Committee members present: Jim Flowers, Mack Hilton, Tommy Loflin, Jim Loux, Michael Miller, Gary Reedy, John White

NRVRC staff: Kevin Byrd, James Jones, Patrick O’Brien

James Jones, a VT senior interning with the NRVRC, provided a demonstration of the Tableau web-based data visualization software that the NRVRC is using to develop a user-friendly, web-based data dashboard platform to make regional demographic, economic and community health data more accessible and understandable. The draft ‘demo’ versions of the dashboards are available online at: https://public.tableau.com/profile/nrvrc#/. The dashboard will be hosted on the NRVRC website to provide a central location for the regional statistical data compiled in the ‘New River Valley Regional Data Book’ publication (prior version at: http://nrvrc.org/publications/), and a variety of topic-specific regional ‘data dashboards’ that highlight a collection of indicators of regional community and economic health. This includes data tracking for issues of importance in the NRV Livability planning initiative (http://www.nrvlivability.org/), and an economic development dashboard that tracks data trends related to the NRV CEDS goals and strategies. Examples of similar data dashboard projects in Virginia in Region 2000 (http://www.region2000dashboard.org/) and Southside (http://www.sovaeconomy.com/).

The CEDS committee discussed important economic trend data and indicators of progress on CEDS strategies to include:

- Economic data regarding regionally important industry sectors, such as amount/proportion of ‘exports’ from the region (i.e., which sectors are bringing new money into the region by selling products elsewhere)
- Workforce data on top occupations by # of jobs, growth, wages, etc.
- Firm opening and closings, firms by number of employees
- Amount, sources, and recipients of investment capital for business creation/venture development
- Location, speed, price and competition options for broadband/fiber service around the region
- Business creation/destruction, and stability of jobs by sector (some information at www.youreconomy.org ).
- Information about entry-level jobs in target sectors, to allow low-skill or long-term unemployed residents to begin careers in the local economy
- Information about international trade or foreign direct investment in the region
The CEDS committee spent the remainder of the meeting discussing the existing CEDS project list to provide updates and revisions, and discussed ideas for new projects for the upcoming year based on current economic trends. Projects discussed include:

- May be an opportunity to obtain funding for the top CEDS project (prepare graded site at NRV Commerce Park) this year through the upcoming GO Virginia or EDA POWER grant programs
- Modify broadband infrastructure project to incorporate ongoing activities, including existing Montgomery County pilot projects and broadband components in Pulaski comprehensive plans
- Modify workforce consortium and manufacturer's roundtable project to reflect ongoing work of workforce development board to develop a ‘sector strategies’ approach to meeting workforce needs of regional businesses, focusing on advanced manufacturing sector
- Add project to include apprenticeship/internship programs for above
- Modify regional loan fund project to incorporate coordination among existing funds, and developing network of a variety of sources of capital for regional businesses. May be an opportunity to develop application for additional loan funds this year. (Will follow up with Tommy Loflin, Brad DeNardo, VCC, existing local loan fund managers)
- Add project about support for upcoming regional outdoor recreation projects such as ReNew the New and SWVA POWER project to develop New River resources and Outdoor Expo.
- Add project for next year to develop a ‘joint chapter’ to appear in the NRV CEDS, and the CEDS of neighboring regions that are grouped with us under the GO Virginia initiative, or others as appropriate
- Remove Southgate Parkway project (already underway)
- Rocky Knob Interpretive Center is underway
- NRV Airport Taxiway is underway
- Consider removing project regarding extending rail to commerce park (may not be realistic)
- Modify regional food aggregating center project to reflect ongoing/upcoming work at Prices Fork Elementary
- Add a project to provide technical assistance services to local firms that are suppliers to the regions large manufacturing facilities (e.g., Volvo), helping them to identify opportunities to diversify their product lines and sell to other sectors so that they are better able to weather downturns at the OEMs
- Support for projects to regionalize entrepreneurship activities, building on the recent interest in business plan competitions and the successful development of these programs in many NRV localities (business plan competitions in Floyd and Pulaski, K-12 entrepreneurship programs in Pulaski, ongoing activities of VTKnowledgeworks to expand offerings beyond VT)

Local governments will submit their project ideas by the end of April.
• CEDS to track more than project completion
• Project impacts and outcomes- what is working well and what needs rethinking
• Data points that are indicators of regional economic health and progress toward goals
• Example: Region 2000 ‘dashboard’
  www.region2000dashboard.org
Proposed CEDS indicators to track

• Infrastructure-related indicators
  – Broadband speed/penetration
  – Commuting patterns/transit options

• Business development indicators
  – Seed funding/capital
  – Firm creation/death/growth

• Tracking international trade/investment
• Tracking community health/opportunity
Proposed CEDS indicators to track

• Workforce-related indicators
  – STEM education outcomes
  – Career pathways in target sectors
  – Average wages (esp. as relates to poverty)
  – Local graduates

• Business climate surveys, QOL rankings
  – RBTC business climate survey
  – NRMR-WIB workforce services survey
Data example: Cluster data for transportation equipment mfg

<table>
<thead>
<tr>
<th>Region</th>
<th>2010 Jobs</th>
<th>2014 Jobs</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td>2,183</td>
<td>4,240</td>
<td>94.2%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>681</td>
<td>971</td>
<td>42.6%</td>
</tr>
<tr>
<td>NR-MR WIB</td>
<td>4,416</td>
<td>7,613</td>
<td>72.4%</td>
</tr>
<tr>
<td>State</td>
<td>34,072</td>
<td>44,696</td>
<td>31.2%</td>
</tr>
</tbody>
</table>
Perceptions of Factors Contributing to a Healthy Tech Sector in RBTC

Quality of life
- RBTC: 85%
- Overall: 57%

Entrepreneurship/innovation ecosystem
- RBTC: 48%
- Overall: 44%

Skilled workforce
- RBTC: 15%
- Overall: 36%

Cost advantages (e.g. land, labor, inputs, etc.)
- RBTC: 26%
- Overall: 27%

Business friendly environment
- RBTC: 7%
- Overall: 26%

Research universities
- RBTC: 26%
- Overall: 63%

University alignment with industry needs
- RBTC: 24%
- Overall: 33%

General infrastructure capacity / quality
- RBTC: 15%
- Overall: 14%

Early, mid, late-stage financing capacity
- RBTC: 9%
- Overall: 0%

Commercial sector ecosystem
- RBTC: 9%
- Overall: 0%

Transportation capacity/quality
- RBTC: 7%
- Overall: 0%

K-12 education
- RBTC: 4%
- Overall: 4%

Other factors
- RBTC: 0%
- Overall: 2%

Source: TECNA
Base: 1,561 senior U.S. technology and business executives
Base: 28 Roanoke Blacksburg Technology Council executives
Business perception survey-
responses regarding ‘soft
skill’ gaps

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to listen and follow directions</td>
<td>37</td>
</tr>
<tr>
<td>Adaptivity/Flexibility</td>
<td>33</td>
</tr>
<tr>
<td>Awareness of how business works</td>
<td>43</td>
</tr>
<tr>
<td>Good Attendance Record</td>
<td>46</td>
</tr>
<tr>
<td>Communication/Interpersonal Skills</td>
<td>42</td>
</tr>
<tr>
<td>Reading &amp; Finding Information</td>
<td>19</td>
</tr>
<tr>
<td>General Arithmetic/Applied Mathematics</td>
<td>21</td>
</tr>
<tr>
<td>Critical &amp; Analytical Thinking</td>
<td>37</td>
</tr>
<tr>
<td>Personal Hygiene/Professional appearance</td>
<td>23</td>
</tr>
<tr>
<td>(appropriate attire)</td>
<td></td>
</tr>
<tr>
<td>Positive attitude</td>
<td>36</td>
</tr>
<tr>
<td>Positive work ethic</td>
<td>55</td>
</tr>
<tr>
<td>Problem Solving</td>
<td>35</td>
</tr>
<tr>
<td>Supervisory/Subordinate Relationships</td>
<td>25</td>
</tr>
<tr>
<td>Team and Cooperative Skills</td>
<td>30</td>
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<tr>
<td>Time management</td>
<td>41</td>
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<tr>
<td>Work place safety</td>
<td></td>
</tr>
<tr>
<td>No gaps identified</td>
<td></td>
</tr>
</tbody>
</table>

Work readiness practitioner
survey- question regarding
program components

What components are in your curriculum? (check all that apply)

- Basic literacy screening
- Interest screening
- Aptitude screening
- Problem-solving
- Time management
- Teamwork
- Personal hygiene
- Personal Finance
- Communication skills
- Computer literacy
- Career Exploration
Goals, Objectives & Strategies

• Seven Goal Areas
  1. Support Small Business and Entrepreneurial Development
  2. Preparation and Continued Support of Qualified Workforce
  3. Available Land, Quality Infrastructure, and Affordable Housing
Goals, Objectives & Strategies

• Seven Goal Areas (continued)
  4. Attracting New Business to the Region
  5. Regional Marketing/Awareness to Promote the NRV
  6. Preserve Natural and Historic Areas
  7. Business Friendly Governance and Representation

• NRV Livability Initiative Updates
Discussion

Review/revise existing projects

Add new projects

   Workforce sector partnerships

Multi-region collaboration