

Evaluation Framework

Implementing the strategies and actions in the Action Plan over the next five to ten years will be the work of many partners in the region. Progress on these items will depend on many factors, such as available resources (people, funding, etc.) and locality or partner priorities. In addition to moving forward Action Plan items incorporated into its own work plan, PlanRVA will seek to facilitate progress on the items in the Action Plan by:

1. Where feasible, supporting and collaborating with those listed as prospective partners (and others that may be identified over time) in their work, especially in areas such as data analytics, convening, and communications).
2. Creating a digital CEDS presence that can be refreshed as locality documents or regional plans are updated, and new information relevant to economic development in the region becomes available.
3. Holding an annual meeting of the CEDS Steering Committee to review progress on the items in the Action Plan and facilitate Committee discussion of challenges or opportunities that have, or may, affect the Action Plan.
4. Providing selective data updates, particularly reflecting significant changes to the data included in this plan's Background Information/Appendix A and/or additional data pertinent to the Committee's discussion as listed in item #3. A full data update would occur every five years during the CEDS update.
5. Consulting on a regular basis with key partners involved in implementation, including those partners that are not already Steering Committee members.
6. Collecting and sharing economic performance measure data as listed below to monitor progress (in coordination with partners and RVA Rising).
7. Update the Steering Committee if there are conditions that affect the ability to complete the items above.

Performance Measures

These measures have been selected to capture some of the key economic characteristics of the region. These metrics were selected after considering measures used in the 2014 CEDS; Urban Institute Upward Mobility Dashboard data (which is organized into pillars that include Rewarding Work, High Quality Education, Opportunity-Rich and Inclusive Neighborhoods); and data that will be tracked in conjunction with other regional plans such as the Long-Range Transportation Plan. Data availability, consistency, and quality have also been a major point of consideration.

The regional RVA Rising effort centered on upward economic mobility across the region will also be tracking data and outcomes that will be relevant to the CEDS. RVA Rising's metrics will draw upon the Urban Institute's Upward Mobility Metrics as one source of information, while also developing a set of metrics specific to this region. This process will extend beyond the CEDS adoption timeline, but in the coming years this metric data will be considered as a complement to the items listed below.

Over time the Performance Measures listed below can be further considered and potentially revised or changed if warranted due to approaches developed during the RVA Rising effort, emerging regional issues, data availability, or other factors.

Goal 1: Improve and strengthen local school districts and the early childhood care and education (ECCE) system, to prepare all students with the knowledge and skills they need for a rewarding life and career.

Performance Measures

- Overall Readiness Benchmark as Measured by Virginia Kindergarten Readiness Program.
- Childcare worker wage (Regional).



Goal 2: Support the ability of residents to reach their full potential and thrive throughout their working life, and build a workforce with the skills and credentials most needed by employers in the region.

Performance Measures

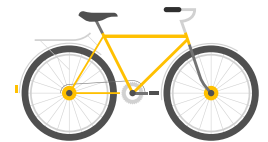
- Population with a bachelor's degree or higher.
- Regional percentage of students in Grades 6-12 earning a CTE credential.
- Certifications completed through the Fast Forward program.
- Regional labor force participation rate.



Goal 3: Build and maintain high-quality and resilient networks of infrastructure throughout the region to meet the needs of communities, workers, and businesses.

Performance Measures

- Objectives specified in the Pathways to the Future Transportation Plan (the 2050 Long-Range Transportation Plan).
 - *Example objective: By 2050, the average jobs and weighted destinations per capita accessible within 30 minutes by all modes (driving, transit, biking, walking) at AM Peak Hour (6:30AM -8:30 AM) will increase by 15%.*
- Share of Income Spent on Transportation (Regional). (This is a metric included in the Urban Institute Upward Mobility Data Dashboard, under the Opportunity Rich and Inclusive Neighborhoods pillar.)
- Amount of region with broadband coverage (download 100 mbps/upload 20 mbps).



Goal 4: Support existing business and industry, and foster the development of start-ups, small-to-medium-sized businesses, and entrepreneurs to build a diverse and innovative economy.

Performance Measures

- GDP Annual Percent Change (Region)
- Average Annual Wage (Region)
- Annual Percent Change in Employment (Region)
- Unemployment Rate (Region)
- Jobs Paying Living Wage (Region) (This is a metric included in the Urban Institute Upward Mobility Data Dashboard, under the Rewarding Work pillar.)
- New Startup Firms
- Supply deficits in sector employment



Goal 5: Collaborate on efforts to meet key community needs and maintain or improve the region's quality of life.

Performance Measures

- Percent housing cost burdened – owner, renter (Region)
- Affordability Index (Ratio of median household income to house sales price at the Census Tract level)
- As Also Listed Under Infrastructure: Objectives specified in the Pathways to the Future Transportation Plan (the 2050 Long-Range Transportation Plan).



Goal 6: In coordination with hazard mitigation efforts focused on individuals and the larger community, proactively prepare the businesses and components of our regional supply chains for possible economic and environmental disruptions.

Performance Measures

- Objectives specified in the Pathways to the Future Air Quality Report (Air Pollutant Emissions).

