bls.gov/oes/current/oes\\_16820.htm#53-0000](https://www.bls.gov/oes/current/oes_16820.htm#53-0000)

**GO Training Programs – Employment with Area Employers**

This proposal places an emphasis on GO Driver and GO Cook, with the former being our original program that has been recognized around the Commonwealth for its' excellence, and the latter as offering a consistent pipeline of trained and motivated graduates to fill needs in the demanding field of culinary arts.

GO Driver is a five and a half week, 180 hour training program that allows participants to earn a Class B Commercial Driver's License (CDL) learner's permit and prepares them for a career as a Relief Transit Operator with the Charlottesville Area Transit (CAT) system. Although CAT has been our main employer partner, it is important to recognize that opportunities exist with other local employers including the University of Virginia Transit System (UTS), JAUNT (a local para-transit service), and Pupil Transportation for Charlottesville City Schools and Albemarle County Schools.

GO Cook is a five week, one-hundred hour program that offers a ServSafe certification, a Certified Cook certification recognized in the hospitality industry nationwide, essential workplace and life skills, and the invaluable opportunity to shadow with multiple restaurant partners to gain real-world experience prior to job placement. Currently, 58 area culinary establishments have a working relationship with Chef Antwon Brinson, the proprietor of Culinary Concepts AB and lead trainer, to deliver stable employment opportunities to graduates based on skill level and interest, while also providing upward mobility lacking in other fields.

The GO Solar Program is a five and half-week training program that prepares City residents for a career as a solar panel installer. The program is a partnership with local clean energy organization Sun Tribe Solar and offers training that will equip residents with a North American Board of Certified Energy Practitioners PV Installation Professional Certification, OSHA 10 Certificate, Forklift and Airlift Certifications, a CPR/First Aid Certificate, and workplace essential skills. After successful completion of this program, participants will have the opportunity to be considered for employment with Sun Tribe Solar.

GO CNA consists of seven weeks of intensive pre-employment training (176 hours), conducted in partnership with PVCC, whereby participants earn their CNA certificates, complete customer service and workplace readiness training, and obtain their Career Readiness Certificates. Throughout the entire training period, City staff works closely with UVA, integrating the hospital's Human Resources staff into the program through tours of the facility, assistance with online applications, mock interviewing, and job shadowing.

GO Utilities partners with Charlottesville's Department of Public Works in a seven week, 147 hour training to prepare graduates for positions as a Maintenance Work with the City's Public Utilities Division. Certifications earned include a National Center for Construction Education and Research (NCCER) Pipefitting Certification, a Class A Learner's Permit, Flagging Certification and OSHA 10 Certification.

### **GO Training Programs – Self-Employment**

As previously mentioned, training efforts will be twofold. First, existing pre-employment workforce training programs will be expanded through grant funding. There is a proven track record of placing graduates of these programs into jobs paying a self-sufficient wage using this model. Second, entrepreneurship training will be offered as a way to assist low income Charlottesville residents start their own businesses and gain access to supplemental income, and once these businesses are fully operational, opportunities for self-employment.

Research into low income entrepreneurship in New York City drew the following conclusion: “at a time when so many newly created jobs offer low wages and limited opportunity for economic mobility, it is time for policymakers, economic development officials and workforce development professionals to embrace entrepreneurship as one route for low-income (citizens) to achieve economic self-sufficiency”.<sup>9</sup> Entrepreneurship is a proven commodity in the financial empowerment and economic mobility for many people. Fundamental changes in the economy have created barriers for individuals without post-secondary credentials, meaning entrepreneurship can be an attractive option for low-income individuals. In fact, many poor and disadvantaged residents of the Charlottesville area already demonstrate significant potential in small business management through “side hustles” and other income supplementing ventures. These enterprises include lawn care, landscaping, cutting hair, day care, and other projects that require talent and drive.

Increasing opportunities for entrepreneurs in the Charlottesville community may not be possible without first addressing some of the barriers that often prevent aspiring business owners in taking that leap. People living in poverty often have limited exposure to appropriate role models and mentors to get a business off the ground. Those from low-income backgrounds typically have poor financial literacy skills, little to no savings, bad credit and limited access to funding options to help a small business. Some are deterred from taking the risk because little revenue from starting a business, at least in the beginning, can result in the loss of needed government benefits such as SNAP, TANF, or Medicaid.

According to the Charlottesville Regional Chamber of Commerce, between 2007 and 2010, private enterprise jobs in Charlottesville grew at twice the rate (9.23%) compared to the rest of the state (4.61%).<sup>10</sup> These numbers reflect such enterprises as leisure and hospitality, construction and manufacturing. In 2016 Charlottesville was ranked fourth on Entrepreneur magazine’s list of best cities for entrepreneurs.<sup>11</sup> To support business startups, Charlottesville has a developed network of services, including the Community Investment Collaborative (CIC)

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<sup>9</sup> Laney, K., Bowles, J., & Hilliard, T. (2013, April). Launching Low-Income Entrepreneurs. Retrieved July 12, 2019, from <https://nycfuture.org/research/launching-low-income-entrepreneurs>

<sup>10</sup> <https://www.c-ville.com/start-whats-climate-entrepreneurs-charlottesville-improve/>

<sup>11</sup> <https://livability.com/list/best-cities-for-entrepreneurs/2016/10?page=0>

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and the Charlottesville Business Innovation Council (CBIC). This, along with the OED's Minority Business Development program, has created a vibrant culture of entrepreneurship in our area that will have a positive impact for VDSS's target population.

GO Start-Up addresses needs by providing basic, grassroots level business training to low-income participants. This is a new venture and will fall under Charlottesville's new Minority Business Program, which seeks to increase the number of women and minority-owned businesses in the community and providing existing businesses with the opportunity to grow. Over 90% of historic GO participants have been minorities and all program participants meet poverty guidelines outlined for this grant. The entrepreneurial demographics of the area does not reflect its' population. There is significant disproportionality between the number of minorities and the number of minority-owned businesses. It is believed that diversifying the entrepreneurial community will create more diversity in ideas in the community, benefit the local economy as a whole, and lower-income communities in particular.

GO Contractor's Academy, by contrast, offers skill development and collaboration options for existing women and minority owned businesses who seek to do business with Charlottesville or other governmental agencies. This program focuses on the construction industry and aims to enhance the technical and managerial skills of small contractors. Training will allow these business owners to take the next step in the successful marketing, procurement, and execution of their business ideas.

## PROGRAM DESIGN/PROPOSED SERVICES AND IMPLEMENTATION PLAN

- i. The traditional GO program models facilitated primarily with grant funds will be GO Driver and GO Cook. The Charlottesville area continues to see demand for trained employees for public transportation and in the restaurant field. Other GO programs could potentially be offered, based on identified employer need, for positions that require skilled training and would require at least five program participants. Any program using VDSS allocated funding would specifically target households currently enrolled in the VIEW program receiving TANF funds, those exempt from VIEW but receiving TANF benefits, and/or families with incomes below 200% of the poverty level.

**GO Driver** consists of five and a half weeks of intensive pre-employment training (180 hours), conducted in partnership with Charlottesville Area Transit (CAT), whereby participants will earn their Class B Commercial Driver's License learner's permit, Passenger Sensitivity and Security certification, OSHA 10 certification, CPR/First Aid certificate and customer service and workplace readiness training. Throughout the entire training period, City staff will work closely with Charlottesville Area Transit, integrating CAT's management into the interviewing and

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selection of applications, providing program participants with tours of their facility and buses, assistance with online applications, mock interviewing, and job shadowing.

After successfully completing training, participants will then apply for a Relief Transit Operator position at CAT, which has agreed to flag these individuals' applications for "extra consideration." Although these positions are relief, other past GO Driver graduates currently employed with CAT as Relief Transit Operators have routinely worked between 35-40 hours per week and earn overtime pay for anything beyond 40 hours per week. The rate of pay for Relief Transit Operators is \$16.51/hour. Once hired, CAT will offer additional on-the-job training relevant to the work that will be performed. *Please see Diagram A for a sequential flow chart of the GO Driver program.*

**Diagram A – GO Driver Program Flow Chart**



**GO Cook** is a five week, one-hundred hour program that offers a ServSafe certification, a Certified Cook certification recognized in the hospitality industry nationwide, essential workplace and life skills, and the invaluable opportunity to shadow with multiple restaurant partners to gain real-world experience prior to job placement. Classes are four hours daily and are broken into three parts: 1) life skills training 2) hospitality and food handling and safety and 3) kitchen practicals. The program is facilitated at the professional kitchen at Culinary Concepts AB owner and renowned chef Antwon Brinson.

At the end of the course, students practice and take a proctored examination for both their ServSafe and Certified Cook certifications. A pop-up dinner is held to showcase students' cooking skills to stakeholders, families and potential employers. Each student meets one-on-one with Chef Brinson to evaluate their skill level and develop career pathways. Then each student participates in a minimum of two job trails or stages, an industry term for shadowing staff in restaurants to learn the unique culture, procedures and responsibilities of multiple areas of a professional kitchen. Many students are offered employment based on these job trails, while others are referred to and placed with other establishments based on need. Typical placements for program graduates vary, with the most common being as line cooks, prep cooks or pantry cooks. The wages for these positions vary, but characteristically fall in the \$12 to \$14/hour range, with significant opportunity for advancement. *Diagram B below outlines the flow chart for the GO Cook program.*

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**Diagram B – GO Cook Program Flow Chart**



**GO Start-Up** has been designed to provide entrepreneurship training to low-income individuals. Recruitment for the program will focus on high opportunity neighborhoods where families could benefit the most. The program will deliver 36 hours of directed training over a six-week period to allow flexibility to those who may already be employed. Topics covered will include principles of entrepreneurship, discovery of ideas, execution of an idea, brand basics and messaging. Soft skill training will be incorporated, facilitating such subjects as public speaking, professionalism and other basic business etiquette behaviors. At the end of the training, program participants will present their ideas in a public forum (which will also serve as part of a graduation ceremony). In addition to training, the OED proposes the creation of a micro grant program designed to supply an influx of capital to small business proposals that show the most promise in addressing the needs of the community and the parameters of the funding. Eligible graduates would be able to apply for a one-time grant for up to \$1,500 to go toward start up costs associated with their new business. This grant would cover needs in equipment, marketing/advertising campaigns or technical assistance that support the growth model of the business. GO Start-Up will bring an unprecedented focus to minority and disenfranchised business development, building on entrepreneurial successes in the Charlottesville area. *Diagram C shows the proposed flow chart for a GO Startup program.*

**Diagram C – GO Startup Proposed Program Flow Chart**



**GO Contractor's Academy** will build off of the basic entrepreneurial training of GO Start-Up and focus on already existing woman and minority owned small businesses seeking contract work with the City or a similar governmental agency. Curriculum will touch on key topics related to business development and construction procurement such as:

- Business Basics – marketing to buyers, networking with buyers and general contractors and/or other sub-contractors, financing, etc.
- Construction Accounting and Finance – learning about the dollars and cents of construction and how to do business with the City of Charlottesville, will also offer complete coverage of City purchasing requirements and procedures
- Estimating and Bidding – hands-on training with actual estimating and bidding exercises

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- Contract Administration – understanding and executing contracts
- Scheduling – effective and realistic scheduling to complete projects “on time and within budget”
- Conflict Resolution – protocol, methodology, and legal considerations

There could also be an opportunity to incorporate industry credentials that are required for specific contracts (or would make a contractor more competitive) if they can be obtained within a reasonable amount of time (e.g., OSHA 10 certification, flagging certification, etc.). (Please note that this academy will focus on the construction industry, but opportunities for businesses in other industries will also be provided through various workshops and events.) *Diagram D shows a potential flow chart for GO Contractor’s Academy.*



- ii. Services offered by GO programs are unique in that the training is responsive to needs identified by local employers. Our curriculum is customized based on the needs of these employers, with their input and full participation. Participants in these programs enter into a training program with the common goal of obtaining employment with the same employer. As part of a cohort, they form bonds that last well beyond the training period and carry over to their employment. A key measure of success is the investment of time and resources made by participants and employers.

Some of the supportive services alluded to earlier include: rental assistance, transportation assistance, assistance paying utility bills, and child care assistance. The OED has made these services available to participants in need for all GO programs. This assistance has been crucial to overall graduation rates and has led to tremendous public opinion of the programming.

**Childcare:** We have coordinated with the Thomas Jefferson Area United Way to allow our program participants to have access to fully subsidized childcare during the length of their training through childcare scholarships. The subsidy gradually steps down once the participant obtains employment so the participant gradually pays more and more of the childcare costs with the goal of the participant being able to pay the full amount when the subsidy ends.

**Rent:** Participation in a GO training program is a major time commitment by program participants and often times they are not able to work as much, or at all, during the training period. Because of this, it is important that we are able to provide financial assistance to pay

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rent and/or utilities as needed. The OED has partnered with Piedmont Virginia Community College's Network 2 Work program to help with delinquent rent while a participant is enrolled in GO programming.

**Transportation:** The OED offers 30-day bus passes through CAT for enrollees who have inconsistent transportation to and from class. We make an effort to conduct classes in locations that are convenient to local public transportation pick up and drop off points.

- iii. Through five years of successful GO programming the OED has provided supportive services to address a number of challenges. We have learned that it is nearly impossible to anticipate all challenges that may arise. It is our mission to remain flexible to participant barriers and thus develop and maintain strong relationships with participants and community partners to respond quickly and effectively as issues emerge.

Interactions will build on the OED's existing collaborative relationship with Charlottesville DSS and its' VIEW program. For the purposes of these programs, that includes consulting with DSS staff to identify potential program participants through existing or prior TANF clients. OED staff and DSS staff will communicate to ensure that GO program participants remain on the right track and potential barriers to successfully completing the program are eliminated through staff assistance and the application of supportive services. We will also work with other workforce development service providers in the community, including the City's own Downtown Job Center, which is operated by the Office of Economic Development, to identify low income community residents (i.e., anyone at or below 200% poverty level guidelines) for the programs.

- iv. Training for program participants will be paid for per unit of service, meaning GO programs are run in cohorts of six to ten students and the OED compensates outside partners to administer the training on a per student basis. For GO Driver, training is facilitated by instructors from PVCC. GO Cook is taught by Chef Antwon Brinson and Ms. Yolunda Harrell. The proposed GO Startup program will involve a consultant being hired to develop all training content in partnership with OED staff. The cost per program fluctuates based on the number of students enrolled in each session of the training, but generally averages around \$2,000 per participant.
- v. As mentioned above, approximately 25% of the residents within the Charlottesville MSA are below 200% of established federal poverty guidelines. The 2018 update to the original Orange Dot report indicated 12,024 families the Charlottesville region did not meet the report's defined threshold of \$35,000 annual income for families to meet basic needs.<sup>12</sup> The Charlottesville MSA, particularly the City of Charlottesville and surrounding Albemarle County, are areas of general

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<sup>12</sup> [https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange\\_dot\\_project\\_3.0.2018.online.pdf](https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange_dot_project_3.0.2018.online.pdf)



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affluence interspersed with pockets of poverty. Entire neighborhoods lack the ability to support themselves and their family. This is particularly distressing when considering how many families live under 200% of federal poverty guidelines and the internal estimation of minimum income for families to meet their basic needs in the Charlottesville area, even while maintaining employment on some level. This is the population the OED seeks to serve with its' GO Training programs and entrepreneurial development. The data below reflects this target population.

Locality	Number of Families Struggling in the Locality	Annual Family Income and Benefits	
Albemarle	3,665		
Buckingham	1,259		
Fluvanna	1,050		
Greene	988		
Louisa	2,005		
Nelson	1,011		
Charlottesville	2,056		
<b>Total</b>	<b>12,024</b>	<b>Total</b>	<b>12,024</b>
		\$0 - \$9,999	2,508
		\$10,000 - \$14,999	1,412
		\$15,000 - \$24,999	3,449
		\$25,000 - \$34,999	4,665

Figure 2: Struggling Families Snapshot<sup>13</sup>

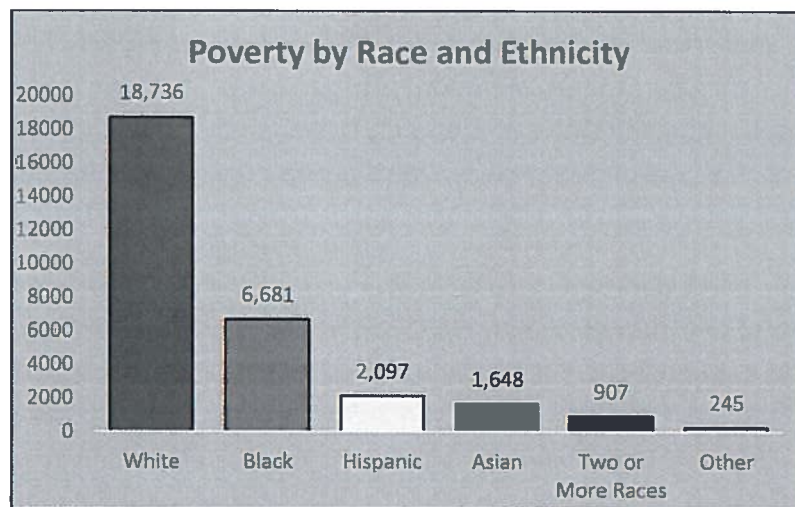


Figure 3: Charlottesville MSA Poverty by Race and Ethnicity

These numbers reflect a significant racial disparity in poverty levels in the MSA. Based on total population, 10.9% of whites are below the poverty line, compared to 17.7% of Hispanics and 20.7% of blacks. There is also a large contingent of refugees in the region. The International Rescue Committee (IRC) reported in 2017 that over 3,500 refugees had made their initial home

<sup>13</sup> [https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange\\_dot\\_project\\_3.0.2018.online.pdf](https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange_dot_project_3.0.2018.online.pdf)

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in Charlottesville upon relocating from 32 different countries.<sup>14</sup> The OED has been proud to count a large number of former refugees as graduates from GO programs.

The ACS 5-year estimates show the following numbers for educational attainment and employment amongst those in poverty: Please note that these numbers only reflect population that meets standard federal poverty guidelines. Also note that in Charlottesville (15.6%), Buckingham (12.0%), and Nelson (13.7%), those with some college education or an associate's degree still fell below poverty levels.

	Charlottesville	Albemarle County	Buckingham County	Fluvanna County	Greene County	Nelson County
% Less than High School Education	26.1	19.8	24.5	13.1	18.2	30.1
% High School Education	20.1	11.4	12.2	9.6	9.9	10.6
% Employed	12.9	4.9	8.4	3.4	4.7	5.9

Figure 4: Charlottesville MSA Poverty Characteristics

GO programming has consistently delivered on offering skilled jobs training for many that fit these demographics and will intentionally target this vulnerable population in future cohorts as well.

- vi. The OED's enrollment and retention practices include coordinating with regional social services staff to identify potential program participants, word of mouth from past program participants, and community outreach. GO Driver has graduated 89% of enrollees, GO Cook 88%. OED staff is assigned to oversee the recruitment and applications of interested individuals, participates in the interview process, and monitors class as it occurs on site to address any issues that arise. The OED's primary goal is to ensure that selected participants are put in the best position to succeed.

By partnering with social services staff we are connecting with professionals who work closely with their clients and know who would make a successful participant. Our partners are also engaged with classes as they run and render assistance to students as needed.

Word of mouth from past program participants is probably our best strategy for recruiting program participants. With 162 (and counting) GO program graduates, they have connections to family, friends, and neighbors and provide an excellent means of program promotion. Many, in fact, stay involved with their respective programs and instructors after graduation, showing that these interventions create a family atmosphere that has led to programs having extensive wait and interest lists.

<sup>14</sup> <https://www.cavalierdaily.com/article/2017/09/charlottesville-home-to-over-3500-refugees-from-32-countries>



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Lastly, we use community outreach to recruit program participants. OED staff engages directly with target neighborhoods and public housing projects to speak with potential program participants. Staff also posts flyers and other promotional material in neighborhood grocery stores, barber shops, and hair salons. The OED and Charlottesville Downtown Job Center have a responsive and participatory social media presence that provides an outreach method that consistently reaches thousands of people.

Application for consideration in the GO training program is via a simple paper application obtained on-site at the Downtown Job Center or via email distribution list. OED staff are available to help potential participants with any questions or concerns they may have surrounding the application. In the past, OED staff have helped applicants locate contact information for former employers, obtain information regarding criminal records, and helped applicants obtain their driving records for the GO Driver training program.

With regard to potential impairments and barriers to employment, OED staff was instrumental in the preparation of the *Growing Opportunity* report.<sup>15</sup> In that report the following barriers to employment were identified: job creation, basic literacy, workplace skills, transportation, childcare, criminal history, and housing. After the seven barriers were identified, action items were created to reduce and eliminate these barriers to employment. GO programs include built in interventions to combat the majority of these barriers.

The barrier of basic literacy is addressed through our partnership with Thomas Jefferson Adult and Career Education (TJACE). Whenever basic literacy is a concern, we partner with TJACE to administer the Test of Adult Basic Education (TABE) and if a program applicant does not test high enough to participate in a GO program, a referral is made to TJACE for services with the hope that the program candidate will be ready for a program in the future.

The barrier of childcare has been mentioned earlier and is addressed through our partnership with the Thomas Jefferson Area United Way through the use of childcare scholarships which provide fully subsidized childcare during the training program. The subsidy is gradually reduced once employment is obtained.

The barrier of transportation is addressed through our GO Ride program. The GO Ride program provides unlimited use of the Charlottesville Area Transit system to program participants for the duration of the program.

The barrier of criminal history is addressed during the training as well. OED staff has spent a considerable amount of time networking with employer partners and examining their “barrier

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<sup>15</sup> <https://www.charlottesville.org/home/showdocument?id=26510>

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crimes” in an effort to reduce the stigma attached to a criminal record. The majority of past GO program participants have had some type of criminal record that has been a hindrance to employment for them in the past. OED staff also works closely with program participants to ensure that they accurately understand what is on their criminal record and what is not. Staff also coaches program participants on how to explain their criminal record and how to speak to their positive behaviors and what they have learned from their involvement in the criminal justice system.

- vii. The only diagnostic test administered prior to enrollment in the GO training programs is the TABE to assess basic literacy as needed.
- viii. The proposed services are:  Currently in place  
 OR  
 Not currently in place\*

\*Traditional GO programs have been successfully implemented. The entrepreneurial programs (GO Start-Up and GO Contractor’s Academy) will be new.

	Action Steps	Agency/Individual Responsible	Start Date	End Date
<b>Traditional GO Program 28</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	October 2019	October 2019
	Training for 8 participants	OED and contracted training staff	October 2019	November 2019
	Begin employment	OED and employer partner	November 2019	N/A
	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 29</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	November 2019	November 2019
	Training for 8 participants	OED and contracted training staff	November 2019	December 2019
	Begin employment	OED and employer partner	December 2019/January 2020	N/A

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	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 30</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	February 2020	February 2020
	Training for 8 participants	OED and contracted training staff	February 2020	March 2020
	Begin employment	OED and employer partners	March 2020	N/A
	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 31</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	March 2020	March 2020
	Training for 8 participants	OED and contracted training staff	March 2020	April 2020
	Begin employment	OED and employer partners	April 2020	N/A
	Support program participants during and after training	OED and DSS Staff	Ongoing	Ongoing
<b>GO Startup</b>	Identify, interview, screen and enroll participants	OED and DSS staff	October 2019	November 2019
	Training for 7 participants	OED and contracted training staff	November 2019	December 2019
	Graduation and Creation of customized, client-focused plan to navigate small business ownership	OED, Community Investment Collaborative	December 2019	N/A
	Support program participants during and after training (to include potential sub-grant funding)	OED and DSS staff	Ongoing	Ongoing

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<b>GO Startup 2</b>	Identify, interview, screen and enroll participants	OED and DSS staff	April 2020	May 2020
	Training for 7 participants	OED and contracted training staff	May 2020	June 2020
	Graduation and Creation of customized, client-focused plan to navigate small business ownership	OED, Community Investment Collaborative	June 2020	N/A
	Support Program Participants During and After Training (to include potential sub-grant funding)	OED and DSS staff	Ongoing	Ongoing
<b>GO Contractor's Academy</b>	Identify, interview, screen and enroll participants	OED, Division of Procurement and Risk Management and DSS Staff	April 2020	May 2020
	Training Curriculum for business development and construction procurement	OED and contracted training staff	May 2020	June 2020
	Program Completion/Graduation	OED and Division of Procurement and Risk Management	June 2020	N/A
	Support of program participants through bidding and administration of contracts	OED and Division of Procurement and Risk Management	Ongoing	Ongoing

Figure 5: Implementation Plan

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**OUTCOMES AND BENEFITS EXPECTED**

i.

Figure 6: Expected Outcomes and Benefits

Component*	1 <sup>st</sup> Quarter Ending December 31, 2019	2 <sup>nd</sup> Quarter Ending March 31, 2020	3 <sup>rd</sup> Quarter Ending June 30, 2020
#/Enrolled	23	8	22
# Entered Employment	20**	7	20
# Employed 3 Months	20	7	20
# Employed 6 Months	19	7	19
# Employed 1 Year	18	6	18
Average Hourly Wage at Employment	\$14.50	\$14.50	\$14.50
# Employed with Benefits	9	9	9
# Employed Part-Time	0	0	0
# Employed Full Time	20	7	20
Average Hourly Wage Increase	\$4-5	\$4-5	\$4-5
# Obtaining Wage Increase	17	7	17
# Who Obtained a Promotion	N/A	N/A	N/A
# Who Obtained a GED	N/A	N/A	N/A
# Who Obtained SSI	N/A	N/A	N/A
#Number Who Completed Treatment	N/A	N/A	N/A

\* Based on historic GO program rates \*

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**\*\*Employment estimates are based on evidentiary analysis of prior programming. The proposed GO Start-Up Program is a departure based on its' mission to train participants in techniques to start their own small business. GO Contractor's Academy is designed to enhance credentials for pre-existing businesses owned by the service population. It is estimated that the majority of enrollees will already have employment of some kind at the time of programming. \*\***

- iii. Tracking and reporting will be in compliance with specific reporting instructions that per the RFA are to be issued after awards are made. All quarterly reports and the final reports will address the required outcomes and benefits as delineated above. This will include keeping all records of grant funded programming for a minimum of three years, or until an appropriate audit is completed.
- iv. GO programs have an evidence-based track record on consistently providing means for low-income individuals to receive skilled and directed training to obtain stable employment at a livable wage. GO Driver works directly with CAT, whose starting salary for relief transit drivers is \$16.51/hour or \$34,000 annually for full time employees. The vibrant and competitive restaurant and hospitality field in the area typically offers around \$14/hour for line, prep or pantry cooks, the typical starting point for GO Cook graduates. Projections indicate that the majority of GO Startup candidates will already be employed at some level. The skills and training gained from the entrepreneurial program will allow graduates to prepare for their own small business venture, while also possessing marketable skills in the open job market. Many past graduates have used their GO programming as a springboard to leave public housing and discontinue government benefits.

This project aligns with the following long term community goals for reducing poverty, specifically:

**OED departmental goals and objectives that align with GO programs:**

- Goal 2.1: Be an effective partner in creating a well-prepared and successful workforce
- Goal 2.2: Serve as a workforce development liaison connecting employers with potential employees

**City of Charlottesville strategic plan goals, objectives and initiatives that align with GO programs:**

- Goal 1: Enhance the self-sufficiency of our residents
  - Objective 1.1: Promote education and training





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- Initiative A: Support vocational education workforce development plans
- Initiative B: Implement Growing Opportunity report recommendations
- Objective 1.2: Reduce employment barriers
  - Initiative C: Develop work plan for targeted employment strategies
  
- Goal 3: Have a strong, diversified economy
  - Objective 3.1: Develop a quality workforce
    - Initiative A: Prepare residents for employment in high demand industries through workforce development programs
    - Initiative C: Implement initiatives in Growing Opportunity report

## ORGANIZATIONAL STAFF AND PROVIDER QUALIFICATIONS AND COLLABORATIVE AGREEMENTS

- i. The Charlottesville Office of Economic Development currently has 7 full-time staff, allowing the office to sustain the workload required for GO programs due to the programs' direct connection to existing workforce development related job responsibilities. Additionally, the OED operates the Downtown Job Center, which offers employment services to job seekers as one of its primary functions. ***Because of this capacity, 100 percent of requested funds will go directly to participants for training/education and supportive services.***

### KEY STAFF MEMBERS

Hollie Lee is the Chief of Workforce Development Strategies for the City of Charlottesville and has worked in the Office of Economic Development (OED) for 10 years. She oversees the City's workforce development initiatives, including the Downtown Job Center, the Strategic Action Team on Workforce Development (SAT), and the Workforce Advisory Council. She was the lead author of the SAT report *Growing Opportunity: A Path to Self-Sufficiency*, which outlines the City's three to five year plans for workforce development efforts/programs. Hollie holds a Master of Public Administration from James Madison University and a Bachelor of Arts in Political Science from Mary Baldwin College.

Darrell Simpson is the City's Downtown Job Center (DJC) Coordinator in charge of Administration, which is part of the OED and an initiative of the *Growing Opportunity* report. Through the DJC, he offers direct employment services to job seekers including: job search assistance, help with online applications, resume writing, and mock interviewing. Prior to joining the OED, Darrell has worked in public service for 11 years, including positions in local

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law enforcement, probation, the Department of Corrections and Social Services. Darrell holds a Bachelor of Science in Criminal Justice from Virginia Commonwealth University and a Master of Public Administration from James Madison University.

Roy Fitch is the Downtown Job Center's Coordinator in charge of Community Engagement. Through the DJC, he offers direct employment services to job seekers including: job search assistance, help with online applications, resume writing, and mock interviewing. Roy has previously worked for the Sexual Assault Resource Agency (SARA) in Charlottesville. Roy holds a Bachelor's degree in Marketing from James Madison University.

Zoie Smith is the Minority Business Development Coordinator with Charlottesville's Office of Economic Development. Zoie assists in the support and growth of women and minority-owned business enterprises in the City. She also helps with departmental event coordination and GO program administration. She is a Psychology major graduate of Old Dominion University, and will be attending Walden University to obtain a Masters in Criminal Justice beginning in January 2019.

#### **SUPPORTING PROGRAM STAFF**

Chris Engel, CEcD

Director of Economic Development, Office of Economic Development

16 years of experience in economic development

Bachelor of Arts in Geography from the University of Mary Washington

Master in Urban Planning from Virginia Commonwealth University

Jason Ness

Business Development Manager, Office of Economic Development

8 years of experience in economic and workforce development

Bachelor of Arts in History from the University of Alabama

Patricia Carpenter

Administrative Assistant, Office of Economic Development

#### **COLLABORATIVE AGREEMENTS & COMMUNITY PARTNERS & DOCUMENTATION OF SUPPORT**

See Attached MOAs.

## **BUDGET AND BUDGET NARRATIVE**

See Attachment F.

## **ASSURANCES, CERTIFICATIONS AND OTHER REQUIRED FORMS**

- Grant Application Cover Sheet. See Attachment A.
- Employment for TANF Participants Application Information Form. See Attachment B.
- Key Contacts. See Attachment C.
- Pre-Award Questionnaire. See Attachment G.
- FFATA Form. See Attachment H.
- SF 424B Form-Assurances – Non-Construction Programs. See Attachment I.
- Certification Regarding Lobbying. See Attachment J.
- W-9 Request for Taxpayer Identification Number(s). See Attachment K.
- State Corporation Commission Form. See Attachment L.

## BUDGET SUMMARY - DSS FUNDS

<b>SUBGRANTEE NAME</b>		
<b>Grant Period</b>	October 1, 2019 - June 30, 2020	
<b>Contract #</b>	BEN-19-113	
<b>Attachment #</b>	Attachment F	
<b>BUDGET CATEGORY</b>	<b><u>TOTAL PROGRAM BUDGET</u> (Including amount requested from VDSS)</b>	<b><u>TOTAL VDSS REQUEST</u></b>
SALARIES	\$0.00	\$0.00
EMPLOYEE BENEFITS	\$0.00	\$0.00
RENT		\$0.00
OFFICE & PROGRAM	\$130,259.83	\$130,259.83
EQUIPMENT		\$0.00
SUBAWARDS		\$0.00
TRAINING/TRANSPORTATION		\$0.00
OTHER		\$0.00
INDIRECT COSTS		FALSE
<b>Total</b>	<b>\$130,259.83</b>	<b>\$130,259.83</b>
<b>Percentage of Total Program Budget Requested from DSS</b>		100%
Awarded funds cannot be used to supplant existing funds.		

## Dual Models of GO Programming

### APPLICATION SUMMARY

#### PURPOSE AND GOALS

The City of Charlottesville's Office of Economic Development (OED) has a proven track record of designing and delivering quality workforce development programming. The purpose of the Growing Opportunities (GO) programs are to provide training to unemployed and underemployed residents of Charlottesville in order to facilitate sustainable employment in appropriate industries that offer a living wage. The OED seeks to continue providing innovative and directed instruction to local residents who face significant barriers to fill needs identified by local employers. There is also opportunity to promote entrepreneurship as a route for low-income citizens to achieve economic self-sufficiency, given that many newly created jobs offer non-living wages and limited potential for economic mobility. The goal of the OED in these endeavors is twofold: to provide workforce development training to impart necessary skills to participants in order for them to secure gainful employment at a self-sufficient wage, and to offer entrepreneurial based training as a means to self-employment and supplemental income opportunities, leading to self-sufficiency.

#### COMMUNITY PARTNERS

Community partners will include the **Charlottesville Department of Social Services (CDSS)** staff, who will help identify and recruit participants to programs. CDSS staff will also assist with case management of their clients and identify potential barriers to consistent employment (e.g. transportation, childcare, housing, etc.) in order for proper services to be implemented.

For workforce development programs, **Piedmont Virginia Community College (PVCC)** or **Charlottesville Albemarle Technical Education Center (CATEC)** will provide a majority of the customized training that the participants will receive throughout the GO training programs. Additionally, numerous private sector vendors will be utilized for specific sections of training to ensure the highest quality instruction. For entrepreneurial training the OED will partner with business assistance providers such as the **Community Investment Collaborative (CIC)**, the **Central Virginia Small Business Development Center (CVSBDC)**, and other private vendors.

Employer partners are equally as critical as educational providers to the success of GO programs. The key employer partner for GO Driver is **Charlottesville Area Transit (CAT)**. CAT is actively engaged in the recruitment and selection of program participants and also provides participants tours of their facilities, aid in the completion of online applications, and engage in mock interviewing. CAT facilities are used as the primary training location, and several CAT staff are part of the curriculum instruction team.

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Concerning GO Cook, Chef Antwon Brinson with **Culinary Concepts AB**, the training provider contracted through CATEC, employs a diverse network of restaurant and hospitality partners to prepare GO Cook students for employment by allowing on-site internships in professional kitchens, showing prospective employees the unique responsibilities of different aspects of the culinary arts field.

Other GO programs identify and collaborate with employer partners based on the industry the training is focused on (e.g. Sun Tribe Solar for GO Solar, UVA Health System for GO CNA, the City of Charlottesville's Public Utilities and Public Works departments for GO Trades, etc.). The ultimate goal for those in GO Start-Up entrepreneurial training is for participants to become self-employed. For those already self-employed and participating in a program like GO Contractor's Academy, the vision is for individuals to grow their existing businesses and receive additional training to increase revenue and marketability, thereby increasing their self-sufficiency.

### **SERVICES TO BE PROVIDED**

GO training programs are generally between five and seven weeks long, depending on the industry, and include industry-specific training as well as workplace readiness training, customer service training, and financial literacy. Other supportive services to be provided on an as needed basis include, but are not limited to: rental assistance, transportation assistance, and childcare assistance.

### **PROJECTED SERVICE NUMBERS AND PLANNED OUTCOMES**

The projected number of City residents to be served by the combined GO programming is 53 individuals. Based on historical graduation rates, it is anticipated that 46 will complete the GO training curriculums and graduate. Projections from prior classes indicate that 34 individuals not already employed will obtain employment through opportunities gained from the programs. Graduates of GO Driver are provided the opportunity to be considered for employment with CAT and/or City of Charlottesville pupil transportation at \$16.51 hourly salary. GO Cook graduates have varying roles in the restaurants they are hired in. Line and prep cooks in the Charlottesville area can expect to make \$12-\$14/hour or more, with consistent opportunities for advancement. Other GO program variants may be implemented based on identified employer need and the employer offering a sustainable living wage for graduates who are offered employment.

### **USE OF FUNDS**

The use of funds for traditional GO programming will be for the purpose of paying for training provided by training vendors such as PVCC and CATEC, as well as for providing supportive services to program participants. Additional funding for GO Start-Up and the GO Contractor's

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Academy will be allocated to program development and training costs, as well as grants for enrollees.

## APPLICATION NEEDS STATEMENT

- i. Charlottesville is an independent city located in the foothills of the Blue Ridge Mountains and serves as the county seat for Albemarle County as well as the hub of the Charlottesville Metropolitan Statistical Area (MSA), which includes Albemarle, Fluvanna, Buckingham, Greene and Nelson Counties. According to U.S. Census data, the Charlottesville Metropolitan Statistical Area (MSA) had a population of 232,182 people in 2017.<sup>1</sup> 70.1% of residents identify as Caucasian, 18.9% African-American and just over 5% Hispanic or Latino.<sup>2</sup> The median household income in the City of Charlottesville measured at \$66,853 according to the American Community Survey (ACS) one year estimate for 2017.<sup>3</sup>

Estimates based on the 2017 ACS snapshot show that nearly 25% (57,207 individuals in the Charlottesville MSA) are at 200% or less of the Federal Poverty Guidelines.<sup>4</sup> The poverty level for a family of four in 2019 has been established at \$25,750 annual income (see figure 1 below). Census Bureau data indicates that over 16,000 individuals in the area work full-time year-round and make less than \$50,000/year.<sup>5</sup> This evidence supports the argument that skilled jobs training and entrepreneurial initiatives will make significant headway in providing families the opportunity to earn a living wage. Furthermore, FY2018 reports from Virginia DSS show that 706 households in the Charlottesville MSA received TANF benefits during that timeframe and DSS spent \$1,782,399 on TANF in the area.<sup>6</sup> These facts suggest that targeted recruitment for training and workforce development opportunities will yield a substantial number of candidates.

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<sup>1</sup>[https://data.census.gov/cedsci/map?q=Population&table=B01003&tid=ACSDT1Y2017.B01003&vintage=2017&layer=cbsa&cid=B01003\\_001E&g=310M300US16820](https://data.census.gov/cedsci/map?q=Population&table=B01003&tid=ACSDT1Y2017.B01003&vintage=2017&layer=cbsa&cid=B01003_001E&g=310M300US16820)

<sup>2</sup> <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

<sup>3</sup>[https://data.census.gov/cedsci/map?q=economic&table=DP03&tid=ACSDP1Y2017.DP03&vintage=2017&layer=cbsa&cid=DP03\\_0062E&g=310M200US16820\\_310M300US16820](https://data.census.gov/cedsci/map?q=economic&table=DP03&tid=ACSDP1Y2017.DP03&vintage=2017&layer=cbsa&cid=DP03_0062E&g=310M200US16820_310M300US16820)

<sup>4</sup>[https://data.census.gov/cedsci/map?q=poverty&table=S1701&tid=ACSST1Y2017.S1701&t=Poverty%3APoverty&vintage=2017&layer=cbsa&cid=S1701\\_C01\\_042E&g=310M300US16820](https://data.census.gov/cedsci/map?q=poverty&table=S1701&tid=ACSST1Y2017.S1701&t=Poverty%3APoverty&vintage=2017&layer=cbsa&cid=S1701_C01_042E&g=310M300US16820)

<sup>5</sup>[https://data.census.gov/cedsci/map?q=HOUSEHOLD%20INCOME&table=S2001&tid=ACSST1Y2017.S2001&t=Income%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29&vintage=2017&layer=cbsa&cid=S2001\\_C01\\_008E&g=310M300US16820](https://data.census.gov/cedsci/map?q=HOUSEHOLD%20INCOME&table=S2001&tid=ACSST1Y2017.S2001&t=Income%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29%3AIncome%20%28Households,%20Families,%20Individuals%29&vintage=2017&layer=cbsa&cid=S2001_C01_008E&g=310M300US16820)

<sup>6</sup> [https://www.dss.virginia.gov/geninfo/reports/agency\\_wide/ldss\\_profile.cgi](https://www.dss.virginia.gov/geninfo/reports/agency_wide/ldss_profile.cgi)

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2019 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA	
PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE
For families/households with more than 8 persons, add \$4,420 for each additional person.	
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750
5	\$30,170
6	\$34,590
7	\$39,010
8	\$43,430

Figure 1: 2019 Federal Poverty Guidelines

The unemployment rate for the Charlottesville MSA remains low at 2.7% as of May 2019 according to the Bureau of Labor Statistics (BLS), although that has trended slightly upward.<sup>7</sup> The BLS gives further information regarding median wages for fields encompassed by GO programming. Restaurant cooks make a median wage of \$30,930 annually, first line supervisors an average of \$41,680/year, and transit bus drivers \$34,340.<sup>8</sup> These all represent compelling support of job skills training.

- ii. Growing Opportunities (GO) programs resulted from the Orange Dot report in 2011, which explored the prevalence and root causes of poverty in the Charlottesville area. The Charlottesville Office of Economic Development has spearheaded efforts to identified City Council objectives to create opportunities for area residents to achieve self-sufficiency through employment that pays appropriate living wages. The jobs-driven pre-employment training model was brought into fruition with the first GO Driver program in fall 2014 in response to an expressed need for bus drivers by Charlottesville Area Transit (CAT). Since that initial program 25 GO programs have successfully graduated 162 residents, with a job placement rate of over 86%. The GO initiative continues today as we are currently implementing our 11<sup>th</sup> GO Driver class and our 5<sup>th</sup> GO Cook cohort. Other employer identified needs have led to programs focusing on training for CNAs, public utilities workers, solar panel installers and call center representatives. GO programs have demonstrated their utility as means by which residents can achieve economic self-sufficiency, pride in professional accomplishments, and a clear path to reaching career goals.

<sup>7</sup> <https://www.bls.gov/news.release/metro.t01.htm>

<sup>8</sup> [https://www.bls.gov/oes/current/oes\\_16820.htm#53-0000](https://www.bls.gov/oes/current/oes_16820.htm#53-0000)



### **GO Training Programs – Employment with Area Employers**

This proposal places an emphasis on GO Driver and GO Cook, with the former being our original program that has been recognized around the Commonwealth for its' excellence, and the latter as offering a consistent pipeline of trained and motivated graduates to fill needs in the demanding field of culinary arts.

GO Driver is a five and a half week, 180 hour training program that allows participants to earn a Class B Commercial Driver's License (CDL) learner's permit and prepares them for a career as a Relief Transit Operator with the Charlottesville Area Transit (CAT) system. Although CAT has been our main employer partner, it is important to recognize that opportunities exist with other local employers including the University of Virginia Transit System (UTS), JAUNT (a local para-transit service), and Pupil Transportation for Charlottesville City Schools and Albemarle County Schools.

GO Cook is a five week, one-hundred hour program that offers a ServSafe certification, a Certified Cook certification recognized in the hospitality industry nationwide, essential workplace and life skills, and the invaluable opportunity to shadow with multiple restaurant partners to gain real-world experience prior to job placement. Currently, 58 area culinary establishments have a working relationship with Chef Antwon Brinson, the proprietor of Culinary Concepts AB and lead trainer, to deliver stable employment opportunities to graduates based on skill level and interest, while also providing upward mobility lacking in other fields.

The GO Solar Program is a five and half-week training program that prepares City residents for a career as a solar panel installer. The program is a partnership with local clean energy organization Sun Tribe Solar and offers training that will equip residents with a North American Board of Certified Energy Practitioners PV Installation Professional Certification, OSHA 10 Certificate, Forklift and Airlift Certifications, a CPR/First Aid Certificate, and workplace essential skills. After successful completion of this program, participants will have the opportunity to be considered for employment with Sun Tribe Solar.

GO CNA consists of seven weeks of intensive pre-employment training (176 hours), conducted in partnership with PVCC, whereby participants earn their CNA certificates, complete customer service and workplace readiness training, and obtain their Career Readiness Certificates. Throughout the entire training period, City staff works closely with UVA, integrating the hospital's Human Resources staff into the program through tours of the facility, assistance with online applications, mock interviewing, and job shadowing.

GO Utilities partners with Charlottesville's Department of Public Works in a seven week, 147 hour training to prepare graduates for positions as a Maintenance Work with the City's Public Utilities Division. Certifications earned include a National Center for Construction Education and Research (NCCER) Pipefitting Certification, a Class A Learner's Permit, Flagging Certification and OSHA 10 Certification.

### **GO Training Programs – Self-Employment**

As previously mentioned, training efforts will be twofold. First, existing pre-employment workforce training programs will be expanded through grant funding. There is a proven track record of placing graduates of these programs into jobs paying a self-sufficient wage using this model. Second, entrepreneurship training will be offered as a way to assist low income Charlottesville residents start their own businesses and gain access to supplemental income, and once these businesses are fully operational, opportunities for self-employment.

Research into low income entrepreneurship in New York City drew the following conclusion: “at a time when so many newly created jobs offer low wages and limited opportunity for economic mobility, it is time for policymakers, economic development officials and workforce development professionals to embrace entrepreneurship as one route for low-income (citizens) to achieve economic self-sufficiency”.<sup>9</sup> Entrepreneurship is a proven commodity in the financial empowerment and economic mobility for many people. Fundamental changes in the economy have created barriers for individuals without post-secondary credentials, meaning entrepreneurship can be an attractive option for low-income individuals. In fact, many poor and disadvantaged residents of the Charlottesville area already demonstrate significant potential in small business management through “side hustles” and other income supplementing ventures. These enterprises include lawn care, landscaping, cutting hair, day care, and other projects that require talent and drive.

Increasing opportunities for entrepreneurs in the Charlottesville community may not be possible without first addressing some of the barriers that often prevent aspiring business owners in taking that leap. People living in poverty often have limited exposure to appropriate role models and mentors to get a business off the ground. Those from low-income backgrounds typically have poor financial literacy skills, little to no savings, bad credit and limited access to funding options to help a small business. Some are deterred from taking the risk because little revenue from starting a business, at least in the beginning, can result in the loss of needed government benefits such as SNAP, TANF, or Medicaid.

According to the Charlottesville Regional Chamber of Commerce, between 2007 and 2010, private enterprise jobs in Charlottesville grew at twice the rate (9.23%) compared to the rest of the state (4.61%).<sup>10</sup> These numbers reflect such enterprises as leisure and hospitality, construction and manufacturing. In 2016 Charlottesville was ranked fourth on Entrepreneur magazine’s list of best cities for entrepreneurs.<sup>11</sup> To support business startups, Charlottesville has a developed network of services, including the Community Investment Collaborative (CIC)

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<sup>9</sup> Laney, K., Bowles, J., & Hilliard, T. (2013, April). Launching Low-Income Entrepreneurs. Retrieved July 12, 2019, from <https://nycfuture.org/research/launching-low-income-entrepreneurs>

<sup>10</sup> <https://www.c-ville.com/start-whats-climate-entrepreneurs-charlottesville-improve/>

<sup>11</sup> <https://livability.com/list/best-cities-for-entrepreneurs/2016/10?page=0>

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and the Charlottesville Business Innovation Council (CBIC). This, along with the OED's Minority Business Development program, has created a vibrant culture of entrepreneurship in our area that will have a positive impact for VDSS's target population.

GO Start-Up addresses needs by providing basic, grassroots level business training to low-income participants. This is a new venture and will fall under Charlottesville's new Minority Business Program, which seeks to increase the number of women and minority-owned businesses in the community and providing existing businesses with the opportunity to grow. Over 90% of historic GO participants have been minorities and all program participants meet poverty guidelines outlined for this grant. The entrepreneurial demographics of the area does not reflect its' population. There is significant disproportionality between the number of minorities and the number of minority-owned businesses. It is believed that diversifying the entrepreneurial community will create more diversity in ideas in the community, benefit the local economy as a whole, and lower-income communities in particular.

GO Contractor's Academy, by contrast, offers skill development and collaboration options for existing women and minority owned businesses who seek to do business with Charlottesville or other governmental agencies. This program focuses on the construction industry and aims to enhance the technical and managerial skills of small contractors. Training will allow these business owners to take the next step in the successful marketing, procurement, and execution of their business ideas.

## PROGRAM DESIGN/PROPOSED SERVICES AND IMPLEMENTATION PLAN

- i. The traditional GO program models facilitated primarily with grant funds will be GO Driver and GO Cook. The Charlottesville area continues to see demand for trained employees for public transportation and in the restaurant field. Other GO programs could potentially be offered, based on identified employer need, for positions that require skilled training and would require at least five program participants. Any program using VDSS allocated funding would specifically target households currently enrolled in the VIEW program receiving TANF funds, those exempt from VIEW but receiving TANF benefits, and/or families with incomes below 200% of the poverty level.

**GO Driver** consists of five and a half weeks of intensive pre-employment training (180 hours), conducted in partnership with Charlottesville Area Transit (CAT), whereby participants will earn their Class B Commercial Driver's License learner's permit, Passenger Sensitivity and Security certification, OSHA 10 certification, CPR/First Aid certificate and customer service and workplace readiness training. Throughout the entire training period, City staff will work closely with Charlottesville Area Transit, integrating CAT's management into the interviewing and

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selection of applications, providing program participants with tours of their facility and buses, assistance with online applications, mock interviewing, and job shadowing.

After successfully completing training, participants will then apply for a Relief Transit Operator position at CAT, which has agreed to flag these individuals' applications for "extra consideration." Although these positions are relief, other past GO Driver graduates currently employed with CAT as Relief Transit Operators have routinely worked between 35-40 hours per week and earn overtime pay for anything beyond 40 hours per week. The rate of pay for Relief Transit Operators is \$16.51/hour. Once hired, CAT will offer additional on-the-job training relevant to the work that will be performed. *Please see Diagram A for a sequential flow chart of the GO Driver program.*

**Diagram A – GO Driver Program Flow Chart**



**GO Cook** is a five week, one-hundred hour program that offers a ServSafe certification, a Certified Cook certification recognized in the hospitality industry nationwide, essential workplace and life skills, and the invaluable opportunity to shadow with multiple restaurant partners to gain real-world experience prior to job placement. Classes are four hours daily and are broken into three parts: 1) life skills training 2) hospitality and food handling and safety and 3) kitchen practicals. The program is facilitated at the professional kitchen at Culinary Concepts AB owner and renowned chef Antwon Brinson.

At the end of the course, students practice and take a proctored examination for both their ServSafe and Certified Cook certifications. A pop-up dinner is held to showcase students' cooking skills to stakeholders, families and potential employers. Each student meets one-on-one with Chef Brinson to evaluate their skill level and develop career pathways. Then each student participates in a minimum of two job trails or stages, an industry term for shadowing staff in restaurants to learn the unique culture, procedures and responsibilities of multiple areas of a professional kitchen. Many students are offered employment based on these job trails, while others are referred to and placed with other establishments based on need. Typical placements for program graduates vary, with the most common being as line cooks, prep cooks or pantry cooks. The wages for these positions vary, but characteristically fall in the \$12 to \$14/hour range, with significant opportunity for advancement. *Diagram B below outlines the flow chart for the GO Cook program.*

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**Diagram B – GO Cook Program Flow Chart**



**GO Start-Up** has been designed to provide entrepreneurship training to low-income individuals. Recruitment for the program will focus on high opportunity neighborhoods where families could benefit the most. The program will deliver 36 hours of directed training over a six-week period to allow flexibility to those who may already be employed. Topics covered will include principles of entrepreneurship, discovery of ideas, execution of an idea, brand basics and messaging. Soft skill training will be incorporated, facilitating such subjects as public speaking, professionalism and other basic business etiquette behaviors. At the end of the training, program participants will present their ideas in a public forum (which will also serve as part of a graduation ceremony). In addition to training, the OED proposes the creation of a micro grant program designed to supply an influx of capital to small business proposals that show the most promise in addressing the needs of the community and the parameters of the funding. Eligible graduates would be able to apply for a one-time grant for up to \$1,500 to go toward start up costs associated with their new business. This grant would cover needs in equipment, marketing/advertising campaigns or technical assistance that support the growth model of the business. GO Start-Up will bring an unprecedented focus to minority and disenfranchised business development, building on entrepreneurial successes in the Charlottesville area. *Diagram C shows the proposed flow chart for a GO Startup program.*

**Diagram C – GO Startup Proposed Program Flow Chart**



**GO Contractor's Academy** will build off of the basic entrepreneurial training of GO Start-Up and focus on already existing woman and minority owned small businesses seeking contract work with the City or a similar governmental agency. Curriculum will touch on key topics related to business development and construction procurement such as:

- Business Basics – marketing to buyers, networking with buyers and general contractors and/or other sub-contractors, financing, etc.
- Construction Accounting and Finance – learning about the dollars and cents of construction and how to do business with the City of Charlottesville, will also offer complete coverage of City purchasing requirements and procedures
- Estimating and Bidding – hands-on training with actual estimating and bidding exercises



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- **Contract Administration** – understanding and executing contracts
- **Scheduling** – effective and realistic scheduling to complete projects “on time and within budget”
- **Conflict Resolution** – protocol, methodology, and legal considerations

There could also be an opportunity to incorporate industry credentials that are required for specific contracts (or would make a contractor more competitive) if they can be obtained within a reasonable amount of time (e.g., OSHA 10 certification, flagging certification, etc.). (Please note that this academy will focus on the construction industry, but opportunities for businesses in other industries will also be provided through various workshops and events.) *Diagram D shows a potential flow chart for GO Contractor’s Academy.*



- ii. **Services offered by GO programs** are unique in that the training is responsive to needs identified by local employers. Our curriculum is customized based on the needs of these employers, with their input and full participation. Participants in these programs enter into a training program with the common goal of obtaining employment with the same employer. As part of a cohort, they form bonds that last well beyond the training period and carry over to their employment. A key measure of success is the investment of time and resources made by participants and employers.

Some of the supportive services alluded to earlier include: rental assistance, transportation assistance, assistance paying utility bills, and child care assistance. The OED has made these services available to participants in need for all GO programs. This assistance has been crucial to overall graduation rates and has led to tremendous public opinion of the programming.

**Childcare:** We have coordinated with the Thomas Jefferson Area United Way to allow our program participants to have access to fully subsidized childcare during the length of their training through childcare scholarships. The subsidy gradually steps down once the participant obtains employment so the participant gradually pays more and more of the childcare costs with the goal of the participant being able to pay the full amount when the subsidy ends.

**Rent:** Participation in a GO training program is a major time commitment by program participants and often times they are not able to work as much, or at all, during the training period. Because of this, it is important that we are able to provide financial assistance to pay

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rent and/or utilities as needed. The OED has partnered with Piedmont Virginia Community College's Network 2 Work program to help with delinquent rent while a participant is enrolled in GO programming.

**Transportation:** The OED offers 30-day bus passes through CAT for enrollees who have inconsistent transportation to and from class. We make an effort to conduct classes in locations that are convenient to local public transportation pick up and drop off points.

- iii. Through five years of successful GO programming the OED has provided supportive services to address a number of challenges. We have learned that it is nearly impossible to anticipate all challenges that may arise. It is our mission to remain flexible to participant barriers and thus develop and maintain strong relationships with participants and community partners to respond quickly and effectively as issues emerge.

Interactions will build on the OED's existing collaborative relationship with Charlottesville DSS and its' VIEW program. For the purposes of these programs, that includes consulting with DSS staff to identify potential program participants through existing or prior TANF clients. OED staff and DSS staff will communicate to ensure that GO program participants remain on the right track and potential barriers to successfully completing the program are eliminated through staff assistance and the application of supportive services. We will also work with other workforce development service providers in the community, including the City's own Downtown Job Center, which is operated by the Office of Economic Development, to identify low income community residents (i.e., anyone at or below 200% poverty level guidelines) for the programs.

- iv. Training for program participants will be paid for per unit of service, meaning GO programs are run in cohorts of six to ten students and the OED compensates outside partners to administer the training on a per student basis. For GO Driver, training is facilitated by instructors from PVCC. GO Cook is taught by Chef Antwon Brinson and Ms. Yolunda Harrell. The proposed GO Startup program will involve a consultant being hired to develop all training content in partnership with OED staff. The cost per program fluctuates based on the number of students enrolled in each session of the training, but generally averages around \$2,000 per participant.

- v. As mentioned above, approximately 25% of the residents within the Charlottesville MSA are below 200% of established federal poverty guidelines. The 2018 update to the original Orange Dot report indicated 12,024 families the Charlottesville region did not meet the report's defined threshold of \$35,000 annual income for families to meet basic needs.<sup>12</sup> The Charlottesville MSA, particularly the City of Charlottesville and surrounding Albemarle County, are areas of general

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<sup>12</sup> [https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange\\_dot\\_project\\_3.0.2018.online.pdf](https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange_dot_project_3.0.2018.online.pdf)

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affluence interspersed with pockets of poverty. Entire neighborhoods lack the ability to support themselves and their family. This is particularly distressing when considering how many families live under 200% of federal poverty guidelines and the internal estimation of minimum income for families to meet their basic needs in the Charlottesville area, even while maintaining employment on some level. This is the population the OED seeks to serve with its' GO Training programs and entrepreneurial development. The data below reflects this target population.

Locality	Number of Families Struggling in the Locality	Annual Family Income and Benefits		Number of Families Struggling in the Region
Albemarle	3,665	Total	\$0 - \$9,999	2,508
Buckingham	1,259		\$10,000 - \$14,999	1,412
Fluvanna	1,050		\$15,000 - \$24,999	3,449
Greene	988		\$25,000 - \$34,999	4,665
Louisa	2,005			
Nelson	1,011			
Charlottesville	2,056			
<b>Total</b>	<b>12,024</b>		<b>Total</b>	<b>12,024</b>

Figure 2: Struggling Families Snapshot<sup>13</sup>

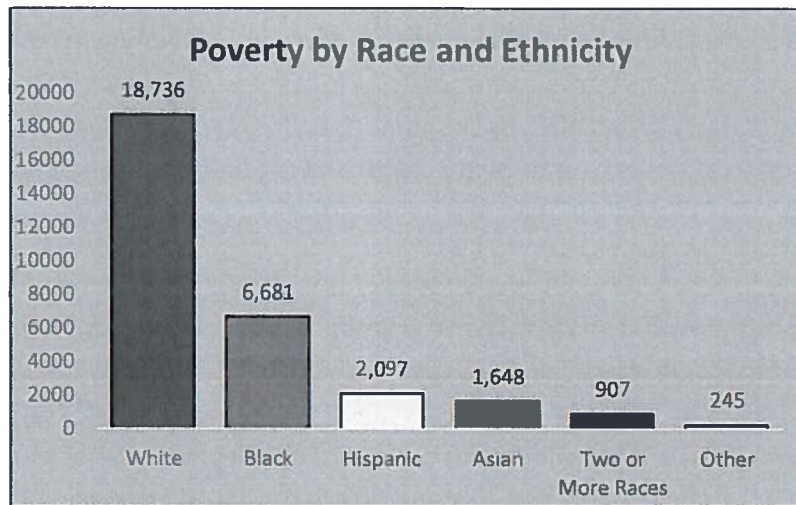


Figure 3: Charlottesville MSA Poverty by Race and Ethnicity

These numbers reflect a significant racial disparity in poverty levels in the MSA. Based on total population, 10.9% of whites are below the poverty line, compared to 17.7% of Hispanics and 20.7% of blacks. There is also a large contingent of refugees in the region. The International Rescue Committee (IRC) reported in 2017 that over 3,500 refugees had made their initial home

<sup>13</sup> [https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange\\_dot\\_project\\_3.0.2018.online.pdf](https://www.pvcc.edu/sites/www.pvcc.edu/files/media/orange_dot_project_3.0.2018.online.pdf)



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in Charlottesville upon relocating from 32 different countries.<sup>14</sup> The OED has been proud to count a large number of former refugees as graduates from GO programs.

The ACS 5-year estimates show the following numbers for educational attainment and employment amongst those in poverty: Please note that these numbers only reflect population that meets standard federal poverty guidelines. Also note that in Charlottesville (15.6%), Buckingham (12.0%), and Nelson (13.7%), those with some college education or an associate’s degree still fell below poverty levels.

	Charlottesville	Albemarle County	Buckingham County	Fluvanna County	Greene County	Nelson County
% Less than High School Education	26.1	19.8	24.5	13.1	18.2	30.1
% High School Education	20.1	11.4	12.2	9.6	9.9	10.6
% Employed	12.9	4.9	8.4	3.4	4.7	5.9

Figure 4: Charlottesville MSA Poverty Characteristics

GO programming has consistently delivered on offering skilled jobs training for many that fit these demographics and will intentionally target this vulnerable population in future cohorts as well.

- vi. The OED’s enrollment and retention practices include coordinating with regional social services staff to identify potential program participants, word of mouth from past program participants, and community outreach. GO Driver has graduated 89% of enrollees, GO Cook 88%. OED staff is assigned to oversee the recruitment and applications of interested individuals, participates in the interview process, and monitors class as it occurs on site to address any issues that arise. The OED’s primary goal is to ensure that selected participants are put in the best position to succeed.

By partnering with social services staff we are connecting with professionals who work closely with their clients and know who would make a successful participant. Our partners are also engaged with classes as they run and render assistance to students as needed.

Word of mouth from past program participants is probably our best strategy for recruiting program participants. With 162 (and counting) GO program graduates, they have connections to family, friends, and neighbors and provide an excellent means of program promotion. Many, in fact, stay involved with their respective programs and instructors after graduation, showing that these interventions create a family atmosphere that has led to programs having extensive wait and interest lists.

<sup>14</sup> <https://www.cavalierdaily.com/article/2017/09/charlottesville-home-to-over-3500-refugees-from-32-countries>

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Lastly, we use community outreach to recruit program participants. OED staff engages directly with target neighborhoods and public housing projects to speak with potential program participants. Staff also posts flyers and other promotional material in neighborhood grocery stores, barber shops, and hair salons. The OED and Charlottesville Downtown Job Center have a responsive and participatory social media presence that provides an outreach method that consistently reaches thousands of people.

Application for consideration in the GO training program is via a simple paper application obtained on-site at the Downtown Job Center or via email distribution list. OED staff are available to help potential participants with any questions or concerns they may have surrounding the application. In the past, OED staff have helped applicants locate contact information for former employers, obtain information regarding criminal records, and helped applicants obtain their driving records for the GO Driver training program.

With regard to potential impairments and barriers to employment, OED staff was instrumental in the preparation of the *Growing Opportunity* report.<sup>15</sup> In that report the following barriers to employment were identified: job creation, basic literacy, workplace skills, transportation, childcare, criminal history, and housing. After the seven barriers were identified, action items were created to reduce and eliminate these barriers to employment. GO programs include built in interventions to combat the majority of these barriers.

The barrier of basic literacy is addressed through our partnership with Thomas Jefferson Adult and Career Education (TJACE). Whenever basic literacy is a concern, we partner with TJACE to administer the Test of Adult Basic Education (TABE) and if a program applicant does not test high enough to participate in a GO program, a referral is made to TJACE for services with the hope that the program candidate will be ready for a program in the future.

The barrier of childcare has been mentioned earlier and is addressed through our partnership with the Thomas Jefferson Area United Way through the use of childcare scholarships which provide fully subsidized childcare during the training program. The subsidy is gradually reduced once employment is obtained.

The barrier of transportation is addressed through our GO Ride program. The GO Ride program provides unlimited use of the Charlottesville Area Transit system to program participants for the duration of the program.

The barrier of criminal history is addressed during the training as well. OED staff has spent a considerable amount of time networking with employer partners and examining their “barrier

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<sup>15</sup> <https://www.charlottesville.org/home/showdocument?id=26510>

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crimes” in an effort to reduce the stigma attached to a criminal record. The majority of past GO program participants have had some type of criminal record that has been a hindrance to employment for them in the past. OED staff also works closely with program participants to ensure that they accurately understand what is on their criminal record and what is not. Staff also coaches program participants on how to explain their criminal record and how to speak to their positive behaviors and what they have learned from their involvement in the criminal justice system.

vii. The only diagnostic test administered prior to enrollment in the GO training programs is the TABE to assess basic literacy as needed.

viii. The proposed services are:  Currently in place  
 OR  
 Not currently in place\*

\*Traditional GO programs have been successfully implemented. The entrepreneurial programs (GO Start-Up and GO Contractor’s Academy) will be new.

	Action Steps	Agency/Individual Responsible	Start Date	End Date
<b>Traditional GO Program 28</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	October 2019	October 2019
	Training for 8 participants	OED and contracted training staff	October 2019	November 2019
	Begin employment	OED and employer partner	November 2019	N/A
	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 29</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	November 2019	November 2019
	Training for 8 participants	OED and contracted training staff	November 2019	December 2019
	Begin employment	OED and employer partner	December 2019/January 2020	N/A

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 DUAL MODELS OF GO PROGRAMMING

	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 30</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	February 2020	February 2020
	Training for 8 participants	OED and contracted training staff	February 2020	March 2020
	Begin employment	OED and employer partners	March 2020	N/A
	Support program participants during and after training	OED and DSS staff	Ongoing	Ongoing
<b>Traditional GO Program 31</b>	Identify, interview, screen and enroll participants	OED, employer partner and DSS staff	March 2020	March 2020
	Training for 8 participants	OED and contracted training staff	March 2020	April 2020
	Begin employment	OED and employer partners	April 2020	N/A
	Support program participants during and after training	OED and DSS Staff	Ongoing	Ongoing
<b>GO Startup</b>	Identify, interview, screen and enroll participants	OED and DSS staff	October 2019	November 2019
	Training for 7 participants	OED and contracted training staff	November 2019	December 2019
	Graduation and Creation of customized, client-focused plan to navigate small business ownership	OED, Community Investment Collaborative	December 2019	N/A
	Support program participants during and after training (to include potential sub-grant funding)	OED and DSS staff	Ongoing	Ongoing

Charlottesville Office of Economic Development  
**DUAL MODELS OF GO PROGRAMMING**

<b>GO Startup 2</b>	Identify, interview, screen and enroll participants	OED and DSS staff	April 2020	May 2020
	Training for 7 participants	OED and contracted training staff	May 2020	June 2020
	Graduation and Creation of customized, client-focused plan to navigate small business ownership	OED, Community Investment Collaborative	June 2020	N/A
	Support Program Participants During and After Training (to include potential sub-grant funding)	OED and DSS staff	Ongoing	Ongoing
<b>GO Contractor's Academy</b>	Identify, interview, screen and enroll participants	OED, Division of Procurement and Risk Management and DSS Staff	April 2020	May 2020
	Training Curriculum for business development and construction procurement	OED and contracted training staff	May 2020	June 2020
	Program Completion/Graduation	OED and Division of Procurement and Risk Management	June 2020	N/A
	Support of program participants through bidding and administration of contracts	OED and Division of Procurement and Risk Management	Ongoing	Ongoing

Figure 5: Implementation Plan

**OUTCOMES AND BENEFITS EXPECTED**

i.

Figure 6: Expected Outcomes and Benefits

Component*	1 <sup>st</sup> Quarter Ending December 31, 2019	2 <sup>nd</sup> Quarter Ending March 31, 2020	3 <sup>rd</sup> Quarter Ending June 30, 2020
#/Enrolled	23	8	22
# Entered Employment	20**	7	20
# Employed 3 Months	20	7	20
# Employed 6 Months	19	7	19
# Employed 1 Year	18	6	18
Average Hourly Wage at Employment	\$14.50	\$14.50	\$14.50
# Employed with Benefits	9	9	9
# Employed Part-Time	0	0	0
# Employed Full Time	20	7	20
Average Hourly Wage Increase	\$4-5	\$4-5	\$4-5
# Obtaining Wage Increase	17	7	17
# Who Obtained a Promotion	N/A	N/A	N/A
# Who Obtained a GED	N/A	N/A	N/A
# Who Obtained SSI	N/A	N/A	N/A
#Number Who Completed Treatment	N/A	N/A	N/A

\* Based on historic GO program rates \*

Charlottesville Office of Economic Development  
DUAL MODELS OF GO PROGRAMMING

**\*\*Employment estimates are based on evidentiary analysis of prior programming. The proposed GO Start-Up Program is a departure based on its' mission to train participants in techniques to start their own small business. GO Contractor's Academy is designed to enhance credentials for pre-existing businesses owned by the service population. It is estimated that the majority of enrollees will already have employment of some kind at the time of programming. \*\***

- iii. Tracking and reporting will be in compliance with specific reporting instructions that per the RFA are to be issued after awards are made. All quarterly reports and the final reports will address the required outcomes and benefits as delineated above. This will include keeping all records of grant funded programming for a minimum of three years, or until an appropriate audit is completed.
- iv. GO programs have an evidence-based track record on consistently providing means for low-income individuals to receive skilled and directed training to obtain stable employment at a livable wage. GO Driver works directly with CAT, whose starting salary for relief transit drivers is \$16.51/hour or \$34,000 annually for full time employees. The vibrant and competitive restaurant and hospitality field in the area typically offers around \$14/hour for line, prep or pantry cooks, the typical starting point for GO Cook graduates. Projections indicate that the majority of GO Startup candidates will already be employed at some level. The skills and training gained from the entrepreneurial program will allow graduates to prepare for their own small business venture, while also possessing marketable skills in the open job market. Many past graduates have used their GO programming as a springboard to leave public housing and discontinue government benefits.

This project aligns with the following long term community goals for reducing poverty, specifically:

**OED departmental goals and objectives that align with GO programs:**

- Goal 2.1: Be an effective partner in creating a well-prepared and successful workforce
- Goal 2.2: Serve as a workforce development liaison connecting employers with potential employees

**City of Charlottesville strategic plan goals, objectives and initiatives that align with GO programs:**

- Goal 1: Enhance the self-sufficiency of our residents
  - Objective 1.1: Promote education and training

Charlottesville Office of Economic Development  
DUAL MODELS OF GO PROGRAMMING

- Initiative A: Support vocational education workforce development plans
- Initiative B: Implement Growing Opportunity report recommendations
- Objective 1.2: Reduce employment barriers
  - Initiative C: Develop work plan for targeted employment strategies
- Goal 3: Have a strong, diversified economy
  - Objective 3.1: Develop a quality workforce
    - Initiative A: Prepare residents for employment in high demand industries through workforce development programs
    - Initiative C: Implement initiatives in Growing Opportunity report

## ORGANIZATIONAL STAFF AND PROVIDER QUALIFICATIONS AND COLLABORATIVE AGREEMENTS

- i. The Charlottesville Office of Economic Development currently has 7 full-time staff, allowing the office to sustain the workload required for GO programs due to the programs' direct connection to existing workforce development related job responsibilities. Additionally, the OED operates the Downtown Job Center, which offers employment services to job seekers as one of its primary functions. ***Because of this capacity, 100 percent of requested funds will go directly to participants for training/education and supportive services.***

### KEY STAFF MEMBERS

Hollie Lee is the Chief of Workforce Development Strategies for the City of Charlottesville and has worked in the Office of Economic Development (OED) for 10 years. She oversees the City's workforce development initiatives, including the Downtown Job Center, the Strategic Action Team on Workforce Development (SAT), and the Workforce Advisory Council. She was the lead author of the SAT report *Growing Opportunity: A Path to Self-Sufficiency*, which outlines the City's three to five year plans for workforce development efforts/programs. Hollie holds a Master of Public Administration from James Madison University and a Bachelor of Arts in Political Science from Mary Baldwin College.

Darrell Simpson is the City's Downtown Job Center (DJC) Coordinator in charge of Administration, which is part of the OED and an initiative of the *Growing Opportunity* report. Through the DJC, he offers direct employment services to job seekers including: job search assistance, help with online applications, resume writing, and mock interviewing. Prior to joining the OED, Darrell has worked in public service for 11 years, including positions in local



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law enforcement, probation, the Department of Corrections and Social Services. Darrell holds a Bachelor of Science in Criminal Justice from Virginia Commonwealth University and a Master of Public Administration from James Madison University.

Roy Fitch is the Downtown Job Center's Coordinator in charge of Community Engagement. Through the DJC, he offers direct employment services to job seekers including: job search assistance, help with online applications, resume writing, and mock interviewing. Roy has previously worked for the Sexual Assault Resource Agency (SARA) in Charlottesville. Roy holds a Bachelor's degree in Marketing from James Madison University.

Zoie Smith is the Minority Business Development Coordinator with Charlottesville's Office of Economic Development. Zoie assists in the support and growth of women and minority-owned business enterprises in the City. She also helps with departmental event coordination and GO program administration. She is a Psychology major graduate of Old Dominion University, and will be attending Walden University to obtain a Masters in Criminal Justice beginning in January 2019.

#### **SUPPORTING PROGRAM STAFF**

Chris Engel, CEcD

Director of Economic Development, Office of Economic Development

16 years of experience in economic development

Bachelor of Arts in Geography from the University of Mary Washington

Master in Urban Planning from Virginia Commonwealth University

Jason Ness

Business Development Manager, Office of Economic Development

8 years of experience in economic and workforce development

Bachelor of Arts in History from the University of Alabama

Patricia Carpenter

Administrative Assistant, Office of Economic Development

#### **COLLABORATIVE AGREEMENTS & COMMUNITY PARTNERS & DOCUMENTATION OF SUPPORT**

See Attached MOAs.

## **BUDGET AND BUDGET NARRATIVE**

See Attachment F.

## **ASSURANCES, CERTIFICATIONS AND OTHER REQUIRED FORMS**

- Grant Application Cover Sheet. See Attachment A.
- Employment for TANF Participants Application Information Form. See Attachment B.
- Key Contacts. See Attachment C.
- Pre-Award Questionnaire. See Attachment G.
- FFATA Form. See Attachment H.
- SF 424B Form-Assurances – Non-Construction Programs. See Attachment I.
- Certification Regarding Lobbying. See Attachment J.
- W-9 Request for Taxpayer Identification Number(s). See Attachment K.
- State Corporation Commission Form. See Attachment L.



<b>SUBGRANTEE</b>	0													
<b>Grant Period:</b>	October 1, 2019 - June 30, 2020													
<b>Name of Employee</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Title</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total FICA per employee</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total RETIREMENT</b>	\$ -													
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total LIFE INSURANCE</b>														
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total UNEMPLOYMENT</b>														
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total WORKERS COMP</b>														
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total HEALTH INSURANCE</b>														
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total OTHER BENEFITS</b>														
<b>% requested from DSS</b>														
<b>Amt requested from DSS</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Benefits per employee</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total benefits requested from DSS</b>	\$ -													



ITEMIZED BUDGET - OTHER PROPOSED EXPENSES			
SUBGRANTEE Name:		0	
Grant Period:		October 1, 2019 - June 30, 2020	
LINE ITEM	Amount Requested	LINE ITEM	Amount Requested
Only list expenses directly related to this program.			
RENT		SUBAWARDS	
		STAFF TRAVEL & TRAINING	\$ -
		Travel	
OFFICE and PROGRAM EXPENSES	\$130,259.83	Training	
Printing			
Postage		OTHER	\$ -
Supplies	\$0.00	Other (Specify)	
Utilities		Other (Specify)	
Phone		Other (Specify)	
Participant Support Costs		Other (Specify)	
Program Expenses (Training costs for GO programs including GO Driver, GO Cook, GO Start-Up, GO Contractor's Academy, and	\$60,129.91	Other (Specify)	
Program Expenses (Grant funds for the GO Start-Up program for participants who successfully complete. Funds will go towards start	\$60,129.92	Other (Specify)	
Program Expenses (Supportive services such as transportation assistance, rental assistance, childcare subsidies, assistance with	\$10,000.00	Other (Specify)	
Program Expenses (Specify)			
EQUIPMENT	\$ -		
Place each individual equipment purchase over \$5,000 below. Each equipment purchase under \$5,000 should be placed under Supplies above. Place each equipment purchase with a service life of one year or less (no matter the cost) under Supplies as well.			
Equipment Purchase over \$5,000 (Specify)			
Equipment Purchase over \$5,000 (Specify)			
Equipment Leases			
		Total	\$ 130,259.83

\* Awarded funds cannot be used to supplant existing funds.

# INDIRECT COSTS

Subgrantee Name:	0
Grant Period:	October 1, 2019 - June 30, 2020

If you have a federally approved indirect costs rate, skip this page and go to Tab P-5 (2).

## INDIRECT COSTS -- DE MINIMUS CALCULATION

### DIRECT COSTS

SALARIES	\$0.00
EMPLOYEE BENEFITS	\$0.00
RENT	\$0.00
CONTRIBUTIONS & PROGRAM	\$130,259.83
EQUIPMENT	\$0.00
SUBAWARDS	\$0.00
TRAINING/TRANSPORTATION	\$0.00
OTHER	\$0.00
<b>TOTAL DIRECT COSTS</b>	<b>\$130,259.83</b>

### EXCLUDED EXPENSES

Rent	\$0.00
Equipment over \$5,000	\$0.00
Subcontracting Expenses: Amount >\$25,000	FALSE
Other Excluded Costs	
<b>Total Excluded Costs</b>	<b>\$0.00</b>
<b>Total Direct Costs - Excluded Costs = <u>Base</u></b>	<b>\$130,259.83</b>
<b>Indirect Costs Percentage Rate</b>	
<b>Base x Percentage Rate = <u>Indirect Costs</u></b>	<b>\$0.00</b>

# INDIRECT COSTS

<b>Subgrantee Name:</b>	0
<b>Grant Period:</b>	October 1, 2019 - June 30, 2020

Skip this sheet if you filled out TAB P-5 Indirect.

## Indirect Costs Calculation with NICRA

### Direct Costs

SALARIES	\$0.00
EMPLOYEE BENEFITS	\$0.00
RENT	\$0.00
OFFICE & PROGRAM	\$130,259.83
EQUIPMENT	\$0.00
SUBAWARDS	\$0.00
TRAINING/TRANSPORTATION	\$0.00
OTHER	\$0.00
<b>TOTAL DIRECT COSTS</b>	<b>\$130,259.83</b>

### EXCLUDED EXPENSES

Please enter the total amount of all excluded expenses from above (according to your NICRA).

Total Direct Costs - Excluded Costs = Base \$130,259.83

Federally Approved Indirect Costs Percentage Rate \_\_\_\_\_

Base x Percentage Rate = Indirect Costs \$0.00



## BUDGET NARRATIVE

<b>SUBGRANTEE Name:</b>	0	
<b>Grant Period:</b>	October 1, 2019 - June 30, 2020	
<b>Line Item</b>	<b>Budget Request</b>	<b>Narrative Description</b>
<b>SALARIES</b>		
<b>BENEFITS</b>		
	\$0.00	
<b>RENT</b>		
	\$0.00	
<b>OFFICE and PROGRAM EXPENSES</b>		
Printing	\$0.00	
Postage	\$0.00	
Supplies	\$0.00	
Utilities	\$0.00	
Phone	\$0.00	
Participant Support Costs	\$0.00	
Program Expenses (Training costs for GO programs including GO	\$60,129.91	GO programs that requested during by employers during FY 2020.
Program Expenses (Grant funds for the GO Start-Up program for participants who successfully complete. Funds will go towards start up costs associated with the business.)	\$60,129.92	Funds for business development program development and implementation. Grant funds for business development programs for participants who successfully complete. Funds will go towards start up costs associated with the business.
Program Expenses (Supportive services such as transportation assistance, rental assistance, childcare subsidies, assistance with utility/phone bills, etc.)	\$10,000.00	Supportive services such as transportation assistance, rental assistance, childcare subsidies, assistance with utility/phone bills, etc.
Program Expenses (Specify)	\$0.00	
<b>EQUIPMENT</b>		
Equipment Purchase over \$5,000 (Specify)	\$0.00	
Equipment Purchase pver \$5,000 (Specify)	\$0.00	
Equipment Leases	\$0.00	
<b>SUBAWARDS</b>		
	\$0.00	
<b>STAFF TRAVEL &amp; TRAINING</b>		

Travel	\$0.00	
Training	\$0.00	
<b>OTHER</b>		
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
Other (Specify)	\$0.00	
<b>INDIRECT</b>		
	FALSE	
<b>Total</b>	<b>\$130,259.83</b>	

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## CITY OF CHARLOTTESVILLE, VIRGINIA CITY COUNCIL AGENDA



Agenda Date:	November 18, 2019
Action Required:	Appropriation
Presenter:	Mike Rogers, Deputy Chief – Operations, Charlottesville Fire Dept.
Staff Contacts:	Mike Rogers, Deputy Chief – Operations, Charlottesville Fire Dept.
<b>Title:</b>	<b>Fire Apparatus Payment Reimbursement - \$642,609</b>

### **Background:**

In September 2018, the City of Charlottesville entered into a purchase agreement with Blue Ridge Rescue Suppliers/E-One Fire Apparatus for the purchase of one fire engine. The original contract build estimate was 300 calendar days from the contact date and a pre-payment was made to the vendor to begin the build. As the 300 calendar days came and went, the fire department was notified that due to a backlog of apparatus with this manufacturer, our build dates/delivery date would need to be pushed out. The date we were given in September of 2019 was a delivery date of July 1, 2020. A subsequent contract modification was made, and through consultation with city staff a decision was made to have the FY19 pre-pay money returned to the city.

### **Discussion:**

The rationale for the decision to cancel the pre-pay for the E-one fire engine was based on the state of the fire department's current reserve fire engine fleet. The fire department currently has two reserve fire engines that should have already rotated out of use, but due to deferrals are still in-service. The oldest reserve should have gone out of rotation/use in 2015 and is not reliable for the frequency that it gets called upon. The next oldest reserve should have gone out of rotation in 2018 and is also becoming increasingly unreliable. This being the case a recommendation was made to city staff to use the FY19 monies that served to pre-pay the fire engine order in September 2018 to purchase a permanent/new reserve engine with these funds. This purchase will replace the oldest reserve we have.

### **Alignment with Council Vision Areas and Strategic Plan:**

This allocation supports the City's mission "We provide services that promote equity and an excellent quality of life in our community" by providing funding for firefighting apparatus and equipment. With the addition of this permanent reserve engine we are better able to deliver reliable

emergency services to the citizens, students, business community members, and guests of the City.

The allocation also aligns with Goal 2.1, Reduce adverse impact from sudden injury and illness and the effects of chronic disease, as well as the elements within Goal 5 - A Well-managed and Responsive Organization.

**Community Engagement:**

N/A

**Budgetary Impact:**

The vendor refund was received on November 1, 2019. This appropriation will restore the expenditure budget so that a new contract can be signed for the purchase of another engine. There is no impact to the current budget for this apparatus purchase.

**Recommendation:**

Staff recommends approval.

**Alternatives:**

If the returned monies cannot be used, our reserve engine fleet will continue to not be reliable. Continued deferrals mean that the City will incur more frequent and costly repair expenses and at some point fail our ability to field four in-service fire engines on a daily basis.

**Attachments:**

N/A

**APPROPRIATION**

Fire Apparatus Payment Reimbursement  
\$642,609

**WHEREAS**, the Charlottesville Fire Department has received a payment reimbursement from a vendor for fire apparatus that they are unable to deliver on time;

**BE IT RESOLVED** by the Council of the City of Charlottesville, Virginia, that a refund amount of \$642,609 be appropriated in the following manner:

**Revenues -**

\$642,609      Fund: 426      WBS Element: P-00976                      G/L Account: 451999

**Expenditures -**

\$642,609      Fund: 426      WBS Element: P-00976                      G/L Account: 541011

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 18, 2019
<b>Action Required:</b>	** See Recommendation **
<b>Staff Contact:</b>	Ryan Davidson, Senior Budget and Management Analyst
<b>Presenter:</b>	Estela Knott, Lua Project
<b>Title:</b>	City Funding for 8 <sup>th</sup> Annual Day of the Dead Celebration on November 2, 2019 - \$500

**Background:**

The Lua Project is seeking the City’s funding support for the 8<sup>th</sup> annual Day of the Dead (Dia de los Muertos) celebration. The celebration was held on November 2, 2019 from 7:00 PM – 12:00 AM at the IX Art Park in Charlottesville. This is a community celebration hosted by Lua Project and members of the Latinx community that is open to all area residents. With this request the, Lua Project is requesting \$500 from the City to help fund the costs of this free event.

**Discussion:**

Lua Project’s mission seeks to explore, educate and build artistic bridges between cultures in the Charlottesville community at large. It is through education, hands on experiences and community interaction that the Lua Project works to build understanding in our community. The Day of the Dead Celebration is a Mexican tradition where we celebrate our ancestors and loved ones who have passed on with colorful memorial altars with their photos and things that they enjoyed in life as well as food, music and celebration in community. Day of the Dead is a way to experience community, as most of us have lost someone we love and we have gotten such heartfelt feedback about how people feel connected to one another in a very special way through this celebration. The celebration has been running for 8 years with over two to four hundred individuals in attendance each year from all ages, genders and cultures in Charlottesville.

The Lua Project invites members of the Latinx community to participate in educating the larger community about this rich cultural tradition. The event educates the community about the history of the Day of the Dead, the elements, symbols and tradition around it. The Lua Project provides *luminaria* bags to everyone when they arrive to reflect and write names of passed loved ones on the bags to place on the altar. Traditional and original Mexican and Appalachian music is performed as the backdrop to this event.



The City funds will be used to reimburse the costs of this free community festival, which included the cost of musicians for the event; the Villa Sabroso Dance troop; plants and flowers for the altar; art supplies to build the altar; luminaria bags and LED candles to light the offerings; as well as face painting supplies and food (traditional) for the altar.

**Community Engagement:**

N/A

**Alignment with City Council's Vision and Strategic Plan:**

The Day of the Dead celebration will contribute toward City Council's Vision statement of a Community of Mutual Respect and C'ville Arts and Culture.

**Recommendation:**

Staff has prepared a resolution that allocates \$500 from Council's Strategic Initiative Account should Council choose to fully fund this request. City Council could also amend the resolution if the decision is to fund at a lesser amount.

**Budgetary Impact:**

If funded, staff is recommending this come from Council's Strategic Initiatives Account. No new money is required since this is coming from already appropriated funds.

**Alternatives:**

To fund this program at a lesser amount or not at all.

**Attachments:**

Resolution

**RESOLUTION**  
**City Funding for 8<sup>th</sup> Annual Day of the Dead Celebration on November 2, 2019**  
**\$500**

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Charlottesville, Virginia that the sum of \$500 is hereby paid from currently appropriated funds in the Council Strategic Initiatives account in the General Fund to the Lua Project (through Fractured Atlas which is the fiscal agent) in support of the 8<sup>th</sup> Annual Day of the Dead Celebration taking place on November 2, 2019.

\$500

Fund: 105

Cost Center: 10110010000

Off Budget Program Funding Application- (! of 5! ) **Charlottesville**  
**Conditions of Eligibility Report Form**

To submit a funding application, an organization must meet these criteria/answer these questions: **ORGANIZATION NAME:**

1. Is the organization organized, qualified, and recognized as nonprofit and tax-exempt as defined by the Internal Revenue Service under 26 U.S.C. 501(c)(3)? **Yes**, (If yes, please provide a copy of your IRS status letter) letter was sent to the clerk of council October 28th 2019.

Does the organization provide services that directly benefit human beings? **Yes**

Does the organization have a direct and substantial presence in the City of Charlottesville? **Yes**

Is the organization incorporated as defined by the State Corporation Commission? **Yes**, Date of agency incorporation: *We are a sponsored project of Fractured Atlas, our fiscal sponsor.*

Is the organization registered completely with the Virginia Department of Agriculture and Consumer Services, Division of Consumer Affairs, Charitable Solicitation Section?

Is the organization directed by a volunteer Board of Directors that meets at least quarterly? **Lua project has a group of volunteers who meet at least 3 to 10 times annually to co-organize events within the latino community a few times a year.**

a. If the organization's annual budget is over \$200,000, is the organization audited by an independent certified public accountant each year? **yes (through fractured atlas)**

b. If the organization's annual budget is under \$200,000, is the organization audited by an independent certified public accountant at least every three years? **Yes, through fractured atlas**

Did this organization request funding for this specific program during the budget cycle? **No**

\_\_\_\_\_  
Chief Professional Officer Date

\_\_\_\_\_  
Signature of

## **Off Budget Funding Request *City of Charlottesville***

Organization Name: Lua Project

Chief Professional Officer: Estela Knott

Address: 808 Rockland Avenue Charlottesville Va. 22902

Telephone: 434-242-8488

E-mail: [info@luaproject.org](mailto:info@luaproject.org)

Amount Requested: \$500.00

Briefly describe the program for which funding is requested (25 words or less). To help pay for materials, promotion and labor for the 8th annual day of the dead event. This is a community celebration hosted by lua project and members of the Latinx community.

Briefly state the organization's mission: Lua Project is a cultural arts based 'Mexilachian' music project that blends original and traditional music of Mexico, Appalachia and the Atlantic basin. Through music and cultural arts based work, they seek to create, respectfully explore, educate and build artistic bridges between cultures through performances, community programs and cultural events.

Why is this funding needed outside of the City's normal funding cycle?  
To help cover the costs for this community event.

*Signatures:*

Executive Director Board Chair Date

Submitted: \_\_\_\_\_

**Program Narrative to be completed by all programs requesting operational funding.**

1. Need: Indicate which Council Vision Area(s) and goal(s) in the City's Strategic Plan ([www.charlottesville.org/strategicplan](http://www.charlottesville.org/strategicplan)) the program addresses. Lua Project's mission seeks to explore, educate and build artistic bridges between cultures in the Charlottesville community at large. It is through education, hands on experiences and community interaction that we are able to build understanding in our community. Music is a social art— it requires engagement, between musician and it's audience. visual art, especially cultural based art, provides a creative welcoming open door into cultures that some may view as foreign or misunderstood. Lua Project has been an arts based cultural project housed in studio 11 at the McGuffey art center since 2012. From our studio, we have been engaging the local Latino community to come out and celebrate their culture, and to educate the wider community about the rich cultural heritage that our local immigrant neighbors bring with them when settling in the charlottesville community. This project began with a Spanish language music class with a handful of local latino immigrant community members and from that beginning, we were inspired to start the Day of the dead celebration (8 years running with over two to four hundred in attendance each year from all ages, genders and cultures in charlottesville). This is a beautiful Mexican tradition where we celebrate our ancestors and loved ones who have passed on with colorful memorial altars with their photos and things that they enjoyed in life as well as food, music and celebration in

community. Day of the dead is a wonderful way to experience community, as most of us have lost someone we love and we have gotten such heartfelt feedback about how people feel connected to one another in a very special way through this celebration.

2. Describe the local needs the program addresses. The local latino community in Charlottesville for many years has lived on the margins of our society. Some might say due to the language barrier, or for fear of their legal status, they stay to themselves and try not to bring attention to themselves or simply because they come to work, provide for their families and do not feel that anyone here values what they bring culturally to our community. So assimilation is safe, its the easiest way to blend in. It is my belief that as a country built by immigrants, that we must recognize that rich traditions and cultural wealth are lost if we do not recognize, encourage, preserve and document the beautiful cultural heritages of our immigrant neighbors as they settle here and make Charlottesville their home.
3. Who are the beneficiaries (include number served and relevant demographic information) With this particular event of Day of the dead, it serves the Latin community in that it encourages them to come out and express themselves culturally for the whole community to participate in. It shows that the city and it's citizens value our (latinx culture) when they come to share in the event. For the larger community it provides education and community aruoun an important part of Latinx culture, and raises awareness of the value that they bring with them when they settle here. As well, as a city still struggling with mourning the events of August 12, 2017, it provides healing, it brings us all together to remember our ancestors and loved ones who have passed on. It helps us look back at our

heritage as individuals and recognize where we have been, how far we have come and provides us opportunities to ask ourselves where we are going as an individual, family, social group, community and/or country.

**Off Budget Program Funding Application- (!2 of 5! )**

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2. Strategies: Explain what strategies the program uses to effectively address the identified needs. We invite members of the latinx community to participate in educating the larger community about this rich cultural tradition. We educate the community about the history of the Day of the Dead, the elements, symbols and tradition around it, we provide *luminaria* bags to everyone when they arrive to reflect and write names of passed loved ones on the bags to place on the altar. We perform traditional and original Mexican and Appalachian music as the backdrop to this event.

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3. Evaluation: What specific outcomes are expected as a result of the requested funding? Describe how the program is evaluated. We evaluate the program anecdotally, from feedback of the attendees, and by the level of participation. This year we had over two hundred of attendees, who were very enthusiastic about the program. This cultural program also included the participation of a new cultural arts performance troupe, *Villa Sabrosa*, which is a Mexican folkloric dance troupe comprised primarily of local Latinx children, teenagers, University of Virginia students, and adults. In this program, we are successfully weaving together various elements of the local population. Our programming has

also received wider notice by professors and educators locally and regionally, and is being supported as well by Virginia Humanities, and the Tom Tom Foundation.

Off Budget Program Funding Application- (!3 of 5! )

## Activities and Outcomes Plan and Report

<p><b>1. Strategic Plan Alignment</b> (<a href="http://www.charlottesville.org/strategicplan">www.charlottesville.org/strategicplan</a>)</p>	<p><b>Indicate which Council Vision Area(s) and goal(s) of the City’s Strategic Plan the program addresses</b></p> <p>Community engagement</p>
<p><b>2. The indicators this project addresses are...</b></p>	<p><b>Provide at least two meaningful indicators that this project will address.</b></p> <p>it engages parts of our community that go unrecognized. It bridges the larger community and raises cultural awareness.</p>
<p><b>3. The goal of this project is to produce/provide... (products or services, output)</b></p>	<p><b>Describe what you provide, to whom, how many, and time frame</b></p> <p>We successfully brought together over 200 people from all back grounds in the charlottesville community and region to ix art park to celebrate this beautiful Holiday.</p>

Off Budget Program Funding Application- (!4 of 5! )



<p><b>4. To accomplish...</b></p>	<p><b>Explain what you expect accomplish</b></p> <p>to create an awareness of the beauty of this holiday, to share part of latin culture with our new community of charlottesville. To invite others to celebrate this beautiful holiday each year and remember there loved ones who have passed on. _____</p>
<p><b>5. So that participants/beneficiaries can...</b></p>	<p><b>Describe what changes you expect</b></p> <p>over a long time we hope to make this celebration part of the fabric of what charlottesville represents as a community. _____</p>
<p><b>6. Resulting ultimately in...</b></p>	<p><b>Describe projected FY 20 outcomes with numbers and percentages, as well as methods of measurement</b></p> <p>with over 200 in attendance this year, we hope to grow the numbers. _____</p>
<p><b>7. Current outcomes</b></p>	<p>????</p>

## Davidson, Ryan

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**From:** Estela Knott <info@luaproject.org>  
**Sent:** Monday, November 11, 2019 2:26 PM  
**To:** Davidson, Ryan  
**Subject:** Re: Support of our 8th annual Dia de los muertos event.

**WARNING:** This email has originated from **outside of the organization**. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Sponsorship funds we raised the following:

Tom Tom Foundation \$500

Virginia Humanities \$300

City of Charlottesville \$500

Cost of musicians for the event was total of: \$700 ( 7 musicians at \$100 per musicians).

Villa Sabroso Dance troop: donation of \$100

We spent over \$400 on plants (mums) and flowers for the altar, art supplies to build the altar, as well as luminaria bags, LED candles to light the offerings.

We spent around \$100 on face painting supplies and food (traditional) for the altar.

The cities moneys will be used to reimburse us for some of these expenses. some pictures of the altars and a photo of the audience in attendance are below. Also here is an [article written](#) about the event by a UVA student. Let me know if you need anything else. Also very important to mention is that because we were able to raise enough money to cover our costs. The donations we received at the door went to Sin Barreras a local non profit organizations helping immigrant families in our community. We raised a little over \$2000 for them. We are so very proud that we were able to make this happen this year. It was emensely satisfying to all. For the Latinx community, it was so wonderful to be able to come out and celebrate something so dear to their culture her in their new homes. And for everyone else it was a wonderful bonding experience where they were able to learn and experience this rich cultural tradition, have fun and all for a good cause.

Thanks,

Estela

[Lua Project](#)

434-242-8488

[info@luaproject.org](mailto:info@luaproject.org)







On Nov 11, 2019, at 12:24 PM, Davidson, Ryan <[Davidson@charlottesville.org](mailto:Davidson@charlottesville.org)> wrote:



October 13th, 2019

*Lua Project*  
808 Rockland Avenue  
Charlottesville, Va.  
22902

Dear Charlottesville City Council Members,

Lua Project is excited to announce that we will be hosting our 8th annual Dia De Los Muertos celebration, which will be held at IX Art Park this year on November 2nd, from 7pm to midnight. This is a beautiful Mexican tradition, during which we celebrate our ancestors and loved ones who have passed on with a colorful memorial altar, live music, dance, art and food. Each year we have had over three hundred people in attendance, and are excited to be bringing this tradition to IX Art Park and expanding on the celebration to provide a family time at 7pm, a performance featuring live music and traditional dance from 8 to 10pm, and a dance party with dj Raf from 10 to midnight. We are striving to have 100% of the proceeds collected at the event go directly to Sin Barreras Cville, a local justice and advocacy non-profit working tirelessly to help our local immigrant neighbors in the Charlottesville area and surrounding counties.

With your tax deductible sponsorship donation, we will be able to cover our basic costs and your participation will provide valuable support in helping to educate the larger community about the rich cultural traditions that our Latinx neighbors bring to our community. Below you will find sponsorship details. We hope to raise \$1000 in sponsorship money to cover the cost of paying for promotional materials, advertising, sound, musicians, dancers, educational art activities related to *Dia de los Muertos*, flowers, and decorations for the altar. We hope you are able to support this event.

With Much Gratitude,  
Estela Diaz Knott  
Director/Founder  
[www.luaproject.org](http://www.luaproject.org)  
C: 434-242-8488



October 13th, 2019

**Sponsorship information:**

Major 'La Catrina' Sponsor ~ \$500

Banner above the stage

name and logo on invitation and website

name mentioned and tagged in gratitude in all social media posts.

name mentioned in gratitude throughout the day of the event

'Señor Calavera' Sponsor ~ \$300

shout out in our social media invites and home pages

Name mentioned in gratitude on all social media platforms

name mentioned in gratitude during the event

'La Calaca' Sponsor ~ \$100

name mentioned in gratitude on social media and day of the event

Any donations are accepted and appreciated, below these amounts. [To donate click here](#) or send check payable to: 'Fractured Atlas' with Lua Project in the memo line. Please also fill out the information below and send all to: 808 Rockland Avenue Charlottesville Va. 22902. If donating online, please email us the information below.

~ Lua Project is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions for the purposes of Lua Project must be made payable to Fractured Atlas and are tax-deductible to the extent permitted by law.

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Organization/Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ Cell: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook or Instagram pages: \_\_\_\_\_

Please Specify donation amount: \$ \_\_\_\_\_

**NOTE: Please send high resolution logo and any verbiage you prefer to describe your business or organizations to [info@luaproject.org](mailto:info@luaproject.org) by October 21st to be included in our promotional materials.**

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	November 18, 2019
Action Required:	Resolution Enactment
Staff Contacts:	John Blair, City Attorney
Presenter:	John Blair, City Attorney
<b>Title:</b>	<b>Refer Comprehensive Plan Amendment to Planning Commission</b>

**Background:**

On November 4, 2019, the City Council received a presentation from New Hill Development Corporation that included the Starr Hill Neighborhood Community Vision and Small Area Plan. At the conclusion of the presentation, Councilor Galvin indicated that she would like to explore the possibility of incorporating the Starr Hill Neighborhood Community Vision and Small Area Plan into the Charlottesville Comprehensive Plan.

**Discussion:**

Charlottesville City Code Section 34-27 enables the City Council to initiate proposed amendments to the Comprehensive Plan. The ordinance also permits the Council to direct the Planning Commission to conduct a public hearing on the proposed amendment within sixty days of the Council's action or to establish an alternative timeframe for the public hearing.

At the November 4, 2019 City Council meeting, the Director of Neighborhood Development Services, Alex Ikefuna, requested that City departments have time to examine the proposed Starr Hill Neighborhood Community Vision and Small Area Plan before the Planning Commission conducts the public hearing. Based on Mr. Ikefuna's comments, the Council agreed to establish a one hundred and twenty day time period before the Planning Commission is required to conduct the public hearing on the proposed amendment.

**Attachments:**

Resolution

**RESOLUTION TO CONSIDER AMENDING THE CHARLOTTESVILLE  
COMPREHENSIVE PLAN TO INCLUDE**

**WHEREAS**, the Charlottesville City Council received the New Hill Development Corporation's Starr Hill Neighborhood Community Vision and Small Area Plan (hereinafter Small Area Plan) on October 31, 2019; and

**WHEREAS**, the Charlottesville City Council received a presentation about the Small Area Plan at its November 4, 2019 regular meeting; and

**WHEREAS**, Councilor Galvin requested the Charlottesville City Attorney to prepare a resolution referring the Small Area Plan to the Charlottesville Planning Commission to consider its incorporation into the Charlottesville Comprehensive Plan; and

**WHEREAS**, Charlottesville City Code Section 34-27 authorizes the Charlottesville City Council to refer proposed written Comprehensive Plan amendments to the Charlottesville Planning Commission.

**NOW, THEREFORE, BE IT RESOLVED**, by the Council of the City of Charlottesville, Virginia that the Small Area Plan is referred to the Charlottesville Planning Commission for its recommendation on whether to incorporate the Small Area Plan in the Charlottesville Comprehensive Plan.

**BE IT FURTHER RESOLVED**, by the Council of the City of Charlottesville, Virginia that the Planning Commission shall conduct a public hearing on the incorporation of the Small Area Plan into the Comprehensive Plan within one hundred and twenty days of this Resolution's adoption.



October 30, 2019

City Council  
City of Charlottesville  
PO Box 911  
Charlottesville, VA 22902

Dear City Council,

In fulfilling the SPCA's responsibility, as stated in the Agreement for the Provision of Pound Services commencing July 1, 2009 by and among the Charlottesville-Albemarle SPCA and the City of Charlottesville, Virginia, enclosed is the SPCA's 2018 audited financials and the 2018 budget. Please note that the SPCA uses the calendar year as its fiscal year.

Please feel free to reach out to me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Angie Gunter', is positioned below the word 'Sincerely,'.

Angie Gunter  
Executive Director  
Charlottesville-Albemarle SPCA  
3355 Berkmar Drive  
Charlottesville, VA 22901

(434) 973-5959 ext. 312  
[agunter@caspca.org](mailto:agunter@caspca.org)

**Charlottesville - Albemarle SPCA, INC.**

**Annual Budget**

January through December 2018

	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4609 · Rummage Store</b>	
4616 · Rummage Store - Gen Merchandise	625,000.00
<b>Total 4609 · Rummage Store</b>	<u>625,000.00</u>
<b>40 · Services</b>	
4010 · Public Spay Neuter	367,000.00
4025 · Clinic	89,000.00
4030 · Adoptions	250,000.00
4035 · Compassionate Care	1,000.00
4055 · Identification	26,000.00
4060 · Redemption	33,000.00
4080 · Cremations	65,000.00
4085 · Obedience Classes	10,000.00
4290 · Miscellaneous Services	2,500.00
4305 · Continuing Care Fee	23,000.00
4635 · Summer Day Camp Revenue	42,000.00
4636 · Volunteer	2,400.00
4665 · Facility Use Fee	9,000.00
<b>Total 40 · Services</b>	<u>919,900.00</u>
<b>41 · Public Fund Revenue</b>	
4110 · Public Funds - County of Albe.	588,323.00
4115 · Public Funds - City of Cville	259,349.00
<b>Total 41 · Public Fund Revenue</b>	<u>847,672.00</u>
<b>42 · Retail Store Revenue</b>	
4050 · Pet Supplies	55,000.00
4230 · Promotional/Other	5,000.00
<b>Total 42 · Retail Store Revenue</b>	<u>60,000.00</u>
<b>43 · Public Support</b>	
4345 · Grants	200,000.00
4330 · Estate and Bequest	500,000.00
4560 · Contributions and Gifts	700,000.00
<b>4-6 · Events / Development Events</b>	
4645 · Bow-Wow Walk	80,000.00
4630 · Critter Ball Revenue	350,000.00
4695 · Other Events	50,000.00
<b>Total 4-6 · Events / Development Events</b>	<u>480,000.00</u>
4601 · Miscellaneous Fundraising	35,000.00
<b>Total 43 · Public Support</b>	<u>1,915,000.00</u>
<b>Total Income</b>	<u>4,367,572.00</u>
<b>Cost of Goods Sold</b>	
<b>3800 · Retail Cost of Goods Sold</b>	
5440 · Pet Supplies	35,000.00
5435 · Promotional/Other	3,000.00

**Charlottesville - Albemarle SPCA, INC.**

**Annual Budget**

January through December 2018

	<u>Annual Budget</u>
Total 3800 · Retail Cost of Goods Sold	38,000.00
<b>Total COGS</b>	<u>38,000.00</u>
<b>Gross Profit</b>	4,329,572.00
<b>Expense</b>	
<b>55 · Care-A-Van</b>	
5500 · Maintenance & Repairs	2,500.00
5505 · Supplies	10,000.00
5510 · Miscellaneous Expense	
<b>Total 55 · Care-A-Van</b>	<u>12,500.00</u>
<b>500 · Payroll and Benefits Expense</b>	
5010 · Payroll Expenses	1,465,442.33
5015 · Clinical Salary and Wage Expens	852,199.00
5016 · Rummage Wage Expense	150,457.00
5040 · Pension Plan Expense	10,000.00
5045 · Clinic Pension Plan Expense	8,000.00
5046 · Rummage Pension Plan Expense	
5050 · Payroll Taxes Paid	146,040.00
5055 · Clinic Payroll Tax Expense	75,845.71
5056 · Rummage Payroll Tax Expense	
5060 · Payroll Process Expense	6,773.00
5070 · Insurance - Employee Health	199,317.00
5080 · Insurance - Workers' Comp.	45,000.00
5085 · Employee Assistance Program	0.00
<b>Total 500 · Payroll and Benefits Expense</b>	<u>2,959,074.04</u>
<b>510 · External Veterinary Expense</b>	
5100 · External Vet Expense	6,000.00
5130 · Specialty Vet Expense	6,000.00
<b>Total 510 · External Veterinary Expense</b>	<u>12,000.00</u>
<b>5227 · Microchip</b>	20,000.00
<b>530 · Operations Expense</b>	
5305 · Bank Transactions	
5315 · Cash Over/Short	
5305 · Bank Transactions - Other	2,800.00
<b>Total 5305 · Bank Transactions</b>	<u>2,800.00</u>
5310 · Bank/Card Card Fees	34,300.00
5320 · Cleaning Supplies	18,500.00
5323 · Consulting Fee - Marketing	12,000.00
5324 · Consulting Fee - Grant	35,000.00
5330 · Cremation Expenses	1,400.00
5340 · Dues	2,000.00
5350 · Equipment	6,500.00
5352 · Expenditures for Restr. Grants	
5355 · Pet Food Expense	17,000.00
5370 · Insurance	

**Charlottesville - Albemarle SPCA, INC.****Annual Budget**

January through December 2018

	<u>Annual Budget</u>
5374 · Directors & Officers Insurance	3,711.00
5371 · Insurance - Buildings	8,592.00
5372 · Insurance - Liability	9,867.00
5373 · Insurance - Vehicles	3,878.00
<b>Total 5370 · Insurance</b>	<b>26,048.00</b>
5382 · Janitorial Services	10,916.00
5385 · Legal & Accounting Expense	35,000.00
5387 · Computer/Software/Network	47,606.00
5395 · Miscellaneous	2,000.00
5399 · Programs/Classes	
5394 · Youth Camp	2,000.00
5396 · Behavior/ Training	100.00
5397 · Therapy/Training	200.00
5398 · Volunteer	1,000.00
5399 · Programs/Classes - Other	
<b>Total 5399 · Programs/Classes</b>	<b>3,300.00</b>
5400 · Office Supplies	17,000.00
5401 · Office Furniture	2,000.00
5405 · Operation of Vehicles	5,400.00
5410 · Permits/ Licenses/Taxes/inspect	10,000.00
5425 · Pet Supplies - Shelter Use	32,000.00
5430 · Postage/Courier	5,000.00
5443 · Recruiting Expense	7,000.00
5445 · Repairs & Maintenance	75,000.00
5460 · Staff Development	35,000.00
5470 · Telephone	23,940.00
5475 · Uniform Expense	8,000.00
5480 · Utilities	110,500.00
59 · Clinic Expenses	
5970 · Diagnostics - Clinic	20,000.00
5950 · Medical Supplies Clinic	145,000.00
5955 · Miscellaneous - Clinic	5,000.00
5960 · Surgical Supplies - Clinic	80,000.00
<b>Total 59 · Clinic Expenses</b>	<b>250,000.00</b>
<b>Total 530 · Operations Expense</b>	<b>835,210.00</b>
60 · Development	
6005 · Direct Mail/Solicitations	70,000.00
6007 · Marketing/PR Materials	
6008 · Website	30,000.00
6009 · Database	15,000.00
6007 · Marketing/PR Materials - Other	50,000.00
<b>Total 6007 · Marketing/PR Materials</b>	<b>95,000.00</b>
6010 · Rummage	
6011 · Rummage Store Rent	146,000.00

**Charlottesville - Albemarle SPCA, INC.**

**Annual Budget**

January through December 2018

	<u>Annual Budget</u>
6015 · Rummage Labor	
6010 · Rummage - Other	16,400.00
<b>Total 6010 · Rummage</b>	<u>162,400.00</u>
<b>6100 · Events</b>	
6025 · Critter Ball Expense	80,000.00
6030 · Bow-Wow Walk Expense	15,000.00
6101 · Events-Other	20,000.00
6100 · Events - Other	
<b>Total 6100 · Events</b>	<u>115,000.00</u>
6060 · Misc Fund Raising	25,000.00
<b>Total 60 · Development</b>	<u>467,400.00</u>
<b>6900 · Other Operating Expenses</b>	
6905 · Debt Interest Expense	94,000.00
<b>Total 6900 · Other Operating Expenses</b>	<u>94,000.00</u>
<b>Total Expense</b>	<u>4,400,184.04</u>
<b>Net Ordinary Income</b>	(70,612.04)
<b>Other Income/Expense</b>	
<b>Other Income</b>	
4-1 · Investment Revenue	
44 · Interest Revenue	116,514.00
4420 · Bleeker - Interest Revenue	8,302.00
<b>Total 4-1 · Investment Revenue</b>	<u>124,816.00</u>
4310 · Restricted - Donations	
4311 · Building Expansion	
4310 · Restricted - Donations - Other	
<b>Total 4310 · Restricted - Donations</b>	
80 · Other Income	
9010 · Change in Market Value - Invest	
9011 · Change in Market Value - D & K	
80 · Other Income - Other	
<b>Total 80 · Other Income</b>	
<b>Total Other Income</b>	<u>124,816.00</u>
<b>Other Expense</b>	
9500 · Bad Debt Expense	
5380 · Investment Management Expense	
5381 · Board Directed Expense	
90 · Other Expense	
9335 · Depreciation Expense	
90 · Other Expense - Other	
<b>Total 90 · Other Expense</b>	
<b>Total Other Expense</b>	
<b>Net Other Income</b>	<u>124,816.00</u>
<b>Net Income</b>	<u><u>54,203.96</u></u>

**CHARLOTTESVILLE – ALBEMARLE  
SOCIETY FOR THE PREVENTION OF CRUELTY  
TO ANIMALS, INC.**

**FINANCIAL REPORT**

**December 31, 2018**



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## INDEPENDENT AUDITOR'S REPORT ON FINANCIAL STATEMENTS

To the Board of Directors  
Charlottesville – Albemarle Society for the  
Prevention of Cruelty to Animals, Inc.  
Charlottesville, Virginia

We have audited the accompanying financial statements of the Charlottesville – Albemarle Society for the Prevention of Cruelty to Animals, Inc. (the “SPCA”), which comprise the statements of financial position as of December 31, 2018, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements. The prior year partially summarized comparative information has been derived from the SPCA’s 2017 financial statements, and in our report dated September 17, 2018 we expressed an unmodified opinion on those financial statements.

### **Management’s Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor’s Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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*Your Success is Our Focus*

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Charlottesville – Albemarle Society for the Prevention of Cruelty to Animals, Inc. as of December 31, 2018, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

*Brown, Edwards & Company, L.L.P.*

CERTIFIED PUBLIC ACCOUNTANTS

Roanoke, Virginia  
September 17, 2019

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**STATEMENTS OF FINANCIAL POSITION  
December 31, 2018 and 2017**

	2018	2017
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 630,856	\$ 422,884
Investments (Note 2)	5,157,876	7,810,161
Accounts receivable	16,487	64,822
Other current assets	37,238	40,280
Total current assets	5,842,457	8,338,147
PROPERTY AND EQUIPMENT, net (Note 5)	7,643,960	5,358,156
<b>OTHER ASSETS</b>		
Beneficial interest in Bleecker Trust (Notes 2 and 10)	710,666	809,651
USDA loan reserve (Note 7)	196,471	196,471
Restricted cash held for Pace endowment (Note 10)	26,000	26,000
Total other assets	933,137	1,032,122
Total assets	\$ 14,419,554	\$ 14,728,425
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 288,768	\$ 33,234
Accrued expenses (Note 6)	85,816	57,556
Current portion – notes payable (Note 7)	107,496	102,649
Total current liabilities	482,080	193,439
<b>LONG-TERM LIABILITIES</b>		
Notes payable (Note 7)	1,865,145	1,972,599
Total liabilities	2,347,225	2,166,038
<b>NET ASSETS</b>		
Without Donor Restrictions	11,018,532	11,619,460
With Donor Restrictions (Note 9)	1,053,797	942,927
Total net assets	12,072,329	12,562,387
Total liabilities and net assets	\$ 14,419,554	\$ 14,728,425

The Notes to Financial Statements are an integral part of these statements.

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**STATEMENTS OF ACTIVITIES**

**Year Ended December 31, 2018 and Summarized for the Year Ended December 31, 2017**

	<b>2018</b>			<b>2017</b>
	<b>Without Donor Restrictions</b>	<b>With Donor Restrictions</b>	<b>Total</b>	<b>Total</b>
<b>REVENUES, GAINS, AND OTHER SUPPORT</b>				
Contributions and gifts	\$ 894,007	\$ 219,409	\$ 1,113,416	\$ 937,410
Grants	185,485	-	185,485	84,275
Bequests	479,927	-	479,927	1,726,626
Local government appropriations	852,434	-	852,434	828,017
Special events, net of related expenses of \$83,299	423,467	-	423,467	389,465
Rummage store sales	664,315	-	664,315	533,689
Program services fees	782,757	-	782,757	635,283
In-kind contributions	56,585	-	56,585	46,079
Income distributions from the Bleecker Trust	36,243	-	36,243	21,765
Investment income	110,250	-	110,250	104,558
Realized and unrealized gains (losses) on investments	(1,068,647)	-	(1,068,647)	872,330
Miscellaneous income	294	-	294	338
Change in value of beneficial interest in Bleecker Trust	-	(98,982)	(98,982)	71,765
Net assets released from restrictions (Note 11)	9,557	(9,557)	-	-
<b>Total revenue, gains, and other support</b>	<b>3,426,674</b>	<b>110,870</b>	<b>3,537,544</b>	<b>6,251,600</b>
<b>EXPENSES</b>				
Program services	3,463,077	-	3,463,077	3,173,356
Management and general	265,153	-	265,153	176,673
Fundraising	299,372	-	299,372	343,468
<b>Total expenses</b>	<b>4,027,602</b>	<b>-</b>	<b>4,027,602</b>	<b>3,693,497</b>
Change in net assets	(600,928)	110,870	(490,058)	2,558,103
Beginning net assets	11,619,460	942,927	12,562,387	10,004,284
Ending net assets	<u>\$ 11,018,532</u>	<u>\$ 1,053,797</u>	<u>\$ 12,072,329</u>	<u>\$ 12,562,387</u>

The Notes to Financial Statements are an integral part of these statements.

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**STATEMENTS OF FUNCTIONAL EXPENSES**

**Year Ended December 31, 2018 and Summarized for the Year Ended December 31, 2017**

	2018			2017	
	Program Services	Management and General	Fundraising	Total	Total
Salaries	\$ 1,680,649	\$ 155,186	\$ 107,123	\$ 1,942,958	\$ 1,787,801
Payroll taxes	127,347	11,759	8,117	147,223	139,527
Employee benefits	250,645	23,144	15,976	289,765	256,286
External veterinarians	14,293	-	-	14,293	5,238
Pet care	131,368	-	-	131,368	93,412
Clinic	257,456	-	-	257,456	240,614
Cleaning and janitorial	37,510	-	-	37,510	28,101
Utilities	113,258	3,615	3,615	120,488	117,257
Repairs and maintenance	103,606	-	-	103,606	99,382
Miscellaneous	52,231	4,595	445	57,271	37,791
Rent	136,149	-	-	136,149	144,200
Supplies and office systems	54,739	18,223	44,914	117,876	106,272
Equipment	1,887	-	-	1,887	10,494
Telephone	18,933	713	713	20,359	23,462
Advertising	2,168	-	-	2,168	12,513
In-kind services	76,231	-	-	76,231	46,079
Insurance	36,732	1,323	1,323	39,378	27,174
Legal and accounting fees	14,533	31,081	8,433	54,047	49,886
Bad debt expense	14,737	-	-	14,737	-
Recruiting	-	4,707	-	4,707	4,080
Other fundraising	-	-	97,906	97,906	86,946
Total expenses before depreciation and interest	3,124,472	254,346	288,565	3,667,383	3,316,515
Depreciation	246,613	7,871	7,871	262,355	276,697
Interest	91,992	2,936	2,936	97,864	100,285
Total expenses	<u>\$ 3,463,077</u>	<u>\$ 265,153</u>	<u>\$ 299,372</u>	<u>\$ 4,027,602</u>	<u>\$ 3,693,497</u>

The Notes to Financial Statements are an integral part of these statements.

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**STATEMENTS OF CASH FLOWS  
Years Ended December 31, 2018 and 2017**

	<u>2018</u>	<u>2017</u>
<b>OPERATING ACTIVITIES</b>		
Change in net assets	\$ (490,058)	\$ 2,558,103
Adjustments to reconcile changes in net assets to net cash and cash equivalents provided by operating activities:		
Realized and unrealized (gains)/losses on investments	1,068,647	(913,374)
Depreciation	262,355	276,697
Change in value of Bleecker Trust	98,985	(71,765)
(Increase) decrease in assets:		
Accounts receivable	48,335	(42,315)
Other current assets	3,042	(19,735)
Increase (decrease) in liabilities:		
Accounts payable and accrued expenses	112,723	(109,681)
<b>Net cash and cash equivalents provided by operating activities</b>	<u>1,104,029</u>	<u>1,677,930</u>
<b>INVESTING ACTIVITIES</b>		
Sales of investments	3,285,082	-
Purchases of investments	(1,701,444)	(1,242,922)
Increase in USDA loan reserve	-	(5,221)
Purchase of property and equipment	(2,377,088)	(452,832)
<b>Net cash and cash equivalents used in investing activities</b>	<u>(793,450)</u>	<u>(1,700,975)</u>
<b>FINANCING ACTIVITIES</b>		
Principal repayments	(102,607)	(270,470)
<b>Net cash and cash equivalents used in financing activities</b>	<u>(102,607)</u>	<u>(270,470)</u>
<b>Net increase (decrease) in cash and cash equivalents</b>	207,972	(293,515)
<b>CASH AND CASH EQUIVALENTS</b>		
Beginning	<u>422,884</u>	<u>716,399</u>
Ending	<u>\$ 630,856</u>	<u>\$ 422,884</u>
<b>SUPPLEMENTAL DISCLOSURE</b>		
Purchases of property and equipment included in accounts payable	\$ 171,071	\$ -
Cash paid for interest	<u>\$ 101,863</u>	<u>\$ 124,335</u>

The Notes to Financial Statements are an integral part of these statements.

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 1. Significant Accounting Policies**

The Charlottesville – Albemarle Society for the Prevention of Cruelty to Animals, Inc. (the “SPCA”) provides a safe environment for the lost, abandoned, and homeless animals of Charlottesville and Albemarle County and places them in good homes. The SPCA strives to set a standard of excellence and leadership in animal care, humane education, and progressive animal welfare programs.

The following programs and supporting services are included in the accompanying financial statements:

Animal care and spay/neuter resources: The SPCA provides shelter, nourishment, and vaccinations for the animals which are brought to it. The SPCA also provides medical care treating minor illnesses frequently and often more severe medical conditions, including emergency veterinarian treatment. The SPCA spays or neuters each animal prior to adoption. In addition to assuring all the SPCA animals are spayed or neutered, the SPCA provides subsidized and free spay/neuter programs for low-income residents.

Adoption: The SPCA evaluates all animals for behavior and health issues prior to adoption. The SPCA finds homes for all healthy and behaviorally sound animals.

Management and general: This includes the functions necessary to ensure an adequate working environment, provide coordination and articulation of the SPCA’s program strategy, and manage the financial and budgetary responsibilities of the SPCA.

Fundraising: This provides the structure necessary to encourage and secure private financial support.

Basis of financial statement presentation and accounting

The financial statements of the SPCA have been prepared in accordance with accounting principles generally accepted in the United States of America. The preparation of financial statements in conformity with these principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

The accompanying financial statements present information regarding the SPCA’s financial position and activities according to two classes of net assets: without donor restrictions and with donor restrictions. The two classes are differentiated based on the existence or absence of donor-imposed restrictions.

**Net Assets without Donor Restrictions** are free of donor-imposed restrictions. Net assets without donor restrictions may be designated for specific purposes by action of the Board of Directors or may otherwise be limited by contractual agreements with outside parties. Revenues, gains, and losses that are not restricted by donors are included in this classification. Expenses are reported as decreases in this classification.

(Continued)



**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 1. Significant Accounting Policies (Continued)**

Basis of financial statement presentation and accounting (Continued)

**Net Assets with Donor Restrictions** are limited in use by donor-imposed stipulations that expire either by the passage of time or that can be fulfilled by action of the SPCA pursuant to those stipulations. Net assets with donor restrictions also includes amounts required by donors to be held in perpetuity; however, generally, the income on these assets is available to meet various operating needs.

Cash and cash equivalents

Cash and cash equivalents consist of bank deposits and amounts invested in certificates of deposit with no permanently imposed donor restrictions. Short-term, highly liquid investments, such as mutual and money market funds that are components of externally managed investment portfolios, are classified as investments.

Investments

Investments in marketable securities with readily determinable fair values and all investments in debt securities are reported at their fair values, as determined by quoted market prices, in the statements of financial position. Net unrealized and realized gains or losses are reflected in the statements of activities.

Gifts of investments are recorded at their fair value (based upon quotations or appraisals) at the date of gift. Purchases and sales of investments are recorded on the trade date.

Accounts receivable

Accounts receivable are unsecured and are mainly due from local animal shelters and rescue groups. Management has determined that an allowance for uncollectible accounts is not necessary, as it follows the direct write-off method. The write-off method is believed to approximate the allowance method.

Property and equipment

Property and equipment is stated at cost or at fair value at the date of gift, less accumulated depreciation. Expenditures for new construction, major renewals and replacements, and equipment exceeding \$1,000 are generally capitalized. Depreciation is recorded using the straight-line method over the estimated useful lives of the assets as follows:

Buildings and improvements	10-40 years
Furniture, fixtures, and equipment	3-15 years

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 1. Significant Accounting Policies (Continued)**

Contributions

Contributions, including contributions receivable, are recognized as net assets with donor restrictions or net assets without donor restrictions, depending on the existence or absence of any donor restrictions, in the period the donor's commitment is received. Unconditional promises to give are recognized as net assets with donor restrictions revenues unless the donor explicitly stipulates its use to support current period activities.

Contributions of assets other than cash are recorded at their fair value. Contributions to be received after one year are discounted at an appropriate discount rate commensurate with the risks involved. Amortization of the discount is recorded as additional contribution revenue in accordance with donor-imposed restrictions, if any, on the contributions.

Contributions received with donor-imposed restrictions are reported as revenues of net assets with donor restrictions, and a reclassification to net assets without donor restrictions is made to reflect the expiration of such restrictions. Contributions received with donor-imposed restrictions that are met in the same year as received are recorded as revenues of net asset with donor restrictions, and a reclassification to net asset without donor restrictions is made to reflect the expiration of such restrictions.

Contributions of land, buildings, and equipment without donor stipulations concerning the use of such long-lived assets are reported as revenues of net assets without donor restrictions. Contributions of cash or other assets to be used to acquire land, buildings, and equipment with such donor stipulations are reported as revenues of net assets with donor restrictions; the restrictions are considered to be released at the time of acquisition of such long-lived assets.

In-kind contributions are received to support the operations of various programs and special events and are recognized at fair value.

Beneficial interest in Bleecker Trust

The SPCA participates in a split-interest agreement that is unconditional and irrevocable. This arrangement was established when a donor created the Bleecker Trust from which the SPCA receives benefits. The SPCA accounts for this agreement by recording its share of the present value of the estimated future cash receipts from the trust (which approximates its share of the related assets of the trust).

Functional allocation of expenses

The costs of providing the SPCA's programs and support services have been summarized on a functional basis in the statements of activities. Accordingly, certain costs have been allocated between program and support services benefited.

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 1. Significant Accounting Policies (Continued)**

Fair value measurements

The SPCA carries various assets at fair value. Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. In determining fair value, a market-based approach is used. Additionally, the SPCA categorizes its financial instruments, based on the priority of the inputs to the valuation technique, into a three-level fair value hierarchy as reflected below. The fair value hierarchy gives the highest priority to unadjusted quoted prices in active markets (Level 1) and the lowest priority to unobservable inputs (Level 3).

**Level 1** – Fair values are based on unadjusted quoted prices in active markets for identical assets or liabilities that management has the ability to access at the measurement date.

**Level 2** – Fair values are based on inputs other than quoted prices that are either for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that were observable for the asset or liability, or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

**Level 3** – Fair values are based on unobservable inputs for the asset or liability where there is little, if any, market activity for the asset or liability at the measurement date.

Credit risk concentrations

Financial instruments which potentially subject the SPCA to concentrations of credit risk consist principally of cash and cash equivalents, investments, and the USDA loan reserve. A portion of the SPCA's bank deposits are in excess of federally insured limits.

Income taxes

The SPCA is an organization described in *Internal Revenue Code* ("IRC") §501(c)(3) and accordingly, is exempt from federal and state income taxes under IRC §501(a). The SPCA has also been classified as an organization which is not a private foundation under IRC §509(a)(2). Therefore, no provision or liability for federal or state income taxes has been included in these financial statements.

Advertising costs

The SPCA expenses the cost of advertising as incurred. Such costs amounted to \$2,168 and \$12,513 for the years ended December 31, 2018 and December 31, 2017, respectively.

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 1. Significant Accounting Policies (Continued)**

Comparative information

The financial statements include certain prior year summarized comparative information (statement of activities and statement of functional expenses) in total but not at the level of detail required for a presentation in conformity with generally accepted accounting principles. Accordingly, such information should be read in conjunction with the financial statements for the prior year from which the summarized information was derived.

Reclassifications

Certain amounts in the prior year statements were reclassified to conform with current year presentation.

Not-for-Profit Financial Statement Presentation

On August 18, 2016, the FASB issued Accounting Standards Update (ASU) 2016-14, Not-for-Profit Entities (Topic 958) – Presentation of Financial Statements of Not-for-Profit Entities. The update addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment return. The SPCA has implemented ASU 2016-14 and has adjusted the presentation in these financial statements accordingly.

Subsequent events

Subsequent events were considered through September 17, 2019, the date the financial statements were available to be issued.

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 2. Investments**

Investments consist of the following:

	<u>2018</u>	<u>2017</u>
Money market funds	\$ 962,706	\$ 1,834,418
Fixed income funds	352,730	351,737
Mutual funds - equities:		
Information technology	1,499,179	2,236,917
Healthcare	381,303	696,873
Financial service	-	898,272
Food service	-	288,915
Air freight and delivery	237,486	514,480
Equipment and machinery	215,090	-
Oil and gas	263,736	-
Commercial transportation	433,952	663,049
Consumer goods and services	631,758	-
Publicly traded partnership	179,936	325,500
	<u>\$ 5,157,876</u>	<u>\$ 7,810,161</u>

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 2. Investments (Continued)**

The following is a summary of the inputs used in determining the fair values of financial assets measured on a recurring basis:

		<b>2018</b>			
		<u>Fair Value</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
Investments:					
Money market funds	\$	962,706	\$ 962,706	\$ -	\$ -
Fixed income		352,730	-	352,730	-
Mutual funds – equities		3,662,504	3,662,504	-	-
Publicly traded partnership		179,936	179,936	-	-
Beneficial interest in Bleecker Trust		710,666	-	710,666	-
Total financial assets		<u>\$ 5,868,542</u>	<u>\$ 4,805,146</u>	<u>\$ 1,063,396</u>	<u>\$ -</u>
		<b>2017</b>			
		<u>Fair Value</u>	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>
Investments:					
Money market funds	\$	2,171,403	\$ 2,171,403	\$ -	\$ -
Fixed income		351,737	-	351,737	-
Mutual funds – equities		4,961,521	4,961,521	-	-
Publicly traded partnership		325,500	325,500	-	-
Beneficial interest in Bleecker Trust		809,651	-	809,651	-
Total financial assets		<u>\$ 8,619,812</u>	<u>\$ 7,458,424</u>	<u>\$ 1,161,388</u>	<u>\$ -</u>

Level 2 assets are valued by a third party.

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 2. Investments (Continued)**

The fair value of investments is determined by reference to quoted market prices and other relevant information generated by market transactions. The fair value of funds held in trust by others is determined by the present value of expected future cash flows.

**Note 3. Conditional Contributions**

At December 31, 2018, the SPCA had received bequests, intentions, and other conditional contributions receivable that were unable to be valued as of the date of the financial statements. These intentions to give are not recognized as assets until the conditions are essentially satisfied and valuation is determined.

**Note 4. Liquidity and Availability**

The following table reflects the SPCA's financial assets as of December 31, 2018, reduced for amounts not available for general expenditure within one year. Financial assets are considered unavailable when illiquid or not convertible to cash within one year, assets held for others, or because the governing board has set aside the funds for a specific purpose. These board designations could be drawn upon if the board approves that action.

The SPCA has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. In addition, the SPCA keeps three months of operating expenses and one year of debt service available at all times. The SPCA then invests cash in excess of requirements in various certificates of deposit and investment accounts.

Financial assets:	
Cash and cash equivalents	\$ 630,856
Investments	5,157,876
Accounts receivable	16,487
Beneficial interest in Bleecker Trust	710,666
USDA loan reserve	196,471
Pace endowment	26,000
Total financial assets	<u>6,738,356</u>
Less those unavailable for general expenditure within one year:	
Beneficial interest in Bleecker Trust	(710,666)
USDA loan reserve	(196,471)
Restricted cash held for Pace endowment	(26,000)
Other purpose restrictions	(83,263)
Total unavailable assets	<u>(1,016,400)</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$ 5,721,956</u>

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 5. Property and Equipment**

Property and equipment consist of the following:

	<b>2018</b>	<b>2017</b>
Land	\$ 1,906,567	\$ 381,110
Construction in progress	1,347,197	330,313
Buildings and improvements	6,657,534	6,657,737
Furniture, fixtures, and equipment	778,797	773,195
	10,690,095	8,142,355
Less: Accumulated depreciation	(3,046,135)	(2,784,199)
Net property and equipment	<b>\$ 7,643,960</b>	<b>\$ 5,358,156</b>

In September 2018, the SPCA closed on the purchase of an adjoining parcel of land, which will be utilized for future expansion. Construction in progress consists of a renovation of the dog kennels.

**Note 6. Accrued Expenses**

Accrued expenses consist of the following:

	<b>2018</b>	<b>2017</b>
Interest	\$ 3,999	\$ -
Vacation	30,277	13,260
Salaries	43,727	37,274
Other	7,813	7,022
	<b>\$ 85,816</b>	<b>\$ 57,556</b>

(Continued)



**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 7. Notes Payable**

Notes payable consist of the following:

	<b>2018</b>	<b>2017</b>
USDA construction loan, interest at 4.625%, annual installments, including interest, of \$196,471 through October 2032, secured by a deed of trust.	\$ 1,972,641	\$ 2,075,248
	1,972,641	2,075,248
Less current portion	(107,496)	(102,649)
	\$ 1,865,145	\$ 1,972,599

Debt matures as follows:

2019	\$ 107,496
2020	112,575
2021	117,893
2022	123,463
2023	129,295
Thereafter	1,381,919
	\$ 1,972,641

The USDA construction loan security agreement requires the SPCA to establish a reserve account of \$196,471, which is equal to one annual installment of principal and interest. It may be used to pay certain costs as approved by the lender.

**Note 8. Employee Benefits**

Retirement benefits are provided for eligible employees through a simple IRA plan. The SPCA contributes up to 3% of the employee's salary which totaled \$15,042 and \$15,712 in 2018 and 2017, respectively.

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 9. Net Assets with Donor Restrictions**

Net assets with donor restrictions consist of:

	<b>2018</b>	<b>2017</b>
Endowments	\$ 736,666	\$ 835,651
Capital contributions	317,131	107,276
	<b>\$ 1,053,797</b>	<b>\$ 942,927</b>

**Note 10. Endowments**

Endowments are composed of the following:

	<b>2018</b>	<b>2017</b>
Bleecker Trust	\$ 710,666	\$ 809,651
Pace Endowment	26,000	26,000
	<b>\$ 736,666</b>	<b>\$ 835,651</b>

The following schedule summarizes changes in endowment net assets:

	<b>2018</b>	<b>2017</b>
Endowment net assets, beginning of year	\$ 835,651	\$ 763,886
Investment return:		
Interest and dividends	15,156	93,260
Realized and unrealized gains/(losses)	(65,572)	12,362
Investment fees	(12,326)	(12,092)
Total investment return/(loss)	(62,742)	93,530
Distributions	(36,243)	(21,765)
Endowment net assets, end of year	<b>\$ 736,666</b>	<b>\$ 835,651</b>

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 10. Endowments (Continued)**

The SPCA has adopted investment and spending policies for endowment assets that attempt to provide a predictable stream of funding to programs supported by its endowment while seeking to maintain the purchasing power of the endowment assets. Under this policy, the endowment assets are invested in a manner to preserve and expand the SPCA's purchasing power in perpetuity through sustained growth in its investment assets. To satisfy its investment objective, the SPCA relies on an overall investment program that is prudently diversified across a variety of asset classes, economic characteristics and security issuers. The intended target rate of return over a full market cycle should be at least adequate to compensate for the total of the targeted spending, prevailing inflation, and anticipated SPCA expenses of the same period. Actual returns in any given year may vary from the targeted rate of return. The investment strategy includes target asset allocations, acceptable ranges around those targets, and a rebalancing policy.

The SPCA is permitted to use all interest earned on the PACE endowment towards operations. The Bleecker Trust distributes up to 5% of the net fair value of the assets in the trust to the SPCA throughout the year.

**Note 11. Net Assets Released from Restrictions**

Net assets released from restrictions for capital improvements were \$9,557 and \$55,000 in 2018 and 2017, respectively.

**Note 12. Leases**

The SPCA is currently obligated under a lease for facilities through January 1, 2021. Future minimum lease payments are as follows:

2019	\$ 148,972
2020	<u>153,441</u>
	<u>\$ 302,413</u>

(Continued)

**CHARLOTTESVILLE – ALBEMARLE SOCIETY FOR THE  
PREVENTION OF CRUELTY TO ANIMALS, INC.**

**NOTES TO FINANCIAL STATEMENTS  
December 31, 2018**

**Note 13. New Accounting Standards**

The Financial Accounting Standards Board (FASB) has issued the following Statements which are not yet effective.

*The FASB issued Accounting Standards Update (ASU) 2014-09, Revenue from Contracts with Customers.* The standard will eliminate the transaction- and industry-specific revenue recognition guidance under current U.S. GAAP and replace it with a principle based approach for determining revenue recognition. The core principle of the revenue recognition standard is that an entity should recognize revenue to depict the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those good or services. The effective date for nonpublic companies is annual reporting periods beginning after December 15, 2018.

*The FASB issued ASU 2016-02, Leases.* The core principle of the new leases standard is that lessees should recognize assets and liabilities arising from all leases, except for leases with a lease term of 12 months or less. This will significantly gross-up many entities balance sheets. Nonpublic entities are required to adopt the new leases standard for reporting periods beginning after December 15, 2019. Early adoption is permitted.

Management has not determined the effects these new FASB Statements may have on prospective financial statements but will be assessing these changes in 2019 with the assistance of its accountants.

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**CITY OF CHARLOTTESVILLE, VIRGINIA**  
**CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 18, 2019
<b>Action Required:</b>	No Action Required (Report Only)
<b>Presenter:</b>	Brennen Duncan, Traffic Engineer
<b>Staff Contacts:</b>	Mike Murphy, Deputy City Manager Brennen Duncan, Traffic Engineer Jeanette Janiczek, UCI Program Manager
<b>Title:</b>	<b>Dogwood Vietnam Veterans Memorial</b>

**Background**

The City Council tasked a working group on May 6, 2019 to identify appropriate short-term, medium-term, and long-term solutions to ensure appropriate and improved access to the Dogwood Vietnam Memorial and to the eastern portions of McIntire Park. This Group consisted of:

Dogwood Vietnam Memorial Foundation—Bruce Eades, Rich Severin

Disabled American Veterans—George Shadman

Veterans of Foreign Wars (VFW)—Julian Taliaferro

Citizens—Jay Levine, Dave Norris

Independence Resource Center—Tom Vandever, Jim Herndon

Deputy City Manager—Mike Murphy

NDS Director—represented by Jeanette Janiczek—Urban Construction Initiative Program Manager

P&R Director—Brian Daly

City ADA Coordinator—James Woods (resigned)/represented by Brennen Duncan—City Traffic Engineer

VDOT—Joel DeNunzio

This group has met several times over the last 5 months to discuss all of the issues at hand and possible solutions. The main issue for the veterans is that day-to-day visitors outside of Special Events are unable to access the Memorial - particularly visitors with ADA concerns and other vulnerable populations. The two physical issues are that the Memorial is approximately ¼ mile from available parking and there is a slope to the trail that leads from John Warner Parkway up

to the Memorial. Visitors must currently park at the CARS lot, cross seven lanes of traffic via three signal-controlled crossings, and ultimately negotiate an inclined 570' long asphalt trail to reach the memorial plaza. The previous means of access and parking, the McIntire Park entrance off of WB Route 250 Bypass was closed with the construction of the New Skate Park.

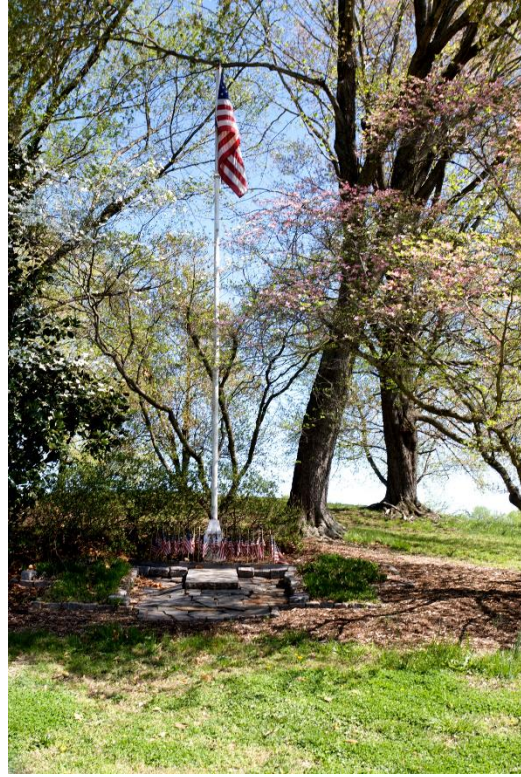
## **History**

The Charlottesville Dogwood Vietnam Memorial, established in 1966, is considered the first civic/public memorial in the United States dedicated to those who served and sacrificed their lives in the service to our country in the war in Vietnam.

As the war in Vietnam intensified and became increasingly controversial, our community endured the pain of its first casualty—Champ Jackson Lawson, Jr.—who was killed on November 4, 1965. Our citizens realized that, despite conflicting attitudes towards the war, more young people from our community would be lost. With that sobering thought in mind, members of the Charlottesville Dogwood Festival Board felt a memorial was important and approached the City of Charlottesville with the proposal.

The project was adopted and named the Charlottesville Dogwood Vietnam Memorial. A prominent knoll which protrudes adjacent to the US 250 Bypass and just west of McIntire Road was chosen for the memorial site. Jim Shisler met with then Charlottesville City Manager James Bowen and obtained permission for both the site and the construction of the memorial. They agreed that no city funds would be used to build the memorial. In addition, Bowen insisted that the memorial be placed in a highly visible location in McIntire Park, be immediately constructed, be of a “hometown” nature, and be constructed utilizing historically significant materials. The purpose of the memorial was stated as: “The Dogwood Memorial is dedicated to the lasting memory of these men and all who served our country in Vietnam.”

Following those guidelines, the Dogwood Vietnam Memorial was created and dedicated in McIntire Park on April 20, 1966 dedicated to all who served in Vietnam and Southeast Asia, and particularly dedicated to the memory of the 28 local young men who died in that service.



**Dogwood Vietnam Memorial before interchange construction.**

Between 2013 and 2015, the Charlottesville Dogwood Vietnam Memorial was reconstructed as a portion of the Route 250 Bypass Interchange project at McIntire Road. This effort was done in conjunction with the Vietnam Veterans. The Veterans were adamant that the redesign should keep the character and intent of the original monument and needed to be visible from the newly constructed interchange of John Warner Parkway and the 250 bypass. This resulted in a design that reoriented the monument 180 degrees and raised it approximately 12 feet in elevation (exacerbating the grade and access issues that are currently being raised). Individual plaques were added for each of the 28 local veterans killed during the Vietnam War. The fiftieth rededication was held April 2016 with over 750 people in attendance and over 90 participants.

At this point in time, access to the reconstructed Memorial was still available via the wading pool parking lot off the Rt. 250 Bypass. Veterans could either park within the lot and walk approximately 1,000 feet without a path or, if it was a special event, drive through the Park to visit the Memorial. When the wading pool was subsequently replaced by a new skate park, the unsafe entrance was closed for everyday public use, but is reopened 3 times a year for special events coordinated with the veterans as had occurred previously and for maintenance activities.





**Current Dogwood Vietnam Memorial**

**Discussion**

Meetings:

June 6, 2019

July 22, 2019

September 26, 2019

October 15, 2019

The Working Group reviewed twenty possible solutions – immediate (6), midterm (9), and permanent (5) (see summary in the appendix).

**Immediate solutions:**

Of the immediate issues identified, some have been addressed, others are partially addressed, and others remain unaddressed:

1. CARS Parking Lot Correction: the two existing handicapped parking spaces have been corrected to meet the ADA standards for 60” height signage. The required access aisle has been marked with a “No Parking” sign but the access aisle remains unmarked with no diagonal hatching.
2. Wayfinding Signs: Generic wayfinding signs for the parking lot have been installed. City staff is currently working with a local vendor to do overlays to our existing city specific wayfinding signs and these should be installed before the end of the year.
3. Signal Timings and Pedestrian Signage: the addition of a 3-second leading pedestrian interval to give pedestrians a “head start” has been completed. Four “Turning Vehicles Yield to Pedestrians” signs have been installed at the McIntire Road/Rt. 250 Bypass intersection.
4. Corrections to the asphalt switchback trail: the 505’ asphalt switchback trail has deformed slightly since installation resulting in several small sections that exceed the 5% maximum slope requirement of the Americans with Disabilities Act (six 20 foot sections ranging from 5.1%-5.5%) to be considered an pedestrian access route. Federal accessibility guidelines for trails require that “running slope” for paths that exceed the 5% guideline (but are less than 8.33%) must have a 60” long level resting areas installed every 200’ – the width of the trail if provided within the trail tread or 3’ wide if adjacent to the trail tread. The City could make this fully ADA compliant by reconstructing these small areas of deformation. Cost approximately \$20,000.

The group is recommending going beyond these minimum requirements by installing four (4) new landing areas within the trail. This will result in new grading, landscaping, and the complete reconstruction of the trail, but the group believes this option best encompasses the charge to provide “appropriate and improved access to the memorial.” Cost approximately \$100,000-125,000.

**This will require council to allocate funds to complete.**

5. Installation of “Trail Head” Signage: federal standards require that trails have “trail head” signage to indicate accessible paths of travel. Such signage should also indicate length of the trail or trail segment the type of the trail surface, the typical and minimum trail tread width, the typical and maximum trail grade, and the typical and maximum trail cross slope.

**Mid-term solutions:**

A number of midterm solutions were examined but the Veterans do not feel that any offered meaningful long-term resolutions and do not justify the expense of implementation. The options

include the possible creation of two to four handicapped parking spaces on the east and west sides of the John Warner Parkway and the creation of a shuttle system to the memorial site.

Staff agrees with the Veterans that each of the options to create 2-4 parking spaces creates new safety and access concerns which leads to the estimated cost of several hundred thousand dollars.

The implementation of a shuttle system would address access issues at the cost of buying a wheelchair accessible golf cart and future maintenance (approximately \$20,000). Parks staff would require someone to be either on call to provide rides or appointments could be made to visit the memorial through a reservation system.

The only mid-term solution that seemed to be acceptable to the working group was moved to the immediate solutions grouping – regrading the trail to meet 5% grade and add 4 resting intervals within trail tread.

**Long-term solutions:**

Identified long-term solutions essentially revolve around two approaches:

1. Significant discussion occurred on options that would utilize access from the Rt. 250 Bypass by creating a vehicular path to the memorial and building a small parking area adjacent to the memorial. A number of safety concerns affect these options:
  - a. To be used as a full time entrance, a deceleration lane would need to be constructed off of 250. The construction of an additional lane between the westbound acceleration ramp and the Wading Pool/Skate Park entrance would require the demolition and relocation of the existing bathhouse. In theory, a paved roadway could be constructed that follows the traditional informal vehicular paths to the memorial that crosses the park and a new parking area constructed adjacent to the memorial. Additional costs would be incurred to construct accessible walkways and ramps to provide ADA access to the memorial from the new parking area. This conflicts with the accepted McIntire Park Master plan and introduces vehicular travel that conflicts with Skate Park users as well as other users within the park.
  - b. Both VDOT and city staff have expressed serious concerns with any permanent entrance/exit from the Rt. 250 Bypass due to the volume, speed, and merging lanes associated with the Route 250 Bypass.
  - c. More importantly, no safe egress is possible from that entrance. Existing vehicles enter from a stop position that is 90 degrees from Route 250 – no space exists to create an acceleration lane onto the Route 250 Bypass before a bridge is encountered. A new exit point would have to be constructed to allow traffic to exit on the southbound lane of the John Warner Parkway.

The illustration below displays the suggested options that would use access from the Rt. 250 Bypass. Both the Wading Pool/Skate Park entrance option (highlighted in yellow)

and the westbound acceleration lane option (highlighted in purple) would require a new exit point to be constructed on the southbound lane of the John Warner Parkway.



Consequently, options to provide access using entrance points along the Rt. 250 Bypass have **not** been recommended by the Working Group.

2. Increasing attention has been focused on the creation of a parking area on the east side of the John Warner Parkway and the use of a pedestrian bridge to connect the Dogwood Vietnam Veterans Memorial to it. This option is considered to be the best long-term solution by the group:
  - a. This option would restore the pedestrian bridge concept that was included in the original McIntire Road/Rt. 250 Interchange design plan (2008). City Council decided to not construct the pedestrian bridge at that time due to proposed impacts to the park and unidentified utility or demand (park master plan not yet completed but Memorial redesign had begun).
  - b. This option would provide a minimum of 24-35 parking spaces for the memorial, the adjacent trail system, and serve general access to the eastern portions of McIntire Park.
  - c. The pedestrian bridge option would provide a safe, ADA compliant path of travel of less than 350 feet from the parking area to the memorial. The current path of travel from the CARS parking area to the memorial is ¼ mile.
  - d. The location of this parking area and pedestrian bridge satisfy VDOT safety requirements in regards to entering/exiting from John Warner Parkway and the McIntire Interchange.

- e. This option would be eligible for VDOT recreation grant funding and potentially other federal, state, local and/or philanthropic sources of funding. In addition, the UVA Engineering School has expressed an interest in providing design assistance to the veterans, but it should be noted that the city would still need to employ its own design services consultant to aid with design, public engagement, contract documents and construction management.
- f. City staff presented rough preliminary construction cost estimates of \$175,000 for a 35-space parking lot (\$5,000/space) and \$1.5 million for the pedestrian bridge (based on the Dairy Road pedestrian bridge project).
- g. Other potential advantages to a parking lot were discussed by the group and included access to the trail system and future Botanical Gardens in the eastern portion of McIntire Park, but were not prioritized in the parks master plan and would probably need some public engagement before implementing.

The illustration below depicts the topographic opportunity provided by the existing knoll on the east side of the John Warner Parkway. This area was utilized as a staging area during construction and still includes the unpaved access road to the top of the knoll:



The illustration below depicts the potential location of an access road and parking area:



The two illustrations below depict potential locations for a pedestrian bridge.

The first illustration connects the bridge with the switchback of the existing trail. The approximate length of the bridge is only 115' but pedestrians would still have to negotiate 230' of the switchback trail to reach the memorial:



The illustration below demonstrates a bridge path that would terminate at the memorial plaza and avoid the switchback trail. The approximate length of this bridge is 340' from the parking area:



*\*This bridge was not considered for cost estimating purposes.*

In recent years a number of pedestrian bridges have been installed within the City of Charlottesville across busy roadways. For comparison and contrast, the lengths of several of these bridges are listed below (as measured on the City’s GIS viewer):

- 1. Skate Park/McIntire Park across railroad bed: **90'**
- 2. Emmet Street @ Lambeth: **360'**
- 3. Rt. 250 Bypass/Dairy Road: **170'**
- 4. Emmet Street/McCormick Road: **200'**

The final option that needs to be mentioned is the complete relocation of the memorial. Using the cost of the reconstructed memorial from 2013 of \$250,000, a reasonable cost estimate that would include demolition of the existing site, restoration, new construction etc., might be in the range of \$400,000. This is not recommended due to concern of the memorial losing its historic significance, but could address any concerns of access with the relocation to a level area close to existing parking.

In conclusion, the group feels that the best long-term solution is the creation of a proximate parking area adjacent to the John Warner Parkway and the installation of a pedestrian bridge that would connect that parking area to the Dogwood Vietnam Veterans Memorial. As a phased approach to this option, the entrance road, a small 2-4 car ADA

parking lot, and a connecting sidewalk could be constructed until full funding for the pedestrian bridge could be obtained.

### **Budgetary Impact**

#### Short Term Solutions:

- Make the minimal corrections to the trail to make it ADA compliant – Approximately \$20,000
- Corrections to the trail grade and addition of four (4) resting areas – approximately \$100,000-\$125,000 (recommended by the group)

#### Mid Term Solutions:

- Shuttle Service – approximately \$20,000 for Wheelchair accessible golf cart.
- Phase 1 of the long term parking lot/pedestrian bridge concept – approximately 125,000-\$175,000 (recommended by the group)

#### Long Term Solutions:

- Construction of a parking lot and pedestrian bridge across John Warner Parkway – approximately \$2,000,000.

To construct this option in the next 5 years would require 100% funding from City/philanthropic sources. State/federal funding could be sought in the future and coordinated with their application and anticipated funding schedule. .

### **Attachments**

Working Group Solutions Spreadsheet and comments

Parking Graphic – Existing and Proposed





8	Convert Trail from Signal to Memorial to 5% grade	Trail exceeds 5% grade in 6 - 20' long areas ranging from 5.1% to 5.5%. When surveying each incline, 5% or less grade is attained. When surveying in 20' increments, 6 - 20' long sections exceed 5%. Per United States Access Board, where the running slope of a segment of a trail is steeper than 1:20 (5%), the maximum length of the segment shall be 200 feet (61 m). Existing trail approximately 505' in length down center.	N/A	Remove portions of trail to reallocate approximately 3" of height to attain 5% or less grade. Trail's configuration and length would be unchanged. Removing the 6 sections of trail, regrading and re-installing - approximately \$17,000 + contingency.	Recommended in conjunction with 4 flat resting areas contained within path (see below).
9	Add Resting Intervals within Trail - 60 inches long (minimum) with slopes not steeper than 1:48 in any direction (Public Rights-of-Way Accessibility Guidelines for pedestrian access routes)	Under Public Rights-of-Way Accessibility Guidelines for pedestrian access routes, for sections steeper than 5% but not steeper than 8.33%, resting intervals located every 200'. Same result is achieved with concrete pad to be installed with benches. If contained within trail, at least 2 resting areas would need to be added resulting in 10' longer path.	N/A	Would need to remove half of existing trail and regrade/lengthen 10' before repaving trail. Approximately \$50,000.	Recommended to double to 4 resting areas and attain 5% maximum grade (see above).
10	Add Resting Intervals within Trail - 60 inches long (minimum) with slopes not steeper than 1:48 in any direction (ramp definition of Public Rights-of-Way Accessibility Guidelines)	If using ramp definition of Public Rights-of-Way Accessibility Guidelines, ramp runs shall have a running slope between 5 percent minimum and 8.3 percent maximum. The rise for any ramp run shall be 760 mm (2.5 ft) maximum. At least 10 resting areas would need to be added resulting in 50' longer path.	N/A	Would need to remove entire existing trail/landscaping and regrade before repaving trail. Approximately \$180,000.	Not recommended. Per the Veterans, does not address 1) actually adds distance to walk from CARS parking lot; 2) grade of path is too steep; and 3) requires crossing 7 lanes of vehicular lanes at 3 signal controlled crossings.
11	Add Handrails to Trail from Signal to Memorial	Powdercoated black steel railing - Compatible with Bikes (54" high)	N/A	Using Interchange's Cost, @ \$208/LF, inside railing would be \$103,584 and outside railing would be \$105,872. Would recommend at least 20% increase to account for escalation, inefficiencies and contingencies.	Not recommended. Per the Veterans, does not address 1) long distance to walk from CARS parking lot; 2) grade of path is too steep; and 3) requires crossing 7 lanes of vehicular lanes at 3 signal controlled crossings.
12		Powdercoated black steel railing - Applicable to only Pedestrians (42" high)	N/A	Using Interchange's Cost, @ \$152/LF, inside railing would be \$75,696 and outside railing would be \$77,368. Would recommend at least 20% increase to account for escalation, inefficiencies and contingencies.	Not recommended. Per the Veterans, does not address 1) long distance to walk from CARS parking lot; 2) grade of path is too steep; and 3) requires crossing 7 lanes of vehicular lanes at 3 signal controlled crossings.
13	Add 2 handicapped parking spaces on 250WB on-ramp	On-ramp is located on National Highway System, Other Principal Arterial. On-ramp is widened to 21.5' for approximately 77' starting ~91' from John Warner Parkway - 3 possible handicapped spaces with removal of guardrail. 8' minimum width required for a parallel parking space leaves non-compliant 13.5' for one lane of ramp traffic (would need to widen to at least 16').	Issues of Concern - 1) Individuals exiting from driver side of vehicle conflicting unexpectedly with vehicles accelerating up on-ramp; 2) new trail, existing drop inlet and existing grade prevents creation of ADA-accessible unloading area and connection to trail to Memorial; 3) narrowed travel lane for larger vehicles that cannot continue on JWP and must turn onto 250; and 4) merging back onto on ramp with vehicles accelerating from intersection.		Not recommended due to safety concerns.
14	Add 2 handicapped parking spaces on SB John Warner Parkway (west side of JWP, north of 250)	Would need to be at least 410' back from the 250 WB ramps to avoid functional area of intersection (turning lanes) and existing drop inlet. A trail from the parking spaces would need to be constructed with a retaining wall due to existing topography - would be approximately 892' from top of Memorial. Saves 258' of walking and no travel lanes to cross as compared to existing parking lot by CARS. Veterans have requested City consider adding more spaces (8-12) with a parking lot 410' from 250 WB ramps and a trail linking parking lot to switchback (5% grade).	Parallel parking spaces are not being considered due to volume of traffic on JWP.		Not recommended due to safety concerns.
15	Add 2 handicapped parking spaces on NB John Warner Parkway (east side of JWP, north side of 250)	Entrance would need to be approximately 100' away from intersection of 250 WB ramps to avoid knoll. Would require one way road (12' wide) with 2 parallel, handicapped spaces and separate exit onto JWP. Approximately 740' of walking. Saves 410' of walking and requires crossing 3 lanes of traffic at one signal controlled crossing as compared to existing parking lot by CARS. Veterans have requested City consider adding more spaces and adjusting trail to create more parking spaces.	Parallel parking spaces are not being considered due to volume of traffic on JWP. With an entry point approximately 100' from the intersections, and an exit point approximately 175' from the intersection, this location is not ideal for stopping distance from the intersection.	Approximately \$127,500-255,000 to create 12' wide one-way street (112' long) with 2 parallel parking spaces	Not recommended due to safety concerns.

**Long-Term Options**

16	Add inclinator/escalator/elevator from 250/John Warner to Memorial	Brian Daly/Parks investigating.			Parks awaiting proposal to have consultant explore option. Option not recommended.
17	Reopen Wading Pool/Skate Park entrance & allow parking on asphalt lot	A barrier would need to be created to separate parking lot from new skate park and all spaces would need to be handicapped (or would need to be shared with skate park users).	Incident history for last 5 years does not show any incidents directly related to entrance, but does show collisions involving merging/weaving vehicles. Entrance has been closed for around 2 years due to construction - and use has been low due to closure of wading pool(2013) and gold course(2015). Issues of Concern - 1) No ability to create acceleration lane from vehicles exiting this access point (vehicles will need to start from a stopped condition and merge quickly into 35 mph traffic, 2) Possible to add ~270' of a deceleration lane to John Warner Parkway's 250WB on-ramp by removing bath house and building retaining wall directly next to skate park "bowl" which adds to concerns for increasing conflicts between merging and weaving traffic as well as new park facility.		Not recommended due to safety concerns.

18	Reopen Wading Pool/Skate Park entrance. Construct one way roadway to Memorial. Construct asphalt lot (minimum 8 regular, 4 handicapped spaces). Create one way roadway from lot to exit off of John Warner Parkway.	A barrier would need to be created to separate parking lot from new skate park.	Incident history for last 5 years does not show any incidents directly related to entrance, but does show collisions involving merging/weaving vehicles. Entrance has been closed for around 2 years due to construction - and use has been low due to closure of wading pool(2013) and gold course(2015). Issues of Concern - 1) Possible to add ~270' of a deceleration lane to John Warner Parkway's 250WB on-ramp by removing bath house and building retaining wall directly next to skate park "bowl" which adds to concerns for increasing conflicts between mearing and weaving traffic as well as new park facility; 2)Exiting onto JWP is complicated by existing topography and required sight distance.	1050' long, 14' wide roadway from Skate Park to Memorial + 120'x45' parking lot with retaining walls + 400' long, 14' wide road from parking lot to JWP. Demolition of existing bath house & construction of a new 50' x 25' bathroom facility. \$1.5 million as a conservative estimate.	Not recommended due to safety concerns.
18a	Access road off of on-ramp instead of at skate park.		Traffic Engineering sees this as a less than ideal situation creating a spot for people to turn right into the park as others are trying to accelerate toward the Bypass.		Not recommended due to safety concerns.
19	Replace existing trail up hill to Memorial with a vehicular roadway & asphalt lot (minimum 8 regular, 4 handicapped spaces).	Vehicular roadway must be a minimum of 24' wide. Would add 5th leg to intersection reducing signal's efficiency by 20%. Would conflict with existing signal pole and create issue of how to signalize 5th leg with confusing other drivers. This would eliminate ADA accessible trail to Memorial - would need to drive to visit. This type of connection would not be allowed by FHWA onto an interstate. Although 250 is not an interstate, traffic engineering does not feel that it is appropriate connection. If it is decided to go with this option, a deceleration lane should also be installed along 250.	Adding a 5th vehicular leg to this intersection would dramatically reduce the capacity and lead to longer traffic back-ups. This is not a recommended option.	Alternate idea is to add entrance/exit off the ramp, creating 24' wide roadway across trail with parking lot. Approximately \$340,000.	Not recommended due to safety concerns.
20	Parking Deck on East side of John Warner Parkway with Pedestrian Bridge to Memorial	Per AASHTO, vertical clearance should provide 16' vertical clearance over minor arterial roadway (14' exception allowed if alternate route provides 16' clearance) + 1' additional for ped overpasses + allowance for future resurfacing - assuming 17.5' clearance which sets down approximately at switchback of existing trail. Bridge Estimate includes - grading, 180' long bridge between switchback of existing trail & parking deck raising 8' over existing grade, 440' of trail connection to switchback & connecting trail east of JWP to parking deck, 4% inflation with a CN date of 2026. Approximately 415' of walking starting at far end of bridge. Saves 735' of walking and no travel lanes to cross as compared to existing parking lot by CARS.	N/A	Using Dairy road pedestrian bridge project as comparison -\$1.5 million as a conservative estimate. 35 space parking lot = \$175,000 assuming \$5,000/space. 35 space parking deck = \$962,500 assuming \$27,500/space.	Recommended to be built in 2 phases. 1) Build parking lot & sidewalk in the intermediate future. 2) Build pedestrian bridge once funding becomes available.

**Beyond the Box Options**

21	Relocation of Memorial	Relocation of the Memorial to highly visible, flatter location - with possibility to share or establish parking with another facility/use. Possible location - SW corner of JWP/Melbourne in McIntire Park East, on 250WB within McIntire Park West, on 250WB between Meadowbrook & St. Annes.	N/A	Design plans already developed. \$250,000 in estimated construction costs (assuming placement on City ROW). Original Memorial consisted of a flagpole, 2 granite slabs with engraving surrounded by flagstone pavers and cobblestone. The Interchange project, with consultation with Veterans, reoriented the original granite slabs & flagpole 180 degrees at the same location and raised it 12 feet. Additions include parapet retaining wall with new signage, concrete plaza, raised dais, dedication stone, seat wall & POW flagpole.	Not recommended over concern Memorial would lose historic significance (considered the first Memorial erected during/for Vietnam War).
22	Establish 2nd location to replace/supplement access to original Memorial	Erect kiosks, signage, etc. for citizens unable to visit Memorial located in a more accessible location. (Veterans to provide more details?). A "substitute experience" does not comply with ADA.	N/A	Veterans estimate roughly \$500,000 budget.	Not recommended.



**Dogwood Vietnam Veterans Memorial**

**Proposed Parking**

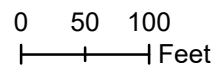
**Existing Parking**

The geographic data layers produced by the City of Charlottesville are provided as a public resource. The City makes no warranties, expressed or implied, concerning the accuracy, completeness or suitability of this data, and it should not be construed or used as a legal description. The information displayed is a compilation of records, information, and data obtained from various sources, and the City is not responsible for its accuracy or how current it may be. Every reasonable effort is made to ensure the accuracy and completeness of the data. Pursuant to Section 54.1-402 of the Code of Virginia, any determination of topography or contours, or any depiction of physical improvements, property lines or boundaries is for general information only and shall not be used for the design, modification or construction of improvements to real property or for flood plain determination.

# Dogwood Vietnam Veterans Memorial Proposed Parking



Proposed Sidewalk



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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 18, 2019
<b>Action Requested:</b>	Hear Report
<b>Presenter:</b>	Grant Duffield, Executive Director Charlottesville Redevelopment and Housing Authority (CRHA)
<b>Staff Contacts:</b>	Dr. Tarron Richardson, City Manager
<b>Title:</b>	<b>CRHA activities – update report</b>

**Background:**

Given the substantial level of City investment in the activities of the Charlottesville Redevelopment and Housing Authority, CRHA Executive Director Grant Duffield will be appearing before Council to provide a number of CRHA-related updates, including:

- Progress report on CRHA’s resident-led public housing redevelopment initiative
- Section 3 and Financial Opportunity programming for residents
- Charlottesville Supplemental Rental Assistance Program (CSRAP)
- Crossings II – criteria for determining support
- CRHA leadership transition

**Discussion:**

CRHA will be providing an update on various activities, especially pursuant to funding provided by the City, to support housing and redevelopment activities for housing some of our most vulnerable families. Representatives of PHAR (the Public Housing Association of Residents), which works closely with CRHA on redevelopment and other matters, will also be in attendance and available to answer any questions that Council may have.

**Alignment with City Council’s Vision and Strategic Plan:**

Since activities of CRHA serves to provide assistance with housing some of our most vulnerable families, this discussion supports City Council’s visions of Quality Housing Opportunities for All; Community of Mutual Respect; and Smart, Citizen-Focused Government; and aligns directly with Strategic Plan Goal 1.3: Increase affordable housing options.

**Community Engagement:**

N/A

**Budgetary Impact:**

N/A

**Recommendation:**

Hear report.

**Alternatives:**

N/A

**Attachments:**

N/A

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CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA



Agenda Date:	November 18, 2019
Action Required:	None - Informational
Presenter:	Christine Gough, Social Services Advisory Board Chair
Staff Contacts:	Diane Kuknyo, Director of the Department of Social Services
<b>Title:</b>	<b>Social Services Advisory Board Annual Report to City Council</b>

**Background:**

The City of Charlottesville Code Section 25-1(b) (4) requires that the Social Services Advisory Board make an annual report to City Council.

**Discussion:**

This report highlights the various programs administered by the Department of Social Services and also touches briefly on some upcoming challenges and opportunities.

**Alignment with Council's Vision and Strategic Plan:**

The following City Council strategic plan goals align with the Department of Social Services:

**Goal 1: An inclusive community of self-sufficient residents**

**Goal 2: A healthy and safe city**

**Goal 5: A well-managed and responsive organization**

**Community Engagement:**

The Department of Social Services' Advisory Board consists of one City Councilor and eight community members appointed by City Council. Monthly meetings are open to the public. Meeting notices are posted on the Department of Social Services' web page and are also posted on the informational bulletin boards in City Hall and City Hall Annex.

**Budgetary Impact:**

N/A – This is an informational report

**Recommendation:**

N/A – This is an informational report

**Alternatives:**

N/A – The annual report is mandated by the City of Charlottesville Code

**Attachments:**

1. Social Services Advisory Board 2019 Annual Report - PDF
2. PowerPoint Presentation

# **Charlottesville Department of Social Services Advisory Board**

## **ANNUAL REPORT TO CITY COUNCIL November 2019**

The Social Services Advisory Board is pleased to present its 2019 Annual Report to City Council. We appreciate Council's support for the Charlottesville Department of Social Services' mission to join with the community in providing social services that meet essential needs, promote self-sufficiency, and enhance the quality of life for all residents.

### **City of Charlottesville's Vision**

To be one community filled with opportunity

### **City of Charlottesville's Mission**

We provide services that promote equity and an excellent quality of life in our community

### **City's Strategic Plan Goals that Align with Social Services**

- Goal 1. An inclusive community of self-sufficient residents
- Goal 2. A healthy and safe city
- Goal 5. A well-managed and responsive organization



The Department of Social Services administers Benefits Programs and Family Services for the citizens of Charlottesville.

Federal and state mandated **Benefits Programs** help low income families and individuals meet basic needs for food, shelter, and medical care.

Major programs include but are not limited to:

- Supplemental Nutrition Assistance Program (SNAP)
- Medicaid
- Temporary Assistance for Needy Families (TANF)
- Virginia Initiative for Education and Work (VIEW)
- Child Care Assistance

**Family Services Programs** provide case management services through federal and state mandated programs.

Major programs include but are not limited to:

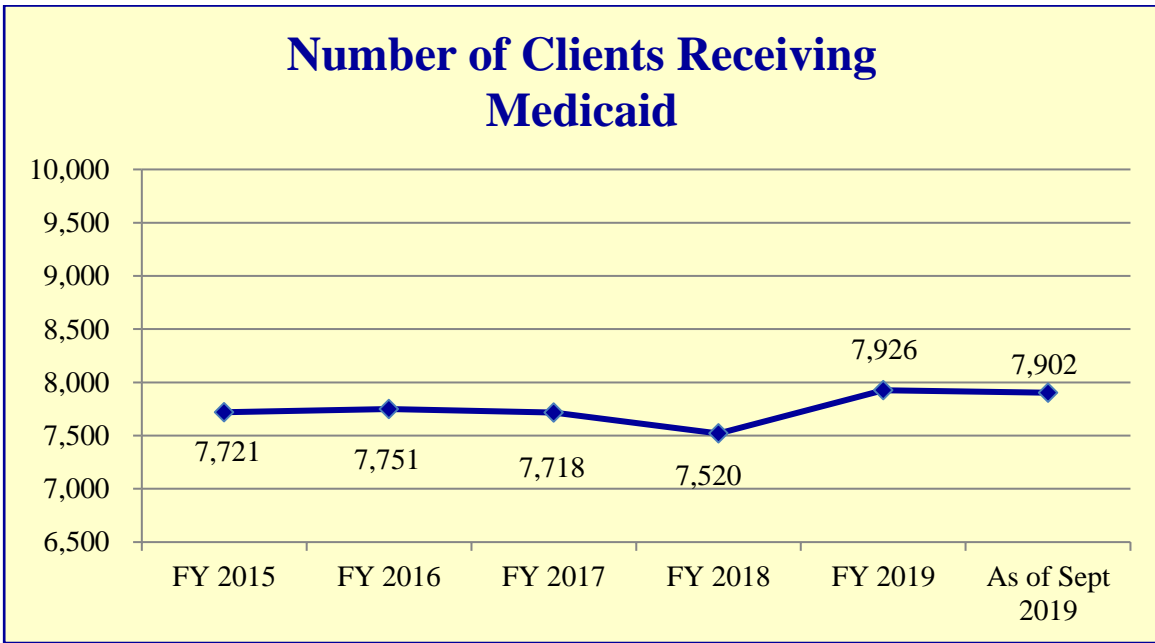
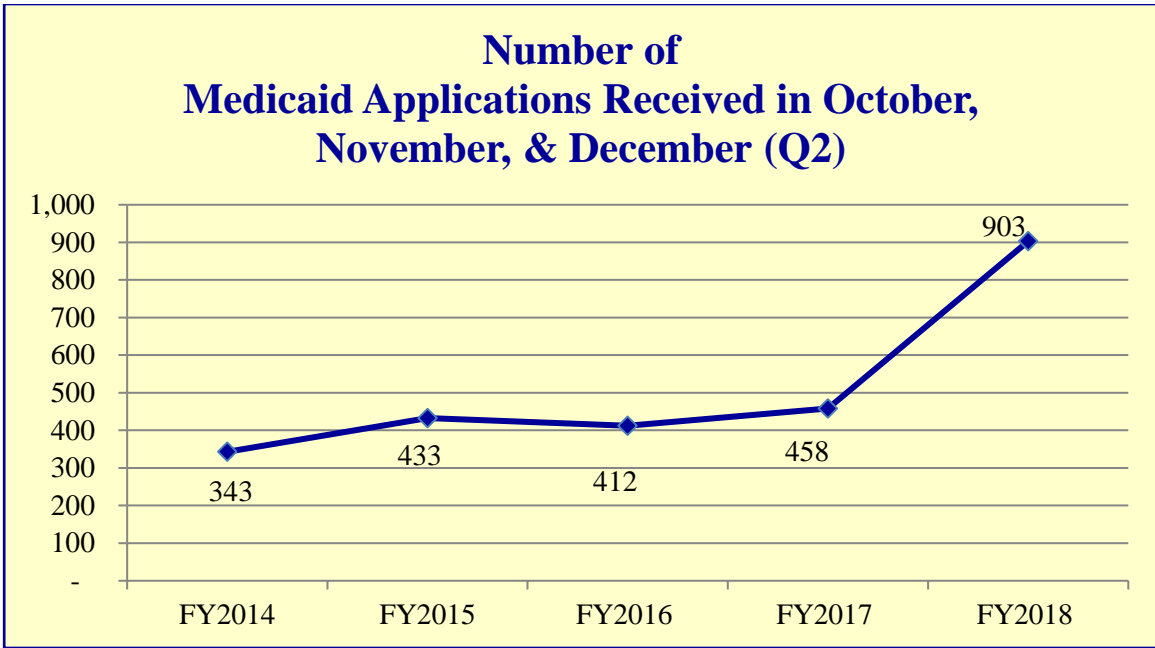
- Child Protective Services (CPS)
- Foster Care Prevention
- Foster Care
- Adoption
- Fostering Futures
- Adult Protective Services (APS)

**In this year's report the Advisory Board chose to focus on Medicaid Expansion, the Joint Legislative Audit and Review Commission (JLARC) report, the University of Virginia's Charlottesville child welfare studies, and the Department's ongoing cultural humility training.**

## **Medicaid Expansion**

After one year of Medicaid Expansion and working with Community Partners, the Department's annual Medicaid enrollment increased from 1,052 to 1,727 families and individuals being served. Many vulnerable populations now have health insurance and health care options through various Managed Care Programs. A few of these clients needed medically complex care such as in-home care (Community Base Care, CBC) and Nursing Home care (Long Term Care, LTC) and have now become eligible for Medicaid covered services until they are 65 or become Medicare eligible.

The agency has faced some challenges during this period. There has been a 50% increase in ongoing Medicaid renewal work. However, the positive results in our community far outweigh the increase in work. Many homeless are now receiving medical support such as prescription coverage and cancer screenings. An individual who had lived in a tent with medically complex issues is now housed and receiving needed medical care. Medicaid for Adults has also helped under-employed families who are now eligible for medical coverage. This coverage has no enrollment costs or monthly premiums for individuals between the ages of 19-64 who meet the eligibility qualification, and are within the income guidelines. For many in our community, this is the first time they have had comprehensive health care coverage.



**Challenges:**

- All enrollments under fast track will be due for renewal starting October 2019. Clients will need to complete a paper or online renewal form for continued coverage.
- The backlog of applications from the Federally Facilitated Marketplace (FFM) or Cover VA sent to localities are coming due or are overdue.
- Duplicate and incorrectly enrolled cases into Medicaid through automation (FFM) will need to be corrected at renewal, which may end as a closure to coverage.

## Joint Legislative Audit and Review Commission Report

In 2017, the Joint Legislative Audit and Review Commission (JLARC) directed staff to study the foster care and adoption services delivered by Virginia’s local departments of social services and supervised by the Virginia Department of Social Services.

As part of the study, JLARC staff came to the Charlottesville Department of Social Services (CDSS) to discuss how the agency achieves the high percentages of foster care children placed in foster families, the high percentage in kinship placements, and the low percentage in congregate care placements (group homes or residential facilities).

The JLARC December 2018 report to the Governor and the General Assembly of Virginia noted the following:

- “As of March 2018, Charlottesville placed 33% of children in foster care with relatives, compared to 6% statewide.”
- “Charlottesville and Hampton cities attribute their low use of congregate care to their focus on recruiting foster families that meet the individual needs of children in their care.”

The complete JLARC study can be found at <http://jlarc.virginia.gov/2018-foster-care.asp>

### **Charlottesville’s updates for placements of children in foster care as of October 10, 2019:**

- 36% of children in foster care live in “kinship homes” with relatives.
- 14% of children in foster care live in “non-blood related fictive kin homes.”
- 45% of children in foster care live in non-relative foster families.
- 5% of children in foster care live in congregate care facilities.

## University of Virginia's Charlottesville Child Welfare Studies

Two research studies have been completed in partnership with the Virginia Department of Social Services and The Public Interest Data Lab, a project of the University of Virginia Library, the Frank Batten School of Leadership and Public Policy, and the Community Policy, Analytics, and Strategy Lab. The research focused on racial disproportionality (overrepresentation of racial groups in the child welfare system relative to their presence in the population), and racial disparity (differences in outcomes for some racial groups compared to others) at multiple states of interaction with the child welfare system. The research is limited by the relatively small number of child welfare-involved children in Charlottesville. In some cases, statistical modeling was used to determine outcomes. It is also important to note that race is generally a subjective determination which is especially important to consider when reviewing the findings concerning multiracial children.

### **Study 1: Child Protective Services**

This study assessed Charlottesville’s child welfare caseload for evidence of racial disproportionality and racial disparity. Using administrative data on children reported to Child Protective Services from July 1, 2014, to June 30, 2017, the research examined referrals and new clients, post-referral decisions, and foster care outcomes by race.

**Findings:**

- Black and multiracial children were referred to CPS at twice the rate of their population percentage.
- Family poverty is concentrated among black families.
- Census tracts with the highest CPS referral rates also have the highest poverty rates and percent of black residents.
- Multi-racial and black children are more likely to be referred to the investigation rather than the assessment track.
- Black children experience more placement transitions than white children do.
- White children have a higher likelihood of reunification with family than black children.
- Black children are more likely than their white counterparts to be initially placed in foster care and less likely to be placed in kinship care.
- There are no discernible differences by race in whether child protective services cases were substantiated and at what level.
- There are no discernible differences in overall time in foster care between black and white children.

**Study 2: Foster Care**

This study focused on child welfare-involved children from January 1, 2015, to December 21, 2017. The research examined the children referred from initial report to exit from the system and focused especially on foster care outcomes.

**Findings:**

- Black and multiracial children have a greater frequency of referral to child welfare than do white children.
- Multiracial children have a higher probability of entering foster care than do black or white children. The most common reasons children enter foster care are neglect, parental drug use, and inadequate housing. Inadequate housing is more likely to be cited as a reason in cases involving multiracial children. Parental drug use is slightly more likely to be cited as a reason in cases involving white children.
- Most children in foster care are in a foster family environment, and one-third are in kinship care. Multiracial children are more likely to be in non-relative foster care compared to black and white children.
- There is no evidence of racial differences in the overall time children spend in foster care.
- Among children who exited foster care during the study period, half were reunified with their families. The rate of reunification was higher among white children. Black children were more likely to be adopted relative to white or multiracial children.

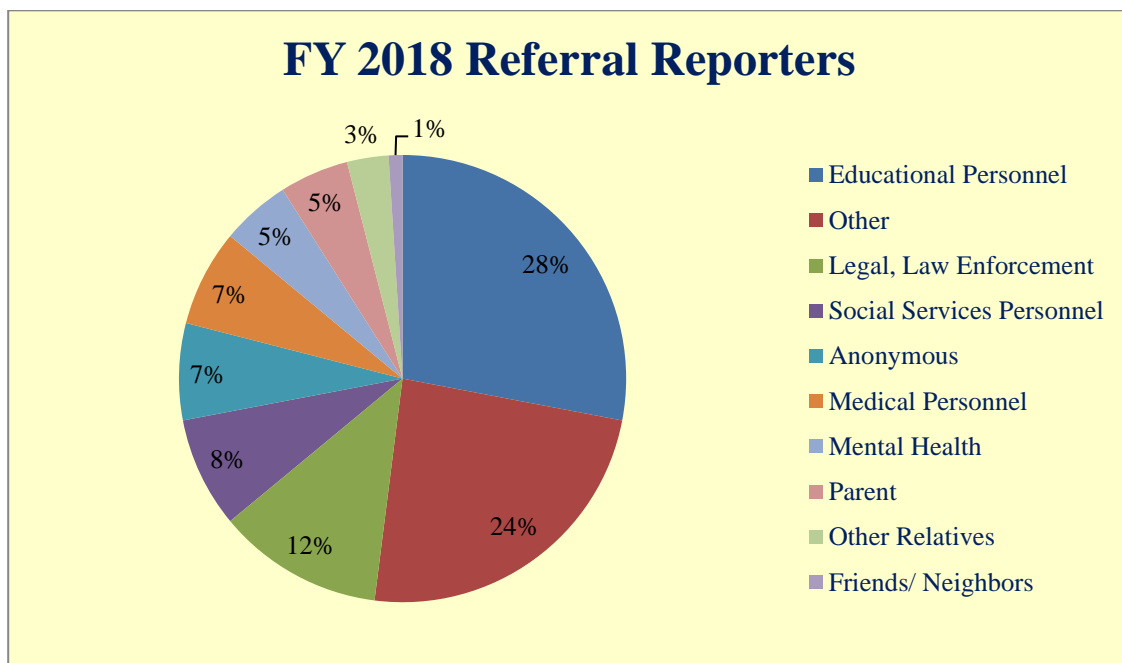
**Department responses to the studies:**

- Provide training for staff and community partners on implicit bias, cultural humility, behaviorally descriptive language, institutional racism, strategies to have conversations about race and privilege and the history of race and racism in Charlottesville.
- Report program outcomes by race.
- Improve collaboration between the employment services team and child welfare teams to support household income and asset growth.
- Establish a method for “blind” referral assignment in child protective services.
- Use family finding strategies to increase participation in the CPS case to build family supports.
- Create/take advantage of opportunities to build relationships in the community.

- Continue to study family economic and social conditions in child welfare outcomes, and on the racial disparity in those outcomes.
  - What accounts for referral disproportionality?
  - What accounts for the higher rates of investigation among cases involving multiracial or Black children?
  - What does multiracialism mean in this community?
  - Is the way race is captured in the data valid?
- Added questions about implicit bias and cultural humility to employment interviews.

### Child Protective Services Referrals:

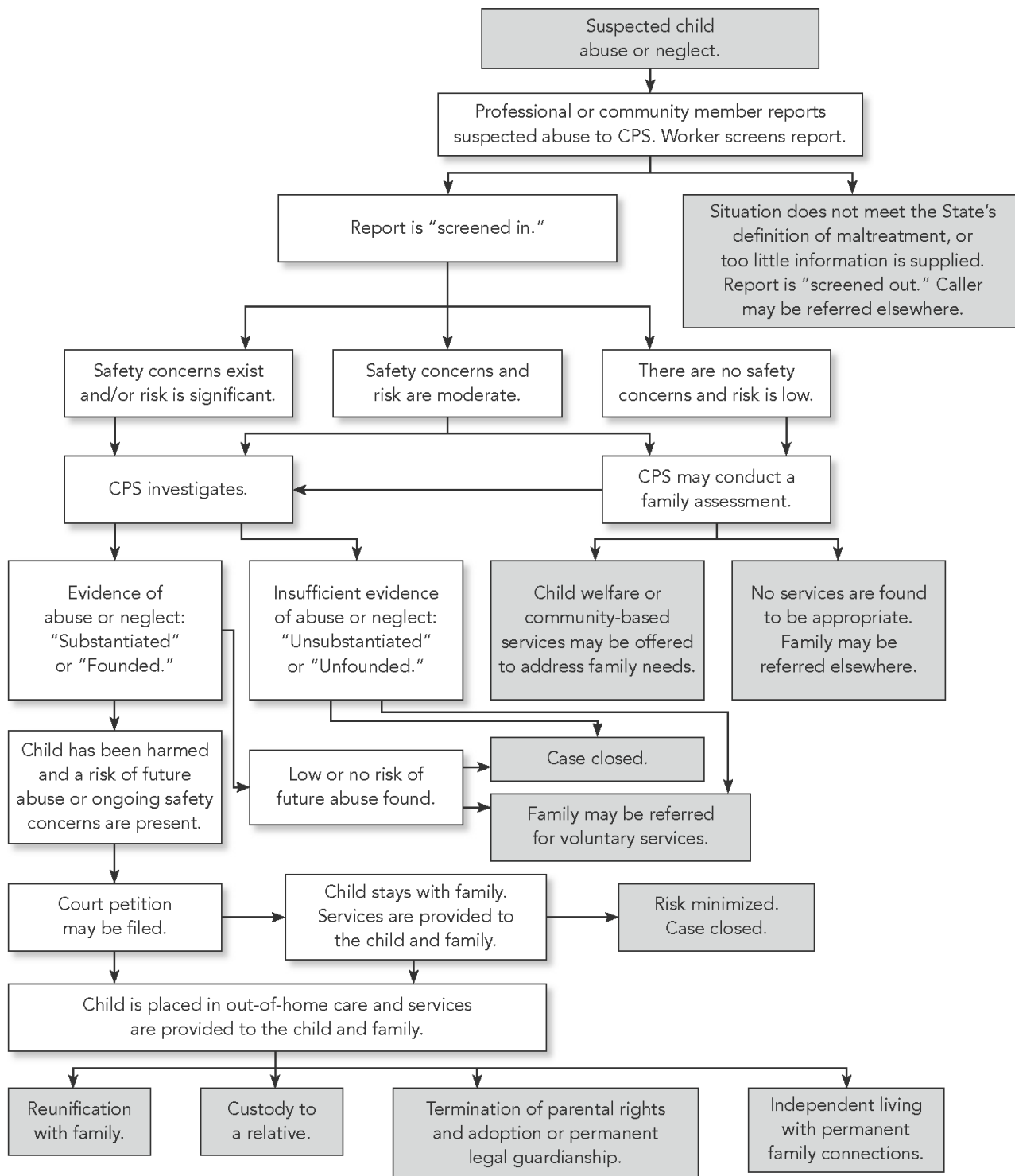
CPS referrals come from a variety of sources. Anyone can report suspected child abuse or neglect to a local department of social services or to the State Abuse and Neglect Hotline. For fiscal year 2018, referral reporters to the department were categorized as:



The other referral reporter category includes child advocates, clergy, foster parents, government agency employees, and landlords.

Many states, including Virginia, implement a Differential Response System, meaning if a Child Protective Services (CPS) report is accepted, families may be assigned for assessment or for investigation. Assessment is intended to engage the family and the family's support network, identify family needs, and generate services to meet those needs without seeking to substantiate maltreatment. Investigations seek to determine if abuse or neglect was likely to have occurred and may lead to service provision and/or removal of a child from the home.

The following flowchart is used:





## **Cultural Humility Training for all Department Staff**

Effective July 1, 2019, social services employees are asked to complete a minimum of 12 hours of cultural humility awareness/training. The following statement was sent to all current employees and was added to the training materials for new staff:

### **Charlottesville Department of Social Services Commitment to Cultural Humility**

The Charlottesville Department of Social Services is committed to cultural humility. We believe that individuals and families are experts on their own culture and background. We engage with each other and with the community we serve with a core belief that we learn from each other and commit to the organizational values of respect, excellence, creativity, trust, and leadership.

We believe in an equitable and inclusive workplace culture where every employee experiences trust and respect, is treated with dignity, and feels engaged and confident to perform well. We have a shared commitment to develop our cultural humility through training, development, coaching, and mentoring.

Cultural humility is an ongoing development process that includes an acquired understanding of the patterns and potential dynamics of specific groups and cultures, including our own. It is the understanding of how culture (the values, beliefs, attitudes and traditions acquired from affiliate groups) as well as personal circumstances, conditions, nature and experiences influence our own and other people's thinking and behaviors.

One demonstration of this commitment is the requirement, effective July 1, 2019, for each employee to complete **12 hours** of personal/professional development activities related to cultural humility annually.

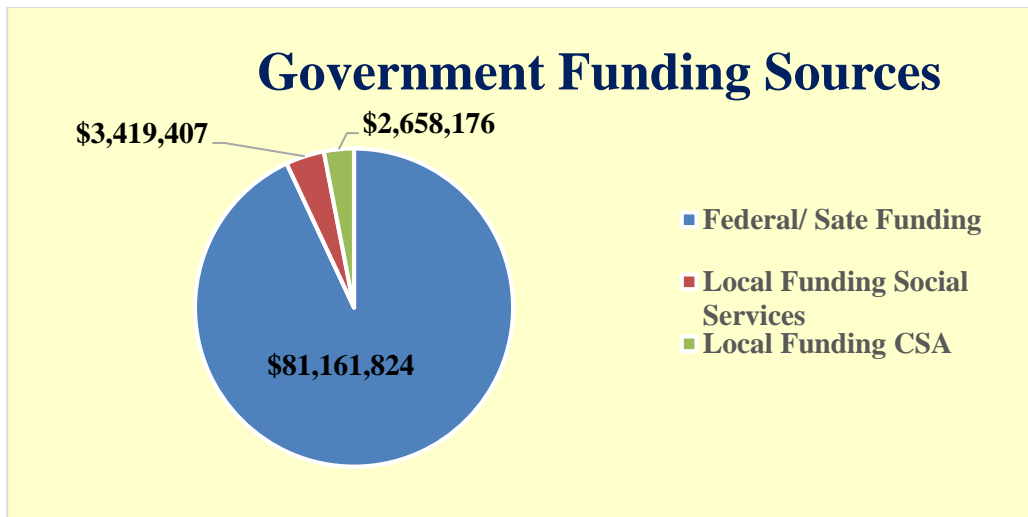
The advisory board strongly supports this ongoing professional development for department staff.

## Economic Impact

### Economic Impact - \$87,239,406

**Total Federal and State Funding for Fiscal Year 2018 = \$81,161,824.** Many of these funds were spent on rent, utilities, payments to medical providers and hospitals, purchases at grocery stores and gas stations, and purchases of clothing and school supplies, thereby increasing the economic impact to the community as the funds recycled through the local economy. The matching local costs for fiscal year 2018 totaled **\$3,419,407** for Social Services and **\$2,658,176** for the Children’s Services Act (CSA).

- **\$57,280,299** in Medicaid and Family Access to Medical Insurance Security (FAMIS) payments to providers
- **\$5,392,031** in the Supplemental Nutrition Assistance Program (SNAP)
- **\$7,010,379** in Children’s Services Act (CSA) payments to providers<sup>1</sup>
- **\$5,321,951** in Staff, Administrative, and Operations costs
- **\$2,029,251** in Adoption Assistance payments to adoptive parents
- **\$1,508,511** in Title IV-E Foster Care payments to providers
- **\$767,043** in Child Care payments to providers
- **\$839,208** in Temporary Assistance to Needy Families (TANF)
- **\$104,181** in Fostering Futures Foster Care Assistance
- **\$279,367** in Low-Income Home Energy Assistance Program (LIHEAP)
- **\$166,190** in Auxiliary Grant payments to providers
- **\$177,856** Other Purchased Services for clients
- **\$123,372** in Central Service Cost Allocation<sup>2</sup>
- **\$120,594** in Virginia Initiative for Education and Work (VIEW)
- **\$24,634** in Independent Living Services
- **\$10,827** in Refugee Assistance
- **\$6,131** in General Relief



<sup>1</sup> The Children’s Services Act (CSA) enacted in 1993 established a single State pool of funds to purchase services for at-risk youth and their families. Charlottesville Social Services coordinates administration and financial services for the CSA collaborative interagency team of Social Services, City Schools, Region Ten and the Court Services Unit.

<sup>2</sup> Federal reimbursement for services from other city departments including, but not limited to: City Manager, City Attorney, Human Resources, Facilities Management, City Finance, City Treasurer and Purchasing.

Respectfully submitted by Charlottesville Department of Social Services Advisory Board Members:

- Christine Gough, Chair
- Kathryn May Gallanosa, Vice Chair
- Lisa Brown
- Rebekah Menning
- Janet Morrow
- L.D. Perry
- Cathee Johnson Phillips
- Mike Signer, City Council
- Judith Zeitler

# Charlottesville Department of Social Services Advisory Board

Annual Report to City Council  
November 2019

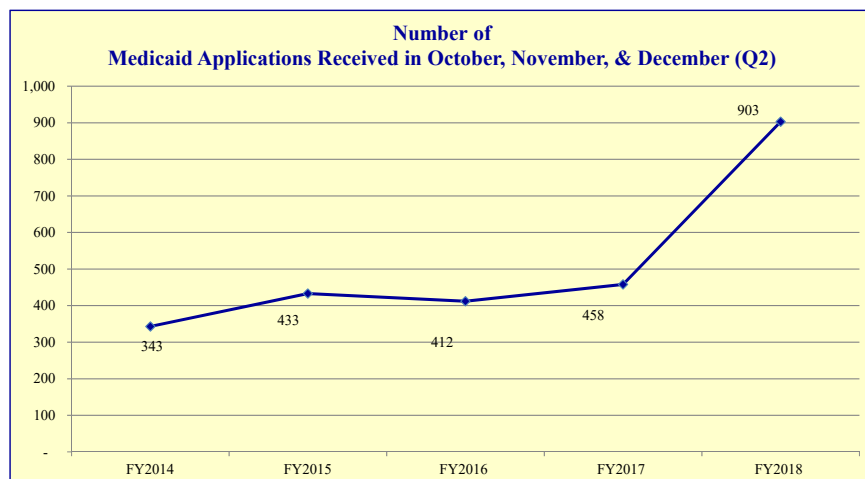


## Programs



- Child Care Assistance
- Temporary Assistance to Needy Families (TANF)
- Medicaid
- Adult Protective Services (APS)
- Child Protective Services (CPS)
- Family Engagement
- Adoption
- Supplemental Nutrition Assistance Programs (SNAP)
- Virginia Initiative for Education and Work (VIEW)
- Family Access to Medical Insurance Security (FAMIS)
- Adult Services
- Foster Care Prevention
- Foster Care
- Fostering Futures

## Medicaid Expansion



## Medicaid Expansion



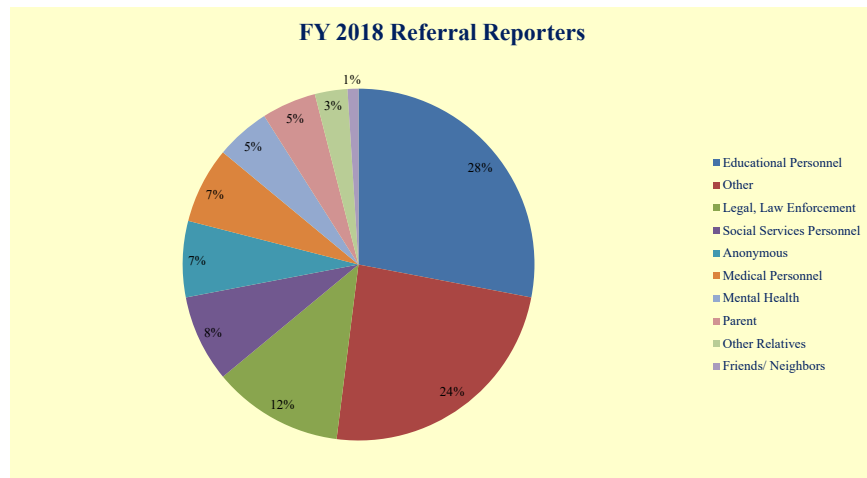
For more information about Medicaid and how to apply, please visit <https://commonhelp.virginia.gov/>

## CDSS Highlighted in Joint Legislative Audit and Review Commission Report



**As of March 2018, Charlottesville placed 33% of children in foster care with relatives, compared to 6% statewide**

## University of Virginia's Studies on Charlottesville Child Welfare



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- There are no discernible differences in overall time in foster care between black and white children.
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## University of Virginia's Studies on Charlottesville Child Welfare

### **Department responses to the studies:**

- Provide training for staff and community partners on implicit bias, cultural humility, behaviorally descriptive language, institutional racism, strategies to have conversations about race and privilege and the history of race and racism in Charlottesville.
- Improve collaboration between the employment services team and child welfare teams to support household income and asset growth.
- Establish a method for “blind” referral assignment in child protective services.
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## Cultural Humility Training



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## Questions or Comments?





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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	November 18, 2019
Action Requested:	Hear Report
Presenter:	Monica Webb, TING
Staff Contacts:	Dr. Tarron Richardson, City Manager Grant Duffield, Executive Director, Charlottesville Redevelopment and Housing Authority (CRHA)
<b>Title:</b>	<b>TING internet update for public housing</b>

**Background:**

On June 14, 2018, City Council approved funding in the amount of \$150,000 to provide funding for improvements planned to be made by CRHA to its public housing units, specifically: wiring and other facilities for access to high speed broadband internet services within every public housing unit citywide (the “Project”).

**Discussion:**

City Council will hear an update on the status of this Project.

**Alignment with City Council’s Vision and Strategic Plan:**

This discussion aligns with the City’s goal to have a community of self-sufficient residents and will assist in the objectives to give public housing residents the necessary tools for school and job success, and financial independence, and will address issues around race and equity so that no one “misses out” because they cannot afford internet access.

**Community Engagement:**

N/A

**Budgetary Impact:**

N/A

**Recommendation:**

Hear report.

**Alternatives:**

N/A

**Attachments:**

N/A

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



Agenda Date:	November 18, 2019
Action Required:	None
Presenter:	Jordy Yager, Digital Humanities Fellow, Jefferson School African American Heritage Center
Staff Contacts:	n/a
<b>Title:</b>	<b>The Mapping Cville project</b>

**Background:**

Jordy Yager will provide an overview of the the Mapping Cville project’s mission, scope, and goals. He will also outline the project’s activities over the last year, as well as potential policy implications for City Council going forward and details about a new way for the public to get involved with the project.

**Discussion:**

The Mapping Cville project was launched in 2018 by local journalist Jordy Yager, the Digital Humanities Fellow at the Jefferson School African American Heritage Center, with initial grant funding from the Charlottesville Area Community Foundation’s Heal Charlottesville Fund. The project’s main goals are to investigate (a) the legal and structural decisions that have shaped our city’s housing and infrastructure history, and (b) the lasting impacts these decisions have made on life outcomes for residents. The project will offer critical insights into the origins and mechanisms of discrimination that have created and perpetuated racial disparities in the City’s ability to create safe, healthy, structurally-responsive, economically-thriving, and community-responsive outcomes for all residents.

**Alignment with City Council’s Vision and Strategic Plan:**

The Mapping Cville project aligns with all 5 of the City’s goals as adopted in its Strategic Plan FY 2018-2020 and all 9 of the tenets in the Charlottesville City Council Vision 2025.

**Community Engagement:**

Community engagement is ongoing, with the next public event scheduled for Saturday, November 23, 2019 from 10am-4pm at the Jefferson School African American Heritage Center.

**Budgetary Impact:**

This report has no impact on the General Fund.

**Recommendation:**

Report only.

**Alternatives:**

n/a

**Attachments:**

None. PowerPoint presentation to be given at City Council meeting.

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# Thomas Jefferson Health District

Annual Report  
Fiscal Year 2019







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## WHO WE ARE

The Thomas Jefferson Health District (TJHD) is one of thirty-five health districts under the Virginia Department of Health. We are comprised of six health departments that serve the counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson, along with the city of Charlottesville. Our local health departments provide numerous public health services to over 250,000 residents.



## OUR MISSION

To protect and promote the health and well-being of all Virginians

## OUR VISION

Healthy people living in healthy communities

## TJHD LOCATIONS

### CHARLOTTESVILLE/ALBEMARLE

#### HEALTH DEPARTMENT

1138 Rose Hill Drive  
Charlottesville, VA 22903  
(434) 972-6200

### FLUVANNA COUNTY HEALTH DEPARTMENT

132 Main Street  
Palmyra, VA 22963  
(434) 591-1960

### GREENE COUNTY HEALTH DEPARTMENT

50 Stanard Street  
Stanardsville, VA 22973  
(434) 985-2262

### LOUISA COUNTY HEALTH DEPARTMENT

Health Clinic Services  
540 Industrial Drive  
Louisa, VA 23093  
(540) 967-3703

Environmental Health  
1 Woolfolk Avenue  
Louisa, VA 23093  
(540) 967-3707

### NELSON COUNTY HEALTH DEPARTMENT

4038 Thomas Nelson Highway  
Arrington, VA 22922  
(434) 263-8315

## LETTER FROM THE DIRECTOR:



Fiscal year 2019 (July 1, 2018 to June 30, 2019) found the health district adopting a new role. The Thomas Jefferson Health District (TJHD)—serving the City of Charlottesville, and Albemarle, Fluvanna, Greene, Louisa, and Nelson counties—is one of 20 health departments from across the country selected to participate in the *Kresge Foundation Emerging Leaders in Public Health Initiative*. As part of the program, we participated in education and growth opportunities focused on adopting a new role to accelerate health equity in our community. Our journey corresponded with MAPP2Health’s focus on health equity and with many other activities across our community. In adopting this new role, we spent the year focusing on how to achieve this transformation. Our next steps are to take a close look at our internal processes and staff training.

Equity starts with the fundamentals of public health: clean water and safe food. Our Environmental Health Division works diligently to assure all citizens of our district of these fundamentals. Despite being short staffed and hampered with a major overhaul of the state reporting system, our experts in food safety and onsite water and sewer system tackled a variety of issues with dedication and professionalism. Their hard work allows us to work with our many community partners to tackle broader issues influencing health equity.

I am proud of the Thomas Jefferson Health District’s accomplishments this past year and am pleased to present the Annual Report for fiscal year 2019 (FY19). Read on for more stories about TJHD and our journey to better health.

Wishing you good health this year,

Denise Bonds, MD, MPH  
Director, Thomas Jefferson Health District  
Virginia Department of Health



Virginia Secretary of Health and Human Resources, Daniel Carey, MD, visited the Charlottesville/Albemarle Health Department in the fall of 2018.

# ESSENTIAL SERVICE 1 - MONITOR HEALTH STATUS TO IDENTIFY AND SOLVE COMMUNITY HEALTH PROBLEMS

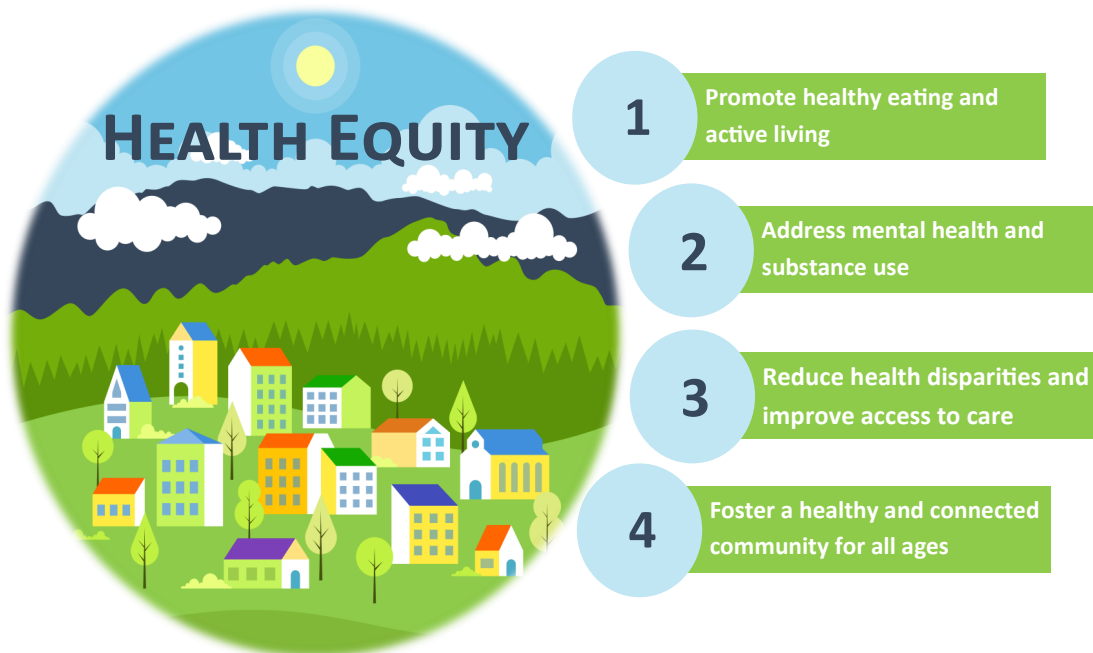
## MAPP2Health:

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic framework for organizations, coalitions, and residents to work together for action and sustainable change toward improved health and well-being for all. Since 2007, organizations and residents of Planning District 10, also known as TJHD, have used the MAPP framework to assess community health across the district in the City of Charlottesville and counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson. This process is known locally as MAPP2Health or MAPP.

Representatives from 146 agencies, departments, communities, and community coalitions participated in the 2019 MAPP2Health process.

Through a series of meetings across the district, participants learned about health equity, reviewed data, and discussed community health priorities. Councils and organizations within each locality had the opportunity to apply for a MAPP-specific grant to move forward implementation projects designed to address one or more of the MAPP priorities.

The recently released *2019 MAPP2Health Report* contains an overview of the communities making up the planning district, cultural and community assets, best practice recommendations, and community health assessment data organized by MAPP2Health priority. To download a copy, visit [www.vdh.virginia.gov/thomas-jefferson/plan-mapp2health/](http://www.vdh.virginia.gov/thomas-jefferson/plan-mapp2health/)

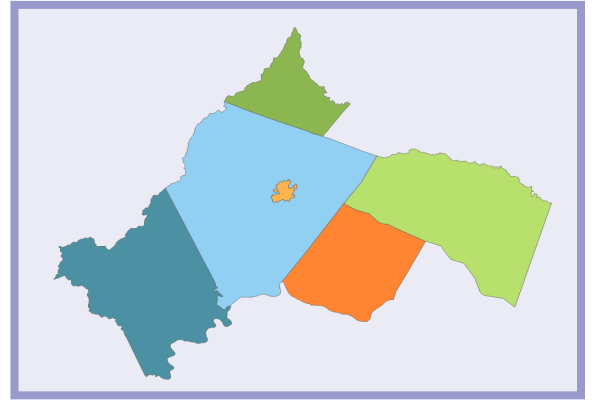


MAPP VISION: TOGETHER WE WILL ACHIEVE EQUITABLE ACCESS TO RESOURCES FOR A HEALTHY, SAFE COMMUNITY.

## MAPP2HEALTH PUBLIC DATA ON TABLEAU:

TJHD partnered with MAPP Core Group to host a Tableau Public page that shares data dashboards related to MAPP2Health priority areas and other public health topics. These dashboards use interactive maps, charts, and tables to make data more approachable than a standard spreadsheet. The MAPP2Health Tableau Public page can be found at:

<https://public.tableau.com/profile/thomas.jefferson.health.district#!/>



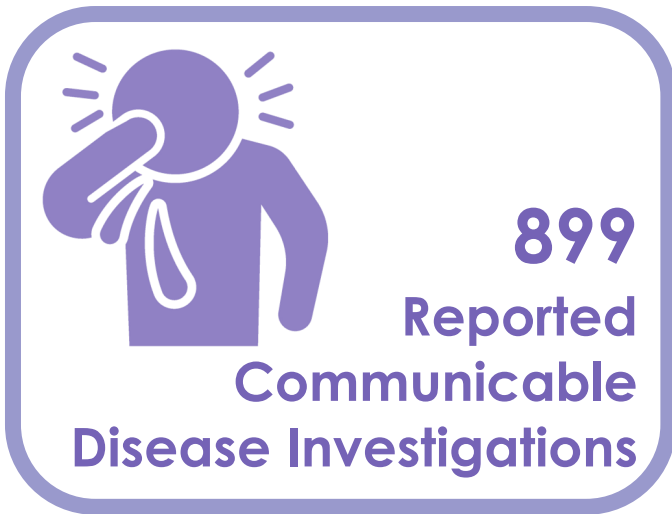
## OPIOID ADDICTION EPIDEMIC AND TJHD RESPONSE:

Virginia State Health Commissioner, Dr. Norm Oliver, has re-affirmed the 2016 declaration of a Public Health Emergency due to the growing number of opioid overdoses in Virginia. TJHD is responding to this opioid addiction crisis and public health declaration by:

1. Staffing an Opioid Response Outreach Coordinator (OROC). In spring 2019, TJHD received funds to hire a short-term contract position to address the opioid addiction crisis in our district. TJHD's OROC is creating new education materials for preventing opioid abuse and educating providers about safe prescribing practices.
2. Hosting REVIVE! trainings to educate local law enforcement and community members about opioid overdose and how to administer Naloxone.
3. Participating in the local Community Mental Health and Wellness Coalition – responsible for implementing the MAPP2Health priority area *Address Mental Health and Substance Use*.
4. Participating in the local Opioid Stakeholders Group and managing the Prescribers/Healthcare Providers Workgroup dedicated towards reducing opioid prescriptions.
5. Distributing thousands of free medication disposal kits (pictured to the right) to partner agencies and community members, which provide a safe, convenient deactivation and disposal method for prescription drugs.
6. Providing naloxone (NARCAN®) free of charge to community members, first responders, and other agencies, to prevent fatal overdoses.



## COMMUNICABLE DISEASE:



TJHD investigates communicable disease reports from healthcare providers and labs to identify community health problems. When communicable disease outbreaks occur, TJHD works to determine the source and to stop the spread of disease through education, infection control measures, post-exposure prophylaxis recommendations, community surveillance, and immunization. TJHD also conducts surveillance in conjunction with the state, by monitoring health data from emergency departments and urgent care centers, which adds to the tracking surveillance data. These practices assist the epidemiologist and communicable disease staff to quickly identify, respond to, and prevent disease outbreaks.

## EPIDEMIOLOGY AND PREVENTION:

TJHD investigates the communicable disease reports and for many of them, discusses the report with the community member affected. This is an opportunity to assess the knowledge that a community member may have about the disease and offer verbal and written educational information. The information includes transmission, incubation, risk factors, and common sources of the disease. A goal in this education is to empower the individual with education to prevent this illness in the future for themselves and their family members.

The TJHD Epidemiology Team also answers community questions via phone or email or in-person presentations regarding communicable diseases. There is also outreach through email group lists and blast faxes to district schools and healthcare facilities with current communicable disease information or new recommendations.



## DISEASE INTERVENTION SPECIALIST:

The Disease Intervention Specialist (DIS) serves an important role in sexual health care and prevention efforts. TJHD's DIS is responsible for creating a plan of action for positive STI lab reports for syphilis and HIV. This includes disclosing positive results to the patient, coordinating linkage to care, and providing personalized risk reduction counseling. The DIS also locates, educates, and coordinates testing/treatment for individuals identified as close contacts to those with active infections. The DIS maintains a close relationship with internal and external testing sites and clinics to provide counseling and education to staff or patients as the need arises.

# ESSENTIAL SERVICE 2 - DIAGNOSE AND INVESTIGATE HEALTH PROBLEMS AND HEALTH HAZARDS IN THE COMMUNITY

## SEXUAL HEALTH CLINICS:



Sexual health clinics offer testing for a variety of sexually transmitted infections (STI), as well as appropriate follow-up and education. TJHD is a leader in sexual health and has strived to make the clinic LGBTQ+ friendly and inclusive to all to decrease the stigma associated with STI testing. TJHD offers HIV prevention medication (PrEP) case management services to anyone at high risk of getting HIV.

## TEST & GO:

In March 2019, TJHD started an evening free and expedited STI testing clinic to decrease barriers to care. Clients are in and out of testing within 20 minutes of arrival.



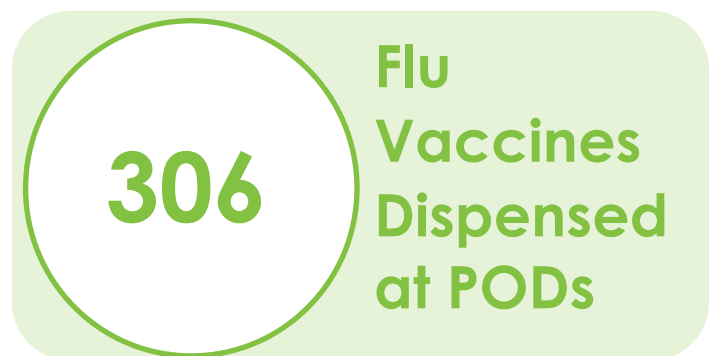
Clients served



## POINTS-OF-DISPENSING (PODs):

During certain public health emergencies (e.g. pandemic influenza or “flu”), TJHD is responsible for providing widespread and free access to potentially life-saving antibiotics or vaccine to the public. The primary method for providing access is through Points-of-Dispensing, or PODs.

PODs are located within gymnasiums or cafeterias with easy access and set-up to rapidly dispense antibiotics or vaccine. Each fall, TJHD conducts flu vaccine POD exercises to provide free access to the seasonal flu vaccine. The exercises test the District’s ability to set-up and operate PODs. Federal grants from the Centers for Disease Control and Prevention (CDC) and the Virginia Department of Health cover the cost of the exercises including the vaccine.



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In FY19, TJHD conducted one open POD in Greene for all members of the community. TJHD also conducted two closed PODs for specific subsets of the community (Women’s Midlife event in Charlottesville and staff at the Lodge at Old Trail in Albemarle County).



# ESSENTIAL SERVICE 3 - INFORM, EDUCATE, AND EMPOWER PEOPLE ABOUT HEALTH ISSUES

## COMMUNITY OUTREACH & EDUCATION:

In FY19, TJHD conducted **4 mass media campaigns**, which included the development of advertisements promoted via TV, radio, digital, social media, and newspapers. These campaigns were paired with health education materials distributed at community events, along with monthly newspaper articles, TV interviews, and:

- 22** community events & health fairs
- 600** students received family life curriculum on contraception and tobacco/nicotine use.
- 82** community-based HIV & Hepatitis C testing events

TJHD's Public Information Officer also disseminated 20 press releases to inform the public on a variety of topics such as harmful algae blooms, back-to-school vaccines, vaping/JUULing, new food service regulations, and more.

## FOOD SAFETY TRAINING PROGRAM:

TJHD Environmental Health Specialists educate commercial foodservice operators, volunteer organizations, and the general public to minimize risk and the spread of disease through consumption of contaminated food. Education focuses on the risks most often linked to the occurrence of foodborne illness. In collaboration with local partners, TJHD delivers food safety manager certification courses and food handler training classes to the food service industry, non-profit organizations, and consumers.



TJHD staff at 2018 Cville Pride



TJHD staff at 2018 SPARC Walk of Hope in Louisa County

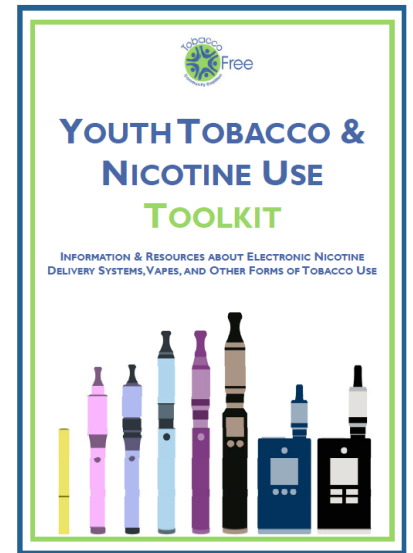


## COMMUNITY TOBACCO CESSATION AND PREVENTION:

### Youth Tobacco & Nicotine Use Toolkit

In partnership with TJHD and the University of Virginia Cancer Center, the Tobacco Free Community Coalition launched a *Youth Tobacco & Nicotine Use Toolkit*. This toolkit was developed in response to local demands from schools and parents to learn about the dangers of electronic nicotine delivery systems (ENDS), like e-cigarettes, vapes, and JUULs.

The *Youth Tobacco & Nicotine Use Toolkit* provides resources for addressing youth ENDS use and aims to prevent middle and high school students' use of tobacco and nicotine. Parents, teachers, school administrators, and students can use this toolkit as a resource for research, school curriculum, parent education, and cessation resources. The toolkit can be found at [www.TJHD.org](http://www.TJHD.org).



### Quit Now Virginia

Quit Now Virginia provides free evidence-based behavioral support through trained Quit Coaches 24 hours per day, 7 days a week.

### Quit Smoking Classes

TJHD collaborated with community partners to host two sessions of Quit Smoking Charlottesville, one session of Quit Smoking Louisa, and one session of Quit Smoking Fluvanna. The classes provide individuals who want to quit tobacco with resources and skills to quit.

**140** TJHD residents contacted Quit Now or participated in Quit Smoking Classes

## HARMFUL ALGAE BLOOMS:

TJHD has partnered with the Virginia Harmful Algal Bloom (HAB) Task Force to conduct monitoring and surveillance for HAB species, to respond and investigate HAB events, and inform and educate the public of the harms of HAB events. THE HAB Task Force—comprised of the Virginia Department of Health (VDH), the Virginia Department of Environmental Quality, Old Dominion University, and the Virginia Institute of Marine Science at the College of William and Mary—monitors Virginia's waters for harmful algae to prevent any illness that may be caused by these organisms. In FY19, TJHD monitored harmful algae blooms at **Chris Greene Lake** (Albemarle County) and **Lake Anna** (Louisa County). Through press releases, signage, and partnerships with local businesses, TJHD was able to minimize exposure of individuals to the contaminated water.

# ESSENTIAL SERVICE 4 - MOBILIZE COMMUNITY PARTNERSHIPS AND ACTION TO IDENTIFY AND SOLVE HEALTH PROBLEMS

## EMERGENCY PLANNING AND RESPONSE (EP&R):

In FY19, TJHD responded to two large-scale events in the health district.

**Event 1:** From August 10 – August 13, 2018, TJHD’s Emergency Preparedness and Response Program coordinated Emergency Support Function 8: Public Health and Medical activities during events associated with the one-year anniversary of the Unite the Right Rally and civil unrest that occurred in 2017. In this capacity, TJHD facilitated information sharing, filled resource requests, and assured access to a variety of public health and medical resources. 10 TJHD and VDH employees—located at the Emergency Operations Center, Unified Command Post, designated behavioral health site, and the Joint Information Center—worked a total of 304 hours.

21 Thomas Jefferson Medical Reserve Corps volunteers gave more than 210 hours, at an estimated value of \$5,624, working August 10 – 13.

**Event 2:** In December 2018, TJHD responded to a water emergency in Louisa following detection of an unknown substance in the water. Staff from Public Health Nursing, Office Support Services, Environmental Health, and the EP&R Program working alongside numerous local and state partners to protect the public health. Four employees from Environmental Health facilitated information sharing with VDH’s Office of Drinking Water (ODW) contacted 18 restaurants to provide instructions on how close and reopen due to the contamination. Eight nurses and office support staff worked with the Department of Social Services to open, operate, and demobilize an emergency shelter for approximately 100 residents displaced due to concerns over the contamination. TJHD Emergency Preparedness & Response coordinated with VDH, ODW, and the Northwest Region Healthcare Coordination Center to facilitate information sharing, assure resource availability for a long-term care facility, and provide situational awareness for local and state agencies.

## FY19 MRC Volunteer Accomplishments



**271** MRC  
volunteers



contributed  
**576** hours



valued at  
**\$15,722**

## FOOD EQUITY INITIATIVE:

In October 2018, TJHD staff presented to Charlottesville City Council on the Food Equity Initiative, which passed with an allocation of \$65,000. The initiative is the result of more than a year of work by TJHD staff, community partners, Council members, and City staff to build this proposal around the MAPP2Health priority area to “Promote Healthy Eating and Active Living.” In addition to the presentation, the Charlottesville Food Justice Network shared a petition in support of the proposal, signed by more than 300 community members and 30 agencies.

Year One goals were as follows:

- Compile & disseminate research including an analysis of the local food system
- Establish mechanisms for community voice and lived experience
- Plan for sustainability (\$50,000 has already been pledged by local foundations)
- Provide expertise and recommendations to decision-makers on improving local practice and policy including additions to the City's Comprehensive Plan
- Identify and apply for opportunities to highlight the City's food equity work

The Food Equity Initiative Coordinator is housed at the Charlottesville Food Justice Network, a program of City Schoolyard Garden, which serves as fiscal agent for the initiative.

## YANCEY SCHOOL:

In December 2017, health department staff met with the BF Yancey Transition Advisory Committee to discuss ideas for how the former elementary school could be used to promote health and wellness. Using a federal grant, TJHD's Population Health Manager and Healthy Communities Coordinator provided hand weights for community exercise classes, participated in community forums for how the building could be used to address community needs and provided food and facilitation for a community celebration and planning session. TJHD is also developing a proposal for providing health department services one day per month to improve access for community members and is partnering with Albemarle County staff and advisory committee members on grant applications to support a community garden, farmer's market, walking trails and building renovations to allow for clinical space.



Rebecca Schmidt (TJHD) and Jeanette Abi-Nader (City Schoolyard Gardens) presenting to Charlottesville City Council on the Food Equity Initiative



Yancey School Community Center Open House, March 9, 2019

# ESSENTIAL SERVICE 5 - DEVELOP POLICIES AND PLANS THAT SUPPORT INDIVIDUAL AND COMMUNITY HEALTH EFFORTS

## EMERGENCY PREPAREDNESS & RESPONSE (EP&R) AND PROJECT PUBLIC HEALTH READY (PPHR):

Threats to the public health exist within natural, man-made, or accidental emergencies. The Emergency Preparedness and Response Program (EP&R) at TJHD works with community partners to identify those threats to public health, develop plans to prevent or mitigate potential impacts, and coordinate response and recovery efforts. TJHD is a Coordinating Agency for Emergency Support Function 8 (ESF-8): Public Health and Medical. Other ESF-8 agencies and organizations include local hospitals, emergency medical services agencies, the community services board, and public schools. The EP&R Program provides ongoing training for staff to build internal capacity and capability and conducts a series of exercises to test TJHD's ability to respond to public health



emergencies. TJHD is recognized as a Project Public Health Ready (PPHR) health department. The PPHR program is a competency-based program administered by the National Association of

County and City Health Officials (NACCHO) recognizing local health departments for exceptional work in the area of public health emergency preparedness. TJHD meets or exceeds nationally recognized standards emphasizing all-hazards preparedness planning, workforce capacity and development, and demonstrating capacity and capability through exercises and responses to real-world events. In FY20, TJHD will begin the re-recognition process to maintain our PPHR status.



TJHD staff and a MRC volunteer at the Fluvanna County Full-scale Shelter Exercise on May 30, 2019

# ESSENTIAL SERVICE 6 - ENFORCE LAWS AND REGULATIONS THAT PROTECT HEALTH AND ENSURE SAFETY

## ENVIRONMENTAL HEALTH:

Food service establishment inspections: **1,636**

Permitted food service establishments: **985**

Sewage disposal system applications received: **1,021**

Well permit applications received: **778**

TJHD Environmental Health includes Food Protection, Onsite Sewage Disposal/Water, and General Environmental Health programs. Staff provide education to the public and agencies to protect and promote the health of the community, and ensure safety by enforcing regulations and laws.

Please see the Appendix on page 22 to learn more about what TJHD's Environmental Health team has accomplished, such as the number of well and sewage disposal system applications received and approved and the number of public swimming pools that were permitted in FY19.

## VITAL RECORDS:

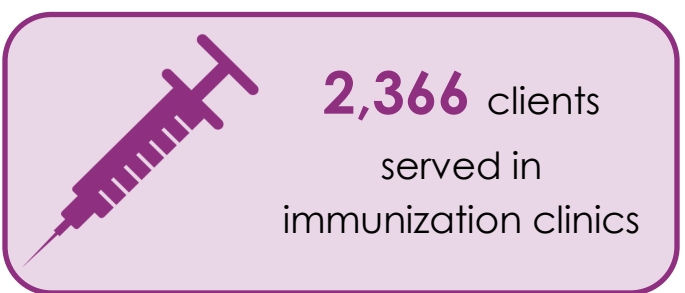
**15,827**  
vital records  
processed

The Vital Records (VR) Office records deaths and issues death certificates. Starting in December 2017, TJHD expanded its services to also offer birth, marriage, and divorce certificates. TJHD offers same day service to walk-in customers for ease and convenience.

## IMMUNIZATIONS:

The Immunization Program promotes required and recommended childhood and adult immunizations, as well as flu outreach to local businesses and private school staff. TJHD provides back to school clinics at all localities every August prior to the start of school so that parents can meet the requirements necessary for enrollment. Vaccines are provided for the general public on an appointment or a walk in basis for routine vaccines as well as overseas and rabies vaccines.

Early in 2019, Virginia declared a statewide outbreak of Hepatitis A. TJHD has been actively pursuing opportunities to provide Hepatitis A vaccines to the risk groups identified by the state. TJHD has provided Hepatitis A vaccines at The Haven, the Albemarle/Charlottesville Regional Jail, and Addiction Recovery Systems, as well as to food handlers, and clients in our STI and PrEP clinics.



## CHARLOTTESVILLE AREA SAFE SLEEP PROGRAM:

The Charlottesville Area Safe Sleep Program is a community effort that educates parents and caregivers about the importance of safe sleep practices in the prevention of SIDS and SUID. We collaborate with 10 local agencies, throughout the health district, to identify high-risk households meeting income and other program guidelines. Free, portable cribs are provided to these families so infants have a safe to sleep.

## SAFETY SEAT DISTRIBUTION AND EDUCATION PROGRAM:

TJHD participates in a statewide program to provide child safety seats and education free of charge to eligible families. This program connects families with the necessary resources to comply with state laws for safely transporting infants and children in vehicles. The 2 hour class is taught by either a Low Income Safety Seat Distribution and Education Program (LISSDEP) Educator or Child Passenger Safety Technician. The class is available in any language, including American Sign Language. Additionally, assistance with vehicle safety seat installation is available by appointment.



**382** car seats distributed

## COMMUNITY HIV TESTING (CHT)

TJHD offers rapid HIV and Hepatitis C testing in non-clinical settings, focusing on those at highest risk of transmission. Active referrals for those who test positive or are in need of additional services are provided, along with free safer sex items and education classes to individuals and groups within TJHD.

The tests conducted during 2019 encompassed several new and previous sites totaling 24 unique testing locations, including health events, places of worship, nightclubs, mental health support groups, and substance abuse recovery classes. The expansion of testing sites was due, in part, to a new agreement with Region 10 that allows for classes and testing to be held at any Region 10 facility in the TJHD. This new partnership provides direct access to education, testing, and other resources to vulnerable populations receiving services through the Community Services Board. Additionally, in 2019, a new component of at-home testing was incorporated into the community testing program. This resource, which was featured on several media outlets' coverage of National HIV Testing Day, allows accurate, private testing in the security of one's own home if they are unable to access care for conventional testing.



**514**  
HIV tests provided



**125,678**  
Safer sex items distributed



**413**  
HCV tests provided

# ESSENTIAL SERVICE 7 - LINK PEOPLE TO NEEDED PERSONAL HEALTH SERVICES AND ASSURE THEIR HEALTH CARE WHEN OTHERWISE UNAVAILABLE

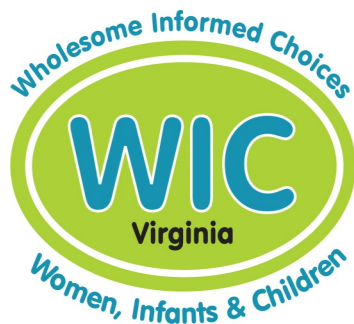
## SOAR (SSI/SSDI OUTREACH, ACCESS, AND RECOVERY):



SOAR is a nationwide initiative that improves access to Social Security Administration (SSA) benefits for eligible adults who are experiencing or at risk of homelessness and have a mental illness, medical impairment, and/or a co-occurring substance use disorder. Since the initiative was brought to TJHD in May of 2016, 61 individuals have received their benefits, resulting in an increase in income to those individuals of nearly \$300,000 in back pay, and

roughly \$45,000 per month in benefits. These clients are linked with affordable housing resources and are also eligible for Medicaid or Medicare, which can be used to cover past and future medical costs.

## WOMEN, INFANTS AND CHILDREN (WIC):

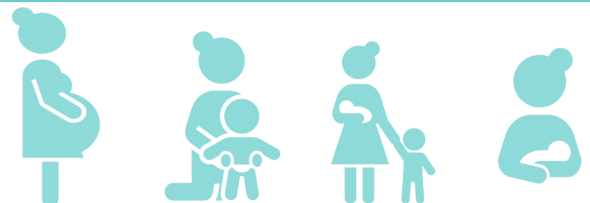


Goals of the WIC program are to promote breastfeeding, improve pregnancy outcomes, and support the healthy growth of children. Women who are pregnant, postpartum and breastfeeding receive nutrition

education, breastfeeding support, and supplemental food benefits. Infants and children, up to age five, receive supplemental food benefits, nutrition education, and referrals to local resources.

Total WIC Clients:

29,934







## FAMILY PLANNING:

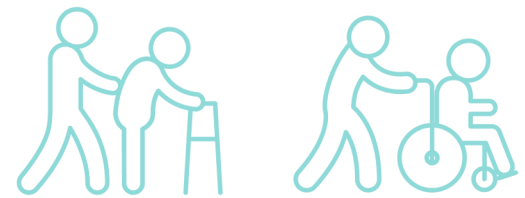
The mission of TJHD's Family Planning Program is to provide quality reproductive services to vulnerable populations. TJHD is dedicated to

reducing the number of unintended pregnancies through clinic services and community outreach and education. TJHD provides education and counseling to prepare clients to make informed family planning decisions. To help plan and space pregnancies, TJHD offers a variety of birth control methods and encourage the use of long acting reversible contraception when appropriate. To ensure healthy pregnancies, TJHD suggests that clients maintain a healthy lifestyle and take advantage of free folic acid supplements prior to and during pregnancy to boost the infant's healthy development.

**886** Family Planning Clients  
**1,688** Family Planning Clinic Visits

## NURSING HOME & COMMUNITY BASED CARE SCREENINGS:

TJHD conducts in home EPAS (Electronic Preadmission Screening) screenings of children and adults to determine eligibility for those who require long term services and support as a result of age or disability. The screening can provide aid for those transitioning into nursing facilities or additional home-based care that allows an individual to safely stay in his or her home. The screening can also provide parents who are caring for children with disabilities the additional support required to ensure their child is safe and well cared for.



**600** Pre-admission Screenings

## REFUGEE HEALTH SCREENINGS:

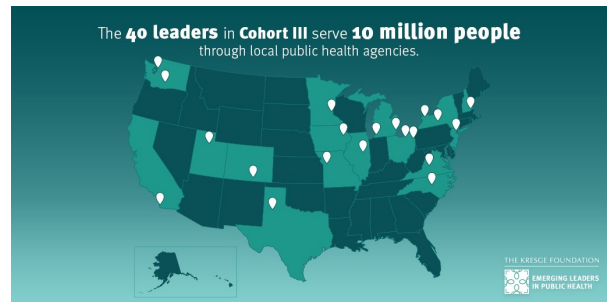
The TJHD Newcomer Health Program provides the initial health screening (including assessment and immunizations) for new refugees within 45 days of their arrival to the United States. Appropriate follow-up with partner agencies occurs to identify needs, concerns, and health conditions, thereby assisting with their resettlement process. TJHD client numbers decreased from last fiscal year due to federal government regulations. Certifications have seen a decrease as well because of changes within the application process. Charlottesville and Albemarle are the resettlement areas for refugees, so no other localities are included in FY19 data.

**144** Refugee Clients Served in **204** Visits

# ESSENTIAL SERVICE 8 - ASSURE COMPETENT PUBLIC AND PERSONAL HEALTH CARE WORKFORCE

## KRESGE GRANT:

TJHD is one of 20 health departments from across the country selected to participate in the third cohort of the Kresge Foundation's Emerging Leaders in Public Health Initiative. This initiative provides public health leaders with opportunities to build new knowledge and skills to tackle a major public health challenge, and a grant of nearly \$125,000. TJHD is using the technical assistance and funding to become an equity accelerator by 1) changing agency policies and operations to model equity as an organization and 2) partnering with communities in building health equity through workforce training programs, data sharing, and storytelling. In March 2019, TJHD launched an internal equity committee and is in the process of incorporating ongoing health equity training into required staff onboarding and development.



## COMMUNITY HEALTH WORKERS (CHWs):

In summer 2019, TJHD and Piedmont Virginia Community College (PVCC) co-hosted an information session for employers and potential employers on the value and impact of community health workers (CHWs). This convening was part of a broader outreach strategy to support a TJHD/PVCC partnership to launch a for-credit community health worker course at PVCC in spring 2020. Through a grant, TJHD will provide 20 scholarships for community members to complete the course. This partnership also includes PVCC's Network2Work Program that advocates for and works closely with employers to provide living wage jobs and career paths.

## PUBLIC HEALTH ACCREDITATION:

The Public Health Accreditation Board (PHAB) recognizes local, state, tribal, and territorial health departments who meet or exceed nationally recognized standards and measures. PHAB's standards, measures, and framework focus on transforming and refining quality and performance. Applying for accreditation is voluntary and TJHD achieved accreditation status in 2015. PHAB grants accreditation for five-year periods and TJHD will apply for reaccreditation in 2020. To maintain accreditation, TJHD must demonstrate continual improvement in community engagement and collaboration, delivery of public health services and education, and administrative functions that support day-to-day operations.



TJHD Director presenting about CHW at PVCC in summer 2019

## WORKFORCE DEVELOPMENT:

In FY19, TJHD finalized a new Workforce Development Plan to maintain a competent and valued public health workforce. During the planning process, TJHD adopted the nationally recognized Core Competencies for Public Health Professionals and identified four priorities for staff:

- Health Equity
- Community Dimensions of Practice
- Financial Management and Planning
- Communication

Training opportunities link directly to the core competencies and strategic priorities for the delivery of public health services and professional growth. In addition, the plan includes strategies to engage and retain high quality staff, develop new leaders in public health, and assure TJHD meets nationally recognized standards.

Training linked to the core competencies started in the final quarter of FY19 to develop skills in Health Equity and Communications:

**65 employees** totaling **130 hours** participated in health equity education

**25 employees** totaling **134 hours** participated in communications trainings

## PUBLIC HEALTH ASSOCIATES AND LINKAGES WITH ACADEMIA:

TJHD added a third Public Health Associate from the Centers for Disease Control and Prevention through an extremely competitive matching process (only 30% applicants received an Associate). The new Associate is assigned to the Policy and Planning Division working on plans for supporting vulnerable populations during public health emergencies as well as workforce development.

In 2015, TJHD entered into an Memorandum of Understanding (MOU) with the University of Virginia for designation as an “academic health department.” This partnership resulted in unique classroom and field experiences providing students with direct contact with TJHD public health professionals. For example, 30 public health students observed/shadowed Environmental Health staff conducting restaurant and on-site sewage and water inspections over the past year.



Public Health Associates (pictured left to right)  
Cindy Rosales, Ali Capriles, and Alexis Davis

# ESSENTIAL SERVICE 9 - EVALUATE EFFECTIVENESS, ACCESSIBILITY, AND QUALITY OF PERSONAL AND POPULATION-BASED HEALTH SERVICES

## ORGANIZATIONAL PERFORMANCE MANAGEMENT AND QUALITY IMPROVEMENT:

TJHD adopted a new Performance Management and Quality Improvement (PMQI) Plan to establish processes for developing and tracking performance measures and analyzing results to determine areas for growth and improvement.

To track the delivery of services as well as internal processes, TJHD developed or adopted measures that indicate levels of success or areas for improvement.



TJHD uses this pyramid to ensure that all of our services align with our mission and vision.

To meet our vision and mission, we developed goals and objectives in the MAPP2Health Report and TJHD Strategic Plan to guide the work done within units and programs. The goals and objectives also provide direction for our day-to-day operations to make sure all of our work supports our vision and mission.

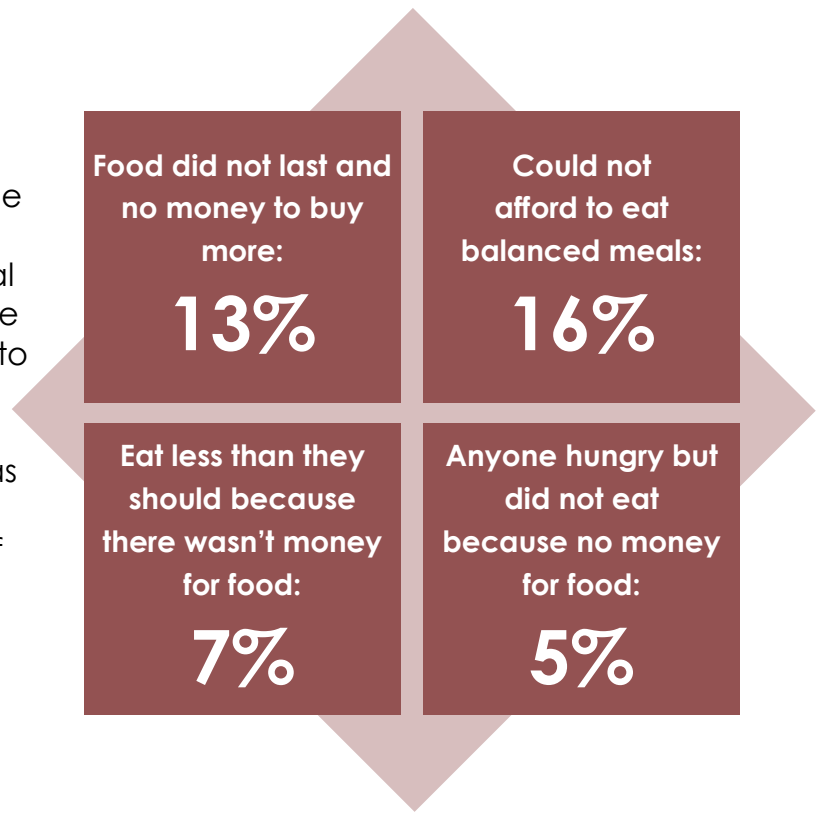
Collecting data in the Organizational Performance Management System gives TJHD "feedback" to determine if we are meeting the District's vision and mission or if we need to use a Quality Improvement process to make changes to how TJHD delivers services.



# ESSENTIAL SERVICE 10 - RESEARCH NEW INSIGHTS TO PROBLEMS

## COMMUNITY HEALTH SURVEY:

In July, 2018, a survey was mailed to three thousand adults in the district. Questions included housing characteristics, general health, healthy and harmful habits, desire and ability to age in place, and access to healthcare and to food. The data was made available to agencies and non-profits in the community and used as part of the triannual community health assessment. To the right is an example of the response to a survey question about access to food.

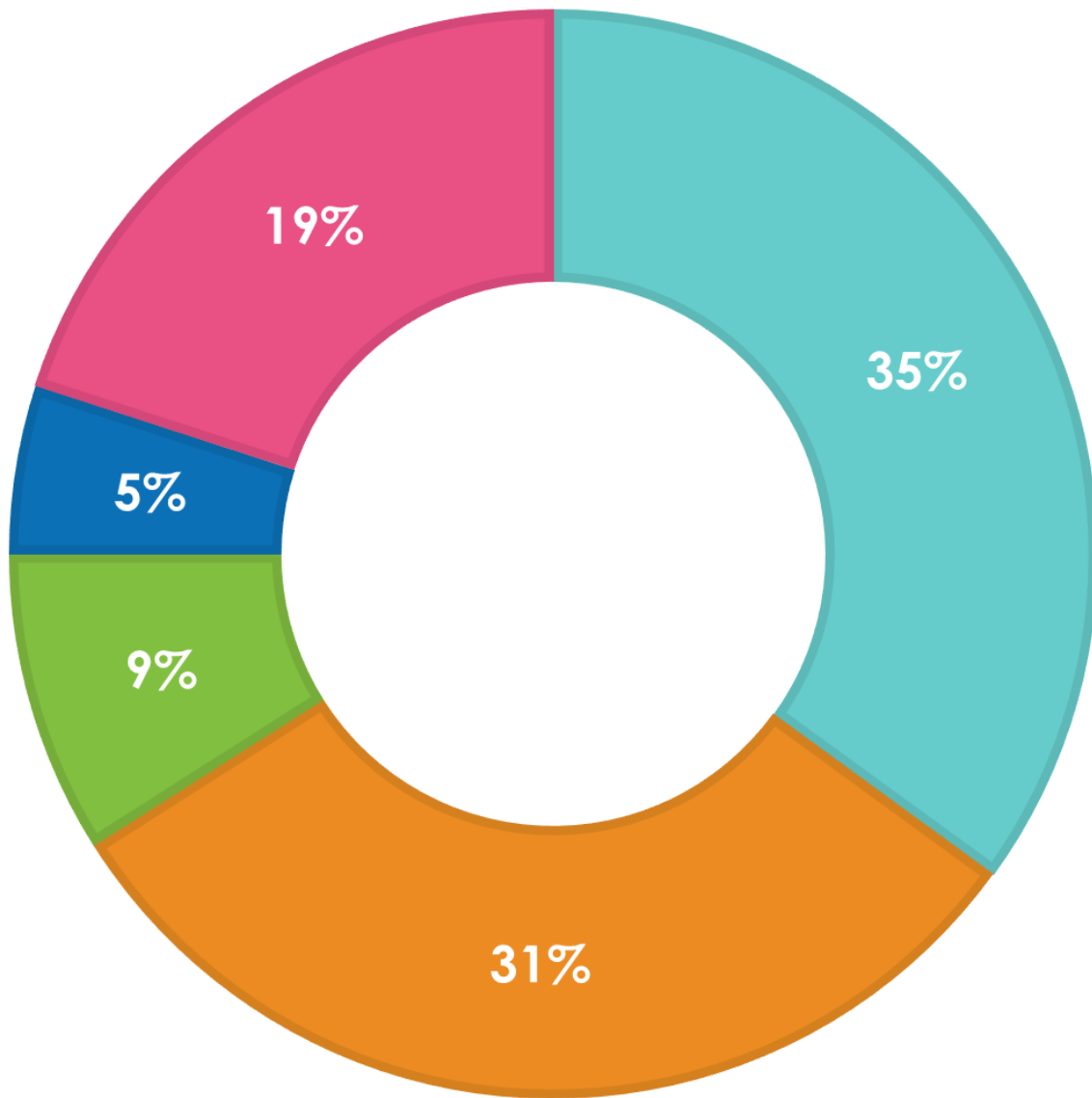


## LIFE EXPECTANCY:

Where you live (zip code) can have a bigger impact on life expectancy and state of health than your genetic code. Life expectancy at birth is a key population health measure used to gauge health and longevity. In 2018, the district initiated and completed a project to determine life expectancy by census tract for mortality data from 2008-2012. The data shows a 10 year difference by census tract with the largest variation being in the City of Charlottesville. The estimated life expectancy at birth for TJHD (all races) was 80.6 years old. However, racial disparities exist in our district. The estimated life expectancy for TJHD's non-Hispanic white population was 81.2 years of age while the estimated life expectancy for TJHD's non-Hispanic black population was 74.7 years of age. Data was only available for white and black residents at the time of analysis and is not representative of potential disparities in other racial or ethnic groups in TJHD.

TJHD Life Expectancy:	
All Races	80.6 Years of Age
White (alone, non-Hispanic)	81.2 Years of Age
Black (alone)	74.7 Years of Age

## BUDGET (INCOME):



■ State Funding

■ Local Funding: Each locality contributes to operating expenses

■ Clinic Revenue: While TJHD bills for all clinical services, no one is turned away for inability to pay

■ Services Revenue: Includes all permit and vital records fees

■ Grants/Awards

## APPENDIX:

Environmental Health Services		Numbers Completed
Food service establishment inspections conducted		1,636
Food handlers trained under food safety program		277
Permitted food service establishments		985
Sewage disposal system applications processed		1,021
Well permit applications processed		778
Public swimming pools permitted		53
Temporary events permitted		148
Temporary event vendors permitted		595
Rabies cases investigated		609
Positive rabies animal cases		4
Clinical Service	Client Count	Clinic Visits
Family planning	886	1,688
Immunization Clinic	2,366	2,798
Immunization for overseas travel	112	115
Refugee health screening	144	204
Sexual health clinic	1,029	1,466
Tuberculosis (TB) screening	1,845	1,060
WIC	29,934	6,326
Pre-admission screening	600 encounters	n/a



## DEFINITIONS AND ACRONYMS:

AIDS: Acquired Immunodeficiency Syndrome
CHA: Community Health Assessment
CHIP: Community Health Improvement Plan
CHT: Community HIV Testing
CMHWC: Community Mental Health and Wellness Coalition
CRHA: Charlottesville Redevelopment and Housing Authority
CHW: Community Health Worker
DIS: Disease Intervention Specialist
DMT: District Management Team
EP&R: Emergency Planning and Response
EPAS: Nursing Home and Assisted Living screenings
ESF-8: Emergency Support Function 8
FY19: Fiscal Year 2017 (July 1, 2018-June 30, 2019)
HAB: Harmful Algal Bloom
HIV: Human Immunodeficiency Virus
HOPWA: Housing Opportunities for Persons with AIDS
HUD: Housing and Urban Development
LGBTQ+: Lesbian, Gay, Bisexual, Transgender, Queer, and others
MAPP2Health: Mobilizing for Action through Planning and Partnerships
MOU: Memorandum of Understanding
NACCHO: National Association of County and City Health Officials
ODW: Office of Drinking Water
PHAB: Public Health Accreditation Board
PHAP: Public Health Associate Program
POD: Point-of-Dispensing
PPHR: Project Public Health Ready
QI: Quality Improvement
SOAR: Social Security Income, Social Security Disability Insurance, Outreach, Access, and Recovery
SSI: Social Security Income
SSDI: Social Security Disability Insurance
STI: Sexually Transmitted Infection
TJHD: Thomas Jefferson Health District
TJMRC: Thomas Jefferson Medical Reserve Corps
THRIV: Translational Health Research Institute of Virginia
VDH: Virginia Department of Health
VR: Vital Records
WIC: Women, Infants, and Children

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CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA



Agenda Date:	November 18 , 2019
Action Required:	Approval of Bicycle & E-Scooter Sharing System Ordinance and Permit Program
Presenter:	Jason Ness, Office of Economic Development Amanda Poncy, Neighborhood Development Services
Staff Contacts:	Jason Ness, Office of Economic Development Amanda Poncy, Neighborhood Development Services
Title:	<b>Bicycle &amp; E-Scooter Sharing System (aka “Dockless Mobility”) Ordinance and Permit Program</b>

**Background:**

In November 2018, the City approved a temporary pilot program to provide structure to the operation and use of Shared Electric Bicycles (e-bikes) and Electric Scooters (e-scooters) (collectively referred to as Dockless Mobility) in the public right of way. Interested companies were required to complete and obtain approval of a Permit Application for their fleet and agree to the approved Permit Program Regulations. The City received and approved applications from two operators: Lime (100 scooters and 40 electric bikes) and Bird (100 scooters). Lime began operation in December 2018 and Bird began in January 2019. After permit approval of these two operators, the City also received inquiries from Spin, Gotcha, Jump, and VeoRide.

In March 2019, the General Assembly passed HB 2752, which gives localities the authority to establish regulations regarding e-scooters and e-bicycles. However, the new law allows the companies to operate free from regulation starting January 1, 2020 in the absence of any local ordinance or administrative action.

In June 2019, City Council approved an extension of the pilot program through Dec. 18, 2019 to provide for additional outreach and education, as well as the development of recommendations for ordinance changes in response to new State legislation. Around that time, Bird stopped operations in the City.

Key takeaways from the pilot program include:

1. Deployment and utilization of e-scooters in Charlottesville has surpassed expectations with more than 200,000 scooter rides and 30,000 users with approximately 200,000 miles traveled and with a generally positive response from Charlottesville residents (users and non-users). This

indicates that dockless mobility provides a viable complement to the City's transportation network increasing mobility options and possibly providing sustainability benefits.

2. There are specific challenges with the integration of dockless mobility devices with other street and sidewalk users that should be addressed in any permanent program. These include safety concerns from the standpoint of riders, pedestrians and drivers in Charlottesville, as well as concerns about parking impacts on sidewalk users, both of which point to the pressing need for public investment in more appropriate infrastructure (e.g. protected bike lanes for users of wheeled devices and wider, accessible sidewalks for pedestrians).

It is likely that the technology will endure and continue to evolve as businesses try to provide a product that responds to this transportation demand. This emerging means of transportation could become even more prevalent in the future and local measures will be needed to address the identified concerns. In light of the reality that dockless mobility devices are here to stay, staff proposes revisions to the City Code to respond to the recent changes in the Virginia Code and to incorporate the results of the Pilot evaluation. These revisions would amend existing provisions of the City Code regarding safe riding and parking of vehicles and would establish a new permit program for dockless mobility devices for hire to be administered by the City Manager.

### **Discussion:**

In 2018, a number of communities across the US experienced private companies placing electric scooters on their streets and rights-of-way with no public notice and without authorization. In this service model, dockless mobility devices are owned and maintained by a private company offering short-term rentals of the devices for personal transportation. The rentals are controlled by smart phone app, and the devices may be picked up and dropped off anywhere in the service area defined by the company. These device rentals are part of an emerging transportation innovation, known as micro-mobility, that utilizes small, battery powered, low-speed devices for personal travel.

In an effort to get ahead of this trend, staff initiated a pilot project to test out a regulatory and operational framework for these new mobility options. City Council authorized the pilot at its November 5, 2018 meeting. Interested companies were required to complete and obtain approval of a Permit Application for their fleet (bicycles, electric bicycles (e-bikes), and electric scooters (e-scooters) are considered different modes) and agree to certain operating parameters including, but not limited to the following:

1. Up-front payment of a one-time pilot permit fee of \$500 per mode per company, regardless of fleet size, plus \$1/day/device for the duration of the program.
2. A fleet limited to a cumulative total of 200 vehicles between all permittees with an opportunity to expand the fleet by 25% based on performance standards. Electric bicycles were exempt from this maximum.
3. Safety features for all devices consistent with state regulations and standard practice.
4. Maximum speed limit of 15 mph for e-scooters and e- bikes.
5. Minimum age of eighteen (18) for riders of e-scooters and e-bikes.
6. Contact information and operations management from each company.

7. Outreach to low-income communities and reduced cost payment plans.
8. Provide device parking and use regulations to all users and require users to abide by those regulations.
9. Respond to customer and community complaints/issues in a timely fashion.
10. Provide monthly data to the City for staff analysis.

The City received and approved applications from two operators: Lime (100 scooters and 40 electric bikes) and Bird (100 scooters). Lime began operation in December 2018 and Bird began in January 2019. After permit approval of these two operators, the City also received inquiries from Spin, Gotcha, Jump, and VeoRide. Lime pulled their fleet of bikes in February and Bird left the Charlottesville area in June. Bird is not currently allowed to operate in Charlottesville, but staff recently approved a permit for VeoRide to operate 150 scooters and 50 e-bikes. To date, the City has operated with an average fleet size of 125 scooters (not including VeoRide's operations).

In March 2019, Governor Northam signed legislation amending various provisions regarding e-scooters and e-bikes and making explicit a local governments' ability to regulate services offered by private companies. The State's legislation specifically requires municipalities to adopt an ordinance by January 1, 2020 if the municipality desires to prohibit sidewalk riding by motorized skateboards or scooters.

More than 200,000 trips were taken on for-hire scooters in Charlottesville during the first nine months of the Pilot (December 2018 through October 2019) on an average fleet of 125 scooters. Nearly 80,000 of these were taken between August and October 2019, demonstrating the growth potential for these devices. An unknown number of trips are currently being made on personally owned scooters, skateboards and other forms of micro-mobility as data on their use is not available. This growth in use and ownership offers new opportunities for local travel, potentially replacing daily automobile trips.

The initial intent of this program was to decide *whether* dockless mobility devices, such as scooters and electric bikes, should have a place within the City's transportation context. However, the 2019 General Assembly actions require staff to reframe the question and ask *how* these devices can fit within the City.

During the initial consideration of this new form of mobility, staff identified a number of potential concerns. The following section outlines the initial concerns relayed in the Nov. 5, 2018 Council Memo, as well as data collected relative to those concerns, actions taken, lessons learned during the pilot program and recommendations for a future program:

***Concern #1: Riding on sidewalks*** – *As mentioned, they are battery powered (silent motor) and can go fast, especially for unsuspecting pedestrians. In 2019, the General Assembly updated Virginia Code Sec. § 46.2-903, to allow e-scooters on sidewalks unless prohibited from local ordinance. This is a change from when the pilot started. City Code Sec. 15-246, prohibits scooters from riding on the Downtown (DT) Mall only.*

Pilot Findings -Despite regulations and technology in place to curb riding in places where it's not allowed, sidewalk and DT mall riding is an issue. It is difficult to assess the exact rate of sidewalk riding due to the accuracy of the GPS on the devices. However, in an observational study conducted by City staff and UVA student researchers in spring 2019, nearly 30% of observed scooter rides were on sidewalks. In addition, 13% of survey respondents reported riding on the sidewalk as their preferred riding location. Users indicated that riding on the street feels unsafe, and that they switch to riding on the sidewalk when they feel blind corners, fast drivers, or other conditions that make it feel unsafe to share the road.

Data from the companies shows that 5.5% of trips passed through the DT mall and 1.5% stopped/started in the DT mall no-go zone. Sidewalk/DT mall riding accounted for 8 % and 11% of complaints received respectively. To address this issue, staff worked with the companies to develop in-app messaging emphasizing the no-go zones, proper riding in bike lanes, and has installed temporary signage on the mall reminding users to “walk your wheels.” If the goal is to have 100% compliance, additional signage and enforcement resources will be needed, including fines for violation.

Program Recommendations: Revisions to the State Code Sec. § 46.2-903 as part of the 2019 General Assembly now allow the operation of scooters on motor vehicle travel lanes on local streets, as well as sidewalks and trails. Unless local ordinances with different rules are adopted beforehand, on January 1, 2020, scooters will be allowed unrestricted access to sidewalks under State law. Staff recommends updating City Code Sec. 15-246 to prohibit scooters from riding on the sidewalk.

***Concern #2: Safety** – Users must acknowledge they will abide by all traffic laws and wear helmets. Of course this doesn't always happen. There is anecdotal evidence that head injuries are increasing in the communities where scooter systems are employed.*

Pilot Findings - A number of communities have been evaluating the safety implications of scooters. A recent report by the Public Health and Transportation departments in Austin, Texas (in partnership with the Centers for Disease Control) reported nearly half of those hurt in e-scooter crashes sustained head injuries. The implication is that e-scooter head injuries are preventable with helmet use.

Of the complaints received, 11% had to do with lack of helmets. To evaluate helmet use, City staff and UVA student researchers observed 121 scooter riders during the spring of 2019. None of the riders wore helmets. An additional, 63% of survey respondents e-scooters users reported never wearing a helmet when riding, most of which stems from the spontaneous nature of most e-scooter trips. Despite the safety concerns, there is a clear distaste for mandatory helmet use from a large portion of those who submitted written responses. State law does not require helmet use for scooter or bicycle riders over the age of 14.

In Charlottesville, approximately 50 people have visited the UVA Emergency Department for scooter related injuries (data reported through October 15, 2019). This represents an injury rate of approximately 25 per 100,000 scooter trips taken (or .0025%). This is consistent with the

Austin (TX) Public Health Department Study conducted in association with the CDC that was published in April 2019, which noted an injury rate of 20 per 100,000 scooter trips. Of these local emergency department visits, approximately 10-15 of local injuries were considered severe and involved head injuries, reiterating the need for helmets on these devices. Results of the user survey indicated less than 5% of users reported to have had a crash on a scooter and 10% responded that they've had close calls.

Visibility and lighting have also been raised as a common safety concern, as well as the previously discussed issue of scooters riding on sidewalks and observed unsafe scooter riding (such as wearing headphones and double riding).

To address these concerns, City staff published rules, etiquette on a dedicated website, promoted proper scooting via social and news media and worked with the companies to communicate laws/rules/etiquette via in-app messaging. Despite these efforts, 20% of users responded that they did not know the laws or regulations in Charlottesville for e-scooter use. This fall, UVA created a video that was shared on social media to promote safe riding behavior and City staff worked with companies to promote in-app messages and install hang tags on the devices reminding users of the rules.

Program Recommendations: On-going safety messaging and development of appropriate infrastructure is critical to the safety of all roadway users. Staff will work with operators to improve customer communication about safety and ordinance changes. Staff will also ensure that the Dockless Mobility webpage is current to any new regulations. In addition, Staff will weave these concepts into safety and other messaging campaigns to raise public awareness about safe and proper use of Micro-Mobility Devices.

In response to stakeholder concerns about the safety of using Micro-Mobility Devices during evening hours or in certain locations where there may be a higher potential for conflict, staff proposes the ordinance provide the City Manager authority to address those concerns if necessary.

Speed limits are another issue that affect the safety of people using micro-mobility devices. Staff proposes that the City establish permit requirements to address the need for Micro-Mobility Devices to be operated at safe speeds that are consistent with the nature of the infrastructure being used and the other travelers sharing that space. Staff recommends setting the maximum speed to 15 mph for motorized skateboards or e-scooters while operating on streets or shared use paths. Electric power-assisted bicycles would be permitted to operate at up to 20 mph on streets and shared use paths.

In response to concerns about unsafe riding, the proposed ordinance clarifies where scooters can ride in the roadway, prohibits double riding, and headphone use.

***Concern #3: Scooters improperly parked*** – *Since this is a dockless system, scooters are required to follow certain parking restrictions, prohibiting parking near fire hydrants, curb ramps, and building entrances. However, they can be knocked over, moved or just incorrectly parked by the rider.*

Pilot Findings -The nature of a dockless system has proven to increase ridership, both by using data to respond to demand and providing riders with the flexibility to leave their device at their destination. However, lack of designated parking areas creates concerns about visual clutter and the impacts on sidewalks which create barriers particularly for people with disabilities. Based on observational studies, 39% of scooters blocked pedestrian access and 4% were tipped over. Bird scooters tip more frequently than Lime. Among non-user survey respondents, blocking pedestrian access was a top concern (26%). In addition, blocking access represented 37% of complaints received by staff.

City staff published parking etiquette on a dedicated website, promoted a proper scooter parking video via social and news media and worked with the companies to communicate etiquette via in-app messaging.

Over the summer, staff installed designated scooter parking locations along the Water Street/West Main Street/University Ave corridor to encourage better parking in high demand locations. Lime has used these corrals consistently as deployment zones, but there is not sufficient data to assess whether the corrals are improving parking behavior.

To date, neither the City nor UVA have impounded vehicles that are damaged or improperly parked, though that could be a technique that is used if a dedicated staff person is hired.

Program Recommendations: Staff proposes that a new Code section is added to address the need for clear and enforceable guidance on the appropriate manner to park micro-mobility devices in a way that minimizes conflicts with other roadway and sidewalk users. The enforcement provision includes a \$50 civil penalty for inappropriate parking consistent with state code.

In addition, staff will continue to work with operators to offer incentives for good parking and require that repeat bad parking offenders be penalized. City will continue to identify and act on opportunity areas for corral installation using revenues generated from the permit fees.

***Concern #4: Workload on local government employees*** – *Not surprisingly, the public addresses their concerns to local government officials. From our discussions with other localities, there is a flurry of complaints and questions within the first two weeks but as riders understand their responsibilities and residents understand how to contact the participating company directly, calls and complaints decline after the initial few weeks.*

Pilot Findings – To date the City has received 220 complaints from 90 individual users. Additional complaints were sent directly to the companies. To date, we have not received the



exact number reported directly to the companies. While the volume of daily complaints directed to City staff has tapered off, dedicated staff time is needed to coordinate with the companies and regional partners, promote safety and low-income ridership programs, implement scooter parking areas, enforce riding/parking behavior, and further evaluate the program. Trying to shoehorn these responsibilities into current full-time staff workload has taken away from other daily responsibilities, including the development of safe infrastructure.

A large percentage of scooter trips start or end in the vicinity of UVA and a growing number of trips start/end in the urban areas of the County. City staff has worked closely with UVA to develop and monitor the program and worked with the County to establish no ride zones. However, each jurisdiction separately has spent considerable time adapting to this new form of technology and working individually with the operators to manage the program. This is a drain on staff time collectively. Recent conversations with the County have indicated that they will not be adopting an ordinance to regulate a program at this time. However, in order for dockless mobility to achieve shared goals of reducing single occupancy vehicle use and promoting more sustainable transportation options, the program should operate on a regional level and program staff could be used for this purpose.

Program Recommendations: Staff recommends hiring a full time employee that can work across jurisdictional boundaries to oversee this initiative (using the funds collected from permit fees). A dedicated staff person would help achieve the following:

1. Hold the providers accountable for their operational agreements, making the most of the providers' reporting capabilities, and analyzing data to identify infrastructure, communication, and enforcement initiatives that could move the program toward the program goals.
2. Spend more time in the field, identifying and addressing improperly parked devices.
3. Focus the time invested by City and UVA staff to a single person dedicated to moving the program toward the program goals.

### ***Lessons Learned***

#### **Technology**

At the start of the pilot program, scooter companies assured staff that they had technology that could address some of the problems identified by local governments – such as “no go” geofencing (a virtual “fence” created around designated areas) that prohibits riding and parking in designated areas, ‘slow-go’ zones that can lower the speed of the scooter, and other technology. Staff quickly realized that these these technologies were evolving, but they are not guarantees and have required other interventions – such as signage and in-app messaging to communicate riding and parking areas. Additional encouragement and enforcement in key areas is needed if micro-mobility devices are to be excluded from designated areas.

In addition, staff understands that there are a number of tools under development by fleet operators to address issues such as helmet use, double riding, tip over technology, and driving under the influence. Staff supports the development and use of these innovative ways to address some of the concerns with scooter riding.

Program Recommendations: Staff recommends that geofences are created for “slow-go zones” in areas designated by the City and UVA with restricted speeds less than 5 mph. In addition, staff recommends creating “no parking” geofences. Staff also suggests that the operators maintain records of repeat offenders and ultimately deactivate accounts for such users.

### **Outreach**

A successful program relies on the coordination between City staff, regional partners and individual companies to promote safe riding and encourage an equitable distribution of the fleet as well as a diverse user base. While regulations required that the companies undertake these initiatives, without the City leading the charge, companies do not appear to take the initiative to engage with local stakeholders to promote safety or their programs that promote diverse ridership.

Program Recommendations: Staff recommends hiring a full time employee that can work across jurisdictional boundaries to oversee this initiative (using the funds collected from permit fees).

### **Fleet Size**

While the providers were approved for 250 devices in the City as part of the pilot extension, on any given day the fleet operates on average at about half that capacity. Limiting the fleet size has allowed staff to better understand the pros and cons of this new form of mobility, while trying to respond to the demands on the City’s limited right of ways. However, the limited fleet size has limited the level of service the City receives from providers and does not meet the current demand and equity goals of the program. Having a larger fleet would allow the City more flexibility to require that the companies have a certain percentage within designated areas without affecting the fleet resources needed to serve the areas with greatest demand.

In addition, the University of Virginia will be phasing out the U-bike Bike Share Program in May 2020, which will provide an opportunity for the region to think more holistically about micro-mobility transportation options. Increasing fleet size with a requirement to include electric bikes, will provide an opportunity for a more robust regional transportation system.

Program Recommendations: Staff understands that the right of way resources are limited and recommends that the City Manager have the authority to establish a maximum fleet size so as not to overwhelm City streets and sidewalks, but provide the opportunity to increase the fleet if performance standards are met. Staff also recommends continuing current incentives, such as providing a scooter “bonus” and waiving the per device permit fee, to encourage the operators to provide electric bikes.

### **Infrastructure**

An overwhelming majority of survey respondents, 77%, indicated that their preferred riding location would be bike lanes in the street. Only 13% indicated they preferred riding on the

sidewalks. These findings suggest that, if there was better bicycle infrastructure, such as protected/separated bike lanes or shared use paths, e-scooter users would use it appropriately.

Program Recommendations: Staff recommends on-going data collection and analysis to help inform the infrastructure investments needed to create a safe system, while continuing to implement the recommendations contained in Bicycle and Pedestrian Master Plan (2015) and Streets that Work (2016).

## **Data**

While both companies provide user dashboards that allow staff to monitor program trends consistent with the permit requirements, it took considerable effort for staff to access to the level of detail from both companies that would allow staff to conduct our own analysis of transportation trends for the program as a whole. This is due, in part, to concerns from the companies about providing staff with data that could divulge proprietary information. Finding a balance between the City's commitment to providing open data that does not jeopardize proprietary information has proven challenging.

Program Recommendations: In the interest of monitoring and compliance, Staff proposes that an element of the Permit program specifically address the provision of data by Permit-holders to the City.

## **Additional Concerns Not Previously Addressed**

- The life cycle and disposal of the devices
- As micro-mobility has evolved, there have been many questions about the environmental impact of the devices. Micro-mobility providers tout the reduction in carbon emissions. However, it's clear that the process of making, charging, and transporting them is not emission-free. One study by NC State found that most scooters last only a month or two on the street. As part of the pilot extension, applicants were required to submit a description of the vehicle end of life process and sustainability plan (including battery disposal and recycling." Current operators in Charlottesville reuse any salvageable parts and dispose of the batteries according to best practices.
- Affordability and comparison to parking/transit prices
- At current prices (which range between .15-.25/minute), the cost of the average micro mobility trip (5 minutes) is \$2. This more expensive than a transit fare (\$.75), but less than the cost of 2 hours of parking (\$3.00) or an Uber for the same distance (approx. \$8.00). Reliability appears to play an important role in the choice to use e-scooters with nearly 30% of survey respondents noting the primary reason for using an e-scooter was because it was the "fastest and most reliable." About 15% of respondents claimed it was "less expensive" than other modes.

## **Alignment with City Council's Vision and Strategic Plan:**

This program supports City Council's Vision to be "A leader in innovation, environmental sustainability, and social and economic justice, and healthy race relations" through the following

vision statements “Economic Sustainability,” “Green City,” “America’s Healthiest City” and “Connected Community.” It can contribute to Goal 3 of the Strategic Plan, to be a beautiful and sustainable natural and built environment, and objective 3.3 to provide a variety of transportation and mobility options. The program also aligns with the goals of the Bicycle and Pedestrian Master Plan (to explore bike share) as well as on-going discussions with the 2018 Comprehensive Plan to evaluate emerging technologies in transportation.

### **Community Engagement:**

Staff has met with representatives from a variety of City departments, City schools, as well as with representatives from UVA Parking and Transportation and Office of the Architect to coordinate an approach that would effectively manage this new technology. In addition, staff has sought input from the Bicycle and Pedestrian Advisory Committee throughout the pilot program.

City staff created a website with program and safety information, an email address to collect feedback on the program, and worked to integrate scooters in the myCville reporting tool. To date we have received nearly 220 comments (via phone, email and myCville) and more than 4,500 visits to the website. Staff has also worked with the companies to coordinate opportunities to table at a variety of popular events.

In addition, as part of the outreach during the first phase of the pilot program, staff, in collaboration with a representatives from Lime and Bird, and a University of Virginia Master’s Planning Practicum (UVA DMG), developed and distributed an online survey targeted at users and non-users alike. The survey collection period ran from March 20 to May 1, 2019, and generated more than 3,100 responses.

The survey was distributed through the City of Charlottesville’s website, social media, and email lists, Bird and Lime’s mobile apps, the UVA DMG’s personal, professional, and academic networks, and through various tabling events in collaboration with Bird, Lime, and UVA Parking and Transportation.

### **Budgetary Impact:**

One benefit of this program is that all capital equipment costs are covered by private vendors, with no public funds required, and the program provides a revenue stream via vendor permit fees to administer the program and improve infrastructure. During the first phase of the Pilot, permit fees generated \$50,575. By the time the program ends in December, staff anticipates collecting a total of \$72,750 in permit fees. Staff estimates that the 2019 Scooter Pilot Program Cost the City approximately \$68,000 which includes over 2,000 staff hours to set up and administer the program, evaluation and data management costs, installation of scooter corrals and “Walk Your Wheels Signs,” and encouragement activities. This figure does not include staff time to administer or enforce this pilot program at UVA.

Staff recommends creating a position (using the funds collected from the permit fees) to administer the program for the region. This is needed to maintain lines of communication with the operators, implement a region-wide safety and outreach campaign (including outreach to

underserved neighborhoods), and on-going evaluation of the program. It is anticipated that this staff member would work with both the City and UVA to better manage the program across jurisdictions. Staff recommends establishing a permit fee that covers the costs to fully administer the program.

**Recommendation:**

Staff recommends that Council enact both of the proposed ordinances included as attachments. Attachment A would revise existing City Code provisions to address safe riding and parking of vehicles, including motorized scooters. Attachment B would establish a permit program for dockless mobility devices for hire and authorize the City Manager to administer the permit program.

**Alternatives:**

Council could refuse to adopt an ordinance, thereby allowing companies to operate in a largely unregulated manner within Charlottesville and in accordance with state code.

**Attachments:**

Attachment A. Proposed Ordinance Amending, Reenacting, and Recodifying Article VI of Chapter 15 (Motor Vehicles and Traffic) of the Code of the City of Charlottesville With Respect to the Use of Bicycles, Electric Power-Assisted Bicycles, and Motorized Skateboards or Scooters

Attachment B. Proposed Ordinance Amending Chapter 15 (Motor Vehicles and Traffic) of the Code of the City of Charlottesville to add Article X regarding a permit program for dockless mobility Devices for hire

Attachment C. June 17, 2019 Council Presentation – Update on Dockless Mobility

ATTACHMENT A.

AN ORDINANCE AMENDING, REENACTING, AND RECODIFYING SECTIONS OF ARTICLE VI OF CHAPTER 15 (MOTOR VEHICLES AND TRAFFIC) OF THE CODE OF THE CITY OF CHARLOTTESVILLE WITH RESPECT TO THE USE OF BICYCLES, ELECTRIC POWER-ASSISTED BICYCLES, AND MOTORIZED SKATEBOARDS OR SCOOTERS

BE IT ORDAINED by the Council of the City of Charlottesville, Virginia that Article VI of Chapter 15 (Motor Vehicles and Traffic) of the Code of the City of Charlottesville is hereby amended and reordained as follows:

**ARTICLE VI. — BICYCLES, ELECTRIC POWER-ASSISTED BICYCLES, MOTORIZED SKATEBOARDS OR SCOOTERS, AND MOPEDS**

Sec. 15-240. - Riders subject to traffic laws, etc.

Every person riding a bicycle, electric power-assisted bicycle, motorized skateboard or scooter, or moped upon a street, roadway or other public vehicular area ~~shall~~will be subject to the provisions of this Code and the provisions of Code of Virginia, Chapter 8 (Section 46.2-800 et seq.) of Title 46.2, applicable to drivers of motor vehicles, unless the context of any such provision clearly indicates otherwise.

Sec. 15-241. - Required equipment for bicycles, electric power-assisted bicycles, and motorized skateboards or scooters.

- (a) Every bicycle, electric power-assisted bicycle, and motorized skateboard or scooter, when in use between sunset and sunrise, ~~shall~~must be equipped with a lamp on the front which ~~shall~~must emit a white light visible in clear weather from a distance of at least five hundred (500) feet to the front and with a red reflector on the rear of a type approved for use on the highways of this state by the superintendent of state police, which ~~shall~~must be visible in clear weather from all distances from ~~fifty (50) feet to three~~ six hundred (~~6~~3)00 feet to the rear, when directly in front of lawful ~~upper~~lower beams of ~~headlamps~~headlights on a motor vehicle. ~~A lamp emitting a red light visible in clear weather from a distance of five hundred (500) feet to the rear may be used in lieu of or in addition to the red reflector.~~
- (b) Every bicycle, electric power-assisted bicycle, and motorized skateboard or scooter, when in use between sunset and sunrise, must be equipped with a taillight on the rear emitting a red light plainly visible in clear weather from a distance of at least 500 feet to the rear. Any such taillight must be of a type approved by the superintendent of state police.

(c) Every bicycle, electric power-assisted bicycle, and motorized skateboard or scooter, when operated upon a street or highway, ~~shall~~ must be equipped with a brake ~~which~~ that will enable the operator to make the braked wheels skid on dry, level, clean pavement.

Sec. 15-243. - Riding on roadways generally.

(a) Any person operating a bicycle, electric power-assisted bicycle, motorized skateboard or scooter, or moped on a roadway ~~shall~~ must ride as close as practicable to the right curb or edge of the roadway, except under any of the following circumstances:

- (1) When overtaking and passing another vehicle proceeding in the same direction;
- (2) When preparing for a left turn at an intersection or into a private road or driveway; and
- (3) When reasonably necessary to avoid conditions including, but not limited to, fixed or moving objects, parked or moving vehicles, pedestrians, animals, surface hazards, or substandard width lanes that make it unsafe to continue along the right curb or edge.

(b) For the purposes of this section, a "substandard width lane" is a lane too narrow for a bicycle, electric power-assisted bicycle, motorized skateboard or scooter, or moped and another vehicle to pass safely side by side within the lane.

(c) Bicycles, electric power-assisted bicycles, and motorized skateboards or scooters may use bicycle lanes when operating in the intended direction of travel, and may use any shared use path in the City.

Sec. 15-246. - Riding and skating on sidewalks and the downtown mall.

(a) No person ~~may~~ shall ride a bicycle, an electric power-assisted bicycle, a motorized skateboard or scooter, or a moped on any sidewalk or other area designated exclusively for pedestrian traffic including, without limitation, the pedestrian mall area on Main Street between the Ninth Street bridge and Ridge-McIntire Road; provided however, that this prohibition ~~shall~~ does not apply to on-duty police officers and other uniformed emergency services personnel using the pedestrian mall. ~~For the purposes of this section the terms electric power-assisted bicycle and moped shall have the meanings set forth within § 46.2-100 of the Virginia Code.~~

(b) No person ~~shall~~ may ride or use rollerskates, rollerblades, skateboards, scooters, or similar devices on wheels or runners on the above-described pedestrian mall area on Main Street.

(c) Violations of this section will be subject to a civil penalty of not more than fifty dollars (\$50.00).

Sec. 15-246.1 – Parking for bicycles, electric-power assisted bicycles, and motorized skateboards or scooters.

(a) No person may stand or park a bicycle, electric power-assisted bicycle, or motorized skateboard or scooter:

1. upon the street, other than upon the roadway against the curb, or in a corral marked and designated for the purpose;
2. upon the sidewalk, other than in a rack to support the vehicle, or attached to a street sign or light post, or at the curb or the back edge of the sidewalk;
3. where they would obstruct curb ramps, pedestrian access within bus stops, or fire access;
4. in, or upon, any public right-of-way, other than a street or sidewalk, except in a location specifically designated through signage or provision of racks.

(b) Bicycles, electric power-assisted bicycles, and motorized skateboards or scooters must be parked upright, in such a manner as to afford the least obstruction to pedestrian and vehicular traffic.

(c) Violations of this section will be subject to a civil penalty of not more than fifty dollars (\$50.00).

Sec. 15-248. - Rider not to attach vehicle or himself to another vehicle.

No person riding upon any bicycle, electric power-assisted bicycle, motorized skateboard or scooter, or moped ~~shall~~may attach the same or himself to any other vehicle on the roadway.

Sec. 15-249. - Riding on handlebars.

No person riding a bicycle, electric power-assisted bicycle, motorized skateboard or scooter, or moped on a street, highway, or other public vehicular area ~~shall~~may permit any person to ride on the handlebars.

Sec. 15-249.1 – Riding with more than one person on a motorized skateboard or scooter.

Motorized skateboards or scooters may not be used on a street, highway, or other public vehicular area by more than one person at a time.

Sec. 15-250. - Report of ~~bicycle~~certain vehicle accidents.

It ~~shall~~will be the responsibility of the rider to report any bicycle, electric power-assisted bicycle, and motorized skateboard or scooter accident involving bodily injury or damage of fifty dollars (\$50.00) or more to the chief of police within forty-eight (48) hours of such accident. The chief of police ~~shall~~must keep complete and retrievable records of all such accidents involving these vehicles~~bicycles~~. Such records ~~shall~~must include the location and nature of the accident.

Sec. 15-251. - Disposition of unclaimed bicycles, mopeds, etc.



~~(a)~~—Where any bicycle, electric personal assistive mobility device, electric power-assisted bicycle, motorized skateboard or scooter, or moped has been found or delivered to the police department, and has thereafter remained in the possession of the police department, unclaimed, for more than thirty (30) days, and the property is not owned by a Dockless Mobility Business operating under a permit issued pursuant to Article X of this Chapter, such property may be disposed of as follows:

~~(a1)~~ In cases where a private person found and delivered the property to the police department, and requested to receive the property if it should remain unclaimed: if the location and a description of the property has been published at least once a week for two (2) successive weeks in a newspaper of general circulation within the city (and, in the case of an electric personal assistive mobility device, electric power-assisted bicycle, motorized skateboard or scooter, or moped for which a license plate, tag or decal has been issued pursuant to section 15-39 of the City Code, if the record owner has been notified by mail at the address provided in the license application) then the property may be released to the finder;

~~(b2)~~ In all other cases the property ~~shall~~ must be sold pursuant to section 20-59 of the City Code, or, at the option of the city, donated to a charitable organization.

~~(b)~~—~~For the purposes of this section the terms moped, electric personal assistive mobility device, and electric power assisted bicycle shall mean and refer to the vehicles defined by those terms within § 46.2-100 of the Virginia Code.~~

~~Sec.s. 15-253. Unlawful to ride motorized skateboard or scooter while using earphones.—15-270.—Reserved.~~

No person may ride a motorized skateboard or scooter while using earphones on or in both ears. For the purposes of this section, “earphones” will have the meaning set forth in Va. Code § 46.2-1078.

**ATTACHMENT B.**

**AN ORDINANCE AMENDING AND REORDAINING CHAPTER 15 (MOTOR VEHICLES AND TRAFFIC) OF THE CODE OF THE CITY OF CHARLOTTESVILLE BY ADDING A NEW ARTICLE X ESTABLISHING A PERMIT PROGRAM FOR DOCKLESS MOBILITY DEVICES FOR HIRE**

**BE IT ORDAINED** by the Council of the City of Charlottesville, Virginia that Chapter 15 (Motor Vehicles and Traffic) of the Code of the City of Charlottesville is hereby amended and reordained by adding a new Article X entitled “Permit Program for Dockless Mobility Devices for Hire,” which article will read as follows:

**ARTICLE X. PERMIT PROGRAM FOR DOCKLESS MOBILITY DEVICES FOR HIRE**

Sec. 15-445. Purpose and Persons Covered.

- (a) Purpose. The purpose of this section is to establish a permit program to regulate the operation of Dockless Mobility Services for-hire within the City of Charlottesville, as defined below. The aims of the permit program shall be:
- (1) to ensure that Dockless Mobility Services for-hire are carried on in a manner that is consistent with the health, safety, and welfare of the public, as well as consistent with the accessibility of public right-of-way for bicyclists, pedestrians, and people with disabilities;
  - (2) to reduce single occupancy vehicle use; and,
  - (3) to improve the overall mobility, safety, and equity of the City’s transportation network.
- (b) Persons Covered. Any person who provides, or applies to provide, Dockless Mobility Service for-hire, as defined below, within the City of Charlottesville will be governed by the provisions of this Article.

Sec. 15-446. Definitions.

The following words and terms, when used in this section, will have the following meaning, unless context clearly indicates otherwise:

“Dockless Mobility Device” means a bicycle, electric power-assisted bicycle, or motorized skateboard or scooter, as those terms are defined in the Code of Virginia.

“Dockless Mobility Business” means any person that offers, or applies to offer, Dockless Mobility Devices for-hire by relying on the public right-of-way to store the Dockless Mobility Devices for customer access and use. Dockless Mobility Business does not include any transportation service operated by the City or any other political subdivision or agency of the Commonwealth of Virginia.

“Dockless Mobility Service” means the service provided by a Dockless Mobility Business.

Sec. 15-447. Permit Requirement.

No person may provide Dockless Mobility Services for public hire within the City of Charlottesville without obtaining a permit from the City Manager pursuant to this Article.

Sec. 15-448. City Manager Authorized to Promulgate Regulations.

The City Manager, or the City Manager’s designee, will administer the permit program and will have the authority to promulgate regulations setting forth the requirements applicable to all persons applying for, or operating under, a permit issued pursuant to this Article. The City Manager, or the City Manager’s designee, may establish reasonable fees, charges, and penalties in connection with the permit program, including, but not limited to, requirements for insurance coverage, bond payment, and indemnification.

Sec. 15-449. Maximum Fleet Size.

The City Manager, or the City Manager’s designee, will have the authority to establish, modify, or eliminate a cap on the total number of Dockless Mobility Devices allowed to operate under this permit program.

Sec. 15-450. Review of Permit Applications.

- (a) The City Manager, or the City Manager’s designee, must evaluate each application for a permit under this program and notify the applicant in writing regarding the decision to approve or deny the application. In making such an approval or denial, the City Manager, or the City Manager’s designee, may consider any established cap on the total number of Dockless Mobility Devices, aggregate demand for services, and any goal articulated in the City’s Comprehensive Plan or Strategic Plan.
- (b) An applicant for a permit must request an initial allocation of Dockless Mobility Devices. The City Manager, or the City Manager’s designee, may determine the initial number of Dockless Mobility Devices approved under the permit. The City Manager, or the City Manager’s designee, may subsequently increase or decrease the number of approved devices under a permit for any of the reasons mentioned in Sec. 15-450(a) or in connection with the enforcement of any regulations promulgated pursuant to this Article.

15-451. Suspension or Revocation of Permits.

The City Manager, or the City Manager’s designee, may revoke or suspend a permit for any violation of this Article or regulations promulgated pursuant to this Article.

#### 15-452. Appeals.

The City Manager, or the City Manager's designee, must establish an administrative process for any Dockless Mobility Business to appeal the denial of a permit application, the suspension or revocation of a permit, or any change in the number of approved devices under a permit.

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# SHARED DOCKLESS MOBILITY DEVICES

**REPORT TO CITY COUNCIL**

June 17<sup>th</sup>, 2019

# Background

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- In November 2018, Council approved **temporary pilot** program to evaluate dockless devices in Charlottesville
- Pilot is scheduled end on **July 31st, 2019**
- 2 companies applied and were granted permits: **Lime** and **Bird**
- Lime began operations on **December 10th**, Bird began on **January 10th**
- Both companies are allowed **100 scooters** (Lime + 40 bikes - no longer deployed)
- *HB 2752 - 2019 General Assembly Legislation*

# Program Regulations

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- **200** maximum dockless scooters
- Public Data Access
- Partnership with **UVa**
- **No Go** and **Slow Go** zones for the Mall and UVA
- Fee Structure - **\$500**/permit, **\$1**/day per device
- Low Income Program and Outreach

# Key Findings

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- People are engaged regarding the public right of way
- Pilot allowed for administrative changes and improvements
- Ridership is high and these devices seem to be filling a gap in short distance trips
- Bird and Lime are two distinct companies in many ways



# Key Statistics

## City & UVa

**>115,000** rides

≈ **700** rides per day

≈ **20,000** unique riders

**1M+** minutes of riding

## Rides & Parking

**17%** of rides ended on corners

**20%** of rides ended in commercial corridor

**5%** of rides through DTM No-Go Zone

**50%** of rides ended in near UVa

## Travel & Safety

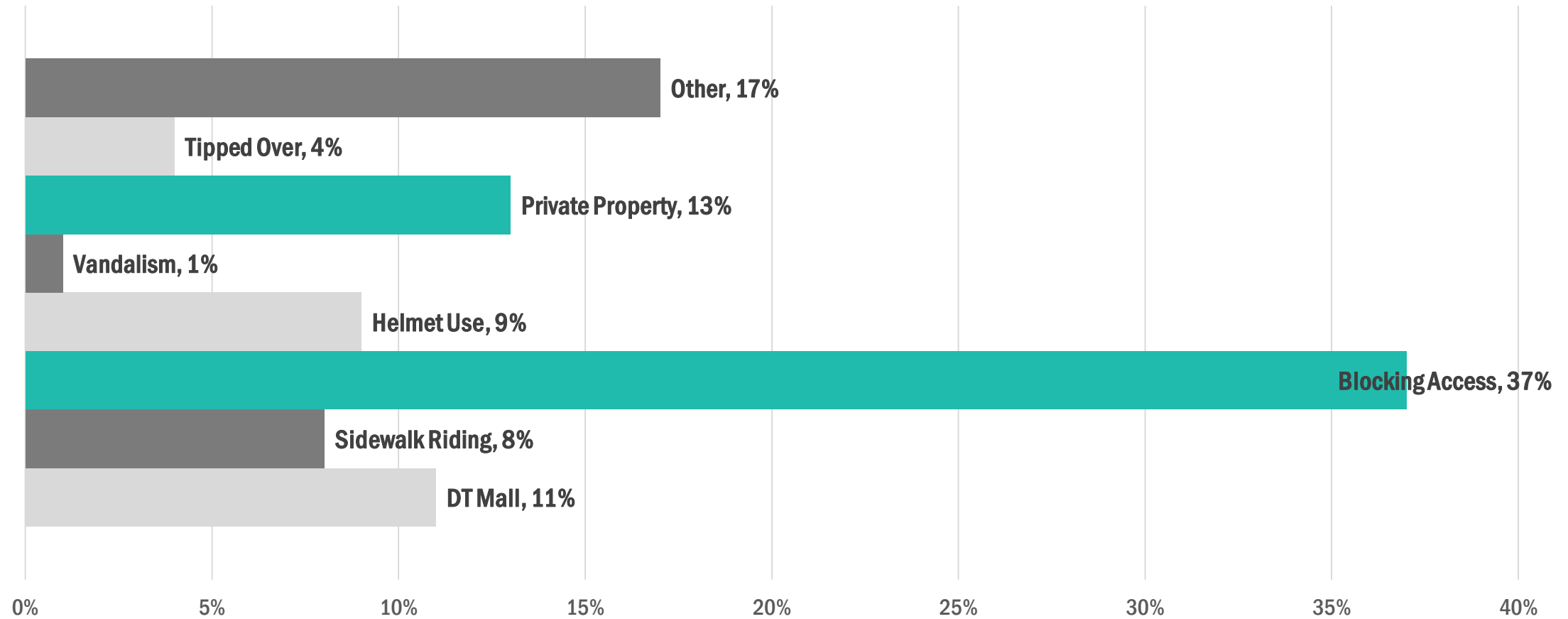
**5pm** busiest time of day

**8am** slowest time of day

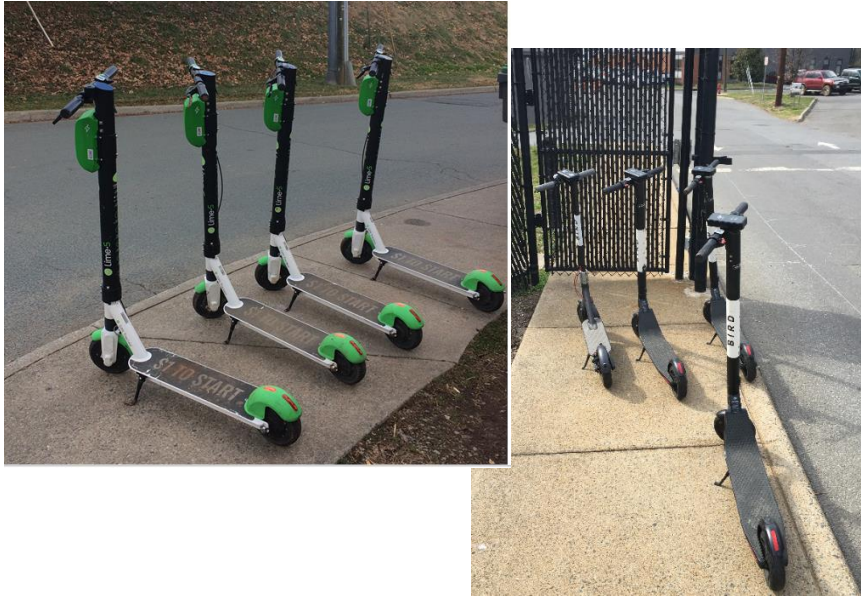
**1/2** mile is trip avg.

**32** ER visits reported

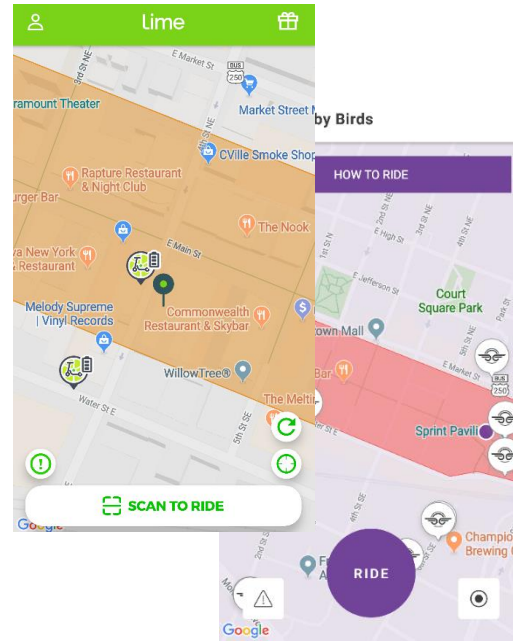
# Complaints



# Challenges



Initial Deployments



Technology

## Others:

- Small Market
- Rider Education
- Equitable Deployment

# City Efforts

- Permit Regulations
- Increased Signage
- Social Media/Communications
- In-app messaging
- Strong Collaboration with UVa
- User/Non-User survey



and electric scooters in Charlottesville

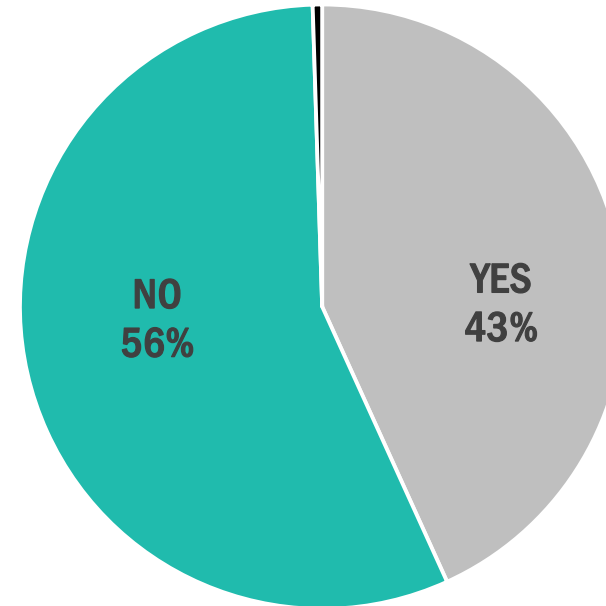
CHARLOTTESVILLE, Va. (WVIR) - Charlottesville officials say drivers need to pay attention when they are sharing road. People have been getting around the city on two wheels thanks to a pilot program that is bringing in electric scooters and bicycles.

Electric scooters were dropped off all around Charlottesville early Thursday, January 10. They, along with bikes, are available to rent via smartphone. Both companies offer scooters for \$1 to start, and have a fee for every minute used after that.

# Survey Results

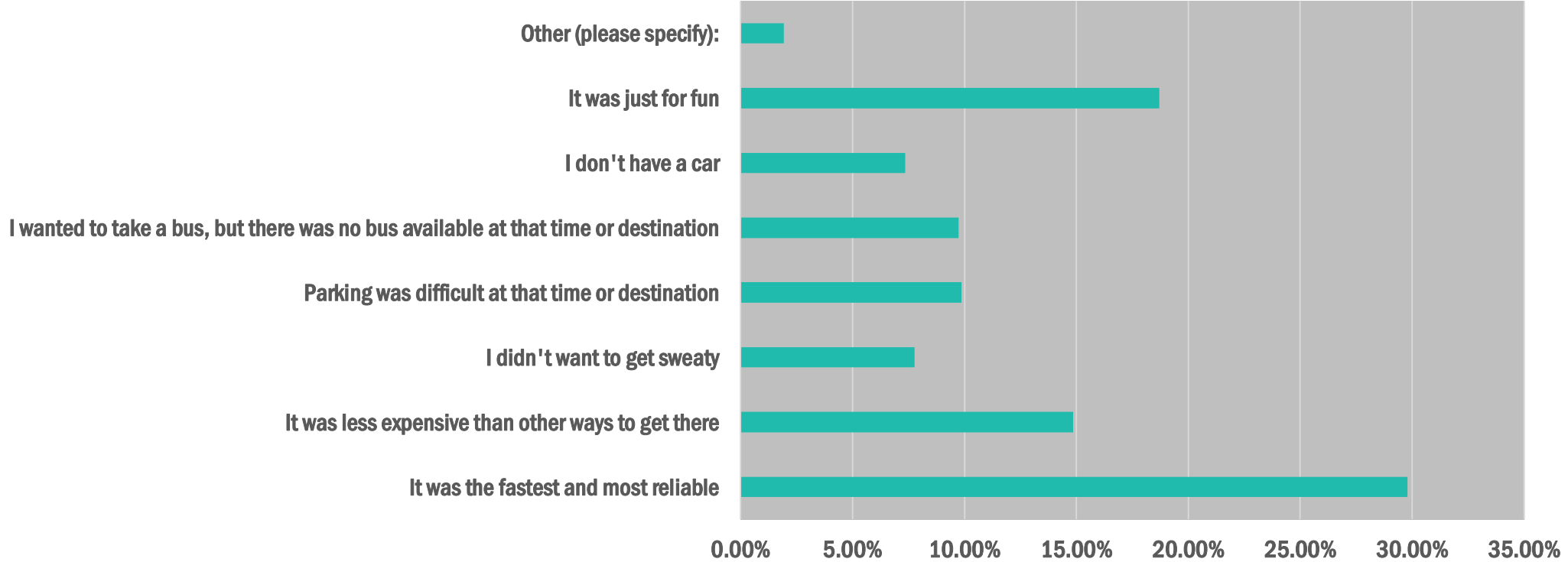
- Joint effort with UVA's School of Architecture - Planning Practicum
- Nearly **3,000** responses (3/19-5/19)

Have you ridden an e-scooter?



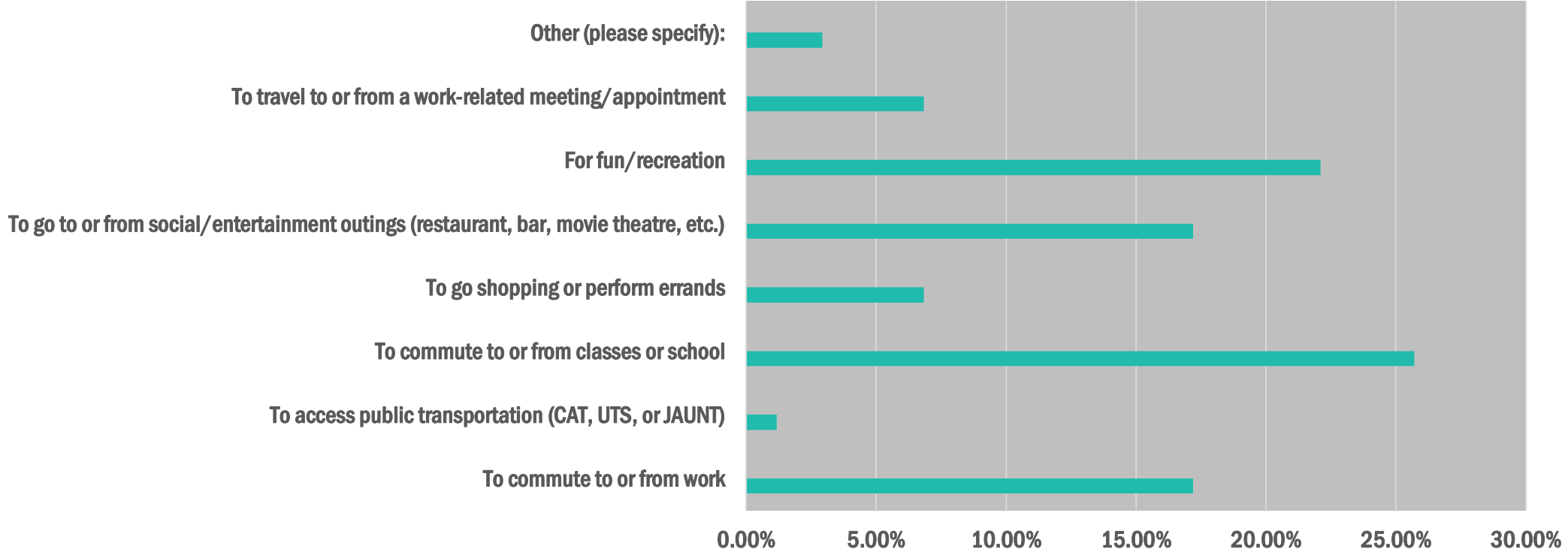
# Survey Results

## Why e-scooters?



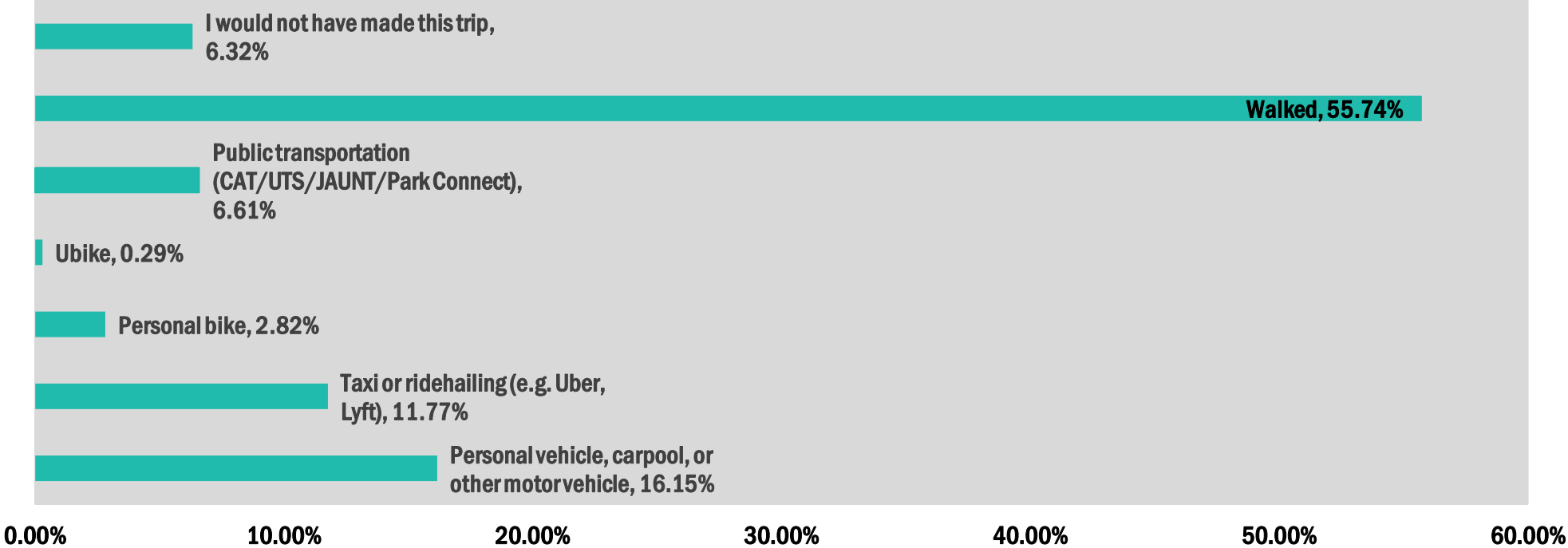
# Survey Results

## Primary Trip Purpose



# Survey Results

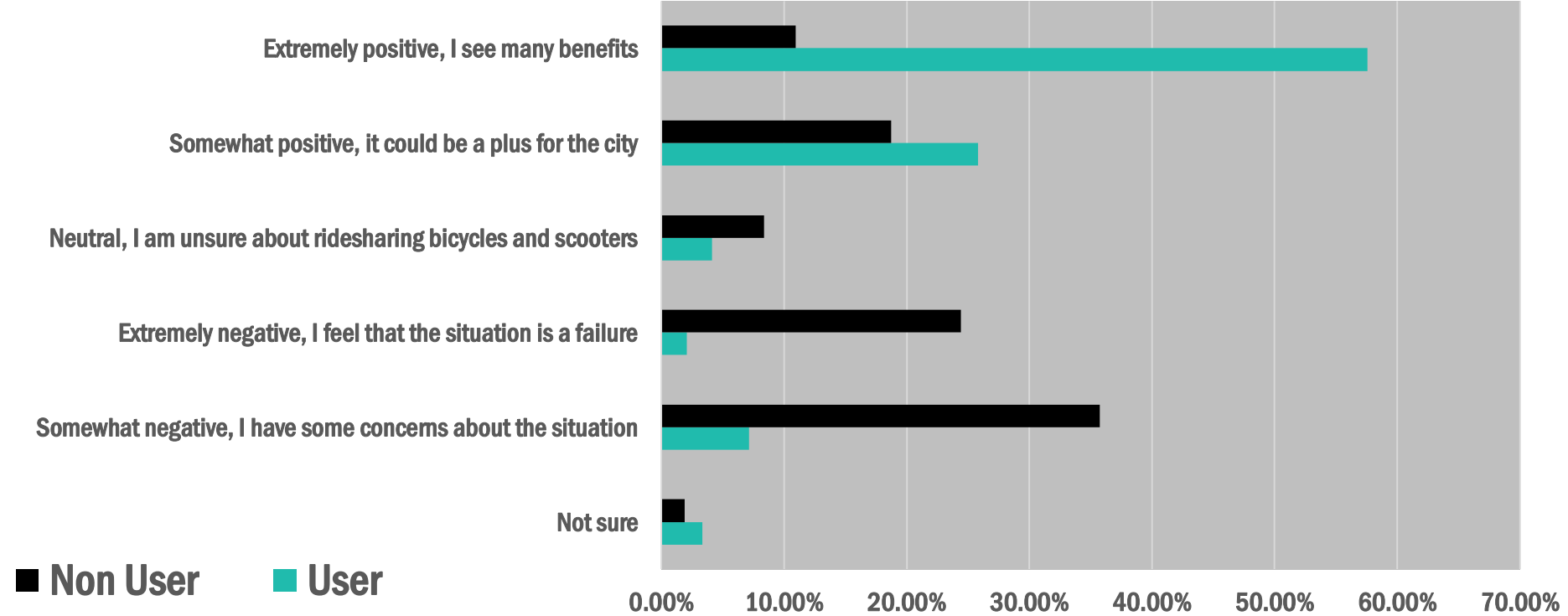
## Mode If Scooter Not Available?





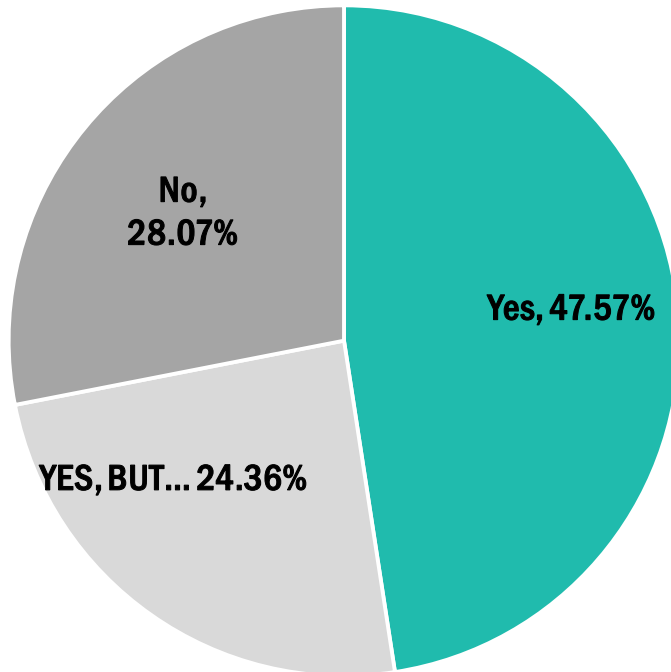
# Survey Results

## Comparing Non User vs User Perceptions



# Survey Results

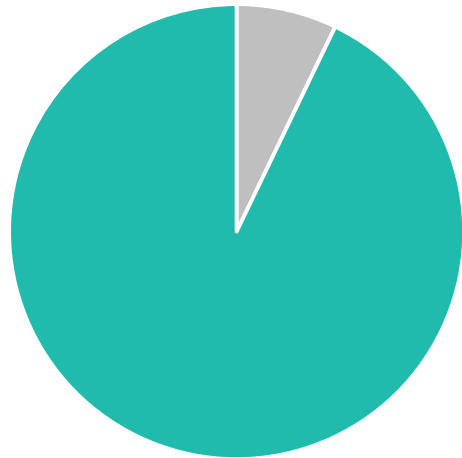
Do you want the program to continue?



**3/4** of respondents want the dockless program to continue

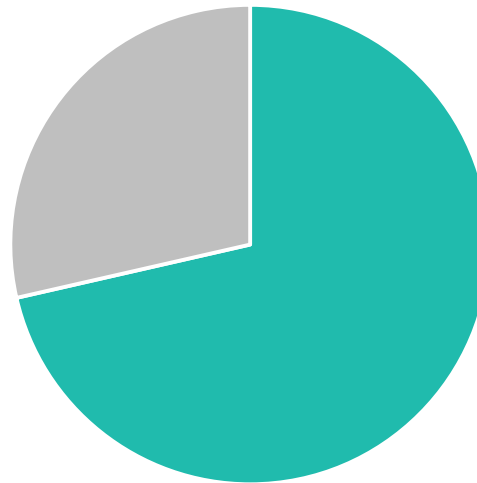
# Observational Studies

Device Provider



■ Bird ■ Lime

Observed Gender



■ Male ■ Female

**21%** Rode on Sidewalks

**15%** Wore headphones

**ZERO** Wore Helmets

# Opportunities + Lessons Learned

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- Active Program Management is needed
  - Increase **data** access
  - **Outreach** to UVA/users/community groups
  - **Reduce barriers** for low-income riders
  - **Distribute fleet** more equitably throughout the city
  - **Technology + Infrastructure**

# Recommendations

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- **Extend Pilot** through December 18, 2019 to plan for newly enabled state legislation
- **Increase fleet** (no more than 300 total scooters) to help with equity and distribution goals
- **Hire P/T staff** to...
  - Implement outreach campaign
  - On-going coordination with UVA
  - Refine regulations based on lessons learned
  - Evaluate program based on Comprehensive Plan goals

# Questions? More Info?

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[www.charlottesville.org/dockless](http://www.charlottesville.org/dockless)

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434.970.3717

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scoot  SAFE



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CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA



Agenda Date:	November 18, 2019
Action Requested:	Consideration of a Comprehensive Plan Amendment
Presenter:	Matt Alfele, AICP, City Planner
Staff Contacts:	Matt Alfele, AICP, City Planner
<b>Title:</b>	<b>CP—19-00001 209 Maury Avenue</b>

**Background:**

On October 8, 2019 the Planning Commission provided a recommendation to City Council to rezone the Subject Properties from R-2U (Residential two-family University) to R-3 (Multifamily). By rezoning the Subject Property, it no longer conform to the City's 2013 General Land Use Plan. Under the current map, the Subject Property is Low Density Residential. This designation is not consistent with R-3 zoning. A High Density Residential designation on the General Land Use Plan is more consistent with R-3 zoning. Additional information can be found within the rezoning (**ZM—19-00002 209 Maury Avenue**) memo.

**Discussion:**

The Planning Commission held a Public Hearing on October 8, 2019 on this matter. During the discussion, Planning Commission focused on the following:

- Increased density is appropriate for this location and the General Land Use Plan should be High Density Residential.

**Alignment with City Council's Vision and Strategic Plan:**

If City Council approves the comprehensive plan amendment, the project could contribute to **Goal 3: A Beautiful and Sustainable Natural and Built Environment, 3.1 Engage in robust and context sensitive urban planning and implementation**, and the City Council Vision of *Quality Housing Opportunities for All*.



**Community Engagement:**

On October 8, 2019 the Planning Commission held a Public Hearing on this matter. Six members of the public spoke and voiced the following:

- Frustration that the applicant submitted an updated proffer statement during the meeting the public did not have an opportunity to review. The City should not be making piecemeal changes to the Comprehensive Plan and Zoning Map. The City needs to finish work on the Comprehensive Plan and create a Housing Strategy.
- The neighborhood is stable and any change to the Comprehensive Plan or Zoning Map could be detrimental to the stability of the neighborhood.
- The project be proposed is too large for the location and the proffers are not strong enough. The drawing presented is only a concept and not a site plan.
- The proffer protecting the existing manor house is not strong enough.

Any emails regarding this project have been forwarded to Planning Commission and City Council.

**Budgetary Impact:**

This has no impact on the General Fund.

**Recommendations:**

The Planning Commission took the following action:

Commissioner Solla-Yates moves to recommend approval to amend the 2013 Comprehensive General Land Use Map for the Subject Properties from Low Density Residential to High Density Residential.

Mr. Stolzenberg seconded the motion

- Mr. Lahendro, No
- Mr. Solla-Yates, Yes
- Mr. Stolzenberg, Yes
- Mr. Heaton, Yes
- Mr. Mitchell, Yes
- Mrs. Green, Yes

The motion passed 5 – 1 to recommend approval of the Comprehensive Plan Amendment.

**Alternatives:**

City Council has several alternatives:

(1) by motion: adopt a Resolution to Approve the Comprehensive Plan Amendment CP19-00001.

(2) by motion: deny the proposed Comprehensive Plan Amendment CP19-00001.

(3) by motion: defer action on Comprehensive Plan Amendment CP19-00001.

**Attachments:**

A. Resolution to Approve Comp Plan Amendment CP19-00001

B. Signed Planning Commission Resolution

C. Link to the Staff Report and background information from the July 9, 2019 Planning Commission meetings:

<https://www.charlottesville.org/home/showdocument?id=66862>

(Staff Report starts on page 24)

Attachment A  
**RESOLUTION**

**APPROVING AN AMENDMENT TO THE COMPREHENSIVE PLAN FOR THE CITY OF CHARLOTTESVILLE (2013) TO CHANGE THE FUTURE LAND USE MAP DESIGNATION OF CERTAIN LAND FRONTING ON MAURY AVENUE AND STADIUM ROAD, AS REQUESTED BY COMPREHENSIVE PLAN AMENDMENT APPLICATION CP19-00001**

WHEREAS, the Charlottesville Planning Commission initiated an amendment to the City's Comprehensive Plan, its Future Land Use Map, to evaluate approximately 1.6 acres of land identified on City Tax Map (2019) as Parcels 18, 18.1, 18.2, 184, 185, and TMP 186 (collectively, "Subject Property"); AND

WHEREAS, the purpose of the initiated amendment is to evaluate whether the Subject Property is suitable for the type of higher-intensity land use, and increased residential density of development, referred to within the City of Charlottesville Comprehensive Plan (2013) as High Density Residential development (suitable for residential development at more than 15 dwelling units per acre) ("LUP Amendment"); and

WHEREAS, the proposed LUP Amendment was advertised and publicly noticed as required by law; and

WHERRAS, following a joint public hearing conducted by the Planning Commission and City Council on October 8, 2019, the Planning Commission on October 8, 2019 approved a resolution recommending approval of the LUP Amendment within the area of the Subject Property and certified the amendment to the City Council for its consideration; and

NOW THEREFORE, BE IT RESOLVED by the Charlottesville City Council that the LUP Amendment recommended by the City's Planning Commission for the area within the Subject Property is hereby approved and adopted as an Amendment to the Comprehensive Plan for the City of Charlottesville (2013), and the Zoning Administrator is hereby directed to update the Comprehensive Plan Land Use Map to reflect this amendment.

Adopted the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

Attest: \_\_\_\_\_  
Clerk of City Council

**RESOLUTION  
OF THE CHARLOTTESVILLE PLANNING COMMISSION  
RECOMMENDING AMENDMENT OF THE CITY'S COMPREHENSIVE  
PLAN TO CHANGE THE FUTURE LAND USE MAP DESIGNATION OF  
PROPERTY FRONTING ON MAURY AVENUE, AND STADIUM ROAD,  
AS REQUESTED BY COMPREHENSIVE PLAN AMENDMENT  
APPLICATION No. CP19-00001**

WHEREAS, the City of Charlottesville Planning Commission initiated an amendment to the City's Comprehensive Plan, its Future Land Use Map, to evaluate approximately 1.6 acres of land identified on City Tax Map (2019) as Parcels 18, 18.1, 18.2, 184, 185, and TMP 186 (collectively, "Subject Property"), evaluating whether the Subject Property is suitable for a higher intensity of use and increased density for residential development referenced within the Comprehensive Plan (2013) as High Density Residential development (areas suitable for residential development at more than 15 dwelling units per acre) ("LUP Amendment"); and

WHEREAS, the LUP Amendment was advertised and publicly noticed as required by law; and

WHEREAS, following a public hearing conducted by the Planning Commission on October 8, 2019 the Planning Commission voted to recommend approval of the LUP Amendment within the area of the Subject Property and certified the amendment to the City Council for its consideration; and

NOW THEREFORE, BE IT RESOLVED that this Planning Commission hereby recommends to the City Council that it should adopt the LUP Amendment for the area within the Subject Property as an Amendment to the Comprehensive Plan for the City of Charlottesville (2013), and the Zoning Administrator is hereby directed to update the Comprehensive Plan Land Use Map to reflect this amendment.

Adopted by the Charlottesville Planning Commission, the 8th day of October 2019.

Attest:   
Secretary, Charlottesville Planning Commission

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**CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA**



<b>Agenda Date:</b>	November 18, 2019
<b>Action Requested:</b>	Consideration of a Rezoning Application
<b>Presenter:</b>	Matt Alfele, AICP, City Planner
<b>Staff Contacts:</b>	Matt Alfele, AICP, City Planner
<b>Title:</b>	<b>ZM—19-00002 209 Maury Avenue</b>

**Background:**

Landowner Southern Property, LLC has submitted an application seeking a rezoning of approximately (1.6) acres of land identified within City tax records as Tax Map and Parcel (TMP) 17-18, TMP 17-18.1, TMP 17-18.2, TMP 17-18.4, TMP 17-18.5, and TMP 17-18.6 (collectively, "Subject Property"). The Subject Property has frontage on Maury Avenue and Stadium Road. The application is proposing to change the current zoning of the Subject Property from R-2U (Two-family University) to R-3 (Multifamily) with Proffered Conditions (see below for proffered conditions). The Comprehensive Land Use Map for this area calls for Low Density Residential (15 Dwelling Units per Acres).

- On June 11, 2019 the Planning Commission provided a recommendation to City Council to rezone the Subject Property from R-2U (Residential two-family University) to R-3 (Multifamily) with a vote of 4 - 2.
- On July 9, 2019 the Planning Commission provided a recommendation to City Council to amend the 2013 Comprehensive General Land Use Map for the Subject Property from Low Density Residential to High Density Residential (application CP-19-00001) with a vote of 5 - 2.
- At the August 5, 2019 City Council meeting, the applicant presented new documentation (proffered conditions and a conceptual layout) effecting the rezoning application. City Council moved to send the rezoning request and comprehensive plan amendment back to Planning Commission to review the updated materials.

Below is a summary of the updated materials submitted by the applicant after the Planning

Commission made recommendations to City Council on **June 11<sup>th</sup> and July 9<sup>th</sup>**.

**June 11<sup>th</sup> and July 9<sup>th</sup> Submittal:** The applicant proposed a straight rezoning with no proffers or development plan. Planning Commission initiated a comprehensive plan amendment to insure the City's Land Use Map would correspond with R-3 zoning.

**October 8<sup>th</sup> Submittal:** The applicant updated the rezoning request to include proffered conditions and a conceptual drawing, referenced in the proffer statement. The signed proffer statement can be found as **Attachment A**.

### **Discussion:**

The Planning Commission held a Public Hearing on October 8, 2019 on this matter. During the discussion, Planning Commission raised the following:

- Concern about the preservation of the existing Eugene Bradbury designed home.
- Rezoning the subject properties to R-3 density could be increased providing more student housing closer to grounds. This could pull some students out of other areas of the City and open up more housing stock.
- The Planning Commission also initiated a Comprehensive plan land use map amendment to change the subject properties to "High Density Residential". This would insure the land use map designation would match the corresponding zoning.
- Concern with some of the R-3 by-right uses that are not allowed in R-2U, such as Bed-and-breakfast and Public Health Clinic.

During the meeting the applicant presented an updated proffer statement that added an affordable housing requirement. After hearing the Commission concerns, the applicant orally amended his proffer statement per Section 34-64(b). The updated proffer statement (**Attachment A**) removed the words "to be constructed" from #5(a)(iii) and a #6 was added to remove some by-right uses.

### **Alignment with City Council's Vision and Strategic Plan:**

If City Council approves the rezoning request, the project could contribute to **Goal 3: A Beautiful and Sustainable Natural and Built Environment**, **3.1 Engage in robust and context sensitive urban planning and implementation**, and the City Council Vision of *Quality Housing Opportunities for All*.

### **Community Engagement:**

On May 29, 2019 the applicant held a community meeting in the NDS Conference Room at City hall from 6:30pm to 8pm. No members of the public attended the meeting.

On June 11, 2019 the Planning Commission held a Public Hearing on the rezoning request. No members of the public spoke.

On July 1, 2019 City Council held a Public Hearing on the rezoning request and two members of the public spoke against the rezoning.

On July 9, 2019 the Planning Commission held a Public Hearing on amending the comprehensive plan and six members of the community spoke and raised the following:

- Concern about the preservation of the existing Eugene Bradbury designed home.
- Rezoning the subject properties to R-3 density could be increased providing more student housing closer to grounds. This could pull some students out of other areas of the City and open up more housing stock.
- Concern about rezoning the subject properties without a development plan to review.
- The Planning Commission also initiated a Comprehensive plan land use map amendment to change the subject properties to “High Density Residential”. This would insure the land use map designation would match the corresponding zoning.

On September 18, 2019 the applicant held a Community Engagement meeting at CitySpace to review the new materials connected to the rezoning request. About eight members of the community attended and offered feedback to the applicant. Conservation of the home was the biggest concern.

In addition to the required Community Engagement meeting, the applicant also presented the rezoning request to the Fry’s Spring Neighborhood Association meeting on August 14, 2019.

On October 8, 2019 the Planning Commission held a Public Hearing on this matter. Six members of the public spoke and voiced the following:

- Frustration that the applicant submitted an updated proffer statement during the meeting the public did not have an opportunity to review. The City should not be making piecemeal changes to the Comprehensive Plan and Zoning Map. The City needs to finish work on the Comprehensive Plan and create a Housing Strategy.
- The neighborhood is stable and any change to the Comprehensive Plan or Zoning Map could be detrimental to the stability of the neighborhood.
- The project be proposed is too large for the location and the proffers are not strong enough. The drawing presented is only a concept and not a site plan.
- The proffer protecting the existing manor house is not strong enough.

**Budgetary Impact:**

This has no impact on the General Fund.

**Recommendations:**

The Planning Commission took the following action:

Commissioner Stolzenberg moves to recommend approval of this application to rezone the subject properties from R-2U, to R-3 with amended proffers, on the basis that the proposal would service the interests of the general public and good zoning practice.



Mr. Solla-Yates seconded the motion

Mr. Lahendro, No  
Mr. Solla-Yates, Yes  
Mr. Stolzenberg, Yes  
Mr. Heaton, Yes  
Mr. Mitchell, Yes  
Mrs. Green, Yes

The motion passed 5 – 1 to recommend approval of the rezoning application with proffers.

**Alternatives:**

City Council has several alternatives:

(1) by motion, approve the requested Rezoning with proffers as recommended by the Planning Commission using the following suggested motion:

I move the adoption of the Ordinance included in our agenda materials, rezoning land as requested within ZM19-00002, based on a finding that the proposed rezoning is required by public necessity, convenience, general welfare, or good zoning practice;

(2) by motion, take action to deny the attached ordinance granting the Rezoning;

(3) by motion, request changes to the attached ordinance, and then approve the Rezoning;  
or

(4) by motion, defer action on the Rezoning.

**Attachments:**

A. Signed Proffer Statement Dated October 25, 2019

B. Rezoning Ordinance (starting on page 5 of this memo)

C. Link to the Staff Report and background information from the October 8, 2019 Planning Commission meetings:

<https://www.charlottesville.org/home/showdocument?id=66862>

(Staff report starts on page 31)

**AN ORDINANCE  
APPROVING REZONING APPLICATION ZM19-00002  
A REQUEST TO REZONE LAND FRONTING ON MAURY AVENUE AND STADIUM  
ROAD FROM R-2U (TWO-FAMILY RESIDENTIAL, UNIVERSITY)  
TO R-3 (MULTIFAMILY RESIDENTIAL) SUBJECT TO PROFFERED  
DEVELOPMENT CONDITIONS**

**WHEREAS**, in order to facilitate a specific development project, Southern Property, LLC (“Landowner”), by its member Charlie Armstrong, has submitted rezoning application ZM19-00002, proposing a change in the zoning classification (“rezoning”) of certain land fronting on Maury Avenue and Stadium Road, designated on 2019 City Tax Map 17 as Parcels 180, 180.1, 180.2, 184, 185, and 186 (collectively, the “Subject Property”), from “R-2U” to “R-3”, with said rezoning to be subject to several development conditions proffered by Landowner; and

**WHEREAS**, the purpose of the rezoning application is to allow a specific development project identified within the proffered development conditions (“Project”) which will provide multifamily residential dwellings within the Subject Property and will preserve an existing structure of historic significance located within the Subject Property; and

**WHEREAS**, a joint public hearing on the proposed rezoning was conducted by the Planning Commission and City Council on October 8, 2019, following notice to the public and to adjacent property owners, as required by law, and following the joint public hearing, the Planning Commission voted on October 8, 2019 to recommend that City Council should approve the Proposed Rezoning for the Project; and

**WHEREAS**, this City Council has considered the details of the specific Project represented within the Landowner’s application materials for ZM19-00002; has reviewed the NDS Staff Report, public comments, the Planning Commission’s recommendation, and the Comprehensive Plan; and

**WHEREAS**, this Council finds and determines that the public necessity, convenience, general welfare and good zoning practice require the proposed rezoning; that both the existing zoning classification and the proposed zoning

classification are reasonable; and that the proposed rezoning is consistent with the Comprehensive Plan; now, therefore,

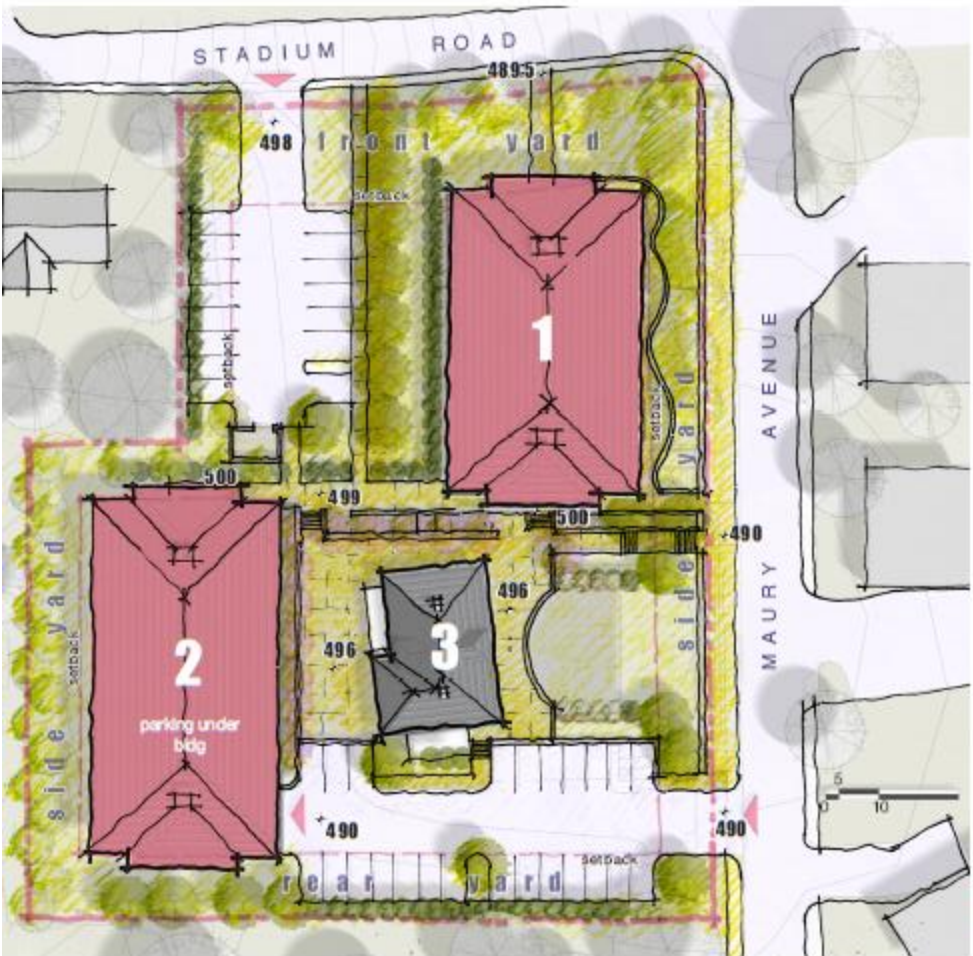
**BE IT ORDAINED** by the Council of the City of Charlottesville, Virginia that the Zoning District Map Incorporated in Section 34-1 of the Zoning Ordinance of the Code of the City of Charlottesville, 1990, as amended, be and hereby is amended and reenacted as follows:

*Section 34-1. Zoning District Map.* Rezoning all of the land designated on 2019 City Tax Map 17 as Parcels 180, 180.1, 180.2, 184, 185, and 186 (“Subject Property”), containing, in the aggregate approximately 1.6 acres (approximately 69,696 square feet), from R-2U (Two Family Residential, University) to R-3 (Multifamily Residential), subject to the following proffered development conditions (“Proffers”), which were tendered by the Landowner in accordance with law and are hereby accepted by this City Council:

#### **Approved Proffers**

The use and development of the Subject Property shall be subject to the following development conditions voluntarily proffered by the Landowner, which conditions shall apply in addition to the regulations otherwise provided within the City’s zoning ordinance:

1. The number and location of buildings and structures relative to Maury Avenue and Stadium Road, and points of ingress and egress to the Subject Property, may not be varied from the general or approximate location(s) depicted within the following drawing, titled “209 Maury Avenue Application Plan” by Mitchell Matthews Architects (the “Application Plan”):



SK-115

ZONING DATA		
Site	Site Area	1.611 Acres
	Current Zoning	R - 2U
	Prop. Zoning	R - 3

Document referenced in proffer 1  
"209 Maury Avenue Application  
Plan"

### 209 MAURY AVENUE APPLICATION PLAN

MITCHELL/MATTHEWS © 2019  
ARCHITECTS AND URBAN PLANNERS  
CHARLOTTESVILLE VA 434 979 7550

2. The majority of the area between Maury Avenue and the façade of the historic Manor House located on the Subject Property, currently having an address of 209 Maury Avenue, shall be maintained as open green space (grass lawn), landscaping with plantings, or a combination thereof, as generally depicted within the Application Plan. Stormwater management practices or treatments may be located within this area only if the appearance of this area is that of a grass yard with trees and shrubbery, as generally depicted within the Application Plan.
3. Prior to seeking a building permit for construction of any new building, structure or addition to the Manor House, the Landowner shall submit and obtain final approval of a site development plan covering the entire area of the Subject Property. The Landowner shall, as part of the final site development plan, include a landscape plan for the entire Subject Property which shall be prepared by a landscape architect. The landscape plan shall provide green space (grass lawn), trees and shrubbery in an amount, and in locations, generally consistent with the Application Plan.
4. The historic Manor House building located on the Subject Property, currently having an address of 209 Maury Avenue, shall, in perpetuity, (but excluding destruction by natural disasters, fires, or other unforeseen calamities) be maintained in good repair. Nothing herein shall restrict the owner of the Subject Property and/or its assigns from making reasonable and architecturally consistent additions or modification to the historic Manor House building located on the Subject Property.
5. Prior to issuance of a building permit for construction of any new buildings within the Subject Property, the Landowner will demonstrate that it has provided for construction of affordable dwelling units (“ADUs”), by one of the following means:
  - a. For-rent ADUs will be constructed by Landowner on the Subject Property, as part of the Landowner’s development of the Subject Property. The gross square footage of the affordable units, in the aggregate, shall be at least fifteen percent (15%) of the aggregate habitable floor area of the buildings on the Subject Property. For-rent ADUs shall meet the definition of “affordable dwelling unit” in City Code 34-12(c), and the period of affordability shall be administered in accordance with the provisions of City Code 34-12(g); or

b. For-sale ADUs are under construction by Landowner at a site outside the Subject Property, at a location within the City of Charlottesville. If the Landowner constructs the ADUs, then the for-sale ADUs shall meet the definition of “affordable dwelling unit” in City Code 34-12(c), and the period of affordability shall be administered in accordance with the provisions of City Code 34-12(g). The number of off-site ADUs shall be fifteen percent (15%) of the total number of dwelling units within the Subject Property. At the Landowner’s option, if the Landowner conveys to Habitat for Humanity, by recorded deed, any off-site lot(s) for construction of the off-site ADUs pursuant to this proffer, then if any ADU lot(s) are so conveyed to Habitat then:

1. The ADUs on such off-site location(s) shall be deemed to be “under construction” as of the date of recordation of the deed of conveyance from Landowner to Habitat, containing the required ADU restriction; and
2. The Landowner shall provide the City with a binding commitment from Habitat for Humanity promising that, if any of the initial owners of the ADUs on the off-site location(s) sells or otherwise transfers ownership of the affordable dwelling unit to a person other than the Habitat for Humanity organization or a qualifying heir, within the first twenty (20) years following issuance of a certificate of occupancy for the unit sold or transferred, then Habitat will use any profit-sharing proceeds from the sale or transfer for construction of a replacement affordable dwelling unit within the City of Charlottesville;

Or,

c. Landowner shall make a cash contribution to the City’s affordable housing fund, which contribution shall be calculated as follows: (i) two dollars (\$2.00) per square foot of the habitable residential floor area within the Subject Property.

6. The following land uses, currently generally allowed within the R-3 zoning district, shall be prohibited on the lot(s) within the Subject Property: Bed and Breakfasts (including both “Homestay” and “Bed-and-breakfast”);

Health clinic (up to 4,000 SF, GFA); Public health clinic; and Educational Facilities (elementary, high schools, and colleges and universities).

**BE IT FURTHER ORDAINED THAT** the City's Zoning Administrator shall update the Zoning District Map to reflect this rezoning of the Subject Property subject to the proffered development conditions.

## Attachment A

BEFORE THE CITY COUNCIL OF THE CITY OF CHARLOTTESVILLE, VIRGINIA  
IN RE: PETITION FOR REZONING (City Application No. ZM-19-00002)  
STATEMENT OF FINAL PROFFER CONDITIONS FOR  
TAX MAP 17, PARCELS 180, 180.1, 180.2, 184, 185, & 186.  
Dated as of October 25, 2019

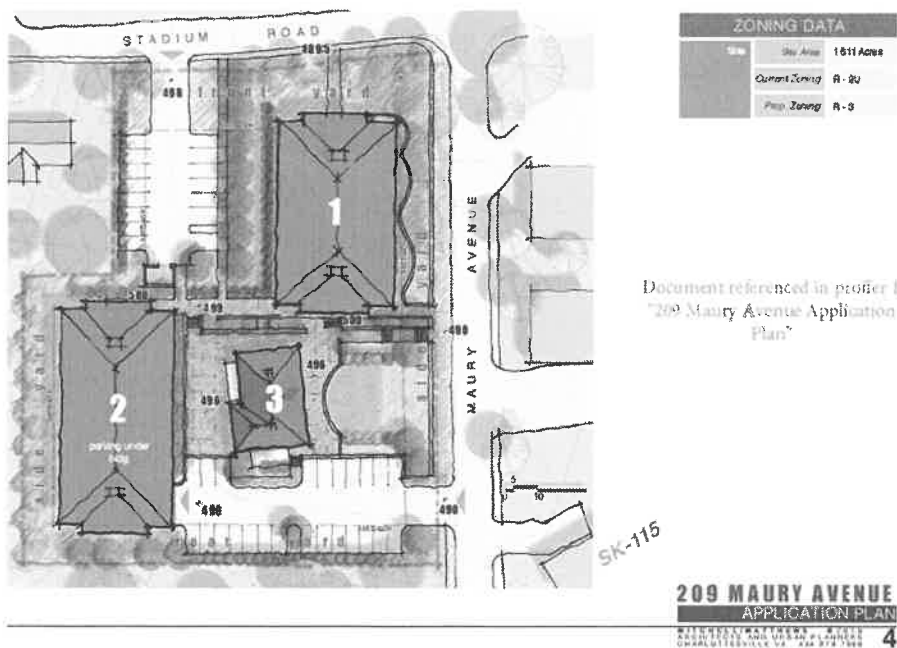
TO THE HONORABLE MAYOR AND MEMBERS OF THE COUNCIL OF THE CITY OF CHARLOTTESVILLE:

The undersigned limited liability company (“Landowner”) is the owner of land subject to the above-referenced rezoning petition (“Subject Property”). Through this rezoning request the Landowner seeks approval of a specific use described within an Application Plan accompanying the rezoning petition.

Pursuant to City Code §34-61 et seq., the Landowner seeks to amend the current zoning of the property subject to certain proffered development conditions set forth below. The Landowner proffers these conditions as part of the requested rezoning, and Landowner agrees that (i) the rezoning itself gives rise to the conditions, and (ii) the conditions have a reasonable relationship to the rezoning request. The Landowner agrees that if the Subject Property is rezoned as requested, the use and development of the Subject Property will be subject to the following voluntarily proffered development conditions:

The use and development of the Subject Property shall be subject to the following development conditions voluntarily proffered by the Landowner, which conditions shall apply in addition to the regulations otherwise provided within the City’s zoning ordinance:

1. The number and location of buildings and structures relative to Maury Avenue and Stadium Road, and points of ingress and egress to the Subject Property, may not be varied from the general or approximate location(s) depicted within the following drawing, titled “209 Maury Avenue Application Plan” by Mitchell Matthews Architects (the “Application Plan”):





## Attachment A

2. The majority of the area between Maury Avenue and the façade of the historic Manor House located on the Subject Property, currently having an address of 209 Maury Avenue, shall be maintained as open green space (grass lawn), landscaping with plantings, or a combination thereof, as generally depicted within the Application Plan. Stormwater management practices or treatments may be located within this area only if the appearance of this area is that of a grass yard with trees and shrubbery, as generally depicted within the Application Plan.
3. Prior to seeking a building permit for construction of any new building, structure or addition to the Manor House, the Landowner shall submit and obtain final approval of a site development plan covering the entire area of the Subject Property. The Landowner shall, as part of the final site development plan, include a landscape plan for the entire Subject Property which shall be prepared by a landscape architect. The landscape plan shall provide green space (grass lawn), trees and shrubbery in an amount, and in locations, generally consistent with the Application Plan.
4. The historic Manor House building located on the Subject Property, currently having an address of 209 Maury Avenue, shall, in perpetuity, (but excluding destruction by natural disasters, fires, or other unforeseen calamities) be maintained in good repair. Nothing herein shall restrict the owner of the Subject Property and/or its assigns from making reasonable and architecturally consistent additions or modification to the historic Manor House building located on the Subject Property.
5. Prior to issuance of a building permit for construction of any new buildings within the Subject Property, the Landowner will demonstrate that it has provided for construction of affordable dwelling units (“ADUs”), by one of the following means:
  - a. For-rent ADUs will be constructed by Landowner on the Subject Property, as part of the Landowner’s development of the Subject Property. The gross square footage of the affordable units, in the aggregate, shall be at least fifteen percent (15%) of the aggregate habitable floor area of the buildings on the Subject Property. For-rent ADUs shall meet the definition of “affordable dwelling unit” in City Code 34-12(c), and the period of affordability shall be administered in accordance with the provisions of City Code 34-12(g); or
  - b. For-sale ADUs are under construction by Landowner at a site outside the Subject Property, at a location within the City of Charlottesville. If the Landowner constructs the ADUs, then the for-sale ADUs shall meet the definition of “affordable dwelling unit” in City Code 34-12(c), and the period of affordability shall be administered in accordance with the provisions of City Code 34-12(g). The number of off-site ADUs shall be fifteen percent (15%) of the total number of dwelling units within the Subject Property. At the Landowner’s option, if the Landowner conveys to Habitat for Humanity, by recorded deed, any off-site lot(s) for construction of the off-site ADUs pursuant to this proffer, then if any ADU lot(s) are so conveyed to Habitat then:

Attachment A

1. The ADUs on such off-site location(s) shall be deemed to be “under construction” as of the date of recordation of the deed of conveyance from Landowner to Habitat, containing the required ADU restriction; and
2. The Landowner shall provide the City with a binding commitment from Habitat for Humanity promising that, if any of the initial owners of the ADUs on the off-site location(s) sells or otherwise transfers ownership of the affordable dwelling unit to a person other than the Habitat for Humanity organization or a qualifying heir, within the first twenty (20) years following issuance of a certificate of occupancy for the unit sold or transferred, then Habitat will use any profit-sharing proceeds from the sale or transfer for construction of a replacement affordable dwelling unit within the City of Charlottesville;

Or,

- c. Landowner shall make a cash contribution to the City’s affordable housing fund, which contribution shall be calculated as follows: (i) two dollars (\$2.00) per square foot of the habitable residential floor area within the Subject Property.

6. The following land uses, currently generally allowed within the R-3 zoning district, shall be prohibited on the lot(s) within the Subject Property: Bed and Breakfasts (including both “Homestay” and “Bed-and-breakfast”); Health clinic (up to 4,000 SF, GFA); Public health clinic; and Educational Facilities (elementary, high schools, and colleges and universities).

WHEREFORE, the undersigned Owner(s) stipulate and agree that the use and development of the Subject Property shall be in conformity with the conditions hereinabove stated, and requests that the Subject Property be rezoned as requested, in accordance with the Zoning Ordinance of the City of Charlottesville.

Respectfully submitted this 25th day of October 2019.

Owner:  
FMC, INVESTMENTS LLC

Owner's Address:  
142 S Pantops Dr  
Charlottesville, VA 22911

By:   
Charles Armstrong, Member

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CITY OF CHARLOTTESVILLE, VIRGINIA  
CITY COUNCIL AGENDA



Agenda Date:	November 18, 2019
Action Required:	Resolution
Presenter:	Shantell Bingham, Program Director, Charlottesville Food Justice Network Jeanette Abi-Nader, Executive Director, Cultivate Charlottesville
Staff Contacts:	Kaki Dimock, Director, Department of Human Services Misty Graves, Program Supervisor, Department of Human Services
Title:	<b>Allocation of Food Equity Initiative funds for FY 2020, \$155,000</b>

**Background:**

On October 7, representatives from the Food Equity Initiative provided a comprehensive report that covered an update on activities of the previous year, progress towards goals, and a review of core issue areas. Staff provided an overview of the strategic review and action plan that included profiles for ten City Departments and their intersection with food equity and recommendations for future food equity work.

In order to implement the work outlined in the strategic review and action plan, staff will need continued funding and seeks \$155,000 in City funds for the current fiscal year (FY 2020). These funds will be utilized to match two federal grants, which require an equal match of \$155,000 for the current fiscal year.

**Discussion:**

EXECUTIVE SUMMARY:

While food insecurity remains a prevalent issue in our city (16% for Charlottesville; 9.8% for Virginia) views of a healthy and just food system are in sight. During this year, the Food Equity Initiative as directed by the Charlottesville Food Justice Network, will further the goals outlined in the proposed Food Equity Initiative | Year 2 work plan.

Advancing systemic change requires close partnerships with city departments. In fact, many Charlottesville Food Justice Network Food Equity recommendations as well as Local Food, Local Places Action Plan steps require working with city staff. To support city staff collaboration with Charlottesville Food Justice Network partners, Food Equity Profiles were created to highlight department staff's vision for food equity.

**Alignment with City Council’s Vision and Strategic Plan:**

The Food Equity Initiative supports City Council’s “Community of Mutual Respect” vision. It contributes to Goal 2 of the Strategic Plan: a healthy and safe city and Goal 1: an inclusive community of self-sufficient residents specifically objective 1.5 intentionally address issues of race and equity.

**Community Engagement:**

The Charlottesville Food Justice Network meets bi-monthly and it’s last meeting took place on October 23, 2019. During this meeting, 29 member organizations or individuals committed to specific work plans that intend to bolster the food equity work and propel the community forward. The Food Equity initiative completed a number of engagement opportunities in diverse settings and modalities that include individual meetings, large group meetings, and media and community events as reported in the October 2019 Food Equity Initiative Report & Action Plan. This summer, the Environmental Protection Agency Local Food, Local Places selected the City of Charlottesville to create a plan for supporting the development of affordable food markets taking an equity approach by considering urban farmers of color as a key stakeholder in guiding the development of affordable food markets. The methods of the Food Equity Initiative intentionally incorporate and amplify community voice and leadership.

**Budgetary Impact:**

The Charlottesville Food Justice Network request \$155,000 to support FY20 of the Food Equity Initiative and to provide matching funds for two federal grants awarded that have the combined amount of \$155,000. (United States Department of Agriculture Community Food Projects Competitive Grants Program of \$125,000 for three years and the Environmental Protection Agency Environmental Justice Small Grants Program of \$30,000 for one year.

Should Council agree to support this program in FY20, the matching funds of \$155,000 to support the Food Equity Initiative would come from the from the City Council Strategic Initiatives account. Currently there is \$435,429.37 in funding remaining in that account. Of that amount \$150,729.37 is unallocated funding and \$284,700 is funding previously dedicated but not spent by Council for Equity Package items. The chart below lists those items.

<b><u>Items previously Noted by Council as Equity Fund Uses</u></b>		
		FY 16 year end appropriation(\$500,000) to have funds set aside to implement recommendations of the Blue Ribbon Commission on Memorials, Race and Public Spaces. \$55,000 of this has been used for the EJI - Civil Rights Pilgrimage Trip as approved by Council on 6/4/18; Business Equity Fund taken from this pool (\$109,000);
Blue Ribbon Commission on Memorials, Race and Public Spaces	\$	(180,000) \$156,000 allocated for CCS Gifted teachers.
Scholarship Program (one time funding added FY 18)	\$	(5,000)
Ethnic Study Course (one time funding added FY 18)	\$	(15,000)
Vinegar Hill Monument matching grant (added FY 17 year end)	\$	(25,000)
	\$	(59,700) remaining portion of \$1M originally appropriated as Equity Funds
	\$	(284,700)

Council would need to reallocate a portion of the above funding which was previously dedicated as other equity package items, in order to fully fund the recommendations. The USDA Community Food Projects Competitive Program Grant is a three-year grant, and future matches

of \$125,000 or for FY 21 and FY22 are anticipated, funding for any of these initiatives that would continue in FY21 and beyond would need to be added to the City's FY21 proposed budget for consideration.

**Recommendation:**

Staff recommends continued financial support in the amount of \$155,000 of this initiative outlined in the Food Equity Initiative Strategic Review and Action Plan.

**Alternatives:**

N/A

**Attachments:**

Food Equity Initiative Year 2 Work Plan  
Food Equity Initiative Budget Worksheet

**RESOLUTION**  
**Allocation of Food Equity Initiative Funding for FY 2020**  
**\$155,000**

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Charlottesville, Virginia that the sum of \$155,000 is hereby paid from currently appropriated funds in the Council Strategic Initiatives account in the General Fund in support of the Food Equity Initiative.

\$155,000

Fund: 105

Cost Center: 10110010000

# Charlottesville Food Equity Initiative

## Year 2 | July 2019-September 2020

Existing Food System	Emerging Food System
Prioritizes mass production	Prioritizes health
Food is not seen as the business of cities	Food is seen as a strategic vehicle for meeting city goals
Founded on access to cheap fossil fuels	Environmental protection is a cornerstone of food production, processing and distribution
Market forces determine location of food stores	Neighborhoods are planned with food access in mind
Food pricing unconnected to nutritional benefit	Food pricing favors healthy choices
Food issues carved up into separate government departments and jurisdictions	Food solutions come from collaborative partnerships within and among governments and civil society

Table 1: City of Toronto Food Strategy, 2010

### Description

The Charlottesville Food Equity Initiative brings together public, private, and non-profit partners working in unique and complementary ways to build a healthy and just community food system for all Charlottesville residents. The Initiative will cultivate community driven processes, resident leadership, and city partnerships to improve access to and quality of nutritious and affordable foods, addressing food equity barriers.

Year 2 of the Food Equity Initiative will support implementation of citywide strategies outlined in the Food Equity Initiative Year 1 Report & Plan which align with goals established in the MAPP2Health Community Action Plan, the Local Food, Local Places Action Plan, and the specific City Departments food equity action plans.

### Overarching Goals

1. Increase food access and equity for Charlottesville residents facing food insecurity
2. Increase collaboration and impact of diverse stakeholders engaged in building community food equity
3. Increase strategies to address community health disparities across race and economics
4. Increase knowledge of food equity practices by food system organizations and the Charlottesville community at large
5. Increase community participation and leadership in food equity planning and implementation, especially for community members experiencing food insecurity
6. Provide opportunities for leadership and job training among young adults in food equity issues



## Activities and Outcomes: July 2019 – September 2020

- A. **Sustain and cultivate mechanisms for community leadership** including both formal and informal meetings with oversight by community stakeholders and community members on programs and broader food access issues.

**Outcome 1:** By September 2020, building on the year 1 pilot project, implement a 2020 CFJN Community Advocates program that engages a core group of neighborhood leaders to engage with city staff, network organizations and community members to provide contextual expertise as well as a direct link between policy makers and residents.

**Outcome 2:** By September 2020 provide opportunities for over 1,500 community members and stakeholders to engage in implementation of food equity strategies within the FEI Report and Plan, the MAPP2Health Community Action Plan, and the Local Food, Local Places community plan.

- B. **Contribute subject matter expertise, policy insight and strategic initiatives** to discussions on the core areas of intersection with food equity including: **Urban Agriculture, Food Access Points & Retail, Housing & Food Equity, Healthy School Foods, and Transportation & Food Pathways.**

**Outcome 1:** By June 2020, the Initiative will complete the Chapters for each of the core food equity areas of intersection (listed above). Each chapter will include specific recommendations for five-year action plans and identified partners. ([Healthy School Foods Chapter](#) can be found here.)

**Outcome 2:** Work closely with City Departments to finalize the three remaining departmental food equity work plans and move to support implementation strategies for each department.

**Outcome 3:** By September 2020, the Initiative will actively engage in the City's Comprehensive Plan process and submit robust food equity edits.

**Outcome 4:** By September 2020, build on the research and analysis of nation wide policies to submit recommendations for specific food equity policies with long-term positive impacts. Examples may include utilizing a portion of the meals tax for healthy school foods, prioritizing the maintenance of existing sidewalks and roads that link to grocery stores, food pantries and other food sources, and limiting advertising/coverage of windows with tobacco, alcohol or junk food advertisements.

- C. **Continue to compile and disseminate research** including an analysis of food system assessments that identifies gaps and opportunities for investment, current food access efforts, and communication strategies to engage stakeholders including community members, business owners and elected officials.

**Outcome 1:** By August 2020, build on existing research to compile an analysis of the gaps and opportunities for investment in core areas of food equity intersection including sites for continuation of urban agriculture in Charlottesville, strategies for development of accessible food retail outlets (such as food cooperatives), actions for increasing healthy school food access, and analysis of improvements to food pathways.

**Outcome 2:** Ongoing, Continue collaboration with media outlets on food access and security as well as collaborating with youth leaders to enhance a social media campaign to disseminate information and engage community members on action and policy efforts.

D. **Identify and apply for opportunities to highlight the City's food equity work** statewide and nationally.

**Outcome 1:** Ongoing, develop a plan for learning exchanges, such as presentations at national conferences that will extend Charlottesville's food equity reach to statewide, regional and national partners. For example, CFJN Community Advocates, Food Justice Interns and Staff will present at the December 2019 national Community Food Systems conference in Savannah, Georgia.

E. **Plan for sustainability** by pursuing additional funding for long-term investment at the city, agency and community member levels.

**Outcome 1:** By September 2020, secure additional funding match of at least \$75,000 to support this initiative in successive years.

**Outcome 2:** By June 2020, present a diversified multi-year funding plan to City Council.

## Budget

The enclosed budget outlines CFJN expenses for 2018-2019 and a budget for 2019-2020. Highlighted are how City Council funds were spent in 2018-2019 and how CFJN would like to utilize Council funds for 2019-2020. The primary expense represents staff and community leaders. This is reflective of the intense outreach and community engagement efforts that are focused on relationship building and engaging community voice and leadership. Specific food equity projects are not included in this request and are funded through other sources secured from each partnering organization.

City Schoolyard Garden has secured two federal grants for FY20 that support the work of Charlottesville Food Justice Network and each require 100% matching. City funding for Food Equity Initiative | Year 2 will match these federal funds of combined \$155,000 (USDA Community Food Projects=\$125,000, EPA Environmental Justice=\$30,000).

## **Charlottesville Food Justice Network Planning Team**

*Shantell Bingham*, Charlottesville Food Justice Network, Program Director

*Jeanette Abi-Nader*, City Schoolyard Garden | UACC | CFJN, Executive Director

*Elizabeth Beasley*, UVA Health System, Community Relations and Outreach Director

*Tanya Deckla-Cobb*, UVA Institute for Environmental Negotiation

*Eileen Emerson*, Blue Ridge Area Food Bank

*Alex London-Gross*, PB&J Fund, Executive Director

*Richard Morris*, Urban Agriculture Collective of Charlottesville, Farm & Foodroots Program Director

*Maria Niechwiadowicz*, Bread & Roses, Program Director

*Todd Niemeier*, Charlottesville Office of Human Rights

*Kristen Rabourdin*, Market at 25<sup>th</sup>

*Brooke Ray*, IRC New Roots Food and Agriculture Programs, Senior Manager

*Michael Reilly*, Slow Money, Director

*Rebecca Schmidt*, Thomas Jefferson Health District, Population Health Manager

*Kristen Suokko*, Local Food Hub, Executive Director

*Tamara Wright*, Urban Agriculture Collective of Charlottesville & Rooted, Community Advocate Lead

*Barbara Yager*, Community member

## **Charlottesville Food Justice Network**

[www.cvillefoodjustice.org](http://www.cvillefoodjustice.org) | 434.260.3274 [shantell@cityschoolyardgarden.org](mailto:shantell@cityschoolyardgarden.org) |

[jeanette@cityschoolyardgarden.org](mailto:jeanette@cityschoolyardgarden.org)

CHARLOTTESVILLE FOOD JUSTICE NETWORK FOOD EQUITY INITIATIVE - EXPENSE REPORT OCTOBER 1, 2018 - SEPTEMBER 30, 2019				
ACCOUNT	FY19 EXPENSES	COMMENTS	FY19 FEI FUNDS	FEI FUND COMMENTS What funds were spent on
<b>TOTAL EXPENSE</b>	<b>176,566</b>		<b>65,000</b>	
Staff Compensation	98,521	CFJN Program Director & 35% Executive Director	32,820	50% of CFJN Program Director (w benefits & taxes)
Program - Support	43,665	5 Community Advocates (10-20 hrs/mo) 7 Youth Food Justice Interns (summer) Volunteer, Advocate & Intern Supplies Travel - local & regional conference	22,100	4 Community Advocates (10-30 hrs/mo for 7 mo)
Program - Expenses	7,780	Community Meetings Community Advocate & Intern lunches Community member gift cards   stipends	5,780	Community Meetings Community Advocate & Intern lunches Community member gift cards   stipends
Professional Services	5,700	Bookkeeping, Evaluation	-	
Communications & Technology	3,700	Community Advocate computers Database management	2,500	Community Advocate computers
General & Administration	17,200	Rent, Insurance, Office Supplies, etc.	1,800	CFJN Community Outreach Supplies

CHARLOTTESVILLE FOOD JUSTICE NETWORK FOOD EQUITY INITIATIVE -FY20 BUDGET PROJECTIONS OCTOBER 1, 2019-SEPTEMBER 30, 2020				
ACCOUNT	FY20 BUDGET	COMMENTS	FY20 FEI REQUEST	FEI FUND COMMENTS What funds will be spent on
<b>TOTAL EXPENSE</b>	<b>310,000</b>		<b>155,000</b>	
Staff Compensation	172,000	CFJN Program Director, 25% Executive Program Director, 30% UACC Program Director, 50% Food Justice Fellow	86,000	CFJN Director @ 50%, Executive Director @ 13%, UACC Director @ 15%, Food Justice Fellow @ 25% [half of time spent on project]
Program - Support	77,100	5 Community Advocates (20 hrs/wk) 10 Youth Food Justice Interns (year round) Volunteer, Advocate & Intern Supplies Travel - local & regional conference	41,800	5 Community Advocates (10 hrs/wk) Volunteer & Advocate Supplies Travel - regional && national conference
Program - Expenses	12,600	Community Meetings Community Advocate & Intern lunches Community member gift cards   stipends	8,600	Community Meetings Community Advocate lunches Community member gift cards   stipends
Professional Services	26,700	Bookkeeping, Racial Equity Training, Evaluation	11,000	Racial Equity Training, Evaluation
Communications & Technology	4,700	Event Expenses: Community Gathering Technology Expenses	2,500	Event Expenses: Community Gathering
General & Administration	16,900	Rent, Insurance, Office Supplies, etc.	5,100	Rent, Insurance, Office Supplies, etc.

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