



Two Regions. Unlimited Possibilities.

January 27, 2021
Board of Directors &
Megaregion Institutional Council

RVA757 Connects

**Welcome &
Meeting Goals**

Tom Frantz

Our Mission

Improve the **economic success** and **quality of life**
for everyone in the RVA and 757 regions.

Our Key Performance Measures

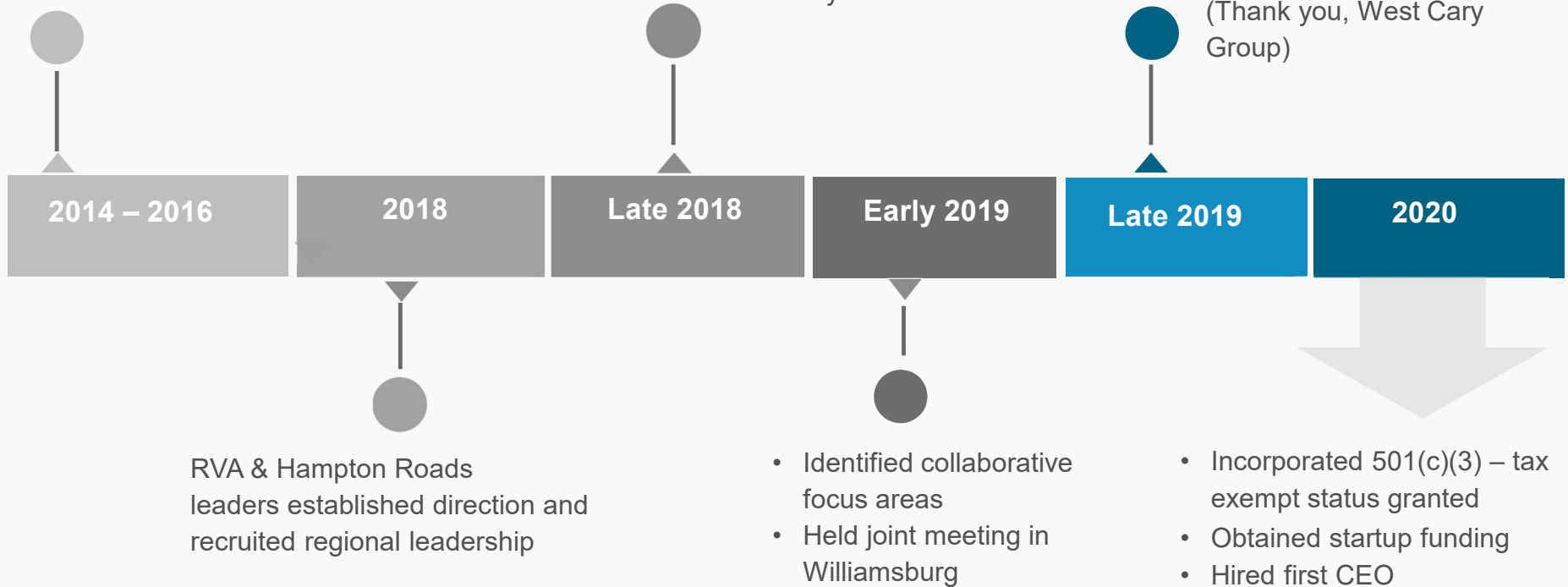
- Increase **gross domestic product (GDP)** in both markets
- Increase **per capita income** in both markets
- Increase **private and government investment** in both markets
- Increase **job growth** in both markets
- Increase the **qualified talent pool** in both markets
- Increase the **quality of life and well-being** in both markets

RVA-757 Connects' Journey To Date

Early work from the RVA-Hampton Roads Mega-Region Collaborative inspired the Port of Virginia to take over management of the Richmond Marine Terminal

RVA & Hampton Roads intercity two-day tour

Created website and organizational name – (Thank you, West Cary Group)

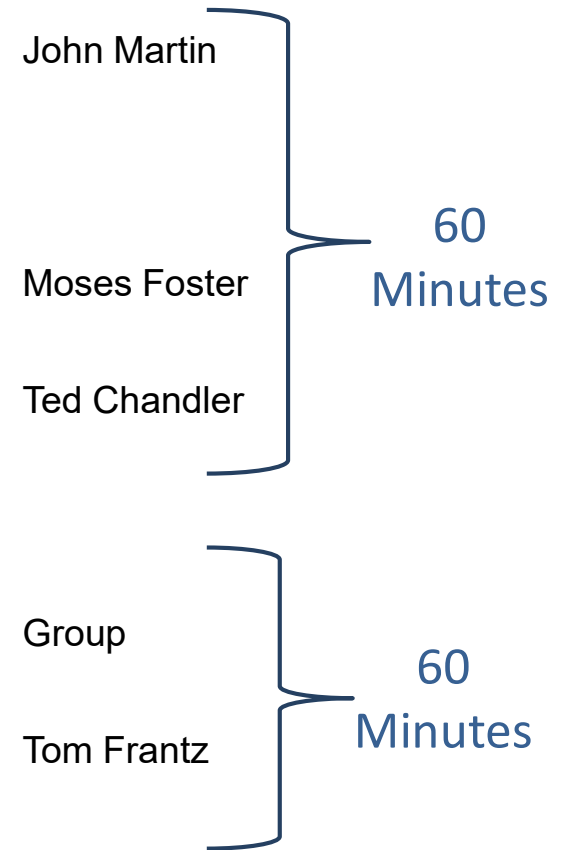


Meeting Goals

1. Get fully up to speed on RVA757 Connects
2. Understand where the Board recruitment is headed – our remaining members
3. Help set our 2021 priorities
4. Help identify focus areas we should consider in the future

Meeting Agenda

1. RVA-757 Connects – *Now More Than Ever*
2. Our 2021 Goals, Organization, and Work Areas
3. Marketing Communications
4. Board & MIC Recruitment Update
5. Our Future - Board & MIC Input – Breakout Sessions
6. Meeting Wrap-up



1.

RVA757 Connects

**Now More
Than Ever**

John W. Martin



Our Why

1.
**It's where our
world is headed**

The Original Three Megaregions



Boston's
Rt.128 Corridor



North Carolina's
Research Triangle



California's
Silicon Valley

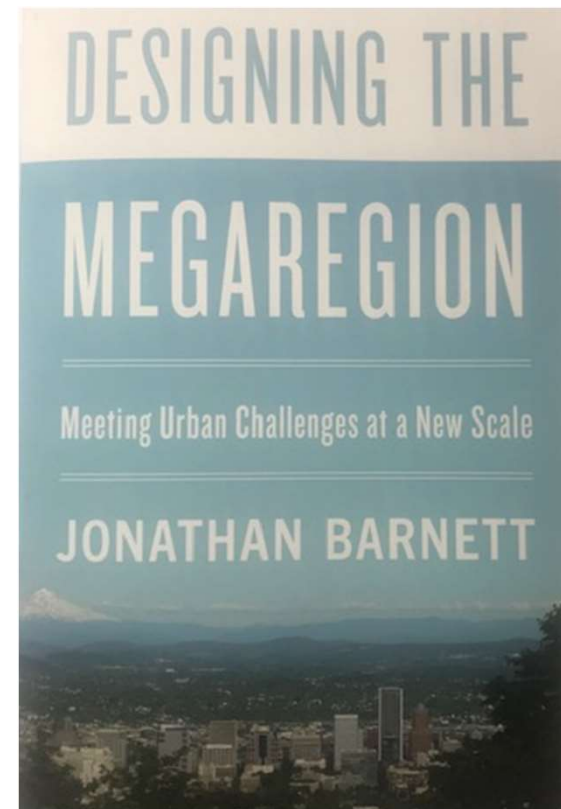
Megaregions Defined

“Megaregions are becoming the new competitive units in the global economy, characterized by the increasing movement of goods, people and capital among their metropolitan regions.”

Jonathan Barnett

Jonathan Barnett is an emeritus Professor of Practice in City and Regional Planning, and former director of the Urban Design Program, at the University of Pennsylvania. He is an architect and planner as well as an educator and is the author of numerous books and articles on the theory and practice of city and megaregion design.

Jonathan was our keynote speaker at *Convergence 2020*, a day-long conference on RVA-757 Connects that was held on October 13, 2020 in Jamestown, Va. The Convergence event was organized by ChamberRVA and the Hampton Roads Chamber.



Arizona Sun
Corridor

Cascadia

Florida

Front Range

Great Lakes

Gulf Coast

Northeast

Northern
California

Piedmont
Atlantic

Southern
California

Texas
Triangle

More than 70 percent of our nation's population
and jobs are located in 11 Megaregions



Successful Megaregion Design Is All About Intentionality

Cascadia Megaregion Portland - Seattle - Vancouver

Northwest high-speed rail line could be reality by 2035

Transportation officials representing Portland, Seattle and Vancouver are in talks to bring rail line to the Cascadia megaregion

HIGH-SPEED RAIL | NEWS | OCTOBER 12, 2018



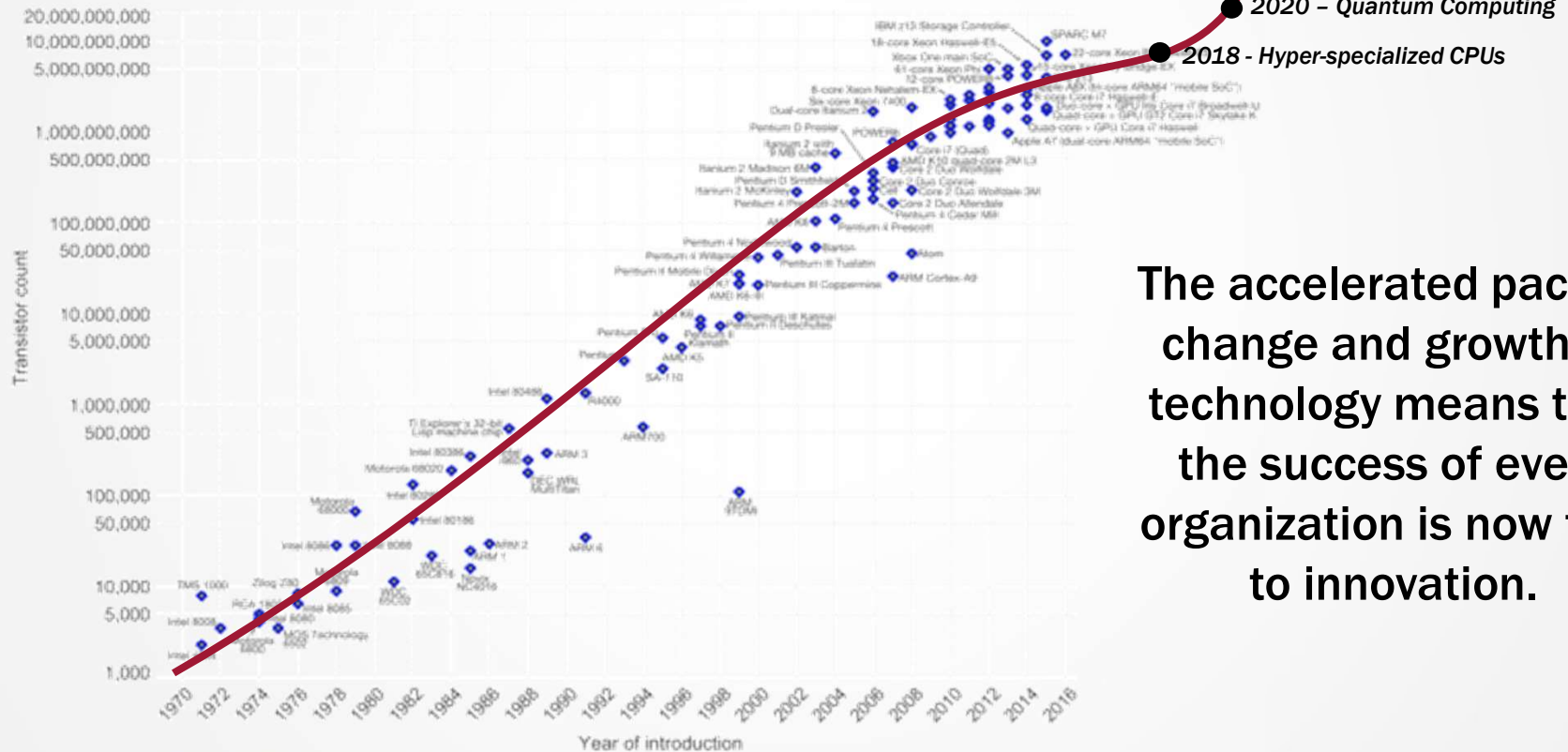
High-level transportation officials from Oregon, Washington and British Columbia governments are in the process of discussing what a so-called **ultra-high-speed rail line** connecting the cities of Portland, Seattle and Vancouver would look like.

2.
**It's the next
battleground**

Moore's Law

Moore's Law – The number of transistors on integrated circuit chips (1971-2016)

Moore's law describes the empirical regularity that the number of transistors on integrated circuits doubles approximately every two years. This advancement is important as other aspects of technological progress – such as processing speed or the price of electronic products – are strongly linked to Moore's law.



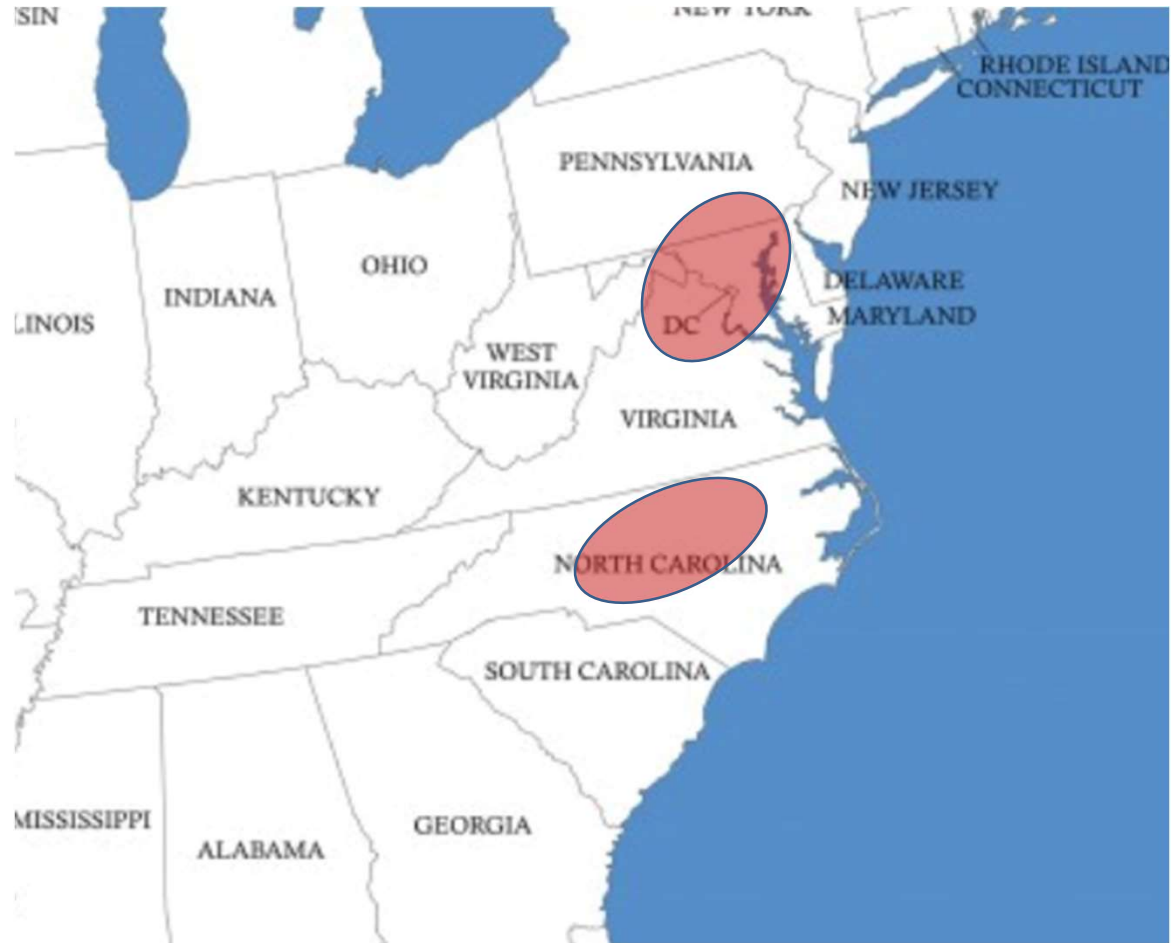
The accelerated pace of change and growth of technology means that the success of every organization is now tied to innovation.

Data source: Wikipedia (https://en.wikipedia.org/wiki/Transistor_count/)
The data visualization is available at OurWorldInData.org. There you find more visualizations and research on this topic.

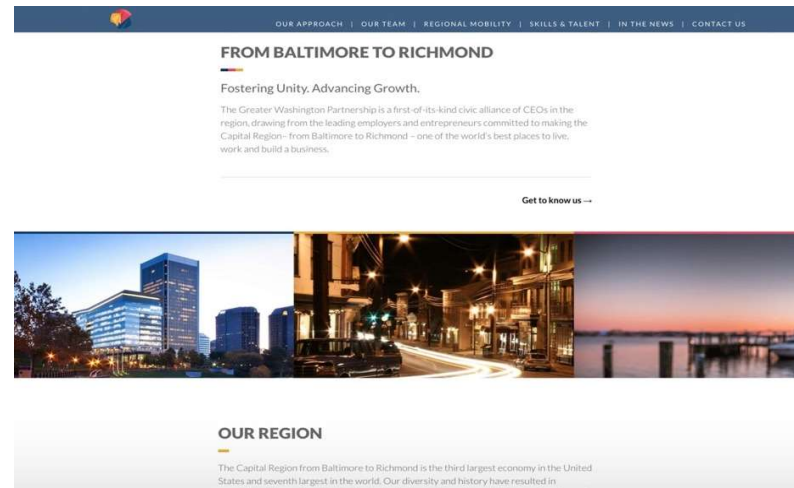
Licensed under CC-BY-SA by the author Max Roser.



The Next Battle Ground: Innovation Corridors

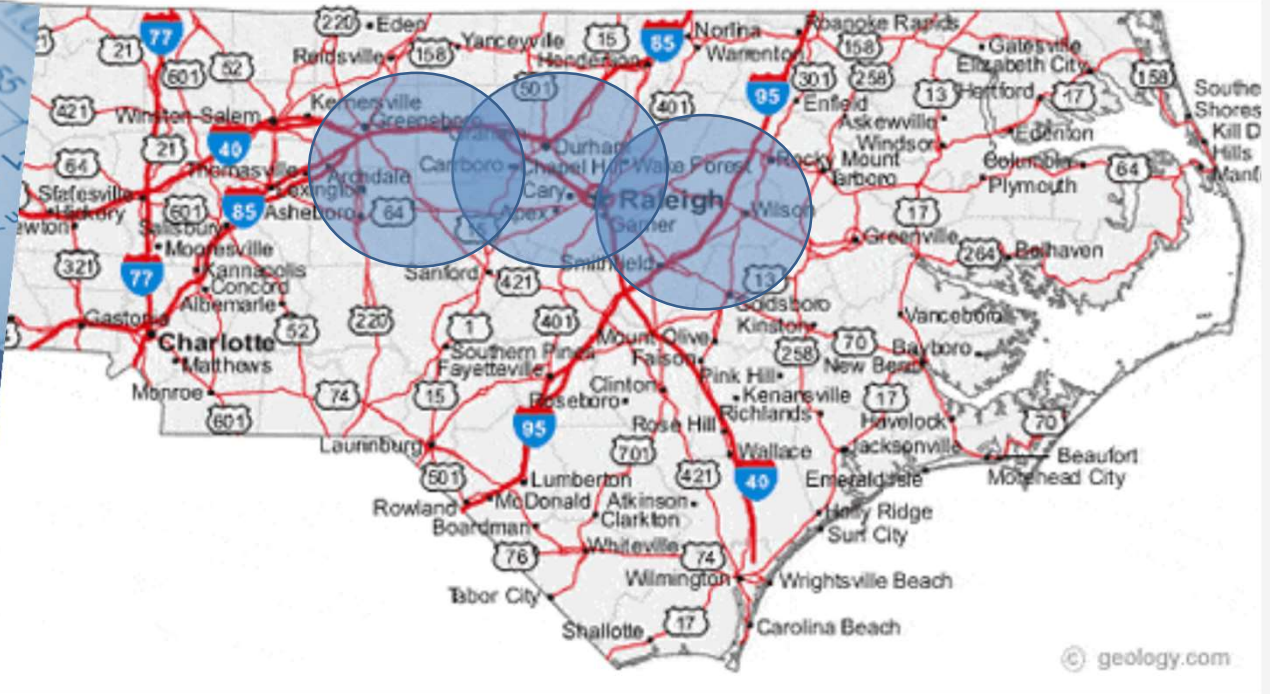


Balt.-D.C. Innovation Corridor



Our Vision: “We will have the most diverse digital tech workforce in the country.”

NC Innovation Corridor



3.
**It's how we leverage
COVID-19 trends to our
advantage**

Pre-COVID

The distributed workforce is growing.



Source: SIR

Post-COVID

The distributed workforce **is here.**



Source: SIR

Reality — COVID is Affecting Where Tech People Move

Where Tech Workers Are Moving: New LinkedIn Data vs. the Narrative

The Austin surge that wasn't. Plus booming Seattle, miraculous Madison, and sluggish San Francisco.

 Alex Kantrowitz · 3 days ago · 6 min read ★



Seattle, Washington. Photo: Abbie Parr/Stringer

The story crumbles when placed next to new LinkedIn data showing where tech workers are actually moving in 2020. The key beneficiaries of this year's tech migration are less buzzy cities like Madison, Wisconsin; Richmond, Virginia; and Sacramento, California. These places don't get much play in the news, but they're attracting tech talent at significantly higher rates than they were last year. Austin, conversely, is gaining tech workers more slowly.

The new LinkedIn data, which *Big Technology* is first publishing here, examines several hundred thousand tech workers in the U.S. It breaks down the ratio at which they're moving into a city vs. moving out, something LinkedIn calls the inflow/outflow ratio. The data ranges from April to October, comparing 2020 with 2019. It encompasses the core months people left their cities due to the pandemic.

Source: <https://bigtechnology.substack.com/p/where-tech-workers-are-moving-new#:~:text=That%20tech%20workers%20and%20executives,years%20due%20to%20the%20pandemic.>

2.

RVA757 Connects

Our 2021 Goals, Organization, and Work Areas

John W. Martin



Our How



Organizational Structure

Board of Directors

The RVA-757 Connects Board of Directors, per our By-laws, has 75 board seats. The Board is served by a 10-member Executive Committee. Board of Director members are:

- Leaders in business and higher education.
- People who are plugged into each region's community-building efforts.
- Leaders who are passionate about RVA-757 Connects' mission.
- People who represent all parts of our megaregion from Richmond to Virginia Beach and everywhere in between.

Board EC Members

Ted Chandler
Cliff Fleet
Moses Foster
Tom Frantz
Bob Holsworth
Sarah Jane Kirkland
Peggy Layne
John Martin
John Reinhart
Jim Spore

Board of Directors

Matt Anderson, Senior VP, Colliers International

Sherrie Armstrong, President/CEO, Community Foundation for a greater Richmond

Gilbert Bland, President and CEO, Urban League of Hampton Roads

Bob Blue, President/CEO, Dominion Energy

Jennifer Boykin, President, Newport News Ship Building

John Broderick, President, Old Dominion University

Ted Chandler, Co-Founder and Managing Director, NRV

Anne Conner, President, Public Finance and Community Investment, TowneBank

Brian Davis, Director, Capital Region Workforce Partnership

Deborah DiCroce, President & CEO, Hampton Roads Community Foundation

Robert Duvall, President/CEO, Virginia Natural Gas

Bill Downey, President/CEO, Riverside Health System

Dawna Ellis, Chief Financial Officer, Harvey Lindsay Commercial Real Estate

Cliff Fleet, President/CEO, Colonial Williamsburg Foundation

Moses Foster, President/CEO, West Cary Group

Tom Frantz, Partner, Williams Mullen

Robbyn Gayer, First Vice President–Wealth Management, UBS

Ross Grogg, Government Relations Manager, Kemper Consulting, Inc.

Kasia Grzelkowski, President/CEO, Versability

Mitch Haddon, President/CEO, ColonialWebb

Renee Haltom, Vice President and Regional Executive, Federal Reserve Bank of Richmond

Bob Holsworth, Managing Partner, DecideSmart

Brad Hulse, VP, Hourigan

Ken Johnson, President, Management Round Table

Martin A. Joseph, Founder & CEO, 360 IT Partners

Howard Kern, President & Chief Executive Officer, Sentara Healthcare

Sarah Jane Kirkland, President, CIVIC Leadership Institute

John R. Lawson, II, Executive Chairman, W. M. Jordan Company

Peggy Layne, Retired, Dominion

Chris Lloyd, Senior VP & Director, McGuireWoods Consulting

John Martin, CEO, SIR & the Institute for Tomorrow

J.D. Myers, Senior Vice President, Virginia Region Manager, Cox Communications

Michael Rao, President, VCU

John Reinhart, CEO & Executive Director, Virginia Port Authority

Bernard Robinson, Sr., Founder and President, Networking Technologies and Support (NTS)

Brian Rountree, Senior Vice President & Market Manager, Bank of America

Katherine Rowe, President, William & Mary

Jim Spore, President/CEO, Reinvent Hampton Roads

Rony Thomas, President/CEO, LifeNet Health

My Lan Tran, Executive Director, Virginia Asian Chamber of Commerce (VACC)

Jim Ukrop, Co-Founder and Managing Director, NRV

John “Dubby” Wynne, Retired, President and CEO, Landmark



Organizational Structure

Megaregion Institutional Council (MIC)

The Megaregion Institutional Council or “MIC” represents the lead planning and implementation organizations in each region.

“MIC” is a good acronym as all these institutional partners will serve as an important **MIC**rophone:

- Inform RVA-757 Connects on the most important current and future issues that should be addressed.
- Serve as a Sounding board for ideas that come from the Board.



Megaregion Institutional Council

We are in the process of inviting planning and implementation organizations from both regions to be part of the RVA757 Connects.

RVA MIC Members	757 MIC Members
PlanRVA	HRPDC
Community Foundation for a greater Richmond	Hampton Roads Community Foundation
ChamberRVA	Chamber Hampton Roads
	Virginia Peninsula Chamber
	Greater Williamsburg Chamber Business Council
Greater Richmond Partnership	Hampton Roads Alliance
GOVirginia (Region 4)	GOVirginia (Region 5)
	CIVIC Leadership Institute
Grow Capital Jobs Foundation	Reinvent Hampton Roads
Management Round Table (MRT)	Hampton Roads Business Roundtable

In addition, the Virginia Hispanic Chamber and Asian Chamber are being invited to serve on the MIC.

Board & MIC Resources

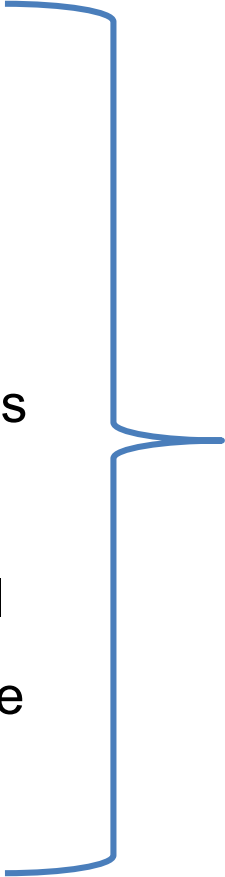
1. E&O Insurance
2. Board and MIC member resource page on new Website
 - Board and MIC Members List
 - Articles & By-laws
 - Latest Overview Briefing Presentation
 - Meeting Minutes and Materials
 - 2021 Scope Plan
 - 2021 Budget
 - 2021 Marketing Communications Plan
 - 2021 Focus Area Action Plans *(To be finalized with input from this meeting)*
3. Monthly E-Newsletter and videos profiling members and initiatives
4. Three 2021 meetings . . . Plus Chambers' *RVA757 Connects* Event in October 2021
(Dates to be determined in follow-up survey to this meeting)

Our 2021 Goals

- 1. Put the organization on solid footing:** Recruit and develop a fully functioning Board and Megaregional Institutional Council (the MIC), policies, funding, etc.
- 2. Increase Awareness and Support:** Build awareness and support for RVA-757 Connects and the I-64 Innovation Corridor among all stakeholders.
- 3. Demonstrate RVA-757 Connects' Value Proposition:** Deliver on key 2021 initiatives.
- 4. Raise Additional Funding:** Raise additional funds for 2021 and create a pathway to be self-sustaining by year-end 2022.
- 5. Formulate Future Plans:** Brainstorm ideas to pursue beyond the baseline activities listed.

Our 2021 Focus Areas

1. Run our 501c3
2. Advance the “I-64 Innovation Corridor” positioning
3. Implement the GO Virginia Talent Pipeline Study
4. Showcase and support our members’ initiatives
5. Accelerate the understanding of digital connections
6. Increase R&D collaboration
7. Support the completion of the Virginia Capital Trail
8. Remove barriers to increase passenger rail service
9. Advocate for I-64 widening
(29-mile gap from RIC to Williamsburg)



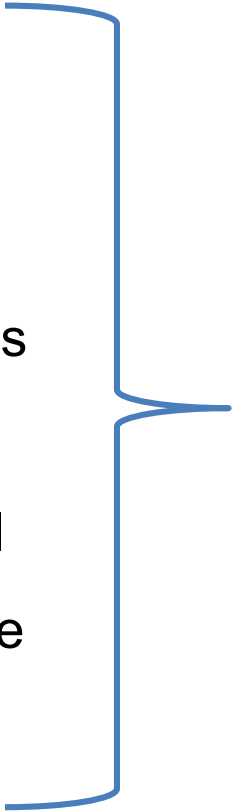
Our actions (verbs) are very intentional here – how RVA-757 Connects can make a difference in each focus area.

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(29-mile gap from RIC to Williamsburg)
-
- Immediate 2021 deliverables
- Start preparing the way ... these will take 3 to 10 years

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(29-mile gap from RIC to Williamsburg)



Please pay attention to each of these work areas as you will help us prioritize these during the second half of this meeting

Run our
501c3

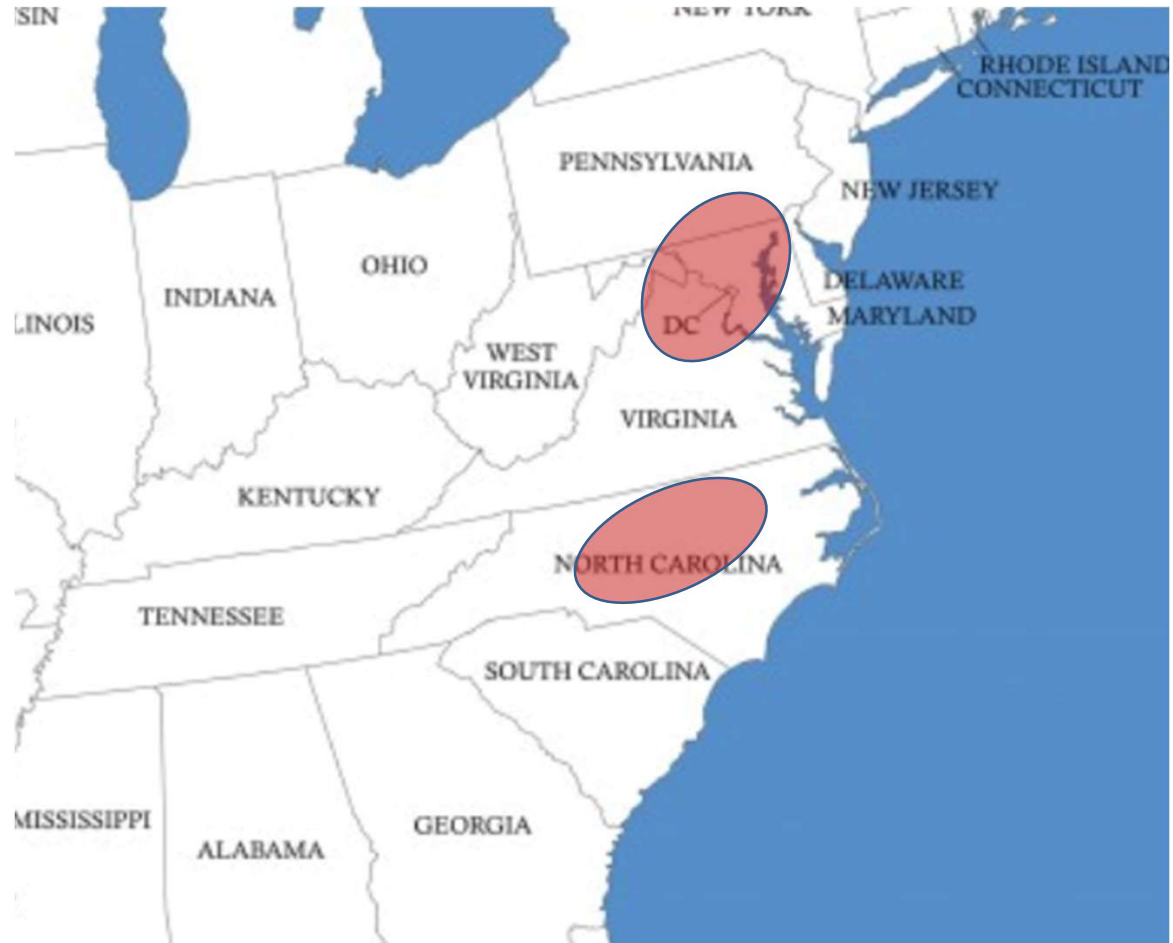
Run Our 501c3

1. Administration
2. Board and MIC relations
3. Marketing Communications
4. Grant support
5. Fundraising

Advance the “I-64 Innovation Corridor” positioning

*Innovation with a twist

The Next Battle Ground: Innovation Corridors



The I-64 Innovation Corridor Has A Tech Story

Companies/Start ups/Entrepreneurial Innovation

RVA

Blue Heron Capital
Harbert Growth Partners
NRV
Tall Oaks Capital
Virginia Capital Partners
Cva Angels/Lighthouse Labs Syndicate
New Dominion
Angels
Trolley Ventures
1717 Innovation Center
Dominion Resources Innovation Center
Ignition (Williamsburg)
Startup Virginia
VA Bio+Tech Park
VCU da Vinci
Center
Activation Capital
Gather
RVA Works
The Sandbox

757

StartWheel
RISE
Co-working (3 Gather locations, 3
Percolator locations, 1701, others)
HR UBED (University-Based Economic
Development)
757 Angels
757 Accelerate
Assembly/Start-Up Studios, supported by
Drew Ungvarsky/GROW
The proposed 757 Collab (Coordinate
Angels, Accelerate, and Start-Up Studios)
Navy's Mid-Atlantic Tech Bridge
EBA (Entrepreneurship & Business Academy
at VB's Kempsville high School)
Envision Lead Grow
Norfolk Innovation Corridor
The Hampton Roads Innovation
Collaborative (HRIC)

I-64 Innovation Corridor Positioning

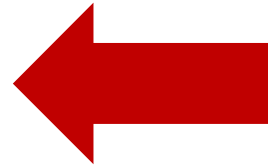
More than a technology corridor, the I-64 Innovation Corridor is a **model of innovation across every sector**. Here we connect, collaborate, and create new ways to deliver business opportunities, scientific breakthroughs, world-class health and well-care, military advancements, artistic inspiration, and equitable social and economic opportunities and do so where we can enjoy an amazing quality of life.

Implement the GO Virginia talent pipeline study



I-64 Talent Pipeline Study: Today & Tomorrow

- All star cast for the project research team.

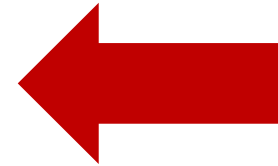


- Shawn Avery
- Chris Chmura
- Brian Davis
- Renee Haltom
- Steve Harrison
- Bob Holsworth
- Doug Smith
- Jeff Tanner
- Jennifer Wakefield



I-64 Talent Pipeline Study: Today & Tomorrow

- All star cast for the project research team.
- Profile the RVA-757 Connects megaregion's talent pool today. (Report #1)
 - Total megaregion talent profile
 - Understand where talent comes from and goes to
 - Current Gaps
 - Support areas that need greater attention



What does the talent picture look like when looking at the **entire region as one talent pool?**



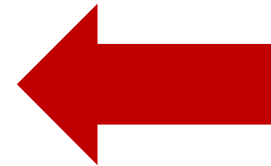
1.5+ million workforce

To date, all we have on workforce talent related to our megaregion are separate studies from each market.



I-64 Talent Pipeline Study: Today & Tomorrow

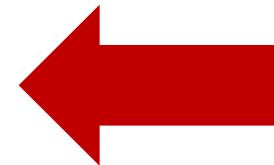
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- **Identify the megaregion's talent needs of tomorrow. (Report #2)**
 - COVID-19 lasting trends and related impacts
 - Impact of distributed workforce
 - Talent needs of the future
 - Support areas that need greater attention





I-64 Talent Pipeline Study: Today & Tomorrow

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 - COVID-19 lasting trends and related impacts
 - Impact of distributed workforce
 - Talent needs of the future
 - Support areas that need greater attention
- Identify the pathway forward to ensure the RVA-757 region becomes even more competitive in the war for talent.





FROM BALTIMORE TO RICHMOND

Fostering Unity. Advancing Growth.

The Greater Washington Partnership is a first-of-its-kind civic alliance of CEOs in the region, drawing from the leading employers and entrepreneurs committed to making the Capital Region— from Baltimore to Richmond – one of the world’s best places to live, work and build a business.

[Get to know us →](#)



OUR REGION

The Capital Region from Baltimore to Richmond is the third largest economy in the United States and seventh largest in the world. Our diversity and history have resulted in



GREATER WASHINGTON PARTNERSHIP

FROM BALTIMORE TO RICHMOND
FOSTERING UNITY
ADVANCING GROWTH

GWP 2020 Talent Study

By 2025, the forecasted supply gap is 50% for tech talent and 67% for tech adjacent talent.



Created
Capital
CoLAB

COLAB'S VISION, MISSION, AND KEY OUTCOMES



The Capital CoLAB is an action-oriented partnership of employers and academic institutions focused on developing the talent needed for the jobs of today and tomorrow.

Vision: The Capital Region will have the most diverse Digital Tech workforce in the country.

Mission: Build the Capital Region's diverse digital tech ecosystem by partnering with employers and educators to build industry-aligned digital tech pathways that ensure inclusive growth.

Key Outcomes: By 2025, CoLAB will (i) have engaged over 45,000 students and adult learners in digital tech pathways (ii) ensure at least 50 percent of the people we engage are from underrepresented populations, and (iii) double the number of partner organizations working to scale CoLAB initiatives.



CAPITAL COLAB PROGRAMS

Through the Capital CoLAB, the Partnership has developed and launched the following programs:



The CoLAB's Pathways Initiative aims to expand access to economic opportunity and employer-aligned competencies for thousands of young people and help meet the growing demand for IT talent in the region.



The Capital CoLAB Digital Tech Credential is a unique credential that indicates students have in-demand digital literacy skills. The Digital Tech Credential allows the region's leading businesses and academic leaders to collaborate in scaling a coordinated response to pressing workforce needs. This program is being implemented by universities throughout the Capital Region and is recognized by regional businesses as a differentiator in hiring talent.



Capital CoLAB's Upskilling/Reskilling work is grounded in a partnership with the Business-Higher Education Forum and the Business Roundtable, through which the organizations align efforts to help existing employees gain additional digital technology skills in areas including data analytics, cybersecurity, cloud computing, networking/IT, and artificial intelligence/machine learning.



COLAB EMPLOYER PARTNERS



T.RowePrice®



JPMORGAN CHASE & CO.

McKinsey&Company



Booz | Allen | Hamilton

GENERAL DYNAMICS
Information Technology





I-64 Corridor Talent Pipeline: Today and Tomorrow

November 5, 2020

For all of its challenges, the COVID-19 pandemic is accelerating several workforce-related trends that, if harnessed properly, will help drive the economic recovery and expansion of both the Richmond and Hampton Roads regions.

This document presents RVA-757 Connects' formal request for a GO Virginia planning grant to fund the initial planning stage of the **RVA-757 Connects I-64 Corridor Talent Pipeline: Today and Tomorrow** initiative. It is anticipated that both Region 4 and Region 5 GO Virginia councils will participate in funding this initiative.

BACKGROUND ON MEGAREGIONS:

Today there are 12 established megaregions across the country. This includes areas such as Silicon Valley in California and the Texas Triangle region that includes Houston, Dallas-Fort Worth, and San Antonio/Austin. Economists are now realizing these megaregions are actually super-sized economies that benefit the jurisdictions and organizations that make up each region. Shared infrastructure connections, such as major hub airports and comprehensive rail and transit systems, provide important connections that support and tie a megaregion together.

RVA-757 CONNECTS:

RVA-757 Connects is the 501(c)3 organization that is helping the Greater Richmond and Hampton Roads regions work closer together in areas that will help both economies. Backed by foundations, chambers of commerce and businesses from both regions, the goal of RVA-757 Connects is to foster collaboration in areas such as infrastructure connectivity, innovation, and workforce talent development. This collaboration is needed now more than ever to help accelerate the recovery from COVID-19.

Showcase and
support our members'
initiatives



Coastal Virginia
Offshore Wind

[About CVOW](#)

[News](#)

[Learn](#)

[Connect](#)

[Take a Closer Look, Virtually](#)

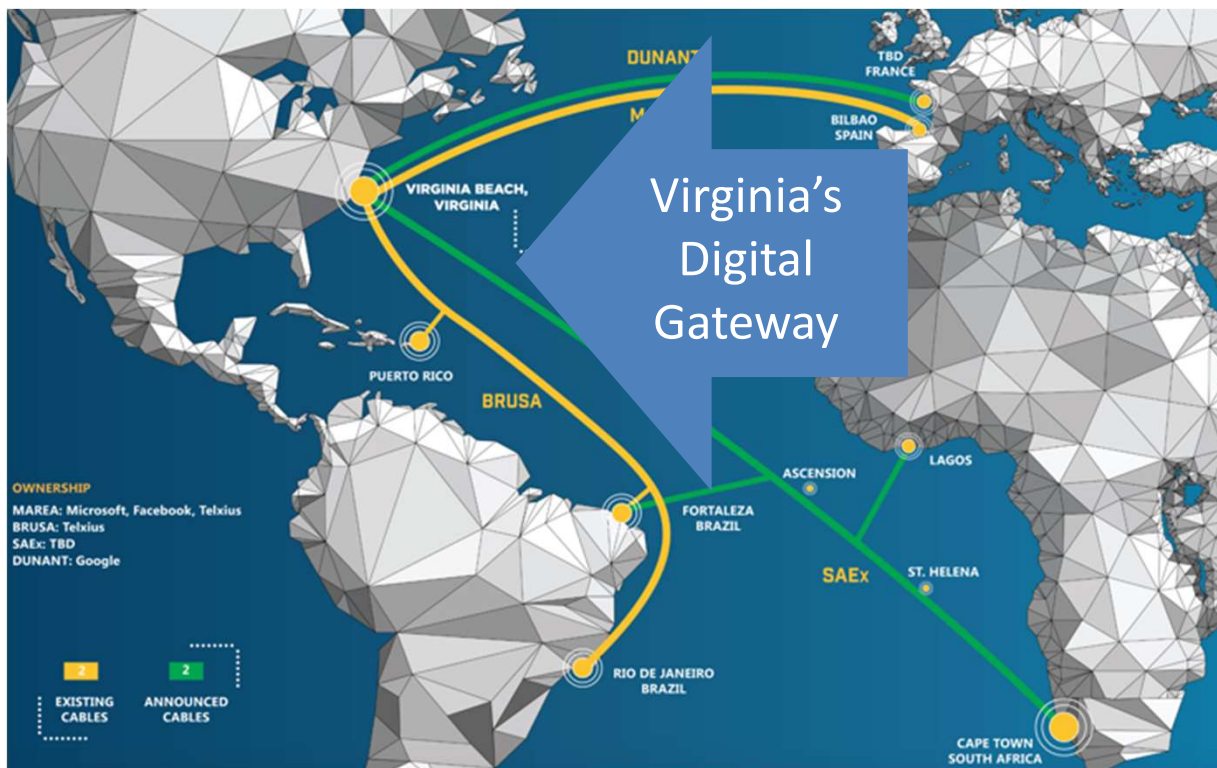
Propelling Renewable **Energy Forward**

[Sign Up to Learn More](#)



Accelerate the
understanding of
digital connections

We Have the Newest and Fastest Ultra-high Speed Transatlantic Fiber Optic Telecommunication Cables in the World



- 2 Existing Transoceanic Fiber Cables Connect North America to Brazil and Europe.
- Operated by Telxius, the infrastructure arm of a Spanish telecom company: Telefónica.
- Two New Cables Announced!

Source: Virginia Beach Economic Development



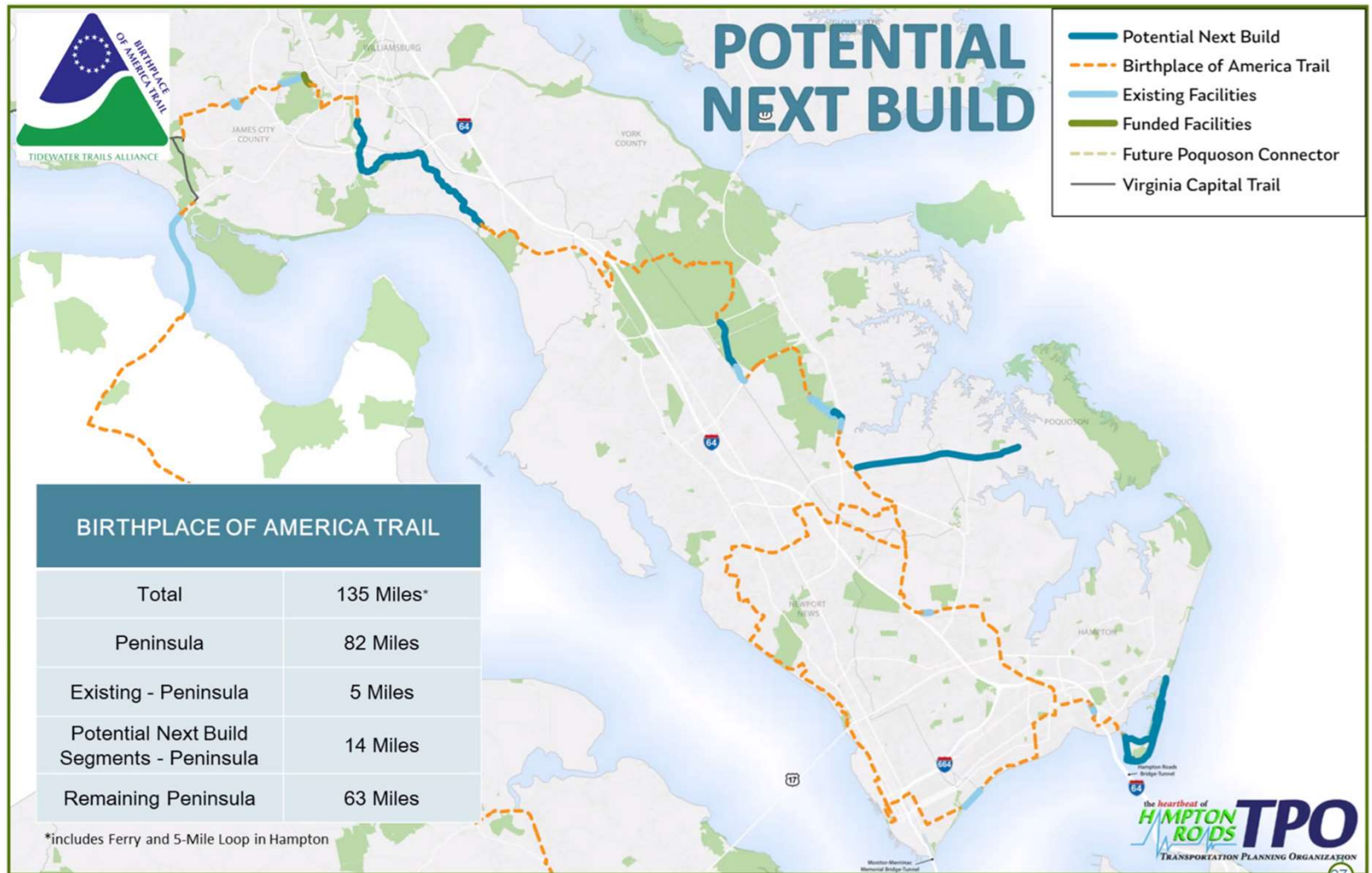
Class of 2021 White Paper & Expert Panel Webinar

Increase R&D collaboration

I-64 "R&D" Corridor



Support the
completion of the
Virginia Capital Trail



Remove barriers to
increase passenger
rail service

The Pathway to Increase Passenger Rail Service: Environmental Impact Study Tier I & II

Richmond to DC
Tier I & II
Environmental
Impact Studies
Completed

Richmond to Raleigh
Tier I & II
Environmental
Impact Studies
Completed



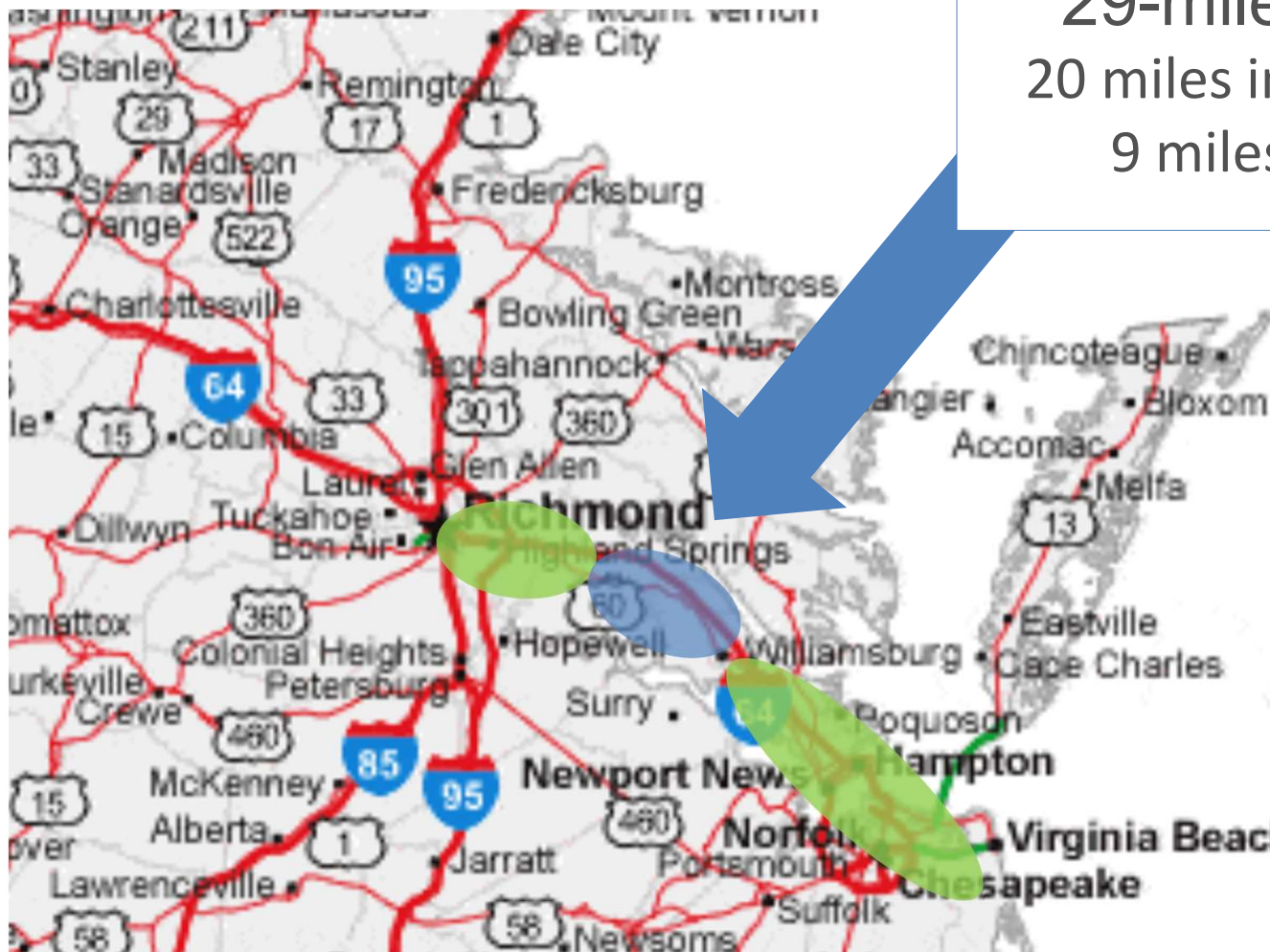
Richmond to
Hampton Roads
Only the Tier I
Environmental Impact
Study Has Been
Conducted

Tier II Cost: \$25M
(estimated)

Advocate for I-64 widening

(29-mile gap RIC to Williamsburg)

29-mile gap on I-64
20 miles in RVA region and
9 miles in HR region



**Hampton Roads
\$5.2 Billion Transportation
Improvements:**
HR has three I-64 segments prioritized, first
2 are completed. The 3rd one is under
construction.

Our 2021 Focus Areas

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3.

RVA757 Connects

**Marketing
Communications**

Moses Foster



Marketing Communications Plan

Version #2 – January 19, 2021

This document presents RVA-757 Connects' marketing communications plan for 2021.

Goals:

1. Increase awareness of, familiarity with, and support for RVA-757 Connects and its mission.
2. Increase awareness of and familiarity with the I-64 Innovation Corridor positioning and naming of our megaregion.
3. Provide communications support for RVA-757 Connects' specific initiatives.
4. Fuel RVA-757 Connects' momentum and impact by inspiring more connections and collaboration.

Key Audiences:

- RVA-757 Connects' board members and Megaregion Institutional Council (MIC) members
- Economic development industry leaders in RVA and the 757
- Business and higher education leaders in RVA and the 757
- Elected officials in RVA and the 757
- Regional business media in RVA and the 757 (TRD, Pilot, BizSense, Inside Business, etc.)

Overall Strategy:

- **Positioning theme:** Make the I-64 Innovation Corridor the hero, not the RVA-757 Connects as an organization. Position our megaregion as being a unique place known for putting community-wide innovations into practice and a model of sustained resiliency across every sector:
 - The worldwide pandemic and racial equity movement are transforming life as we know it and, in the process, ushering in new expectations and higher standards that will define the success of cities and super-regions for decades to come. Continuous innovation is the pathway to success.
 - Virginia's I-64 Innovation Corridor, an 8,000 square mile area that runs from Richmond to Hampton Roads along interstate I-64, is America's megaregion with a 400-year legacy of putting community-wide innovations into practice.
 - More than a technology corridor, the I-64 Innovation Corridor is a model of sustained resiliency across every sector. Here we continuously hyper-connect, collaborate, share, and create new ways to deliver business opportunities, scientific breakthroughs, world-class health and well-care, military advancements, artistic endeavors, equitable social and economic opportunities, and an exceptional quality of life for the three million residents who live, work, learn and play along this 100-mile corridor.

Moses' section

4.

RVA757 Connects

Board & MIC

(Megaregion Institutional Council)

Update

Ted Chandler

Board & MIC

1. The Value of Our MIC
2. Our Board Composition & Recruitment
3. Support On One of Our Priorities
4. Expanding Our Resources

Thank You Initial Supporters

- Hampton Roads Community Foundation
- Community Foundation for a greater Richmond
- Virginia Natural Gas
- Bank of America
- Jim Ukrop
- LifeNet

5.

RVA757 Connects

**Our Future:
Board & MIC Small
Group Breakout
Sessions**

Next 45 Minutes - Questions to Address

- What's the headline you hope to see about RVA-757 Connects in a Virginia Business January 2030 cover story on our organization?
- List the greatest strengths and weaknesses of the RVA-757 Connects.
(Internal – related to the organization's operations, leadership, structure, members, finances, etc.)
- What are the greatest opportunities and threats facing the RVA-757 Connects?
(External – related to the environment in which we operate, stakeholders, etc.)
- Help us prioritize the 2021 initiatives discussed today.
- Finally, is there one RVA-757 Connects' initiative that you would like to actively support?

6.

RVA757 Connects

**What's
Next**

Tom Frantz

What's Next

1. Launch Website 2.0 - with Board Portal (documents)
2. Short Survey: priorities, fundraising, optimal meeting dates
3. 2021 Priorities Recap (from today and the survey)
4. Game Plans: On Each Priority

Thank You!

