Mid-Year Progress Report

to City Council

January 2018 – August 2018
# Table of Contents

## Progress Report Matrix

## City Council Goals & Initiatives

- **Goal 1:** Grow the Local Economy  
- **Goal 2:** Maintain a Financially Sustainable City Providing Excellent Services  
- **Goal 3:** Improve Transportation System  
- **Goal 4:** Revitalize Neighborhoods and Plan for the Future  
- **Goal 5:** Be a Competitive, Sustainable Year Round Resort Destination for Residents, Businesses and Tourists  
- **Goal 6:** Be the Safest City in the Nation  
- **Goal 7:** Be an Inclusive Community that is Welcoming and Empowers All  
- **Goal 8:** Have World Class Schools and Educational Programs  
- **Goal 9:** Leverage Data and Technology are used to Enhance Community Livability, Prosperity, and Sustainability  
- **Goal 10:** Modernize City Assets and Infrastructure

## Index
Progress Report Matrix
Goal 1: Grow the Local Economy

Objectives

- Pursue opportunities for Research & Development (R&D) and medical related businesses.
- Develop Burton Station as 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
- Class “A” Office Space
- Cyber Security Industry Development
- Economic Development Small Business and Diversification Strategy (SWaM)
- Historic Kempsville Quad “C” Development
- International Business Attraction: Strategy and Action
- London Bridge Commerce Center
- Lynnhaven Corridor Improvements
- Pembroke SGA Zoning
- Princess Anne Road/TCC Hotel Project
- Regional Branding
- Town Center Expansion (Beyond Core Area)
- Town Center Phase VI
- Trans-Atlantic Cable Landing
- Workforce Development (including TCC and other institutions)
Goal 2: Maintain 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 Properties: Inventory, Evaluation and Direction
- Develop and Implement City-wide Damage Assessment Program
- Disaster Recovery
- Disaster Recovery Plan - Infrastructure
- Employee Compensation: Policy Review
- Historic Kempsville Area Master Plan Implementation
- Maintain AAA Bond Rating
- Marketing of Excess City and School Property
- Master Technology Plan Implementation
- Police Staffing Plan
- Public Safety Salary Compression
- SPSA: Long Term Solid Waste Disposal for Southside Localities
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 Construction
- 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
- Indian River Road/Kempsville Road Intersection Improvements
- ITA (Interfacility Traffic Area) Study: Update
- Lesner Bridge
- Local Road Funding – Long Term
- Nimmo Parkway – Phase VIIA
- Princess Anne Road – Phase VII
- Regional Transportation Funding
- Roadway Maintenance Program
- Shore Drive Infrastructure Improvements
- UBER/LYFT Shared Ride Services Regulations
- Witchduck Road - Phase 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
- 2040 Vision to Action Community Coalition
- Advocate for Policy, Planning and Fiscal decisions Impacting Housing Appropriations at the Federal, State and Local Levels
- Chesapeake Beach Sand Replenishment
- Cleveland Street Area Development
- Housing Strategy: Policy and Implementation
- Land for Solar Farms; Development
- Sea Level Rise/Recurrent Flooding Comprehensive Analysis
- Sherwood Lakes SW Flooding
- Storm Water Fee Policy Direction
- Thoroughgood House Education Center
Goal 5: Be a Competitive, Sustainable Year Round Resort Destination 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
- Increase residents’ understanding of the value of tourism to the community
- Leverage tourism dollars to aggressively brand Virginia Beach as a resort destination City

Council Initiatives
- Activate Atlantic Avenue
- 19th Street Pedestrian Connection
- Baseball Complex at Princess Anne Commons
- Cavalier Hotel Preservation
- Conduct "Research & Development" to Support Tourism Marketing
- Convention Center Business Development
- Convention Center Hotel Project
- Construct the Darden Marine Animal Conservation Center
- Develop a year-round market segments program
- Dome Site Development
- Expand Public Art Program and Community Art Programs
- Owls Creek Marsh Pavilion Enhancement (Phases I & II)
- Pacific Avenue Improvements
- Public Information and Marketing of Resort to Residents
- Resort Area Parking Plan
- Sports Center
- Support the Upgrade to and Development of Convention Quality Hotels
- ViBE Creative District
Goal 6: Be the Safest City in the Nation

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
- College Beach Weekend Action Plan
- Community Policing Strategy
- Develop a Comprehensive Pre- and Post- Disaster Recovery Plan
- Develop Continuity of Operations Plan
- Develop Updated Evacuation and Shelter Plans to Align with New Evacuation Zone Initiative
- Drone Use Policy
- Fire Apparatus Replacement
- Fort Story Fire Station
- Housing Resource Center - Operations
- Oceanfront Staffing, Operations and Homeless Outreach
- Opioid Service Enhancements
- Opioid/Heroin Initiative
- Police Staffing Plan
- Public Safety Recruitment and Academy Curriculum
- Same Day Access to Behavioral Health Care
Goal 7: Be 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
- Communication on Major Issues: Strategies and Actions
- Disparity Study
- Expansion of Behavioral Health Services in Criminal Justice System
- Homeless Strategy: Implementation
- Housing Resource Center
- Mental Health Initiative
- Permanent Supportive Housing for Individuals with Serious Mental Illness
- Proactive Communication Enhancement Plan
Goal 8: Have 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

- Academia Programs Expansion
- City Summer Youth Employment: Expansion
- Employee Tuition Reimbursement
Goal 9: Leverage Data and Technology 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

• Business Revenue and Personal Property Implementation
• Data Infrastructure Security Enhancements
• Disaster Recovery
• Integrated Public Safety Initiative
• Legislative Management Implementation
• Offshore Wind Energy
• PulsePoint Software Implementation
Goal 10: Modernize City Assets and Infrastructure

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
- Bayville Creek Neighborhood Dredging SSD
- Central Beach District SW Flooding
- Chesapeake Beach Sand Replenishment
- Chubb Lake/Lake Bedford
- City Hall 2020
- Croatan Beach Sand Replenishment
- Disaster Recovery Plan - Infrastructure
- Little Creek American Field Relocation
- Princess Anne/Green Run Little League Direction
- Storm Water Fee Policy Direction
- Storm Water Management Policies, Planning, and Programs
- Storm Water Watershed Management Master Planning, Analysis and Modeling
- Virginia Beach Comprehensive Waste Management Strategy
- Water Supply: Direction
- 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

Activities:
- Redevelop an Agriculture Business Analysis and Expansion Strategy
- Agriculture Reserve Program

Status:
ARP Evaluation and Direction is to continue ARP. 9,722 acres are enrolled with 855 developmental rights purchased. Continuing purchasing development rights in southern part of the city/ITA area. ARP funding included .90 cents of which includes a focus on the AG zoned land in ITA area with goal to assist with recurrent flooding issues as well as preserving farm land. In FY19, $990K per year allocated to Southern Canal/Lead Ditch & Culvert Improvement project, CIP 7-024, from ARP. With this additional funding, PW/Stormwater Engineering/Operations can begin 3 southern watershed projects:
  - 7.024.005 Dawley Road between Pleasant Ridge Road/Gum Bridge Road at Beggars Creek
  - 7.024.006 Pleasant Ridge Road West of Dawley Road
  - 7.024.009 Gum Bridge Road between Dawley Road/Charity Neck Road
These projects includes excavating/ widening ditches, culvert replacement, utility relocation, and pavement overlay or road improvements. The design is underway, and ditch work for 7.024.005 and 7.024.006 should begin in October. Agriculture Advisory Commission and Agriculture are exploring options to expand qualifying criteria for land enrollment in the flood prone areas and the definition of allowable activities within ARP easements for agritourism opportunities to increase participation and preservation.
Bioscience Business Development
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

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. In 2018, Economic Development attended three biomedical conferences (Biotech Showcase, Bio International, BioEquity) and regional events including the BioHealth Capital Region Summit and Virginia Bio Workforce Summit. The VABeachBio Innovation Challenge, a partnership with the Center for Advancing Innovation, began and attracted more than 300 interested participants. Winners will utilize inventions licensed from universities and federal labs to create startup companies in Virginia Beach. A Development Agreement is under review with Olympia Development for a 60,000 square foot building in the Innovation Park. The City will master lease 30,000 sf for a Biomedical Accelerator to house startup companies. Site infrastructure for the bio park will be advertised August 2018 with bid opening and award by October 2018. A groundbreaking event will be held in October 2018. The building construction will be completed by fall 2019.

Burton Station Rezoning and Commercial Rezoning
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
The Northampton Boulevard Corridor Strategic Growth Area Implementation Plan is completing the update process with a new name, the Burton Station Strategic Growth Area Master Plan. The public engagement processed commenced in January 2018 and is expected to receive City Council adoption in October 2018. The main focus of the update is to reflect the changes that have occurred since adoption of the plan in 2009. The golf course closed, the Norfolk outlet center developed, airport property rezoned to light industrial. This all led to the realization that a low-density, single-family village was not the best land use plan in the area at intersection of Burton Station Road and Tolliver Roads. The community agreed and the proposed land use map calls for mixed-use, multi-use development in this area. In addition, the parcel at the corner of Northampton Boulevard and Premium Outlet Boulevard now reflects commercial/retail development. The Burton Station Strategic Growth Area Plan will complete the public engagement portion of the update process in August 2018. The commercial area at the corner of Northampton Boulevard and Premium Outlet Boulevard received City Council approval for rezoning in May 2018. Burton Station Road/Tolliver Road improvements are underway.
**Burton Station SGA/Northampton Corridor Development**  
Initiative owned by Mark A. Johnson, Tom Leahy

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

**Status:**  
The funded projects include 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 to south of Tim Road. 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. The Roadway Project is under construction as of April 2018 and will be complete in June 2019. The sanitary Pump Station Project is scheduled to go to construction in early 2019 and be complete in early 2020.

**Class "A" Office Space**  
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

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

**Status:**  
Economic Development is in discussions with Armada Hoffler regarding a Class “A” office building development on Block 2 in Town Center. A Term Sheet is under review with Olympia Development to develop a mixed use project that incorporates a Class “A” office building as a part of the Bonney Road Site. Olympia Development is also developing a 60,000 sqft. office building to serve as a bio-medical accelerator in the VABeachBio Innovation park. The Development Agreement for this project is under review. A Class “A” office building is also a component under consideration as part of the Dome Site project.
Cyber Security Industry Development
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
There are over 36,000 open cyber jobs in Virginia, according to the State’s Cyber Virginia web site, with an average starting salary of $88,000. The region was classified as having a “very low” supply of workers, with 3,055 job openings, according to Cyberseek. Our region’s projected 1.6 percent growth in cyber security industries is more than double its overall employment growth.

As a result, VBDED held a Cybersecurity Business Roundtable with businesses, academia and government officials. Efforts have been focused on working with our cybersecurity business community and finding ways to launch the Cyber Security Hacker Space Center (CSHSC) in Virginia Beach. The initial negotiations are underway. A briefing was provided to update the regional broadband steering committee on the importance of cybersecurity and data center activities.

VBDED attended several cyber security events produced by Norfolk State University, Regent University, and ODU. We collaborated with the Office of Naval Research and held the inaugural Catapult event: Naval Technology Discovery to Deployment Forum and Expo at the Sandler Center. With approximately 460 attendees and 62 exhibitors, cyber was a focus of the event. Staff has actively participated in Councilwoman Wilson and Councilman Davenport’s Cyber Security Advisory Committee.

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:
As a result of input from the Process Improvement Committee, redesigned Web Business Portal is now operational.

Preparing launch of new small business education series to engage national industry leaders with local small businesses in bioscience, tourism/experience-related retail and entertainment; expanded local marketing campaign; development of new virtual/digital tools to support growth; and expand one-on-one and small group services focusing on innovation and evolution.
VB Talks is being designed as an annual series of workshops to educate and inspire business owners/entrepreneurs looking to start, grow or sustain their business. VB Talks will engage industry leaders within various sectors striving to ensure information provided will be a catalyst for effective change. The series will complement the existing target industry clusters and help small businesses/entrepreneurs better position themselves for growth. The proposed plan is to secure experts to address how Virginia Beach can leverage current assets and resources. Speakers and program leaders will be identified from dynamic metropolitan areas throughout the U.S. and key strategic local resources.

1 Million Cups celebrated its third year anniversary. To date, approximately 1200 business representatives have attended and there have been over 150 presenters. Joined 757 Accelerate as a means to identify venture capital support.

**Historic Kempsville Quad "C" Development**

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

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

**Status:**
The Virginia Beach Development Authority acquired the former bank site at the North East corner of Princess Anne and Witchduck Roads in February 2018 for $1.55 million. The building was demolished and the .80 acre site was cleared on June 28, 2018.

There are three additional non-contiguous sites remaining totaling 3.02 acres, which are critical to the development of the corridor. The additional sites have been negotiated for acquisition and are scheduled to close by December 2018. The acquisition price for the additional sites totals $3.84 million. The funding source has been appropriated in the Historic Kempsville CIP.

Deputy City Manager Steve Cover, Fire Chief David Hutcheson, and Emergency Medical Services Director Ed Brazle have been briefed on the potential relocation of the Kempsville Fire and EMS Station in conjunction with the Quad “C” development plans.

Economic Development and the Planning Department are identifying potential sites that meet the requirements for service coverage in the area. We have received substantial regional and national interest for the development of this combined site from grocers, retailers, and service providers.
**International Business Attraction: Strategy and Action**

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

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

**Status:**

- **March-2018**
  - Groundbreaking ceremony for STIHL's new $25 million 80,000 sf US headquarters
  - Targeted marketing missions: Spain, Germany, France, Canada (Bio, Datacenters & Telecom Cables, Manufacturing)

- **May-2018**
  - European representative Michael Vossel met Antje Abshoff, new VEDP European Representative, while traveling with Governor Northam and visited 3 companies in Italy. Discussions produced a lead for HR: Project Negrino

- **July-2018:**
  - Signed Sister City partnership agreement with Waiblingen, Germany
  - Attended Subsea EMEA-2018 in Marseille, France. Google announced plans for subsea cable (Dunant) from VB to France. Meetings with Marseille Vice-Mayor regarding business opportunities.

- **September/October-2018:**
  a. Agreement with PIMEC (Catalonian SME association) to promote VB includes the following:
     - Online marketing campaign targeting mid-size manufacturing companies in Barcelona, Spain
     - Organizing two Business to Business (B2B) workshops designed to develop 10-15 leads from businesses in the Barcelona, Spain region regarding investment opportunities in Virginia Beach
     - Attendance and participation in the PIMEC Awards on October 9, 2018 in Barcelona, Spain
     - The agreement also schedules a business delegation visit to Virginia Beach in the Fall 2019
  b. Preparing MOU with ASEBIO (Spanish Biotech Association) for bio collaboration at Biospain. ASEBIO will facilitate introductions to Spanish biotech regional clusters and identify mutually beneficial opportunities.
  c. Meeting with regional representatives of Bilboa, Spain to structure a collaboration plan on attracting businesses from the area and promoting Bilboa to VB businesses. Greg Twitt, President and CEO of Globalinx, will join us in meetings with Bilboa representatives to explore opportunities to establish a carrier neutral campus.
**London Bridge Commerce Center**  
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

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

**Status:**  
The City rezoned the 18.245± acre property to conditional I-1 and transferred it to the VBDA, May 2015.

A request to the Navy for road access was submitted for comment. A formal response from the Navy was received; however, an alternative access alignment is now being pursued at Potters Road due to the original request being cost prohibitive based on a traffic study. The new road alignment has been surveyed and submitted to the Navy for comment. The Navy supports the new alignment.

The City desires to sell the property to conforming uses consistent with APZ-1 zoning restrictions and a Navy restrictive easement that encumbers the property.

**Lynnhaven Corridor Improvements**  
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

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

**Status:**  
This project is for aesthetic and connectivity improvements along Lynnhaven Parkway from Potters Road to Holland Road. The plan calls for new gateway signage, the incorporation of stormwater management, crosswalks and median replacement with pavers and additional landscaping. In addition, there will be an 8-10’ wide path with pedestrian lights and bus waiting areas along the west side of Lynnhaven Parkway as well as a 5’ sidewalk and bus waiting areas along the east side of Lynnhaven Parkway. Design is 60% complete. Construction to begin fall 2018 with anticipated completion Fall/Winter 2019. New logo has been designed for the corridor and staff is working closely with the Lynnhaven Business Association. Funding in FY 2018/2019 has been appropriated at $4M to complete project.
**Pembroke SGA Zoning**
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

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

**Status:**
SGA staff is working to complete a draft of the small area plan for the Central Village District in the Pembroke SGA which will be complete by spring 2019. This area is bound by Kellam Avenue to the east, Broad Street to the north, Witchduck Road to the west and the former Norfolk/Southern Right-of-Way to the south. It is envisioned that this light industrial, underutilized area will redevelop over the next several years into a mixed-income, pedestrian-friendly, walkable district, complementing the Central Business Core of Town Center. The updated plan will reinstitute a typical urban grid street pattern, add roundabouts along Cleveland Street and design for open space and storm water management. The new zoning will follow the Form-Based Code model which will encourage buildings developed close to the street, on-street parking and activation of the sidewalks. Consultant, Kimley-Horn, is working on the Cleveland Street alignment study for this Smart Scale project and a new overlay zoning is on hold and will not be addressed until the Cleveland Street alignment is complete and the project proceeds to acquisition.

**Town Center Expansion (Beyond Core Area)**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

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

**Status:**
Armada Hoffler closed on the property east of Town Center from Constitution Drive to Beasley Drive July 2015. A mixed use project is under consideration and will potentially expand the Town Center core area to the east. A development plan is being considered by Armada Hoffler for this site.

Armada Hoffler purchased Columbus Village II December 2016, which completes the total acquisition of properties extending from Virginia Beach Boulevard to Columbus Street. Discussions are ongoing on the redevelopment of this property.

City Council and the VBDA approved the CityView Two Development Agreement for a mixed use project 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.

Residence Inn is under construction on a 120-room $24 million hotel located at the corner of Bonney Road and Bendix Road in Convergence Center.
Wegman’s grocery store, estimated at $44 million, under construction on Cleveland Street is scheduled to open 1st quarter of 2019.

Surburban Capital broke ground on a 127-room $26.3 million Hyatt Place hotel in the Pembroke Office Park.

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

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

**Status:**
Construction of Town Center Phase VI began in November 2016, completion is scheduled for fall 2018. Phase VI includes 33,000 sf of retail; 5,000 sf of restaurants; 131 studio and one bedroom apartments; Zeiders American Dream Theater, a 309 seat live performance venue, and an elevated Public Plaza. Private investment is estimated at $41.3 million. Williams Sonoma and Pottery Barn have leased a total of 18,000 square feet of the retail space and opened the second week of July 2018. The pedestrian bridge connecting the Plaza to the Cosmopolitan garage was installed in July 2018. The Proteus Festival is the Grand Opening Event for the Zeiders American Dream Theater scheduled for Friday, October 5, 2018 through Sunday, October 7, 2018.

**Trans-Atlantic Cable Landing**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

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

**Status:**
The MAREA subsea cable, jointly owned by Microsoft, Facebook and Telxius, officially announced its going operational in May 2018. The BRUSA cable from Virginia Beach to Rio de Janeiro, Brazil is under development and is scheduled for a release in the fall of 2018.

In January 2018 Globalinx Data Center announced the establishment of a carrier neutral co-location facility in Corporate Landing Business Park. The VBDA will consider developing enhanced infrastructure in Corporate Landing Business Park to support the technology industry.

The VBDA is adding additional conduit infrastructure to Corporate Landing to support the growth and expansion of data center requirements and to enhance its future technology needs. The conduit plan will include eight 4-inch ducts on each side of Corporate Landing
Parkway, and allow access for use by ComIT. The VBDA, along with ComIT, will fund the scheduled improvements.

**Workforce Development (including TCC and other institutions)**
Initiative owned by Jerry W. Stewart, Ronald H. Williams Jr.

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

**Status:**
The most recent manufacturing roundtable the Department coordinated with Mayor Sessoms was held April 24th. This roundtable consisted of an overview of digital manufacturing and the use of augmented reality for training in the manufacturing sector. Representatives from Old Dominion University made the presentation.

Departmental staff worked closely with the Virginia Employment Commission’s SEVA Rapid Response team and Opportunity, Inc. to coordinate a hiring event for transitioning Farm Fresh employees at the Virginia Beach Convention Center. According to the Rapid Response Coordinator, the Virginia Beach Convention Center was an outstanding venue for conducting the hiring event with attendance of 130 employers and over 800 attendees.

Virginia Beach City Public Schools Career and Technical Education students earned 13,161 industry credentials during the 2017-2018 school year. This is the highest number to date and shows that these students are prepared to enter directly into the local workforce.

Tidewater Community College Center for Workforce Solutions conducted training for six companies and organizations impacting over 70 employees. In addition, nine companies were provided apprenticeship training affecting 50 employees.
Goal 1
Grow the Local Economy
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

Status:
The Virginia Beach Development Authority issued an updated RFP to solicit proposals for a 3.2-acre parcel on Princess Anne Road adjacent to Tidewater Community College April 2017. Two respondents were interviewed; Harmony Hospitality Inc. and ARP Hospitality June 2017. Harmony Hospitality was selected for further negotiations. Kimley-Horn prepared cost estimates for site and utilities infrastructure.

Harmony Hospitality participated in the Development Services Center pre-submittal meeting November 2017 and each department provided feedback to the development team. Kimley Horn and the utilities department has determined the most effective and efficient sewer system. A term sheet was prepared with stormwater and sanitation issues being addressed and a mid-2018 completion date.

The Planning Commission recommended approval of the re-zoning application and proffers associated with the proposed development July 2018. A draft term sheet was been issued and reviewed by Harmony Hospitality. Unfortunately Harmony would not provide a response that met the projected needs we are pursuing and as validated in the most recent study. As such they did not wish to continue unless we lowered our room requirements and paid more of their utility costs. We have deferred the zoning action by City Council and are marketing the property again.

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

Vision Element(s):
Thriving Economy

Status:
The CVB participates in the Coastal Virginia Tourism Alliance (CVTA), a group of destination marketing professionals established in 2012 as a 501(c) 3 non-profit organization, to represent one voice for tourism in the region. The CVB continues to share
research, destination stories and assets with city departments like Economic Development and surrounding CVBs to tell the Virginia Beach “quality of life” story that contributes heavily to regional attributes, making our area more competitive on a national scale. Finally, the CVB continues to offer regional activities and events through VisitVirginiaBeach.com, the vacation guide and hosted travel writer itineraries.
Goal 2
Maintain a Financially Sustainable City Providing Excellent Services
Goal 2
Maintain a Financially Sustainable City, Providing Excellent Services
City Council’s Priority Initiatives

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

Vision Element(s):
Thriving Economy

Activities:
• Determine parcels for sale
• Determine direction

Status:
BRAC Properties: The BRAC Disposition Committee continues to review, evaluate and direct the sale of property in accordance with the Comprehensive Plan. Public Works Real Estate is the responsible agency for the disposition of excess residential City properties acquired through the BRAC program. Economic Development is the responsible agency for the marketing of commercial properties acquired through the BRAC program. Information regarding the acquisition and disposition of properties is documented in a SharePoint Data Base.

For FY18, six (6) parcels have been sold, generating revenue of $555,800. The Disposition Committee 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 using State assisted funding and sold as excess and/or easement requires one-half of the sales price to be returned to the State.

Other Properties: Public Works Real Estate continues to be proactive in following the Administrative Directive (AD 6.08) for the acquisition and disposition of properties. Public Works Real Estate depends on GIS/COMIT and/or the Real Estate Assessor to provide the Inventory of City property.

The FY18 inventory list for all City properties consists of 1477 properties assessed at a total of $330,546,300.
Employee Compensation: Policy Review
Initiative owned by Regina Hilliard, Kenneth Chandler

Vision Element(s):
Thriving Economy

Activities:
• Vertical Salary Compression

Status:
Merit increases, which move employees from the minimum toward the maximum of the pay range and help create separation between salaries of current and new employees, were again provided this fiscal year. To assist in employee retention, an addition was made to the merit practice to provide lump sum awards for those at the pay range maximum who meet performance standards.

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. Several significant strides were made in this area: a new Maternity and Parental Leave policy was put into place January 1, 2018, a revamped leave donation program has been established, and new leave/holiday benefits were approved by City Council.

Health care premiums for 2018 are 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.

Historic Kempsville Area Master Plan Implementation
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Diverse Community

Status:
City staff has been working with the Historic Kempsville Community Advisory Committee to address three historic signs, traffic calming and future development opportunities. Site selection and design for the three historic signs has begun and is anticipated to be complete by July 1, 2019. $50,000 of CIP funding is expected by July 1, 2020. Staff has also been working with the Committee to revise the B4K (Kempsville Business District). A draft of the revisions was distributed for public review in early 2018. It is anticipated the revisions will be considered by Planning Commission in fall 2018. Funding has been authorized with the current CIP funds to install landscaping adjacent to the Kempshire Manor neighborhood.
Maintain AAA Bond Rating
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Thriving Economy

Status:
For nine consecutive years the City is rated triple-A by all three rating agencies, Fitch, Moody’s and Standard & Poor’s. Agencies affirmed the City’s triple-A rating with stable outlooks in March 2018 stating credit factors of: strong economy/tax base, solid financial position, and very strong financial management/policies. Key rating drivers: exceptional financial management, moderate debt, rapid amortization, large diverse tax base, comprehensive financial policies, conservative budgeting, and full funding of retirement costs. The number of municipal defaults and increased transparency requirements of GASB have caused rating agencies to emphasize pensions, retiree health care, and debt issuance and administration in their rating analyses.

Recent bond sale results:
- March 14, 2018 - 2018A Public Facility Revenue Bonds $33,395,000 & true interest cost (TIC) 2.909734% (ratings AA+/Aa1/AA+ one notch below GO bonds).
- February 27, 2018 – Series 2018A General Obligation Public Improvement (GO) Bonds $67,595,000 & TIC of 2.886308% (ratings AAA/AAA/AAA).

Key debt ratios of the City’s Debt Management Policies are estimated to be met as of June 30, 2018 (actuals available after year-end close-out):
- Overall Net Debt to Estimated Full Market Value <= 3.5%: 1.7%
- Overall Net Debt Per Capita <=$3,000 per capita: $2,051
- Debt Per Capita to Per Capita Personal Income <= 6.5%: 3.8%
- Annual Debt Service to General Government Expenditures <= 10%: 8.1%

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 is marketing surplus properties on behalf of Virginia Beach City Public Schools (VBCPS). Land sale proceeds will accrue to the VBCPS system. The request for sale to be for the highest and best use. Use of the property should be consistent with the City’s Comprehensive Plan, and determined collaboratively between school and city
1) FORMER LINKHORN PARK ELEMENTARY SCHOOL-CURRENT LASKIN ROAD ANNEX
   • 1413 Laskin Road
   • ±12.41 Acres
   • Building: 55,470 sqft
   • Zoning: A-12
   • Potential Uses: Residential/Child Care – Hilltop SGA Plan recommends non-residential, mixed use/office.
   • Three proposals were presented May 8th. School Board evaluating the property. Advised offerors to wait until the fall for a final decision.

2) ADJACENT TO RENAISSANCE ACADEMY
   • 273 North Witchduck Road
   • ±10.69 Acres
   • Zoning: B-2
   • AICUZ: Noise Zone – less than 65 dB Ldn
   • Potential Uses: Commercial/Apartments
   • Rezoning approved by Planning Commission for 240-unit multi-family development by Franklin Johnston Group.

3) FORMER SEATACK ELEMENTARY SCHOOL/CURRENT LAW ENFORCEMENT TRAINING ACADEMY
   • 411 Integrity Way
   • ±8 Acres
   • Building: 50,320 sf
   • Zoning: A-12
   • AICUZ: Greater than 75 dB Ldn & APZ-2
   • Potential Uses: Commercial
   • Recommend sale only when a relocation site has been determined for LETA.

**Master Technology Plan Implementation**
Initiative owned by Pedro R. Wallace, Tom Leahy

**Vision Element(s):**
Connected Community; Diverse Community; Learning Community

**Status:**
Out of 32 Master Technology Plan initiatives, 93% are scheduled for closure by year-end.

Highlights include:
- The Enterprise Architecture Review Team will officially launch during third quarter of 2018.
- IT has developed a total cost of ownership model in concert with Management Services with internal approval anticipated before October 2018.
• IT's reorganization plans have been updated to meet CIO's vision and will be fully implemented by year-end.

• An External Security Posture Assessment is scheduled for fourth quarter and resulting recovery plans will be complete by year-end.

• Service Desk processes and the Service Catalog have been defined. The implementation of ServiceNow, a cloud-based enterprise platform to streamline, automate and standardize IT business processes, is scheduled for deployment by year-end.

• IT’s recommendations for modernized job classes and specifications have been submitted to HR with final approval expected by year-end.

• To support the successful implementation of IT processes and services, a new solution owner and project manager have been assigned.

• An enterprise-wide Customer Relationship Management (CRM) solution has been identified and Emergency Communications & Citizen Services (ECCS) was selected as the pilot. Funding will be available in an FY19 CIP.

Master Technology Plan 2.0 is in progress and listed as a separate initiative under Goal 9.

**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:**
Officers have been deployed to the Bayside area of the City and, with the graduation of the current Academy, an additional 8 officers will be assigned to the Third Precinct to complete the Community Oriented Policing unit for Western Bayside and to maintain a small permanent presence in Town Center. The 2018/2019 budget includes 5 new positions that will be earmarked for the First Precinct, specifically the Green Run/Scarborough Square areas of the City.
Public Safety Salary Compression
Initiative owned by Regina Hilliard, Steven R. Cover

Vision Element(s):
Thriving Economy

Status:
The City Manager established a work group to make recommendations on public safety salary compression. Three tasks were identified: provide recommendations regarding vertical compression in the public safety departments by June 30, 2018, provide recommendations to the MLT on public safety pay systems by October 1, 2018, and provide recommendations for horizontal compression in January 2019. Recommendations on a new methodology for vertical salary compression were provided to City Council by June 30. Direction was received from City Council to implement vertical compression adjustments following the past methodology used of providing supervisors an increase to their salary. The City Manager's work group has been directed to effect horizontal compression adjustments next. The vertical compression adjustment has been initiation and pay changes have been made.
Goal 2
Maintain a Financially Sustainable City, Providing Excellent Services

Other Council Initiatives

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

Vision Element(s):
Unique Environment

Status:
The Agricultural Reserve Program was selected for review by the City Auditor’s office with the following objectives:

- Verify the significant financial aspects of the program -- the debt balance of the Installment Purchase Agreements (IPA), the balance and maturity dates of the US Treasury STRIPS investments held, the interest paid calculations, the dedicated real estate revenue computation, the development rights computations and other related items
- Verify program compliance with the “Agricultural Lands Preservation Ordinance of the City of Virginia Beach”
- Document in detail the ARP application/approval process and determine if any efficiencies can be implemented.
  - Audit findings concluded that the ARP has excellent procedures, controls and documentation to ensure compliance with the Virginia Beach Code of Ordinances, Appendix J – Agricultural Reserve Program.
  - Areas of findings for improvement include that will be completed in fiscal year 2019:
    - An updated market study for agricultural land values
    - Automation and digitizing of appropriate processes
    - Updating of sole source justification for appraisal services
SPSA: Long Term Solid Waste Disposal for Southside Localities
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
The SPSA (2.0) Use and Support Agreement began on January 25, 2018 and runs through June 30, 2027. The tip fee was reduced from $125/ton under the previous agreement to $65/ton. The FY 18/19 SPSA budget reduces the fee to $62/ton.
SPSA executed a service contract for alternative disposal with RePower South (RPS) on May 25, 2016, however RPS failed to provided required deliverables and the contract was terminated August 2017. An additional RFP for alternative disposal was posted and is currently under negotiation with Wheelabrator as the potential vendor. Should alternative disposal options not be suitable, the Regional Landfill will be used for disposal of the regions waste. The City of Virginia Beach contends the cost of disposal for MSA should not exceed $60/ton should a decision to not landfill be selected.

A Good Neighbor/Host Agreement with Suffolk is in effect as of May 23, 2016 and includes a $4 Host Fee for each ton of waste deposited in the Regional Landfill for Suffolk’s role as the host community for the Landfill. A modified Cell VII CUP has been approved which better reflects the needs of both Suffolk and SPSA.

Commercial waste is being accepted at SPSA transfer stations, which lowers overall costs for member communities and ensures a competitive commercial hauler market.
Goal 3
Improve the Transportation System
Goal 3
Improve the Transportation System
City Council's Priority Initiatives

Autonomous Vehicle Plan
Initiative owned by Brian Solis, Tom Leahy

Vision Element(s):
Connected Community

Status:
AUTOMATED VEHICLES
The automated vehicle shuttle program proposed at LC/Fort Story JEB was not supported by the U.S. Department of Defense due to security concerns. An alternative location to pilot an automated vehicle program is the Entertainment District in the Resort SGA. The goal is to provide an east-west transit service between the Convention Center and Sports Center in the 19th Street Corridor to/from The Wave mixed-use development. The shuttle would provide connectivity to the Oceanfront Transportation Center, currently on Arctic Avenue between 19th/20th Streets, to transfer to HRT bus routes; Megabus service as well as the Amtrak transfer service to the Newport News train station.

A new program (Service Level 3) will be proposed in fiscal year 19-20 to implement the automated vehicle shuttle including program components; vehicle procurement; regulatory approvals; infrastructure support; and on-going management and maintenance.

CONNECTED VEHICLES
City staff are participating in training/networking with industry experts to learn best practices that can be applied to creating a connected corridor (vehicle to infrastructure communication) in Virginia Beach and region. The departments of Planning, Public Works and Information Technology are coordinating to establish that connected corridor in sync with the Regional Broadband Ring to take advantage of the technology that will be within it.
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:
Two of the Transit Development Plan (TDP) recommendations outlined in the 11/30/17 update implemented in FY 2018 are:

- **Route 25 Enhancements** - Increase service to every 15 minutes from Military Circle through Newtown Transit Station along the Princess Anne Rd. corridor to VB TCC and Sentara PA Hospital.
- **Route 35 Enhancement** - Extending to year-round service from Pleasure House Rd. along Shore Dr., Pacific Ave. and General Booth Blvd. near Birdneck Rd. **Note:** An incremental enhancement was made in the 2018 season to extend service to the west side of Lesner Bridge/Pleasure House Rd. and south from 19th St. to Rudee Loop. Frequencies were increased from every 45 minutes to every 30 minutes.

TDP recommendations to be considered for implementation in FY 2020 are:

- **Route 24 Proposed** – New route serving entire Witchduck Rd./Kempsville Rd. corridors from Town Center to Greenbrier Mall. **Note:** This new route will provide new north-south public transportation service to Kempsville and Centerville as well as the Housing Resource Center.
- **Route 33 Change** - Modify route to serve S. Birdneck Rd. from Virginia Beach Blvd. to General Booth Blvd. **Note:** The changes to Route 33 would provide public transportation to the Seatack community as well as the large employer (GTS), currently under development at the former Owls Creek Golf Course.

Bike Construction
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Active Lifestyle; Connected Community

Activities:
- Evaluate bike accommodation opportunities.

Status:
The schedule for FY 2019 includes over 25 miles of existing roads to 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 2018, 33.5 miles of bike accommodations were added during paving operations by restriping for wider outside lanes and adding shoulders where possible.
**Bikeways and Trails Plan Implementation**  
Initiative owned by Chad R. Morris, Kenneth Chandler

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

**Status:**  
The 2011 Bikeways and Trails Plan is being updated and is expected to be completed by March 2019. In concert with the SGA office, a conceptual study of a path in the former NSRR corridor is underway and is expected by December 2018. A new 10’ wide multi-use path along the south side of Buckner Boulevard from Rosemont Road to Rica Drive has been completed.

**Bond Referendum for Road Backlog**  
Initiative owned by Mark A. Johnson, Tom Leahy

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

**Status:**  
In early September 2017, a draft conceptual program was sent to Executive Level for review. The conceptual program consisted of candidate backlogged projects that could be funded at the $100M, $200M and $300M funding levels. At City Council’s Mid-Year Retreat in September 2017, the Council tabled pursuit of a referendum; no further action has been taken.

**Centerville Turnpike Widening**  
Initiative owned by Mark A. Johnson, 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 summer 2019. The Total Project Cost is $43.4M

Centerville Turnpike - Phase III Project (Kempsville Road to the Chesapeake City Line) is now fully funded with Smart Scale funding. Design is underway and construction is scheduled to begin in 2022. The Total Project Cost is $32.0M
**High Speed Rail Advocacy**  
Initiative owned by Brian Solis, Ronald H. Williams Jr.

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

**Status:**  
The Virginia Department of Rail and Public Transportation (DRPT) is in the process of identifying funding sources to initiate a Tier II Environmental Analysis (EA) within the next six years for the Richmond-Hampton Roads segment of the SEHSR corridor. Approximately $27 million is needed to complete Tier II EA. It is recommended that the Hampton Roads Transportation Planning Organization and City of Virginia Beach’s 2019 Legislative Package request the need Federal or State funding for the Tier II EA.

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

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

**Status:**  
Construction is underway as of June 2018. Construction completion is scheduled for June 2020. Total Project Cost is $23.1M.

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

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

**Status:**  
The ITA Plan was approved by City Council at their December 12, 2017 meeting. The adopted plan has been posted on the City’s Planning Department website, on the Comprehensive Plan web page (as an amendment) and as a link on the Document Library page. An ad-hoc committee of City Staff members from Planning, Public Works, Public Utilities, Parks and Recreation and Economic Development has been formed to collaborate on the development of the plan and is currently working on the scope of the implementation plan.
Lesner Bridge
Initiative owned by Chris J. Wojtowicz, Tom Leahy

Vision Element(s):
Connected Community

Status:
The Lesner Bridge Project is for the replacement of the existing Lesner Bridge. The Total Project Cost is $115M. Project is under construction and approximately 95% complete. It is scheduled to be complete in November 2018.

Local Road Funding: Long Term
Initiative owned by Phil Pullen, Tom Leahy

Vision Element(s):
Connected Community

Status:
The City has been very successful in obtaining State and Federal Transportation funding over the past several years to supplement local funds. Over the past 10 years, the City received an average of $14M per year in Competitively Obtained Funding (COF), from various programs. In 2010, the guaranteed State Urban Formula Transportation Funding was removed and more recently the State has developed the "Smart Scale" Program to allocate State transportation funding to projects based on a project scoring system. In the first two rounds of Smart Scale, the City received $36M and $30M, respectively, for the following projects:

Round 1 (2016)
Indian River Road Phase VII-A $ 20,000,000
Laskin Road Bridge $ 10,000,000
Centerville Turnpike Phase III $ 6,000,000
Total $ 36,000,000

Round 2 (2017)
Indian River Road Phase VII-B $ 5,000,000
Laskin Road Phase 1-A $ 15,000,000
Cleveland Street Phase IV $ 10,000,000
Total $ 30,000,000

For Round 3, the City has applied for the following projects:

Round 3 (2018)
General Booth Boulevard & Oceana Intersection $ 3,600,000
General Booth Boulevard (Londong Bridge--Nimmo Parkway) $ 8,000,000
Laskin Road Phase III (Republic to Va. Beach Blvd) $ 25,800,000
Nimmo Parkway - Ph. VIIA
Initiative owned by Mark A. Johnson, Tom Leahy

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

**Activities:**
- Secure Environmental Permits
- 90% Design

**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. Environmental permits have been received. Design is currently at 60% complete and will be 100% complete in December 2018. Private utility relocation is scheduled to begin in early 2019 and be completed in spring 2019. The Total Project Cost is $19.7M. This project is fully funded in the FY 19 CIP, with a construction start of July 2022.

Princess Anne Road - Ph. VII
Initiative owned by Mark Johnson, 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 $38.6M. Project design is complete. Site acquisition and Utility Relocations are underway. Construction advertisement is scheduled for September 2018 and construction completion in September 2020.
Regional Transportation Funding/Six Major Projects Regional Agenda
Initiative owned by Robert Matthias, Tom Leahy

Vision Element(s):
Connected Community

Status:
- I-64 on the peninsula is being widened to six lanes in three phases to be completed by 2021.
- Improvements to HRBT to expand to four lanes in each direction is under the bid process. By the end of July the decision will be made whether to use the traditional submerged tunnel sections or the new TBM technology. This will improve I-64 from I-564 to I-664 in Hampton. Total cost is approximately $4 billion being paid solely by Hampton Roads Transportation Accountability Commission (HRTAC) funding.
- The Third Crossing, which has been renamed the Patriots Crossing, is funded for $10 million for additional environmental work. That project will be considered for funding after HRBT is finished in 2024.
- Phase I and II of the I-64/I-264 improvements are underway and will be completed in 2020. Phase 3 of the I-64/I-264 project, for engineering and preliminary design, has been funded.
- The Route 13-460-58 connector in Suffolk is funded for $10 million worth of preliminary engineering and design.
- The General Assembly established a floor for the Regional Gasoline Tax Hampton Roads. This will provide an additional $20 million a year to HRTAC and provide more surety to the bond rating agencies.

Roadway Maintenance Program
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Active Lifestyle; Connected Community

Status:
In FY 2018, the Pavement and Maintenance program completed over 170 miles of roadway and associated turn lanes and markings. The FY 2019 paving plan includes another 200 lane miles with support funding of $11,000,000 that was outlined in the Friday package to City Council on July 13, 2018.

The FY2018 reconstruction projects include portions of Princess Anne Road, West Neck Road & Muddy Creek Road. The FY2019 reconstruction projects will include portions of Sandfiddler Road & Indian River Road.
**Shore Drive Infrastructure Improvements**  
Initiative owned by Mark A. Johnson, 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 Infrastructure Improvements are broken into four phases (Phase I: Demonstration Project; Phase II: South Oliver to Treasure Island; Phase III: East Side of Lesner Bridge to Croix Drive; Phase IV: West Side of Lesner Bridge to Marlin Bay). Also included are Interim Safety Improvements and BAC additional safety recommendations.

- Phase I - Interim Safety Improvements and the BAC additional safety recommendations have been completed. ($7M)
- Phase II - Project is not programmed. ($24M)
- Phase III - Project is in the acquisition phase. Construction is scheduled to start in Summer 2019. ($24M)
- Phase IV - Funding was restored for this project in the FY 19 CIP. Design activities will resume when funding becomes available in July 2020. ($14M)

**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 - Phase II**  
Initiative owned by Mark A. Johnson, Tom Leahy

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

**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 began in January 2017 and is approximately 50% complete. Construction completion is scheduled for January 2020.
Goal 3
Improve the Transportation System
Other Council Initiatives

**Greenwich Flyover - I-64/I-264 Improvement Project**
Initiative owned by Mark A. Johnson, 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 is under construction as of February 2018. Construction completion is scheduled for fall 2021.

The Greenwich Flyover portion of the project is scheduled to be completed in fall 2019.
Goal 4
Revitalize Neighborhoods and Plan for the Future
Goal 4
Revitalize Neighborhoods and Plan for the Future
City Council's Priority Initiatives

2040 Vision to Action Community Coalition
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

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

Status:
City Council appointed the Vision to Action Community Coalition to educate citizens and monitor/measure alignment of Council’s planning and implementation of the Vision. The group has invested time in executing public outreach and marketing that emphasizes the Vision Elements: Connected Community, Learning Community, Diverse Community, Unique Environment, Active Lifestyle, and Thriving Economy.

On January 16, 2018 the Committee briefed City Council on their 2017 achievements. In April, the Committee received the Hampton Roads Volunteer Achievement Award, Community Honoree Civic Group. Members have presented the community Vision to the following groups: Sandbridge Civic League, 1st Precinct, and the Bay Island Civic League.

To further community engagement and stay well-informed, they have visited and observed the Achievable Dreams program and the Old Donation Center. Guests attended the Committee’s meetings and shared subject matter related to: Reinvent Hampton Roads; Chesapeake Bay Foundation; the WAVE project; Association of University Women, Gender Pay Gap.

A sub-committee is currently working with staff on developing social media outreach and an updated marketing plan.
Chesapeake Beach Sand Replenishment
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Following more than a decade of working with the community for a solution to their beach erosion problem, an initial beach replenishment has been accomplished. A sand search was conducted in 2013 by the Virginia Institute of Marine Science, design was completed in early 2017 and final permits were issued in February 2018. The contract was advertised in March of 2018, and with a fund transfer authorized by City Council, the contract was awarded in April. Work began immediately and was completed in June of 2018.

The second cycle of replenishment to maintain this beach is planned for 2023.

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

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

Status:
Greenwich Road Crossover and Cleveland Street Improvements Phases I-III (west of Witchduck Road) - This project is part of the overall eastbound VDOT I-264 interstate improvement projects between I-64 and the Witchduck Road interchange. This project will be designed and constructed in three phases. The first phase is constructed in two parts: Phase 1A includes pipe culverts and a parking lot. Phase 1B constructs the fourth leg of the Cleveland Street/Clearfield Avenue intersection and another parking lot. Phase 2 involves relocating the existing Cleveland Street/Clearfield Avenue intersection and improvements to another parking lot. Phase 3 will improve Cleveland Street to a four-lane undivided roadway from Clearfield Avenue intersection to Witchduck Road intersection. Value: $16.2M

Cleveland Street Improvements Phase IV- Project fully funded by both the City and State for design, property acquisition and construction of an improved Cleveland Street/Columbus Street, 4-lane, 90-foot wide, divided roadway 1.2 miles length between Witchduck Road and Independence Boulevard with turn lanes, shared-use pathways, on-road bike lanes and landscaping as identified in the Pembroke Strategic Growth Area (SGA) Plan. Value: $23.7M, completion: June 2025. In this connection, SGA staff is working on a small area plan that will update the Pembroke Strategic Growth Area Plan for the Central Village District.
Sea Level Rise/Recurrent Flooding Comprehensive Analysis
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

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 watersheds is underway and scheduled to be complete in the summer 2018. Hydrodynamic modeling for the adaptation strategy alternatives is scheduled to be complete in the fall 2018, followed by the creation of a matrix to screen the alternatives to come up with the top three. Also, a draft of the Policy Strategy will be submitted in September 2018 and the MLT will be briefed on the policy findings in the fall of 2018. The adaptation plan draft document for the preferred alternatives is scheduled to be submitted in January 2019. The study of future flood insurance coverage needs and residual risk is ongoing.

Sherwood Lakes SW Flooding
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Public Works Operations has positioned a 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. The water surface elevations are monitored once a month or after a rain event whichever is more frequent. The design for the permanent pump station including the pipe connecting the two lakes is complete. Construction for the interconnect pipe will occur in the late fall 2018. A value engineering report is being performed for the pump station.
Goal 4
Revitalize Neighborhoods and Plan for the Future

Other Council Initiatives

Housing Strategy: Policy and Implementation
Initiative owned by Andy M. Friedman, Ronald H. Williams, Jr.

Vision Element(s):
Diverse Community

Status:
Housing Strategy proposals will be developed in coordination with the City Manager’s Neighborhood Revitalization Strategic Goal team and presented for consideration. The following areas for action are being developed: Zoning and development policy changes to allow and promote desired development and reduce development inconsistent with planning goals; development of design options and ideas to promote new types and styles of housing - a $50,000 VHDA grant was obtained to support this; expansion of housing affordability programs; integration of homeowner rehabilitation programs with goals for flood resistance and resilience.

Storm Water Fee Policy Direction
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Diverse Community

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.

Unfortunately the previously approved FY19 increase for stormwater program funding was deleted thereby deferring the hiring of stormwater personnel needed to implement our expanding program. Additional stormwater projects needs and funding options are being developed for the FY2020 budget cycle. The Sea Level Rise and Stormwater Master Planning studies underway will identify long-term needs and costs.
Thoroughgood House Education Center
Initiative owned by Cynthia Whitbred-Spanoulis, Kenneth Chandler

Vision Element(s):
Connected Community; Learning Community; Unique Environment

Status:
In October 2014, the Department of Public Works combined Phase I and Phase II of the Thoroughgood House Education Center project into one project. The contract was awarded on February 1, 2016. Construction began early spring of 2016. This project consisted of a new HVAC system for the historic house, new interior storm windows, new exterior restrooms, stair repair, wood repair, and painting. Additionally, the new 2,700 square foot education center provides added exhibit, classroom and storage space. The Thoroughgood House and Education Center was completed on November 1, 2017. It welcomed 375 guests during the grand opening ceremony on May 18, 2018. Guests loved the new exhibits and renovated house.
Goal 5
Be a Competitive Sustainable Year Round Resort Destination for Residents, Businesses and Tourists
Goal 5
Be a Competitive, Sustainable Year Round Destination for Residents, Businesses, and Tourists
City Council’s Priority Initiatives

Activate Atlantic Avenue
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
Activate Atlantic Avenue is an initiative to improve the Atlantic Avenue corridor in the core area 15th to 25th Streets. The City and the Atlantic Avenue Association of business owners and operators have been working closely together in an effort to attract more visitors to Atlantic Avenue in the off-season. In 2018, the City launched an on-street parking pilot program for six weeks. The program was well-received and will be extended this year from November 1, 2018 - March 31, 2019. In addition, several pilot programs are being contemplated for the 2018-2019 off-season to include block parties, art installations and projection art shows. EDSA, an urban planning consultant, conducted and public engagement workshop in November 2018 and June 2019 and will be providing formal recommendations for revitalizing this core area. The recommendations will encourage Tactical Urbanism techniques which include flexible, low cost, short-term projects to advance long-term goals related to street safety, public space and neighborhood building. The City is working closely with the Atlantic Avenue Association of business owners and operators to implement various pilot projects that will attract visitors to Atlantic Avenue in the off-season. EDSA will issue a report in the next thirty days with recommendations for the near term, midterm and long term.

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

The Historic Hotel renovation was completed earing 2018 and residential development on the west side of Atlantic Avenue is progressing and expected to be completed in early 2019. 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. The Beach Club opened in time for the 2018 summer season.
- The Marriott Hotel and Conference Center is under construction.

**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.

**Expand Public Art Program and Community Art Programs**  
Initiative owned by Emily Spruill Labows, Ronald H. Williams Jr.

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

**Status:**

**FY18 Temporary Public Art**

1. Mount Trashmore Stair Mural
   i. In partnership with Parks and Recreation
   ii. Public voted on the winning design
   iii. Artist: Aimee Bruce, “Helping Hands” was completed April 6, 2018
2. Rudee Walkway Mural by artist Pepe Gaka was completed May 2, after national competition.
3. Eco-Responsive Installation at Pleasure House Point
   i. Partnership with Parks and Recreation and the Brock Environmental Center
   ii. After RFP process, artist Benjamin Heller was selected
iii. “Terrapin Basin” completed August 2018

4. Interactive Placemaking Element/Temporary Sculpture at Rudee Loop  
   i. Partnership with VBDA, Planning/SGA Department  
   ii. Fall 2018 installation of Work Program Architects

5. African American Cultural Center, Community Public Art Installation  
   i. In partnership with AACC  
   ii. Fall 2018 installation

6. School Public Art Residency - In progress - Pending on school schedule and coordination

7. Maser Maze on 19th St. & Parks Ave. - Summer installation

8. "The Canoes" by Donald Lipski at the Lesner Bridge  
   i. Presentation of Art and Engineering at VB school with Project Manager, Chris Wotowicz in February 2018  
   ii. March 1, hosted talk “The Marriage and Harmony of Art and Engineering” at MOCA  
   iii. Installation and community dedication - July 28, 2018

9. Created a more artist friendly Public Art site

10. "Children Playing" sculpture restoration at Court House - May 2018

11. FY19 Public Art Plan in development

**ViBe Creative District**
Initiative owned by Emily Spruill Labows, Ronald H. Williams Jr.

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

**Status:**
Focused on creating a sense of place/branding, planning year-round events, mural festival in May, interactive online mural map and marketing the District. In February 2018, City Council approved matching business incentives grants for small businesses in ViBe. Funding is to be used for building improvements, equipment to expand businesses and façade improvements.

**18th Street Improvements: CIP 9.020 (Cypress Ave to Arctic Ave)**
- Construction anticipated as early as November 2018
- Completion as early as November 2019
- Improvements include:
  o Wide sidewalks, street trees
  o On-street parking maintained
  o LED pedestrian lights
  o Curb and gutter replacing ditches
  o ViBe Parklet upgrades and accessibility improvements
19th Street Improvements: CIP 9.100 (Cypress Ave to Arctic Ave.)

- Construction began June 4, 2018
- Year-round construction with completion as early as June 2020
- Improvements include:
  - Wide sidewalks, street trees
  - On-street parking 50 spaces and turn lanes
  - LED pedestrian lights
  - Undergrounding of overhead utilities

17th Street Improvements:

- Funded to 30% design only, no funding or schedule for construction at this time.
- 30% designs anticipated in fall of 2018.
  - 2015: 7 new / expanded businesses created
  - 2016: 9 new / expanded businesses created
  - 2017: 8 new / expanded businesses created
  - 2018 to date: 12-14 new / expanded businesses created
Goal 5
Be a Competitive, Sustainable Year Round Destination for Residents, Businesses, and Tourists

Other Council Initiatives

19th Street Pedestrian Connection
Initiative owned by Mark A. Johnson, Tom Leahy

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

Status:
The 19th Street Project includes improvements along 19th Street from Parks Ave to Arctic Avenue. Improvements include a new three lane roadway section with on-street parking, 10’ minimum sidewalks, undergrounding of all overhead utilities, stormwater upgrades, new sanitary sewer, new traffic signals, street and pedestrian lighting, landscaping and street furnishings. The Total Project Cost for this project is $16.5M. Construction is underway as of May 2018. Construction is scheduled to be completed in June 2020.

Conduct "Research & Development" to support tourism marketing investments.
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Thriving Economy

Status:
The CVB continues to expand its research capabilities and resources to better measure and ensure the effectiveness of its owned, paid and earned media efforts. New research vendors include DestiMetrics, to measure where Virginia Beach visitors are coming from and forecast when they will be in the destination; VisaVue, to evaluate visitors’ spending; and Simmons Research, to understand the media consumption habits of the CVB’s target markets. Through a co-op with Virginia Tourism Corporation, the CVB also started working with Arrivalist in early 2018 to measure the impact of marketing and advertising efforts beyond traditional media performance metrics. Arrivalist uses proprietary technology to link internet users exposed to the CVB’s online owned and paid media with verifiable arrivals in the destination. Pending the results from this research, the CVB will be able to evaluate the different impacts of owned and paid elements in generating travel to Virginia Beach, such as identifying the most effective advertising messages and media vendors influencing visitation. Paired with upcoming creative testing and awareness studies, the
CVB will be well positioned to reach and convert potential visitors even more effectively.

**Construct the Darden Marine Animal Conservation Center**  
Initiative owned by Cynthia Whitbred-Spanoulis, Kenneth Chandler

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

**Status:**  
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. 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 ongoing Capital Campaign and will be known as the Darden Marine Animal Conservation Center. The donated funds will be used to help construct and equip the new facility.

The project was funded beginning in FY2015. The design firm of Waller, Todd and Sadler Architects completed the A&E construction drawings and the City put the project out for bid in early 2018. Bids came in over budget and staff worked with the low bidder, MEB General Contractors, to reduce significant costs in the project. Following transfer of unused funds from the Housing Resource Center CIP, the project was fully funded and City staff are working to finalize a construction contract with MEB. The current schedule calls for construction to begin in fall 2018, with completion planned for 2020.

**Convention Center Business Development**  
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

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

**Status:**
- Meetings, Convention & Sports Marketing sales efforts are mission critical to making Virginia Beach a year-around destination. Marketing strategies include account development, relationship selling and supporting facility growth.
- The sales team engages in destination marketing efforts from small meetings to large-scale conventions along with impactful participatory sports events taking place in our many sports venues.
- The Meetings and Conventions sales teams are utilizing new tools and marketing assets to leverage meeting planner relationships.
- Marketing platforms like Cvent, Experient and HelmsBriscoe will drive exposure and increase customer contacts. New marketing strategies like the “Beach Bike”
campaign, Inspiration Sales Guide, continue to allow the Virginia Beach sales team to “tell our story” to Regional and National Customers.

- The M&C Team began reviewing candidates to represent the destination as an embedded contract sales representative in the D.C., market – allowing for increased exposure and sales lead development.
- Virginia Beach Convention Center (VBCC) continues to be a major focus due to its ability to attract large-scale, impactful events.
- These events generate hotel room nights for our destination partners and high usage by the community. The VBCC hosted an estimated 622,013 attendees and 325 events in fiscal year 2017, generating approximately 101,136 room nights.

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

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

**Status:**
In an effort to raise awareness and familiarity of our year-round, coastal destination, the CVB has continued to expand its efforts to lift shoulder season visitation while maintaining summer season successes through an always-on multichannel marketing campaign. Our FY18 Brand marketing campaign leveraged high exposure vehicles including cable, broadcast, and Out-of-Home with our Brand Lifestyle Interest campaign layering in targeted interest-based placements including brand partnerships/ sponsored content, digital and social media ads. Recent CBRE Hotel Forecast data indicates that 2018 occupancy is expected to increase 1.4% year over year to 62.8% reflecting our destination’s sustained growth. Through strategic, highly efficient media placements in the FY18 Media Plan, the CVB was able to meet and even exceed market saturation goals by spend in nearly all key markets:

- 25% reach at 5x frequency for high ROI and high 1st time visitation markets (Boston, Columbus, Philadelphia, Pittsburgh, Raleigh, Cincinnati, Cleveland and Harrisburg)
- 20% reach at 5x frequency for high ROI and low 1st time visitation (Richmond, Charleston, WV and Greensboro)
- 15% reach at 4x frequency for lower ROI markets (Hartford, New York and Washington D.C. and Baltimore)
**Dome Site Development**
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

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

**Status:**
The VBDA partnered with Venture to fund additional due diligence studies. The studies include parking demand, entertainment venue analysis, retail analysis and economic impact analysis. A City Council and Development Authority workshop occurred August 14, 2018 and direction to commence negotiations were issued.

A public information series has been taking place to solicit input from the community and to date over 23 public engagements have transpired. Negotiations are under way.

**Owls Creek Marsh Pavilion Enhancement (Phases I & II)**
Initiative owned by Cynthia Whitbred-Spanoulis, Kenneth Chandler

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

**Status:**
Phase I is a project to renovate the twenty-two-year-old Virginia Aquarium Marsh Pavilion with the City and the Aquarium Foundation as partners. The Foundation initiated a capital campaign in March 2015 to fund new exhibits for the facility. An architectural firm is under contract and the project is in the design/development phase. The FY2018 budget included a Capital request for Phase II, to complete the project for the Veterinary Care Center which is needed to meet AZA’s accreditation standards for animal care and ensure a staff veterinarian and vet tech are onsite at all times. Guests will observe the Aquarium’s medical and husbandry staff in action as they care for animals in the exhibit collection and conservation programs. Also includes an area where children can role-play as Aquarium scientists helping injured marine animals and view our water quality lab. The Phase II Veterinary Care Center will complete the Marsh Pavilion Enhancements by providing teachable moments that inspire conservation to our youngest audiences and their families. This phase will also fund extra parking for the entire renovated Marsh Pavilion building as well as the Adventure Park.
Public Information and Marketing of Resort to Residents
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

Vision Element(s):
Connected Community; Thriving Economy

Status:
Messaging surrounding the benefits of tourism for locals continued and was strengthened by the creation and launch of a website dedicated to tourism advocacy. www.TourismWorksVB.com will serve as CVB’s headquarters for tourism advocacy information going forward. Research, studies, articles and easy-to-digest infographics have been incorporated into the site and video testimonials are in the works. To raise awareness of this new resource, the CVB partnered with Southside Daily, a local online news source, to create a series of tourism-centric articles and radio spots to drive traffic to the new site. Since launch, more than 2,400 page views have been recorded. The CVB also launched a digital ad campaign with the goal of reaching influential residents who receive “Tourism Works” ads on their mobile devices. Clicking the ad brings the viewer to the new site. During the first month of the campaign, the ads drew almost 400,000 impressions and nearly 500 viewers to the new site. The campaign continues through July. New advocacy rack cards were distributed to all Virginia Beach recreation centers and public libraries for resident use. Dialogue about advocacy opportunities continues with city staff, industry partners, and regional partners.

Resort Area Parking Plan
Initiative owned by Barry B. Frankenfield, Ronald H. Williams Jr.

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

Status:
The City is currently performing a joint parking study with the developer of the proposed dome site project in addition to the parking evaluation performed by Kimley Horn. These parking studies will assess the related parking demand generated by the project and will estimate the number of spaces needed to accommodate the proposed development as well as project future revenues and expenses associated with operating the project’s structured parking. Additional evaluation is advisable to predict parking demand for the new sportsplex and to develop parking management strategies to maximize peak space demand for these two projects as well as how their parking demands will impact daily operations of the Convention Center and existing space capacity of the surrounding community and districts.
**Sports Center**
Initiative owned by Brad van Dommelen, Ronald H. Williams Jr.

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

**Status:**
Virginia Beach is seen as a leader in delivering quality sports event experiences. In order to maintain market share and have the ability to bring in new business, the City contracted with Victus Advisors. After reviewing the feasibility study recommendations, researching our competitive set, and “benchmarking” similar facilities in size/scope, the City issued a PPEA to design, construct and operate the proposed Virginia Beach Sports Center. Three design/build/operate teams responded to the PPEA and were interviewed with MEB, ClarkNexsen and Hanbury being issued an interim agreement for the design/build portion of the project and Eastern Sports Management receiving the interim operating agreement. A comprehensive City development team with representation from Public Works (Facilities Design and Construction, Stormwater, Roadways, Environmental Compliance), Planning, SGA, Fire Marshall, CVB, Purchasing, Legal, Public Utilities, COMiT, Permits and Inspections, and the City Manager’s Office was created. This planning committee met more than 20 times to identify and recommend a building site, create footprint, analyze parking, work within the CIP process, develop floor plans and refine program space/program elements. MEB delivered the Guaranteed Maximum Price Document (GMP) to the City on June 6 and the City Council approved the Construction Agreement on July 10. Site clearing is underway. Project completion is expected summer 2020.

**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:**
We continue to lag behind other destinations for Meetings and Convention business when it comes to convention hotel facilities. The absence of a headquarter hotel to support the marketing of our convention center has significantly handicapped our ability to utilize the Convention Center in the manner in which it was designed and constructed. The opening of the Cavalier Hotel on the hill and construction for the 300 room full-service Marriott, will assist in attracting more meeting and convention business. However, these projects don't provide the scale and proximity to the Convention Center needed to effectively improve the marketability of the Center to attract the national convention market that we should be attracting. We received an updated HVS study analyzing the headquarter hotel issue in Virginia Beach. The study supports the need for this asset and stated the following: “Adequate attached lodging to a convention center is a key selection criterion for meeting planners and a primary point of comparison among competing venues. As convention centers
across the U.S. have developed hotel properties to meet this demand, the lack of a headquarters hotel in Virginia Beach has decreased the desirability of the VBCC and impeded its efforts to book quality events.”
Goal 6
Be the Safest City in the Nation
Goal 6
Be the Safest City in the Nation
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:
The first phase of the Body Worn Camera project began on July 16, 2018. We will ‘go-live’ starting with 20 officers from the 4th Precinct being assigned their cameras. From there each of the remaining precincts, Special Operations and the Warrant/Fugitive Squad will be issued cameras until Phase I (110 cameras) is completed. We have been working with Axon to ensure officers are properly trained in the use of this new technology. The entire Phase I rollout to all commands is expected to take up to 90 days. We have built in a two-week window per command to allow for workload assessments and IT repairs and upgrades.

The written policy has been finalized, which allowed for a review and comment period from internal members. We are working with Media Communications to better publicize our rollout of body cameras. This includes an internal message to the police department as well as an external message to be aired on social media and our webpage. It has been our goal all along to be as transparent and inclusive as possible during every phase of this process.

College Beach Weekend Action Plan
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):
Connected Community

Status:
On June 28, 2018 the Police Department participated in an after action review session with College Beach Weekend observers that was hosted by Councilmembers Shannon Kane and Robert Dyer at the Convention Center. The intent of this event was to gather new ideas, discuss what worked and what improvements can be made and implemented in the future.

Another after action review is planned for October 11, 2018 which will include neighborhood leadership, business owners, college students, and advocacy groups.
**Community Policing Strategy**  
Initiative owned by James A. Cervera, Steven R. Cover

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

**Status:**  
The five new officers, to be hired and trained in the October 2018 Police Academy, will be incorporated into the existing First Precinct COP Unit. We will again request 10 officers in the 2019/2020 budget to be dedicated into Community Oriented Policing.

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**Develop Continuity of Operations Plan**  
Initiative owned by Erin Sutton, Steven R. Cover

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

**Status:**  
The departments were given a deadline of March 2018 to complete their plans in order to incorporate their priorities into the city-wide plan, however there are a couple departments left that have not yet completed their worksheets. Office of Emergency Management is working with the last few departments to complete their COOP prioritization. The project has moved along at a slower pace than expected, but we will be completed by August 2018. The prioritization matrix will help leadership and department directors see the goals for implementing a city-wide COOP if necessary. Additionally, this exercise in departments writing their Continuity Plans has facilitated departments working together to support each other and the development of MOUs to fill gaps that departments identified. It has been a successful endeavor and has resulted in almost every department having a COOP in place.

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

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

**Status:**  
Drone Use Policy is complete. Over the next 90 days will be working on developing standard operating procedures for public safety and non-public safety departments. A
workgroup has been formed to discuss and form the outline. Upgraded drone models for Police arrived in August 2018.

**Housing Resource Center- Operations**  
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

Vision Element(s):  
Thriving Economy

Status:  
All provider contracts have either been awarded or are in process of being finalized. All staff have been hired or are in process. Construction is substantially complete. A certificate of occupancy for the building was granted August 1, 2018; the building dedication ceremony was held on August 23rd; and full operations will begin on September 10th.

**Oceanfront Staffing, Operations and Homeless Outreach**  
Initiative owned by James A. Cervera, Steven R. Cover

Vision Element(s):  
Connected Community

Status:  
Officers continue to identify homeless individuals and work closely with various City and State agencies to provide long term assistance and care for the homeless population. Oceanfront staffing levels have remained consistent with previous years, with the addition of officers for special events, tourist increases, and any unplanned Expressive Activity gatherings.

**Opioid Service Enhancements**  
Initiative owned by Dannette R. Smith, Kenneth Chandler

Vision Element(s):  
Connected Community; Unique Environment

Activities:  
- Continued Support for REVIVE! Program

Status:  
Human Services supports opioid prevention, treatment, and recovery in Virginia Beach. The REVIVE! Opioid and Nalaxone Education Program has trained 312 individuals. Our Medication Assisted Treatment program has served 291 individuals from August 1, 2017 – June 30, 2018, ideally serving a total of 345 by the end of the grant period on April 30,
2019. As part of the program, Human Services has hired two Peer Recovery Specialists to engage opioid users who visit local Emergency Departments and/or call in to the regional "Warmline" seeking treatment support. Our PRS staff have managed 218 Warm Line phone calls, provided 92 outreach contacts in Virginia Beach Emergency Departments, SAMHSA Crisis Plan group facilitation to 87 individuals with Opioid Use Disorders (OUD), and 51 outreach contacts to individuals with OUD on-site at several of our service programs.

In FY17–18, the Prevention Office worked with National Cinemedia Movie theaters to educate individuals on opioid prevention with 280,000 views. In 2018, Prevention used Adams Outdoor Billboards with 400,636 views during the campaign. Prevention also had 13 digital billboards displayed at Norfolk International Airport with 1,399,170 views and an opioid ad campaign with Health Journal magazine for three consecutive months.

**Opioid/Heroin Initiative**
Initiative owned by Chris Gordon, Kenneth Chandler

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

**Status:**
The Department of Public Health has been actively involved in providing Education, community awareness and Naloxone dispensing. The four departments continue to collaborate to provide REVIVE! Classes. The Health Director provided 4 presentations to different groups throughout the city to promote awareness of this epidemic. As of June 30, 2018, Public Health provided seven Revive! Lay Rescuer certification for Opioid Overdoes which has included over 350 people in the Virginia Beach area. The Department has the only person that is able to provide the Revive! Train-the-Trainer certification in the Eastern Region of Virginia and has conducted three trainings in the past six months to include Virginia Beach Correctional Center Adult Counselors. The Department has dispensed 49 Naloxone revival kits since January 2018, as well as over 150 Drug Disposal kits and instructions on proper medication disposal.
Goal 6
Be the Safest City in the Nation

Other Council Initiatives

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

Vision Element(s):
Thriving Economy

Activities:
- Developing formal exercise calendar.
- Emergency Preparedness and Recovery Plan
- Developing COOP and COG Plans

Status:
The Office of Emergency Management (OEM) has begun conversations with various departments regarding roles and responsibilities in recovery planning. A new Planner has been hired in OEM that has experience in writing recovery plans and will be developing a draft plan in the next three months, with the goal of a formal draft for review in January 2019. Each Deputy City Manager will have 1-2 Recovery Support Functions (RSF) that they will oversee and once the draft is complete will review and provide input to OEM and the directors that have responsibilities under their RSF assignments.

Develop Updated Evacuation and Shelter Plans to Align with New Evacuation Zone Initiative
Initiative owned by Erin Sutton, Steven R. Cover

Vision Element(s):
Thriving Economy

Status:
The Office of Emergency Management continues to work with Human Services, VBEMS, VBPD and VBCERT on sheltering plans. OEM is finishing work with Schools to update the shelter assessment data for the city and reassess the current shelter list to look for improvements in location and new schools. The Medically Friendly Shelter Exercise was completed in May 2018 and the After Action Report was submitted in July 2018. The Hurricane Evacuation Study is being conducted through 2018 and localities had hoped to have the results prior to the 2018 Hurricane season, however the state’s contractor did not finish the study. There was a briefing on the status of the study at the end of July 2018. Once this is complete we will move forward with a more robust outreach plan.
**Fire Apparatus Replacement**  
Initiative owned by David W. Hutcheson, Steven R. Cover

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

**Status:**  
Two 100-foot straight-stick ladder trucks are scheduled to arrive by September 2018. Three replacement engines are due to arrive December 2018. One new Engine for Burt Station (Station 22) is scheduled to arrive June 2019. Small fleet replacements include three brush trucks, two Battalion Chief Command Trucks and on Life Safety Bureau pickup truck.

**Fort Story Fire Station**  
Initiative owned by David W. Hutcheson, Steven R. Cover

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

**Status:**  
Engine 15 was placed in service at Fort Story in May 2018, staffed with a four-person crew, co-existing with Joint Expeditionary Base Little Creek as a joint-use fire station located on a military base (the first of its kind in the nation). Formal Ribbon Cutting Ceremony was held June 22, 2018.

**Public Safety Recruitment and Academy Curriculum**  
Initiative owned by James A. Cervera, Steven R. Cover

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

**Status:**  
**Police Recruitment** - In light of the on-going challenges we have:

- Applied for and received a $23,280 grant specific to recruiting women and African-American applicants. We are currently in the production phase for a series of Public Service Radio Announcements
- Enhanced our recruiting efforts with our local college network
- Increased our total number of Recruiters for Community Outreach efforts
**Academy Curriculum** – Examples of enhanced training include:

- Legal Updates (Constitutional and Statutory)
- Mental Health Crisis Intervention Training to include Mental Health First Aid
- Education specific to Juvenile Justice
- Re-engineering Use of Force Training and Policies to include De-escalation Training
- Active Shooter Responses
- Narcan, AED and Tourniquet Applications
- Pursuit Policy Training
- Enhanced Officer Safety and Firearm Training
- Ongoing in-service emphasis on the Philosophy of Community Policing, Ethics in Law Enforcement, Fair and Impartial Policing and Cultural Diversity

**Same Day Access to Behavioral Health Care**
Initiative owned by Dannette R. Smith, Kenneth Chandler

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

**Activities:**
- Contract with National Consultant to Expand and Enhance Same Day Access Service Capacity

**Status:**
Same Day Access programs are designed to provide a client with information, referral, and an initial assessment (as needed) the same day they seek services. The goal is to enhance the timeliness of access to services and expand service capacity to focus on early intervention and engagement. The Department was able to successfully implement a partial Same Day Access program in February 2017. Virginia Beach is phasing in its Same Day Access program; beginning with offering services during specified hours, five days per week. With assistance from the Commonwealth of Virginia, a national consultant has been working with staff each month to implement new strategies to expand Same Day Access. Thus far, medical record data mapping has been completed to gain efficiencies, a training and pilot program was completed for collaborative documentation to build engagement and capacity, a policy was established to address no-show rates, and a draft level of care guideline has been developed to create clinical pathways for best practice treatment.
Goal 7
Be an Inclusive Community that is Welcoming and Empowers All
Goal 7
Be an Inclusive Community that is Welcoming and Empowers All
City Council’s Priority 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:
- February 2018: MOU executed between City and AACC
- February 2018: City proclamation acknowledging African American History Month
- April 2018: Day of Non-Violence Event with Human Rights Commission & AACC in ViBE
- Spring 2018: AACC formed Campaign Committee & developed materials with assistance from Cultural Affairs Office
- April 2018: Kicked off Capital Campaign with guest speaker, Director of the Afro-American Cultural Center at Yale University
- Spring 2018: RFP issued by Cultural Affairs for temporary public art at AACC site
- Summer 2018: Smaller, community grassroots fundraising events planned. Richard Hollant selected to make art piece - it will be place of reflection where one can rest among strong images of members of African Americans community and contemplate our shared aspirations. Will comprise of 12 portraits representing African Americans from initial 12 historically Targeted Neighborhoods and expand to nearby majority African American communities that have since developed. All of the portraits captured will be accompanied by recorded interviews and will reside on a website developed specifically for the African American community in Virginia Beach.

Communication on Major Issues: Strategies and Actions
Initiative owned by Julie Hill, David L. Hansen

Vision Element(s):
Connected Community; Learning Community

Status:
The Communications Office has developed a model for increasing community engagement and outreach on key City initiatives that uses a new online survey platform
(www.publicinput.com), social media and community workshops to attract broader participation.

The participation using Publicinput.com is significantly improved compared to the previous services. Across all campaigns so far, there have been 14,000 participants, 5,000 comments and 153,000 responses. When paired with a community workshop, the results have provided ways people can participate that are in addition to traditional methods (City Council meetings). Some notable campaigns include:

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<th>Campaign</th>
<th>Participants</th>
<th>Comments</th>
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<tr>
<td>Entertainment District Survey</td>
<td>2,580</td>
<td>1,940</td>
<td>Nearly 300</td>
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<tr>
<td>Dome Site Project</td>
<td>2,548</td>
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<td>Nearly 300</td>
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<td>No Workshop Held</td>
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<td>Activate Atlantic Avenue</td>
<td>1,454</td>
<td>1,229</td>
<td>Targeted Stakeholder Workshops Only</td>
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**Homeless Strategy: Implementation**  
Initiative owned by Andy M. Friedman, Ronald H. Williams Jr.

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

**Status:**  
Key action items aligned with the Strategic Plan that are being worked on are:
1) Construct, open and operate the Housing Resource Center - this is reported on as a separate initiative.
2) Develop additional resources - we are supporting the work of the non-profit VB Home Now organization as they successfully expand the donations they obtain to support the housing resource center - their donation balance as of June, 2018 was approximately $458,000. ; in addition, we continue to apply for and obtain available state and Federal funding.
3) Adding a homeless prevention and diversion component to the system: this is funded in the FY 18-19 budget and will begin operation in September, 2018 along with the housing resource center.
**Mental Health Initiative**  
Initiative owned by Dannette R. Smith, Kenneth Chandler

**Vision Element(s):**  
Connected Community; Learning Community; Unique Environment

**Activities:**
- Discuss Opportunities to Collaborate on Addressing Mental Health Issues in Virginia Beach
- City Leadership Approval of Mental Health Initiative Charter

**Status:**
As part of the Mental Health Forum, Human Services has brought together city departments and community stakeholders to discuss and address behavioral health issues in Virginia Beach. The group has developed a draft charter defining collaborative strategies to address this issue and is currently under review. Additional meetings will occur monthly until after the Mental Health Forum event. Once the charter and strategies are established, the group will meet regularly to begin implementation moving forward.

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**Proactive Communication Enhancement Plan**  
Initiative owned by Julie Hill, David L. Hansen

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

**Status:**
Communications Director Julie Hill briefed City Council on plans to enhance communications on November 4, 2017. The Communications Office launched VB411, a bi-monthly informational series, and a companion website [www.vbgov.com/vb411](http://www.vbgov.com/vb411), to combat misinformation, rumors and fake news, on February 2, 2018, after reviewing the pilot with City Council. Each episode receives between 1,000 and 2,000 views on Facebook and YouTube.
Goal 7
Be an Inclusive Community that is Welcoming and Empowers All
Other Council Initiatives

Disparity Study
Initiative owned by Patti Phillips, Tom Leahy

Vision Element(s):
Diverse Community

Status:
The disparity study being conducted by BBC Research and Consulting is on schedule. Draft results will be available to staff in August 2018. The purchasing division has been participating in biweekly teleconferences with BBC to answer data questions since the study began. As of July 2, 2018, BBC indicates that the community response rate to information requests has been around 50%. They are near completion of information gathering and are analyzing data in advance of drafting the initial report.

The city spent $20.7M with minority owned businesses in FY18. This is an increase from $20.4M in FY17 and $17.4M in FY16. $18.3M of the $20.7M was spent with vendors in a prime capacity and was spread across 91 firms. Prime contract expenditures break down as follows:

- 58 African American owned businesses totaling $5.39M
- 18 Asian American owned business totaling $7.96M
- 13 Hispanic American owned businesses totaling $1.43M
- 2 Native American owned businesses totaling $.015M
- Other (most often contractors of multiple ethnicities) $3.54M

This report contains preliminary expenditures presented ahead of year end close for FY18. Final performance will be presented with progress toward the 10% goal in the next update.

Expansion of Behavioral Health Services in the Criminal Justice System
Initiative owned by Dannette R. Smith, Kenneth Chandler

Vision Element(s):
Connected Community; Unique Environment

Status:
Improvements in Jail Services through biweekly meetings between Human Services and Jail staff have increased communications between departments.
The number of clients provided with re-entry planning services has increased from 231 in FY16 to 685 in FY18. As part of enhancing the services and preparing individuals for re-entry, jail staff have been trained to provide REVIVE classes beginning in September 2018 to provide training on opioid overdose prevention, response and naloxone use to save lives.

Another program, Court Ordered Treatment, is a partnership between the court system, Human Services, Virginia Beach Sheriff’s Office, and Probation & Parole to reduce recidivism and increase stability for individuals with a serious mental illness. It involves release planning and intensive facilitation of door-to-door services throughout the entire process to ensure compliance with court orders. Two individuals have been referred to this program thus far. Similarly, the Drug Court program opened in August 2017 as a partnership between the court system and Human Services to assist select repeat offenders with substance abuse issues and divert them into a strict monitoring, supervision, and treatment program. To-date, five individuals have been enrolled in Drug Court and two other individuals are scheduled to release into the program.

**Permanent Supportive Housing for Individuals with Serious Mental Illness**
Initiative owned by Dannette R. Smith, Kenneth Chandler

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

**Activities:**
- Alert Eligible Clients about Permanent Supportive Housing Opportunities

**Status:**
Human Services received funding from the Commonwealth to provide permanent supportive housing to 72 individuals. The goal is to provide safe, affordable housing options for individuals with a serious mental illness. These housing options are specifically designed to be integrated into community settings and participants receive supportive services, as needed. To-date 56 individuals have been housed under this initiative, 14 have vouchers and are locating housing and 2 are awaiting issuance of a housing voucher.
Goal 8
Have World Class Schools
and
Educational Programs
Goal 8
Have World Class Schools and Educational Programs
City Council's Priority Initiatives

Academia Programs Expansion
Initiative owned by Warren D. Harris, Ronald H. Williams Jr.

Vision Element(s):
Learning Community; Thriving Economy

Status:
Old Dominion University will significantly expand its health sciences programs at the Virginia Beach Higher Education Center beginning this fall. The move will complement ODU's health-sciences presence in Norfolk, introducing high-demand graduate programs in Virginia Beach such as telehealth, while enlarging other programs in the Schools of Nursing and Community & Environmental Health within the College of Health Sciences. The expansion will bring an additional 850 students and 62 faculty members to the Virginia Beach center.

Starting in the fall of 2018, the Virginia Beach Higher Education Center will offer upper-level undergraduate and graduate courses in nursing and telehealth training, providing students dynamic new classroom and hands-on opportunities in these critical fields. That will place an additional 350 students and 45 faculty members at the center, bringing the total to more than 1,200.

City Summer Youth Employment: Expansion
Initiative owned by Michael F. Kirschman, Kenneth Chandler

Vision Element(s):
Learning Community

Status:
This year, the Youth Opportunities Office (YOO) employed 103 Virginia Beach residents, ages 16-21 in the Summer Youth Employment Program (SYEP). This is an increase from 86 participants in 2017 (Approximately 20% increase). The program provides opportunities to gain work experience in the public, private and not-for-profit sectors, learn new skills, earn and save money. There are currently 86 young people working throughout City agencies, and 17 in private companies. The goal of the SYEP is to increase 25% annually to 200 participants.
**Employee Tuition Reimbursement**  
Initiative owned by Regina Hilliard, Kenneth Chandler

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

**Status:**  
Tuition assistance over the last fiscal year has included assistance to:
- 102 employees for the Fall Semester
- 103 employees for the Spring Semester
- 41 employees for the Summer Semester

We have also worked to establish formal partnerships with several colleges and universities for employee discounts towards tuition, fees and application fees. Discounts and cost savings differ by educational entity.
Goal 9
Leverage Data and Technology to Enhance Community Livability, Prosperity and Sustainability
Goal 9
Leverage Data and Technology to Enhance Community Livability, Prosperity, and Sustainability
City Council's Priority Initiatives

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

Vision Element(s):
Connected Community

Status:
As part of ongoing cyber security activities, the Information Technology Department is currently conducting an analysis and audit of the City’s network. The internet management system was updated to modernize reporting capabilities and optimize how the Information Security (InfoSec) Office can protect the City’s network. The upgraded internet management system provides the ability to defend against web-based attacks. The 2018 annual review of information security policies is complete and updated policies have been published on InfoSec’s BeachNet page. The annual review is conducted by the InfoSec Office with final review by the Chief Information Officer. Cyber security awareness training is critical for employees and aims to mitigate risks posed by sophisticated phishing or social engineering methods. To comply with HIPPA, Criminal Justice Information Services (CJIS) and National Institute of Standards and Technology (NIST) frameworks, 7500 SANS-hosted Cyber Security Enterprise Training Subscription licenses have been purchased for 12 months to provide online security training and single sign-on support services for all City employees.

As of February 1, 2018, a new Administrative Directive, AD 2.16, Information Technology Personal Mobile Device was adopted by the City Manager and sets guidelines for managing the security of internal information accessed from employees’ personal mobile devices.
**Disaster Recovery**
Initiative owned by Darrell G. Riddick, Tom Leahy

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

**Status:**
The Information Technology (IT) Department continues to assess the City’s disaster recovery and business continuity plans. Protecting significant investments in information technology and communications remains a top priority for the IT department and the City. IT’s continuity of operations (COOP) plan will ensure performance of essential functions during emergency situations, which will be included in the City’s overall COOP. The plan’s anticipated completion date is September 4, 2018. Testing is being conducted to prioritize the order in which applications should be restored in each department should a disaster or major disruption occur. All applications cannot be retrieved at the same time, so departments are in the process of identifying and submitting a list of mission-critical applications.

A successful data center recovery strategy involves proper maintenance of HVAC systems, chillers, generators, and other key equipment. Data center upgrades will consist of replacing all ceiling and floor tiles; painting and repairing all walls; installing LED lights; and installing a new 30-ton air conditioner. In June 2018, the contract was awarded to Construction Solutions, Inc. (CSI). Work commenced on August 9, 2018 and the project is scheduled for completion in November.

**Integrated Public Safety Initiative**
Initiative owned by Ed C. Feeney, Tom Leahy

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

**Status:**
The Integrated Public Safety (IPS) program consists of three implementation phases:

- Phase 1 – CAD, Mobile CAD, Deccan LiveMUM, IWM and integration
- Phase 2 – Police RMS, Mobile Field Reporting, eTicketing, Data Warehouse and Integration
- Phase 3 – Fire RMS and Mobile Fire Inspections

The City launched the new Computer Aided Dispatch (CAD) platform on February 27, 2018 with Motorola’s PremierOne CAD and Mobile CAD. PremierOne will help improve response times and deliver critical information to first responders as an incident unfolds. The platform is customizable and scalable based on the City’s operational needs. The new software provides integration to over 25 internal and external systems, and offers dispatch recommendations using real-time vehicle location.
The Public Safety Solutions team and corresponding agencies are in the final stages of Phase 1 implementation. The team continues to identify and address user issues as quickly as possible. Phases 2 and 3 are currently being executed and will continue into FY20.

**Legislative Management Implementation**  
Initiative owned by Pedro R. Wallace, Tom Leahy

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

**Status:**  
The Information Technology (IT) Department has been managing the integration and implementation of legislative management software throughout the City to improve the efficiency and transparency of the public meeting process, which fosters better citizen engagement. The Department of Planning and the City Clerk’s Office will be the first to utilize the Granicus Legislative Management solution to simplify the legislative meeting process. Once implemented, this solution can be used by all departments who submit Council agenda items. The scheduled go-live date for the Department of Planning is December 2018. The citywide go-live date has been set for January 2019. In addition to streamlining the process of creating and publishing legislative agendas and minutes, the tool has user-friendly controls that allow citizens to access past and live meetings, and register online to be a speaker. It also gives Council and Board members the opportunity to vote electronically. On average, the City of Virginia Beach has 500+ agenda items spread across 24 meetings annually. The Granicus Legislative Management solution will fulfill an immediate agenda management need while delivering systematic and automated capability to the City.

**Offshore Wind Energy**  
Initiative owned by Robert Matthias, David L. Hansen

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

**Status:**  
Dominion Energy put the Virginia Offshore Wind Technology Application Project (VOWTAP) on hold due to high perceived costs. They are now partnering with Orsted Energy, previously named Danish Oil and Natural Gas (DONG). It is likely that they will move to full development in Virginia in the next 5-8 years. Offshore wind continues to be more expensive than many other sources of energy, however, the cost has come down. Dominion’s average kilowatt/hour costs approx. $0.12. It's been stated that offshore wind is in the range of $0.16 per kilowatt/hour and that cost is decreasing.
The Dominion Orsted offshore location is located at least 25 miles off the shore, which creates another large cost as the power cable for the production of the wind farm costs over $1 million per mile. The Navy has indicated that the previously given permission for Dominion to bring ashore their cable at Dam Neck Naval Station has been rescinded. Orsted/Dominion is now negotiating to bring the power cable to shore at Camp Pendleton, close to where the transoceanic cables are coming ashore. Construction is to start in late 2019 early 2020. The General Assembly passed legislation in 2018 requiring 5000 milliwatts of renewables be constructed.

**PulsePoint Software Implementation**  
Initiative owned by Ed C. Feeney, Tom Leahy

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

**Status:**  
The City launched a modernized Computer Aided Dispatch (CAD) and Mobile CAD platform on February 27, 2018. The PulsePoint Connect service runs from the City’s local CAD environment and delivers select system dispatch data to PulsePoint through a secure, encrypted communication portal. Specific information is distributed from the PulsePoint cloud service to registered CPR-certified citizens located within close proximity of a cardiac event.

Information Technology (IT) and Emergency Medical Services (EMS) are in the final stages of implementation. The software has been installed and prepared for its designated tasks. The team defined and documented each department’s roles and responsibilities, as well as the business processes required to ensure successful ongoing operations of the service. The project team recently completed the initial user acceptance testing and conducted a soft launch on July 2, 2018. PulsePoint was released community-wide on July 14, 2018. To date, the app has reported 841 followers and 541 CPR-enabled followers.

Additionally, EMS is completing research and analysis on the PulsePoint Verified Responder application. This application notifies registered and verified public safety responders of all nearby cardiac arrests including those within private residences.
Goal 10
Modernize City Assets and Infrastructure
Goal 10
Modernize City Assets and Infrastructure
City Council's Priority Initiatives

Aragon Flooding SW Project
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
This project addresses drainage inadequacies in the Aragona subdivision. A major storm drain system will be installed along Sullivan Boulevard from the intersection of Sullivan Boulevard and Holladay Lane eastward crossing Aragona Boulevard and southeast to Overman Avenue and the outfall tributary system. A preliminary study of the main storm pipe system was completed, followed by a study to develop the project scope for upgrades to the storm drain system. An engineering firm is designing the stormwater system improvements. The design is at 90%, and construction of this $3.76M project is anticipated to begin in fall 2018.

Ashville Park SW Flooding
Initiative owned by Mark A. Johnson, 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. Design plans to implement some of these improvements are underway. The 30% design was submitted in April 2018. 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. A permanent weir structure and associated gates are needed to protect against tidal influence from Back Bay of the Ashville Park storm drainage system. The notice to proceed (NTP) for the weir structure was issued on July 23, 2018. A cost participation agreement for this $11.1M project is being prepared. The pump station and the box culvert with ditch improvements at the Sandbridge Road/New Bridge Road intersection are both scheduled to be advertised for construction in the summer of 2019. If acquisition is required from the US Fish and Wildlife Service for the intersection project, the schedule may be extended.
Central Beach District SW Flooding
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
A design Charrette was held in December 2016 to discuss the alternatives analysis. The ultimate project includes an offshore ocean outfall, a tide control structure, a large pump station, new stormwater conveyance system including replacing undersized box culverts and redirecting 25 acres of drainage area to the existing 16th Street pump station all for an estimated cost of $113M. A presentation was given to City Council on November 21, 2017 to review the purpose and need for the project and to discuss the interim projects that can be designed and constructed for $21M. This project received $500K on July 1, 2018 to begin design on the first interim project which will replace an existing 42-inch pipe with a box culvert or bridge at 24th Street.

Chubb Lake/Lake Bradford
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
This is a new project in FY 2018, with partial funding to begin to address the repetitive residential and roadway flooding that has been occurring with moderate to heavy rainfall and tidal events in the eastern portion of Stormwater Watershed 31 including areas west of Northampton Blvd and portions of Church Point and Thoroughgood subdivisions that drain into Lake Bradford before they drain through Little Creek and into the Chesapeake Bay. The drainage improvements include, but are not limited to, storm drain pipe and structure improvements, additional stormwater culverts located under multi-lane arterial roadways, tide control devices such as mechanized sluice gates, stormwater management pond improvements and, potentially, some channel/ditch clearing and improvements. The first phase is underway which involves a preliminary engineering report to identify early implementation projects. The preliminary engineering report should be complete in the summer 2018. The estimated total project cost is $32M. To date, $7.6M has been programmed in the CIP.
Disaster Recovery Plan - Infrastructure
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Completed projects to improve back up power to critical City facilities included the Operations Building (Bldg. 2), the Aquarium, and Kemps Landing/Old Donation Middle School.

Central Plant - feeds 17 buildings in the municipal area. If power is lost, HVAC will not be supplied to critical buildings to include the correction center, school administration and other City buildings. Funding was approved for $5,305,585 to design/construct/install an emergency generator and construction will occur in CY 2019.

Correctional Center - houses approximately 1400 inmates. A mitigation grant for $531,658 was awarded to replace/increase the capacity of the existing generator. The grant funded 75% ($398,744) and the City funded the remaining 25%. Construction/installation of the new generator has been completed. Additional design effort to increase emergency power to Building A & B is in progress with construction in CY 2019.

EMS Headquarters - Funding was approved for $801,728 to design/construct/install an full back up emergency generator at the EMS Headquarters located at 4160 Virginia Beach Blvd. Construction will occur in CY 2019.

In addition, a generator assessment was completed by the Dept. of Public Works, Facilities Management Group, Energy Office in 2017 and will be updated in 2019.

Little Creek American Field Relocation
Initiative owned by Chad R. Morris, Kenneth Chandler

Vision Element(s):
Active Lifestyle

Status:
Little Creek American (LCA) is a youth baseball program with PONY affiliation. Their home field complex is on Little Creek Joint Expeditionary Base. LCA lease for their fields will expire in February 2019, and will not be renewed. LCA is requesting two fields on a single site within their participation boundary to use as home game fields. Staff have analyzed numerous sites and are recommending Luxford Elementary School as LCA's home field location. Currently, Aragona-Pembroke is allocated the practice field at Luxford and will be moved to the new field at Old Donation School.
Two fields will be constructed at Luxford and will include backstops, dugouts, and bleacher pads. Additional site improvements will include a lavatory shelter, tent pad and connecting walkways to insure ADA accessibility. These amenities are expected to be built after the fall little league season ends in November 2018. Creating the infields and establishing turf will take place in the spring of 2019. The fields will be allowed to grow during the summer and will be ready for LCA games in the late summer/fall of 2019.

**Princess Anne/Green Run Little League: Direction**
Initiative owned by Chad R. Morris, Kenneth Chandler

**Vision Element(s):**
Active Lifestyle

**Status:**
The Green Run Little League board is considering replacing one of their buildings and have requested financial assistance from the City. Working through the Virginia Beach Development Authority, funding is possible. The Green Run Little League Board is currently reviewing the loan arrangement and their ability to repay the loan.

**Storm Water Management Policies, Planning and Programs**
Initiative owned by Mark A. Johnson, Tom Leahy

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

**Status:**
The MS4 stormwater permit requires the submittal of an annual report to DEQ by October 1st of each year. Public Works Engineering Stormwater Management Regulatory Division completed the annual report and submitted in compliance with the permit requirements in September of 2017. Our next annual report is due on October 1, 2018. Our most recent completed milestone was the submittal of our Chesapeake Bay and Local Water Quality Action Plans by June 30, 2018. All three of our Action Plans were approved by DEQ in July 2018 with no comments. These are posted on www.vbgov.com/stormwater-program. A key component of our action plans to improve local water quality is based on our partnership with the Hampton Roads Sanitation District on the Sustainable Water Initiative for Tomorrow (SWIFT). The City entered into an agreement with HRSD in September 2017 to allow for pollutant reduction trading to support restoration of the Chesapeake Bay. This agreement will reduce the burden on the City of Virginia Beach ratepayers by avoiding future costs, estimated at $315M, associated with the Chesapeake Bay TMDL. Water Quality Improvement projects will be implemented citywide to address local water quality needs.
Storm Water Watershed Management Master Planning, Analysis and Modeling
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Thriving Economy; Unique Environment

Status:
This project is updating the City’s stormwater master plans that were prepared in the late 1980's. The first step to manage a stormwater system is to know what you have and how it performs. The modeling identifies deficiencies in the City’s stormwater system considering both stormwater quality and quantity and provides design parameters such as downstream water surface levels to developers for projects. In addition, by mapping out the City’s stormwater management system, we are meeting one of the requirements of our MS4 permit. The models are interactive and will be kept updated. The analysis and modeling is divided into 5 main watersheds, Lynnhaven River, Little Creek, Atlantic Ocean, Elizabeth River and Southern Rivers watersheds. These 5 main watersheds are then divided into 31 sub-watersheds. The master plans for the Lynnhaven River watershed were completed in June 2018. The master plans for the Little Creek watershed will be complete in December 2018. The master plans for the Atlantic Ocean watershed will be complete in December 2018. The master plans for the Elizabeth River watershed will be complete in February 2019. And the master plans for the Southern Rivers watershed will be complete in August 2019.

Virginia Beach Comprehensive Waste Management Strategy
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Thriving Economy

Status:
The SPSA (2.0) Use and Support Agreement for regional solid waste disposal began January 25, 2018. All member communities continued participation and all debt was retired. A Solid Waste Collections fee was initiated January 1, 2012. In July 2013, Waste Management was transitioned to an Enterprise Fund. In July 2016, the fee was set at $23.00 where it stands today. The existing fee is not sufficient to maintain Waste Management as a solvent enterprise fund. City Council provided additional funding for using the Tourism Investment Program.

The most recent recycle rate for Virginia Beach is 37.4%. The recycling industry is currently struggling with oversupply and low commodity prices as a result of policies implemented by China. TFC, the City’s recycling vendor, is continuing to meet the obligations of their contract.
The contract with KW1 for yard debris processing was not extended for the final available term. KW1 suffered fires and was subsequently found to have several Fire Code violations. Yard debris is currently being taken to the HRRC Landfill. Alternative yard debris processing options are currently being evaluated.

**Water Supply: Direction**
Initiative owned by Bob Montague, Tom Leahy

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

**Status:**
In progress.

**Windsor Woods, Princess Anne, The Lakes SW Flooding**
Initiative owned by Mark A. Johnson, Tom Leahy

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

**Status:**
The City has retained a national engineering firm to develop a detailed engineering analysis and 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 to identify improvements addressing flooding in Windsor Woods, Princess Anne Plaza/Northgate and The Lakes. The total project cost is estimated at more than $129M. The first phase of this project is to develop the detailed engineering analyses to determine the specific program of flood control measures. In the meantime, four early implementation projects that can be constructed within 3 years and provide independent beneficial flood relief for a total of $7.3M are underway. This follows $6M of canal dredging projects that have improved the stormwater management system’s performance. The draft engineering analysis for Windsor Woods, Princess Anne Plaza and The Lakes was submitted in July and is under review.
Goal 10
Modernize City Assets and Infrastructure

Other Council Initiatives

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

Vision Element(s):
Thriving Economy

Status:
City Council considered 6 options developed by Moseley Architects and Public Works Facilities to either renovate or replace Building 1 at the Municipal Center. On October 3, 2017, City Council adopted a resolution, by consent to provide "design" direction for the City Hall replacement. City Council selected Option 2, a new building to be located at the Municipal Center between Buildings 1 and 2, along George Mason Drive. The planning and programming study documents identified a 2070 need for 149,939SF, at a cost of $55,620,000. On October 13, 2017 the City Manager informed City Council that Public Works Facilities would proceed with designing the new City Hall to meet the current-day, 2017 program need of 134,000SF. The design and construction of a 134,000SF facility can be met within the approved CIP 3-072 ($50,250,000). Moseley Architects commenced with design services in November 2017. Design is anticipated to be complete in December 2018. A construction services solicitation will be advertised in March 2019. A construction contractor will be selected and a Notice-To-Proceed will be issued in July 2019. Construction of the new City Hall will be complete in July 2021.

Croatan Beach Sand Replenishment
Initiative owned by Mark A. Johnson, Tom Leahy

Vision Element(s):
Unique Environment

Status:
Council approved a $1.76M project for Croatan Beach Sand Replenishment in the FY 2018 budget. State permits have been obtained. The Corps of Engineers required a review of this project under Section 408 to determine any impacts on the federal channel at Rudee Inlet. On July 27, 2018 the Norfolk District issued a finding that the project may proceed provided the City assumes responsibility for any increased shoaling that is determined to be a result of the beach nourishment and that negatively impacts the Norfolk District’s ability to maintain the federal channel. Anticipate receiving final permits in August, advertising the contract in September and beginning construction in November 2018.
Index
19th Street Pedestrian Connection (p. 67)
2040 Vision to Action Community Coalition (p. 55)
Activate Atlantic Avenue (p. 63)
African-American Cultural Center: City Support (p. 87)
Agriculture Business Analysis and Expansion Strategy (p. 19)
ARP Evaluation and Direction (p. 39)
Aragona Flooding SW Project (p. 105)
Ashville Park SW Flooding (p. 105)
Autonomous Vehicle Plan (p. 43)
Better Mass Transit by Improvement Frequency and Reliability (p. 44)
Bike Construction (p. 44)
Bikeways and Trails Plan Implementation (p. 45)
Bioscience Business Development (p. 20)
Body Worn Cameras for Patrol Officers (p. 77)
Bond Referendum for Road Backlog (p. 45)
Burton Station Rezoning and Commercial Rezoning (p. 20)
Burton Station SGA/Northampton Corridor Development (p. 21)
Cavalier Hotel Preservation (p. 63)
Central Beach District SW Flooding (p. 106)
Centerville Turnpike Widening (p. 45)
Chesapeake Beach Sand Replenishment (p. 56)
Chubb Lake/Lake Bedford (p. 106)
City Hall 2020 (p. 111)
City Properties: Inventory, Evaluation and Direction (p. 33)
Cleveland Street Area Development (p. 56)
College Beach Weekend Action Plan (p. 77)
Community Policing Strategy (p. 78)
Conduct “Research & Development” to Support Tourism Marketing (p. 67)
Construc the Darden Marine Animal Conservation Center (p. 68)
Continue ARP, ITA, and Strategic Open Space Acquisitions (p. 69)
Convention Center Business Development (p. 68)
Convention Center Hotel Project (p. 64)
Croatan Beach Sand Replenishment (p. 111)
Develop a Comprehensive Pre- and Post- Disaster Recovery Plan (p. 81)
Develop Continuity of Operations Plan (p. 78)
Develop a Year-Round Market Segments Program (p. 69)
Develop Updated Evacuation and Shelter Plans to Align with New Evacuation Zone (p. 81)
Disaster Recovery (p. 100)
Disaster Recovery Plan – Infrastructure (p. 107)
Disparity Study (p. 90)
Dome Site Development (p. 70)
Drone Use Policy (p. 78)
Economic Development Small Business and Diversification Strategy (p. 22)
Employee Compensation: Policy Review (p. 34)
Employee Tuition Reimbursement (p. 96)
Expand Public Art Program and Community Art Programs (p. 64)
Expansion of Behavioral Health Services in Criminal Justice System (p. 90)
Fire Apparatus Replacement (p. 82)
Fort Story Fire Station (p. 82)
Greenwich Flyover – I-64/I-264 Improvement Project (p. 52)
High Speed Rail Advocacy (p. 46)
Historic Kempsville Area Master Plan Implementation (p. 34)
Historic Kempsville Quad “C” Development (p. 23)
Homeless Strategy: Implementation (p. 88)
Housing Resource Center – Operations (p. 79)
Integrated Public Safety Initiative (p. 100)
International Business Attraction: Strategy and Action (p. 24)
ITA (Interfacility Traffic Area) Study Update (p. 46)
Lesner Bridge (p. 47)
Local Road Funding: Long Term (p. 47)
London Bridge Commerce Center (p. 25)
Lynnhaven Corridor Improvements (p. 25)
Maintain AAA Bond Rating (p. 35)
Mental Health Initiative (p. 89)
Nimmo Parkway – Phase VIIA (p. 48)
Oceanfront Staffing, Operations and Homeless Outreach (p. 79)
Offshore Wind Energy (p. 101)
Opioid Service Enhancements (p. 79)
Opioid/Heroin Initiative (p. 80)
Owls Creek Marsh Pavilion Enhancement (Phases 1 & II) (p. 70)
Pembroke SGA Zoning (p. 26)
Permanent Supportive Housing for Individuals with Serious Mental Illness (p. 91)
Police Staffing Plan (p. 37)
Princess Anne Road – Phase VII (p. 48)
Princess Anne Road/TCC Hotel Project (p. 29)
Public Information and Marketing of Resort to Residents (p. 71)
Public Safety Recruitment and Academy Curriculum (p. 82)
Regional Branding (p. 29)
Regional Transportation Funding/Six Major Projects Regional Agenda (p. 49)
Resort Area Parking Plan (p. 71)
Roadway Maintenance Program (p. 49)
Same Day Access to Behavioral Health Care (p. 83)
Sea Level Rise/Recurrent Flooding Comprehensive Analysis (p. 57)
Sherwood Lakes SW Flooding (p. 57)
Shore Drive Infrastructure Improvements (p. 50)
Sports Center (p. 72)
SPSA: Long Term Solid Waste Management for Southside Localities (p. 40)
Storm Water Fee Policy Direction (p. 58)
Storm Water Management Policies, Planning, and Programs (p. 108)
Storm Water Watershed Management Master Planning, Analysis and Modeling (p. 109)
Support the Upgrade to and Development of Convention Quality Hotels (p. 72)
Thoroughgood House Education Center (p. 59)
Town Center Expansion (Beyond Core Area) (p. 26)
Town Center Phase VI (p. 27)
Trans-Atlantic Cable Landing (p. 27)
UBER/LYFT Shared Ride Services Regulations (p. 50)
ViBe Creative District (p. 65)
Virginia Beach Comprehensive Waste Management Strategy (p. 109)
Water Supply: Direction (p. 110)
Windsor Woods, Princess Anne, and The Lakes SW Flooding (p. 110)
Witchduck Road – Phase II (p. 51)
Workforce Development (including TCC and other institutions (p. 28)