



2022 Year-end Director/MIC Member Survey



December 9, 2022



Survey Responses

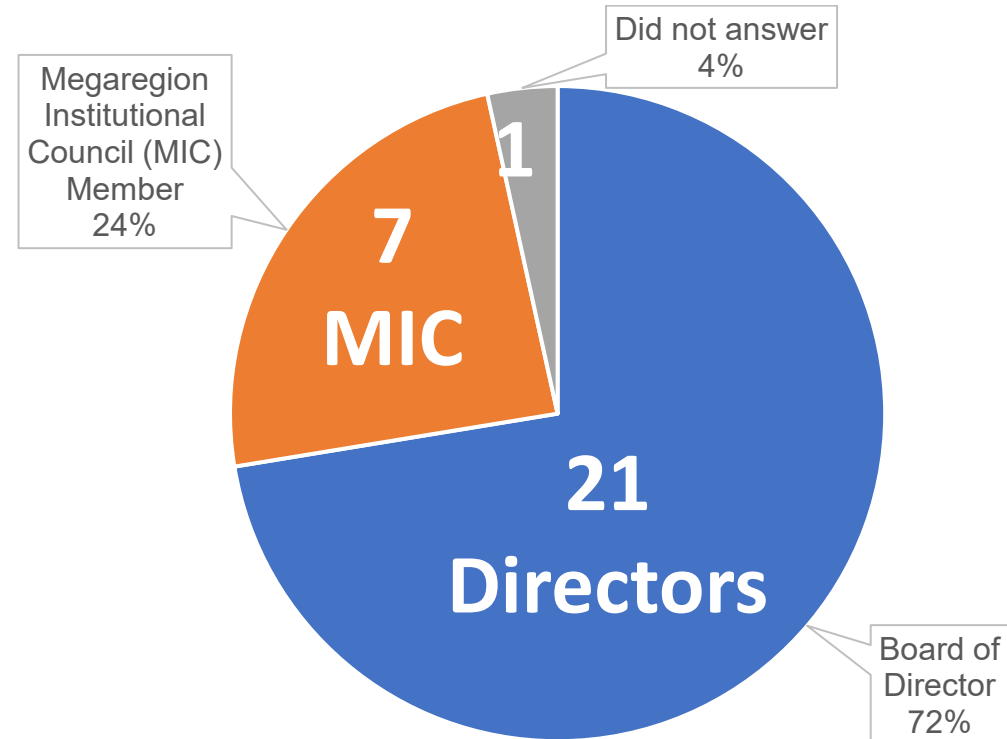


Total universe / survey invites: **79**

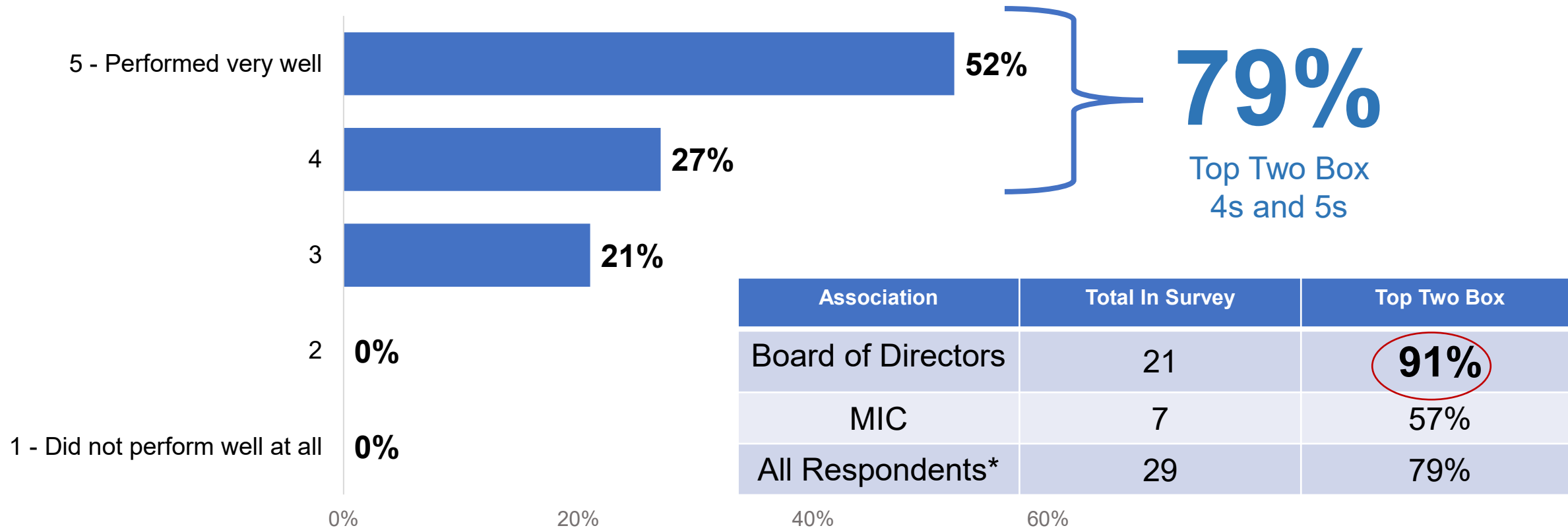
Total Responses: **29**

Response Rate: $29/79 =$ **37%**

Initial survey invite and one reminder email sent.

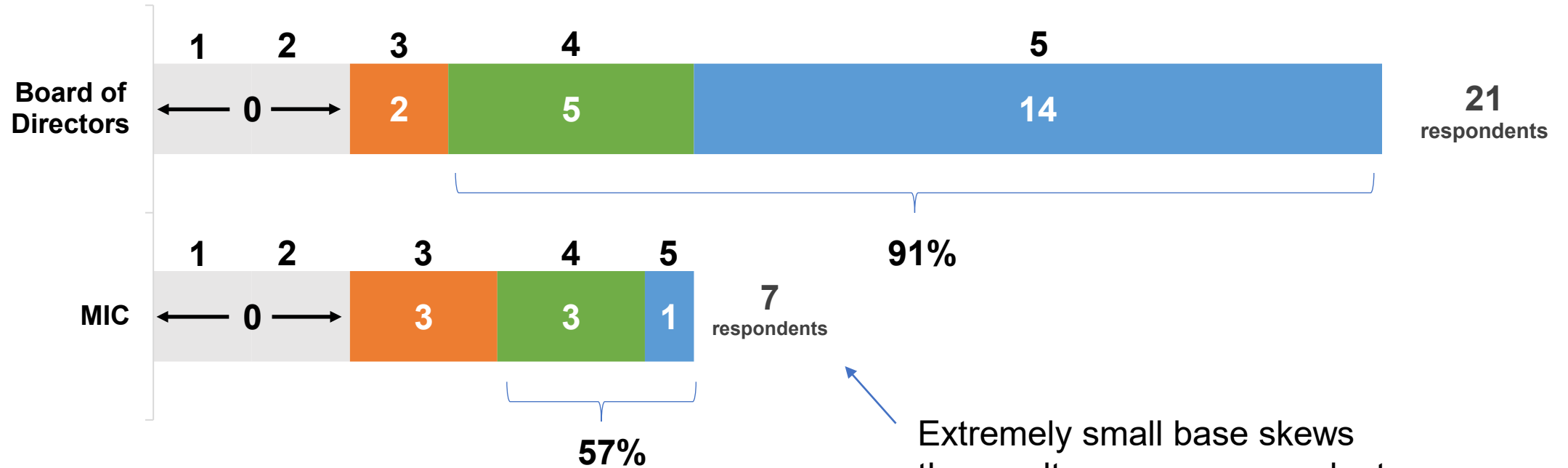


Most are satisfied with RVA757 Connects' Overall Performance



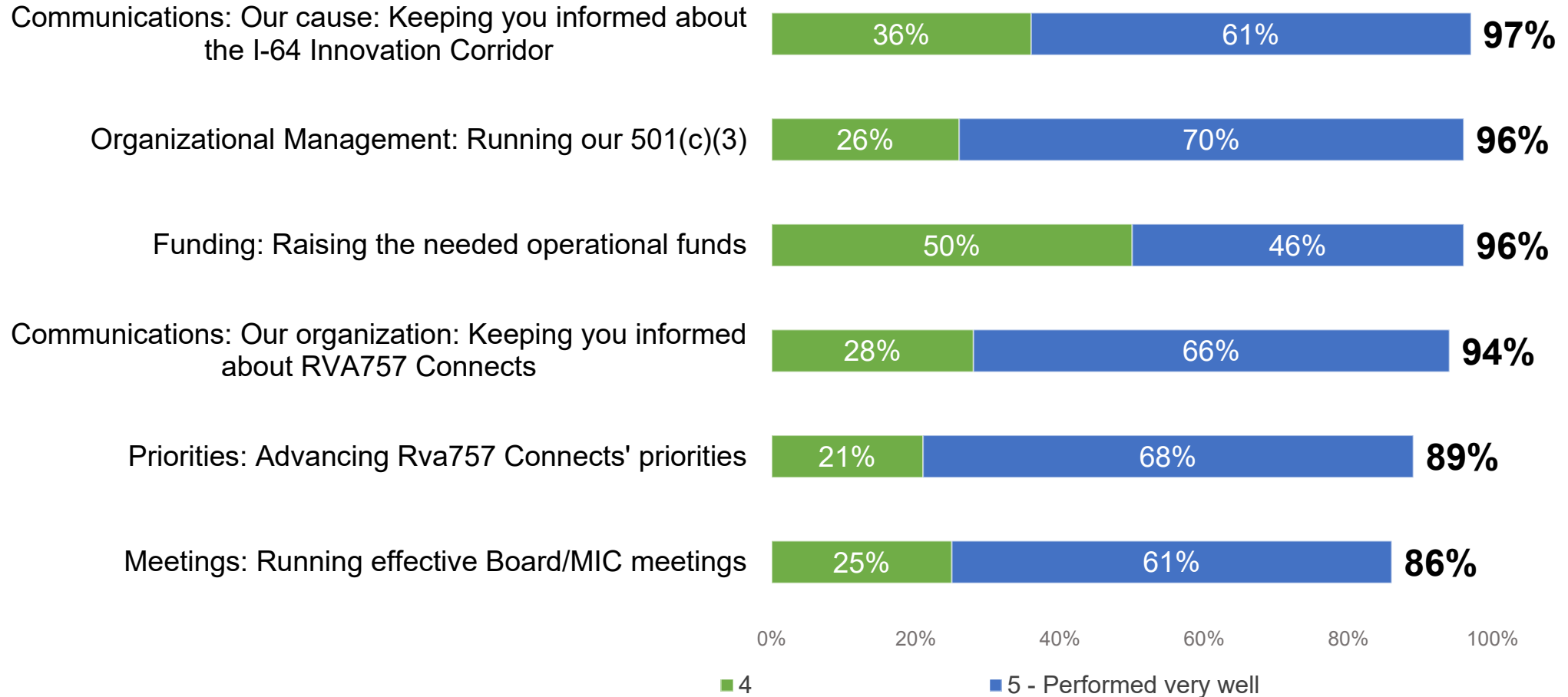
*All Respondents includes 1 response that did not self-identify as MIC or Board of Directors

The MIC Skew is Based on Small “n”

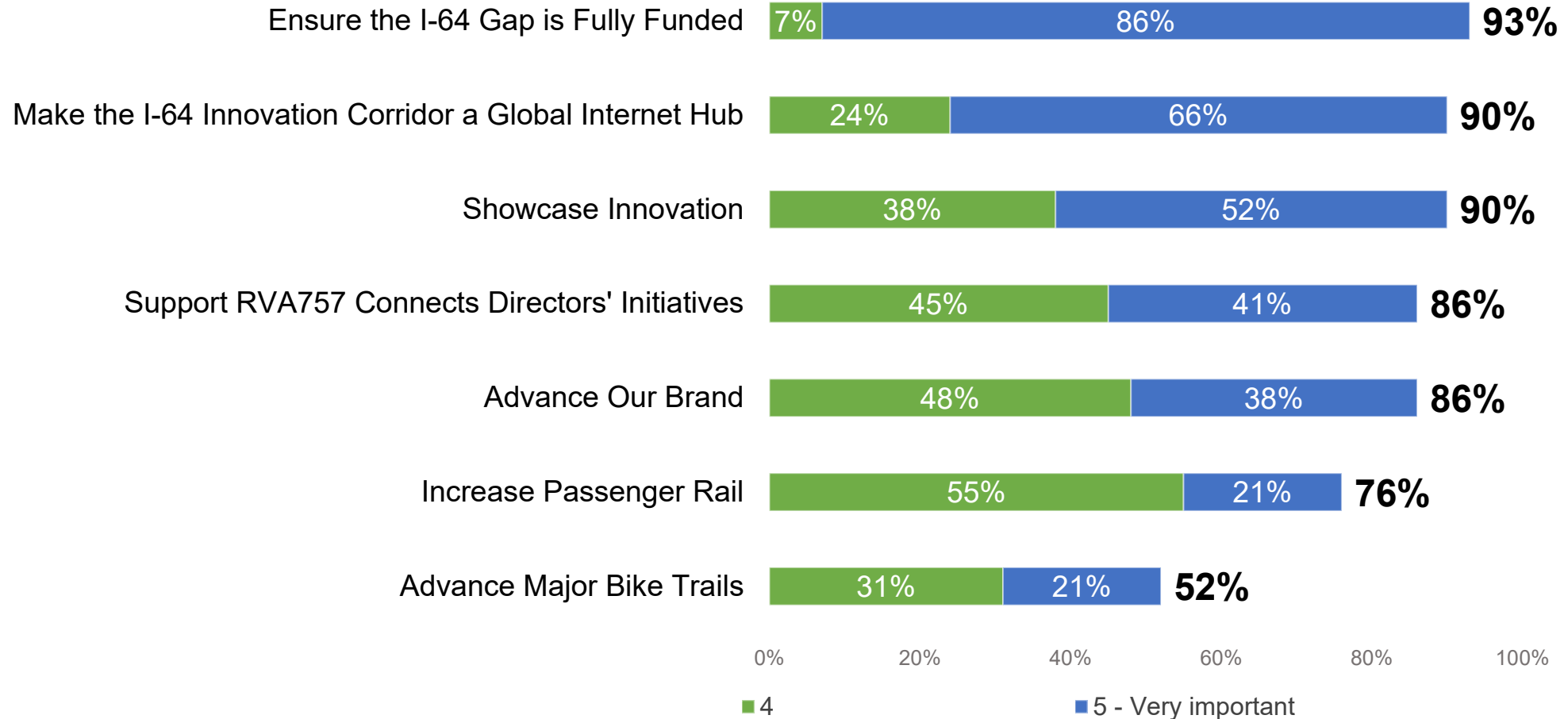


Extremely small base skews the results – every respondent represents 14% of the base

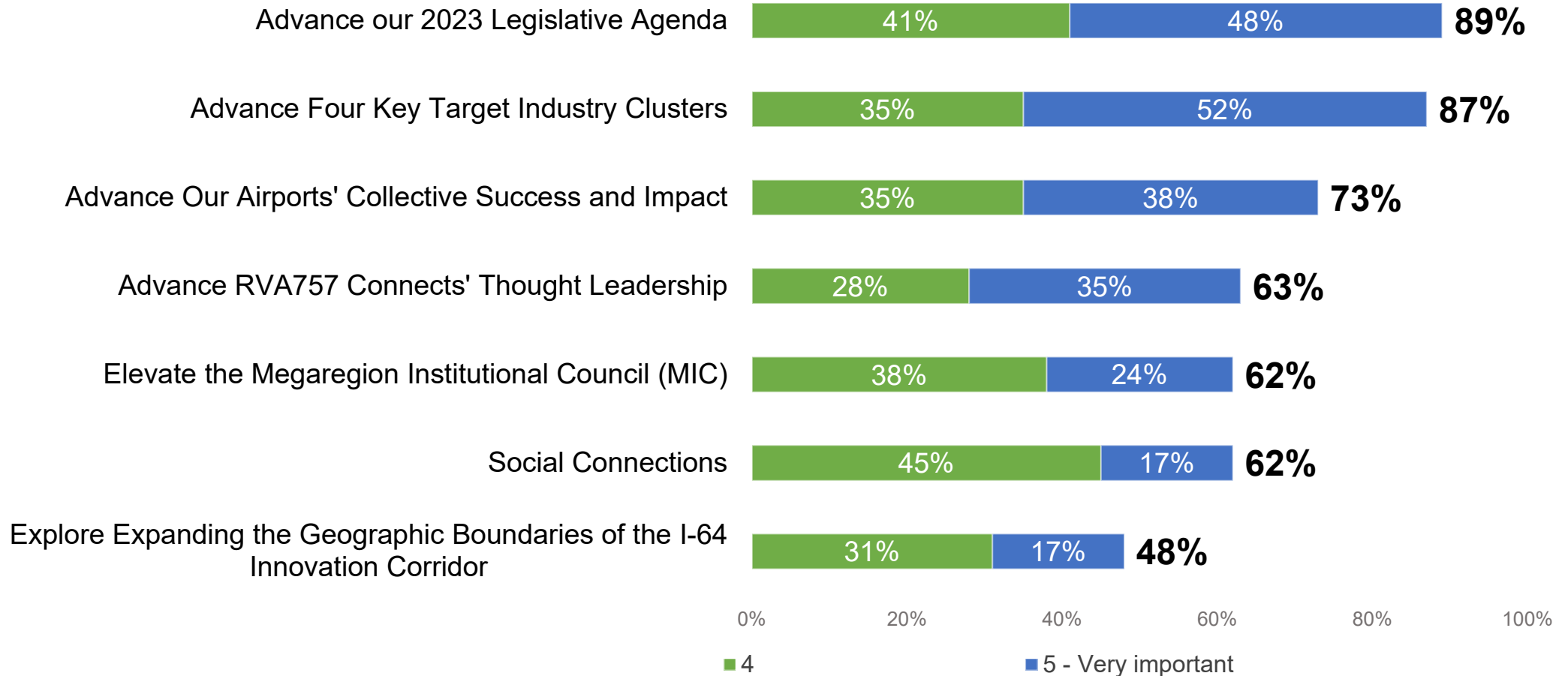
Most are satisfied with RVA757 Connects' Performance Across Key Areas



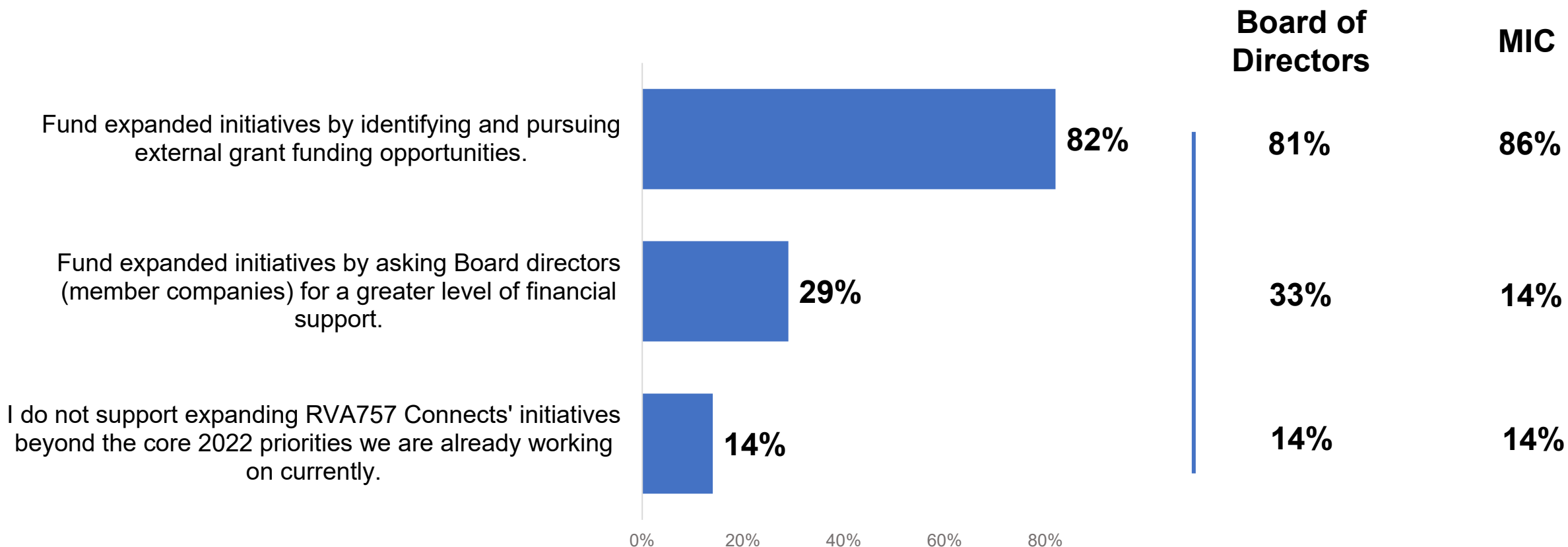
Most Want RVA757 Connects to Continue to Advance 2022 Key Priorities In 2023



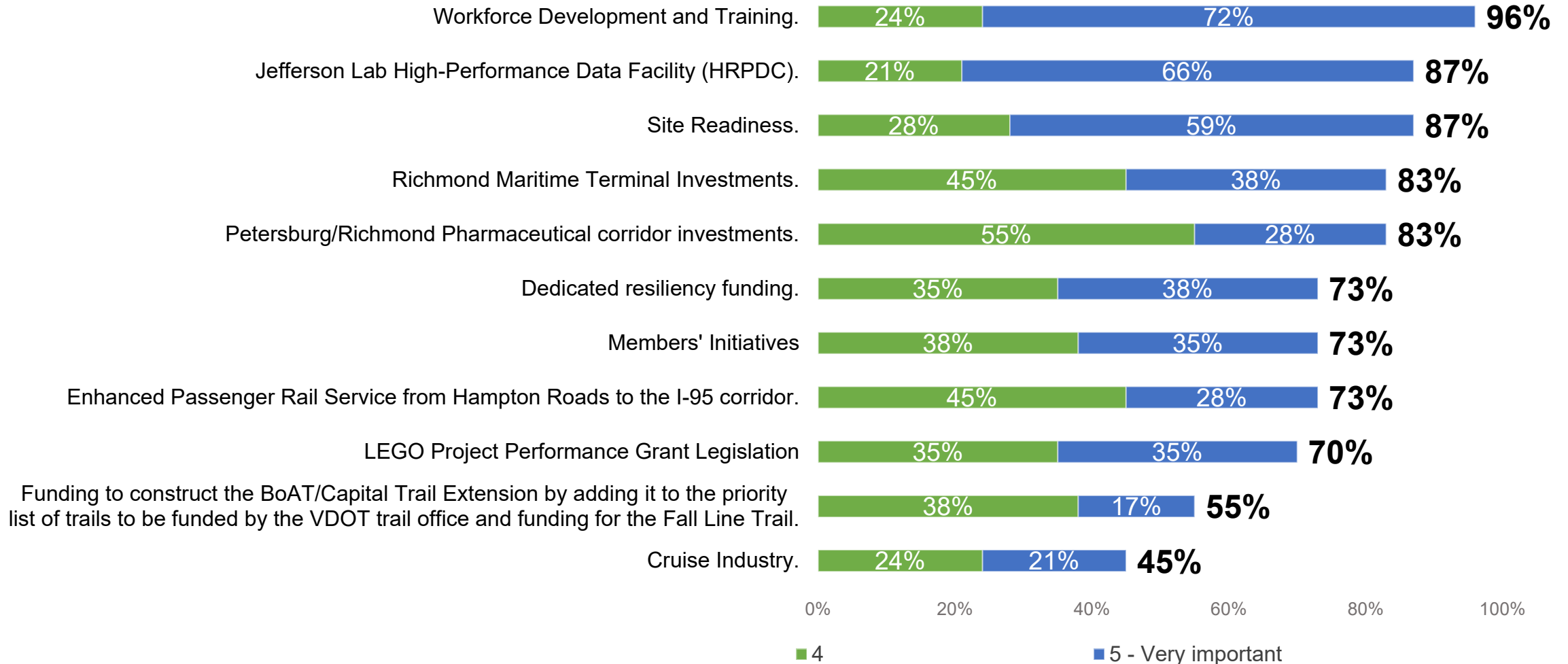
There Are Additional Potential New Priorities for 2023 That Resonate with Directors/MIC Members



To Add New Priorities, Directors and MIC Members Prefer External Grants, Not Greater Funding from Members



There Are Clear Legislative Agenda Priorities for 2023



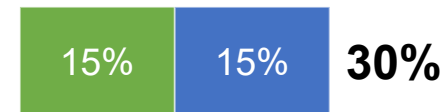
Everyone Likes Combining a Board Meeting with Convergence



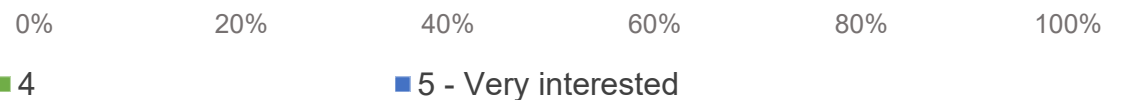
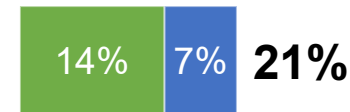
Hold just three Board/MIC meetings and make the fourth meeting the Convergence 2023 event.



Hold a small group 60-minute virtual (lunch break) gathering with participant introductions and informal sharing.



Have an RVA757 Connects tent at an RVA or 757 regional social event such as the Folk Festival (RVA) or Harbor Fest (757).



Final Comments



Any final comments? Please provide any suggestions for RVA757 Connects and the I-64 Innovation Corridor. This could include how we should operate, communicate, socialize, and prioritize our work for 2023 and beyond.

"Would love to see minority-owned trade associations to be at same level of importance in equal standing to project newcomers – especially those who have been involved and invested their invaluable time to the project at the onset of the project."

"The board meetings are lengthy with a lack of board engagement. It is a very large board, so I imagine this is tough to pull off."

"Continue to listen to constituents about the importance of advancing valuing diversity in all aspects of our region economy and future projects."

"The WM Alumni association uses an online platform that allows for "speed networking" folks get randomly assigned to another alum for 5-10 mins during the lunch hour, allowing you to quickly meet/network with folks in the same region as you."

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"Stay focused. Simplify efforts. Define milestones for success (currently very process-based, not outcomes-based.)"

"Continue to closely align priorities for RVA757 Connects with the priorities of the different economic development partners from both regions. I would also suggest a one sheet that can be provided to all board and MIC members that clearly defines the work/priorities of RVA757 Connects and can be used as talking points so that the messaging is consistent and unified."

"Own the Global Internet Hub, gain engagement and commitment from the MIC, add Eastern Shore to geography but hold on Charlottesville considerations, deepen connections to Youngkin administration to include their suggesting to us how we might be helpful to them, target minimum \$2 million in annual support over 2023-25."

Final Comments



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“Focus intensely on where we can move the needle. Avoid dilution in capacity to make an impact.”

“Continuing to closely align priorities for RVA757 Connects with the priorities of the different economic development partners from both regions. I would also suggest a one sheet that can be provided to all board and MIC members that clearly defines the work/priorities of RVA757 Connects and can be used as talking points so that the messaging is consistent and unified.”

“Great communications already, but primarily focused on activities and processes. It would be helpful to hear more about milestones we are achieving, and outcomes delivered. One minor thing -- I'm surprised not to see goals named for the universities in the region, which are key players in the workforce and ED domains.”

“While there are additional items of importance that we could add to our list of priorities, I think we need more accomplishments before we add more projects. This is particularly true as we likely head into a recession. Time and resources will be at a premium. It is no time for mission creep. I like our current momentum and do not want it to stall in a difficult economy because we have taken on too many tasks and gotten spread too thin.”

Conclusions

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- 1. Overall, we are doing well. 91% satisfaction from investors.
- 2. We have the right priorities – stay the course. Prioritize the I-64 Gap and GIH.
- 3. Top two new priorities to consider – Legislative Agenda and Targeted Industries.
- 4. Most want to expand priorities, but fund via other sources – grants.
- 5. Government relations valued. Key focus areas – workforce, Jeff Lab, and site ready top the list.
- 6. Hold four Board/MIC meetings with one being Convergence.
- 7. Don't take on too much – focus intensely on where we can move the needle.