AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD PROGRAM PERFORMANCE AND EVALUATION COMMITTEE
Friday, August 9, 2024
1:00 PM – 2:30 PM
Virtual Link

I.   OPENING
    a.   Call to order   Chair
    b.   Roll Call   Sara Dunnigan
    c.   Public Comment   Chair

II.   *Action Item -* Approval of March Meeting Minutes   Chair

III.   *Acton Item –* VITAL Memorandum of Understanding   Deputy Secretary Juan Pablo Segura

IV.   JLARC Recommendations Discussion   Sara Dunnigan
    a.   Revised Core Grant Outcomes
    b.   Reporting/Closeout Procedures and Data Validation
    c.   Long-Term Impacts Tracking and Program Reporting Requirements

V.   Budget Requirement – Performance Dashboard Demonstration   Sara Dunnigan/Shara Gibson

VI.   ADJOURNMENT   Chair

VIRGINIA GROWTH AND OPPORTUNITY BOARD PROGRAM PERFORMANCE AND EVALUATION COMMITTEE
March 12, 2024
11:00 AM
Library of Virginia
800 E. Broad St., Richmond VA. 23219

Members Present	Members Absent
Todd Stottlemyer	Cliff Fleet
Leah Fremouw	Nancy Howell Agee
Jim Dyke	

Call to Order

Mr. Todd Stottlemyer, Chair of the Virginia Growth and Opportunity (GO Virginia) Board Program Performance and Evaluation Committee, called the meeting to order.

Roll Call

Mr. Billy Gammel, GO Virginia Program Administrator for the Department of Housing and Community Development (DHCD), called the roll, and stated that a quorum was present.

Public Comment

Mr. Stottlemyer opened the floor for public comment.

No members of the public appeared before the Committee for the public comment period.

The public comment period was closed.

Consent Agenda

Mr. Stottlemyer presented the meeting minutes of the January 24, 2024 meeting of the Committee for approval as part of the consent agenda.

A motion was made by Mr. Stottlemyer and seconded by Ms. Fremouw to approve the consent agenda. The motion passed.

Discussion Items

Ms. Sara Dunnigan provided the Committee with a brief recap of the JLARC Recommendations and an overview of the corresponding staff recommendations for action. To summarize, JLARC

Recommendation 1 suggested that DHCD staff change its "number of jobs created/filled" outcome measure for the program by splitting the criteria into two separate measures, removing the "estimated" qualifier in the definitions, and clarifying that any job created or filled must be attributable to the project's activities.

Ms. Dunnigan stated how staff recommends adopting JLARC's recommendations and separating jobs created and jobs filled categories, and recommends refining the jobs filled metric to now be a new "total jobs placements" measure, with a definition stating that the measure of the total number of new jobs stemming from successful exits from a program, which aligns with the Virginia Department of Workforce Development and Advancement. Staff also recommends the Committee review staff work on revisions to the core outcomes at a future meeting in June to determine if the revisions sufficiently satisfy JLARC concerns about clarity regarding whether jobs are directly attributed to the project activities. Ms. Dunnigan reviewed the progress staff has made on two of the four GO Virginia investment strategies – Workforce Development and Site Development. The Committee member provided feedback on specific outcomes and definitions that staff will incorporate into the draft iteration.

Ms. Dunnigan provided an overview of the GO Virginia reporting and closeout procedures, and how projects are entered into DHDC's Centralized Application and Management System (CAMS) once they have gone under contract.

Ms. Dunnigan walked through ways DHCD could support JLARC's Recommendation 4, which suggested the Board should develop and implement a policy to assess the long-term impact of individual projects and the program as a whole, by contracting a third-party evaluation of closed projects on a determined cycle. Such a valuation would require additional resources to be implemented. Staff recommends this evaluation cycle align with reporting already required of the program. Due to the need to plan how to implement and allocate resources to this recommendation, staff would target September 24th for the implementation of a policy of this nature.

Adjournment   The meeting was adjourned.

Memorandum

TO: GO Virginia Program Performance and Evaluation Committee members

FROM: DHCD Staff

RE: Virginia Innovations and Technology Advancements in Health & Life Sciences (VITAL) Memorandum of Understanding

DATE: 8/9/2024

BACKGROUND: At the Board's June meeting, action was taken to approve 3 applications (Project VITAL – Regions 2, 4, and 9) with a contingency that a memorandum of understanding be executed among other state entities, the Virginia Innovation partnership Corporation, the Virginia Economic Development Partnership, and Virginia Catalyst.

The motion as captured in the meeting minutes reads as follows:

"...approval contingent on verification of match and finalization of a memorandum of understanding with other state authorities that could provide additional collaborative support, including but not limited to the following: the Virginia Innovation Partnership Corporation, the Virginia Economic Development Partnership, and Virginia Catalyst. The Virginia Department of Housing and Community Development's GO Virginia staff shall draft the memorandum of understanding with the Project VITAL applicant leadership and oversee project collaboration.

The memorandum of understanding required in these motions shall be subject to approval by the GO Virginia Program Performance and Evaluation Committee in collaboration with the Secretary of Commerce and Trade."

Deputy Secretary Juan Pablo Segura was tasked with developing the MOU. He will present on the process used to develop the MOU and solicit feedback from the committee on the agreement's framework.

Memorandum

TO: GO Virginia Program Performance and Evaluation (PPE) Committee members

FROM: DHCD Staff

RE: JLARC Recommendations Discussion

DATE: 8/9/2024

BACKGROUND: As part of the Joint Legislative Audit & Review Commission (JLARC) recommendations to the GO Virginia program published in December 2023, there were four specific recommendations related to this Committee's oversight.

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.

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.

3) The GO Virginia Board should amend the GO Virginia bylaws to assign responsibility for the review of outcome calculation methods and outcome data verification to staff at the Department of Housing and Community Development.

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.

Recommendation #1 and #2 have been completed with solicitation and feedback from the PPE Committee and the Regional Council Staff.

Related to recommendation #3, responsibilities are shared by DHCD and the Regional Council as a part of reviewing and approving contractually required quarterly and final performance closeout reports. Activities and outcome reporting requirements are included in contract language for each project. Parties to these grant agreements are DHCD (grantor and administrator of the GO Virgnia program), the Regional Councils (grantees), and the applicant (subgrantees). The fiscal and performance closeout procedures are attached. As a part of that process, attestations are provided by the grantee and the applicant (subgrantee).

Recommendation #4 addresses questions regarding long term impact of the program. It is recommended that the committee discuss this recommendation and any recommendations regarding assessing the long-term impact of the program.

Workforce Development Outcomes

Grant Peformance Outcomes	
Name of outcome	**Committed Outcomes**
1 Number of people trained	
2 Number of job placements	
3 Number of businesses served	
4 Number of new interns placed	
5 Number of new apprenticeships created	
6 Number of new programs implemented	
7 Number of credentials awarded	
8 Number of students that completed a dual enrollment programs	

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	The 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/or individualized business assistance.
Number of new interns placed	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. For the purposes of this program, new internships must have a pay or stipend component. This metric tracks the number of students who have been successfully placed into an internship as a result of the project.
Number of new apprenticeships created	An apprenticeship is a 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 programs implemented	The number of new workforce training programs put in place as a result of the project activities.
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 that completed a dual enrollment program	The number of high school students who are enrolled dually in a community college level course and completed it.

Startup Ecosystem Outcomes

Grant Peformance Outcomes	
Name of outcome	**Committed Outcomes**
1 Number of jobs created	
2 Number of existing businesses expanded	
3 Number of new businesses created	
4 Number of businesses served	
5 Number of -new mentors providing business assistance	
6 Total -funds raised by businesses served	
7 Number of new products released to production	
8 Number of patents filed	
9 Number of patents awarded	

Definitions

Number of jobs created	The number of jobs that will be created by businesses supported by the effort.
Number of existing businesses expanded	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort.
Number of new businesses created	The number of new businesses that were created as a part of the effort. A new business is official when it has a license or permit to operate.
Number of businesses served	The number of unique firms provided with targeted and/or individualized business assistance.
Number of new mentors providing business assistance	The number of mentors who participated in the effort. A mentor is an individual who provides advice and coaching on starting /growing a business.
Total funds raised by businesses served	The total dollar amount in funds raised by the businesses served as part of the effort.This may include venture capital, research and development funds, SBIR funding, grants, private investment, or other sources of funds to be used by the businesses served.
Number of new products released to production	The total number of new products created by a business/startup served as part of the effort that are released to production.
Number of patents filed	The number of patents filed as a result of the effort. A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.
Number of patents awarded	The number of patents awarded as a result of the effort. A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.

Site Development Outcomes

Grant Peformance Outcomes	
Name of outcome	**Committed Outcomes**
1	Number of acres advanced to higher tier per Virginia Business Ready Sites Program (VBRSP)	
2	For sites not advancing to a higher tier, number of acres impacted/developed	
3	Number of increased locality engagement in establishing a Regional Industrial Facility Authority (RIFA)/revenue sharing agreement	
4	Number of linear feet of sewer infrastructure	
5	Number of linear feet of water infrastructure	
6	Number of linear feet of gas infrastructure	
7	Number of miles of middle mile broadband completed	

Definitions

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 Regional Industrial Facility Authority (RIFA) and/or a revenue sharing agreement	The localities that are involved in a Regional Industrial Facility Authority (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 water infrastructure	The total number of linear feet of water lines and supporting infrastructure improvements.
Number of linear feet of gas infrastructure	The total number of linear feet of gas lines and supporting infrastructure improvements.
Number of linear feet of sewer 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.

Cluster Scale-Up Outcomes

	Grant Peformance Outcomes	
	Name of outcome	**Committed Outcomes**
1	Number of jobs created	
2	Number of businesses attracted	
3	Number of existing businesses expanded	
4	Number of businesses served	
5	Total funds raised by businesses served	

Definitions

Number of jobs created	The number of jobs that will be created by businesses supported by the effort.
Number of businesses attracted	Total number of unique new businesses relocating to the region(s) as a result of the project's work.
Number of existing businesses expanded	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort
Number of businesses served	The number of unique firms provided with targeted and/ or individualized business assistance.
Total funds raised by businesses served	The total dollar amount in funds raised by the businesses served as part of the effort. This may include venture capital, research and development funds, SBIR funding, grants, private investment, or other sources of funds to be used by the businesses served.

Virginia Growth and Opportunity Fund (GO Virginia)

Project Closeout Procedures

GO Virginia Program Intent

PURPOSE: The purpose of this guidance is to document the procedures to complete a GO Virginia project closeout.

GOAL: To ensure the Grantee's (Support Organization) compliance with Commonwealth of Virginia laws, to ensure the project was implemented in accordance with Virginia Department of Housing and Community Development (DHCD)'s contractual agreements and too effectively measure and track products/outcomes associated with GO Virginia-funded projects.

Step 1: Fiscal Closeout Procedures

The Grantee (support organization) and Subgrantee (grant recipient) will need to ensure: 1) activities and milestones described in the project scope of work have been completed; 2) all remittances are submitted in CAMS; 3) the *Fiscal Closeout Report* is submitted in CAMS within 90 days of the project end date, or as referenced in the Grant Contract.

At contract, DHCD will assign the *Fiscal Closeout Report* in CAMS for submission by the Grantee and will include the following questions:

1. **Contracts Obligating Funds**: Upload all contracts for services rendered using GO Virginia grant funds.
2. **Procurement Process**: If subject to the provisions of the Virginia Public Procurement Act (VPPA), provide your organization's official procurement policy. If not subject to VPPA, provide a brief description of the procurement process used to acquire goods or services.
3. **Proof of Payment:** If not previously provided in remittances submitted, upload documentation showing that expenses were paid. If documentation applies to multiple remittances, provide a spreadsheet (cover sheet) to indicate which remittance each expenditure corresponds to.
4. **Certified Financial Closeout Document (SEE ATTACHMENT A):** Upload the certified financial closeout document. This must be signed and dated by the Grantee or Regional Council Chair and the Subgrantee.
5. **Optional Attachment:** This could include relevant miscellaneous items.

DHCD may perform an on-site validation visit upon completion of the *Fiscal Closeout Report*. The purpose of the on-site visit is to ensure that GO Virginia funds have been expended in a way consistent with the Grant Contract and project budget. This may include a review of financial records and/or a physical inspection (i.e. to ensure that equipment has been purchased and installed.)

If the awarded grant funds have **NOT** been fully expended, the Certified Financial Closeout Document (Attachment A) will indicate a balance (item 8h – SEE ATTACHMENT A). Unexpended grant funds will be returned to the region's per capita allocation or to the statewide competitive fund as applicable.

Once the project has successfully completed the Fiscal Closeout Report, DHCD will initiate a letter to the Grantee.

Step 2: Performance Closeout Procedures

The purpose of the ***Performance Closeout Report*** is to describe how the project achieved its outcomes and/or products 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 describe the impact it had on the region.

The ***Performance Closeout Report*** may occur simultaneously as the ***Fiscal Closeout Report***. DHCD has the right to extend the performance reporting period for implementation projects in consultation with the Grantee and Subgrantee.

Based on the terms of the contract and/or project performance period, DHCD will assign a ***Performance Closeout Report*** in CAMS for submission by the Grantee which will include the following questions for either an implementation or planning project:

Implementation Projects

1. **Performance Narrative and Certification (SEE ATTACHMENT B)**: Upload the signed Certified Performance Statement. This should capture the story of the grant in narrative format, and includes questions on key achievements, economic impact, regional cooperation, sustainability, and project deliverables (e.g. Grant Outcomes, Grant Products). This must be signed and dated by the Grantee or Regional Council Chair and the Subgrantee.
2. **Grant Outcomes**:
    a. **Final Grant Outcomes Reporting Sheet (SEE ATTACHMENT C)** Complete the attachment and document the project's contracted outcomes and final achieved outcomes. Only report on those performance measures referenced in your contract.
    b. **Project-Specific Performance Outcomes.** For projects with additional Project-Specific Performance Outcomes defined in the contract, include these additional outcomes at the bottom of Attachment C.
3. **Grant Products:** Upload any product(s) as outlined in the Grant Contract (i.e. Feasibility Study, Market Study, Site Characterization Report, Playbook, etc).
4. **Optional Attachment(s):** This could include any miscellaneous items, such as visuals, PowerPoints, infographics, news articles, etc.

Planning Projects

1. **Performance Narrative and Certification (SEE ATTACHMENT B)***:* Upload the signed Certified Performance Statement. This should capture the story of the grant in narrative format, and includes questions on key achievements, economic impact, regional cooperation, sustainability,

and project deliverables (e.g. Grant Products). This must be signed and dated by the Grantee or Regional Council Chair and the Subgrantee.

2. **Grant Products:** Upload any product(s) as outlined in the Grant Contract (i.e. Feasibility Study, Market Study, Site Characterization Report, Playbook, etc).

3. **Future Project Implementation**: Describe if and how this project will lead to an implementation application request.

4. **Optional Attachment(s).:**This could include any miscellaneous items, such as visuals, PowerPoints, infographics, news articles, etc.

Once the project has successfully completed the Performance Closeout, DHCD will initiate a letter to the Grantee.

ISSUE DATE: February 8, 2022
REVISED DATE: September 21, 2020 and December 20, 2021

ATTACHMENTS:
Attachment A: Certified Financial Closeout Document
Attachment B: Performance Narrative and Certification
Attachment C: Final Grant Outcomes Reporting Sheet

Memorandum

TO: GO Virginia Program Performance and Evaluation Committee members

FROM: DHCD Staff

RE: Performance Dashboard

DATE: 8/9/2024

BACKGROUND: In the state budget approved for FY2025 and FY2026, language was included requiring the agency to create a public facing dashboard reporting on project performance utilizing information provided in the existing required annual report. The new language is included below in bold:

> *b. The department shall report at the close of each fiscal year to the Governor and the Chairs of the House Appropriations and Senate Finance and Appropriations Committees on the outcomes associated with closed projects that received a grant from the Virginia Growth and Opportunity Fund on or before December 1st of each year. This report shall include itemized information that details the project name, the Regional Council, GO Virginia investment type (regional per capita, competitive, or Economic Resilience and Recovery), GO Virginia strategy, program year, date of award, committed match, anticipated project outcomes, and actual project outcomes.* ***The department shall utilize the information provided in this report to create a public facing performance dashboard to be updated annually that, at a minimum, includes individual projects organized by Region, total GO Virginia resources committed to the project, anticipated outcomes, and final outcomes submitted to the department at the close of the project. This information shall further be disaggregated by year and shall feature all projects receiving GO Virginia grants.***

GO Virginia program staff at DHCD have worked with agency Information Technology staff to develop a dashboard in conformance with this requirement utilizing information pulled from the agency's Central Application Management System (CAMS) site used for grant management for the GO Virginia program.

Deputy Director Sara Dunnigan and Program Manager Shara Gibson of DHCD will present an update on efforts to the committee at the August 9th meeting. Staff is making this presentation to keep the committee informed, and requests that committee members provide thoughts as applicable on staff's direction with meeting this requirement.