

// A regular meeting of the Council of the City of Lynchburg was held on the 27th day of November, 2018, at 4:00 P.M. in the Council Chamber, City Hall, Treney Tweedy, President, presiding. The following Members were present:

Present: MaryJane Dolan, Jeff S. Helgeson, J. Randy Nelson, E. J. Turner Perrow,

Sterling A. Wilder, Beau Wright, Treney Tweedy

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Absent:

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// Assistant City Manager John Hughes provided an update on the City's Thriving City Initiative. He provided the following background information:

- The issue of poverty is a priority for City Council
- Council requested periodic updates
- Goals for the City:
 - o Raise medium household income
 - o Lower poverty rate

On November 7, 2017 Council discussed the City's poverty rate during their annual retreat. Council heard information related to the From Poverty to Progress initiative and among other items, requested that staff periodically update Council on progress of Lynchburg's poverty initiative in Council Work Sessions.

On January 23, 2018 Council also agreed on the Thriving City concept that combined several City initiatives under a single umbrella. In addition, Council approved an application for Poverty to Progress workgroups to access mini-grants for their work. A report to Council on June 12, 2018 provided updates on From Poverty to Progress, Economic Development, Downtown 2040, and Reimagining Neighborhood Centers, initiatives that contribute to a Thriving City.

At the Community Gathering of June 28, 2018 it was announced that "From Poverty to Progress" and "Bridges of Central Virginia" would combine to tackle the poverty issue in Lynchburg. The blending of these two initiatives is now known as "Bridges to Progress."

The report includes an update on the Bridges to Progress initiative, the Economic Development Plan and Reimagining Neighborhood Centers.

Next steps in Thriving City progress

- New TANF Grant Opportunity
 - o Expansion of current programming
 - o Incorporation of employment-focused intervention
 - o Ability to focus on Department for Aging and Rehabilitative Services (DARS) population
 - o Help to lessen impact of local poverty funding
- Bridges to Progress Steering Committee
 - o Will meet November 28, 2018
 - o Action Plans
 - o Operations
 - o Movement of the City's initiative to combat poverty and create a Thriving City

Thriving City Update: Economic Development & Tourism was presented by Marjette Upshur, Director of Economic Development and Tourism. The following are highlights from the presentation.

Building Tomorrow's City of Lynchburg Vision Statement

- One of the best small cities in the country
- Driven by innovative businesses and forward-thinking organizations
- Lynchburg is a community that values history, natural beauty and healthy, inclusive neighborhoods
- Every resident has the opportunity to thrive in the City of Lynchburg

Five Blueprint Opportunity Goals

- Expand and support Lynchburg's existing company foundation
- Engage and collaborate with city anchor institutions
- Support talent and in-demand skill development for Lynchburg's target industry clusters
- Create, embrace and promote community
- Tell the City of Lynchburg's story

Economic Development Accomplishments

- Release Annual Report, September 2018
- Opportunity Zone Workshop
- 7th CO.STARTERS cohort, graduated 75 to date
- AEP grant for EDA property development and marketing
- International Paper expansion
- Multiple unannounced expansions

Tourism Accomplishments

- Launched LYH, tourism rebrand
- Launched – "Little Did They Know" podcast, November
- Hosting Virginia Film Office FAM Tour, December
- Artisan Trail to launch, January 2019
- Create Virginia Development, March 2019
- Hosting Virginia Museum Association, March 2019
- Hosting Statewide Visitors Center FAM Tour, April 2019
- Partnership with Amherst County on Whitewater Feasibility Study

Thriving City - Reimagining Neighborhood Centers was presented by Jenny Jones, Director of Parks and Recreation. The following are the different topics that were discussed on the neighborhood centers:

Reimagining Neighborhood Centers

- Renew Six Neighborhood Center Facilities
- Invest in Staff Development and Partnerships
- Feature Program and Services which support
 - o Career Development
 - o Family
 - o Education
- Facility Renewal Project through Community Development Block Grants
 - o College Hill Center, 811 Jackson Street
 - o Status: Projected completed November 2018
 - o Daniels Hill Center, 314 Norwood Street
 - o Status: Project Completed November 2018
- Featured Programs and Services
 - o Expand Preschool Playgroup Programs
 - o Support Social Emotional Learning
 - o Create a Culture of Reading
- Invest in Staff Development and Partnerships
 - o Bolster Staff Development Around Safety
 - o Enhance Staff Training Around Key Services
 - o Deepen Partnerships to Meet Community Needs

Following the presentation Council had the following questions and comments.

Council Member Nelson expressed the following:

- (Diamond Hill and Jefferson Park) - He asked if these 2 centers planned for construction was funded. Ms. Jones stated that budgetary changes do not impact this funding.
- Really excited about these programs and services to revitalize our neighborhoods by utilizing other organizations, businesses, and local partnerships.

Council Member Perrow expressed the following:

- He especially liked the educational opportunities available to help kids at the community centers.
- (Hiring staff) - Has the appropriate staff been hired? Ms. Jones stated greater stability given the pay increases and requirements such as a Bachelor's degree.

Council Member Wilder expressed his appreciation for great things happening and all the hard work occurring at our local community centers. Ms. Jones stated it is really the Senior Rec Specialists that build relationships with the community.

Council Member Wright wanted to confirm that the amount of funding per center, per year is \$1,775. Ms. Jones confirmed.

Council Member Helgeson asked whether the \$1,775 covers the salaries, upkeep of the building or electricity costs. Ms. Jones stated that utilities come out of Public Works and salaries are a different line item. The \$1,775 is only for the programming, materials and supplies.

Mayor Tweedy mentioned that she is happy to see the community centers thriving and including the local communities in this process. She appreciated the use of education and economic development as a framework for each center to pull in partners who can provide opportunities for individuals and communities to better understand how to access local resources. Lastly, she applauded the efforts of Ms. Jones and others to improve local community centers. She also encouraged everyone to come out to the local community centers.

// City Transportation Engineer Don DeBerry presented the Transportation Planning Overview as an information update regarding transportation planning in the City of Lynchburg.

Key Points

- Congestion/capacity issues
- Transportation projects to take 10 years to develop and fund
- State and Federal funds are very competitive
- More planning specific to the City leads to better projects
 - o Take into account the Comprehensive Plan, the Economic Development Blueprint, and Downtown 2040

Existing Transportation Plans

- City 2030 Comprehensive Plan
- Central Virginia Metropolitan Planning Organization (CVMPO) 2040 Long Range Transportation Plan
- Downtown 2040 Master Plan

2040 Long Range Transportation Plan (LRTP)

- The City's Transportation Plan has been managed to date by the CVMPO and Virginia Department of Transportation (VDOT)
- Plan identifies needs not solutions
- Limited consideration was given to growth potential as identified in Comprehensive Plan

Growth:

- Comprehensive Plan anticipates and lays out areas for growth along with the Future Land Use Map (FLUM)
- The 2040 CVMPO, LRTP projected a population of 87,000 for the City
- The most recent Census update projects a population of 100,000 for the City in 2045
- Growth will likely lead to further congestion problems

Key Congestion Concern Areas

- Lakeside Drive
- Lynchburg Expressway
- Old Forest Road
- Rivermont Avenue
- 501/221 Intersection
- Old Graves Mill Road
- Wards Road
- Graves Mill Road
- Candler's Mountain Road (City and Virginia Department of Transportation)

Projected Roadway Capacity Issues

- Assumptions based on 87,000 population
- Congestion map indicates roads that are over capacity
- 2040 LRTP has suggested projects but they have not been modeled to provide and assess outcomes of solutions
- Some possible solutions could address several problem areas (ex. Odd Fellows Road Interchange)

Points to Consider

- The City should model the growth proposed by the Comprehensive Plan to determine effects on the transportation system
- As growth occurs, the City will need to fund transportation needs

Recommendations

- Develop and maintain a City transportation plan that:
 - o Identifies transportation needs generated by growth envisioned in the Comprehensive Plan
 - o Evaluates and recommends preferred solutions for deficiencies
 - o Estimates the cost and timing for solutions
- Begin a recurring transportation planning effort beginning in FY 2020
 - o Fund this planning effort every five years in conjunction with the MPO, LRPT update
- Consider developing and funding a Right-of-Way Opportunities Account to purchase needed properties
 - o When available
 - o Prior to redevelopment

// During roll call Council Member Wright commended the Downtown Association and community partners on the tree lighting event.

// Council Member Perrow mentioned one more week for Moustache 4 Kids

// Council Member Helgeson thanked the Finance Committee for the presentation and for thinking about the concerns of the upcoming budget.

// Council Member Wilder mentioned several events that he attended including the School Partnership breakfast; Jubilee receiving their 30th Award; and Habitat for Humanity celebrating their 303 house dedication.

Mayor Tweedy mentioned the Budget Pop Up events that were being conducted throughout the City and encouraged citizens to go online and participate by answering three questions related to the Budget.

// The meeting was adjourned at 6:00 P.M.