



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Program Performance and Evaluation Commitee

March 12, 2024
Library of Virginia



COgro Labs at Virginia Tech Corporate Research Center
(Source: GO Virginia Region 2 Annual Report)



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities



Agenda

I. OPENING

- a. Call to order Chair
- b. Roll Call Billy Gammel
- c. Public Comment Chair

II. CONSENT AGENDA – *Action Item*

- a. Approval of January Meeting Minutes Chair

III. JLARC Recommendations Discussion

Sara Dunnigan

- a. Revised Workforce and Site Development Outcomes
- b. Reporting/Closeout Procedures and Data Validation
- c. Long-Term Impacts Tracking and Program Reporting Requirements



Program Performance and Evaluation Committee

GOALS and OBJECTIVES

Program Evaluation Committee Description (*Bylaws*)

The Program Evaluation Committee shall ensure that projects approved by the GO Virginia Board are meeting Board established criteria and are consistent with the GO Virginia mission by conducting a semiannual review of funded projects; assessing program performance, ensuring contract compliance of projects; and identifying projects that are scalable.

Review JLARC report recommendations consistent with the committee's stated purpose, advance recommendations for response to the Board, and ensure the timely and efficient implementation of any program changes.



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

JLARC Recommendations for Review

Recommendation/ Policy Consideration Number	JLARC Report Recommendation	Reasoning For Recommendation
1	The Department of Housing and Community Development should change its "number of jobs created/filled" outcome measure for the GO Virginia program by (i) splitting the criteria into separate "jobs created" and "jobs filled" measures, (ii) removing the "estimated" and "expected" qualifiers so that only actual jobs created or filled are counted, and (iii) clarifying that any job created or filled must be clearly attributable to the project's activities, which must be explained in project reports.	JLARC staff found that the jobs created outcomes reported are misleading and inaccurate. Several projects reported jobs that are not attributable to their project activity. In addition, projects should only count actual jobs created or filled, but in practice, several projects reported estimates of jobs that might have been created or filled

Staff Recommended Action	Proposed Implementation Timeline
<p>Separate Jobs Created/Jobs Filled. For Jobs Filled, adopt the following: Total Number of Job Placements: Measure of the total number of new jobs stemming from successful exits from a program. This definition is aligned and consistent with the definition used by the Virginia Department of Workforce Development and Advancement. This change can be made administratively or as part of a broader review of grant outcomes. (see Recommendation #2)</p> <p>Item (ii) should be determined by the committee after a review of revised Core Performance Outcomes/Definitions by Investment Priority. June 2024</p>	Mar-24



JLARC Recommendations for Review



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Recommendation/Policy Consideration Number	JLARC Report Recommendation	Reasoning For Recommendation
2	The Department of Housing and Community Development should revise the Core Grant Outcomes list for GO Virginia projects to ensure that outcomes measures are narrow enough to avoid mixing different program activities, are clearly defined, and are appropriate and specific to the project type.	The program's outcome measure for jobs combines two distinct activates with different economic benefits - number of jobs created and number of jobs filled.

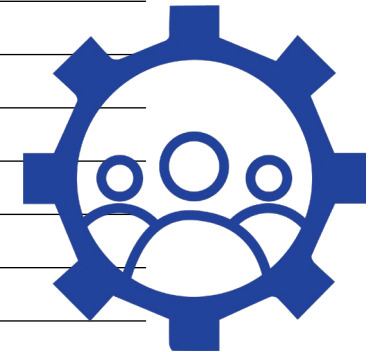
Staff Recommended Action	Proposed Implementation Timeline
Staff is reviewing all core performance metrics and active project reporting. Staff recommends the committee review a revised set of core performance metrics/definitions and advance revised list for approval at the June Board Meeting.	Jun-24



Revised Workforce and Site Development Core Grant Outcomes

WORKFORCE DEVELOPMENT METRICS

Name of metric	Change Proposed
Number of People Trained	Revise name of metric, align definition
Number of upskilled employees	Delete
Number of existing jobs retained	Delete
Number of jobs created/filled	Delete
Number of Job Placements	Additional Metric
Number of Businesses Served	Revise Definition
Number of New Internships Created	
Number of New Apprenticeships Created	
Number of New Training Programs/ credentials Implemented	Revise to simplify to number of new programs implemented
Number of Credentials Awarded	
Number of Students Enrolled in Dual Enrollment Programs	





VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Revised Workforce and Site Development Core Grant Outcomes

WORKFORCE DEVELOPMENT - DEFINITIONS

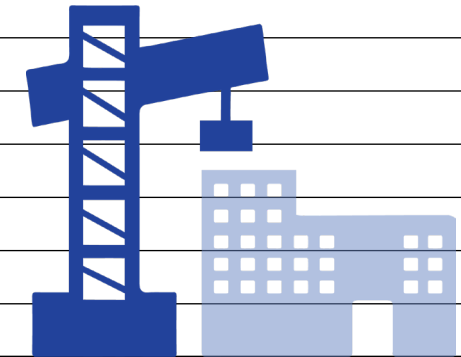
Number of People Trained	The number of individuals who successfully complete a course or combination of courses required to enter employment.
Number of Job Placements	Total number of new jobs stemming from successful exits from a workforce program
Number of Businesses Served	The number of unique firms provided with targeted and individualized business assistance.
Number of New Internships Created	An internship is defined as a professional learning experience hosted by an employer that offers meaningful, practical work related to a student's field of study or career interest
Number of New Apprenticeships Created	An apprenticeship is structured employment/training arrangement, hosted by a sponsoring employer. It may be registered or unregistered but must include a combination of paid employment and related academic or on-the-job instruction.
Number of New Training Programs Implemented	The number of new workforce training programs or credentialing programs created.
Number of Credentials Awarded	A credential is a certificate, degree, or certification generally recognized by employers as evidence that a completer is qualified for work in a specific occupation.
Number of Students Enrolled in Dual Enrollment Programs	The number of high school students who are enrolled dually in a community college level course.



Revised Workforce and Site Development Core Grant Outcomes

SITE DEVELOPMENT METRICS

Name of Metric	Change Proposed
Number of Acres Advanced to Higher Tier per Virginia Business Ready Sites Program (VBRSP)	
For Sites Not Advancing to a Higher Tier, Number of Acres Impacted/Developed	Change name and definition of outcome to clarify difference between this metric and the metric above
Number of Increased Locality Engagement in Establishing a RIFA/Revenue Sharing Agreement	
Number of prospects (active company visits)	Delete outcome
Number of businesses attracted	Delete outcome
Number of Linear Feet of Sewer Infrastructure	
Number of Linear Feet of Water Infrastructure	
Number of Linear Feet of Gas Infrastructure	
Number of Miles of Middle Mile Broadband Completed	





VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Revised Workforce and Site Development Core Grant Outcomes

SITE DEVELOPMENT - DEFINITIONS

Core Outcomes	Definition
Number of Acres Advanced to Higher Tier per Virginia Business Ready Sites Program (VBRSP)	The number of acres moved to a higher level on the VBRSP scale. Go to https://www.vedp.org/vbrsp for more information on the VBRSP program.
For Sites Not Advancing to a Higher Tier, Number of Acres Impacted/Developed	The number of acres that the infrastructure improvements will impact. This outcome differs from the number of acres advanced to a higher tier in that it tracks the number of acres impacted by projects which increase the marketability of a site but do not change the site's tiering
Number of Increased Locality Engagement in Establishing a RIFA/Revenue Sharing Agreement	The localities that are involved in a RIFA or other shared revenue agreement. This could also include the discussion among localities regarding the development of a RIFA.
Number of Linear Feet of Sewer Infrastructure	The total number of linear feet of water lines and supporting infrastructure improvements.
Number of Linear Feet of Water Infrastructure	The total number of linear feet of gas lines and supporting infrastructure improvements.
Number of Linear Feet of Gas Infrastructure	The total number of linear feet of sewer lines and supporting infrastructure improvements.
Number of Miles of Middle Mile Broadband Completed	The total number of fiber and/or conduit, which extend telecommunication networks in partnerships with the private sector and focus on meeting the business needs of a community.



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Overview of GO Virginia Outcome Definition and Tracking Process

1

- **Core Performance Outcomes Determined and Defined**

- Program has 34 defined core performance outcomes across 4 investment priorities (last update 2.8.22)

2

- **Application**

- Applicant identifies and quantifies the activities and outcomes associated with the project using outcome template provided and must describe the mechanism they will use to track outcomes

3

- **Contract**

- Three party grant agreement with committed outcomes, activities and products (as applicable) as approved by the Regional Council and State Board
- Assigns progress monitoring and reporting responsibilities to the grantee

4

- **Project Start**

- Project is created in DHCD grant management system and assigned committed outcomes as described in the grant agreement

5

- **Progress Reporting**

- Quarterly reporting allows Regional Council to monitor progress towards goals and reports are reviewed/accepted by DHCD staff (QA)
- Reports inconsistent with contract or those not making progress towards milestones/activities are referred back to council staff for TA

6

- **At Project Close**

- Project Closeout Procedures allow Regional Councils to review and certify final project results (activities and outcomes).



Reporting/Closeout Procedures and Data Validation

- Quarterly reporting is required to monitor progress and capture interim project activities and results during that quarter of the 2-year contract period.
- Quarterly reports are reviewed and submitted by Regional Council staff.
- DHCD Staff reviews and approves submitted quarterly reports.
- The purpose of the **Performance Closeout Report** is to describe how the project performed and to provide an opportunity to describe the project, how it supported one or more of the strategies in the region's Growth and Diversification Plan, and the impact the project had on the region.



Reporting/Closeout Procedures and Data Validation

- Performance Closeout – Implementation Projects
 - Performance Narrative and Certification
 - Grant Outcome Reporting Sheet
 - Grant Products
 - Optional Attachments
- Performance Closeout – Planning Projects (Plan, Pilot, Proof of Concept)
 - Performance Narrative and Certification
 - Grant Products
 - Future Project Implementation
 - Optional Attachments



JLARC Recommendations for Review



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

Recommendation/Policy Consideration Number	JLARC Report Recommendation	Reasoning For Recommendation
4	The GO Virginia Board should develop and implement a policy to assess the long-term impact of individual projects and the GO Virginia program as a whole , including which information should be collected to facilitate this long-term assessment. The board's actions should proceed under the guidance of its new project [program] evaluation committee and with the assistance and input of Department of Housing and Community Development staff and regional council support staff.	There is limited collection and evaluation of outcomes beyond the two-year grant period, even though GO Virginia has been characterized as a long-term program. The Code vests the GO Virginia board with the power and duty to assess the program's longer-term impact, and many GO Virginia projects remain active after the grant period and produce valuable outcomes.

Staff Recommended Action	Proposed Implementation Timeline
Staff recommends an annual survey of subgrantees and a 3rd party evaluation of closed projects on a determined cycle. Resources will be needed to conduct this evaluation. Committee should consider alignment with other program reporting requirements which include annual reports and program outcomes reports (defined in state budget).	Sep-24



Long Term Impacts Tracking and Program Reporting Requirements

- Quarterly Financial Reports (Due: 30 days after close of quarter)
 - Resource Utilization – Awards and Funds Available for Future Awards
- Annual Program Report (Due: December 1)
 - Actions and Determinations of the Board
- Annual Committed vs Achieved Outcomes (Due: December 15)
 - Summary Report and Performance Closeout Report
- NEW– Public Facing Dashboard

All existing and proposed program and project reporting is oriented to the short-term – actions and outcomes.

Discussion and Next Steps