Mid-Year Progress Report
to City Council
City of Virginia Beach
January 2017 - July 2017
# Table of Contents

**Progress Report Matrix**  
7

**City of Virginia Beach Goals 2022**

- **Goal 1:** Grow the Local Economy  
  19
- **Goal 2:** Create a Financially Sustainable City Providing Excellent Services  
  35
- **Goal 3:** Improve Transportation System  
  45
- **Goal 4:** Revitalize Neighborhoods and Plan for the Future  
  59
- **Goal 5:** Be a Competitive, First Class Resort for Residents, Businesses and Tourists  
  69
- **Goal 6:** Be the Safest City in Virginia  
  83
- **Goal 7:** We are an Inclusive Community that is Welcoming and Empowers All  
  91
- **Goal 8:** Our Community has World Class Schools and Educational Programs  
  97
- **Goal 9:** Data and Technology are used to Enhance Community Livability, Prosperity, and Sustainability  
  101
- **Goal 10:** City Assets and Infrastructure are Well Maintained and Meet Community Expectations  
  107
Goal 1: Grow the Local Economy

Objectives

• Pursue opportunities for Research & Development (R&D) and medical related businesses.
• Develop Burton Station as a major business center and neighborhood community
• Retain and grow existing businesses.
• Expand higher paying job opportunities.
• Expand skill based training through partnerships with the School Division, Tidewater Community College, and other education institutions preparing for 21st Century job opportunities.
• Attract new “targeted” businesses, biomedical, health care and life sciences, finance, insurance and real estate, information technology and professional services, advanced manufacturing, retail.
• Enhance opportunities for citizens to increase wealth and prosperity.
• Be recognized as the Regional Center for Innovators and Entrepreneurs.

Council Initiatives

• Agriculture Business Analysis and Expansion Strategy
• Bioscience Business Development
• Burton Station SGA/Northampton Corridor Development
• Cyber Security Industry Development
• Economic Development Small Business and Diversification Strategy (SWaM)
• Economic Development Small Business Diversification Survey Report & Strategy
• International Business Attraction: Strategy and Action
• London Bridge Commerce Center
• Lynnhaven Corridor Improvement
• Pembroke SGA Zoning
• Princess Anne Road/TCC Hotel Project
• Regional Branding
• Study for Potential for an Agricultural Heritage Center
• Town Center Expansion (Beyond Core Area)
• Town Center Phase VI
• Veterans Care Center
• Veterans Facility Access Road
• Workforce Development (including TCC and other institutions)
Goal 2: Create a Financially Sustainable City Providing Excellent Services

Objectives
- Deliver City services in the most cost-effective manner
- Maintain “AAA” bond rating
- Expand public understanding price of government linking to the cost of services and citizens’ expectations, needs and the ability to pay
- Increase satisfaction with easy access to City service
- Increase citizen involvement and engagement

Council Initiatives
- ARP Evaluation and Direction
- City Operations: Energy Efficiency and Alternative Fuels
- City Properties: Inventory, Evaluation and Direction
- Employee Compensation: Policy Review
- Historic Kempsville Area “Quad C” Master Plan Implementation
- Human Resources: Selection, Promotion, and Retention
- Increase City Expenditures paid to Minority Business to 10% of Expenditures
- Innovation Team: Implementation
- Maintain AAA Bond Rating
- Marketing of Excess City and School Property
- Sale of City-Owned Land: Evaluation, Policy Direction and Actions
- Travel Policy review
Goal 3: Improve the Transportation System

Objectives
- Secure adequate funding for transportation projects
- Reduce congestion and improve traffic flow
- Explore more alternative modes of transportation
- Advocate for high speed linking Hampton Roads to Northern Virginia and beyond
- Better mass transit by improving frequency and reliability
- More flights to Norfolk International Airport
- Become a “Test Center” for emerging transportation technologies

Council Initiatives
- Autonomous Vehicle Plan
- Better mass transit by improving frequency and reliability
- Bike Accommodations
- Bikeways and Trails Plan Implementation
- Bond Referendum for Road Backlog
- Centerville Turnpike Widening
- Greenwich Flyover - I-64/I-264 Improvement Project
- High Speed Rail Advocacy
- Holland Road - Ph. VI (from Dam Neck Road to Nimmo Parkway)
- Indian River Road/Kempsville Road Intersection Improvements
- ITA (Interfacility Traffic Area) Study: Update
- Lesner Bridge
- Major Road Project: Funding
- Nimmo Parkway - Ph. VIIA
- Princess Anne Road - Ph. VII
- Regional Transportation Funding
- Roadway Maintenance Program
- Shore Drive Infrastructure Improvements
- Sidewalk Master Plan
- UBER/LYFT Shared Ride Services Regulations
- Witchduck Road - Ph. II
Goal 4: Revitalize Neighborhoods and Plan for the Future

Objectives

- Create a “sense of place” with a 15-minute radius in designated areas
- Improve neighborhood infrastructure and City amenities
- Reuse aging commercial areas
- Use Community Vision, Strategic Growth Area Plans, and Comprehensive Plan to guide future development and land use
- Increase home values throughout the City
- Protect natural resources and waterways
- Update/upgrade and diversify neighborhood aging housing work
- Develop flex-use spaces

Council Initiatives

- Advocate for policy, planning and fiscal decisions that impact housing appropriations at the federal, state and local level
- Aging Housing Stock Study
- Bayville Creek Neighborhood Dredging SSD
- Continue ARP, ITA and Strategic open space acquisitions
- Cleveland Street Area Development
- Coordinate evaluations of land use conformity issues with the U.S. Navy
- Eastern Shore Drive Interim Stormwater Project
- Harbour Point Neighborhood Dredging SSD
- Housing Strategy: Policy and Implementation
- Land for Solar Farms; Development
- Lynnhaven River Environmental Restoration Plan
- Old Donation Creek Neighborhood Dredging SSD
- Sea Level Rise/Recurrent Flooding Comprehensive Analysis
- Shadowlawn Neighborhood Dredging SSD
- VBCDC: Presentation and Direction
Goal 5: Be a Competitive, First Class Resort for Residents, Businesses, and Tourists

Objectives

- Safer and more inviting environment for families: 24 hours a day
- More variety of facilities and activities, including participatory events and local participation
- Become year-round destination
- Optimize the potential of the Convention Center: Convention Hotel, Arena, Field House, Dome Site
- Increase residents’ understanding of the value and enjoyment of tourism to the community
- Leverage tourism dollars to aggressively brand Virginia Beach as a resort destination City

Council Initiatives

- 19th Street Pedestrian Connection
- Arena Project
- Baseball Complex at Princess Anne Commons
- Branding: Virginia Beach Naturally
- Cavalier Hotel Preservation
- Conduct “Research & Development” to support tourism marketing investments
- Construct the Darden Marine Animal Conservation Center
- Convention Center Business Development
- Convention Center Hotel Project
- Develop a year-round market segments program
- Dome Site Development
- Oceanfront Form-Based Code Revisions
- Resort Area Parking Plan
- Sports Center Development
- Support the upgrade to and development of convention quality hotels
- ViBE Creative District
Goal 6: Be the Safest City in Virginia

Objectives
- Maintain lowest crime rate in Virginia with the highest clearance rate.
- Have the capacity to deal with mental health issues and needs.
- Be prepared for, respond to, and recover from catastrophic events.
- Have a well-trained, well-equipped public safety staff.
- Have community policing that creates a sense of community.
- Recruit and retain a top quality public safety workforce.

Council Initiatives
- Body Worn Cameras for Patrol Officers
- Community Policing Strategy
- Community Recovering Center Plan
- Develop a Comprehensive Pre- and Post- Disaster Recovery Plan
- Develop Continuity of Operations Plan for the City
- Drone Use Policy
- Emergency Shelter Plan
- Mental Health Forum
- Mental Health Initiative
- Oceanfront Camera System
- Opioid/Heroin Initiative
- Police Staffing Plan
- Provide Emergency Preparedness outreach and education to the community including Flood Insurance education
Goal 7: We are an Inclusive Community that is Welcoming and Empowers All

Objectives

- Supportive services available to all residents when needed
- Enhance the range of public engagement strategies and methods to build awareness
- Have equitable access to city procurement and services
- Increase citizen understanding of the city, city services and programs
- Present accurate information to the community
- Have effective methods of citizen engagement and involvement in the governance process
- All citizens feeling welcome

Council Initiatives

- African-American Cultural Center: Next Steps
- Disparity Study
- Homeless Strategy: Implementation
- Housing Resource Center
Goal 8: Our Community has World Class Schools and Educational Programs

Objectives

- Achieve equitable attainment for a quality education for individuals from birth to adulthood.
- Provide a broad range of arts and cultural resources and activities.
- Expand the presence of Tidewater Community College and other higher learning institutions.
- Collaborate with the school division and the entire community to ensure that all.
- Students are successful in school, graduate on time and are productive and engaged global citizens.

Council Initiatives

- Higher Education Campus Expansion Strategy
- Library Renovation
Goal 9: Data and Technology are used to Enhance Community Livability, Prosperity and Sustainability

Objectives

- Improve City services through strategic use of web-based technologies and systems.
- Foster equitable economic prosperity and stability through community access to technology.
- All citizens and businesses have access to state-of-the-art broadband services.
- Use City public data to spark innovation, promote collaboration, increase government transparency and informed decision making.
- Use data in developing City policies and services.
- The City is recognized as a leader in technology.

Council Initiatives

- Data and Infrastructure Security Enhancements
- Data Center Development
- Master Technology Plan 2.0 Development
- Next Generation Network (Remote City Site Connection)
- Software Upgrade/Replacement
- Transoceanic Fiber Cable
Goal 10: City Assets and Infrastructure are Well Maintained and Meet Community Expectations

Objectives

- Protect water resources.
- Maintain high performance infrastructure systems citywide by retrofitting, designing for adaptability and investing in new technologies.
- Have an effective storm water management system that is well-designed, well-built, and well-maintained.
- Have well-designed, well-built, and well-maintained streets and sidewalks.
- Align policies and codes to minimize the effects of storm water runoff for new development and redevelopment.
- Prepare city infrastructure for sea level rise.
- Have well designed, well-built and well-maintained city buildings and facilities.

Council Initiatives

- Aragona Flooding SW Project
- Ashville Park SW Flooding
- Central Beach District SW Flooding
- City Hall 2020
- Croatan Beach Sand Replenishment
- Lynnhaven River Environmental Restoration Plan
- Sherwood Lakes SW Flooding
- Western Branch Lynnhaven River
- Windsor Woods, Princess Anne, The Lakes SW Flooding
GOAL 1: Grow the Local Economy
Goal 1: Grow the Local Economy
City Council's Priority Initiatives

Agriculture Business Analysis and Expansion Strategy
Initiative owned by David E. Trimmer, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
The Department partners and collaborates with Virginia Tech University and Virginia State University, the Virginia Department of Agriculture and Consumer Sciences, and private businesses to grow and promote the sustainability of agriculture and forestry. In FY2017, over 405 acres of agricultural land were enrolled into the ARP with a total enrollment of over 9,700 acres. In 2016 the estimated impact of agriculture was $124.6 million, representing a 3.1% increase over 2015. The 2017 harvest season will conclude in December of 2017. This includes but not limited to technology, science and research development related to seed, best practices, fertilizers, application as well as market growth locally, regionally and globally. As well as agritourism, agriculture education, Buy Fresh Buy Local, and market deliverable's as part of a market driven strategy.

Bioscience Business Development
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Activities:
- Bio Science initiative funded as part of FY16 Budget.
- City Council presentation on Bio Medical initiative plan & policy update.
- Virginia Beach & Tidewater Community College Bio Accelerator formally established.
- City Council briefing on project status.
- Briefing with Mayor Sessoms to discuss Biomedical Initiative status
- Briefing on Biomedical Initiative and proposed Biomedical Park at ITA CAC meeting
- City Council approved transfer of land designated for Biomedical & Healthcare park to Development Authority
- City Council quarterly briefing on Biomedical Initiative and work with General Assembly
- VBDA accepted land transfer for Biomedical Park.
- VBDA approved 3-year sub-use agreement with Sanyal Biotechnology, LLC for the Wet Lab Space at Tidewater Community College.
- City Council Bio Update.
- Complete rezoning application for Bio Park.
- Bio Park property survey complete.
- Hosted Virginia Velocity tour bio "Pitch" competition.
- Bio Park property zoning application goes before the Planning Commission.

**Status:**
The VABeachBio initiative is a targeted business development program designed to enhance the City's existing assets and build an ecosystem that will lead to translational research, collaboration, and economic growth. From January-June 2017, Economic Development staff attended three biomedical conferences (Biotech Showcase, BioEurope Spring, and Bio International), a liver-disease focused conference with Virginia Beach-Sanyal Biotechnology, and a medical manufacturing conference. Virginia Bio also hosted their biannual meeting, entitled “Thrive,” in Virginia Beach for the first time. This conference brought nearly 300 industry leaders from across the Commonwealth and helped cement our place as a leader in the state. Economic Development also announced the VABeachBio Innovation Challenge, a partnership with the Center for Advancing Innovation which will seek to turn 20 pre-selected inventions from federal labs and universities into startup companies. The inventions will focus on veteran-related illnesses, and the challenge will begin in the fall of 2017. Finally, work continues on plans to expand the VABeachBio Accelerator, currently housed at Tidewater Community College, as well as infrastructure preparation for the VABeachBio Innovation Park.

**Burton Station SGA/Northampton Corridor Development**

Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Active Lifestyle; Connected Community; Diverse Community; Learning Community; Thriving Economy; Unique Environment

**Status:**
The project includes design and construction of an improved section of Burton Station Road from Northampton Boulevard to approximately the midway point to Miller Store Road as well as a segment of a new north/south road (Tolliver Road, formerly called Golf Road) intersection with Burton Station Road and extending 100 feet in either direction. Improved road sections will include two lanes with curb and gutter, sidewalks and street lights. A new pump station and water and sewer lines will also be installed.

Design is complete. Awaiting resolution of acquisition of two properties before project can be advertised for construction. Anticipate acquisition complete by late fall 2017; construction advertisement late 2017; construction NTP early 2018; and construction completion summer 2019.
Cyber Security Industry Development  
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):  
Thriving Economy

Status:  
During the first half of CY2017, VBDED hosted the 4th Cyber Security Business Roundtable that was attended by more than 60 representatives of businesses, academia, municipalities and the military. VBDED also planned and hosted a Cyber Security International Business Briefing for a group of visiting Danish businesses.

A cyber security apprenticeship program has been launched by the recently created HR Cyber Alliance that was created to support regional federal grant and workforce development activities.

VBDED has developed a strategy to launch the Virginia CyberSkills Training and Innovation Center (CSTIC), a platform to create new technology-based products, companies, industries and jobs serving cyber security and digital e-commerce needs. VBDED is working with state officials to establish a collaboration with New College Institute, based in Martinsville, VA that will provide funding for establishing a state-wide “cyber circuit” to support operations of CSTIC.

We actively participated in numerous other cyber security related events in the region held at Norfolk State University and ODU.

Economic Development Small Business and Diversification Strategy (SWaM)  
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):  
Diverse Community; Learning Community; Thriving Economy

Status:  
Diversification Strategy:
Continued emphasis on Bioscience, Cyber Security and opportunities resulting from the announced ultra hi-speed subsea cable landing sites, with CY2017 marketing calendar focused on each of these target areas. A new initiative to expand the City’s office market (professional services, corporate operations, etc.) is in development for implementation fall 2017.

Small Business Strategy:  
Launched enhanced web portal to provide more detailed and user-friendly steps for starting a business as a recommendation of the Small Business Subcommittee of the Process Improvement Steering Committee.
Registered 250+ participants for the 2017 Small Business Workshop series YTD.

Small/SWaM Business Development Manager is co-chair for the 2017 Carolinas-Virginia Minority Supplier Diversity Council Annual Conference to be held in Charleston SC.

Will host 1,000 leading business women as part of the 2017 Women’s Conference sponsored by Senators Mark Warner’s office.

Over 1,200 entrepreneurs attended 1 Million Cups Virginia Beach events during its second year; more than 40 small businesses presented. Virginia Beach’s first co-working facility, 1701, located in the ViBe Creative District, provides a collaborative space for more than 30 small businesses and independent contractors, and VBDED is working with them to expand their services.

**Economic Development Small Business Diversification Survey Report and Strategy**

Initiative owned by Patti Phillips, Ronald H. Williams Jr.

**Vision Element(s):**

Diverse Community

**Activities:**

- Develop Response to Small Business Subcommittee Recommendations
- Process Improvement Committee briefed on Small Business Diversification Strategy.

**Status:**

City Manager response to Process Improvement Committee (PIC). City Council briefed on March 10, 2017. Several improvements were made as a result of the PIC recommendations, including changes to the City’s Web site regarding small business resources.

The improvements to the website provided guidelines/steps for new small businesses to navigate through the process for business assistance in the City of Virginia Beach. A multi-disciplinary team of departments (Communications, ComIT, Planning, Finance, and Economic Development) enhanced the small business website portal by providing a flow chart of state and city services and resources to support businesses in the city. The website was also enhanced to include video testimony from businesses working with City departments. The enhanced website with the improvements supported by the PIC went live June 2017.
International Business Attraction: Strategy and Action
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Diverse Community; Thriving Economy

Activities:
- Visit to Olongapo City, Republic of the Philippines in support of Virginia Beach and Olongapo Business Development Office (VBOBDO) and creation of Board of Directors and non-profit Foundation.
- VBOBDO Office Manager visit for training, introductions to key businesses, etc.
- Michael Vossel & Associates presents updated international marketing and Business Development Plan.
- Visit by Chairman of Subic Bay Metro Authority and representatives to Virginia Beach to sign historic Memorandum of Understanding with Port of Virginia.
- VBDA approves 3.5 acre land transaction in Corporate Landing Business Park for Telefonica to establish data center in support of Microsoft and Facebook transoceanic communications cable landing site.
- Governor McAuliffe and Mayor Sessoms announce decision by Spanish company SANJO Fineblanking to establish North American headquarters and manufacturing operations to Virginia Beach.
- VBDA approves funding for VBOBDO in support of business development and Sister City programs/activities.
- Virginia Beach Bio invited to attend Bio Spain.
- VBDA sold 3.5 acres in Corporate Landing to Telefonica for data center in partnership with Microsoft and Facebook.
- Sunrise Global Marketing, LLC (US subsidiary of China’s Globe Tools) plans to relocate its US distribution operations into 218,000 sq. ft. of space at 2600 International Drive.
- German based company TAG America opened US headquarters in Virginia Beach.

Status:
- Welcomed four new international companies:
  - Sunrise Global Marketing (China): leasing 218,000 sf of space at 2600 International to support marketing and distribution of electric lawn & garden tools
  - U-Play (China): leasing 200,000 sf of space at 1440 London Bridge Road to manufacture absorbent products for consumer & pet use
  - Lidl (Germany): welcomed US CEO for opening of new 20,000 sf grocery store
  - Aldi (Germany): opened first location and announced two more for Virginia Beach
- Announced 150,000 sf expansion by STIHL Inc at 2600 International
- Expanded Bio Science and Telecommunications/Big Data marketing with missions to Spain, Germany and The Netherlands.
- Coordinated visit for Governor McAuliffe to headquarters of STIHL Inc in Waiblingen, Germany
- Finalized plans for new Sister City partnership with Waiblingen, Germany
- Hosted luncheon and business development event for Danish government/military/business delegation attending Warriors Week in Virginia Beach.
• German consultant attended 31 trade shows and marketing events in Germany, Turkey, Netherlands and Austria, resulting in additional 150 leads
• Hired new Office Manager for the Virginia Beach and Olongapo Business Development Office (VBOBDO); visited office to provide training and create work plan (April 2017) and meet with new leadership of Subic Bay Metropolitan (Port) Authority.

**London Bridge Commerce Center**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

**Vision Element(s):**
Thriving Economy

**Activities:**
• Virginia Beach Development Authority accepts transfer of property from the city.
• City Council approved rezoning and transfer of property to the Virginia Beach Development Authority.
• Discussion with Navy regarding retention pond and property access issues being readdressed.
• Demolition of existing structures completed
• Letter requesting access to property from London Bridge Road to be sent to Navy and routed through its real estate approval process.

**Status:**
In 2011, the City acquired 18.245+ acres of property located at 130 London Bridge Road, formerly known as London Bridge Commerce Center. The property was acquired through capital project 9-060, Oceana and Interfacility Traffic Area Conformity and Acquisition funded equally by the State and City. This acquisition eliminated 22 non-conforming businesses from APZ-1. The City rezoned the property to conditional I-1 and transferred it to the VBDA in May 2015 to better facilitate the marketing and negotiation aspects of potential future commercial development.

The beginning half of 2016 focused on preparing the site for commercial development, which includes roadway and utility infrastructure improvements and a request to the Navy for an access easement that will allow for better ingress/egress to the property. Without these improvements or the easement, the site is less desirable by prospective businesses and the city will not realize its ROI. At the city’s request, the Navy conducted an archeological survey of the site during the summer of 2017, and a formal response is anticipated by December 31, 2017.

The City desires to sell the property to conforming uses consistent with the APZ-1 zoning restrictions and a Navy restrictive easement that encumbers the property.
Lynnhaven Corridor Improvement
Initiative owned by Barry Frankenfield, Ronald H. Williams, Jr.

Vision Element(s):
Thriving Economy

Status:
Engineering is underway. The corridor sign is scheduled to be installed in Summer/Fall 2018. This is dependent upon the Lynnhaven Business Association completing their branding efforts in a timely manner. The remainder of the project is scheduled to go to construction in late summer 2018 and be completed in late summer 2019.

Pembroke SGA Zoning
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Activities:
• Stakeholder review of draft regulations - ON HOLD
• Public Information Meeting - ON HOLD
• Planning Commission Public Hearing - ON HOLD
• City Council Public Hearing - ON HOLD

Status:
SGA staff has started the planning process to address the zoning in the Central Village District of the Pembroke SGA with the goal of establishing overlay zoning in this area that will allow for mixed-use development. Final City Council action is anticipated to take place in July 2018.

Study for Potential for an Agricultural Heritage Center
Initiative owned by David E. Trimmer, Ronald H. Williams Jr.

Vision Element(s):
Active Lifestyle, Connected Community, Learning Community

Status:
The vision for the Agricultural Heritage Center continues to be a project for long term consideration subject to capital funding, property availability, project funding and project feasibility. The Center would encompass an agricultural educational component focused on citizens, youth, and the AG Industry. The Center could have a research component with a focus on niche crops, pest control, environmental issues, and research grant programs.
**Town Center Expansion (Beyond Core Area)**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

**Vision Element(s):**
Thriving Economy

**Activities:**
- Brief City Council liaisons on Columbus Village project
- Discussion initiated regarding expanding Town Center Core Area south to Bonney Road
- Discussed Bonney Road and Market Street extension proposal with City Attorney’s Office.
- Armada Hoffler closes on property east of Town Center.
- Discussed with Olympia Development potential development of Bonney Road site.
- Met with Stacey Cummings regarding current Priority lease and light rail extension to Town Center.
- VBDA approves a non-binding term sheet for CityView Two project.
- City Council receives briefing on CityView Two project.
- City Council approves a non-binding term sheet for CityView Two project.
- VBDA approved extending Priority Automotive lease of former Circuit City building for another 9 months.

**Status:**
City Council and the VBDA approved the CityView Two Term Sheet for mixed use project located at the intersection of Bonney Road and Constitution Drive. The VBDA will return the incremental Real Estate taxes up to $10.2 million to assist in the development of the parking structure for the $62 million project.

The VBDA approved the Development Agreement on July 18, 2017, City Council is scheduled to act on the Development Agreement on August 15, 2017.

Priority Automotive Group vacated the former Circuit City Building on August 1, 2017. The VBDA will consider other interim uses.

**Town Center Phase VI**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

**Vision Element(s):**
Thriving Economy

**Activities:**
- Phase VI Term Sheet approved by City Council.
- VBDA approve Phase VI Term Sheet.
- Approve development documents.
- Start construction
- Construction completion
• VBDA approved Phase VI documents.

Status:
On April 2, 2015 the Virginia Beach Development Authority (VBDA) closed on Block 9 with Armada Hoffler. On December 1, 2015 City Council approved the Phase VI Term Sheet. On December 15, 2015 the Virginia Beach Development Authority ratified the Term Sheet. The tax exempt status for the Zeiders American Dream Theatre was approved. On May 17, 2016 final development documents were approved by both City Council and the VBDA. Construction of Town Center Phase VI began in November 2016, completion is scheduled for spring 2018.

Workforce Development (including TCC and other institutions)
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Learning Community; Thriving Economy

Activities:
• Economic Development staff will be making joint existing business calls with the Workforce Solutions staff.
• TCC Workforce Solutions extends one-year lease with VBDA.
• Attended VBCPS Kempsville High Entrepreneurship & Business Academy kickoff.

Status:
The Department coordinated with Mayor Sessoms to hold two manufacturing roundtables. The topic of discuss was the future workforce for the manufacturing sector. Dr. Spence of Virginia Beach City Public Schools briefed the group on the current curriculum offered and dialogued with the group on opportunities to increase the awareness of manufacturing careers.

Departmental staff worked closely with Tidewater Community College staff on the marketing of apprenticeship and certification programs available to all companies. Additionally, staff connected companies to the services available with Opportunity, Inc, such as employment services and career fairs. Tidewater Community College Apprenticeship Institute partners with local employers to develop and sustain registered apprenticeship programs offering a pathway to both individual career success and regional economic prosperity. We partnered with 8 companies to serve 46 apprentices. Tidewater Community College Center for Workforce Solutions partnered with 15 companies to provide 22 customized training programs to a total of 263 employees.

The City supported additional funding for Opportunity Inc. in the FY2017-18 budget to support additional local workforce initiatives that are not constrained by federal requirements.
Goal 1
Other Council Initiatives

Princess Anne Road/TCC Hotel Project
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy; Unique Environment

Activities:
- Meeting with Mayor, Dr. Edna Baehre-Kolovani, and Princess Anne Hospitality, LLC to discuss capital lease requirements by Tidewater Community College.
- REVPAR presents updated study at VBDA meeting.
- Hotel project included in city Legislative package.
- Request for state funds to create Center of Excellence.
- Project financing/direction is determined not to be viable without state support.
- TCC President Dr. Edna Baehre-Kolovani, Executive Director of TCC Real Estate Foundation Matt Baumgarten, and Real Estate Foundation Board member D. Browning met with PHR/Gold Key regarding the hotel deal structure.
- Hotel financial deal structure under review by TCC Real Estate Foundation
- TCC Real Estate Foundation is preparing a term sheet for PHR/GoldKey regarding the new deal structure.

Status:
On April 30, 2017, the Virginia Beach Development Authority issued an updated RFP to solicit proposals for a 3.2 acres parcel on Princess Anne Road adjacent to Tidewater Community College. Two respondents were interviewed; Harmony Hospitality Inc. and ARP Hospitality on June 21, 2017 and June 26, 2017. Harmony Hospitality was selected for further negotiations. The Economic Development staff provided a project status report to Councilman Bob Dyer on July 24, 2017 and discussed proposed next steps. Additionally, Kimley Horne has prepared cost estimates for site and utilities infrastructure.

Regional Branding
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
The Coastal Virginia Tourism Alliance (CVTA) is a group of destination marketing professionals, established in 2012 as a 501(c) 3 non-profit organization, representing one voice for tourism in the region.
The organization’s mission is to advance a greater awareness of the tourism and hospitality industry as a major economic generator, promote Coastal Virginia as a destination and conduct research projects to gauge cross-visitation between the member cities. In summer 2017, CVTA leadership transitioned the alliance from a marketing entity to a tourism industry advocacy group promoting the benefits of tourism. Moving forward, the Virginia Beach CVB continues to highlight regional activities and events through VisitVirginiaBeach.com, the vacation guide and hosted travel writer itineraries. Additionally, the meetings and conventions team and group tour team further partner with neighboring cities on trade expos to raise awareness of the Hampton Roads area.

**Veterans Care Center**  
Initiative owned by Warren Harris, Ronald H. Williams Jr.

**Vision Element(s):**  
Thriving Economy

**Status:**  
January 20, 2017: City Council briefing to present plans for the facility, discuss timeline, and planned transfer of the property to the Commonwealth.

February 2017: Schedule public hearing regarding project with community stakeholders.

March 2017: City Council formal vote to transfer property.

June 13, 2017: Plat identifying the 26 acre VCC site was recorded with the Circuit Court Clerk’s Office.

Fall 2017: Commence construction

Fall 2019: Construction completed

The Virginia Department of Veterans Services is planning to build a new Veterans Care Center in Virginia Beach to service the Hampton Roads market. It will be one of two new facilities built in the Commonwealth; the other will be located in Fauquier County. The facility will provide affordable, high-quality care to Virginia veterans. Services include skilled nursing, Alzheimer’s and dementia care, rehabilitation, and domiciliary care.

The Veterans Care Center will be approximately 150,000 square feet and house 120 beds in a home-like, resident-centric atmosphere. It will be divided into twelve 10-bed homes, employ approximately 150 people from a variety of disciplines, including nursing, therapy, and professional staff, and located at the intersection of West Neck Road and Nimmo Parkway extended, within the Princess Anne Commons biomedical corridor.
Veterans Facility Access Road
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Connected Community

Status:
The Veterans Facility Access Road is Nimmo Parkway – Ph. IIA. The draft Preliminary Engineering Report was received on May 8, 2017. The Project Delivery Team (PDT) is currently reviewing. The recommended intersection configuration for the Nimmo Parkway/West Neck Road intersection is a “Roundabout”; and the recommended project terminus is at the proposed Veterans Care Center entrance, approximately 650 feet from the intersection. Formal design will begin in August 2017 and be completed in May 2018. Construction is scheduled to begin in July 2018 and be completed in July 2019.
GOAL 2: Create a Financially Sustainable City Providing Excellent Services
Goal 2: Create a Financially Sustainable City
Providing Excellent Services
City Council's Priority Initiatives

City Properties: Inventory, Evaluation and Direction
Initiative owned by Phil A. Davenport, David L. Hansen

Vision Element(s):
Thriving Economy

Activities:
- Determine parcels for sale
- Determine direction

Status:
BRAC Properties: The BRAC Disposition Committee reviews, evaluates and directs the sale of property in accordance with the Comprehensive Plan. Public Works Real Estate updates the disposition committee’s recommendation in the SharePoint Data Base. This data base was created just for BRAC and all departments so that they can update and track. The data base allows Economic Development (“ED”) to run a report on all properties assigned to ED for marketing.

As for properties the City acquired through other funding, Real Estate has been proactive in following the Administrative Directive, presenting and preparing RFPs for commercial and residential properties to be sold. As for Inventory - Public Works Real Estate depends on GIS/COMIT and/or the Real Estate Assessor to provide the Inventory of City property, except the BRAC. The City inventory list consists of 1596 properties (vacant parcels) assessed at a total of $437,173,700 (FY18).

Employee Compensation: Policy Review
Initiative owned by Regina Hilliard, Kenneth Chandler

Vision Element(s):
Thriving Economy

Activities:
- Vertical Salary Compression

Status:
The City committed to addressing salary compression using a two-pronged approach. First, the City completed a three-year implementation of horizontal salary compression adjustments
effective July 2016. Second, a two-year implementation of vertical salary compression adjustments was completed July 2017. In addition to addressing salary compression, effective December 1, 2016, the City implemented the first merit increase since FY07/08. Another merit increase was provided July 2017. Merit increases move employees from the minimum toward the maximum of the pay range, which helps create separation between salaries of current and new employees.

City code changes were implemented this past year to provide more flexibility in pay increases for promotions and other advancements. Despite the changes, it is expected that five percent pay adjustments for one pay range increases, and 10 percent for two or more pay range increases will continue to be the norm.

Health care premiums for 2018 will remain unchanged from 2017 for employees receiving the City health care supplement. Calendar year 2019 health care is currently under review by the Benefits Executive Committee.

Human Resources is continuing the review of employee benefits with the goal of better positioning the City to be a 21st century employer of choice.

**Historic Kempsville Area “Quad C” Master Plan Implementation**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

**Vision Element(s):**
Diverse Community

**Activities:**
- Wetlands Permit Application / Canoe Kayak Access Site

**Status:**
Staff continued to meet with the Kempsville Citizens Advisory Subcommittee to discuss signage types for Historic Kempsville. Gateway signs are complete in the medians of South Witchduck Road and Princess Anne Road. City staff has been working with the Historic Kempsville Community Advisory Committee to address community signs, traffic calming and future development opportunities.

The opportunity exists to redevelop the intersection of Princess Anne/Witchduck/Kempsville Road with the completion of the road project. The southwest quadrant was redeveloped into the residential project The 525 by Jack Pope and Ripley-Heatwhole. The Economic Development Department issued a RFQ for interest in developing the northeast quadrant. With input from community stakeholders, a concept plan was created to represent the type of development. Robinson Development was the only submittal and was selected by the citizen review committee. No formal agreement has been executed at this time.
Maintain AAA Bond Rating
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Thriving Economy

Status:
For eight consecutive years the City has been rated AAA by all three rating agencies, Fitch, Moody’s and Standard & Poor’s. The key rating drivers are: exceptional financial management, moderate debt and rapid amortization, large diverse tax base, comprehensive financial policies, conservative budgeting, and full funding of retirement costs. The number of municipal defaults as well as increased transparency requirements of GASB have caused the rating agencies to put greater emphasis on pensions, retiree health care, and debt issuance and administration in their rating analyses. Moody’s July 2017 Annual Issuer Comment Report reaffirmed the City’s superior credit position of AAA compared with the median of U.S. cities of Aa3 identifying notable credit factors, such as a strong economy and tax base, solid financial position, and sound financial management.

The City developed a series of Debt Management Policies for debt management and capital planning. These policies are met in the FY-2018 six-year CIP. The policies establish the following “target” levels for key debt ratios:

- Overall Net Debt To Estimated Full Market Value <= 3.5%
- Overall Net Debt Per Capita <= $3,000 per capita
- Debt Per Capita To Per Capita Personal Income <= 6.5%
- Annual Debt Service To General Government Expenditures <= 10%

Marketing of Excess City and School Property
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
Economic Development on behalf of Virginia Beach City Public Schools (VBCPS) is marketing three surplus properties. Proceeds will accrue to the VBCPS’ CIP, and be above and beyond predetermined CIP City Funding Targets. The sale should be for the highest and best use which would bring the best return to the VPCPS.

Ultimate use of the property should be consistent with the City’s Comprehensive Plan. The sale and use should be determined collaboratively between school and city staffs.

1) FORMER LINKHORN PARK ELEMENTARY SCHOOL-CURRENT LASKIN ROAD ANNEX
   - Address: 1413 Laskin Road
Site Size: +/- 12.41 Acres
Building Size: 55,470 square feet
Current Zoning: A-12 (Apartment District)
Potential Uses: Residential/Child Care – Hilltop SGA Plan recommends non-residential, mixed use/office

2) PROPERTY ADJACENT TO RENAISSANCE ACADEMY-FORMER VIRGINIA BEACH CENTRAL ACADEMY (VBCA) SITE

Address: 273 North Witchduck Road
Site Size: +/- 10.69 Acres
Current Zoning: B-2 (Business)
AICUZ: Noise Zone – less than 65 dB Ldn
Potential Uses: Commercial/Apartments

3) FORMER SEATACK ELEMENTARY SCHOOL/CURRENT LAW ENFORCEMENT TRAINING ACADEMY (LETA)

Address: 411 Integrity Way
Site Size: +/- 8 Acres
Building Size: 50,320 square feet
Current Zoning: A-12
AICUZ: Greater than 75 dB Ldn & APZ-2
Potential Uses: Commercial/Residential

Travel Policy Review
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Thriving Economy

Status:
A revised Travel Policy was adopted on April 12, 2017, which includes per diem rates tied to the federal per diem rates. This initiative is complete.
Goal 2
Other Council Initiatives

ARP Evaluation and Direction
Initiative owned by David E. Trimmer, Ronald H. Williams Jr.

Vision Element(s):
Unique Environment

Status:
Virginia Beach has been a leader in farmland preservation since 1995, being the first locality in the Commonwealth to approve a Purchase of Development Rights program. Since then, over 9,700 acres have been protected for future generations. In FY 2017, over 405 acres of agricultural land were enrolled into the Agricultural Reserve Program representing an easement value of $3,728,464 for the purchase of 41 development rights. The City received $505,845 in reimbursement funding for one of the new easements in FY 2017 from two grant awards with Virginia Department of Agriculture and Consumer Services. Since 2008, the City has received $1,431,388.66 from VDACS to help further our local farmland preservation efforts. City Council agreed for FY18 to reinstate the .34 cents previously dedicated to transportation back to ARP for acquisitions in the Transition Area.

City Operations: Energy Efficiency and Alternative Fuels
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Thriving Economy

Status:
Municipal energy goals were updated in 2016 and includes a facility-wide energy reduction of one percent per year (over five years). The Energy Office continues to follow the Energy Star model and benchmarks our energy usage quarterly. This helps to identify additional facilities that need energy retrofits. Continuing to leverage its investment in energy tracking with its EnergyCap software, the Energy Office processes over 15,000 energy invoices and tracks approximately $20 M in energy cost per year. Electronic invoicing is utilized and the software also helps to identify billing errors. We recently completed the following:

- LED lighting retrofits to include boardwalk site lights, the VB Convention Center, Fleet’s Heavy Duty and Light Duty Vehicle Shops, the Holland Road Waste Mgmt. Shop and the main building of the Virginia Aquarium.
- Developed and funded an automatic peak demand response at the Virginia Beach Convention Center.
- Identified over $80,000 in inaccurate charges and rebates.
• Since the inception of the training program, trained 25 City members as “Energy Champions”.
• Developed a five year capital improvement plan to continue to retrofit our aging facilities.

Going forward, the Energy Office will continue to complete LED retrofit projects. In addition, the office plans to kick off a detailed energy audit on the Judicial Center in January 2018.

**Human Resources: Selection, Promotion, and Retention**
Initiative owned by Regina Hilliard, Kenneth Chandler.

**Vision Element(s):**
Thriving Economy

**Status:**
During this calendar year, the need for increased flexibility in promotions was discussed with City Council. The City Manager proposed and City Council approved changes to City ordinances that allow deviations from the previously prescribed pay increases for promotions and other advancements. Despite these changes, it is the expectation that five percent increases for one pay range advancements and 10 percent for two or more ranges will still be the norm. A City Code change was also implemented that provides the City Manager with authority to allow promotions without a competitive process with prior notification to City Council.

As a retention tool, the City Manager modified the Bonus and Administrative Increase Policy to allow base pay increases due to factors approved by Human Resources and the City Manager.

Enhanced tools for recruitment and selection are a focus, including more use of external job boards (e.g., LinkedIn). A newer version of the Taleo Applicant Tracking system is being implemented to enhance the user experience with a much improved and simplified web service.

City benefits are being explored, including implementing a Maternity/Paternity Leave Program. Other current benefits are being reviewed in light of the changing needs of our employee population.
Innovation Team: Implementation
Initiative owned by Catheryn R. Whitesell, Kenneth Chandler.

Vision Element(s):
Connected Community, Learning Community

Status:
The City Manager established the Strategy, Transparency, Innovation, and Resiliency Office in October 2016. Its mission is to create a resilient an innovative organization that leverages the use of data, strategic planning, and the principles of innovation to make decisions that result in effective, efficient and transparent service delivery valued by the community and staff and places the City of Virginia Beach among internationally recognized cities of excellence. In the area of Innovation the office has held the City’s first Innovation Academy in conjunction with the Alliance for Innovation in 2016. While this program had some interesting elements and the participants rated it "good" STIR felt a more tailored approach might work. In summer of 2017 working with ODU a new academy was formulated and will kick off this fall, with 30 Virginia Beach participants. Again, at the end of this academy there will be an evaluation of the program for additional tweaking.
The Office is also working with LEAN certified employees to bring process improvement training to the organization. The Office is working with the Process Improvement Steering Committee to identify and research process improvement opportunities.

Sale of City-Owned Land: Evaluation, Policy Direction and Actions
Initiative owned by Phil A. Davenport, David L. Hansen

Vision Element(s):
Connected Community; Unique Environment

Activities:
• Direction on priority sales - ongoing, start January 2009
• Strategy and timing of sales - continuous since January 2009
• Dispose of excess APZ property - ongoing, start January 2009.
• Sale of easements to Navy - on going, start January 2009

Status:
Within the past year five (5) parcels have been sold, generating revenue of $178,645. The disposition team continues to review City owned properties and will continue to recommend disposition of those determined to be in excess of the City's needs. The properties acquired for BRAC and sold as excess and/or easement requires one-half of the sales price to be returned to the State.
Increase City Expenditures paid to Minority Business to 10% of Expenditures
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Diverse Community

Status:
Following are some of the accomplishments achieved during the year:

- The Procurement Opportunity Committee (POC) continued to generate new awards to minority owned businesses, and it was recognized by the Alliance for Innovation as the Outstanding Achievement in Local Government Innovation in April 2017. The POC has delivered more than $2.2M in contracts to minority owned businesses since establishment in March of 2016.

- The City launched Job Order Contracting (JOC). Utilizing the Bond Waiver Provision (non-transportation and less than $500K per year) in the Virginia Public Procurement Act (VPPA), three Invitations for Bids were advertised for General Construction Services. The City pre-qualified 16 bidders. 8 were minority owned businesses (highest participation percentage on record for a City Construction Bid). Two contracts were awarded to minority owned businesses. Anticipated expenditure per contract is $500K per year for three years or $3M in new minority spending.

City Council included a bill in the legislative packet to remove the prequalification requirement from Bond Waiver Construction Projects. After discussion in Richmond with interested parties an amended version of the bill passed. Cities may now waive bonds and prequalification on non-transportation construction projects less than $300K up to 10 times.
GOAL 3: Improve the Transportation System
Goal 3: Improve Transportation System
City Council's Priority Initiatives

Autonomous Vehicle Plan
Initiative owned by Brian Solis, Tom Leahy

Vision Element(s):
Connected Community

Status:
Planning and Public Works staff have participated in Autonomous and Connected Vehicle forums with industry experts in vehicle manufacturing; shared ride services such as UBER/LYFT, freight transporters and various technology sectors to determine what states and localities can do to ready public infrastructure to support this evolution in transportation.

The staff recommendation as part of a broader Transit Planning Update, is to develop a comprehensive Smart Cities Strategic Plan that:
- Comprehensively addresses connectivity – transportation and technology
- Build off of existing Intelligent Transportation System (ITS) and IT fiber network
- Include a component specific to advancing autonomous and connected vehicles in Virginia Beach
- Identify resources and implement the Plan

Better mass transit by improving frequency and reliability
Initiative owned by Brian Solis, Ronald H. Williams Jr.

Vision Element(s):
Connected Community; Thriving Economy

Status:
City Council was briefed on 8/15/17 by both City and HRT staff. The briefing will include adjusted local routes and a new High Frequency Transit Network. City staff is to report back with costs associated with Transit Development Plan recommendations and to:
- Coordinate with HRT on public involvement on Transit Development Plan
- Update City Council on proposed HRT transit service changes with FY 18 Budget process
- Phased approach to implementing prioritized bus service changes
• Legislative Agenda support for regional High Frequency Transit Network funding

**Bike Accommodations**  
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**  
Active Lifestyle; Connected Community

**Activities:**  
• Evaluate bike accommodation opportunities.

**Status:**  
The roadway maintenance plan is evaluated yearly and in accordance with the City Council resolution, each year’s resurfacing program is evaluated to enhance on-road biking. For FY2017 29 miles of existing roadways were striped to better accommodate more space for bike riders. Shore Drive improvements eastbound from Diamond Springs to Greenwell were completed in the spring of 2017. For FY2018, over 25 miles of existing roads will be striped for cycling accommodations while performing maintenance repaving. The Public Works & Parks and Recreation Departments, in accordance with the Bikeways & Trails Plan, are working to improve cycling for transportation and recreation for both on-road and on paths, and enhance pedestrian connectivity throughout the City.

In 2017 the City’s paths and on-road accommodations total over 345 miles.

**Bikeways and Trails Plan Implementation**  
Initiative owned by Wayne T. Wilcox, Kenneth Chandler

**Vision Element(s):**  
Active Lifestyle; Connected Community

**Activities:**  
• Undertake Bikeway and Trail capital projects to implement the Plan

**Status:**  
Process is underway to update the Bikeways and Trails Plan. Public input phase is complete. Current and recent projects:
  • Transit corridor shared-use path: working with Transportation Planning and BTAC to revision paths in this corridor  
  • Buckner Blvd shared-use path: currently under construction. Completion expected in October 2017.  
  • Thalia Creek Greenway, Phase 2: bidding is complete. Construction should begin in September 2017.  
  • Thalia Creek Greenway, Phase 3: design is 90% complete.
- Back Bay Refuge Trail: included in CIP 2-078 Sandbridge/Nimmo VII-A and CIP 2-110 Nimmo VII-B
- Western Shore Drive: completed.

**Bond Referendum for Road Backlog**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Thriving Economy

**Status:**
In early July 2017, a draft conceptual program was sent to Executive Level for their review. The conceptual program consisted of candidate backlogged projects that could be funded at the $100M, $200M and $300M funding levels.

**Centerville Turnpike Widening**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
Centerville Turnpike - Phase II Project (Indian River Road to Kempsville Road) is currently in the site acquisition phase. Construction is scheduled to begin in 2018. Centerville Turnpike - Phase III Project (Kempsville Road to the Chesapeake City Line) was funded by the State in FY2017. Design will begin in early 2017, and construction is scheduled to begin in 2021.

**High Speed Rail Advocacy**
Initiative owned by Brian Solis, Ronald H. Williams Jr.

**Vision Element(s):**
Connected Community, Thriving Economy

**Status:**
DRPT is conducting a Tier II Environmental Impact Statement (EIS) process, which analyzes potential impacts of project alternatives on human and natural resources, which will be documented in a Draft EIS. Once the Draft EIS is completed and approved for release by FRA, anticipated by the end of 2017, a formal public comment period will begin. Public hearings will provide further opportunity for the public to comment on the record. Final EIS will be prepared by DRPT and FRA after the public comment period on the Draft EIS, and will include a preferred alternative selected and approved by the Commonwealth Transportation Board. The Final EIS will document and address the public comments received and include a
preferred alternative. Once the Final EIS is complete, the FRA will finalize the environmental process by issuing a Record of Decision (ROD) including the selected alternative, anticipated in 2018.

**Richmond to Hampton Roads Tier II EIS**
While the Tier I Environmental Impact Statement (EIS) is complete funding needs to be identified and project management identified by DRPT. Both the HRTPO and City of Virginia Beach, as well as other localities along the potential corridors should advocate for these funds and work in their 2018 Legislative Agendas.

**Holland Road – Phase VI (Dam Neck Road to Nimmo Parkway)**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
This project is to widen Holland Road from two to four lanes from Dam Neck Road to Nimmo Parkway. The total project cost is $64M. Construction is approximately 95% complete. It is scheduled to be 100% complete in November 2017.

**Indian River Road/Kempsville Road Intersection Improvements**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
This project will improve the Indian River Road/Kempsville Road intersection by increasing capacity of the intersection and improving safety and overall traffic flow. The design includes a modified Continuous Flow Intersection (CFI). The Total Project Cost is $20.7M. The project design is complete and the project has been advertised for construction. Construction is scheduled to begin in early 2018 and be completed in late 2019.

**ITA (Interfacility Traffic Area) Study: Update**
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

**Vision Element(s):**
Connected Community

**Status:**
A draft plan was delivered in June 2017 and a public open house was held on July 25. Additional public meetings and a Planning Commission workshop is planned for fall 2017.
Public hearings related to Planning Commission and Council actions are expected for November 2017.

**Lesner Bridge**
Initiative owned by Chris J. Wojtowicz, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
Project is under construction and approximately 75% complete, scheduled to be complete in May 2018. The following are scheduled major work items:

- Westbound Bridge Span Construction: Complete
- Demolition of existing bridge spans: March 2017 - December 2017.
- Eastbound Bridge Piers and Abutments: April 2016 - December 2017.
- Eastbound Bridge Segment Casting: June 2017 – March 2018
- Eastbound Bridge Span Construction: March 2018

**Major Road Project: Funding**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
Funding for major roadway projects is declining and a substitute funding source must be found in order to maintain previous levels of funding, in order to fund a backlog of major City roadway projects. Funding for major roadway projects is derived from a combination of City funding and State/Federal funding. While City funding has remained relatively constant, State/Federal funding has decreased due the following: the removal of guaranteed Urban Formula Funding by the State; implementation of tighter rules on the State Revenue Sharing Program; the move by the State to make funding sources competitive, such as the recently created Smart Scale Program. Some of the State/Federal funding sources are the following:

- Smart Scale
- Bike Safety Improvement Program (BSIP)
- Congestion Mitigation and Air Quality (CMAQ)
- Federal Lands Access Program (FLAP)
- Highway Safety Improvement Program (HSIP)
- Primary Extensions
- Revenue Sharing (RS)
- Regional Surface Transportation Program (RSTP)
- State of Good Repair (SGR)
• Transportation Alternatives (TA)

All of these Programs are competitive in nature and therefore funding is not guaranteed. Other sources of funding must be sought such as the federal TIGER grant program or similar program; general City tax increase; or a roadway bond referendum.

Nimmo Parkway - Ph. VIIA
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Connected Community

Status:
This project is for the construction of an improved two-lane roadway from the intersection of Sandbridge Road and Sandpiper Road, to a point approximately 1.1 miles west of Sandpiper Road. Preliminary design is complete. Environmental permits have been received. Final design is underway and scheduled to be complete in summer 2018. Private utility relocation is scheduled to begin in spring 2018 and be completed in December 2018. The Total Project Cost is $19.7M and there is currently a Balance to Complete of $12.9M.

Princess Anne Road - Ph. VII
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Connected Community

Status:
This project is for the widening of Princess Anne Road to a four-lane roadway, from General Booth Blvd to Upton Drive. The Total Project Cost is $40M. Project design is complete. Site acquisition is underway, scheduled to be completed in early 2018. Utility relocations are scheduled to occur from late 2017 to June 2018. Construction is scheduled to begin in July 2018 and be completed in July 2020.

Regional Transportation Funding
Initiative owned by Robert Matthias, Tom Leahy

Vision Element(s):
Connected Community

Status:
Although stated in last year’s report, transportation funding revenue is accruing less than expected. This is primarily due to lower sales tax revenues, and the lack of a floor on the sales
tax on fuel. However this year was tremendously successful for the HRTAC in moving projects forward. Approved 2017 projects include:

- I-64 on the Peninsula widening segments 1, 2, & 3 construction on segment 1 & 2 are underway at this time; this will take the project approximately one mile west of the Fort Eustis Blvd Interchange, and segment 2 construction will be for approximately 6 more miles, and a request for Smart Scale funding for Segment 3 is pending.
- Also funded is the preliminary engineering for the remainder (Phase 3) of the I-64/I-264 Interchange which is so vital to the City of Virginia Beach, the City of Norfolk, and the rest of the region as it is the site of the highest incidence of traffic accidents in the region. The construction that is indicated by that study however will likely be in the post 2040 time frame. Also, no funds have been identified for improvements to I-264 in Virginia Beach, but the Region is beginning a process to identify resources.

**Roadway Maintenance Program**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Active Lifestyle; Connected Community

**Status:**
The Roadway Maintenance Program consists of two programs: Paving and Maintenance and Roadway Reconstruction.

In FY 2017, the Pavement and Maintenance program completed over 170 miles of roadway and associated turn lanes and markings at an average cost of $51,000 per lane mile. The FY 2018 paving plan includes another 170 lane miles with support funding of $11,000,000.

The FY 2017 Reconstruction project include Kempsville Road and Centerville Turnpike intersection, Princess Anne Road (northbound and southbound) from Ferrell Parkway ramp to Lynnhaven Parkway. The FY2018 reconstruction projects will include portions of Sandpiper Road at an estimated cost of $840,000.

**Shore Drive Infrastructure Improvements**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Connected Community

**Activities:**
- Shore Drive Phase III: East side of Lesner Bridge to Croix Drive
- Shore Drive Phase IV: West Side of Lesner Bridge to Marlin Bay (on hold pending funding)
- Shore Drive Phase II: South Oliver to Treasure Island (on hold pending funding)
- Shoulder Widening Project
**Status:**
Shore Drive Phase III design is 65% complete. The storm water management design for this project, a major initiative in light of the recurring flooding in the Eastern Shore Drive Corridor, was completed. Construction advertisement is scheduled for fall 2019. Shore Drive Phase IV funding has been transferred to Phase III and is not funded for construction in the current CIP program.

**Sidewalk Master Plan**
Initiative owned by Wayne T. Wilcox, Kenneth Chandler

**Vision Element(s):**
Active Lifestyle; Diverse Community

**Status:**
A sidewalk master plan, the Bikeways and Trails Plan (currently in an update process), and transit planning should mesh together to constitute both an approach to active transportation and direction for providing alternatives to using motor vehicles. The initial stage will be the planning of a collaborative effort with Public Works, Parks & Recreation, Planning, SGA office, and ViBe District. Below is a list of sidewalks/multi-use paths completed or are in the design/construction phase, over the past two years.

<table>
<thead>
<tr>
<th>Project (Active)</th>
<th>Total Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wolfsnare Road Sidewalk Phases 1 &amp; 2</td>
<td>$225,000</td>
</tr>
<tr>
<td>Mediterranean Avenue Sidewalk</td>
<td>$285,000</td>
</tr>
<tr>
<td>Cypress Avenue Sidewalk</td>
<td>$296,000</td>
</tr>
<tr>
<td>Curry Comb Court Sidewalk</td>
<td>$69,000</td>
</tr>
<tr>
<td>Green Run Blvd Sidewalk</td>
<td>$360,000</td>
</tr>
<tr>
<td>Spruce Circle Connector Path</td>
<td>$50,000</td>
</tr>
<tr>
<td>Independence Blvd/Baxter Road Sidewalk</td>
<td>$1,151,416</td>
</tr>
<tr>
<td>Providence Road Sidewalk</td>
<td>$955,450</td>
</tr>
<tr>
<td>West Great Neck Road Sidewalk</td>
<td>$924,000</td>
</tr>
<tr>
<td>Kendall Street Sidewalk</td>
<td>$438,966</td>
</tr>
<tr>
<td>Greenwell Road Sidewalk</td>
<td>$536,833</td>
</tr>
<tr>
<td>South Boulevard Sidewalk</td>
<td>$236,000</td>
</tr>
<tr>
<td>Buckner Boulevard Shared Use Path</td>
<td>$569,585</td>
</tr>
<tr>
<td>Thalia Creek Greenway Phase II</td>
<td>$1,307,094</td>
</tr>
<tr>
<td>Thalia Green Greenway Phase III</td>
<td>$1,750,000</td>
</tr>
<tr>
<td>Witchduck Road Sidewalk</td>
<td>$50,000</td>
</tr>
<tr>
<td>Eaglewood Drive Sidewalk</td>
<td>$180,000</td>
</tr>
<tr>
<td>Parliament Drive Sidewalk</td>
<td>$40,000</td>
</tr>
<tr>
<td>Wolfsnare Road Sidewalk Phase III</td>
<td>$119,000</td>
</tr>
<tr>
<td>Euclid Road Sidewalk Phase I</td>
<td>$325,000</td>
</tr>
<tr>
<td>Kellam Road Sidewalk</td>
<td>$450,000</td>
</tr>
<tr>
<td>Lynnhaven Corridor Sense of Arrival</td>
<td>$4,000,000</td>
</tr>
</tbody>
</table>
# Project (Completed)

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Total Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shore Drive Bike Facilities</td>
<td>$2,400,000</td>
</tr>
<tr>
<td>Hummingbird Lane Sidewalk</td>
<td>$20,000</td>
</tr>
<tr>
<td>Level Green Blvd ADA Ramps</td>
<td>$141,000</td>
</tr>
<tr>
<td>Sandpiper Road Sidewalk</td>
<td>$100,000</td>
</tr>
<tr>
<td>General Booth Blvd Sidewalk</td>
<td>$114,000</td>
</tr>
<tr>
<td>Regent University Sidewalk</td>
<td>$175,000</td>
</tr>
<tr>
<td>Holland Road &amp; Shoreline Sidewalk</td>
<td>$10,000</td>
</tr>
<tr>
<td>Dam Neck Road &amp; Southcross Dr Sidewalk</td>
<td>$2,000</td>
</tr>
<tr>
<td>N. Lynnhaven Road Sidewalk</td>
<td>$380,000</td>
</tr>
</tbody>
</table>

## UBER/LYFT Shared Ride Services Regulations

Initiative owned by Brian Solis, Ronald H. Williams Jr.

### Vision Element(s):

Connected Community; Thriving Economy

### Status:

Staff continues to monitor any progress and suggest any legislative changes through the director to the City Manager’s Office as part of City’s legislative agenda process. Hampton Roads Transit’s contracted paratransit service provider, MV Transit, is partnering with shared ride service providers and taxi services to provide paratransit services for any calls beyond what MV can accommodate.

## Witchduck Road - Ph. II

Initiative owned by Phil A. Davenport, Tom Leahy

### Vision Element(s):

Connected Community

### Activities:

- Design Complete
- Right of Way Acquisition Complete
- Construction Start
- Complete Construction

### Status:

This project is for the widening of Witchduck Road to a six-lane divided roadway, from I-264 to Virginia Beach Blvd. Total Project Cost is $60.1M. Construction is underway as of January 2017 and is approximately 20% complete. Construction completion is scheduled for October 2019.
Goal 3
Other Council Initiatives

Greenwich Flyover - I-64/I-264 Improvement Project
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Connected Community

Activities:
- Construct I-64/I-264 Ramp Improvement Project & I-264/Witchduck Road Interchange Improvements
- Clearfield and Cleveland Intersection Improvements

Status:
The I-64/I-264 Interchange Project which includes the Greenwich Flyover has received HRTAC funds. Design is complete and the project has been advertised for construction. Construction is scheduled to begin in late 2017. The Greenwich Flyover is scheduled to be open to traffic in late 2019. As a separate but related initiative, the City has funded and is implementing the Cleveland/Clearfield Intersection Improvement Project in advance of the Greenwich Flyover construction. Phase 1A of the Cleveland/Clearfield Project which includes piping a major canal and constructing parking lots is complete. Phase 1B, which includes parking lot improvements for VICOM, is under construction and scheduled to be complete in late 2017. Phase 2, which include realignment of the intersection and a new signal, is under design and scheduled for a construction start of early 2018 and completion in summer 2018.
GOAL 4: Revitalize Neighborhoods and Plan for the Future
Goal 4: Revitalize Neighborhoods and Plan for the Future

City Council's Priority Initiatives

Advocate for policy, planning and fiscal decisions that impact housing appropriations at the federal, state and local level
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

Vision Element(s):
Diverse Community

Status:
As of August 2017 the biggest advocacy issue is the President's proposed 100% cut in CDBG and Home Program funding. Maintaining this base level of funding will be crucial to the city's ability to carry out the affordable housing, housing development and homelessness activities that have been a foundation of our work for 30 years. We will be working with VML and the city's Washington lobbyists to identify the importance of this funding. The most recent information from advocacy organizations is that the Senate appropriations bills reject the proposed cuts and maintain funding at approximately current levels.

Bayville Creek Neighborhood Dredging SSD
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Activities:
- Analysis Complete
- Council Adopts Ordinance
- Execution - Notice To Proceed
- Obtain Permits
- Willingness Complete
- Complete Construction
- Advertise Contract
- Adjust SSD Tax Rate
- Prepare Contract for Second Dredging Cycle

Status:
Environmental permits were approved on July 8, 2014. Bids were opened May 26, 2015, Notice to Proceed issued on August 11, 2015. Work began in early September 2015 and
progressed to completion on February 15, 2016. An adjustment in the SSD rate for the next four-year period was presented to and adopted by Council August, 201. An adjustment in the SSD rate for the next four-year period will be presented for Council consideration in August, 2017. The next cycle of dredging is anticipated to begin in early 2022.

**Continue ARP, ITA and Strategic open space acquisitions**
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

**Vision Element(s):**
Unique Environment

**Status:**
City staff is working to continue acquisitions with willing parties on an ongoing basis. City staff anticipates completed ITA acquisitions as part of the BRAC implementation strategy. The FY18 operating budget approved funding for acquisition of ARP properties in the Transition Area.

**Harbour Point Neighborhood Dredging SSD**
Initiative owned by Phil A. Davenport, David L. Hansen

**Vision Element(s):**
Unique Environment

**Status:**
The Harbour Point Neighborhood reached the minimum 80% property owner commitment for requesting the development of an SSD at the end of November, 2013. City Council adopted the district on January 14, 2014. Work began immediately following the Shadowlawn dredging project and was completed in June 2017.

**Old Donation Creek Neighborhood Dredging SSD**
Initiative owned by Phillip J. Roehrs, Tom Leahy

**Vision Element(s):**
Unique Environment

**Status:**
Notice to Proceed issued January 30, 2015. Work on the main Western Branch Lynnhaven River channel is in progress. Work in the Old Donation channel was anticipated to begin in November but has been delayed until January. All work completed August 26, 2016. Next cycle of dredging anticipated for 2023.
**Sea Level Rise/Recurrent Flooding Comprehensive Analysis**  
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**  
Unique Environment

**Activities:**  
- Award Study Contract  
- Draft Report for Lynnhaven Watershed

**Status:**  
The Hazard Data Development & Building Level Risk Assessment (Phase I) is complete for all four major watersheds. The development and evaluation of adaptation strategies (phase 2) for the Lynnhaven and Southern watershed is underway and scheduled to be complete in the summer of 2018. Analysis of future precipitation pattern changes is ongoing. The study of future flood insurance coverage needs and residual risk is ongoing. The public engagement activities have recently been initiated and will occur in the next 12-18 months.

**Shadowlawn Neighborhood Dredging SSD**  
Initiative owned by Phillip J. Roehrs, Tom Leahy

**Vision Element(s):**  
Unique Environment

**Status:**  
City Council adopted the district on March 12, 2013. This project was combined with the Harbour Point SSD project and was advertised for construction on June 19, 2016. Work on initial dredging began in December 2016 and was completed in May 2017. Next cycle of dredging anticipated for 2023.
Goal 4
Other Council Initiatives

Cleveland Street Area Development
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Connected Community, Diverse Community, Thriving Economy

Status:
Cleveland Street III - This project is broken into 4 phases. (Phase 1A, 1B, 2 & 3) and also funds the bridge aesthetics for the Greenwich Road Flyover. Phase 1A complete. Phase 1B and Phase 2 design is 100% completed and one remaining parcel is left for site acquisition. Phase 3 - typical section selected after study and consultant is preparing a scope proposal to complete Phase 3 design.
Cleveland Street IV - Project fully funded by both the City and State. An alignment study to start in fall 2017 which defines the centerline of the project from Witchduck Road to Independence Boulevard. Detailed design is to begin in July 2018.
Price Street Apartments - Zoning approved. Construction site plans pending submittal and will include City sewer and stormwater quality improvements to support the Cleveland Street area/Central Village. A cost participation agreement has been executed between the City and the developer, who will be making the improvements.

Coordinate evaluations of land use conformity issues with the U.S. Navy
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
Construction Cranes / Based on issues with cranes being raised in the departure and arrival routes of NAS Oceana, without any notification to NAS Oceana, the JRP Group determined that a discussion regarding the existing permitting process for cranes was needed. The group discussed how current notification and permitting processes could be modified to ensure contractors using construction cranes were aware of the need to notify the FAA as well NAS
Oceana.

2384 Princess Anne Road / (65 – 70 dB DNL AICUZ [Sub-Area 2]). The JRP met with the owner of the property at 2384 Princess Anne Road to discuss potential development scenarios that the owner had for the property. Two alternatives were submitted. The primary difference between the two was the layout of the plan. Each plan proposed 14 to 17 houses and re-use of an existing dwelling for a B & B.

**Eastern Shore Drive Interim Stormwater Project**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Unique Environment

**Status:**
This project includes tide gates, pimp stations, canal improvements, and drainage system improvements for Shore Drive East of the Lesner Bridge. The project will be constructed in multiple phases (Phase 1, 2, and 3). Interim work (tide gates) was completed in summer of 2017. Design for Phases 1 and 2 is underway. Acquisition and permitting is underway. Additional CIP funding provided by city Council in the FY2018 budget will allow construction to begin in the summer of 2018. Phases 1 and 2 are included in the 15-year, $300 million stormwater program approved by City Council. However, additional funding will be needed for Phase 3.

**Housing Strategy: Policy and Implementation**
Initiative owned by Andy M. Friedman, Steve Cover

**Vision Element(s):**
Diverse Community

**Status:**
Housing Strategy proposals will be developed by the City Manager’s Neighborhood Revitalization Strategic Goal team and presented in phases as follows:

- November, 2017: Homeowner financing incentives/options beyond existing Federal programs to assist current residents with reinvestment
- February, 2018: Zoning, land use and housing design options/guidelines for residential neighborhoods to promote new design, remodeling, and accessory units
- April, 2018: Neighborhood enhancement options (traffic calming, place making, signage), code enforcement proposals, buyer incentives and marketing proposals
- July, 2018: Housing development incentives and design options for mixed use/multi-generational living developments
Land for Solar Farms; Development
Initiative owned by David E. Trimmer, Ronald H. Williams Jr.

Vision Element(s):
Unique Environment

Status:
A meeting was held by the Agriculture Department and Dominion Energy Solar Management Team to outline points of interest related to solar energy. At the request of the City, private business or land owner, Dominion Energy would conduct a site assessment of the location to determine the feasibility of a solar field at a proposed location. Some specific requirements were, accessibility to a site, land not in a flood plain, 1 megawatt solar panel requires a footprint of 8-10 acres, and the minimum megawatt output is 17 megawatts.

VBCDC: Presentation and Direction
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

Vision Element(s):
Diverse Community

Status:
VBCDC plans to make two requests to City Council:

1. Board/staff of VBCDC would like to recruit and interview/orient potential board members. If the board would like them to be considered for appointment, they would be placed in a candidate pool for Council to select from that pool and make appointments when needed. They seek to insure that anyone selected has a clear understanding of the expectations to be placed on them as a board member.

2. VBCDC seeks to obtain Council recognition of conditions under which VBCDC would support housing developments outside of Virginia Beach.

The VBCDC board will need to discuss and make these as formal requests for the City to consider. This may happen either at the September or October board meetings. Therefore, City consideration of this will occur either in October or November.

In addition, city staff are working with VBCDC staff to clarify other issues raised during the meeting with the Council liaisons, including:

- When cost models are needed and what they would consist of
- What types of development are appropriate/supportable?

Results of all of the above will be consolidated by city staff and provided to the Council liaisons for their consideration.
GOAL 5: Be a Competitive First Class Resort for Residents, Businesses, and Tourists
Goal 5: Be a Competitive, First Class Resort for Residents, Businesses, and Tourists  
*City Council’s Priority Initiatives*

**Arena Project**  
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

**Vision Element(s):**  
Active Lifestyle; Thriving Economy; Unique Environment

**Activities:**  
- Resolution directing negotiations with USM.  
- Infrastructure scope and cost estimate presented to City Council.  
- Received Arena DRAFT infrastructure cost from Kimley-Horn  
- Public Briefing  
- VB Council of Civil Organizations briefing by USM and Doug Smith regarding Arena status  
- Start Arena construction  
- Complete Arena construction  
- Funding approved for on-site improvements and off-site traffic improvements  
- Public Meeting  
- Begin Infrastructure Development - Off Site  
- Begin Infrastructure Development - On-Site  
- City Council vote on Financing Agreement  
- Public Hearing for Transfer of Property to Development Authority  
- City Council vote on transfer of property to Development Authority

**Status:**  
On March 8, 2017, the developer provided a fully executed Loan Commitment Letter. City staff evaluated the Letter against the contract agreement and determined it is generally consistent with the previously agreed upon deal terms. Those terms received considerable scrutiny: residents weighed in during several community meetings and public hearings. The Development Agreement does not allow either party to re-evaluate the deal or negotiate new or different terms. Therefore, no further action is required of the City Council and no additional public hearings are necessary. The developer has until September 7 (with two 30-day extensions possible) to close on the loan.

Since March 8, 2017 City staff has been working with the developer reviewing plans and specifications as of July 27 the Erosion and Sediment Control plan was approved and the final layout of the Arena, parking and stormwater facilities is complete.
Branding: Virginia Beach Naturally  
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy; Unique Environment

Activities:
- A portion of the media budget has been designated to reach potential visitors in out of market cities by utilizing a mix online media channels such as a splash page and digital banners.

Status:
New passion platform marketing initiatives- particularly coastal outdoors and the new Virginia is for Outdoor Lovers initiative by Virginia Tourism Corporation- by the CVB in FY18 greatly support the notion of “Virginia Beach Naturally.” As part of the FY18 marketing strategy, a unique persona articulated by travel motivations, vacation desires, and destination preferences has been developed to determine how best to reach outdoor enthusiasts. The FY18 media plan highlights our area parks, hiking and biking trails and coastal wildlife to reach mid-high affluent, educated and deeply passionate experience seekers looking to connect with nature. Paid and promotional partnerships with media like Angler’s Journal, Blue Ridge Outdoors and Coastal Living further highlight the unique natural, agricultural and outdoor adventure offerings that make Virginia Beach an attractive “natural” destination.

Cavalier Hotel Preservation  
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Connected Community; Diverse Community; Thriving Economy; Unique Environment

Status:
City approved the term sheet for a Development Agreement with Cavalier Associates LLC on July 2, 2014. The Development Agreement included Preservation Easements, Economic Development Grants and cost participation for the Development of Cavalier Drive. Cavalier Associates LLC closed on the property on July 22, 2014. The Cavalier Hotel placed on the Virginia Landmarks Register on March 20, 2014 and on the National Register of Historic Places on May 19, 2014. Tourism Development Gap Financing was approved by the Comptroller and Virginia Tourism Corporation on July 11, 2014. The Historic Hotel and residential development on the west side of Atlantic Avenue are progressing and expected to be completed in 2017. Activity on the east side of Atlantic Avenue is as follows:
- Demolition of the “new” hotel and beach club was completed in early 2016.  
- On February 16, 2016 a subdivision variance was approved by City Council to allow for the development of the Cavalier Beach Club. No development plans have been submitted for this project at this time.  
- The Cavalier Beach Club is under construction and a site plan has been submitted for the new Marriott hotel on the oceanfront property.
Goal 5

Other Council Initiatives

19th Street Pedestrian Connection
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Active Lifestyle; Connected Community; Unique Environment

Activities:
- Project has been on hold to allow for coordination with other major corridor projects including transit, Dom Site, and arena

Status:
Construction of a 5-foot wide sidewalk, along the north side of 19th Street between Arctic and Baltic Avenues has been completed. Design of full streetscape improvements between Arctic Avenue and Parks Avenue is underway. The Total Project Cost for this project is $16.5M. Construction advertisement is scheduled for November 2017. Construction is scheduled to begin in February 2018. Construction will take two years (February 2020).

Baseball Complex at Princess Anne Commons
Initiative owned by Chad R. Morris, Kenneth Chandler

Vision Element(s):
Active Lifestyle

Activities:
- Renegotiating Deal Terms
- Opening Date for Stadium/Field Complex/PAAC Fields
- Amend Deal Terms
- Landstown Road – Ph. 1

Status:
VBPB re-approached the City with a potential project to renovate the Sportsplex into a multi-purpose stadium, which would enable soccer, football, and baseball play, instead of building a separate baseball complex. VBPB proposes phasing the fields, as well as creating skinned softball fields rather than pure grass infield youth baseball fields. Since the Sportsplex is currently under a long term management agreement with Hometown Sports Management (HSM), VBPB was advised to contact HSM. A new joint venture with the City, VBPB and HSM could potentially emerge as a result of this potential project. Once a new proposal has been submitted, terms of the arrangement would be negotiated by staff with input from Council liaisons Uhrin and Henley and be presented to Council for consideration.
Conduct "Research & Development" to support tourism marketing investments.
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
Research provides critical information that shapes the tactics of the Virginia Beach Convention & Visitor’s Bureau product development and marketing efforts. New vendors are being explored and contracted to further refine our strategies as well as aide in cost efficiencies. Two programs include Destimetrics and VisaVue. Destimetrics is a comprehensive destination-wide transient lodging research program that will allow CVB to better understand their community's lodging performance in both traditional hotels and non-traditional vacation rentals, better forecast visitation and revenues by using DestiMetrics’ unique “forward-looking” data and understand where guests come from, when they book and how long they stay. Virginia Beach properties and property management companies would submit lodging data & guest folio data to DestiMetrics and detailed reports would be generated. Occupancy, average daily rate and revenue per available room for the previous 6 months and the forthcoming 6 months on a monthly and/or daily level of granularity would be provided as well as the ability to pinpoint guests’ profile. The VisaVue Travel Reporting Service compiles aggregate depersonalized Visa cardholder transaction data from the Visa system for selected market segments of international visitors to/domestic visitors within the United States, using patented, proprietary algorithm to generate state/regional reports.

Construct the Darden Marine Animal Conservation Center
Initiative owned by Lynn Clements, Ronald H. Williams Jr.

Vision Element(s):
Unique Environment

Activities:
- Award construction contract
- Complete building(s) construction
- Complete transfer of operations and tentative grand opening
- Complete A & E design and construction drawings
- Bid Phase
- Construction begins

Status:
This year, as part of the Virginia Aquarium Foundation’s successful capital campaign, the Joshua P. and Elizabeth D. Darden Foundation generously donated $2.5 million to name this research center, the first of four identified in the Owls Creek Master Plan.
This 18,000 sq. ft. 'green' support facility for the Virginia Aquarium is a joint project between the City of Virginia Beach, through the CIP, and the Virginia Aquarium Foundation, through the upcoming Capital Campaign and will now be known as the Darden Marine Animal Conservation Center. The donated funds will be used to construct and equip the Foundation operations of the facility.

The project was funded beginning in FY2015. The design firm of Waller, Todd and Sadler Architects is developing preliminary site concepts and initiating schematic design. The schedule for FY 2016 includes completion of A&E design development, and final production of construction drawings by September 30, 2017.

**Convention Center Business Development**

Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

**Vision Element(s):**

Thriving Economy

**Activities:**

- Virginia Beach Convention Center completed
- Convention Center sales plan
- Status report to Council
- The Convention Center completes its 11th year in August 2016. For FY 16, total attendance is approximately 660,000 and estimated 87,700 room nights have been booked for convention center business only.

**Status:**

Meetings, Convention & Sports Marketing sales efforts are mission critical to our efforts in making Virginia Beach a year-around destination. Marketing strategies include key elements of account development, relationship selling and supporting facility growth. Teams are engaged in destination marketing efforts to generate business opportunities that deliver an excellent return and economic impact for Virginia Beach ranging from small meetings to large-scale citywide conventions along with impactful participatory sports events taking place in our many sports venues.

These efforts are being conducted with a balance of industry event participation and team and personal selling strategies in geographic hotbeds such as D.C., Chicago/Midwest, State Markets and participatory sports channels. With the right assets, to stimulate business opportunities, they both have the ability to continue to grow. While Sports Marketing has produced excellent activity and business volume in recent years, we’ve come to realize that growth is limited due to a lack of availability with our existing facilities.
Virginia Beach Convention Center continues to be a major focus due to its ability to attract large-scale, impactful events that utilize exhibition space, ballrooms & meeting/conference spaces. These events generate hotel room nights for our destination partners.

**Convention Center Hotel Project**
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

**Vision Element(s):**
Thriving Economy

**Status:**
We continue to respond to developer inquiries as they contact us with regards to interest in our market due to other development projects such as the Arena, Sports Center and Dome Site development.

**Develop a year-round market segments program.**
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

**Vision Element(s):**
Thriving Economy

**Status:**
With a strong emphasis on promoting shoulder seasons and maintaining historic summer success, the CVB launched an energetic marketing brand campaign “Get Your Virginia Beach On” to raise awareness and familiarity of our coastal city. Passion platform marketing categories highlighting sport fishing, golf, contemporary art and culture, aquarium/ocean life, weddings, reunions, nature and outdoors, history, culinary and agriculture, and health and wellness will support this campaign for shoulder seasons. Thanks to an increased media buy budget from $3.1M to $6.4M, heavy emphasis is being placed on a comprehensive media communications mix to include TV in major northeast markets to include DC, Philadelphia, Boston, New York, Pittsburgh and Baltimore. To date, Virginia Beach received several media awards and accolades that were noteworthy in 2017 including: Hidden gems of the National Park System from @Interior, USA Today, Top 25 Beaches in the U.S. by Trip Advisor and the 10 Best Beaches for Your Money, TIME.
Dome Site Development
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy; Unique Environment

Activities:
- VBDA open to discussion for developing the Dome Site with other interested parties.

Status:
On February 8, 2017 the City of Virginia Beach Development Authority (VBDA) issued a Request for a Letter of Qualifications (RFQ) for development of a 10.35 acre site in the middle of the City's resort area. The City of Virginia Beach (City) has assembled three blocks of approximately 3.22 acres each of prime development property bounded by Pacific Avenue to the east and Baltic Avenue to the west between 18th and 20th Streets with an additional 0.69 acres on an adjacent parcel at the corner of 18th Street and Arctic Avenue (total 10.35 acres). Primary focus should be on a minimum 3,500 but not greater than 4,000 seat live entertainment venue, high quality entertainment, with a mix of retail and restaurant components, year-round programming, and a parking structure to satisfy the parking requirements of the development and public use parking spaces. The project should complement the resort area’s active lifestyle, support continued growth of the surrounding ViBe Creative District, be integrated with the surrounding community, and provide an active and attractive streetscape. On April 10, 2017 the VBDA received four responses to the RFQ that are currently being reviewed by the evaluation committee.

Oceanfront Form-Based Code Revisions
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Activities:
- Brief Planning Commission on draft code amendment recommendations
- Brief City Council on draft code amendment recommendations

Status:
Redlined code completed. Staff will meet with stakeholder groups in August/September 2017 and present the amendment to the Planning Commission in August 2017 and to City Council in September 2017. A public meeting will be held in October 2017, followed by a Planning Commission public hearing and vote in November 2017 and City Council public hearing and vote in December 2017.
Resort Area Parking Plan  
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):  
Active Lifestyle; Connected Community; Thriving Economy

Activities:  
- Implement Resort Area Parking Strategy Recommendations  
- Parking on Unimproved Lots Enforcement  
- Re-establish Council appointed parking committee  
- Brief City Council on recommendations

Status:  
The City has contracted with Kimley Horn and Associates to calibrate a parking model to evaluate the parking needs associated with development and redevelopment at the resort. The model measures parking demand based on a project’s land use, parking requirements, multimodal and transportation alternatives and parking management decisions in a dynamic modelling environment that can respond quickly to changing development assumptions. The model will identify the location(s) to place parking facilities and the number of spaces required to serve the project without over or under supplying parking spaces. By right-sizing the parking needs, the City can better master plan a development project and direct the appropriate resources to provide the adequate number of spaces. The model is used across the nation by many universities and municipalities to evaluate requirements as they plan their response to future growth and evaluate its impact on the vitality of their communities. The first model will calibrate the parking needs of the central beach district; however, it will also be used to evaluate the parking needs and impact of future development projects at the north end of the resort as well as the marina district as projects begin to take hold in these areas.

Sports Center Development  
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):  
Thriving Economy

Status:  
The Participatory Sports market continues to grow every year nation-wide. Virginia Beach is an industry leader in delivering quality event experiences while capitalizing on destination assets. Two threats continue to chip away at our market share. Increased growth has created increased competition as facilities are expanding and developed across the region. Virginia Beach facilities are operating at or near capacity, therefore not allowing for future growth.

The Victus Study was conducted and recommendations were made for a new Indoor Sports facility to be located on or near the Convention Center campus and within proximity to hotel product. Key city officials traveled to Myrtle Beach and Spartanburg, SC to tour competitive facilities in an effort to “benchmark” and compare similar facilities in size and scope.
City Council agreed for the posting of an official PPEA. The Virginia Beach Sports Center PPEA Project Scope Objective: To design, construct, operate and maintain an indoor sports facility to attract out-of-market tournament business; and jointly be used, during non-tournament use, by residents for fitness activities, thus creating a more competitive resort by serving as an economic asset for tourism growth as well as enhancing the quality of life for Virginia Beach residents.

Support the upgrade to and development of convention quality hotels.
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
Virginia Beach continues to lag behind other destinations for meetings & convention business when it comes to convention hotel facilities and the absence of a headquarter hotel to support the marketing of our convention center. CVB continues to lead discussions for critical hospitality product development initiatives that support tourism growth:
- Historic Cavalier Hotel along with development of a full-service Marriott Hotel & Embassy Suites providing convention hotel campus complex.
- Proposed Pier project mixed-use redevelopment.
- Proposed Sports Center facility adjacent to the Convention Center to support the growth of our sports tourism.
- Expansion of the ViBe Creative District with attractions that promote authentic product.
- Proposed Arena
- Proposed mix-use Dome Site development
- A possible headquarter hotel adjacent to the Convention Center to put Virginia Beach in a marketable & competitive position for business that currently keeps us off their consideration set.
- Future development opportunity for Rudee Loop
CVB has completed an analysis of our convention hotel product to our comp set cities. This analysis focused on the convention package including convention centers with adjacent or connecting headquarter hotel facilities further demonstrating the product gap that Virginia Beach has to successfully attract major conventions, conference, tradeshows and meetings to our destination.
ViBE Creative District
Initiative owned by Emily Spruill Labows, Ronald H. Williams Jr.

Vision Element(s):
Active Lifestyle, Connected Community, Diverse Community

Status:
The ViBe non-profit organization is focused on creating a sense of place/branding, creating business incentives grants, planning year-round events, creating an interactive mural map and marketing the District.

The City is focused on the following infrastructure improvements for the District as approved in the CIP Budget:

17th Street Improvements:
- Funded to 30% design only, no funding or schedule for construction at this time.

18th Street Improvements:
- Construction anticipated as early as October 2018
- Year-round construction assumed, with completion as early as October 2019
- Improvements include:
  - Wide sidewalks, street trees
  - On-street parking maintained
  - LED pedestrian lights
  - Curb and gutter replacing ditches
  - ViBe Parklet upgrades and accessibility improvements
- New on-street spaces will roughly equal the number of current on-street spaces between Cypress and Pacific Avenues.

<table>
<thead>
<tr>
<th>Project</th>
<th>CIP</th>
<th>Appropriated To Date</th>
<th>FY2018</th>
<th>FY2019</th>
<th>FY2020</th>
<th>Programmed Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>17th and 18th Street/ViBe Infrastructure**</td>
<td>9-020</td>
<td>2,801,607</td>
<td>1,250,000</td>
<td>3,236,050</td>
<td>1,513,400</td>
<td>8,801,057</td>
</tr>
</tbody>
</table>

**17th Street has $490,554 in the 9-020 for design, the remaining balance is for the 18th Street project.

19th Street Improvements:
- Construction beginning as early as February 2018, completed as early as Spring 2020
- Approved for year round construction
- 2-lane traffic maintained during construction period
Improvements include:
  
   o Wide sidewalks, street trees, LED pedestrian lights
   o On-street parking and turn lanes, undergrounding of overhead utilities
   o Approximately 40 new on-street spaces created.

<table>
<thead>
<tr>
<th>Project</th>
<th>CIP</th>
<th>Appropriated To Date</th>
<th>FY2018</th>
<th>FY2019</th>
<th>FY2020</th>
<th>Programmed Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>19th Street Infrastructure</td>
<td>9-100</td>
<td>14,926,700</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14,926,700</td>
</tr>
<tr>
<td>19th Street Corridor Improvements</td>
<td>9-069</td>
<td>11,398,392</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11,398,392</td>
</tr>
<tr>
<td>TOTAL PROJECT FUNDING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>35,126,149</td>
</tr>
</tbody>
</table>
GOAL 6: Be the Safest City in Virginia
Goal 6: Be the Safest City in Virginia
City Council's Priority Initiatives

Body Worn Cameras for Patrol Officers
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):
Connected Community

Status:
Progress towards full implementation of the VBPD body worn camera (BWC) program is moving forward and we anticipate the first phase to begin in the first quarter of 2018.

The team assembled for this program has completed a great deal of staff work to test three different BWC products from three different vendors to move to the bid process. Barring complications, the team will render a judgment and purchasing will occur in time for full implementation of phase one.

Phase One will include deployment of 100 BWCs (25 per precinct)
- Phase I will include: (1) Training (2) evaluation of product to work out “bugs” in program.
- Phase I will also include quality control measures and evaluation and Internal Affairs management of the program (much of the infrastructure and staff is in place).

Phase Two will roll out 6 months later (Third Quarter of 2018). Additional 100 BWC (25 per precinct) will be deployed.

Phase Three will roll out in the Second Quarter of 2019. Additional 100 BWC (25 per precinct) will be deployed.

Phase Four will be rolled out in the first Quarter of 2020. Last 100 BWC will be deployed (25 per precinct).
Community Policing Strategy
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):
Connected Community

Status:
Since 2010, the Police Department has been engaged in a Community Policing Program in the Western Bayside area of the City. With solid partnerships of a number of other City agencies, civic leaders and the Bayside Churches United, officers have positively interacted with the community, the rising crime rate has been stabilized, community activities have dramatically increased, and the citizens have readily assisted the police in a cooperative effort to reduce negative social and criminal behavior.

With the graduation of the next Police Academy, officers will be specifically assigned to the Green Run area of the City in an effort to replicate the Western Bayside project.

Community Recovering Center Plan
Initiative owned by Dannette Smith, Kenneth Chandler

Vision Element(s):
Connected Community

Status:
There is not a separate plan for the Community Recovery Center. We have integrated this strategy into the “Emergency Preparedness Plan” for Shelter and Mass Care”. The Human Services Department and Neighborhoods and Planning will be meeting on September 14, 2017, to discuss a comprehensive plan for Sheltering, Housing and Community Recovery Center activation in time of a disaster. Our intent is to have a plan in place for a discussion and review with the Management Leadership Team and Department Directors by mid-November.

Develop a Comprehensive Pre- and Post- Disaster Recovery Plan
Initiative owned by Erin Sutton, Steven R. Cover

Vision Element(s):
Thriving Economy

Status:
Purchased Crisis Track software to have one location for all departments to log their information and has a mapping module that is a significant help to the EOC. The software was used for Matthew and for the tornado and helped tremendously. Currently, we are working with individual departments to get their input on the tool and working on streamlining the process throughout all departments.
Develop Continuity of Operations Plan for the City
Initiative owned by Erin Sutton, Steven R. Cover

Vision Element(s):
Connected Community

Status:
As of August 29, 2017, departments are currently working on their COOP documents and the representatives will be getting back together with the Office of Emergency Management in September to do a status check and assist with any gaps. The timeline for completion has shifted to June 2018 and the goal will be to have all department level plans done by December 2017.

Drone Use Policy
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):
Unique Environment

Status:
On May 24, 2017, the Virginia Beach Police Department received a waiver from the Federal Aviation Administration (FAA) to operate unmanned aerial systems (UAS). This waiver, received through collaboration with the US Navy at NAS Oceana, controllers of the Class D airspace around Virginia Beach, covers a period from May 24, 2017 to May 24, 2019.

The waiver outlines operating restrictions to include: altitudes allowed, jurisdiction of airspace, scheduling of flight operations, coordination and communications of training and actual incidents, and emergency/contingency procedures. GPS Maps and flight maps are also included. The agreement with the US Navy specifically prohibits over flight by the UAS of NAS Oceana and Naval Annex Dam Neck. VBPD operators are required to receive permission from and maintain contact with ATC at NAS Oceana.

Emergency Shelter Plan
Initiative owned by Dannette Smith, Kenneth Chandler

Vision Element(s):
Unique Environment

Status:
The Human Services Department is currently revising the Emergency Shelter Plan for mobilizing staff for a weather disaster. During this year, there have been several internal departmental meetings as well as meetings with other City Departments and EOC staff. During the month of July/August 2017, HSD staff have been trained on Emergency Shelter procedures
and protocols. The department is continuing to update the plan and will be conducting a full-scale walkthrough, with Emergency Management, of the Medical Friendly/Field House May 16-17, 2018.

**Mental Health Forum**  
Initiative owned by Dannette Smith, Kenneth Chandler

**Vision Element(s):**  
Unique Environment

**Status:**  
The Human Services Department and several other departments throughout the city (Libraries, Police, Fire, EMS, Health Department and Parks/Recreation and Va. Beach Public Schools) have developed an internal “City Forum” to bring awareness and educate city staff on the steps and strategies the city is taking to addressing Mental Health issues in the community. The event will be Friday, November 3rd at the Convention Center all staff within the city are invited.

**Mental Health Initiative**  
Initiative owned by Dannette Smith, Kenneth Chandler

**Vision Element(s):**  
Unique Environment

**Status:**  
As part of the Mental Health Forum, there is a group of departments and community stakeholders who have met regarding Mental Health issues in Virginia Beach. The group has agreed to the development of a charter to define the collaboration strategies. Additional meetings will occur during this year.

**Oceanfront Camera System**  
Initiative owned by James A. Cervera, Steven R. Cover

**Vision Element(s):**  
Connected Community, Unique Environment

**Status:**  
Phase 1 of the Oceanfront Camera Project is comprised of a 25-camera installation spanning the Boardwalk to areas west of Pacific Avenue. Currently, the project is split into 2 work orders – Pacific Avenue east to the Boardwalk (11 cameras | Work Order 1) and west of Pacific Avenue (14 cameras | Work Order 2). Our current funding will allow us to begin and complete
construction on work order 1 by January 1, 2018; however, we do not currently have the funds available to begin construction on work order 2.

In order to begin construction on the 2nd work order, we must receive additional funding in the amount of $800,000. Our funding deficit is primarily due to the following reasons:

- Increase in number of test pits from plans provided by our consultant (20 were recommended) and our contractor (740 were recommended)
  - This number is presented as a worst-case scenario; the actual number of test pits could potentially be reduced
- Up-front purchases made when all 3 phases of the project were funded
- Unplanned Cox fiber-optic audit on entire project

Funding streams for the expected deficit amount will be discussed during the Council meeting on September 26, 2017.

**Opioid/Heroin Initiative**
Initiative owned by Heidi Kulberg, Kenneth Chandler

**Vision Element(s):**
Connected Community, Unique Environment

**Status:**
In 2016, 83 persons died in Virginia Beach from drug overdose. During the 1st quarter of 2017, 28 have died. The VBPD, VBEMS, VBDHS, and VBDPH address the opioid crisis through collaboration with each other and the community as they deploy prevention, treatment and harm reduction strategies. Prevention strategies include education and reduction of opioids for illicit use. The VBDPH provided over a dozen talks to local groups including EVMS, Sentara, Regional EMC and DSS as well as high schools and Galilee Church. The VBPD reduced the volume of prescription opioids available for misuse by 3978 pounds over the past 12 months with their drug take-back program. VBDHS provided medical detoxification to 85 individuals in FY17 through their Pathways Center. Additionally, VBDHS provides medication assisted treatment for clients through linkages with private partners. Naloxone saves lives, preventing opioid overdose deaths. The four departments collaborate to provide REVIVE! Classes that teach laypersons how to utilize naloxone. Since April 2016, 218 attendees received training. VBEMS and VBPD deploy naloxone regularly to prevent death. In 2016, 326 individuals received naloxone from first responders; 13% were provided by police. From January to June 2017, 151 persons received naloxone; 13.2% from the VBPD.
Police Staffing Plan  
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):  
Connected Community

Activities:
• Long Term Plan
• Phasing
• Funding Mechanism
• Creation of a Workforce Development Program

Status:
The Police Department applied for the 2017 Community Oriented Policing Hiring Grant to fund 6 community policing officers. We expect a decision in late September 2017.

Provide Emergency Preparedness outreach and education to the community including Flood Insurance education  
Initiative owned by Erin Sutton, Steven R. Cover

Vision Element(s):  
Thriving Economy

Status:
The Office of Emergency Management will work with the Communications office to develop better emergency preparedness outreach materials and will be developing comprehensive tools for flood and flood insurance education. We applied for HMGP ($100,000) funding to support an outreach program and we are awaiting notification as to whether we received the grant or not. VDEM stated that we had a good chance due to Hurricane Matthew.
GOAL 7: We are an Inclusive Community that is Welcoming and Empowers All
Goal 7: We are an Inclusive Community that is Welcoming and Empowers All
City Council's Priority Initiatives

Homeless Strategy: Implementation
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

Vision Element(s):
Connected Community; Unique Environment

Activities:
- Progress Briefing for Council
- Governing board strategic planning retreat
- Present Progress Briefing and Proposed Plan Update to City Council

Status:
The following are key dates in the consideration of revisions to the current Strategic Plan to End Homelessness:
- August 7, 2017 - a draft of the revised strategic plan to end homelessness was made available for review by the public;
- September 19th, 2017 - Council briefing on the proposed plan and accomplishments
- October 17, 2017 Council vote vote to adopt scheduled for October 17th.

Short Summary of Accomplishments since plan adoption in 2013:
- Created and operated the oceanfront outreach team “the pinkies”
- Implemented a coordinated assessment/ system providing unified and evidence-based assessment for homeless assistance
- Implemented enhanced day services and a housing first approach at the Lighthouse Day Center
- Now participating in a regional single point of intake - the Regional Crisis Hotline
- Part of the regional homeless management information system
- Enhanced data quality and analysis
- Ensured continued funding through multiple Federal and state funding rounds
Housing Resource Center
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

Vision Element(s):
Thriving Environment

Activities:
- Progress Briefing for Council
- Governing board strategic planning retreat
- Present Progress Briefing and Proposed Plan Update to City Council

Status:
A Preconstruction Conference was held Monday September 12, 2016. S.B. Ballard Construction Corporation, the General Contractor, was awarded the low bid for $16,998,000. The initial estimate for the project was $20,829,000. S.B. Ballard received a Notice to Proceed on September 1, 2016 with a substantial completion timeframe of 540 days or February 23, 2016. Groundbreaking was held on October 13, 2016. As of August, 2017, construction is on schedule. Expected facility opening date is June 1, 2018.
Goal 7
Other Council Initiatives

African-American Cultural Center: Next Steps
Initiative owned by Emily Spruill Labows, Ronald H. Williams, Jr.

Vision Element(s):
Diverse Community. Learning Community

Status:
The Feasibility Study has been completed and a final report was submitted to the Project Director and the Executive Board at their monthly meeting on August 30, 2017. Webb Management Services and Hanbury Evans recommended that the Center be developed in two phases, allowing the 1st Phase to generate funds for the 2nd Phase.

Phase 1:
- Exhibition areas for permanent, temporary/rotating content that teaches visitors about the history and culture of African Americans in the Hampton Roads
- Multipurpose hall that can support performances, meetings, event and other community gathering; open green space and onsite parking
- Spaces for teaching the arts and crafts with a focus on the cultural heritage of African Americans and include space for an artist in Residence

Phase 2:
- Outdoor events/amphitheater/stage for film, performances
- Possible indoor performances seating capacity of 250
- Catering/teaching kitchen, café, open green space, on/off site parking

The Feasibility Study includes:
- Space program, site plan
- Pro-forma Operating Budget
- Economic Impact Multiplier
- Critical Path Plan

Capital Budget:
- Phase 1: $8,657,000 (Groundbreaking, fall 2018)
- Phase 2: $11,928,000 (Groundbreaking, fall 2020)
- Total: $20,585,000

The goal is to begin the Capital Campaign, spring 2018.
Disparity Study
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Diverse Community

Status:
As directed by City Council a contract for the disparity study was awarded to BBC Research and Consulting in July of 2017. City Staff is gathering information in preparation for BBC’s on site visit that is scheduled for September 6 and 7. This work is projected to be complete in 12 months.
GOAL 8: Our Community has World Class Schools and Educational Programs
Goal 8: Our Community has World Class Schools and Educational Programs
City Council's Priority Initiatives

Higher Education Campus Expansion Strategy
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Learning Community; Thriving Economy

Status:
ODU continues to expand the curriculum and program activities at the Virginia Beach Higher Education Center. Departmental staff are working with ODU staff to explore opportunities for supporting and enhancing the biomedical initiative in the Princess Anne Commons corridor. In his State of the University address on August 23, 2017, ODU’s President Broderick announced plans to add new graduate health sciences programs and centers at the Virginia Beach campus, including programs on telehealth, resiliency, and water technology. Existing bio-related programs, such as the highly ranked nurse anesthesia program, will also continue to expand. The University has even published a brochure stating their intention to have a stronger presence in Virginia Beach.

Library Renovation
Initiative owned by Eva Poole, Kenneth Chandler

Vision Element(s):
Active Lifestyle, Connected Community, Learning Community

Status:
This project expands and enhances the Children’s, Story Time, Tween, Teen, Public Computer Use, Special Services, and study room areas of eight Virginia Beach Public Library locations. As Library use has evolved and increased, the spaces provided for these service areas no longer meet the public demand for improved facilities.

Architectural, plumbing, electrical, HVAC system, and furnishing enhancements will be made to the Bayside, Great Neck, Kempsville, Meyera E. Oberndorf Central, Oceanfront, Princess Anne, Pungo-Blackwater, and Windsor Woods locations of the Virginia Beach Public Library. The completed project design will help to ensure uniformity of service provision at all Library locations.

The project scope work is currently scheduled to be completed in September-October, 2017.
GOAL 9: Data and Technology are used to Enhance Community Livability, Prosperity, and Sustainability
Goal 9: Data and Technology are used to Enhance Community Livability, Prosperity, and Sustainability

City Council's Priority Initiatives

Data and Infrastructure Security Enhancements
Initiative owned by Pedro Wallace, Tom Leahy

Vision Element(s):
Connected Community

Status:
IT is evaluating a Next Generation Firewall (NGFW) to replace the existing internet-facing firewalls, modernize the Intrusion Prevention Systems (IPS) and increase malware protection. IT is replacing five firewalls with two next generation firewalls for the Internet, Partner, Public, Wireless and Sheriff's Office networks. These firewalls will provide connectivity between internal City assets and the internet. Public, Wireless and other networks can be segmented at the firewall to isolate them from the City's internal network. Installing two next generation firewalls will reduce maintenance costs from six firewalls and six IPS modules to two next generation firewalls and one or two IPS devices. The network for the Sheriff’s Office will use the new next generation firewalls for access to the internet. IT has identified two products from different vendors (Cisco and Palo Alto) and have developed a plan to evaluate each device in a test environment. IT is updating the Account Management processes and policies using security event and incident management tools to report and audit changes to Active Directory. Technologies have been implemented to enforce the policies. Alerts will be provided whenever a systems engineer changes group membership on the security groups, which helps maintain the integrity of the enterprise.

Data Center Development
Initiative owned by Warren Harris, Ronald H. Williams, Jr.

Vision Element(s):
Thriving Economy

Status:
Globalinx Data Center – Globalinx is proposing development of a 138,000 sf data center on a 10 acre site in Corporate Landing Business Park. On December 20, 2016 the VBDA approved a purchase agreement for the 10 acres at a purchase price of $200,000 per acre with a (9) nine month due diligence period that would expire on September 15, 2017. A $10,000 deposit was required and paid. During the August 15, 2017 VBDA meeting, the VBDA approved extending the due diligence period for an additional (9) nine months with an additional $10,000 deposit.
**NxtVn Data Center Campus** – NxtVn is proposing development of a cable landing station and data center campus on a 250 acre tract of land along Dam Neck Road. Negotiations are ongoing with the property owners to secure the site for development. Phase 1 of the development will be approximately 95 acres.

**Master Technology Plan 2.0 Development**
Initiative owned by Pedro Wallace, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
Under the Master Technology Plan 2.0 Initiative, the Information Technology (IT) Department will develop the next version of the highly successful, original Master Technology Plan. The goal is to create a roadmap for advancing IT’s capabilities and better positioning the department to support the City’s evolving business needs. Initial steps will involve identifying strategic business requirements, incorporating direction from the City Manager and Chief Information Officer, assessing IT’s current capabilities and creating initiatives to advance those capabilities to meet business requirements. IT has developed a detailed project plan for this endeavor, and has begun assessing its current capabilities through a series of assessments. IT has been scheduling focus groups with City business units as well as interviews with the Management Leadership Team to identify strategic initiatives that align with organization and business unit goals. IT will pinpoint any gaps that exist between current and required (future) capabilities, establish initiatives to bridge those gaps and develop a roadmap for execution.

**Next Generation Network (Remote City Site Connection)**
Initiative owned by Darrell Riddick, Tom Leahy

**Vision Element(s):**
Connected Community

**Status:**
The Next Generation Network (NGN) project is expanding the existing city-owned fiber network to connect remote City facilities with the Municipal Center campus to improve network speed and reliability, and reduce leased line service costs. Construction is complete for all four phases of the project. The supersites serve as the backbone for the expanded network. Phases 1 and 2 are complete, and as of July 2017, the number of municipal buildings connected to the city fiber has increased to 34. So far, there are 11 public safety locations, and about 40% of the remote sites have joined the Next Generation Network. Phase 3 will connect 15 additional remote sites by the end of September 2017. The NGN project is on budget and on schedule.
Next steps include completing the installation of network equipment to connect 25 additional sites of the last two phases. The project will be completed by the end of the fourth quarter (December 2017), connecting 59 locations. The Housing Resource Center (HRC) building will be included once construction is finished.

Software Upgrade/Replacement
Initiative owned by Pedro Wallace, Tom Leahy

Vision Element(s):
Connected Community

Status:
The Software Upgrade/Replacement initiative serves to address non-compliant infrastructure that does not meet vendor and technology industry standards. As part of this effort, IT has developed a schedule to respond to aging technology and maintain a consistent lifecycle for software. IT has also implemented a process called rationalization, which reorganizes the application portfolio to achieve better business outcomes. The process includes assessing applications to determine whether to upgrade, consolidate and/or retire the software based on a thorough analysis from a business and technical standpoint. During the rationalization process, the team identified 32 applications that require remediation and present a security risk due to end-of-life support. These applications may be multiple versions behind. The team also created goals and objectives using an industry standard approach to enable proactive lifecycle planning, track total cost of ownership and eliminate redundancy.

Transatlantic Fiber Cable
Initiative owned by Darrell Riddick, Tom Leahy

Vision Element(s):
Connected Community

Status:
Two subsea cable projects are in progress:

- MAREA will connect Virginia Beach to Spain. MAREA is funded by Microsoft, Facebook and Telxius Cable USA, Inc. Work started in February 2017 with a projected completion date of November/December 2017. The project is on target pending construction of the cable landing station at Corporate Landing.

- BRUSA will connect Virginia Beach to Brazil. BRUSA is funded by Telxius Cable USA, Inc., and the cable implementation will be completed by Alcatel. Activities at Camp Pendleton are scheduled to resume in mid-August 2017. The projected completion date is June 2018.
The conduit installation for MAREA was conducted by Mid-Atlantic Broadband Communities Corp (MBC) with Cox, and the fiber will be pulled by TE SubCom. Microsoft is funding one beach manhole, conduit and fiber that will be utilized to connect MAREA and BRUSA to the cable landing station. Both cables will connect to the manhole implemented by MBC on behalf of TE SubCom and will be managed by TE SubCom. The manhole has the capacity of four cables: two of them will be used for MAREA and BRUSA, and the other two will remain empty for future expansion.
GOAL 10: City Assets and Infrastructure are Well Maintained and Meet Community Expectations
Goal 10: City Assets and Infrastructure are Well Maintained and Meet Community Expectations

City Council's Priority Initiatives

Aragona Flooding SW Project
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
A preliminary study of the main pipe (trunk) system was completed and followed by a study to determine project scope for potential upgrades of the trunk system. An engineering firm is designing the Storm Drain trunk system improvements. The initial design kick-off meeting was held in March 2016, initial surveying efforts are complete and 30% design submittal was received in April 2017. Based on the major storm events that Aragona neighborhood experienced during fall 2016, additional evaluation of the project area is occurring while the 30% design plans are being reviewed. Construction is anticipated to begin in early 2018.

Ashville Park SW Flooding
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
The City retained a national engineering firm to develop a comprehensive drainage analysis to identify improvements to address the flooding. A work order is being developed to begin preliminary design plans to implement some of these improvements. Public Works Operations has positioned a portable pump to lower the lake levels in advance of significant storm events until the program of planned improvements has been constructed. Public Works Operations is developing pumping protocols to follow to ensure that a procedure is in place to mitigate flooding in the neighborhood. Public Works Operations has a design contract to develop bid documents to construct a permanent weir structure at the outfall ditch. A permanent weir structure and associated gates are needed to protect against tidal influence from Back Bay of the Ashville Park storm drainage system.
Central Beach District SW Flooding
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
This project is not funded. A design Charrette was held in December 2016 to discuss the alternatives analysis. The Visitor Center BMP in the central beach drainage area was modeled by PW Stormwater and provided to the developer, SB Ballard.

Sherwood Lakes SW Flooding
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Public Works Operations has positioned one 8-inch portable pump to lower the lake levels between 3.0 and 3.5-ft in advance of significant storm events until the program of planned improvements has been constructed. Public Works Operations has developed pumping protocols to follow to ensure that a procedure is in place to mitigate flooding in the neighborhood. The water surface elevations are monitored once a month or after a rain event whichever is more frequent. A CIP project to construct permanent pumping stations is under design. Construction will occur in phases beginning in late 2017 and continuing on into 2019.

Storm Water Fee Policy Direction
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Public Works has evaluated each of the primary functional components of the storm water program that include water quality/regulatory compliance, operations and maintenance, and flood control. The unfunded storm water needs were presented to City Council in the fall of 2016 and spring of 2017 as part of the FY 2018 budget process. These unfunded needs are significant and include both capital improvement program and operational requirements. City Council approved a 15-year, $300 million program which addresses about half of the unfunded needs. This program included dedication of one cent on real estate tax and an increase of 12.5 cents over five years to the storm water fee.
**Windsor Woods, Princess Anne, The Lakes SW Flooding**
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Unique Environment

**Status:**
The City has retained a national engineering firm to develop a comprehensive drainage analysis to identify improvements addressing flooding in Windsor Woods, Princess Anne Plaza/Northgate and The Lakes. The analysis for Windsor Woods will be complete in July 2017. The analysis for Princess Anne Plaza/Northgate and The Lakes is scheduled to be complete before the end of the year. Statements of Interests to provide technical engineering services to develop and apply stormwater management models, analyze existing stormwater management infrastructure, identify and recommend improvements including cost and phasing plans, design, preparation of construction documents, and construction phase services, for Windsor Woods, Princess Anne Plaza and The Lakes Combined Drainage Improvements were received June 22, 2017. A selection was made in July and the team will be under contract in September. The first phase of this contract will be to prepare a preliminary engineering report.
Goal 10
Other Council Initiatives

City Hall 2020
Initiative owned by Thomas C. Nicholas, Tom Leahy

Vision Element(s):
Thriving Economy

Activities:
- Planning and concept development study complete
- Council Direction

Status:
City Council is considering 6 options developed by Moseley Architects and Public Works Facilities to either renovate or replace Building - 1 at the Municipal Center. Option 1A includes the construction of an addition (70,000SF) to B-1, and the renovation of the existing building. Options 1B, 2, 3A, 3B, and 3C all include the construction of a 149,000SF new building at the Municipal Center. Costs for all options are between $55-$57M. Public input sessions were held on 26 June, 26 July and for 23 August. If City Council were to select a preferred option in September 2017, Moseley Architects could commence design in October 2017. Complete design (construction plans & specifications) could be complete by December 2018. Construction solicitation (selected bidders list) could take place in spring 2019. Construction could start summer 2019 and complete spring/summer 2021. CIP 3-072 is funded at $50,250,000. Funding profile would need to be adjusted forward to meet 2019 construction contract award.

Croatan Beach Sand Replenishment
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Activities:
- Submit Permit Application

Status:
Council approved a project for Croatan Beach Sand Replenishment in the FY2018 budget. A consultant has been retained and is preparing the required environmental permit applications. Anticipate submitting the permit application by the end of August 2017 and permits issued in the spring of 2018, leading to a potential construction start in September of 2018.
Lynnhaven River Environmental Restoration Plan
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Unique Environment

**Status:**
The final report was presented to and approved by the federal Civil Works Review Board in September, 2013. The Chief of Engineers has forwarded the final report to Congress with a recommendation for construction. The project was authorized in the Water Resources Reform and Development Act of 2014 and will now be eligible for consideration in the Corps of Engineers Work Plan for funding. A design cost sharing agreement between the City and the Corps was executed in May of 2015. Design has begun on an initial wetland restoration site in the Eastern Branch of the Lynnhaven. The project is eligible for inclusion in the Corps' FY 18 Work Plan, which if included would formally initiate the construction phase of the project.

Virginia Beach Comprehensive Waste Management Strategy
Initiative owned by Phil A. Davenport, Tom Leahy

**Vision Element(s):**
Thriving Environment

**Status:**
SPSA has been selected as the preferred long term disposal option for Virginia Beach. SPSA has a long record of operational reliability, a more recent record of financial accountability, and will have all debt paid when the existing Use and Support contract expires in January 2018. All current member communities are continuing participation in SPSA post 2018 and have executed a new Use and Support Agreement that will begin in January 2018.

A Solid Waste Collections fee was initiated January 1, 2012 at $10 per household per month. In July 2013, the fee was increased to $21.31, Waste Management was transitioned to an Enterprise Fund, and in July 2016 the fee was increased to $23.00.

The current recycle rate is 37.4% based on complete Recycle Rate Report data. The direct landfill diversion rate is 92%; regionally 77% including ash. 58% of the City’s municipal waste goes to a Waste to Energy facility to create steam and electricity. Variable rate alternatives and Zero Waste alternatives have been studied.

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Tons</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSW</td>
<td>130,000</td>
<td>Wheelabrator – RDF Plant</td>
</tr>
<tr>
<td>Bulk</td>
<td>5,000</td>
<td>Landfill</td>
</tr>
<tr>
<td>Recycling</td>
<td>32,000</td>
<td>TFC – Recycling Plant</td>
</tr>
<tr>
<td>Yard Debris</td>
<td>44,000</td>
<td>KW-1 Mulch Processing</td>
</tr>
<tr>
<td>MSW from LF Visitors</td>
<td>13,500</td>
<td>VB Landfill</td>
</tr>
<tr>
<td><strong>TOTAL Waste Stream</strong></td>
<td><strong>224,500</strong></td>
<td></td>
</tr>
</tbody>
</table>
Western Branch Lynnhaven River
Initiative owned by Phil A. Davenport, Tom Leahy

Vision Element(s):
Unique Environment

Status:
NTP was issued on January 30, 2015. Dredging completed July 15, 2016, final work at Dredged Material Transfer Station, the installation of the floating dock and site restoration were completed September 30, 2016. Next cycle of dredging anticipated for 2026.