MINUTES OF WORK SESSION
OF THE NEWPORT NEWS CITY COUNCIL
HELD IN THE 10TH FLOOR CONFERENCE ROOM
2400 WASHINGTON AVENUE
February 26, 2019
3:38 p.m.

PRESENT: Tina L. Vick; Patricia P. Woodbury; Saundra N. Cherry, D. Min; Marcellus L. Harris III; David H. Jenkins; McKinley L. Price, DDS; and Sharon P. Scott, MPA

ABSENT: 

OTHERS PRESENT: Cynthia Rohlf; Collins L. Owens; Mabel Washington Jenkins; Joye Thompkins; Darlene Bradberry; Shelia McAllister; Flora Chiros; Lisa Cipriano; Cory Cloud; Constantinos Velissarios; Maria Abilar; Keith Ferguson; Susan Goodwin; Florence Kingston; Derek Perry; Marc Rodgers; Karen Wilds; Lisa Wornom-Zahraalddin; Lindsey Cutshaw; Danielle Forand; Venerria Thomas; Everett Skipper; Louis Martinez; Jeffrey Johnson; Scott Liebold; Frank James; Sonia Alcantara-Antoine; Eddie Crockett; Chief Steve Drew; John Olson; William H. Mann, Jr.; Cynthia Randall; Alan Archer; David Freeman; Cleder Jones; Kim Lee; Eoghan Miller; Zina Middleton; and Josh Reyes

I. Greater Peninsula Workforce Board Initiatives

City Manager Rohlf introduced Dr. John Olson, Chair, and Mr. William H. Mann, Jr., Executive Director, Greater Peninsula Workforce Board, to provide a review of the mission and vision statement, and to discuss the fourth quarter Workforce Innovation and Opportunity Action (WIOA) performance metrics (a copy of the presentation, “Greater Peninsula Workforce Board Update”, is attached and made a part of these minutes).

Dr. Olson shared that the Greater Peninsula Workforce Board served the Cities of Newport News, Hampton, and Williamsburg; and Counties of James City, Gloucester, York, and Poquoson.

Dr. Olson shared the mission and vision statement:

- Greater Peninsula Workforce Board Mission
  - We advance prosperity and well-being in our community by engaging stakeholders to accelerate workforce and economic development opportunities.
• Greater Peninsula Workforce Board Vision Statement
  o The premier business centric workforce solutions catalyst.

Dr. Olson advised the Virginia Career Works – Hampton Center was located at 600 Butler Farm Road and provided City Council with a list of Newport News Board Members and Share Network Access Points located within the City:

GREATER PENINSULA WORKFORCE BOARD
CITY OF NEWPORT NEWS REPRESENTATIVES
PRIVATE SECTOR REPRESENTATIVES

Rhonda Bunn, Director
Human Resources/Public Relations
Canon Virginia, Inc.
1200 Canon Boulevard, Newport News

Greg Garrett, Owner
Greg Garrett Realty
11864 Canon Boulevard, Suite 103, Newport News

Jesse Goodrich, Vice President
Human Resources
Riverside Health System
701 Town Center Drive, Suite 1000, Newport News

John Olson, Ed.D, Campus President
ECPI University
1001 Omni Boulevard, Newport News

Ken Taylor, Executive Vice President
W. M. Jordan Company, Inc.
11010 Jefferson Avenue, Newport News

Vince Warren, Manager, Craft Training
Newport News Shipbuilding
The Apprentice School
4101 Washington Avenue, Newport News
Mary M. Williams, Vice President
Human Resources
1st Advantage Federal Credit Union
P. O. Box 2116, Newport News

Nancy Harvin, Training Department Manager
Newport News Shipbuilding
4101 Washington Avenue, Newport News

Robin Nellhuebel, Ph.D., RN, RTR
System Director, Education
Riverside College of Health Careers
316 Main Street, Newport News

LOCAL ELECTED OFFICIAL
The Honorable Tina Vick
Vice Mayor

LEO STAFF REPRESENTATIVE
(NON-VOTING)
Alan Archer
Assistant City Manager

CITY OF NEWPORT NEWS - SHARE NETWORK ACCESS POINTS
• Bridging The Gap in Virginia
  • C. Waldo Scott Center
  • Department of Juvenile Justice
  • Family Investment Center
  • LINK of Hampton Roads
• New Beech Grove Baptist Church
• Newport News Department of Human Services
• Newport News Public Libraries
• Newport News Sheriff’s Office Jail Annex
• YWCA Virginia Peninsula

Mr. Mann noted that a Share Network Access Point was a faith-based or community organization where people could go in their own neighborhoods or communities to look for jobs, assisted by trained individuals who connect them to the One-Stop system via computer and direct
referrals. It was the training, and the ongoing relationship with One-Stop, that characterized Share Network Access Points as unique.

Mr. Mann further stated that Share Network Access Points provided customers a comfortable place to conduct self-directed job search activities, supported by a trained individual helped them become more comfortable using a computer, completing job applications, creating resumes, and connecting to other services for which they may be eligible.

Mr. Mann advised that the Greater Peninsula Workforce Board worked with individuals 18 years or older and dislocated workers (i.e. individual who was employed but no longer employed due to a plant closure, reduction in force, or some other cause). That dislocated worker was out of work and the likelihood of that individual going back into that occupation was not very good. They needed to be trained for new careers.

Mr. Mann indicated in addition to the provision of labor market information, was a process that involved an assessment, planning, counseling, case management, academy and occupational skills training, support services, placement assistance, and follow-up. He further indicated follow-up was important to ensure once a person had gone through the system, had been trained, earned their credentials, got employed, and remained employed. He hoped to put individuals on solid career paths.

Mr. Mann shared in addition to the work services of the WIOA, the board also funded an integrated youth service delivery system under a contract with New Horizons Regional Education Centers (NHREC). The NHREC provided high quality services for eligible in-school youth, as well as, out-of-school youth. NHREC provided activities involving career exploration and guidance, continued support for academic attainment, opportunities for skills training in on-demand industries and occupations that combined with good employment opportunities and career pathway and/or enrolled in post-secondary education.

Mr. Mann advised the overall goal was to improve career pathways by utilizing both public and private resources to support an integrated job driven workforce, that employed diverse talent and development strategies to meet the needs of area employers for a highly trained and skills workers who possess industry recognized credentials.

Mr. Mann indicated the Greater Peninsula Workforce Board Program realized that everyone could not come to the training facility because of transportation challenges, which was why there was excitement about the new Brooks Crossing location. The Greater Peninsula Workforce Board Program do have shared network access, which was working with community and faith-based organization to provide an outreach and recruitment mechanism in the
communities that needed the people that were eligible for the services available under the WIOA. There would be trained volunteers at the community and faith-based organizations that worked with the staff at One Stop to deliver a variety of services in the community and to provide individuals with an access point to train with the 30 plus vendors, also at the Supplemental Nutrition Assistance Program (SNAP) locations.

Councilwoman Cherry inquired about the number of individuals being serviced at the different sites (i.e. C. Waldo Scott Center). She stated although it was a Supplemental Nutrition Assistance Program (SNAP) site, she would like to know the numbers, because if the community was not utilizing the sites effectively, it was just a site. She requested the information for the Southeast Community site. Mr. Mann replied he did not have those numbers available; however, would get the requested information to Assistant City Manager Alan Archer.

Councilman Harris questioned the hours and days of the week that the SNAP sites were available. Mr. Mann replied that the hours and days of the week varied for the SNAP sites; depending on the availability of the community and faith-based location and the availability of volunteers; however he would be able to provide that requested information to Assistant City Manager Alan Archer. Councilman Harris noted that New Beech Grove Baptist Church was on the SNAP list; but questioned how he would inform the citizens of the hours that this site was available and the resources accessible. Mr. Mann replied he understood the concern and reiterated he would get the requested information to Assistant City Manager Alan Archer.

Vice Mayor Vick indicated to be recognized as a SNAP site, there had to be a computer system available connected to One Stop to share access with the community. The shared access network had been a benefit to the communities. She further shared that people could call the SNAP sites to inquire about the hours and dates of availability. Those sites were not just SNAP sites, but had other activities occurring at that location.

Councilwoman Scott questioned whether the SNAP sites were responsible for doing its own outreach or depending upon Greater Peninsula Workforce Board Program to get the word out. Mr. Mann replied it was a combination of both, that Greater Peninsula Workforce Board Program got the word out in the community and advised people that the services were available and the locations. City Manager Rohlf indicated the City could work with the Department of Communications to work with specific sites, to get that information out to City Council, in order to share with citizens. Councilwoman Scott stated that information would be great because she was unaware of the SNAP site at New Beech Grove Baptist Church and said that information should be in the community centers.
Mr. Mann shared the Greater Peninsula Workforce Board Program Year for 2018 (July 1, 2018 – June 30, 2019) Allocations by Source as follows:

- Federal Workforce Innovation and Opportunity Act (WIOA) $4,171,330
- Local Per Capita 255,226
- Grants, Private Sector Contributions, One-Stop Partner Resources Sharing 241,419

**TOTAL ALLOCATIONS** $4,667,975

Mr. Mann shared there were a number of regulations and restrictions once federal funding was accepted. The Greater Peninsula Workforce Board Program was driven by those federal regulations and restrictions that accompany the WIOA.

Mr. Mann noted the Greater Peninsula Workforce Board Per Capita Allocations by Jurisdictions as follows:

- City of Newport News $ 92,775
- City of Hampton 74,435
- York County 28,910
- James City County 28,306
- Gloucester County 19,006
- City of Williamsburg 5,947
- County of Poquoson 5,847

**TOTAL PER CAPITA CONTRIBUTIONS** $255,226

Mr. Mann advised there were Services for Businesses:

- On-site recruitment and placement assistance
- On-the-Job Training (OJT) Subsidies
- Customized Occupational Skills Training
- Incumbent Worker Training
- Work Opportunity Tax Credit Program
- Rapid Response Services
- Transitional Work Experience Program
- Access to Labor Market Information
Mr. Mann shared the Services for Job Seekers:

- Self-Directed Resource Room/Core Services
  - Job search assistance, internet accessible computers, self-assessment tools, unemployment insurance claim filing, labor market information, photocopying, fax and phone service, access to partner programs and services, and more.

- Intensive Services
  - One-on-one and small group assistance provided by a Hampton Center Career Developer

- Training Services
  - Occupational Skills training OJT training; job readiness training; adult education, etc.

Mr. Mann shared the Greater Peninsula Workforce Board Program had embarked upon a new partnership, and were one of 15 Areas with the closest being the Hampton Roads Workforce Council with Mr. Shawn Avery, Executive Director, in Norfolk. In September 2018, the Greater Peninsula Workforce Board Program and Hampton Roads Workforce Council, signed a resolution agreeing to come together and work as one entity, delivering services to the business community. He indicated businesses did not care about geography or jurisdictional boundaries, but wanted hard workers. Greater Peninsula Workforce Board Program and Hampton Roads Workforce worked together to prepare a business engagement strategy, and communication outreach to the business community to address the needs of employers through a collaborative regional approach. He said a contract had been with Hampton Roads Workforce Council and set-up the mechanism to function as one unit. He believed this would be a helpful strategy to pursue in meeting the needs of the employer community throughout the 15 communities in the Southeastern corridor of Hampton Roads region.

Mr. Mann provided City Council with the Participant Numbers from July 1, 2018 - December 31, 2018, and Local Workforce Development Area 14 – Fourth Quarter WIOA Performance Metrics for Program Year 2017 (see pages 11 and 12 of the presentation, “Greater Peninsula Workforce Board Update”, is attached and made a part of these minutes).

Referencing the metrics chart, Councilwoman Cherry inquired about age for youth. Mr. Mann replied the age for in-school youth was 14 – 21 years of age and for out-of-school 16 – 24 years of age. He stated adults began at 18 years of age which was an overlap of services.
Mr. Mann shared one of many success stories -- Mr. Shontavia Hall, attended a WIOA Orientation, and was able to pursue occupational skills training and improved his employment situation (see page 13 of the presentation, “Greater Peninsula Workforce Board Update”, attached and made a part of these minutes). The success stories were forwarded to the City of Richmond to make the Governor’s Office aware of what had been accomplished and were also forward to the Department of Labor.

Vice Mayor Vick advised that she had been on the Greater Peninsula Workforce Board Program for a number of years and observed the organization evolve and move forward and saw workforce development in a more positive light. The partnerships (i.e. Thomas Nelson Community Center, Goodwill, etc.) provide training in workplace simulated environments for such careers as plumbing, electrical, etc. Mr. Mann indicated what was great about the success stories was that they inspired employers to invest funds in the board to establish various training programs needed. He shared a great example of Ferguson Enterprises providing over $22,000 to create an entry-level plumbing program because they were subcontractors and were unable to find individuals with that skill set.

Councilman Harris questioned whether 14 and 15 year old students were assisted with obtaining work permits. Mr. Mann replied the Greater Peninsula Workforce Board Program worked with youth of all ages. The program tailored their employable planning to the individual, whether they were in-school, out-of-school, needed a work permit or not, and were very careful about where a youth was placed. He said career exploration was important as the younger individual played a vital role of the overall effort. The program did a great job looking at the individuals and mapping out a plan to help move them forward. Vice Mayor Vick indicated not all 14 year olds were going to a job, that enrollment in the program would allow youth to start the process of career exploration at New Horizons Regional Program. Councilman Harris indicated he was familiar with the New Horizons Regional Program and noted the employment information in the Annual Report, he inquired about the youth who needed a work permit for employment.

Councilwoman Cherry thanked Ms. Patricia Ford, Career Advisory and Ms. Lisa Taylor, Community Relations and Business Services Coordinator, for their assistance with her student’s class assignment. She looked forward to employment and job skills training at the site. She inquired whether there would be volunteers available to help navigate through the process. She looked forward to seeing what would be available at Brooks Crossing, and more important was that it would be staffed.

Mr. Mann thanked City Council for the opportunity to share the updated information on the Greater Peninsula Workforce Board Program and provided City Council with an Annual Report.
II. ACT Work Ready Community Certification

City Manager Rohlf introduced Ms. Lisa Wornom-Zahralddin, Project Manager, Office of the City Manager to provide a briefing on the ACT Work Ready Community Initiative (WRC) and to discuss the City’s participation in the program (a copy of the presentation, “ACT Work Ready Communities Initiative”, is attached and made a part of these minutes).

Ms. Wornom-Zahralddin shared that ACT was a nonprofit organization best known for the ACT – the standardized test designed to assess college readiness. ACT also managed a number of other programs including ACT WorkKeys and the National Career Readiness Certificate (NCRC).

Ms. Wornom-Zahralddin indicated that ACT NCRC was an assessment-based credential that measured and certified the essential work skills needed for success in jobs across industries and occupations. She stated NCRC evaluated individuals on Applied Math, Graphic Literacy and Workplace Documents. ACT NCRC was endorsed by the Commonwealth of Virginia as a statewide workforce credential. She further advised ACT NCRC was used as part of the workforce development efforts by the Greater Peninsula Workforce Board and was a component of the activities supported by the TANF Grant.

Ms. Wornom-Zahralddin shared that Isle of Wight County and the City of Hampton were already ACT Work Ready communities. She noted the ACT Work Ready Communities Initiative (WRC) was a community-based framework that:

- Links workforce development to education
- Aligns with the economic development needs of communities, regions and states
- Matches individuals to jobs based on skill levels

Ms. Wornom-Zahralddin advised that ACT WRC was a certification effort through which localities could identify skill gaps and quantify the skill level of the workforce.

- It provides a framework to link workforce development to education, align workforce development with economic development needs and match individuals to jobs based on skill levels.
- It also helps educators build career pathways aligned to the needs of business and industry, and it also helps a community stand out and be recognized for its workforce development efforts.
Ms. Wornom-Zahralddin indicated the foundation of a community's certification was based on individuals earning an ACT NRCR and employers recognizing ACT NRCR.

Ms. Wornom-Zahralddin advised that City staff had been engaged with staff from the City of Hampton and Isle of Wight County who had already been participating in ACT WRC. Attainment of ACT NRCR by individuals, and recognition by employers, would help defray employer on-boarding costs by proving essential skills capabilities and preparedness of job candidates. She further advised that ACT WRC would help make Newport News an attractive and work-ready location for new and existing businesses alike. There were no fees to participate in the initiative; however, some costs for staff program training would be expected.

Ms. Wornom-Zahralddin advised that ACT was a non-profit organization and an academic assessment, tracking the skills for the City of Newport News for the Work Ready Community, which meant the people who wanted to go to work would sit for an assessment. Those individuals taking the assessment would receive a bronze, silver, gold, or possibly platinum status and receive a National Career Readiness Certificate (NCRC). There would be proctors in the community at Brooks Crossing.

Ms. Wornom-Zahralddin advised, to apply and begin the process with ACT and the Work Ready Communities Initiative, a resolution supporting City participation in ACT WRC was required. She indicated a resolution supporting participation in ACT WRC was on the agenda for the February 26, 2019 Regular City Council meeting.

Councilwoman Cherry stated Ms. Wornom-Zahralddin mentioned Applied Math, Graphic Literacy and Workforce Documents. She questioned, if the City was going to become a work ready community and assessment had to be done on individuals, what happened to those individuals who dropped out of school and did not have a skill. How would that be conveyed to individuals speaking in a language so those individuals understand. How would the City be user friendly while becoming a work ready community? Ms. Wornom-Zahralddin replied according to the website, applied math was still very similar, as was critical thinking, mathematic reasoning and problem solving, identifying errors in calculating, converting systems of measurements, and calculating areas to volume. The Workforce Innovation and Opportunity Action (WIOA) Center would be located in the new Brooks Crossing Opportunity Center on the 2nd, 3rd, and 4th floors. The future was graphics to solve work related problems, high levels of skills of interpreting trends, relationships and patterns, comparing information and trends and using data to make decisions.

Ms. Wornom-Zahralddin indicated workplace documents: reading and comprehending written information to make decisions, to solve high levels of problem solving
included understanding the meaning of words, phrases from context, deciphering the meaning of acronyms, and technical contents. She stated the final piece would be applying the information.

City Manager Rohlf explained it was another way of incorporating the things an individual should be learning in school which was reading, writing and arithmetic and the ACT assessment was a way of evaluating an individual skill level. If there was an individual who did not score well, those wrap around services were available to assist with raising the skills to get a job.

Councilwoman Cherry indicated that she wanted to ensure that everyone knew who the services would be used for in the community. She hoped the assessment would not hinder or scare individuals. City Manager Rohlf replied there would be someone in the community to reach out to individuals and be engaged. Ms. Wornom-Zahralddin assured Councilwoman Cherry that this program would work for everyone.

Councilman Harris shared his experience about the WorkKeys, he stated in the school system, there were students who struggled with the Writing Standards of Learning (SOL), but when the WorkKeys Test was administered, those students scored higher. Ms. Wornom-Zahralddin replied that the City of Chesapeake Public Schools used the WorkKeys Test approximately 10 - 15 years ago for at-risk students to increase their graduation rate.

Vice Mayor Vick indicated, as the City and Workforce Community evolved, she believed that people would begin to discuss WorkKeys, become comfortable with the idea, and not be scared off with all of the large verbiage about the program. City Manager Rohlf replied the program was also be accommodating to businesses. There were different skill sets in the community and the programs were attempting to cover all of those, which would allow individuals to come back and take another assessment to move further, or in another career pathway. There should be no limits. Councilwoman Cherry agreed there should be no limits and did not want there to be any barriers. Ms. Wornom-Zahralddin replied the adult education component would certainly assist with reading, writing, and math through the Newport News Public Schools.

III. Brooks Crossing Briefing

City Manager Rohlf introduced Ms. Florence Kingston, Director, Department of Development, to provide an overview of the Brooks Crossing Initiative (a copy of the presentation, “Brooks Crossing Initiative – Brooks Crossing Innovation and Opportunity Center, STEM Digital Innovation and Fabrication Lab at Brooks Crossing Opportunity Center and Navigating Wealth Building in Newport News (TANF Grant)”, is attached and made a part of these minutes).
Ms. Kingston advised that the Brooks Crossing Office Building was 105,000 square foot office building and was being constructed by Southeast Commerce Center Associates, LLC. Approximately 88,500 square feet of space would be leased by Newport News Shipbuilding. She informed that the Newport News Shipbuilding planned to occupy its space with approximately 600 employees working in the areas of Information Technology (IT), research and development and engineering. There were approximately 16,500 square feet on the 1st Floor that would be leased by the Economic Development Authority (EDA) to house the Brooks Crossing Innovation and Opportunity Center. She stated the construction was in progress with an estimated completion date of May/June 2019.

Ms. Kingston shared that the STEM Digital Innovation and Fabrication Lab would provide continuous STEM learning opportunities for all ages and abilities, encompassing multiple STEM disciplines in hopes of empowering students to have potential careers in STEM fields and digital shipbuilding. The partnership was between Newport News Shipbuilding, Old Dominion University, the City, and the EDA. She noted that ODU had partnered with the Teaching Institute for Excellence in STEM (TIES) to assist with the design of the STEM lab. She further advised, TIES bought together partners in a wide range of fields and industries to reimagine STEM and had a vision and process that was inclusive of all students and addressed the inequity of access to learning.

Ms. Kingston advised that TIES had facilitated stakeholder engagement sessions, included participation from students, community members, educators, and industry and workforce development partners across the region. The stakeholder sessions had framed and guided the development of the space to ensure it met stakeholder and community needs.

Councilman Harris questioned what students were being referenced, are we discussing ODU or Apprenticeship School. Ms. Kingston replied no, in partnership with the NNPS and other youth outreach. The students of the NNPS, Boys & Girls Clubs, Discovery STEM Academy, Booker T. Washington Middle School. The meeting had included Hampton Public Schools and other schools from the surrounding area, the vision was to see this program grow.

Councilman Harris indicated he did not see the details of a partnership with NNPS. Ms. Kingston replied the NNPS were in partnership and Dr. George Parker, III, Superintendent was on board and very excited about the programs.

Councilman Harris noted there was a commuter bus that transported aviation students to the airport. He inquired whether the eligible students would be transported to Brooks Crossing for those programs. Ms. Kingston replied yes.
Ms. Kingston indicated that the STEM Digital Innovation and Fabrication Lab would teach skills and technology that were directly transferable to multiple industries and applications (prototyping, entrepreneurship, manufacturing, industrial design, shipbuilding, etc.). The Lab would include technology and programming for students and adults around:

- 3D Printing
- CAD Instruction
- Wood and Vinyl Cutters
- Laser Cutters
- CNC Routers
- Electronics and Laser Scanning
- Prototyping
- Textiles and Embroidery
- Teacher Professional Development

The Programs included the following:

- Student Fabrication Experiences
- Community Nights
- Summer Camps and Saturday Workshops
- “Start Your Own Business” Workshops
- Digital Fabrication Badging Program
- Shipyard Youth Mentoring Program

Ms. Kingston advised that the Brooks Crossing Opportunity Center (BCOC) would be a convenient centralized hub, located within the community, for customized, flexible, comprehensive, and innovative approaches to career awareness, skill development, wealth building, support services, and case management. The partnership was between the Greater Peninsula Workforce Board, Hampton Roads Community Action Program, Peninsula Regional Education Programs, ODU, the City, and the EDA, as well, as a number of other workforce and industry partners, and training providers. The BCOC would assist career seekers looking for opportunities with:

- Meeting and conference rooms for case management support
- Interviewing and job fair facilities
- Computers for job searches and online training
- Testing location for certificate programs
- Location for career readiness seminars, workshops and training programs
Councilwoman Woodbury inquired about the funding. Ms. Kingston replied space would be leased out. The Newport News Shipyard and ODU had raised $500,000 for equipping the STEM side and computers were being purchased with the TANF Grant on the Workforce side.

Ms. Kingston indicated that the BCOC would be open and available to all career seekers and industry leaders seeking talent.

Ms. Kingston indicated what career seekers could expect at BCOC.

1. Briefing, tour and orientation on available services
   a. EmpowOR intake and plan development
2. Individual case management support and guidance
3. Eligibility determination for extensive services
4. Work skills exploration, and assessments for potential skills training programs
5. Engagement with businesses and industry professionals
6. Analysis of education/training/employment goals with overview of industry clusters
7. Assistance with searches for formal education, jobs, and training

Ms. Kingston described the type of services and resources that would be available to career seekers:

**Training and Certificates**

a. Open access to various workshops
b. Initial computer workshops with self-directed courses identified online for self-improvement and skill-building
c. Funding support for occupational skills training
d. On-the-job training
e. Services offered by numerous community partners on itinerant basis
f. Entrepreneurial training by several providers
g. Grant-funded access to various certificates and credentials on-site:
   i. Workplace Readiness Series Certificate
   ii. Northstar Digital Literacy Certificate
   iii. ACT National Career Readiness Certificate and WorkKey training
   iv. OSHA-10

**Job Search Preparation and Assistance**

a. Support with resume development in workshops
b. Grant-funded background checks when required prior to employment/training

c. Guidance on registering on VA Workforce Connection and other job search services

d. Referral to employers with current job openings

e. Access to registered apprenticeship training programs operated by the private sector

f. Opportunities for skill upgrading and retraining

g. Access to adult education and literacy activities, including English language proficiency activities and integrated education and training programs, provided concurrently or in combination with other training services

Ms. Kingston noted the Partners and Services for Career Seekers Accessible through BCOC:

- ACT National Career Readiness Certificate and WorkKeys
- Career Assessment Tests
- Career Index Plus
- Comprehensive Adult Student Assessment System (CASAS)
- Greater Peninsula Workforce Board
- Goodwill of Central and Coastal Virginia
- Hampton University
- HRCAP
- National Council on Aging
- New Horizons Regional Education Centers
- Northstar Digital Literacy
- Old Dominion University
- Peninsula Regional Education Program
- Thomas Nelson Community College
- United States Department of Labor
- Virginia Department of Education
- Workplace Excellence Series
- Virginia Career Explorer
- Virginia Career View
- Virginia Department for Aging and Rehabilitative Services
- Virginia Employment Commission
- Veterans Services
- Youth Services
Navigating Wealth Building in Newport News

Ms. Kingston advised that the Virginia Department of Social Services had awarded an 18-month grant in the amount of $896,802.58 to the City to support a new initiative called Navigating Wealth Building for the Residents of the Marshall Ridley Choice Neighborhood (MRCN). Funding could be extended for an additional four (4) years. This citizen-and-business-focused project was proposed by the City as an effort aligning with the Choice Neighborhood Initiative.

Ms. Kingston noted the purpose of this program would have a laser focus on changing the lives of residents in the MRCN for the better by offering accessible workforce and training services, additional staff support, and wrap-around support services to those who could benefit from these resources.

Ms. Kingston shared that the Strategic Partners were as follows:

- Newport News Department of Development
- Hampton Roads Community Action Program (HRCAP)
- Peninsula Regional Education Programs (PREP)
- Newport News Department of Human Services (NNDHS)
- Economic Development Authority (EDA)
- Greater Peninsula Workforce Board (GPWB)

Ms. Kingston indicated the eligibility for the MRCN and Southeast Community residents that were: TANF participants that received cash assistance who were VIEW-exempt; VIEW-sanctioned individuals; individuals receiving Diversionary Assistance under the TANF Program; TANF participants whose cash assistance had ended and who were in the transitional period up to 24 months after the end of TANF cash assistance; and, individuals with incomes below 200% of the poverty level. She shared the challenges to be Addressed Impacting Employability as Identified by the Department of Human Services:

1. Basic Employability Skills
2. Inconsistent Work History
3. Educational Attainment
4. Lack of High School Diploma
5. Criminal Record
6. Lack of Transportation
7. Lack of Job Search Skills
8. Lack of Training
9. Support for Child with Special Needs
10. Housing Issues and/or Homelessness

Ms. Kingston noted the Navigating Wealth Building services to be provided and service delivery would occur primarily at the Brooks Crossing Opportunity Center (BCOC).

- BCOC would serve residents as a convenient centralized hub for customized, flexible, comprehensive, and innovative approaches to career awareness, skill development, wealth building, support services, and integrated case management.

Ms. Kingston indicated the site coordinators at BCOC would manage data entry into the Virginia Workforce Connection database and the EmpowOR software for shared case management.

- After orientation and intake, coordinators would screen and refer individuals to relevant assessments, including vocational evaluations, to help individuals identify their career interests.

- Following initial assessments, a service plan would be created to coordinate and align training and workforce programs with individual goals and objectives.

Ms. Kingston share at least four (4) unique certificates would be offered:

1. Northstar Digital Literacy
2. Workplace Excellence Series (10 unique modules)
3. National Career Readiness Certificate
4. Occupational Safety and Health Administration (OSHA)-10

Ms. Kingston indicated individuals would have regular engagement with businesses and industry leaders.

Ms. Kingston shared that HRCAP would provide services supported by:

- Utilizing and offering the recently acquired EmpowOR software for shared case management, and providing required reporting information for grant.
- Assisting with resume development to show strength of volunteer experience, work history and skill development.
• Developing and coordinating delivery of four certificates within a six-week period.
• Connecting individuals with partners and employers hiring or serving those with background challenges.
• Providing transportation support to individuals with new employment for 1 to 2 months, as well as transportation to other sites assisting with the development of workforce skills.
• Delivering supportive services to individuals seeking training and employment.

Ms. Kingston indicated that HRCAP would also provide orientations, intake, workshops, case management and facilitated work readiness sessions at BCOC.

Ms. Kingston advised that PREP would facilitate and proctor work readiness programs and support. Services to be provided included:

• Enrolling participants who can benefit from earning a GED or National External Diploma, or receiving training for literacy or numeracy skill development.
• Workplace Excellence Series
  o Results in a soft skills certificate and helps individuals become better acquainted with workforce expectations beyond the job itself and focuses on areas including adaptability, dependability, presentability, respectability and workability.
  o Modules for youth and adults, including Spanish
• Comprehensive Adult Student Assessment System (CASAS)
• Northstar Digital Literacy
• ACT National Career Readiness Certificate / WorkKeys

Projected Outcomes
• BCOC partners would serve 110 participants (90 adults and 20 youth) in the first 18 months.
• 80 individuals would be provided appropriate assessments, credentials, higher education certificates and/or degrees.
• 55 residents would be placed in gainful employment with wages over $9.00/hour or in pre-registered apprenticeship opportunities.

Grant Fund Utilization

In coordination with partners, grant funds would be used for:
• Space in BCOC
• Computer Equipment and Software
• Staff Support for Service Delivery
• Business Training and Recruitment Events
• Individual Assessments
• Costs for Certificates and Credentials
• On-the-job training
• Transportation
• Internships
• GED or National External Diploma
• Pre-registered Apprenticeships
• Skills Training
• Occupational and Vocational Training

Ms. Kingston shared the list of Other Supporting Partners as follows:

• Newport News Shipbuilding
• Riverside Health Systems
• Virginia Department of Aging and Rehabilitative Services
• Bay Electric Company, Inc.
• Fairlead Boatworks
• Virginia Ship Repair Association
• W. M. Jordan Company
• Top Guard Security, Inc.
• Thomas Nelson Community College
• Goodwill of Central and Coastal VA
• New Horizons Regional Education Center/Center for Apprenticeship & Adult Training
• Newport News Redevelopment and Housing Authority (NNRHA)
• CNI Citizens Advisory Committee
• Hampton-Newport News Community Services Board
• Newport News Public Schools
• Redesigned Summer Training and Enrichment Program
• Four Oaks Day Service Center
• Blue Crab Technical Academy
• Faith-based partners
• Many other community organizations
Ms. Kingston noted what was unique and innovative about our successful TANF Grant application and believed it would be impactful and sustainable.

- Progressive and Customized Model for Target Population
- Shared Case Management
- Services Provided Based Upon Individual Goals and Objectives
- Deliberate Connections with Industry Leaders on Job Opportunities
- Stacking Certificates and Credentials that Align with Industry Needs
- Weekly Stipends Provided to Encourage Sustained Participation
- Door-to-Door Transportation to Training/Education Sites

Councilwoman Scott inquired about the individuals with incomes below 200% of the poverty level could participate, and questioned whether this was across the City or targeted for the Southeast Community. Ms. Kingston replied across the City.

Councilwoman Cherry inquired about day care services stipends. City Manager Rohlf replied that would be a part of the assessment. Ms. Kingston advised that the TANF Grant dollars could not be used directly for day care which was why stipends were allowed. Councilwoman Cherry questioned whether someone would be monitoring that during the assessment. City Manager Rohlf replied yes, as the assessment would also inquire about transportation and other concerns, which would be where the referrals began.

Councilwoman Cherry inquired about the 24 months transition period. City Manager Rohlf replied that was associated with the MR CNI and one piece of a bigger piece of the work being done at Brooks Crossing with the TANF Grant.

Councilwoman Cherry indicated that City Council had heard a lot about the NNPS partnership and was not clear on how that would work (i.e. timeframe, transportation, etc.). She was sure has evolving. City Manager Rohlf replied, it was similar to New Horizon Regional Education Center and the details were being worked on. She shared that Dr. Parker was very engaged and excited about the NNPS partnership. She further stated that Dr. Parker was meeting with local businesses.

IV. Newport News Redevelopment and Housing Authority Real Estate Tax Deferral

City Manager Rohlf introduced Ms. Karen Wilds, Executive Director, Newport News Redevelopment and Housing Authority (NNRHA), to provide an overview of the NNRHA Real Estate Tax Deferral. She indicated a resolution supporting the NNRHA Real Estate Tax Deferral was on the agenda for the February 26, 2019 Regular Meeting of City Council.
Ms. Wilds indicated the action requested was precipitated by the extreme competitive nature of the major financing tool for affordable housing development. The Virginia Housing Development Authority (VHDA) administered the Low Income Housing Tax Credit (LIHTC) program in Virginia, (a federal income tax credit for entities investing in affordable housing).

Ms. Wilds advised that the program was very competitive and applications were scored based on a criteria set forth by VHDA. One of the scoring elements was a tax deferral granted by the local government. She shared that State law allowed for such a deferral when the real estate tax increased over 105% from the previous year. This was most meaningful in year one because all of the sites were vacant and the differential between current and the first year after development was greatest.

Ms. Wilds advised that the ordinance limited the eligible properties to those identified in CNI and funded with LIHTC. This would make the projects in CNI more competitive as it could result in up to a five (5) point increase in scoring and helped with the first year operational costs.

Ms. Wilds indicated, in recent years, the difference between an application receiving an award of tax credits and not, had been as little as one (1) point. She shared some other scoring elements included:

- Percentage back
- USB ports
- Universal Design
- Green Standards
- LED lighting
- Fire suppression features in kitchen
- Community Rooms

Councilwoman Cherry inquired whether the real estate deferral was for owners of housing development. She asked if this was specifically talking about NNRHA. City Attorney Owens replied the LLCs that the City create. That the NNRHA partnered with the developer to seek the tax credits to go below income housing. The Council authorized creation of certain LLCs that would own the property. He stated this was deferral was not an exception, so the taxes were still there and interest would be accumulating.

City Manager Rohlf indicated that was one example as the City got into the redevelopment business, and would need to look at what would make projects more attractive,
bring in new developers. The CNI area was perfect to do so. Ms. Wilds added, with LLCs, the City had the authority to create after the City Council approved.

V. Second Quarter Fiscal Year 2019 Report

City Manager Rohlf indicated the budgetary projections based on actual performance for the first six-months of the fiscal year and a projection of financial activities for the remaining six months. She introduced Ms. Lisa Cipriano, Director, Department of Budget and Evaluation, to provide the presentation (a copy of the presentation, “FY 2019 General Fund Forecast – Based on Second Quarter Results, February 26, 2019,” is attached and made a part of these minutes).

Ms. Cipriano noted the second quarter review as of December 31, 2018 was as follows:

Budget - $487.5 million
- Half of the annual Major Taxes were collected in the 2nd Quarter, beginning in November 2018
- Revenue projections for major taxes based on prior years collection patterns and year-end results
- Unprecedented Federal Government Shutdown
  - Impact on local revenue

Ms. Cipriano noted the City had a large federal workforce and a large Coast Guard population. In the forecasting which cover March, April, and May 2019 that people who did not receive two paychecks and possibly the loss of a third paycheck, which retrenching in their expenditure patterns were consumer sensitive, and in fact, people were interested in paying off credit cards after they received those paychecks and building saving accounts. Those individuals did not just get a paycheck and paying bills; but those were purchases not made in January 2019.

Ms. Cipriano shared the Marie Kondo effect, she was a life–style personality who developed a philosophy of downsizing and living minimalist. She shared a way to clear out the clutter was, if it does not bring joy, get rid of it. People were not making those large additional purchases.

Ms. Cipriano indicated the City was slightly off pace, but had six (6) months to restore the difference.
Ms. Cipriano noted a portion of the shortfall was driven by the increased participation in the Disabled Veteran Tax Exemption program, with that exemption also being passed down to the surviving spouse. Since the inception of this State program in FY 2012, there had been an increase from 168 participants to 570 participant in FY 2018. In FY 2012 the exemption totaled $475,000 and in FY 2018 it grew to $1.4 million. The trend had been increased annually as it was a State constitutional benefit and a permanent benefit to disabled veterans. The City had a large number of military families and retirees that benefitted from the Disabled Veteran Tax Exemption program.

Councilwoman Woodbury questioned whether the States that enacted the Disabled Veterans Tax Exemption program reimbursed localities. Ms. Cipriano replied no, the State did this in a constitutional vote and later amended to include spouses.

**Major Revenues**

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<thead>
<tr>
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<th>Estimate</th>
<th>Projection</th>
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</thead>
<tbody>
<tr>
<td>Real Estate Taxes*</td>
<td>$186.2 million</td>
<td>($1.5 million)</td>
</tr>
<tr>
<td>Personal Property</td>
<td>$ 54.8 million</td>
<td>($500,000)</td>
</tr>
<tr>
<td>Machinery &amp; Tools</td>
<td>$ 23.0 million</td>
<td>$1.1 million</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$ 24.8 million</td>
<td>On Target</td>
</tr>
<tr>
<td>Meals Tax</td>
<td>$ 25.9 million</td>
<td>($500,000)</td>
</tr>
<tr>
<td>Lodging Tax</td>
<td>$  3.9 million</td>
<td>($200,000)</td>
</tr>
</tbody>
</table>

*Current RE Taxes only

- Projecting (0.8%) shortfall or ($3.6 million)
- Adjusted for Potential Impact of Federal Shutdown

**Major Expenditures**

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>Projection</th>
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</thead>
<tbody>
<tr>
<td>Salaries &amp; Benefits</td>
<td>$244.0 million</td>
<td>+$2.3 million</td>
</tr>
<tr>
<td>Fuel</td>
<td>$ 1.6 million</td>
<td>+$116,000</td>
</tr>
<tr>
<td>Utilities</td>
<td>$  6.5 million</td>
<td>($938,000)</td>
</tr>
<tr>
<td>Material/Supplies</td>
<td>$ 22.0 million</td>
<td>+$259,000</td>
</tr>
<tr>
<td>Contractual Services</td>
<td>$ 20.7 million</td>
<td>On Target</td>
</tr>
</tbody>
</table>

- Projected (0.5%) savings or +$2.3 million
Second Quarter Projection Adjusted Deficit – ($1.3 million)

- Short-term, conservative forecast
- Recovery over 3rd Quarter
- Most other Revenues will be collected as estimated, some minor fluctuations
- Will monitor Expenditure as Revenue forecast is more secure to close gap

VI. Comments / Ideas / Suggestions

City Manager Rohlf indicated she sent an email message to City Council about the appointments to the Eastern Virginia Regional Industrial Facility Authority (RIFA). City Council had previously authorized the City’s participation in RIFA. As a member of RIFA, the City would need to make two appointments to the Board and two alternates. She recommended that City Council appoint Mayor Price and the Chairman of the Industrial Development Authority, Mr. Alonzo Bell to initially serve on the Board; and the alternates would be the City Manager Cynthia Rohlf and the Director of Development (Ms. Florence Kingston). These appointments were in keeping with the appointments being made by other localities.

Councilwoman Cherry moved to approve the RIFA appointments cited above; seconded by Councilwoman Scott.

Vote on Roll Call:
Ayes: Vick, Woodbury, Cherry, Harris, Jenkins, Price, Scott
Nays: None

City Manager Rohlf introduced Mr. Eoghan “Owen” Miller to provide an overview of the 5th Annual One City Marathon weekend.

Mr. Miller advised that the One City Marathon weekend of events would be held March 1 – 3, 2019. He provided City Council with a package of information for the One City Marathon activities to include Pasta Dinner VIP tickets for Saturday, March 2, 2019 at Tradition Brewing Company (700 Thimble Shoals Boulevard) at 6:00 p.m.

- The Health and Wellness Expo sponsored by Riverside Health System would be held Friday, March 1, 2019 from 12:00 p.m. – 7:00 p.m. and Saturday, March 2, 2019 from 10:00 a.m. – 5:00 p.m. at the Denbigh Community Center (15198 Warwick Boulevard).
• One City Marathon Women’s Forum would be held on Saturday, March 2, 2019 from 1:00 p.m. – 6:00 p.m. at the Holiday Inn Newport News (980 Omni Boulevard).

• On Saturday, March 2, 2019 from 12:00 p.m. – 3:00 p.m. at Brooks Crossing for the Family Fun and Fit Day to be held at Piggly Wiggly (3101 Jefferson Avenue).

• Close out marathon weekend with the One City One Celebration on Sunday, March 3, 2019 from 8:00 a.m. – 2:00 p.m. This year’s celebration has been moved from Victory Landing Park to the Superblock on Washington Avenue between 26th and 27th Streets.

Mr. Miller stated the perfect temperatures for runners on Race Day was expected to be 50 degrees.

Councilwoman Scott advised City Manager Rohlf and Council that there was a new group of citizens in attendance at the North District Town Hall meeting on Monday, February 25, 2019, who had concerns and questions about Transportation/Multi-modal Station. She requested an update to provide to citizens at a future meeting. City Manager Rohlf replied that the Department of Engineering would be able to provide an update.

Councilwoman Scott stated a citizen had concerns about a situation on Curtis Tignor Road on the property at Dutrow Elementary School. There was a marsh lane (mud or sinkhole). She requested that the manner be reviewed to see if it was the City’s responsible or the school.

Councilman Jenkins made a request that City Council vote on a resolution supporting the deployment of an off-shore wind farm off the Coast of Virginia. This was a great opportunity for the City and the region. He indicated Virginia Dominion Power would be constructing two (2) wind turbines off the Virginia Beach coast and that wind farm would continue to grow. There was a potential to have 2,000 – 3,000 wind turbines off the East Coast of the United States creating 14,000 jobs in construction, maintenance, manufacturing and other service related industrials. Because this was a City with a lot of construction, it would be a logical move for turbine manufacturers to consider Newport News for establishing a business here. The wind turbines would be coming out of Denmark and they had expressed starting U.S. operations, as a region, the off-shore wind farm with the Hampton Roads Planning Commission but he believed the Council would be well served to endorse this type of activity. Councilwoman Scott replied the
Virginia Municipal League (VML) did it approximately four (4) years ago. Councilman Jenkins requested to bring this resolution back at the March 12, 2019 City Council meeting for action.

City Clerk Washington Jenkins reminded that the 633d ABW Black History Month Luncheon scheduled for Thursday, February 28, 2019 had been cancelled.

Vice Mayor Vick indicated she and her colleagues attended the exhibit, “Say it Loud: A Salute to Heroes in the Southeast Community,” held on Saturday, February 16, 2019, 2:00 p.m., at the Main Street Library (110 Main Street), with over 200 citizens in attendance.

VII. Closed Meeting

(5:45 p.m. – 6:12 p.m.)

THERE BEING NO FURTHER BUSINESS
ON MOTION, COUNCIL ADJOURNED 6:12 P.M.

Zina F. Middleton, MMC
Chief Deputy City Clerk

McKinley L. Price
Mayor
Presiding Officer

A true copy, test:

City Clerk