



CITY COUNCIL AGENDA April 19, 2021

Members

Nikayah Walker, Mayor
Sena Magill, Vice Mayor
Heather D. Hill
Michael K. Payne
J. Lloyd Snook, III

4:00 p.m. WORK SESSION

Register at www.charlottesville.gov/zoom. Virtual/electronic meeting in accordance with the local ordinance amended and re-enacted February 16, 2021, to ensure continuity of government and prevent the spread of disease. NOTE: Individuals with disabilities who require assistance or special arrangements to participate in the public meeting may call the ADA Coordinator at (434) 970-3182 or submit a request via email to ada@charlottesville.gov. The City of Charlottesville requests that you provide a 48 hour notice so that proper arrangements may be made.

CALL TO ORDER

ROLL CALL

REPORTS

1. Report: City monthly financial report
2. Report: Charlottesville Area Alliance Annual Report and Action Plan
3. Report: United Way report
4. Report: City COVID Management Team presentation

PUBLIC COMMENT

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



Agenda Date:	April 19, 2021
Action Required:	Report
Presenter:	Marta Keane, CEO, JABA Chair, Charlottesville Area Alliance
Staff Contacts:	Kaki Dimock, Director of Human Services
Title:	Charlottesville Area Alliance 2021-2026 Action Plan & 2020 Annual Report

Background:

The Charlottesville Area Alliance is a regional organization whose primary purpose is to provide leadership and development for an age-friendly community through education, advocacy, engagement, planning and evaluations. Partnering member organizations create an age-friendly community by developing a common understanding of the needs and issues, developing policy recommendations, and joining together to encourage the implementation by government, nonprofit organizations, the general public and businesses.

City Council signed a resolution supporting the Charlottesville Area Alliance and its goals of an age friendly community on March 16, 2017 as well as the city's registration with the A.A.R.P. Livable Community Initiative. The World Health Organization and A.A.R.P. identify eight primary domains constituting a livable, age friendly community including: buildings and outdoor spaces, transportation, housing, social, respect and social inclusion, civic participation and employment, communication and information, and community support and health services. City staff, including Kaki Dimock, Misty Graves, and Shayla Givens, have participated in Alliance activities and committees. Indeed, City Manager Chip Boyles was an integral member of the Alliance in his previous role as chair.

Discussion:

The Charlottesville Area Alliance presents its 2020 Annual Report and the 2021-2026 A.A.R.P. Age Friendly Action Plan. This plan is the result of a thorough review of the M.A.P.P.2Health Community Health Assessment and Health Improvement Plan data, a survey of constituents in the region, and a series of focus groups. Based on this analysis, the Alliance reports that community members over the age of 50 generally have sufficient food, are socially engaged, and enjoy their

quality of life. Survey results also point to a lack of affordable housing for seniors in this region and that people over 50 years old do not feel socially included in community. The Alliance has identified steps to take to improve this region's livability in the attached action plan.

Alignment with City Council's Vision and Strategic Plan:

The goals of the Charlottesville Area Alliance are aligned with City Council Strategic Plan Goal #2: A healthy and safe city.

Community Engagement:

The Charlottesville Area Alliance is working to create a diverse and representative coalition representing the broad needs of the community and identify ways to engage community members in data collection and feedback. This action report was created after engaging community members over 50 through survey administration and focus groups.

Budgetary Impact:

This item has no budgetary impact.

Recommendation:

N/A

Alternatives:

N/A

Attachments:

Charlottesville Area Alliance 2020 Annual Report and 2021-2026 A.A.R.P. Livable Community Action Plan

Charlottesville Area Alliance

AGE-FRIENDLY ACTION PLAN 2021-2026 / 2020 ANNUAL REPORT



Chair's Welcome

MARTA M. KEANE, JABA CEO

Welcome to the Charlottesville Area Alliance's (CAA) first AARP Age Friendly Action Plan for 2021-2026 and Annual Report of 2020 CAA Activities. This first plan follows age-friendly elements to create a livable regional community. It has been nearly six years of volunteer effort: first organizing our community partners, identifying initial work activities, then developing, distributing, collecting, and analyzing regional aging needs. The effort has culminated in an action plan to guide our work over the next five years toward a more age-friendly community.

Many agencies and individuals contributed to this work, and a special thank you goes to the original Gang of 5 who had the foresight to initiate the discussion and establish a vision to invite the necessary partners together to begin this effort, not just for one organization or for one community, but for the entire region. Residents of all ages will see the benefits of what we have begun.

“Winning communities in the future will be the ones that invest in creating great places to live, work, learn, and play at every age. The Charlottesville Area Alliance is the right idea at the right time.” - Matt Thornhill, Founder & President, Boomer Project & Generations Matter

The CAA Steering Committee decided to incorporate the Annual CAA Report for 2020 into the 2021-2026 Age Friendly Action Plan to provide the full breadth of the past, present and future work of the CAA. Having to continue the momentum through 2020 during the COVID-19 pandemic proved very challenging as Partners continued working on CAA initiatives while their own agency's workload increased to meet the challenges of the pandemic. Many activities were limited due to this and due to the inability to fully interact with area seniors.

We already have so many community assets working for us, and with your commitment and prioritization, we can grow these assets and overcome the challenges to improve the quality of life for residents and visitors of all ages.

I look forward to working with you on this journey.

Marta M. Keane
CAA Chair

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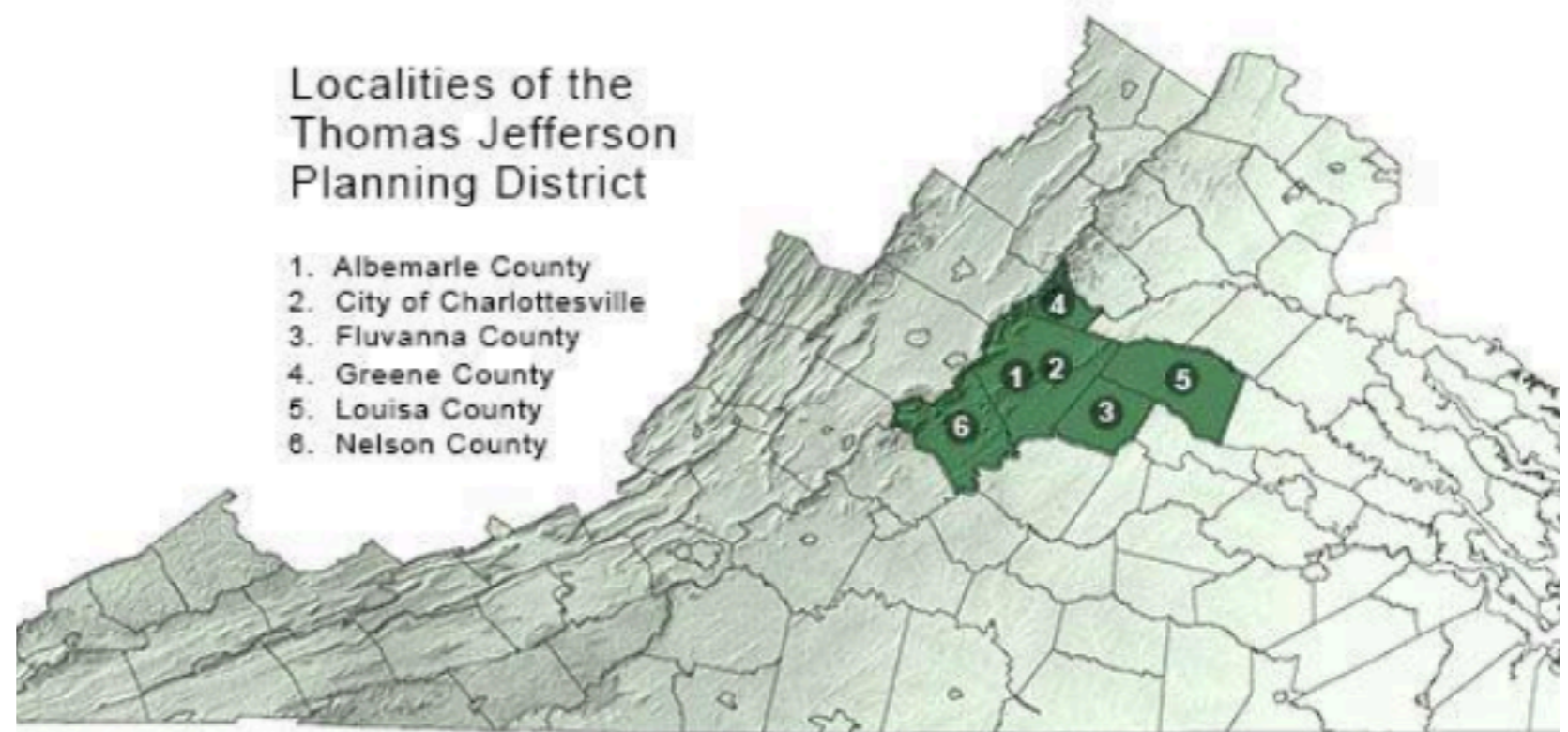
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The Charlottesville Area Alliance serves the localities in (Virginia) Planning District 10, which include the City of Charlottesville and the Counties of Albemarle, Fluvanna, Greene, Louisa and Nelson. The region is defined as the Charlottesville Metropolitan Statistical Area (MSA) for statistical purposes (the MSA does not include Louisa County). The region's economy and population continue to flourish and grow. According to updated estimates of the 2010 U.S. Census, the area has a population of 249,000. The diverse economy of the region provides a variety of employment opportunities in education, biomedical/health services, business and financial services, arts and hospitality, information technology and telecommunications. With a 2019 civilian labor force of about 122,912, the Charlottesville MSA provides companies with a large labor pool and over 36,000 students enter the workforce each year. The unemployment rate has remained lower than the state average and was at 3.2% in November, 2020. In 2019 the



Planning District 10, which include the City of Charlottesville and the Counties of Albemarle,

per capita personal income was \$42,734 and the median family income was \$75,907. The cost-of-living is 4.5% above the national average.

The median age for the MSA is 38.9 years old with University of Virginia students contributing to that low median. Thirty-eight percent of the population is 50 years old or older. Seventy-two percent of the population

drive alone to work and only 3% travel by public transit. Of the 100,000 housing units, the median value of owner-occupied housing units is \$317,700, 30% higher than the US median (US 2019 - 1-year Census data). By 2030, it is expected that 25% of the population will be 60 and older. People choose to age in place here, and retirees find this a comfortable community to move to. Of those 60

and over, 20% live alone, and 11% live at 100% poverty level (\$11,000 /year/ single person).

All of the region's public schools are accredited under Virginia state standards with low student-teacher ratios among more than 50 elementary and secondary schools. The larger area also has a variety of higher education institutions such as the University of Virginia, Piedmont Virginia Community College and a number of other institutions of higher education providing a diverse range of degree programs and continuing education opportunities for the area's citizens.

The Charlottesville MSA offers a variety of retail shopping options, as well as a rich assortment of cultural and entertainment activities. Many civic and social organizations help foster the area's reputation for sophistication in the arts. The Charlottesville MSA's location on the eastern edge of the panoramic Blue Ridge Mountains encourages residents to take advantage of outdoor recreational pursuits such as camping, picnicking, and hiking. Fishing is also a popular activity as many of the mountain streams and lakes are well stocked with trout. Numerous local recreational facilities are available throughout the region. Golf courses, swimming, tennis, horseback riding, hiking, cycling, and canoeing provide opportunities for recreation for the entire family. In addition, the region has many historic attractions. Festivals and special events are held year-round across the region.



The idea of the CAA began in 2014 after a group of leaders identified the growing population within our region of persons 65 years and older from 24,488 in 2000 to over 32,000 in 2010 and projected growth rates to 57,000 by the year 2030. Currently, 9% of the population in Charlottesville and 16% of the population in Albemarle County are over the age of 60. With the large number of baby boomers reaching 60, there will be a marked shift in this population, as people continue to age in place and to retire here. The increasing the number of seniors brings benefits and challenges to the community:

- People living many more years after retirement, which results in reducing their resources.
- The lack of extended families due to smaller size of families, geographic distance, and /or estrangement, which results in lack of support and caregiving systems.

- Increase in the incidence of dementia in an aging population.
- Opportunities to utilize seniors in educational, recreational, workforce community needs.
- Wisdom and experience brought to the community as a whole and individuals they meet.

In review of these growth rates and projections, a group of eight leaders from Alzheimer's Association, Cville Village, Hospice of the Piedmont, JABA, JAUNT, OLLI, The Center, and Westminster-Canterbury of the Blue Ridge began work on creating an organization to plan for the comprehensive needs and opportunities of an aging population. Charlottesville and Albemarle County have signed the charter with AARP, making the commitment to developing an age-friendly community. Fluvanna County has also made the commitment to CAA. Partners of the CAA work closely with staff and elected officials in planning and implementing measures

to collectively improve the quality of life for residents of all ages in the region.

This group made the decision to use the World Health Organization's 8 Life Indicators for an age-friendly community to measure the performance and impact of the CAA's efforts in the community. Partners in the CAA are asked to **adopt the inclusion of the 8 life indicators** in the decision-making process of their planning and service delivery.



- *Buildings & Outdoor Spaces:* The outside environment and public buildings have a major impact on independence and happiness later in life.
- *Transportation:* Whether using public transportation services or alternative options, transportation is a key issue for older adults.
- *Housing:* Housing and support allow people in later life to age comfortably and safely within their own community and financial means.
- *Social:* Social participation is strongly connected to good physical and mental health and well-being throughout life.
- *Respect & Social Inclusion:* Feeling valued and respected is important for older people from all backgrounds.



8 LIFE ELEMENTS

FOR AN AGE-FRIENDLY COMMUNITY



- *Civic Participation & Employment:* An age friendly community provides options for all people in later life to contribute back to it.
- *Communication & Information:* Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active living.
- *Community Support & Health Services:* Community support and interaction is strongly connected to good health and wellbeing throughout life, alongside accessible and affordable healthcare services.

Working Groups

The CAA operates through volunteers from Partner agencies as well as community citizens and businesses. Work is completed under the leadership of a Steering Committee, and through a number of Work Groups where all partners participate.

WORK GROUPS to organize the operations of the Alliance:

- Executive Committee and Administration
- Advocacy & Education
- Assessment & Monitoring & Planning
- Engagement

An annual work plan is developed by current work groups with goals and work strategies for the coming calendar year.

Current CAA Officers 2021

Chair: Marta Keane, JABA

Vice Chair: George Worthington, Dementia Friendly Central Virginia

Secretary: Mary Honeycutt, JAUNT

Current CAA Partners 2021

Albemarle County - Alzheimer's Association (Central and Western Virginia Chapter) - Albemarle Housing Improvement Program (AHIP) - The Charlottesville Area Association of REALTORS® (CAAR) - Care is There- the Center (formerly the Senior Center) - City of Charlottesville - Cville Village - Dementia Friendly Central Virginia - EcoVillage Charlottesville - Fluvanna County - Here to Stay Wintergreen - Home Instead - iTHRIVE -Translational Health Research Institute of Virginia - JAUNT - JABA - Legal Aid Justice Center - Lindsay Institute for Innovations in Caregiving - Martha Jefferson House - Meals on Wheels (Charlottesville) - The Osher Lifelong Learning Institute at the University of Virginia (OLLI) - Piedmont Housing Alliance (PHA) - Region Ten - Senior Statesmen of Virginia - Sentara Martha Jefferson Hospital - The Blue Ridge Health District (Virginia Department of Health) - The Thomas Jefferson Planning District Commission (TJPDC) - United Way–Thomas Jefferson Area - University of Virginia Health System -VisitAble - Westminster-Canterbury of the Blue Ridge

AARP Action Plan 2021 - 2026

CHARLOTTEVILLE AREA ALLIANCE 10



An age-friendly community is defined as one that “enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them” (World Health Organization).

The CAA’s primary purpose is to provide leadership for, and development of, an age-friendly community through educating, advocating, engagement, planning, and evaluation. This is accomplished by developing a common understanding of the needs and issues, developing policy recommendations, and joining together to encourage implementation by government, non-profit organizations, the general public and businesses.

CAA determined early on that a national model would be the best approach to achieve age-friendly goals within our community. The CAA adopted the World Health Organization’s model, with the sponsor in the United States being AARP’s Livable Communities Network of Age Friendly Communities program.



People of all ages benefit from the adoption of policies and programs that make neighborhoods walkable, feature transportation options, enable access to key services, provide opportunities to participate in community activities, and support housing that’s affordable and adaptable. Well-designed, age-friendly communities foster economic growth and make for happier, healthier residents of all ages.

AARP recommends a community assessment and development of an action plan for members of its age-friendly network. An action plan was created based on the results of the community surveys identifying needs within the 8 Domains of Livability that influence the health and quality of life of older adults. The action plan is an "active" rather than static document. Revisions and amendments are a sign of program improvement and progress, not of failure. Depending on what's in the plan, organizers will determine how to track its progress toward meeting its goals and objectives. If it isn't succeeding, the plan is amended.

Background

Beginning in 2018, the partners and stakeholders of CAA worked to develop a common understanding of the needs, issues and opportunities of an aging population in our region. They engaged the community and collected data with the goal of making policy recommendations to local governments and service providers. The CAA used a three-pronged assessment approach of community members ages 50 and over. CAA members collected 322 surveys and conducted four focus groups in the City of Charlottesville and Counties of Albemarle, Fluvanna, Louisa and and Nelson. Demographics of those surveyed are below. A study overview is provided in the appendix.



CAA's review of their focus group interviews and a thorough review of the MAPP2Health Community Health Assessment and Improvement Planning report produced by the Thomas Jefferson Health District resulted in the following two recommendations.

- 1.** Review discrepancies between the Thomas Jefferson Health District (TJHD) Community Health Survey and the Charlottesville Area Alliance's Age-Friendly Community Survey. The former primarily assessed how community members respond to resources, while the latter primarily assessed how seniors perceive access to resources.
- 2.** Present key findings from the MAPP2Health Community Health Assessment in a comprehensive, easily readable report (CAA Action Plan in AARP format) that includes action items for follow up by City and County representatives.



Key Highlights

Key highlights of the results indicate that seniors age 50 and over in our community are:

- Generally food secure
- Socially engaged
- Rate the community as good place to age
- Enjoy their quality of life

Alternatively, findings show that some seniors:

- Do not feel socially included in their community
- Believe that there is not enough affordable housing in the area, leading to higher rates of stress about paying rents, mortgages and living expenses

Key Findings

Key findings were identified by the 8 WHO Life Elements. Upon review and approval by the CAA Steering Committee, three Priority Action Areas were identified:

A. Transportation

B. Housing

C. Combined domains of Social Participation and access to Health Services

Remaining recommended findings would be placed in a secondary priority level to be addressed as resources and time become available for the CAA.

<p>Domain 1: Outdoor Spaces and Buildings <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - Improvements to roads, sidewalks, and lighting - Community centers, space to engage in social activities and entertainment - Handicap parking spots - Parks and walkable areas 	<p>Domain 5: Respect and Social Inclusion <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - Inclusion in conversations that affect seniors (housing, healthcare, safety, etc.)
<p>Domain 2: Transportation <i>Survey respondents most requested transportation that...</i></p> <ul style="list-style-type: none"> - Is more reliable - Is low-cost/affordable - Travels to rural parts of counties - Will make quick, spontaneous trips for local errands - Expands JAUNT service 	<p>Domain 6: Civic Participation and Employment <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - Part-time employment opportunities - Volunteer opportunities
<p>Domain 3: Housing <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - Thorough explanation regarding what affordable housing is - Senior living, handicap living, and age in place communities - More affordable housing stock and adequate low-income housing - Better system for finding housing 	<p>Domain 7: Communication and Information <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - A community support system to check on the fragile and disabled - A central location to access resources
<p>Domain 4: Social Participation <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - More social gatherings, especially geared toward seniors - Community centers 	<p>Domain 8: Community and Health Services <i>Survey respondents most requested...</i></p> <ul style="list-style-type: none"> - Accessible healthcare - Computer training and increased internet and computer access - Seasonal help (snow removal, lawn care, etc.)

Areas of Focus

With a vision of the greater Charlottesville area becoming the most age friendly community in the country, CAA has accepted the mission of leading the advancement of this initiative. The CAA Leadership Team selected three areas to focus their initial efforts on: Transportation, Housing and Social Participation. Social Participation includes health care and social interaction as measures for this area of focus.

CAA will work with the communities to achieve these goals by 2026.



HOUSING ACTION PLAN

GOAL 1

Increase the amount of affordable housing that is energy efficient and easily accessible to amenities

Use land use regulations to increase density, accessory dwelling units, manufactured housing and other approaches to bring costs down

ACTION STEP DESCRIPTIONS	WORK GROUP, AGENCY, PERSON RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Review Regulations	PLANNING WORK GROUP			Partnership volunteers	Document reviewing regulations to support affordable housing	Utilize regional housing plan of 2021 & Charlottesville Housing Plan 2021
Develop policy suggestions	PLANNING WORK GROUP			Partnership volunteers	Approved recommendations from Steering Committee	
Propose regulations to decisionmakers	PLANNING WORK GROUP			CAA Leadership time	Meetings with decisionmakers for future local government adoption	

GOAL 2

Increase the amount of accessible housing

The City of Charlottesville’s Design for Life program could be an example to emulate; it provides reductions in permit fees if accessible features are incorporated; there are two levels with difference discounts: Level 1: Visit-Ability and Level 2 Live-Ability

ACTION STEP DESCRIPTIONS	WORK GROUP, AGENCY, PERSON RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Develop regional standards or guidelines for accessible features	PLANNING WORK GROUP				Document describing regional standards for Steering Committee approval	
Share regional standards with community and decision makers	PLANNING WORK GROUP				Meetings with community and stakeholders	
Educate elected officials about accessible housing in Charlottesville and share	PLANNING WORK GROUP				Presentations to elected officials	
Participate as active stakeholder in Regional Housing Partnership	PLANNING WORK GROUP				Appoint CAA member to attend and participate and report back to CAA	

GOAL 3
Identify potential low-income housing projects

Identify potential redevelopment or development opportunities for housing projects within areas with amenities, such as the Rose Hill Neighborhood or the Town of Scottsville

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Meet with county and city staff	PLANNING WORK GROUP			RHP Assistance	List of potential housing sites	
Identify site attributes	PLANNING WORK GROUP			RHP Assistance	Potential sites prioritized	

TRANSPORTATION ACTION PLAN

GOAL 1

Create a “One call one click” information nexus for transportation services

Users and potential users of transportation services need a straightforward way to get information on how to get to their destination

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Meet with Regional Transit Partnership and ask their direction for age friendly actions	PLANNING WORK GROUP	July, 2021		Staff time	Clear path to helping potential transit customers identify rides	
Identify resources and steps to implement suggested solution	PLANNING WORK GROUP	December 1, 2021	February 1, 2022	Staff time	Document listing steps and implementation plan. Pursue funding & work program from partner agencies	Look at www.fams.org , they started with a list of transportation providers to help people find rides and now have a call center and many more mobility programs .
Implement steps	PLANNING WORK GROUP	July 1, 2021	June 30, 2022	Funding and Policy Implementation by Partner agencies	Users have clear path to learning to use transit	
Evaluate the effectiveness of the implementation	PLANNING WORK GROUP	January 1, 2023	6 months and 1 year from implementation		Recommendations for improving the system	

GOAL 2

Bus stop improvement

Removing barriers to transit by improving the location, access, and amenities of bus stops; bus stops may not be located in the right locations, may not be reached by accessible walking routes, and may lack amenities providing seating and shelter from the weather						
ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Inventory bus stop accessibility	PLANNING WORK GROUP City Neighborhood Development Services / CAT	July 1, 2021	January 1, 2022	GIS Map of Existing Bus Stops and Conditions	Inventory of current bus stop locations	The local transit providers, CAT, JAUNT and University Transit Service, will all have lists and maps of their bus stops.
Identify communities/populations in need of transportation	PLANNING WORK GROUP RTP				Beginning of a relationship with underserved communities	
Gather input from identified community leaders on transit needs	PLANNING WORK GROUP RTP				List of bus stop improvements that are desired by transit users and potential transit users	
Prioritize improvements	PLANNING WORK GROUP				Top needs identified	
Gain support for the improvements	ADVOCACY WORK GROUP				Meetings with stakeholders (Regional Transit Partnership)	
Regional Transit Partnership	PLANNING WORK GROUP	October, 2020			Appoint CAA member to participate and report back from RTP	
GOAL 3						
Advocate for Transportation for Rural areas that are of a more regular nature						

Identify potential opportunities for on-demand transportation services for rural residents						
ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Encourage rural residents to become drivers for Uber or Lyft	EDUCATION PR WORK GROUP				More on-demand services in rural areas	
Investigate options to connect rural residents to fixed routes	PLANNING WORK GROUP				Possible feeder routes or community park and ride stations	
Investigate other volunteer driver programs in Virginia to see if they can be replicated in the Thomas Jefferson District and Build a network of volunteer drivers	PLANNING WORK GROUP				Feasibility study for volunteer driver program in rural areas	The Rappahannock-Rapidan Regional Commission has a volunteer driver program that could help answer questions or serve as a model; www.fams.org
Participation in JAUNT Board meetings	PLANNING WORK GROUP	January 1, 2021			CAA recommendations to Jaunt on-demand delivery services and reporting back to CAA of Jaunt initiatives	

SOCIAL PARTICIPATION ACTION PLAN

GOAL 1

Increase social engagement opportunities to ensure people of all ages can fully participate in their community

Identification of at-risk/isolated seniors

ACTION STEP DESCRIPTIONS	WORK GROUP, AGENCY, PERSON RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Connect with TRIAD/Sheriff's Departments to identify at-risk or isolated individuals	ENGAGEMENT WORK GROUP - George and JABA are involved with TRIAD				Identification of 50 at-risk or isolated individuals and identify barriers to their social participation	
Leverage JABA/Albemarle Rescue Squad (HUMAINS) relationship	ENGAGEMENT WORK GROUP Marta				Include social engagement opportunities on HUMAINS materials	
DSS/APS training on dementia and social isolation (e.g., make sure they know where they can refer isolated individuals)	ENGAGEMENT WORK GROUP George				Conduct 1 training session with APS and DSS workers at both Charlottesville and Albemarle DSS as pilot. Assess impact and train others to continue providing at intervals	
A) Develop a cross agency protocol for where to refer isolated individuals at intake	ENGAGEMENT WORK GROUP				Protocol developed and used by three local agencies	

(e.g., Region 10, JABA, DSS etc) B) Encourage other senior-oriented organizations to document “lives alone” and provide referrals					Four organizations include a lives alone/lives with question on their applications	
GOAL 2						
Inclusion of people into social opportunities						
Generate activities and opportunities for older adults to participate in social engagement programs						
ACTION STEP DESCRIPTIONS	WORK GROUP, AGENCY, PERSON RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Buddy/mentor system for new members/enrollees including training for buddies	ENGAGEMENT WORK GROUP Kara / OLLI Peter/ Center Possible?				Train and setup a volunteer buddy program at two organizations	
Support the African American community in developing social engagement programs for at risk seniors (e.g., memory café)	ENGAGEMENT WORK GROUP Collaborate with identified church				Set up one new community social program for at risk African Americans	
Senior fair on social participation opportunities at Carver Rec Center (15 minute presentations over ½ day twice a year)	ENGAGEMENT WORK GROUP City P&R along with Alliance members				Two events delivered	
Survey/research project of what opportunities people	ENGAGEMENT WORK GROUP Alliance with				Survey 200 seniors and collect data on participation and	

actually want—partner with UVA (Batten School?)	UVa Research group				satisfaction with current social activities and desired activities	
GOAL 3A						
Offer education and training in the community to foster awareness and understanding of aging in general and dementia in particular						
Provide dementia awareness trainings to businesses and individuals						
ACTION STEP DESCRIPTIONS	WORK GROUP, PERSON, AGENCY RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES
Dementia Friendly @ Work trainings to area businesses and organizations	ENGAGEMENT WORK GROUP Dementia Friendly Central Virginia				Deliver 4 DF@W trainings per quarter in 2020.	
Dementia Friends information sessions	ENGAGEMENT WORK GROUP Dementia Friendly Central Virginia				Deliver 4 DF sessions per quarter in PD 10 in 2020.	
Community programming for memory unit: work with area schools to a) provide dementia awareness training to students and teachers and b) bring singing groups, arts groups possibly theater into memory units	ENGAGEMENT WORK GROUP Dick Lindsay				Offer at least one community program to a memory community each quarter	

Dementia and aging awareness training for JAUNT/CAT staff					Train at least 50% of JAUNT drivers and 50% of CAT drivers	
Offer emergency preparedness training for individuals, people living with dementia and caregivers . (scams/frauds/ elder abuse plus emergency preparedness)	ENGAGEMENT WORK GROUP Join with TRIAD				Develop and deliver at least three emergency preparedness workshops in community settings	
Encourage age-friendly and dementia friendly health systems	ENGAGEMENT WORK GROUP				1) Provide at least two trainings for emergency room personnel 2) work with hospital administrators/health system administrators to encourage adoption of age- and dementia-friendly practices	
GOAL 3 B						
Offer education and training in the community to foster awareness and understanding of aging in general and dementia in particular						
Specific programs to support individuals in the community						
ACTION STEP DESCRIPTIONS	WORK GROUP, PERSON, AGENCY RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME	NOTES



The Charlottesville Area Alliance would like to thank the community members of the entire planning district for entrusting their health and well-being with us. We would like to thank the CAA steering committee, the partner organizations who dedicated valuable staff time and resources to making this happen, and the community leaders who shared this vision.



Much thanks to Peter Thompson for serving as the founding Chair, and providing the impetus and guidance to get the Alliance off the ground, and to Chip Boyles for serving as the next Chair during the period of assessment and analysis and setting the action plan goals. They have both laid the foundation for the 5 year plan that we have today.

ENVISION



RAVI RESPETO | CEO

UNITED WAY OF GREATER CHARLOTTESVILLE

FIVE-YEAR STRATEGIC PLAN



The over-arching goal is to eliminate barriers for minority and economically-disadvantaged populations and enable them to achieve financial stability and thrive economically. This may be achieved through coordinated service delivery among peer agencies supported by task force coalitions focused on long-term, systems-level change. Through this, we may begin to eliminate a dependency on these services such that individuals can thrive economically and become financially stable.

FIVE YEAR STRATEGIC GOALS



Committed to work that breaks the cycle of generational poverty and improves outcomes through a strong, equitable community where every person can thrive.

FINANCIAL STABILITY GOAL: By 2026 our goal is to help 1800 families scale out of poverty, specifically focused on black families. This means increasing the annual income of a family to above the “survival income”¹ threshold of \$45,000.

SCHOOL READINESS GOAL: By 2026 increase the number of economically disadvantaged kindergartners who pass literacy benchmarks by 10%. By 2026, 76.8% of economically disadvantaged kindergartners should be meeting Fall Kindergarten PALS benchmarks. The assessment tool will be replaced when new or improved assessments become available.

We intend to vastly expand our direct services and partnerships, like our Family Investment Program, Driving Lives Forward, and Early Learner Scholarships, to positively impact more individuals and families and create generational change.



¹2021 Orange Dot 4.0 minimum or “survival” income required to cover basic-necessities to live in Charlottesville and Albemarle. This includes rent, food, utilities, clothing, basic medical, transportation, and the cost of childcare. For a family of 3 with one parent, one child over the age of 5 and one child under the age of 5, survival income is calculated as \$45,000 per year.

CASE FOR SUPPORT: CENSUS DATA FOR TJPD



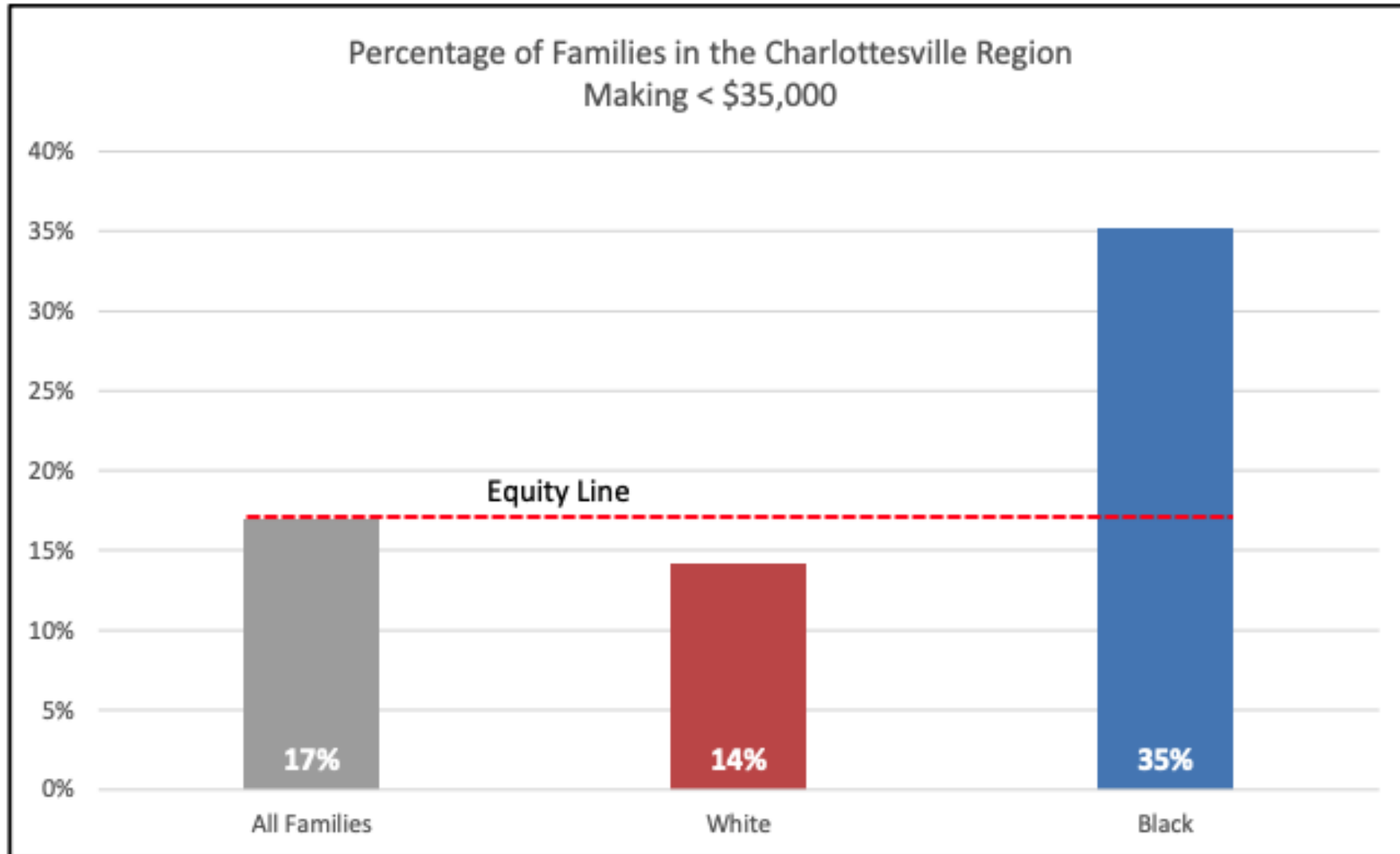
The poverty rate in the Thomas Jefferson Planning District has largely remained the same since 2013, despite strong regional economic growth and one of the lowest unemployment rates in the state. For example:

>20% of families in the planning district fall within 200% of the federal poverty line.

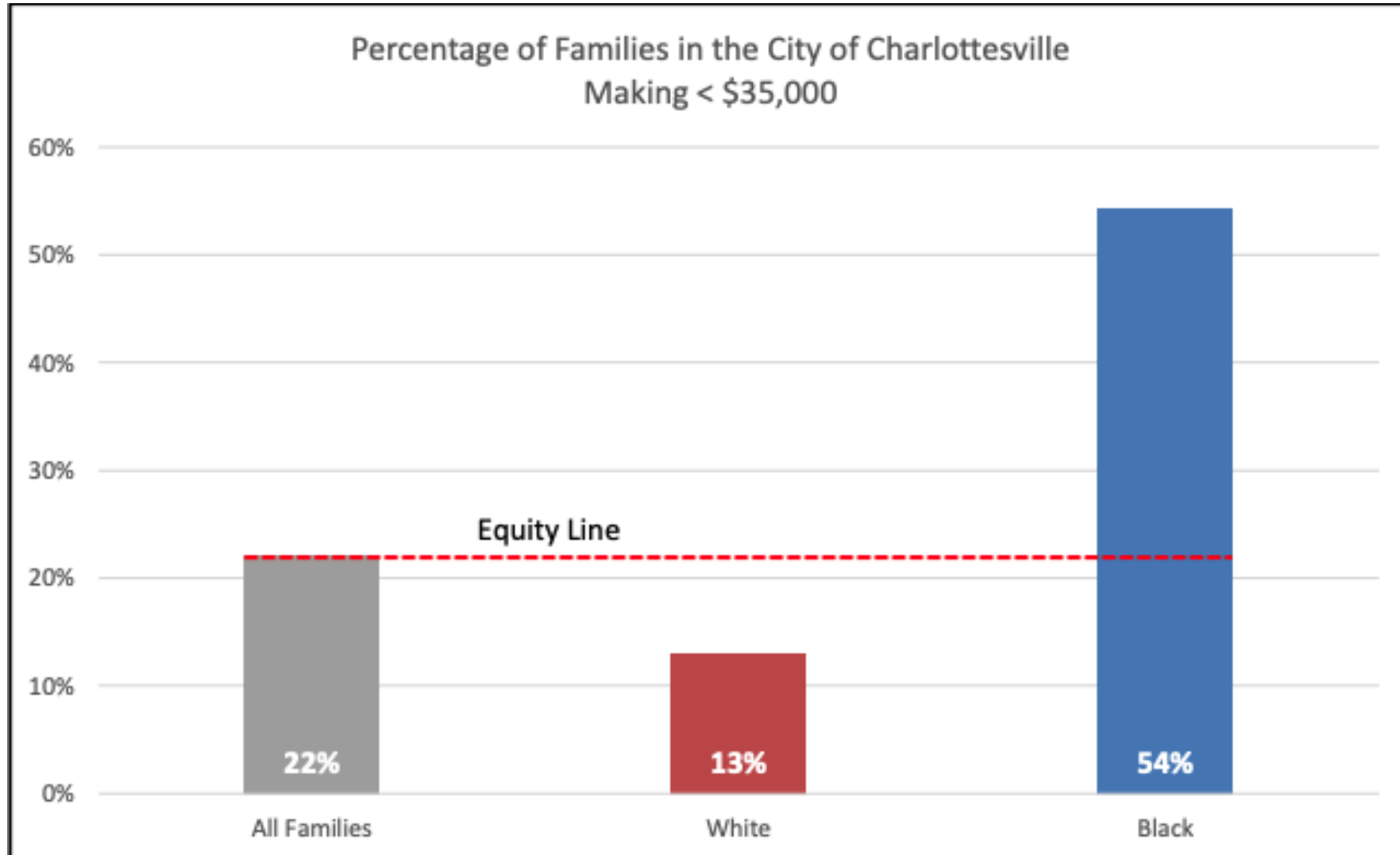
54% of children in the City of Charlottesville were eligible for free or reduced lunch at school prior to COVID. The impacts of COVID will likely increase or sustain this level of need for the near-term.

22% of all families in the City earn less than \$35,000 per year, \$10,000 less than the survival income required for a single parent household with 2 children (Orange Dot 4.0). 54% of those families are Black households while only **13%** are White.

ENVISION: CASE FOR SUPPORT – CVILLE REGION



ENVISION: CASE FOR SUPPORT – CVILLE CITY



ENVISION: EVALUATION OF SUCCESS



	ACCESS TO CAPITAL	INCOME	LOCALLY AVAILABLE JOBS	HOUSING	CHILD CARE	TRANSPORTATION
Financial Resiliency Level Six (10)	Qualifies for lowest interest rates, offered special incentives, generally will get loan and choice of housing. (10) FICO Score: 760-850 Excellent	Can afford to take economic risks, accounts for retirement needs. Home ownership in a neighborhood of choice. Can withstand severe economic loss. (10) [Income: >\$90,200]	Software Developer \$ 105,590.00 Lawyer \$ 122,960.00 Pharmacist \$ 134,992.00 Nurse Anesthetists \$ 254,928.00	Home ownership in a neighborhood of choice, or secure rental housing in a neighborhood of choice. (10)	Ample resources to support choice of licensed childcare or family care options that provide safe and high-quality settings with adequate supervision. (9-10)	Always has transportation through public transportation, or owns a reliable vehicle with no auto loan. (10)
Financial Resiliency Level Five (8-9)	Generally qualifies for good interest rates and special incentives, generally will get loan and choice of housing. (8-9) FICO Score: 700-759 Very good	Income covers emergency expenses and gaps in employment. Lifestyle choices somewhat limited by income. (9) [Income: \$70,000-\$90,200] Able to withstand moderate economic loss. (8) [Income: \$58,500-\$70,000]	Registered Nurse \$ 73,845.00 Dental Hygienist \$ 74,306.00 Physical Therapist \$ 89,079.00 High School Teacher \$ 61,660.00 Respiratory Therapist \$ 62,648.00 Skilled Trades \$ 62,870.00 Medical Sonographers \$ 69,760.00	Safe and secure home ownership, choice somewhat limited by income. (9) Safe and secure non-subsidized rental housing, choice limited by moderate income. (8)	Sufficient resources to support limited choice of licensed or dependable friends/family childcare options that provide safe settings with adequate supervision. (7-8)	Has most transportation needs met through public transportation, or owns a reliable auto with an affordable loan. (8-9)
Financial Resiliency Level Four (6-7)	May face slightly higher interest rates, may qualify for most loans and choice of housing. (6-7) FICO Score: 660-699 Good	Income covers basic expenses, with some savings to cover emergency expenses. (7)[Income: \$45,000-\$58,500] Gaps in employment and emergencies may require periods of frugal spending to preserve lifestyle. (6) [\$37,000-\$45,000]	Electrician \$ 48,110.00 Paralegal \$ 51,740.00 LPN \$ 45,423.00 Administrative Assistant \$ 39,850.00 Dental Assistant \$ 40,169.00 Bookkeeper \$ 41,230.00	Living in affordable private housing, 30% or less of household income spent on housing. (7) housing). (6) Living in affordable private housing, 50% or less of household income spent on housing. (6)	Limited resources to support narrow choice of licensed or dependable friends/family childcare options that provide safe settings with adequate supervision. (5-6)	Has most transportation needs met through public transportation, or owns a reliable auto but with a high interest rate loan. (6-7)
PREVENTION LINE						
Financial Resiliency Level Three (4-5)	Will pay higher interest rates, may qualify for many loans and housing choices may have some restrictions. (4-5) FICO Score: 620-659 Fair	Employed full-time with benefits with for promotion to increase household income. (5) [Income: \$30,000-\$37,000] Employed full-time but without benefits, may result in need to link to safety net resources like food banks. (4) [Income: \$30,000-\$37,000]	Receptionist \$ 30,050.00 Certified Nurse Aide \$ 30,042.00 Phlebotomist \$ 33,780.00 School Bus Driver \$ 34,450.00 Grounds Maintenance \$ 30,890.00	Living in subsidized housing, or living in private housing but more than 50% of income spent on housing. (4-5)	Insufficient resources. Qualifies for subsidized childcare that provides safe setting with adequate supervision, but struggles with copays. (4)	Owns an unreliable auto with no funds to purchase a better car. (5) Owns unreliable auto, no funds for a better car, driving on a suspended license, has no insurance. (4)
Financial Resiliency Level Two (2-3)	Has some credit issues, will struggle to qualify for a loan, interest rates will be very high and limited housing choices. FICO Score: 580-619 Poor	Under-employed. Non-living hourly wage but requires multiple part-time jobs to afford basic needs. (3) [Income: \$14,400-\$30,000] Part-time hourly wage not able to cover all basic needs. (2)[Income: \$10,000-\$14,400]	Home Health Aide \$ 19,604.00 Cashier \$ 23,650.00 Pharmacy Aides \$ 23,290.00	Living in unaffordable, overcrowded, or transitional housing. (3) Living in temporary shelter or unsafe or substandard housing. (2)	Insufficient resources and barriers exist (e.g., eligibility, transportation, paperwork, immunizations, locations, etc.) that prohibit access to needed childcare. (3)	Sometimes has transportation needs met through public transportation, but has no alternative to public transit. (2-3)
Financial Resiliency Level One (0-1)	not qualify for loans and very limited housing choices. (0-1) FICO Score: 579 and below Very Poor	Restricted income made up of benefits and entitlements, may be supplemented by SSI and/or family assistance. (1) [Income: \$0-\$10,000] No income. (0)		Households with eviction notices or forced displacement. (1) Families couch surfing or doubling up with others, or	No access to childcare and minimal supervision. (1-2) Children are unsupervised and unsafe. (0)	No Car, no drivers license, no access to public transit or lack of funding to use public transit. (0-1)

ENVISION: EVALUATION OF SUCCESS



Financial Resiliency Level Four (6-7)	May face slightly higher interest rates, may qualify for most loans and choice of housing. (6-7)	Income covers basic expenses, with some savings to cover emergency expenses. (7)[Income: \$45,000-\$58,500]	Electrician \$ 48,110.00 Paralegal \$ 51,740.00 LPN \$ 45,423.00	Living in affordable private housing, 30% or less of household income spent on housing. (7)
	FICO Score: 660-699 Good	Gaps in employment and emergencies may require periods of frugal spending to preserve lifestyle. (6) [\$37,000-\$45,000]	Administrative Assistant \$ 39,850.00 Dental Assistant \$ 40,169.00 Bookkeeper \$ 41,230.00	Living in affordable private housing, 50% of less of household income spent on housing. (6)
PREVENTION LINE				
Financial Resiliency Level Three (4-5)	Will pay higher interest rates, may qualify for many loans and housing choices may have some restrictions. (4-5)	Employed full-time with benefits with for promotion to increase household income. (5) [Income: \$30,000-\$37,000]	Receptionist \$ 30,050.00 Certified Nurse Aide \$ 30,042.00 Phlebotomist \$ 33,780.00 School Bus Driver \$ 34,450.00	Living in subsidized housing, or living in private housing but more than 50% of income spent on housing. (4-5)
	FICO Score: 620-659 Fair	Employed full-time but without benefits, may result in need to link to safety net resources like food banks. (4) [Income: \$30,000-\$37,000]	Grounds Maintenance \$ 30,890.00	

FINANCIAL RESILIENCY TASK FORCE



Ravi Respeto	President, United Way of Greater Charlottesville
Ridge Schuyler	Dean of Community Self-Sufficiency Programs, PVCC
Stephen Davis	President, Community Investment Collaborative
Janette Kawachi	Chief Partnership Officer, Habitat for Humanity of Greater Charlottesville
Sunshine Mathon	Executive Director Piedmont Housing Alliance
Mary Coleman	Interim Director, City of Promise
Yolunda Harrell	New Hill Development Corporation
Sarah Hanks	Executive Director, MACAA
Robert Gray	Concientious Capitalists, Inc.
Claudette Greene	Charlottesville Housing & Redevelopment Authority
Phyllis Savides	Director, Albemarle County Department of Social Services
Kaki Dimock	Director, City of Charlottesville Department of Human Services
Siri Russell	Director, Albemarle County Office of Equity & Inclusion
Barbara Hutchinson	VP of Community Impact, United Way of Greater Charlottesville
Dave Norris	Financial Opportunity Center Manager, Piedmont Housing Alliance

2020 YEAR IN REVIEW: PROGRAMMATIC IMPACTS OF COVID



CANCELLED

Cville Tax Aid

Tom Tom Partnership

Building Strong, Equitable College Towns

Spring Community Table

RESHAPED

Early Education Scholarship program

Virtual Early Education Symposium

Day of Caring

COVID SUPPORT

Coordinated volunteers for emergency operations center

VA 30 Day Fund partnership

Minority Business grants

Early Ed & Family Day Home grants

Caring for Community Awards

Santa Fund for COVID Recovery

CARES Act Funding disbursement for Pathways Program

RMRP for City/County

COVID COMMUNITY IMPACT - FUNDING



DIRECT ASSISTANCE ALLOCATIONS SINCE MARCH 2020

Student/Virtual Learning support

VECF Ready Regions, for teacher incentives and prepaid tuition

\$1,450,000

Santa Fund for virtual learning

100,000

\$1,550,000

Small business support

Minority businesses

106,000

Early Education providers

74,000

\$180,000

Emergency assistance to individuals

UW Relief Fund

180,636

CERF partnership: CACF, City of Charlottesville, Albemarle County, Cville Community Cares

4,031,077

CARES Act partnership: City of Charlottesville, Albemarle County, TJPDC

4,214,651

\$8,426,364

CERF INTAKE DATA



4,879 Funded requests

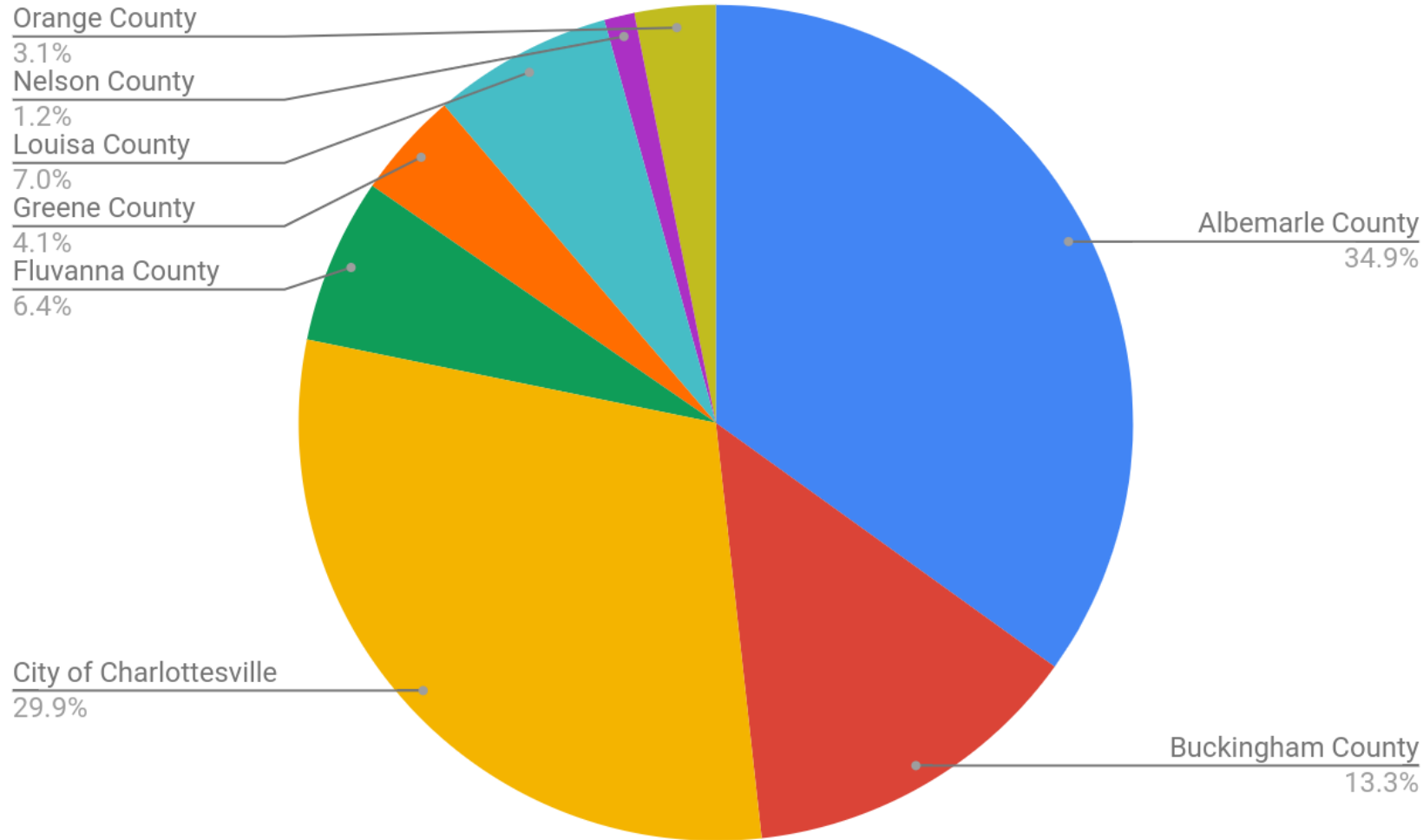
17,866 Individuals

\$4,010,532 Total amount awarded

**all CERF numbers are estimates based on data from partner organizations*

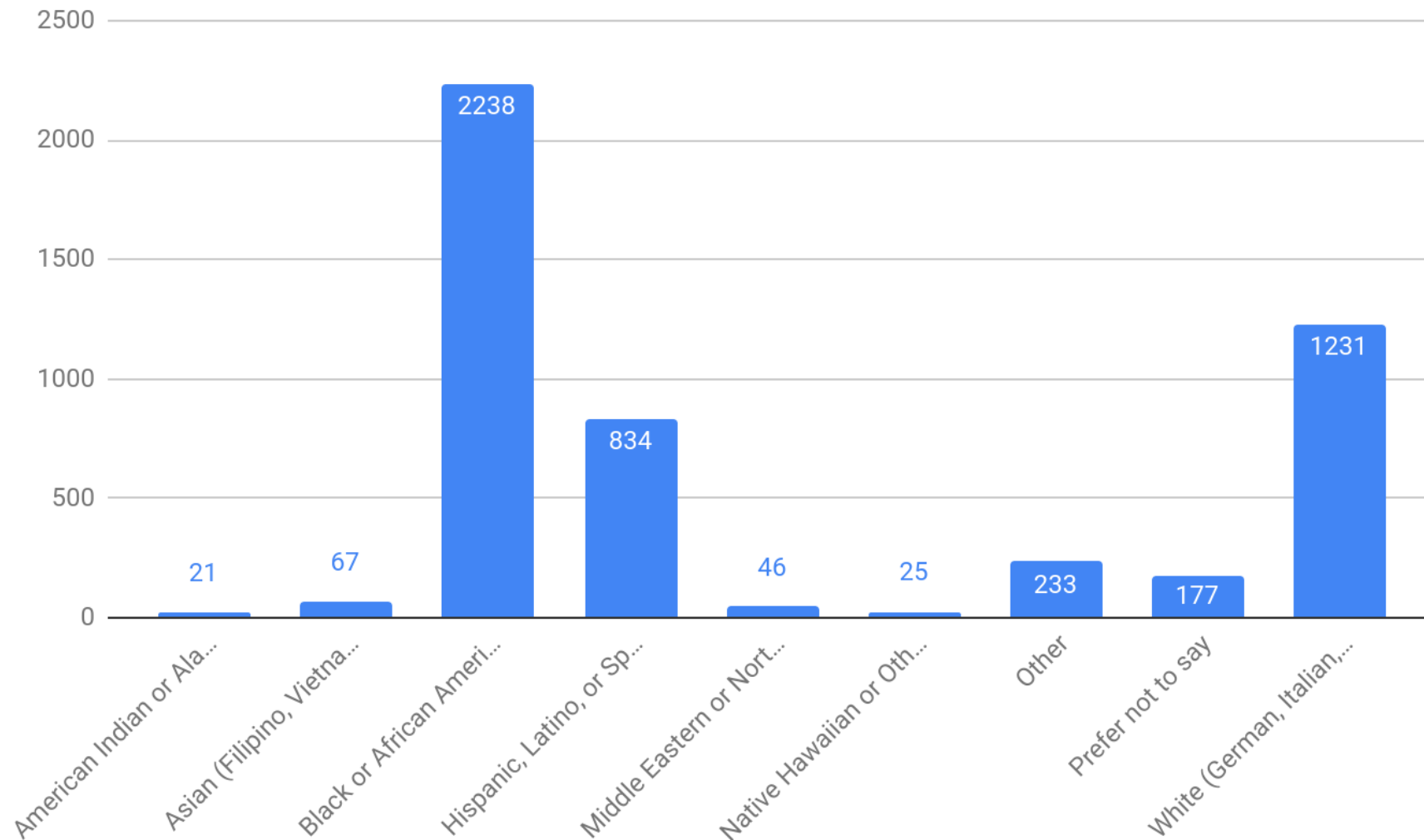


CERF REQUESTS BY LOCALITY



Total Numbers:
Albemarle County – 1,702
City of Charlottesville – 1,460

CERF REQUESTS BY RACE/ETHNICITY



PATHWAYS CLIENTS: Emergency COVID Funds



\$3,583,116

Total Pathway Funding

\$2,531,017

Total County Spend

\$1,052,099

Total City Spend

	Albemarle	Charlottesville	TOTAL
American Indian	2	4	39
Asian	24	15	6
Black/African American	1,041	785	1,826
White	412	167	579
Not Provided	26	43	69
Hispanic	716	141	857
TOTAL	2,221	1,155	3,376
<i>% Black/African American</i>	<i>47%</i>	<i>68%</i>	<i>54%</i>
<i>% White</i>	<i>19%</i>	<i>14%</i>	<i>17%</i>

RENT & MORTGAGE PROTECTION PROGRAM



\$1,094,977 Total RMRP Funding

\$800,127 Total County Spend

\$294,850 Total City Spend

	Albemarle	Charlottesville	TOTAL
Black/African American	225	113	338
White	108	31	139
Hispanic/Latino	68	7	75
American Indian	0	2	2
Not Provided	3	0	3
Asian	3	0	3
TOTAL SERVED	407	159	566
<i>% Black/African American</i>	<i>55%</i>	<i>71%</i>	<i>60%</i>
<i>% White</i>	<i>26%</i>	<i>19%</i>	<i>24%</i>

SANTA FUND FOR SCHOOLKIDS



Santa Fund for Schoolkids is an annual collaboration between The Daily Progress, WINA AM1070, and the United Way of Greater Charlottesville, providing essentials like clothing, shoes, medicine, eyeglasses, and school supplies/books for schoolchildren in need in our community.

This year, the Santa Fund for Schoolkids took on new urgency, creating the Santa Fund COVID Assistance Program to help families with COVID-19 related needs, such as internet access for virtual learning and assistance with other tools to provide a safe learning environment.

Charlottesville City Service by Ethnicity		
Black/African American	75%	79
Hispanic/Latino	20%	17
White	9%	9
Total Students		105

\$20,000

To Charlottesville City schools to support supply drive for children who are learning from home virtually.

\$20,000

Grant to the Conscious Capitalists Group Foundation to support virtual learning and scholastic support for middle school students.

Reasons for assistance

Parent(s) unemployed, laid off and hours reduced due to COVID
 Unable to afford supplies and tuition associated with virtual learning
 Fathers died (2) or incarcerated (1) unable maintain virtual learning for multiple children
 Evicted and single father and 4 children living in motel room and need tuition assistance

56% Cost of internet service

28% Virtual learning tuition

16% Electric bills, car insurance, phone service, virtual learning supplies

EARLY LEARNER SCHOLARSHIPS



Provide economically-disadvantaged children access to quality, stable early education environments to prepare them for success in school and life.

Ethnicity	Number	%
Black/African American	26	87%
White	3	10%
Hispanic/Latino	1	3%
2-parent household	2	7%
Single-parent household	28	93%
TOTAL SERVED	30	

\$21,220

Average household income **WITHOUT** scholarship



Rent
Utilities
Food
Transportation
Clothing
Taxes
Insurance

\$15,600

Average rent in Charlottesville



\$5,620

Annual income less rent payments



\$468.33

Monthly income after rent

\$32,750

annual

Average household income **WITH** scholarship
(single mother with 3 children)



READY REGIONS VIRTUAL LEARNING & GO2GROW LAUNCH



Ready Regions for Virtual Learning

- \$1,450,000+ to support virtual learning in the planning district
- 133 slots expanded to 152 as of March 2021
- \$555 bonuses to all site employees
- \$5,000 bonuses to new sites
- Supplies to providers: desks, chairs, office supplies, microwaves, air purifiers, fridges, etc.
- Overall, 70% full with waitlists at City sites
- Opportunity for summer program



- Website opened in February
- Full-time Navigator hired in February
- 450+ applications received and processed since 4/4
- 350+ applications for the public preschools
- 40+ applications that did not specify preference
- 60+ applications for private providers
- Additional 70+ paper applications submitted directly to public programs

FAMILY INVESTMENT PROGRAM



Our family investment program works to help families reduce debt, set aside savings, and work towards financial stability.

Two current clients have high-interest debt (35% and 36% interest rates) that we are refinancing as part of their plan.

Another client, Germina, is just graduating from our program and the Habitat Pathways program and is moving into the Habitat home ownership program. She is purchasing a Habitat home currently under construction in Albemarle County and will move in this year. She is a single mother with 4 children, grew up in public housing in the City (Westhaven), graduated from PVCC, and is employed at Sentara Martha Jefferson where she has been promoted and increased her wages by 56% since she joined our program.

A fourth client in the program has moved out of public housing and into an apartment. She is close to graduating into the Habitat Home Ownership program having reduced her debt and saved for the down-payment. Recently her car engine just blew up. We were able to put her through our new Driving Lives Forward transportation program helping with her down-payment for a reliable used vehicle at a market interest rate and an affordable monthly payment that will not impact her home ownership schedule.



REIMAGINE CVA PUBLIC LAUNCH



- Town Hall was held for NPOs mid-February
- Public Launch on March 30: email, social media, media campaign

Causes to Help



Places to Help

Explore organizations by cause, location and other aspects



WorkSource Enterprises Virginia Industries for the Blind Market Central Madison Free Clinic Charlottesville NOW

Central Virginia's new resource to help you get connected to over 200 local nonprofits and positively impact your community.

ReImagine CVA

Visit www.reimaginecva.org to learn more about our local nonprofits and how you can get involved!

f t i in reimaginecva



DEI UPDATE - INCLUSIVE EXCELLENCE FRAMEWORK



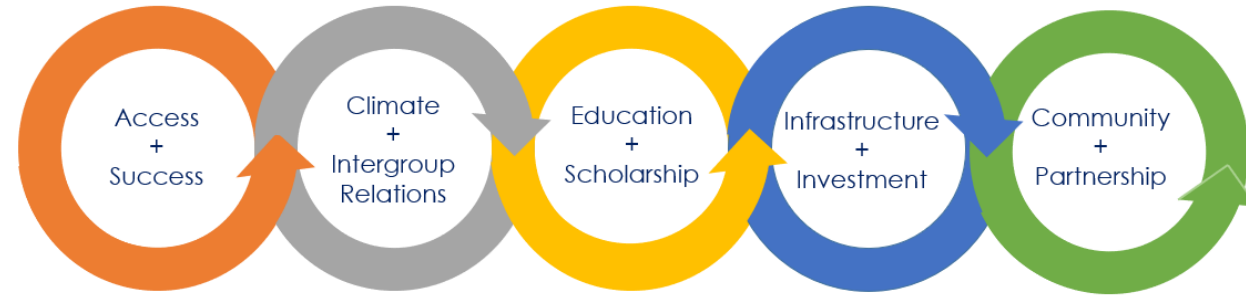
Decision to utilize the Inclusive Excellence Framework made in the winter of FY2019

DEI committee established April 17, 2020 and chaired by Kevin McDonald Vice President of DEI & Community Partnerships at UVA

With the support of his Ferguson, MO consultant, the committee established the overall framework of UWGC's DEI Plan and established a sub-committee to complete the IE Framework to align with the 5 Year Strategic Plan and the individual division/program workplans

Staff are now completing the application of the framework within all areas of the organization by updating the strategic plan one-year workplans

The UWGC DEI Coordinator is helping establish an equity audit for the organization and DEI training opportunities for staff.



- Access & Success
- Climate & Intergroup Relations
- Education & Scholarship
- Infrastructure & Investment
- Community & Partnership



**THANK YOU FOR YOUR SUPPORT OF, AND
INVESTMENT IN, OUR WORK!**