

## **PROJECT ENABLE FEEDBACK**

An update of Project ENABLE was prepared on 10/29/18 and addresses much of the feedback below from the public, EDA, internal and external stakeholders. Based on the feedback, the yellow highlighted items in the 10/29/18 draft are currently considered “short term priorities” and the gray highlighted items are considered “long term priorities”.

### **PUBLIC** (10/25/18 open house)

#### General Comments

- 1) TJPDC is contemplating a CEDS plan for this region – consider supporting this initiative.
- 2) Water Sewer  
Our firm had to leave County – no square foot match and/or infrastructure for business needs.
- 3) Add timeline and next steps to document.
- 4) Farm businesses do not clearly include family farm;s outside of alcohol producing farms.
- 5) Broadband is critical to economic strategies especially in rural areas.
- 6) No clear mention of attracting EEOC businesses.
- 7) “Delta StrikeForce” is an offensive name.
- 8) States attempt to attract youth; implication discriminate against age?
- 9) Overall, public feedback seems to be less sought for than other initiatives
- 10) Examine ensuring due diligence + return on investment for economic incentives or any \$ expended by County.
- 11) What were measured outcomes of 2010 Economic Vitality Action Plan?

#### Goal Specific Comments

- 1) Goal 2 –
  - Objective 1, strategy 2 – at end of sentence add “and its growth management policy.”
  - Strategy 2 – please use specific language “in the development area
  - Not historically accurate representation of controllable barriers
    - Consider another wording for “controllable”
    - Do not wish to perpetuate the myth that the process is “anti-development”
- 2) Goal 3 – change “desired business to “targeted”
  - Objective 2 – in order to “increase the inventory of desired land” wording needs to be added addressing how the footprint of the Comp Plan should be proactive to get more “inventory” (to include the rural area)
  - Objective 2, strategy 1 – address “redesignation” and “rezoning”
  - Objective 2, strategy 1 – can be read two ways... wording can be misconstrued as expanding the development area.
- 3) Goal 5 –
  - Annual Report – I saw Steve Allshouse walk through lobby – suggest Econ Dev Office work with Steve on annual.
  - Goal #5 is really a job description of a new hire. Could ED add a member?
  - Objective 2, strategy 2 – “..... primary businesses.” Why did this change? Should it go back to previous language
- 4) Goal 6 –
  - There is no Finance Director for the County presently.

- Does not County already have an expedited approval process for permits?
  - Suggest Henrico, Arlington and James City County EDA should be studied.
- 5) Goal 7 – “Tourism” should be part of shingle outside Economic Development Office.

## **EDA** (10/11/18 Draft)

### General Comments

- 1) Put glossary and key at end.
- 2) Call out businesses that recycle.
- 3) Reduce high carbon footprint
- 4) Survey County-owned land and make it available as a tool.
- 5) What’s the low hanging fruit we could progress over time.

### Goal Specific Comments

- 1) Goal 1 –
  - Portal to ask questions from small business/communicate with them; need pipeline to help small businesses; need way to receive feedback (survey?). Partner with Chamber, SBDC, CBIC on communication/feedback from small businesses.
- 2) Goal 2 –
  - Objective 1, strategy 1 – add Comp Plan (...Zoning Code, Zoning Map and Comp Plan amendments...)
- 3) Goal 3 –
  - Objective 1, strategy 2 – Road improvement important for Broadway
  - Objective 2, strategy 2 – be more specific
  - Objective 4, fiscal impact analysis on both revenue/cost side.
  - Objective 6 – add “Community of Charlottesville wedding event professionals”
- 4) Goal 4 –
  - Objective 3 – change publi-private to public-private
- 5) Goal 5 –
  - Objective 1 – add Town Hall Meetings
  - Objective 3 – ratio of residential to non-residential
- 6) Goal 6 –
  - Objective 2, innovation & entrepreneurial ecosystem
  - Emphasize internal partnerships
  - Cost benefit – historic vs prospective
  - Objective 3 – 1) Scorecard for EDA; 2) add strategy “Benchmark fees for comparison on a regular basis”
- 7) Goal 7 –
  - Include Bill Carden in tourism efforts

## **EXTERNAL STAKEHOLDERS** (10/11/18 Draft)

- 1) Glossary
  - “Follow” – add more language or remove
  - “Institutional” – change to Institutions
  - “Lead – .....and be accountable to....; change to “and be accountable for”
  - “Partner” – ..... an effort and sharing accountability in the result.; change to “an effort and accountability for the result”
- 2) Organizational Key
  - Add CVSBDC, CIC, SCORE
  - EDO – Albemarle County Economic Development Office (add Albemarle County)
  - EDA – Albemarle County Economic Development Authority (add Albemarle County)
- 3) Proposed Goals, Objectives and Strategies
  - These goals, objectives and strategies were developed using the jointly adopted mission and guiding principles, policy documents.....
  - At end add: We recognize many goals interweave, overlap and these have been placed under the goal of best fit.

### Goal Specific Comments

- 1) Goal 2 –
  - Objective 1 – consistent w/ Comp Plan
  - Objective 1, strategy 4 - change include to “including”
- 2) Goal 3 –
  - Objective 1, strategy 6 – Partner with UVa and ..... (add UVa)
- 3) Goal 4 – define “public good”
  - Objective 1 – change “Lead” to Partner or Participate
  - Objective 3 – change publi-private to public-private
  - Objective 3 – add strategy to recommend tools/solution to enable economic development.
- 4) Goal 6 –
  - Objective 2 – Lead the formation of operating protocols with regional partners to start new businesses or grow existing businesses; remove “to start new business or grow existing businesses” and replace with “to grow the innovation and entrepreneurial ecosystem.”
  - Objective 2, strategy 3 – move to Objective 1 under Goal 6

## **INTERNAL STAKEHOLDERS** (10/3/18 Draft)

### General Comments

- 1) Tie goals back to mission, guiding principles
- 2) How do we know we’ve been successful?
- 3) Add more definitions to glossary
- 4) Which localities are we measuring against?
- 5) What is a “desired” business
- 6) Hyperlink to external partners
- 7) Promote successes like Willow Tree
- 8) Get Mike Craddock to add schools?

9) Work force vs workforce

Glossary

- 1) Add “Examine, “Cluster”, “Consumptive”
- 2) Define “consumptive” business
- 3) EDO vs EDA – update glossary
- 4) Expand glossary to encompass all acronyms like economic gardening

Goal Specific Comments

- 1) Goal 3 –
  - Objective 2, strategy 2 – add “Department” after Community Development
  - Objective 5 – rely on PWN, City’s Go Programs (not duplicate other efforts)
  - Objective 5, strategy 2 – Participate in regular business/education roundtables..... Clarify if this is new roundtable or existing one
  - Objective 6, strategy 1 – add citation
  - Objective 6 – identify opportunities
- 2) Goal 4, objective 2 – should be support not lead
- 3) Goal 5, objective 3 – define scorecard
- 4) Goal 6 –
  - Objective 1, strategy 1 – Duplicative ?

**PLANNING COMMISSION** (10/29/18 Draft)

Economic Development presented to the Planning Commission to inform them of progress on Project ENABLE. The Planning Commission did not reach a consensus to support Project ENABLE (several wanted to pass a resolution of support). While the preponderance of the PC comments supported the plan, there were certainly points of disharmony with the plan:

- did not include enough specificity (needed measurements);
- in draft form (premature to support);
- did not specifically include language “in the Development Areas” for Readiness to Accommodate Business; (specifically Goal 3, objective 2)
- Note: There was disagreement on role of the Planning Commission for this project.