



City of Danville

Community Development

Virginia Department of Conservation and Recreation
(DCR)
ATTN: Virginia Community Flood Preparedness
Fund (CFPF)
Division of Dam Safety and Floodplain Management
600 East Main Street, 24th Floor
Richmond, Virginia 23218

Ken Larking, City Manager
427 Patton Street, Suite 403
Danville, VA 24543

RE: CITY OF DANVILLE PLEDGE AGREEMENT TO MATCH FUNDING FROM CFPF FOR CAPACITY BUILDING AND PLANNING, IF AWARDED

Dear DCR Review Committee,

The City of Danville enhanced Plan It Danville comprehensive plan update including sustainability and flood prevention, under the Virginia Community Flood Preparedness Fund (CFPF) Grant Program.

The total amount of the project is \$1,421,100 of which the proposed CFPF share is 90 percent, a total of \$1,278,990. The proposed Danville share is 10 percent, a total of \$142,110. It is the intent of City to utilize City funding to fulfill the match requirements. The City will also contribute over \$500,000 towards project beyond the match requirements.

As the contributor of the match, The City of Danville will pay the cash contribution during the agreement period. The source of funding for the cash contribution will be City funds. The contact information for the contributor's representative is Doug Plachcinski and he can be contacted at plachhd@danvilleva.gov, 434-799-5260.

Sincerely,

Ken Larking
City Manager



City of Danville

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Virginia Department of Conservation and Recreation
(DCR)
ATTN: Virginia Community Flood Preparedness
Fund (CFPF)
Division of Dam Safety and Floodplain Management
800 East Main Street, 24th Floor
Richmond, Virginia 23219

Ken Larking, City Manager
427 Patton Street, Suite 403
Danville, VA 24543

RE: CITY OF DANVILLE AUTHORIZATION TO REQUEST FUNDING FROM CFPF FOR CAPACITY BUILDING AND PLANNING

Dear DCR Review Committee,

This communication confirms the intent of the City of Danville to assume responsibility for implementation of the proposed enhanced Plan It Danville comprehensive plan update including sustainability and flood prevention, under the Virginia Community Flood Preparedness Fund (CFPF) Grant Program.

The total amount of the project is \$1,421,100 of which the proposed CFPF share is 90 percent, a total of \$1,278,990. The proposed Danville share is 10 percent, a total of \$142,110. It is the intent of City to utilize City funding to fulfill the match requirements. The City will also contribute over \$500,000 towards project beyond the match requirements.

Thank you for your support of the City of Danville. Your partnership is an investment in our effort to protect residents and critical systems in the City.

Sincerely,

Ken Larking
City Manager



I. Grant Application Information

The City of Danville, Virginia enthusiastically submits this Virginia Community Flood Preparedness Fund (CFPF) grant application. Attachments include completed copies of the CFPF grant application form and Capacity Building/Planning Scoring Sheet. When completed, this planning initiative will significantly advance the sustainability of the City's current comprehensive plan initiative but will also meet the five (5) Resilience Plan criteria outlined in the CFPF Grant Manual.

The timing of this grant request could not be more synergetic because Danville is embarking on a comprehensive planning process to recreate the City's policies and land use regulations with cutting-edge best practices that promote equity and nature-based systems so our community is sustainable for future generations. The City dedicated over \$500k the Plan It Danville comprehensive plan initiative.

Danville will integrate the work necessary for a DCR-approved Resilience Plan into the current Plan It Danville comprehensive plan project so there is a seamless framework for implementing innovative, coordinated, cost-effective projects and programs that will reduce potential for flood damages and recovery time. This goal is ambitious but appropriately formulated to manage risk, losses, capital outlays, and future threats alongside a robust outreach program and developing staff capacity. This proposed work program and subsequent plan is based on a keen awareness how stress imposed on aging infrastructure by development pressures and rapidly escalating climate change.

Considerable emphasis will be placed on prioritizing hazard mitigation activities that use nature-based solutions to reduce flood risk, as noted repeatedly in the Scope of Work. The project scores 350 points on the CFPF scoring she—the maximum possible for a locality in good standing with the National Flood Insurance Program (NFIP).

Danville was battered with 5 presidentially declared disasters since 2018 with localized effects, including Hurricane Michael that killed citizens and cause millions in property damage in the City. Mitigating potential disaster, responding to inevitable disruption, and managing unprecedented growth and change necessitate the resources available through the CFPF grant program. The City requests \$1,278,990, to go along with the \$142,110 local match and over \$500,000 in additional city funds for a total Comprehensive Plan with enhance sustainability and flood prevention investment of over **\$1,921,100**.

This investment will build permanent local capacity for administering and improving floodplain management, energize the community about sustainability and mitigating climate change, and reorient City policies and programs around these concepts for the next generation. The investment will also springboard off recommendations in the recently [completed 2021 Multi-Jurisdictional Hazard Mitigation Plan](#) for the West Piedmont Planning District Commission. The existing [Floodplan ordinance](#) is on Municode.com and the current 2030 [Comprehensive Plan](#) in on the City's website.

Enhanced activities will fold into the existing Plan It Danville comprehensive plan initiative project administration.

II. Scope of Work Narrative

Danville regularly experiences challenging riverine flooding that impacts its community landmarks, its homes and businesses, and its historic downtown. However, the City has rarely had the means to proactively address flooding impacts and plan new approaches for the future. The Community Flood Preparedness Fund offers the City an opportunity to plan toward a more resilient future with sustainable staff capacity.

The City will implement flood prevention and protection projects and studies in areas that are subject to recurrent flooding. However, first the City must update internal floodplain management functions alongside DEQ MS4 permitting tasks and develop a Resilience Plan. All work funded by this application and subsequent projects will be to mitigate future flood damage and to assist the City with floodplain compliance administration while sustainably addressing climate change equally across all demographics.

The City is a low-income geographic area, as defined in the CFPF Grant Manual, as an area where the median household income (\$37,147) is significantly less than 80% of the local median household income (\$76,398 in VA), according to the US Census 2021 QuickFacts.

Further, the City contains four (4) designated Qualified Opportunity Zones, shown to the right. Once the City's floodplain program is better established, priority will be be on community-scale hazard mitigation and nature-based solutions focused in the Opportunity Zones, when feasible.

Danville has never undertaken such a thorough, comprehensive look at land use planning, stormwater management, floodplain management, and resilience. City staff is fully engaged, and the City does not have additional in-house personnel, technical resources, and technical expertise available to adequately prepare the Resilience Plan elements so City projects will be eligible for future capital project funding.

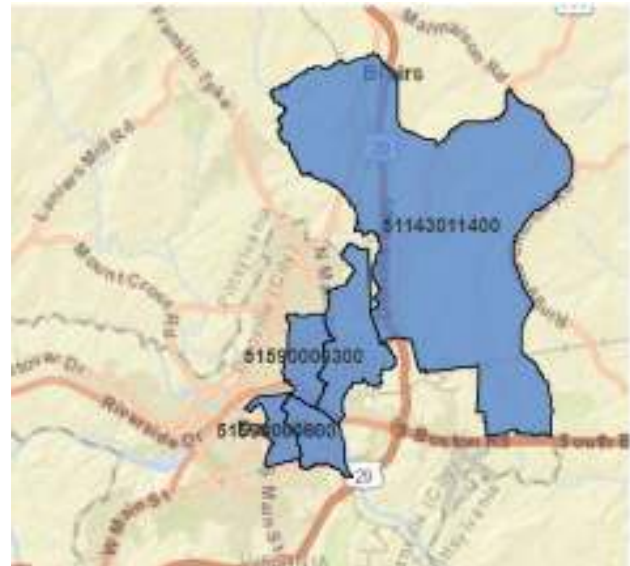


Figure - Danville's Opportunity Zones

Fortunately, the City is moving forward with a generational comprehensive planning initiative that has talented and skilled professionals under contract through qualifications-based selection processes. Our professionals experienced in stormwater management, community engagement, watershed planning, riverine flooding, resilience, computer modeling, funding, and engineering to develop additional resiliency components to enhance the comprehensive plan.

City officials will use input from these professionals and community stakeholders to shape the deliverables. The City will direct and manage the effort and provide recommendations for programs and projects. City staff and management will use the results of the utility feasibility analysis, ordinance reviews, system condition assessments, maintenance reviews, community feedback, design requirement recommendations, and capital project recommendations to align the City's implementation efforts with the anticipated needs.

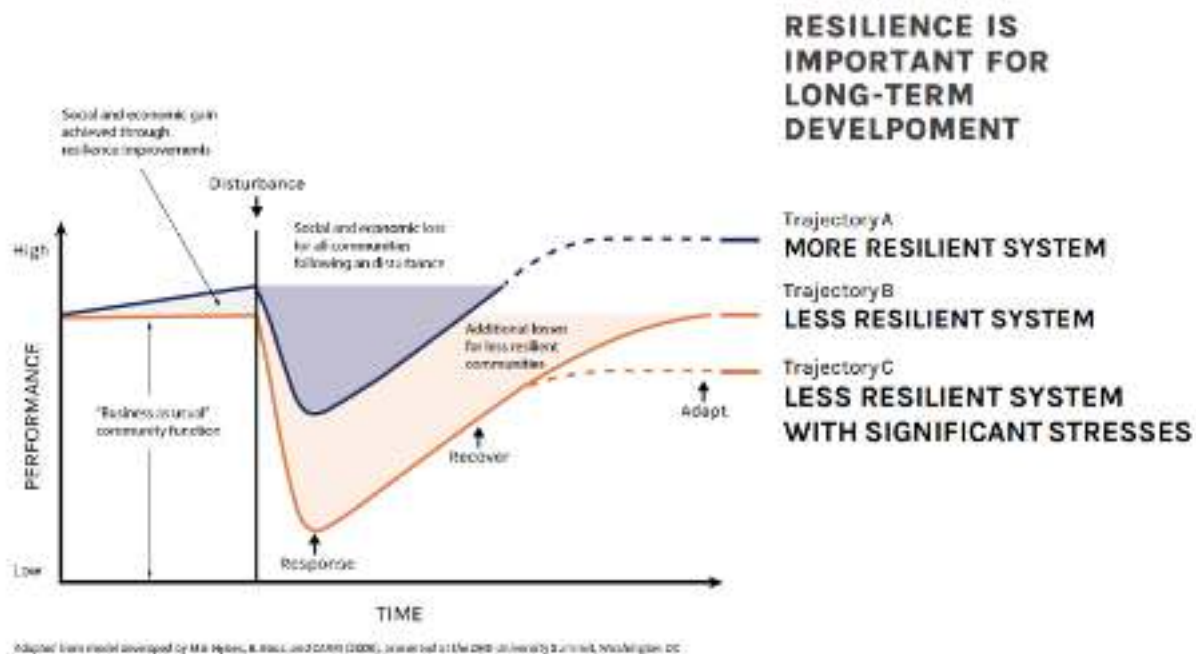
We organized the Plan It Danville initiative into six (6) major topic areas and will enhance all of them with the additional CFPF funding. Within each of these topic areas, this grant application indicates the additional capacity building and planning activities the resiliency planning grant will fund if awarded. Further, the Sustainability Planner funded by this grant will manage stormwater and floodplain management and outreach in concert with other City community-oriented services like healthcare workers, community policing officers, housing inspectors, and parks and recreation planning.

Lastly, and most significantly, the CFPF training will bolster a robust public outreach process that builds community capacity and understanding about the connections between sustainability and equity. This process will enrich out future local boards and commissions members as well as build communications conduits from our residents to Local Government. Key features of the enhanced engagement program include:

- Capacity Building
- Community Boosters
- Community Booster Coordinator
- Community Booster | Social Media Marketer
- Mobile Engagement Vehicle | Ethos Rover
- Project Storefront | Danville Mission Control Center
- Event Catering
- Project Advertising
- Project Communication Platform
- Community Events and Celebration

a. SUSTAINABILITY & RESILIENCE

Today, community resilience is referred to “as the ability to prepare for unanticipated hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions” (NIST, 2021). Resilience is incredibly important to invest in ahead of any sort of unplanned disaster happening. The more a system is prepared, the less impact an unanticipated event will have in terms of disruption. The graphic to the right highlights a path for long-term development in terms of performance. Ideally, uninterrupted growth is the goal of any given area. Considering that unanticipated weather, economic, and public health events will likely occur, then the goal should be to minimize any potential dip in performance to build up additional capacity for preparedness as possible.



TRENDS

Danville's current baseline review shows an area with complex, yet exciting, opportunities ahead of it when considering sustainable development. From a social and economic perspective, the area has a lingering legacy of inequity of income and socioeconomic status between specific groups that can disproportionately impact some demographics more than others. From an environmental perspective, the area has fluctuating weather patterns that point to significant changes in trends. The following elements will need to be mitigated Danville:

- **Weather changes including heatwaves, storm surges, severe flooding, and ecosystem loss.**
 - **Heat Hazard:** Average daily temperatures are expected to increase by 9.5 degrees from an average of 69.5 degrees (1961-1990) to around 79 degrees by 2020 exacerbating emission rates. The number of cooling degree days increased 2.4x from 1,330 days (1961-1990) to 3,183 days by 2020. These rates will continue to increase if climate focused interventions are not employed. Source: Climate Explorer NEMAC
 - **Drought:** In 2021, lower precipitation rates were recorded compared to normal year-to-date (YTD) metrics. In October 2020, Danville received a total of 43 inches of precipitation, ~5 inches more than normal YTD. While October 2021, the city received only 25 inches of precipitation. Indicating a dramatic shift in precipitation rates. Source: Climate Explorer NEMAC
 - **Precipitation Patterns:** More sporadic intense rain events, accompanied by less snowfall, increased winter rainfall, more inland flooding, and decreased summer rainfall

reflect more severe seasonal changes, that can impact agriculture and farming cycles. This can place a great deal of strain on existing infrastructure.

- **Growing Degree Days:** Historically Danville's economy centered around agriculture. Specifically, the growth and production of tobacco products accounting for 4.78% of Danville's domestic production. While tobacco is no longer the leading product of Danville, local agriculture has the potential to continue to be a major economic driver for Danville. This is only possible if Danville can address the climate related issues such as the number of growing degree days. Source: DataUSA.IO
- **Infrastructure Changes:** Aging or unused infrastructure along the Dan River, in Danville and adjacent cities, can cause public health, ecological, and financial challenges. However, there are political misgivings around the removal of the existing Dan River dams. Many residents want to keep the dams for the views they provide along the Riverwalk Trail. However, the dams are problematic and with their removal, the Dan River flow could increase and help mitigate major flooding and stormwater challenges the city faces. Improvements to the river could also provide much needed resiliency funding if the dams were to be removed. At the same time, trends in recent transportation data also show that investments in more regional systems could go a long way towards uplifting both environmental and socioeconomic goals.
- **Equity Changes:** Systemic resiliency can truly be achieved by carefully connecting the aspects of the comprehensive plan towards intentions across both social and environmental vulnerabilities. We can see how broader socioeconomic resilience can be created by intentionally identifying how local jobs and income-levels can be improved by removing the disproportionate cost-burden from daily activities on historically disadvantaged demographics. Reducing the available portion of income that goes to things like transportation, utility payments, and even food payments can play a huge role in pushing forward the capability of Danville residents to have more disposable income, and therefore, greater money to put towards wealth accumulation that can offset any unexpected expenses caused by unanticipated events.



Figure 1- FIRM floodzones in Danville

OPPORTUNITIES

Each of the previously mentioned trends are also areas of opportunity. The following areas present the greatest areas of potential intentional opportunity creation that a broader comprehensive planning process can help to push forward in Danville. These include:



- Food- energy- water nexus: taking advantage of the local climate to create a center of environmental excellence in the region. Growing degree days still have a big impact on agriculture and food accessibility. However, due to drought and irregular weather patterns this does not directly equate to increased food production unless these three areas are managed and coordinated intentionally in planning. From the city's comments on sustainable energy, it seems important to further understand the relationship between local and centralized utilities and identify what incremental changes can happen from an energy perspective.
- Affordable energy: energy is a huge part of the utility-income burden in certain parts of Danville. Evaluating new builds to enhance the use or renewable energy will help reduce the cost of utilities for residents and landowners.
- Connecting to the Commonwealth and federal-level opportunities for local climate leadership: Infrastructure investments and capacity investments are both show huge areas of possible collaboration and overlap. Already, recent solar investments and contracts by the City of Danville have been used as a strategy to build economy, reuse underutilized farmland, and attract companies. Solar energy could also play a role in times of emergency to provide power to critical places and uses, but also provide a way to build jobs.

GAPS

Data is the most important tool to support intentional decision-making. The comprehensive planning process can be supported by intentionally diving deeply into a few key data areas. Otherwise, it can be difficult to judge exactly where in the city these broad macro-level shifts can help to create the most strategic change. These key data areas can include the following the methodology:

NEXT STEPS

Stakeholder coordination through resilience is oftentimes tricky because certain information can be somewhat confidential. In particular, the maps and vulnerabilities that are related to utility-level infrastructure. It is imperative that the city develop strong relationships with utility companies to create comprehensive maps that can highlight areas of vulnerability and strength to develop a comprehensive approach to resiliency.

SUSTAINABILITY AND RESILIENCE ELEMENTS added by the Resiliency Plan application:
<ul style="list-style-type: none"> • <i>Providing 3 years of funding for a planning staff Sustainability Planner position to coordinate the planning grant and implementation and transition into a dedicated Floodplain Administrator. Danville needs to build capacity. This staff and outreach program will also satisfy the City's MS4 public involvement and public outreach requirements for the three (3) project years;</i>
<ul style="list-style-type: none"> • <i>Establishing reliable overhead and cost basis rates for future disaster response efforts so the City receives appropriate financial support in recovery;</i>
<ul style="list-style-type: none"> • <i>Developing an ongoing disaster response training program for City employees that are not first responders.</i>
<ul style="list-style-type: none"> • <i>Providing ongoing training, enrichment and peer exchange opportunities for the Sustainability Planner funded by this grant and other City Staff. Sustainability and equity are cross-cutting priorities that impact all City operations and services. These activities include FEMA training and participation at appropriate national and state/regional conferences or other events.</i>
<ul style="list-style-type: none"> • <i>Designating Danville resiliency hubs at community centers that will reduce extreme condition exposure during disasters and improve access to public services and spaces during safe times.</i>

b. HOUSING

Danville is projecting an influx in its residential and workforce populations, due to new large-scale development taking place at the Berry Hill mega-site and at the site of the future Caesar's Virginia Resort, set to open in 2023. With a rapidly approaching deadline, Danville must develop a clear plan for current and future residents to maximize the benefits of these sweeping changes. These advancements offer Danville an opportunity to take advantage of its historic communities and infrastructure, proximity to the scenic Dan River, and adjacency to other regional economic hubs. Ultimately, this will provide current and future residents the chance to merge lower costs of living with growth opportunities, unique historic elements, and recreational amenities that will enhance overall quality of life and capitalize on the city's small-town charm and potential big city amenities. In preparation for much of this new development, Danville is conducting a more extensive housing study. However, our preliminary findings, gathered prior to the completion of these additional studies or plans, will help to underscore continued housing research and provide high-level policy recommendations.

TRENDS

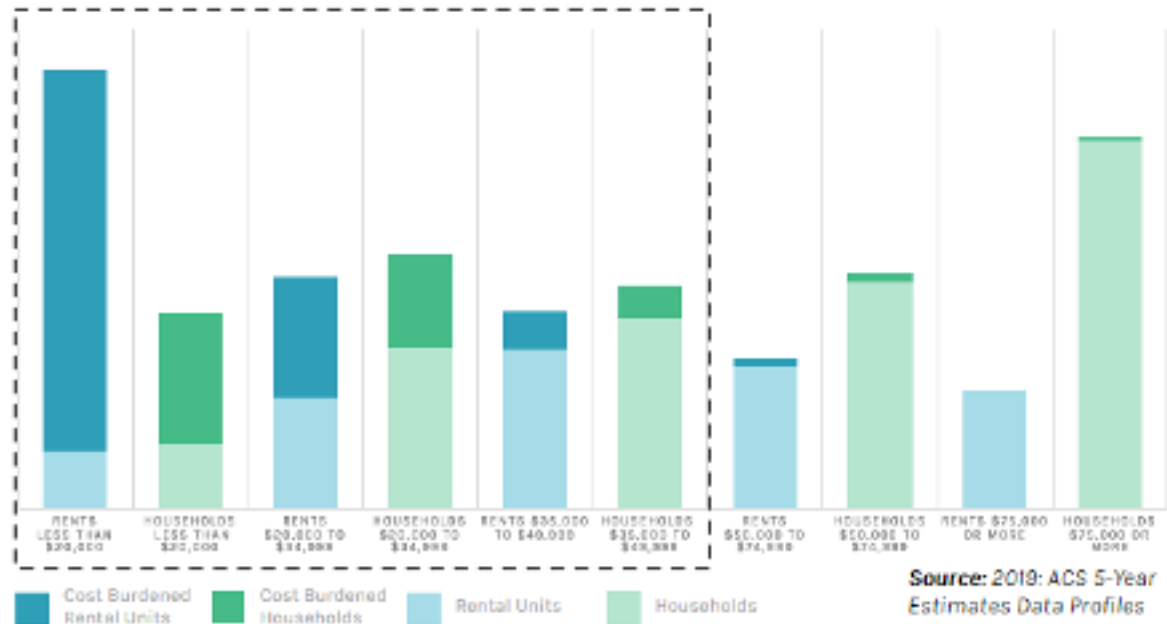
After meeting with some key community stakeholders and conducting our preliminary analysis, our team identified several housing trends. These trends will guide proposed future development and housing recommendations in the comprehensive plan. These include:

- **Aging housing stock impacting overall housing quality.** Seventeen percent of Danville's housing stock was built before 1940, with 45.9% of homes built between 1960 and 1970. Older homes are gaining some traction in the age of fixer-uppers. However, they can also result in high investment, construction, and maintenance costs. Overall, the aging housing stock contributes to rising infrastructure needs and decreasing home values that can impact general quality of life.
- **Low property values.** The median home value in Danville is \$90,500 with 13% of homes valued at \$200,000 and above, indicating a small margin of property investment growth. While low property values can be an advantage in terms of affordability, it can also detract from developer interest due to narrower profit margins. **Priorities should include bringing affordable properties up to a certain quality standard and having new construction focus on missing housing typologies.**
- **Predominant housing typology.** Over 70% of households in Danville are single-family units.
- **Large renter population. Forty-eight percent of** residents in Danville are renters. Many renters (85.3%) are spending less than \$1000 a month on rent. However, 47% of renters are spending

above the recommended 30% of their annual income on rent. This gap indicates that a larger portion of renters in Danville fall into the category of low-income or cost-burdened households.

- **Gap in affordability.** Rental unit and mortgage costs, comparative to income rates, illustrate that approximately 47% of renters and 27% of homeowners are spending above the recommended 30% of their annual income on rent or mortgage payments. Disparities in access to modern amenities further indicate wealth gaps. In Danville, there are currently 570 households without phone service, 3,548 households without access to a computer, and 5,062 households without internet service. Indicating a significant digital divide that exacerbates existing disparities.

COST BURDENED HOUSEHOLDS BY ANNUAL EARNINGS



- **Affordability disproportionately affects residents.** Wage gaps based on gender and race show that housing affordability for women and minority led households are at a disadvantage when it comes to home ownership. The average woman in Pittsylvania County makes approximately \$20,000 less than the average male counterpart. The median household income for Black households is about \$10,000 less than that of White households.
- **Barriers to development.** Below average property values, higher construction costs, and pandemic related supply chain issues could deter developers. Alternative housing types could also impact development incentives. For example, there are several modular home communities in Danville that could receive HUD (Housing and Urban Development) funding. However, this could decrease surrounding home values, and impede some socio-economic groups from cultivating generational wealth.
- **Resident concerns.** Residents are expressing concerns over the potential for gentrification and displacement, often exacerbated by these types of planning efforts. Specifically, with the onset of a new major amenity like the Caesar's Palace Casino. This is particularly true in the case of housing. Engagement efforts will focus on creating an inclusive planning process that begins with building community trust to ensure the plan prioritizes existing residents.

OPPORTUNITIES

- Potential strategies to be employed during the Comprehensive Plan process includes but are not limited to: Diversifying housing types. With such a large renter population and cost-burdened households, there is a market for alternate forms of housing including: "missing middle" housing,

accessory dwelling units, workforce housing related to economic centers, and retrofits of exiting industrial, commercial, and vacant sites into multi-family mixed use centers. There are also advantages to include ideas such as:

- A side lot program that allows homeowners living adjacent to vacant properties to purchase and consolidate lots to transform properties through the addition of yard space, driveways, gardens, or home expansions to create smaller affordable housing units and generate alternate income revenues for residents.
- A scattered-site redevelopment that allows for smaller-scale (15 units or fewer) public housing development, using vacant lots, for greater variety and scale to encourage the development of more affordable units for lower-income residents. This strategy should be underscored by a good management, tenant screening, design, and public relations strategy that would minimize push back for fear of declining property values. While, simultaneously incentivizing multi-scaled development within communities.
- Amending single family residential zoning to make attached residential and multifamily housing easier to implement and address the missing middle housing sector.
- Address alternate ways to tackle short-term rentals in the zoning code.
- Expand home ownership literacy to increase wealth building opportunities for Danville residents, with a specific emphasis on historically- disenfranchised populations, to incentivize equitable reinvestment in Danville neighborhoods. This would include, but is not limited to, education on down payment assistance programs, home buyer education, etc.
- Consider opportunities for short term rentals to accommodate workforce and temporary housing during the construction of the casino, while also addressing long-term renter needs.
- Several methods could be used to encourage neighborhood-based reinvestment including capitalizing on regional resources to invest in Danville. There is strong interest from Pittsylvania County to strengthen the capacity of the Danville Land Bank and the Danville Neighborhood Development Corporation (DNDC). Other ideas include establishing a local housing trust fund, which could be managed by existing housing stakeholder groups; ensuring a portion of contracts go to local carpenters and developers to circulate local dollars; and allowing payment in lieu of taxes.

GAPS

The goal is to meet gaps in the market while building on existing community aesthetics and neighborhood character. However, there is often public misconception about placing alternative housing types in existing neighborhoods. This can be addressed through focused engagement that will:

- Identify Danville's housing needs at the neighborhood level through resident conversations, workshops, and surveys.
- Highlight potential barriers to development through developer and city staff focus groups.
- Educate residents about the advantages and disadvantages of a more diversified housing stock.
- Enhanced housing literacy will be paramount to creating lasting change from the resident's level.

NEXT STEPS

The next phase will be multi-pronged. The housing team must clarify what development is most advantageous for Danville's future while simultaneously meeting the current needs of residents.

- Engagement will be resident focused to cultivate a community-lead vision for Danville's neighborhoods. A key aspect of this engagement will be to expand housing literacy among residents of Danville, with a specific focus on marginalized populations and underserved communities
- Data analysis will determine which locations are best for alternative housing development models needed to accommodate new and legacy residents. It will consider current trends related to

economic hubs, amenities, physical access, and housing conditions to determine which housing types are needed in each area. While “missing middle” housing might not be a perfect fit for retrofits near the Danville Mall, existing neighborhoods could be better served through this strategy with additional funding for improvements to existing structures. An analysis of the potential for the Danville Mall to be transformed into a new form of development that emphasizes mixed use or town center development formulas should be investigated.

- An implementation toolkit will include alternative funding sources and a plan for actionable steps to implementation of housing policy.

The goal is to create complete neighborhoods, not isolated pockets of housing.

HOUSING elements added by the Resiliency Plan grant funding application:
<ul style="list-style-type: none"> • <i>Understanding accurate potential benefits for dwelling weatherization and energy efficiency improvements including updated building condition data.</i> <p><i>Specifically, the City will integrate weatherization opportunities into code enforcement, building inspections, and utility programs to better reach residents and property owners through the Virginia Weatherization Program.</i></p> <p><i>Reducing access barriers to weatherization economic tools provided by Danville Redevelopment Housing Authority, Danville Utilities, and Pittsylvania County Community Action will dramatically assist Danville families to permanently lower crippling utility bills.</i></p>
<ul style="list-style-type: none"> • <i>Updating the City’s flood prevention overlay ordinance and other operations to support Community Rating System membership.</i>
<ul style="list-style-type: none"> • <i>Evaluating and creating a flood insurance rebate \$50k seed fund for low- and moderate-income areas.</i>
<ul style="list-style-type: none"> • <i>Developing community outreach promoting permaculture – the design of small agriculturally productive ecosystems suitable to augment household food supplies.</i>
<ul style="list-style-type: none"> • <i>Incorporating floodplain management regulations into the City’s subdivision code and any other appropriate ordinances.</i>

c. ECONOMIC GROWTH

While Danville’s micropolitan statistical area (mSA), and partial economic area (PEA) were less severely impacted by the pandemic, compared to the rest of the United States between March and April 2020, growth in these areas through June 2021 has notably lagged the national recovery average. This continued an overall decline that began in 2016. Additionally, significant income and resource disparities between various demographic groups and limited financial literacy have created barriers to attaining wealth and economic stability for many residents. However, there is opportunity for growth and development in Danville that can enhance economic opportunities for current and future residents if the right strategies are employed. Below you will note several economic trends contributing to Danville’s current economic state, as well as several opportunities for growth.

TRENDS

- **Job growth in Danville lags the rest of the mSA and PEA – both pre-COVID and during COVID.**
 - **The Danville economy is highly concentrated by a limited set of industries.**
 - The top 3 3-digit industries (Food and Drinking Services, Ambulatory Health Care Services, and Plastics and Rubber Products Manufacturing) (e.g., top 3 3-Digit industries make up 32% of all jobs in 2019 as compared to just 13% in Pittsylvania County and 16% in the U.S.
- **Fourteen of the City's 20 largest industries declined between March 2020 and June 2021, and they all declined more than the U.S. average.**
- **There is diversity among work force job holders, meaning there are a higher shares of job holders who are women and BIPOC (Black, Indigenous, People of Color).** However, there are significant wage disparities that exist. For example, women earn approximately 63% of what their male counter parts make, and Black (men and women) workers earn about 70% compared to their white counter parts.
- **There are lower levels of minority-owned business enterprises (MBEs), but relatively high levels of women-owned business enterprises (WBEs).** While MBEs and WBEs have lower average jobs, revenues, and payroll per firm, compared to their male-owned and White-owned counterparts, respectively, MBEs in the city of Danville provide higher average wages than White-owned businesses. This is contrary to the rest of the U.S.
- **Job access challenges persist, specifically for those without access to a private vehicle (physical, commuter flows).**
- **From 2017-2021, retail remained stable in establishment count, employment, and wages, except for:**
 - Food Services (NAICS code 722) and Personal & Laundry Services (NAICS code 812) lost the greatest employment and wages between Q1 and Q2 of 2020 during the initial closure period of COVID.
 - Comparing Q1 2020 to Q1 2021, total quarterly wages in Personal & Laundry Services has not returned to pre-pandemic levels.
- **Year-over-year (2016-2020), annual household expenditures grew in Danville** at a greater rate than the national consumer price index (CPI), as calculated by the Bureau of Labor Statistics. Over the period 2016 to 2020, the CPI increased by 10% while expenditures increased over 21%.



OPPORTUNITIES

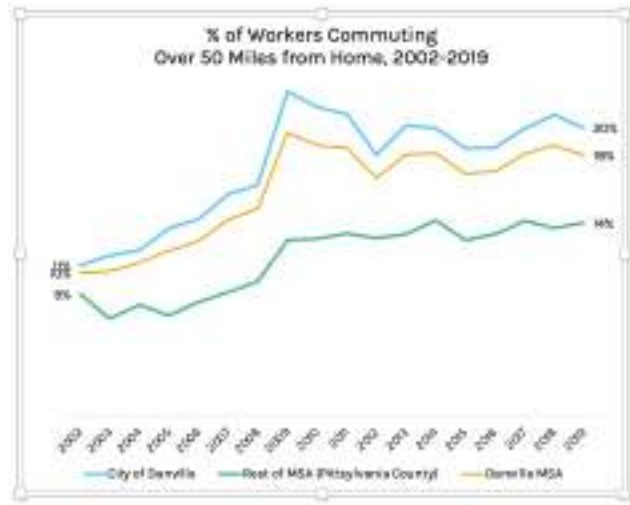
- Leverage publicly owned vacant and underutilized land and buildings. In addition to the mega-site, identify potential adaptive reuse and infill opportunities for both work force housing and commercial uses, along with a site assembly strategy.

- As a border city, assess opportunities to rationalize workforce housing and commercial development strategies. These can be developed in partnership with surrounding counties, including those in North Carolina and the existing rapport that exist with Pittsylvania County.
- Almost two-fifths of the mSA's acreage consists of farms. This is more than Virginia and North Carolina overall. This presents an opportunity to develop and enhance local agriculture and food economies. The food manufacturing industry grew by 24% in Danville between March 2020 to June 2021 and grew in the mSA and PEA overall.
- Like the U.S., retail and consumer-facing industries in Danville and the broader region were severely impacted by the COVID-19 pandemic. The food services, personal services (including laundry), hotels, and other travel/tourism-related industries all declined dramatically through June 2021 – but, as more current data are released, the planning team will evaluate and track the on-going (and uneven) economic recovery in these important industries.
- E-commerce is strong in the PEA overall. Although not a current strength in the city, being only one-fifth of the expected jobs, the sector has grown dramatically nationally during the pandemic.
- Driven by pandemic-accelerated growth of e-commerce and hybrid digital-physical models (e.g., online ordering and supply chain management) there is potential for Danville to lead by helping retailers, restaurants, and business-to-business firms make necessary transitions.
- Conduct retail market analysis to identify submarkets for increased retail/entrepreneurial growth. Beginning by expanding upon the River District's success, as the only branded experiential retail district and home to an opportunity zone, to target for additional development, retail, and entrepreneurial opportunities.
- Employee inflow exceeds outflow. Providing an ability to capture demand for retail goods and services and residential development could be supported by an employee- friendly market.
- Sales tax in Danville and Pittsylvania County is lower than in surrounding municipalities in North Carolina and Virginia. Danville has a competitive advantage for retailers seeking real estate and an opportunity to institute a special tax to bolster the City's municipal budget.
- Leverage Danville's location in a region. Proximity to several academic institutions (i.e., colleges and universities in Chapel Hill, Durham, Greensboro, Blacksburg, and Lynchburg) places Danville in a potentially advantageous position to explore satellite campuses, partnerships, and other educational and economic drivers.

GAPS

- There is a significant small business lending capital gap from traditional banks in Danville. However, there are high levels of lending capital in Pittsylvania County overall. Gaps may be partially addressed by foundation, small business administrations, and state/local government lending, which should be investigated fully in next phase of work.
- There are low levels of MBE entrepreneurship in the City of Danville – but relatively high WBE rates - and both WBEs and MBEs are smaller scale employers compared to their male-owned and white-owned counterparts, respectively.

- Lower levels of educational attainment, disparities by race/ethnicity, and workforce education gaps persist within Danville's and the broader region.
- Available capital to realize real estate development is limited.
- Access to and the presence of major interstate roads create a barrier to economic development.
- Larger retail centers (grocery-anchored strip centers or larger) do not exist within 13-33 miles in each direction from the city's center and the city's southern and western neighborhoods have limited retail development.
- An arts district does not exist in Danville.
- Defining strategies and policies to relocate retail currently located in annexed portions of the city to designated commercial districts.



NEXT STEPS

- Update economic data through end of 2021, as new data is released (6-month lag), to understand ongoing impacts of the COVID-19 pandemic, with a focus on the impacts on BIPOC workers, MBEs, and WBEs.
- Assess land assembly opportunities among vacant and underutilized land and buildings.
- Identify inclusive industry-cluster opportunities through scoring/weighting methodology.
- Develop better understanding of future housing market and demands (inclusive of the potential impact of the casino project) which, in turn, will influence retail and other neighborhood cluster demand (I.e., integrate findings from the ongoing housing study).
- Bolster residential demand with strategies to strengthen and improve commercial corridors over the next 10 years, including exploring the viability of retail and a diversity of non-retail uses.
- Remedy any misaligned municipal codes as it relates to commercial and residential growth opportunities such as outdated parking requirements.
- Understand assistance programs offered to businesses in greater detail and specifically define where opportunities are not meeting the needs of developers, property owners, corporations, and retailers. More at: <https://www.discoverdanville.com/business-support/incentives-overview/river-district-businesses-and-developers/>
- Continue developing cross-cutting strategies across the project.

ECONOMIC GROWTH elements added by the Resiliency Plan grant funding application:

- *Writing a stormwater design manual explaining low impact site development concepts and best management practices for public and private projects in ESRI storymaps. This program element culminates in a community wide education forum with community partners like the Dan River Basin Association and the Danville Science Center.*
- *Similarly, writing a native plant and tree guide in ESRI storymaps that encourages native landscaping that cools heat islands, replenishes Danville's canopy, provides training to public and private arborists, minimizes stormwater techniques, and beautifies the community with nature-based solutions. This program element culminates in a tree-based outreach event with*

<i>the City's parks and recreation department during our annual Make Danville Shine community pride celebration.</i>
<ul style="list-style-type: none"> • <i>Updating the City's Stormwater Management and Flood Prevention internet presence through a redesigned webpage and targeted social media posts to drive increased clicks.</i>
<ul style="list-style-type: none"> • <i>Implementing a GIS based system for managing public and private stormwater control measures and best management practice design/construction plans, maintenance agreements, and inspection records, including private owners' inspection reports to monitor compliance with maintenance agreements. This process will reduce red tape and increase private business efficiencies.</i>
<ul style="list-style-type: none"> • <i>Selecting, acquiring, and implementing software that supports the City's MS4 and VDPES Industrial permit obligations;</i> <ul style="list-style-type: none"> ○ <i>Multi department/user access and integration with other City IT solutions.</i> ○ <i>Automate annual and monthly DEQ reporting.</i>
<ul style="list-style-type: none"> • <i>Integrating floodplain management and land disturbance permits into the City's CityWorks permitting system. This process will reduce red tape and increase private business efficiencies.</i>

d. CONNECTIVITY & MOBILITY

Mobility is an essential part of Danville's future growth and success. Future large-scale development has the potential to rapidly expand Danville's population and therefore its infrastructure needs. However, current transit systems in Danville are considerably disjointed. With the arrival of new development, it will be necessary to assess how the existing transit system could be more integrated. Transportation in Danville is highly dependent on the use of personal vehicles due in large part to large road infrastructure, disconnected pedestrian infrastructure, and local topography. The city of Danville offers several services, including:

- Inner-city busing with 6 fixed routes
- Inter-city busing with 2 fixed routes from Danville to Washington, D.C. and Martinsville to Richmond
- Handy-Van Services
- Reserve-a-Ride services
- Biking services at the Danville Riverwalk Trail and Anglers Ridge Mountain Biking Trail
- Danville Regional Airport

The area also has several projects underway in partnership with the Virginia Department of Transportation and West Piedmont, including:

- Kentuck Road and Piney Forest Road right-of-way improvements
- Ringgold Depot trail connection to the Riverwalk trail
- Bikeable infrastructure improvements on Piedmont Drive

TRENDS

- **Mobility has been drastically impacted as an industry nationwide during the pandemic.** In Danville specifically, COVID-19 has accelerated trends of reduced ridership on fixed transit routes and increased demand for on-demand shared-use mobility. While transit ridership is down over 20%, the demand for rideshare services such as the Reserve-a-Ride service is up 40% in the past year. Senior ridership on public transit has shifted to on-demand rideshare services. However, this service is mostly used for work trips with peak user times covering 4:00 to 7:00 in

the morning. This shift in trends is due in part to the pandemic. A rise in rurally located medium-sized businesses over the past decade and the unreliable nature of local taxi services has also played a part in the rise of on-demand services. At approximately \$4 a ride, on-demand services are affordable for residents. However, the city does not have a cost-effective way to provide the early morning and late evening on-demand transit services most requested by employees working odd-hour shifts.

- **Bus transit is competing against this increase in on-demand service popularity, safety concerns, and perception issues with mass transit.** The largest of these barriers is high bus driver turnover rates. Drivers have difficult working conditions, safety concerns, and see opportunities for higher pay with the school bus system. The city has waived several licensing requirements to open the hiring pool but have not seen as much interest as anticipated. The city has also seen challenges receiving public and political backing to raise bus fares, which could help increase driver wages.
- **Certain areas are well-served by sidewalks, while others are not.** In general, areas with strong sidewalk networks are insular, lack crosswalks, and tend to be disconnected from the larger transportation framework. A similar trend is seen in bike infrastructure, where strong paths are created in park and economic centers but could benefit from connections to surrounding residential areas. There is a strong incentive for regional investment in multi-modal transportation, but the design could be pushed further to include buffers, materials, and signage which would enhance safety and encourage different mobility behaviors.

OPPORTUNITIES

The primary goal is to create a comprehensive vision for the city, weaving together bicycle planning, riverwalk planning, safety and sidewalk improvements, and complete streets policy. This plan should fill existing connectivity gaps, encourage regular use of non-motorized transit, and align with overall goals of health and resiliency. Initial ideas include:

- **Leverage the Dan River** – Build from the Riverwalk as a recreational anchor or spine
- **Identify funding opportunities** - Position Danville to take advantage of upcoming state and federal funding opportunities. Look ways existing assets can generate more revenue. For example, explore revenue potential of airport as drone hub with ties to manufacturing, shipping, or industrial services.
- **Establish nodes** – Use the land use plan to identify nodes at universities, downtown retail districts, the Riverwalk, and casino, then create actionable steps for development into interconnected non-motorized zones.
- **Connect housing** - Create walkable neighborhoods with basic services available within a 20-minute walk/bike distance, which are connected to downtown and the river, providing attractive missing middle housing to serve a range of income levels and increase growth and density. Expand mobility access in these areas to facilitate access to resources, jobs, exercise. Plan for industrial redevelopment that incorporates workforce housing and connectivity.
- **Explore resiliency opportunities** – Identify methods of fleet conversion to electric or hydrogen.

GAPS

The objective of the engagement process from a transportation perspective will be to understand communities' real and perceived barriers to mobility and access. The comprehensive plan will then look to address gaps in:

- **Pedestrian infrastructure** – walkable neighborhoods with housing close to amenities and sidewalk or bike infrastructure to accommodate needed connections. Focus on proximity for low-income and missing middle housing.
- **Bus infrastructure** – address the driver workforce supply and demand imbalance
- **Civic infrastructure** – align goals and needs of regional transportation planning, city transportation planning, and other city departments to gain local backing and ensure integration of services.

- Physical barriers – understand how the river and topography separate neighborhoods in ways which can be addressed through transportation improvements.

NEXT STEPS

Stakeholder engagement will be key, especially dedicated conversations with non-government task groups, activists, regional players, key employers, and transit users. Coordination with the Schoolfield transportation study will also be an important step to ensure the two plans complement each other and contribute to a unified vision for city staff to build on. Other objectives include:

- Define roadway typologies and assign mode hierarchies
- Map and index current and planned mobility projects
- Create a matrix of upcoming funding sources and timelines
- Develop walkable neighborhood plans
- Investigate zoning code changes for missing middle housing in coordination with housing study
- Assess supportive housing mobility needs
- Explore sustainable fleet options and funding
- Develop a Riverfront connectivity plan
- Research airport opportunities
- Develop a universal fare card strategy

CONNECTIVITY AND MOBILITY elements added by the Resiliency Plan grant funding application:
<ul style="list-style-type: none"> • <i>Evaluate relocating or floodproofing all critical facilities that are in Special Flood Hazard Areas or susceptible to disruption from flooding or other weather events.</i>
<ul style="list-style-type: none"> • <i>Considering ordinance performance standards for impervious surfaces and developing a data set with plan review tools to analyze impervious surface changes. Transportation infrastructure is the largest contributor to impervious surface runoff in Danville</i>
<ul style="list-style-type: none"> • <i>Designing templates for green infrastructure retrofits in public and open spaces and integrating them into the City's zoning ordinance standards for landscaping. Danville's publicly owned facilities must demonstrate low impact development outcome to lead the way for private development in our community. Every transportation infrastructure should proactively exceed stormwater quality and quantity management requirements</i>

e. COMMUNITY HEALTH

While there are challenges to improving the health of the Danville community, there are multiple opportunities to address it within the context of this Comprehensive Plan. Many of the top causes of death in the community can be reduced with shared approaches. Healthy diet, regular exercise, stopping smoking and regular health screenings have been found to reduce acute disease dramatically. Creative strategies to educate the public on the importance of healthy living can be repeated throughout the community and in several of the overall Comprehensive Plan concepts. A comprehensive focus on community education and a shared passion to improve health will go far to raise awareness, which is often the greatest obstacle to improving health.

TRENDS

- **Lower life expectancy rates are prevalent in the city.** Danville's average life expectancy range falls in the lower fiftieth percent of the United States overall. This has contributed to the prevalence of Cancer, Coronary Heart Disease and is compounded by obesity. In addition, the potential for Opioid-related overdoses ranks as the third greatest contributor to poor health in this

area. Other chronic diseases associated with respiratory and neurological systems have a great impact on the health of the community.

- **Economic and access barriers to healthcare.** Economic pressures within the community contribute to both a reluctance and even the inability to access healthcare. Access to insurance and Medicaid is limited to less than thirty percent of the population in Danville proper. Many residents are forced to prioritize healthcare lowest on their monthly expenditures following housing and food.



- **Culture does play an increasing role in healthcare access.** This is not just a challenge for Danville, it is a pattern nationally. Some segments of the population access care only when symptoms force action, while others seek alternative forms of treatment outside of an acute care setting. The diversity of cultures in the Danville community creates a diversity in healthcare perception and behavior which is resulting in a less healthy community than seen in other areas of the country.

OPPORTUNITIES

Many of the strategies for improving community health are interlocked with several strategies highlighted in other sections.

- Economic strategies will contribute to a growth in insured citizens
- Housing strategies will ensure citizens are living in safe/mold-free environments
- Mobility strategies will improve access to healthcare institutions and support exercise
- Neighborhood strategies will focus neighbors on health and wellness beyond the individual
- Resilience strategies will focus on personal resilience and personal sustainability
- The key opportunity to share the desire for improved health at a community level, providing individual support with a community approach.

GAPS

Data will inform the opportunities for health and wellness improvement within the Danville community. A deep dive into both the macro and micro level drivers surrounding individual health outcomes will provide a more holistic assessment/measure of which interventions could create the greatest improvements.

NEXT STEPS

Our next steps must be to engage with the authors of the Dan River Health Equity Assessment to share data and community engagement perspective. This information will provide a platform for a deeper dive into key contributors of negative outcomes. Data collection will then focus on the key areas of concern, international strategies for improving health, and an assessment of which strategies have the greatest impact on health outcomes.

COMMUNITY HEALTH elements added by the Resiliency Plan grant funding application:
<ul style="list-style-type: none"> • <i>Monitoring and inspecting outfalls and discharge points for illicit discharges with a GIS based system.</i>
<ul style="list-style-type: none"> • <i>Using micro sensors and other cutting edge data collection tools to collect and analyze data so we better understand the localized effects of pollution like increased temperatures and asthma.</i>
<ul style="list-style-type: none"> • <i>Creating a community blueprint for a net zero carbon goal with a feasible horizon.</i>

f. NEIGHBORHOODS, PARKS, AND LAND USE

The topography and historic development trends of the south have led to the distinct separation of uses throughout the city of Danville. The result is a pattern of corridors and districts separated from each other and pockets of exclusive uses that lack a clear identity.

TRENDS

- **Residential Uses**
 - There is a lack of housing supply to meet future potential demand and a lack of diverse housing options to accommodate diverse resident needs.
 - The largest gaps in housing remain in missing middle housing and good quality starter housing. Some of these gaps are offset by an increase in housing development in surrounding Piedmont County, but future trends should identify key residential opportunities in the city itself.
- **Retail and Manufacturing Uses**
 - Retail and manufacturing uses are better thought of as employment opportunities and amenities. Danville is losing retail, which decreases the distribution of employment opportunities and amenities in the city.
 - Commercial uses are mostly along major transit corridors but are not walkable or connected to residential neighborhoods without a car.
- **Natural Features and Open Space**
 - The Dan River is an amenity, but also serves as a divide between North and South Danville.
 - There is a desire to expand the existing 4-acre riverfront park to connect with other parks and open spaces.
 - Danville's existing parks system is old and primarily located in the heart of the city. There are limited neighborhood parks. North and West Danville are most in need of better-quality parks.
 - Primary concerns around park spaces include connectivity and quality. Most neighborhood parks are primarily unwanted vacant lands that transitioned into informal open space.
 - The few parks that provide quality outdoor space for residents are programmed by the Parks and Recreation Department. These efforts are greatly appreciated and valued within the community.
 - School open spaces are also used as community parks and open spaces but there is no formal agreement between the schools and the parks department.

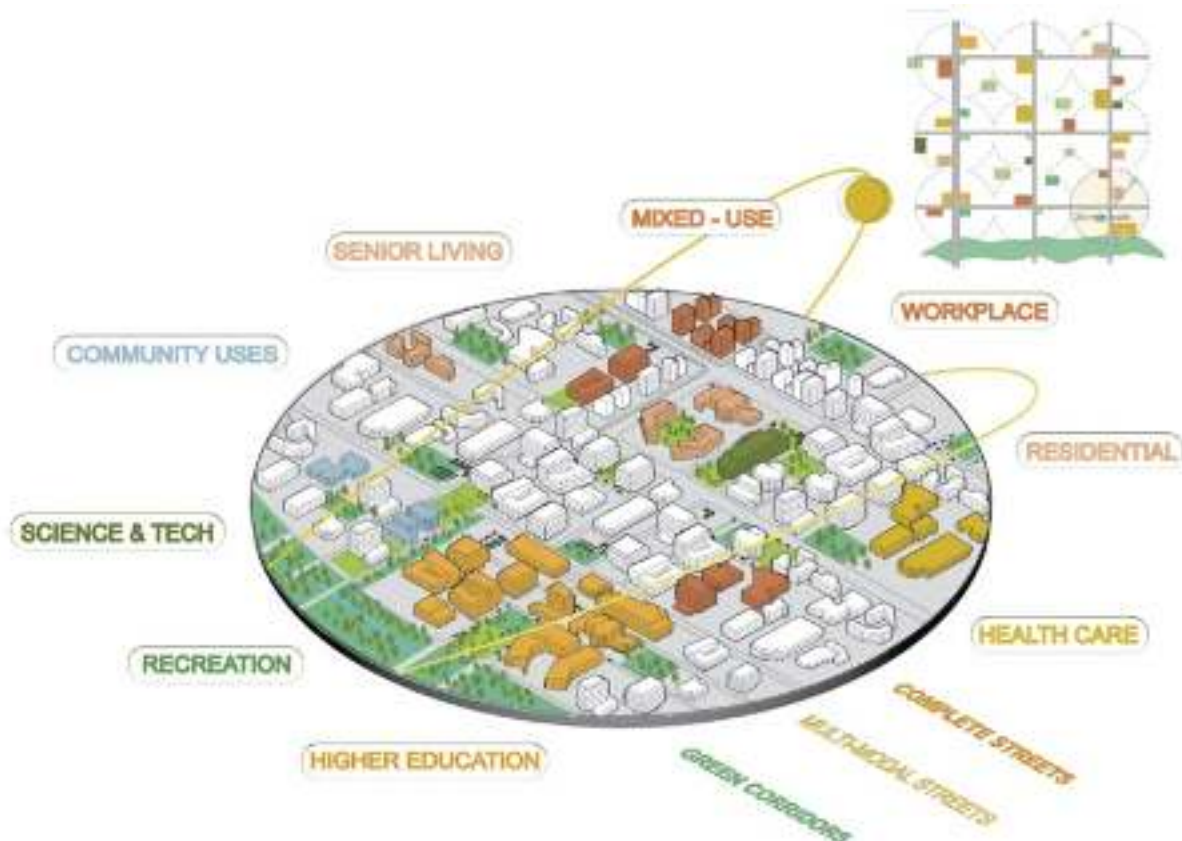
- **Neighborhoods**

- Neighborhood identities are more colloquial than political.
- Neighborhoods are almost entirely residential in use, although there are mixes of residential typologies.
- Amenities such as parks and retail centers are within a 15-minute walk of residents, but topography generally makes these areas more drivable than walkable.

OPPORTUNITIES

The Danville Comprehensive Plan can use land use as a tool for creating complete neighborhoods in Danville. Complete neighborhoods enable residents to access basic needs within a twenty-minute walking radius. Complete neighborhoods look to combat segregation by race, economic standing, and use to better serve the city. In doing so, complete neighborhoods look to:

- Create accessible, walkable communities with manageable motorized connections
- Combat climate change using sustainable land use patterns
- Incentivize local investment by enhancing neighborhood pride
- Encourage best uses of the land to support a diverse set of residents
- Support healthy living



- Raise local economies
- Schools will soon be receiving additional funding for school improvements which provides an opportunity to couple community spaces with schools. Increase community interaction through a special analysis of neighborhoods using metrics such as access to employment opportunities and open space.

GAPS

Throughout this pre-planning process, several gaps in understanding as it relates to Danville's land uses and neighborhood identity have been identified which will be further explored in the comprehensive planning process.

- Identify how the Schoolfield Plan and other parallel studies will work into the Comprehensive Plan and ensure compatibility.
- Identify how annexed areas of the city have been worked into the community fabric.
- Identify existing deserts (food, physical activity, disconnected from transit) to address the hierarchy of need city-wide and lead to actionable short-term goals as well as a long-term vision.

NEXT STEPS

The engagement strategy for neighborhood analysis will largely focus on understanding how residents currently identify their existing neighborhoods to create a community-based complete neighborhood framework. The housing, mobility, economy, health, and resiliency components will coordinate stakeholder interviews and focus groups which will provide further insights on existing nodes to be enhanced, city interest in specific policies, and equitable resident representation.

NEIGHBORHOODS, PARKS, AND LAND USE added by the Resiliency Plan application:

- *Integrating an overall City watershed plan framework within the Plan It Comprehensive Plan.*
- *Cataloging and producing flood elevation certificates for all buildings in Special Flood Hazard Areas.*
- *Imagining several community scale flood prevention projects*
- *Analyzing stormwater utility feasibility in Danville.*
- *Improving GIS data integrity and feature information for the City's stormwater utility infrastructure.*

SAMPLE GEOGRAPHIC ANALYSIS WORKFLOW

CREATE MULTIPLE
EMPLOYMENT DISTRICTS
ALONG EXISTING
CORRIDORS

CONNECT PEOPLE TO
OPPORTUNITY USING
MULTI-MODAL TRANSIT

RE-FRAME VACCANT
LAND AS GREEN
SPACES THAT
CONTRIBUTE TO
HEALTH

DEVELOP DISTINCT,
ATTRACTIVE
NEIGHBORHOODS

20 YEAR VISION

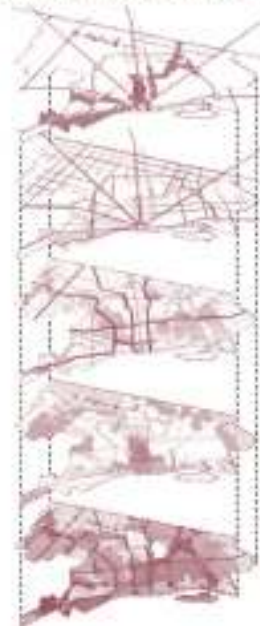




Figure – City of Danville FIRM Maps

g. ENHANCED PUBLIC OUTREACH

OVERVIEW

Plan It Danville is a community-centered engagement process to develop a sustainable comprehensive plan for the City of Danville. The process intentionally realizes Danville's future dreams, ideas, and priorities from a diverse array of viewpoints. An essential premise is that the more people are engaged in shaping the Plan, the more likely they will participate in actively implementing the shared vision. This year-long journey with several phases integrates individuals to add to the conversation about what Danville residents would like to see for their community.

BACKGROUND

A comprehensive plan is considered a 20-year document that public officials should review every five years, and the City of Danville is at the beginning of a new review cycle. The City of Danville decided to aspire to create an award-winning plan based on a process that empowers the community to engage in a holistic view of city government decision-making processes and policymaking – and to think bigger about how Danville could evolve to serve the needs of residents equitably.

The future of planning in Danville is envisioned as a standard interface with community members to guide change to improve the quality of life and access to opportunities. It influences the various factors affecting social determinants of health, such as transportation and housing, which contrasts the current plan, which only serves as a planning resource rather than a guiding document.

APPROACH AND GUIDING PRINCIPLES

From our preliminary investigation, it is evident that stakeholders are excited by Danville's future potential and are ready to see growth that reflects the community's values and needs. Our planning approach will be inclusive and take the necessary steps to **Engage, Inform, and Empower** all stakeholders throughout the process. This approach places Danville's citizens at the center of an 18-month planning process.

- As we **ENGAGE** – we build connections throughout the city by listening, acknowledging local expertise, and working collectively with civic and community leaders to build trust between the

community and our project team members. We take the initiative to connect with groups that have been historically overlooked and disenfranchised during past processes.

- As we **INFORM** – we foster authentic connections with the community and stakeholders through a clear and transparent channel of communication that reflects the ideas and opinions of residents by providing a consistent feedback loop between project team members and residents.
- As we **EMPOWER** – we identify opportunities to increase community and civic capacity to help ensure plan implementation.

This approach underscores a project framework that focuses on **three foundational guiding principles – resiliency, equity , and health** - that will serve as the basis for the comprehensive plan. This framework helps to ensure that policy recommendations for the comprehensive plan are crosscutting across the guiding principles. The approach and framework outlined here are supported by **four major planning outcomes** that emerged consistently throughout all our preliminary conversations and research. The themes are as follows:

In early November of 2021, the SmithGroup project consultant team visited Danville to familiarize themselves with Danville's community context and conduct a series of on-site listening sessions with key stakeholders on economic development, engagement, equity, health, housing, mobility, and resiliency. The team's initial findings led them to determine that three (3) foundational principles will transcend through all the Plan's themes: equity, resiliency, and health. The Plan's themes will be education, economy, environment, and empowerment.

- **Enhanced Education** – for workforce development, workforce attraction and retention, engagement in lifelong learning, and functioning neighborhood school hubs.
- **Healthy Environment** – for complete neighborhoods, connectivity and mobility, environmental resiliency, land use, community character, and blue/green infrastructure improvements.
- **Thriving Economy** – for local retail, industry, housing, entrepreneurship opportunities, and employment.
- **Community Empowerment** – for long-term civic engagement, capacity building, and elevating Danville's identity and sense of pride.

COMMUNITY ENGAGEMENT GOALS AND OUTCOMES

The premise to this people-based strategy that when people are actively engaged in shaping a Plan they are empowered to own an active role in implementing the shared vision. Collaborative investment in the future community will determine how sustainable and resilient Danville remains. Thus, strength and resiliency are created through intentional activity of storytelling, mapping, and gathering data through surveying. This iterative approach to build the community's confidence in their role to craft their environment in a way that reflects their cultural values of continual growth. Based on the guiding principles, the community engagement goals within this process include:

Establish **equitable access** for the community to share their local knowledge through:

- 120 neighborhood meetings led by Community Boosters
- 20 Tabling Event opportunities at local events hosted by Community Boosters
- Mobile engagement vehicle to meet the people within their communities
- Project storefront located in downtown Danville as a place to gather, learn and inform the planning process
- 5 Danville-wide Community Events that serve as the culmination of each phase in the planning process
- **Ensure communication is multi-directional.** Planners-to-community, community-to-planners, community-to-community, etc.
- **Informed decision-making** providing feedback to inform the decision-making process through:

- Create digital, print, and physical communication channels: Make provisions for direct physical contact with any segments of the community that may experience limited access via other means.
- Manage some channels of communication directly while also enlisting support of pre-existing community channels. Pre-existing channels are likely to include official city channels, established media channels, and formal/informal community channels and nexus points. Actively work to identify and engage the latter on an ongoing basis.

Create a culture of highly responsive community involvement that is **empowers action** to shaping the community.

- Adoption of the comprehensive plan that individuals within the local community and government that spurs strategically, actionable change.
- Build follow-up communications, including simple thank yous, into the communications plan. All individuals who contribute time or share views are entitled to proactive communications informing them of how their contributions are being used. All individuals who contribute time or share views should be personally thanked at the appropriate time(s)

Communication Strategic goals

1. **Make Planning 101 Information Available Anytime:** Build or update the most highly used and visited “front doors” to the Danville brand for community members and other stakeholders.
2. **Provide Anywhere, Anytime Channels for Community Members to Interact:** Incorporate contact, comment, query, feedback mechanisms into #1 or develop purpose-built tools for this goal.
3. **Generate Excitement and Enthusiasm for the Effort:** Concept and develop awareness and engagement campaign for the Plan, including all messages and assets as well as launch and rollout plans: Concept and develop awareness and engagement campaign for the Plan, including all messages and assets as well as launch and rollout plans.
4. **Connect with Key Audiences:** Develop communications templates and tools geared to specific audiences (by type, location, preferred way of receiving/consuming media, etc.)
5. **Foster Engagement:** Coordinate/Integrate campaign effort with community engagement effort.
6. **Create Momentum & Measure Progress:** Identify key performance indicators as well as the means for measuring them. Begin conducting measurements. Develop policy, process for reporting.

PEOPLE-BASED STRATEGY

“Each individual person is very important. Each person has tremendous potential. She or he alone can influence the lives of others within the communities, nations, within and beyond her or his own time.”

-Muhammad Yumus

This engagement process places people at the center for success. Each individual voice contributes knowledge and wisdom that informs how they live, work, and play together.

According to the American Planning Association, a comprehensive plan encompasses “a process that seeks to engage all members of the community to create a more prosperous, convenient, equitable, healthy, and attractive place for present and future generations.” This planning effort is forward-facing, with messaging and engagement efforts that reflect and resonate with the City of Danville while also evoking feelings of excitement and optimism for the future.

Key Community Groups and Stakeholders

A vital goal of the engagement effort is to make the Comprehensive Plan process accessible, appealing, and inclusive to everyone in Danville (residents, business owners, property owners, employees, etc.). The method also seeks to build community capacity so that individuals can effect positive change by

conversing alongside City government, healthcare and educational institutions, philanthropy, and other stakeholders to understand community systems. This process will shape the future of Danville by:

- Increasing awareness of the planning process
- Assuring that engagement efforts are broad and deep throughout the community using a variety of participation tools and techniques
- Hiring Danville residents who are passionate about engaging their community
- Carrying the voices of the community in a way where people can see how their ideas generate a new vision through the planning process
- It encourages action and implementation in a way that leverages the community's resources most efficiently and effectively

Local Residents

- Born and raised in Danville and those who have relocated
- Many have grown up with the legacy of Schoolfield fresh in their mind, or even more literally connected to the district via family members. These people are the primary audience and primary end-user to keep in mind. The city's locals need to embrace whatever development comes to Schoolfield for it to be a success.

Local Business

- Manufacturing, shipping, logistics, agricultural industry - there are a variety of large-scale manufacturing operations within Danville. The city has been progressive with retaining and supporting their growth.
- Non-manufacturing businesses (e.g., creative industries, healthcare, retail, Caesar's Resort, etc.) have the potential to grow within the revitalized Schoolfield.

Local Educators Note

- Averett University and/or Danville Community College (DCC) could be anchor institution(s) in the mix of the development. With a small local footprint, Averett is primed to expand and highly interested in engaging with innovative new development opportunities.
- High schools and elementary schools could be large users of the space when complete: it should be created with educational and group learning in mind.

International Business

- Japan, Australia, and countries from across the world are already interested in Danville for its approach to supporting manufacturing and innovative business development. This planning and marketing campaign will surely attract the eyes of an international audience if done correctly.

Some other key groups we will engage include, but are not limited to:

- City Departments + Staff
- Former Dan River Mill Workers
- The Danville Museum of Fine Arts and History and other historic / cultural organizations
- Other Government Entities (e.g., School District)
- Developers (local and regional)
- Students (K-12 and College/University)
- Community Leaders
- Churches and Religious Institutions
- Cultural Groups (e.g., Smokestack Theatre Company)

- Hospitals and Health Providers
- Seniors / Active Adults
- Danville Neighborhood Development Corporation
- Southside Outreach Group
- Housing Authority

Community Engagement Process

The Plan It Danville community engagement process will be a 12-month community conversation about our backyards, our neighborhoods, our city, and Danville's place within the region and will be conducted in five phases. These tools can be utilized as a method of expanding engagement during the pandemic. The final set of tools will be determined by the community organizers and advisors. Proposed engagement tools include:

- Physical Presence and In-Person Engagement:
 - A fixed storefront location
 - A mobile planning van
 - Hiring community organizers for door-to-door engagement, attendance at pre-planned events, and tailored opportunities for underrepresented groups
 - The creation of a "meeting in a box" game that groups can use for team building and those who might not attend a Plan meeting
 - A giant vinyl billboard to allow for social distancing and engagement activities
 - Promotional pieces, refreshments, and Comprehensive Plan-branded wares
- Digital Communications Platform:
 - Enhanced Project Website
 - Social Media: YouTube Channel, Facebook Page, Instagram, Twitter, WhatsApp
- Advertising:
 - Physical: Posters, Postcards, Social Media Posts, Yard Signs, Feather Flags, Pole Banners, Sidewalk Graphics, Bus Graphics, Bus stops, direct mailers, Billboard
 - Digital: Public service announcements, radio announcements, Television, movie theatre, Showcase magazine, and The Register and Bee newspaper

Engagement Leaders

A futuristic theme will be used for the Comprehensive Plan process. In early listening sessions, there was concern expressed by some community members about a "Mill Mentality" that controlled who made decisions on behalf of the city's residents. This planning process seeks to empower Danville's people to determine what the future will hold and encourage localized decision-making. To that end, a series of key functions have been identified:

- Ground Control – A collection of advisors to provide insight into the community and ensure that the consultant team and city staff are set on the right course for success.
- Boosters – Paid organizers from the community that are enthusiastic about spreading the word so that everyone is aware of the planning process and how they can participate.
- Technicians – City staff and key stakeholders that are familiar with resources that can assist in informing comprehensive plan content and recommendations so that implementation is successful.

Ground Control

The Ground Control member position is designed for thought-leaders who work or live in Danville and may seek to take a proactive role in the Danville Comprehensive Plan community engagement process. As a member of the Ground Control team, they will serve with the City of Danville staff and provide guidance to Community Booster's as they do community engagement sessions.

Members of the "Ground Control" team will be primarily asked to advise and make recommendations about the community engagement process to the consultant team (hired by the City). Additional activities may include:

- Reviewing the guiding principles and overall objectives of the Danville Comprehensive Plan.
- Providing wisdom on the best approaches to reach the city's traditionally disenfranchised populations.
- Facilitating partnerships to improve stewardship and accountability.
- Providing insight and advice about where and how to host small conversations and tabling sessions at local events within the community.
- Advising what types of events would be most successful in reaching all segments of Danville's population.
- Collaborating with the City of Danville and the community stakeholders to integrate efforts to increase the staying power of the engagement process and plan recommendations after the Comprehensive Plan is written.
- Identifying potential pitfalls or issues in engagement efforts, use of language, or other areas that might compromise the integrity of the planning process.
- Vetting consultant recommendations.
- Providing support and/or participating at larger community meetings.

An initial orientation meeting will occur to review the proposed community engagement approach for the planning process. Then, it is estimated that there will be one meeting held per month over the next 12 months on a regular schedule. These meetings will consist of consultant presentations, open discussions, and facilitated exercises that assist in guiding the formation of the Comprehensive Plan. Each meeting will be approximately 1.5 hours in length. Full participation in discussions is requested of participants, understanding that emergencies do arise from time to time. Additionally, their participation at some community meetings and events would be beneficial so that they may hear directly from the neighbors, business owners, and other stakeholders.

Community Boosters

The Community Booster position is designed for passionate grassroots organizers who work or live in Danville and desire to take a proactive role in the Danville Comprehensive Plan community engagement process. As a Community Booster, they will act as an extension of the PlanIt Danville project team and assist with community outreach.

"Boosters" will work in a team with others with primary tasks that include increasing awareness of, and participation in, the planning process for Danville's Comprehensive Plan effort. Community Boosters will:

- Attend small gatherings where people already meet and engage, anywhere from church study groups to soccer fields.
- Conduct door-to-door outreach in neighborhoods, business districts, and where people may not feel invited to participate and/or who would not ordinarily participate in a planning process.
- Hold "pop-up" events using a roving planning vehicle to survey residents and community members about their priorities for the future.

- Create unique own events that are relevant to the community, and which can contribute to the planning process.
- Host open houses and meetings in the PlanIt Danville storefront.
- Provide support at larger community meetings alongside the consultant team.

Eight (8) hours of training is required to become a Community Booster. Training will provide each Booster with knowledge regarding the planning process, instruction, and tools to conduct effective meetings and supportive skills such as conflict resolution. This is a paid position. Bilingual facilitators will receive an additional bonus where another language is required to ensure effective communication with participants. The number of hours may vary based on the project timeline but will not generally exceed 12 hours per week. There will be busy points in the process where the need may increase to approximately 24 hours of time. Work hours are flexible: daytime, evenings, or weekend schedule based on each individuals needs and availability. The overall commitment is approximately one year.

PROJECT TIMELINE AND PROCESS

The total project planning period will be 18-months (the additional six (6) months allow for creating the final Plan and developing an implementation program). The community advisors will guide the engagement approach through the community organizers on engagement tools that will best serve the targeted audience Key process design components include:

- The overall approach is iterative— with each step building on the one before it so that the community can see their input will be used and ensure it is correctly understood, which informs how the development of the next phase.
- Large city-wide meetings will be used at critical points in the process so that all city areas can learn from one another.
- In each project phase, pre-programmed community events meet people where they are, in addition to providing for online/virtual input opportunities and special project-related events.
- Engagement methods will accommodate differences in learning and communication styles (verbal, drawing, writing).

GRANT REQUEST TIMELINE: July 2022 – December 2023

Phase	Deliverable	Timeline	Engagement
Phase 1 Define It!	Let's build on the best of who and what has come before us.	Months 1-3	Small Conversations

Goal: The planning team wants to hear from everyone who calls Danville home. As a first step, we'll begin conversations with community members who are often the least engaged—older adults, young people, people who rely on public transit, and unhoused individuals. Early on, we will also connect with community members who want to take an active, ongoing role throughout the process. To begin, community trailblazers and innovators serve as inspirational members of the community. We'll also understand the strengths, weaknesses, threats, and opportunities that community members see. How do individuals define their "home"—the neighborhood they live in and its key features? We also want to learn about that and create maps for people to begin conversations.

Key Areas of emphasis:

- **Storytelling:** Acknowledge History through historical figures like Wendall Scott the Nascar driver.
- **Mapping:** Have the community draw and define their neighborhood centers.
- **Data / Survey:** SWOT analysis through strengths, weaknesses, opportunities, and threats.

Phase 2 Dream It!	Let's envision new solutions to existing issues.	Months 3-6	Community Event #1
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Now we're ready for the first-ever event this century that will bring all the neighborhoods of Danville together. You'll be able to see and respond to community members' shared reflections and perspectives on what community means to them. Building on this milestone, together, we'll factor in all the current issues and opportunities to arrive at a shared vision and set of values. During this phase, the planning team will also open a storefront home-base to welcome individuals and groups who want to learn more and connect further, which helps ensure everyone can take who wants to. A mobile engagement vehicle will visit different sites and events where community members come together.

Key Areas of emphasis:

- **Storytelling:** Quality of life today through the lens of current successes, issues, and barriers.
- **Mapping:** Show neighborhood map and allow for feedback showcased through daily events.
- **Data / Survey:** Weaknesses and threats define the vision while the strengths and opportunities inform the projects values.

Phase 3 Design It!	Let's set specific goals and outcomes—and look to how they might shape the Danville landscape.	Months 6-10	Community Event #2
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With the beginning of a new school year, let's look at other communities' successes for inspiration we can apply to Danville. In addition to gaining real-world insights, this effort will test the vision and values we have developed. It will allow us to identify the tasks we must accomplish to realize our vision. It will also help us see how we should track progress and measure success. Together we'll review and refine and maps or plans we have drawn up to date.

Key Areas of emphasis:

- **Storytelling:** Aspire through visually identifying existing communities that reflect the values of the project.
- **Mapping:** Get feedback in opportunities that promote change.
- **Data / Survey:** Test the vision statements and analyze the tasks needed to accomplish the vision paired with brainstorming key metrics.

Phase 4 Detail It!	Together let's decide who in the community will lead what.	Months 10-12	Community Event #3
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We're ready to think about how everyone in the community is interconnected and how different individuals and groups can help bring the community's values and priorities to life. In doing so, we'll study the local map, prioritize areas for future investment, and brainstorm ways to act. We will identify potential "owners" to assume responsibility for critical aspects of the implementation effort. This phase will include up to four special studies to develop our shared understanding of what policy, program, or practice steps might be needed to get an early start on advancing key ideas and projects.

Key Areas of emphasis:

- **Storytelling:** Empower the community to be the change and ask what is needed to take action.
- **Mapping:** This analysis will prioritize geographic areas that build criteria for investment with themed breakouts for the community, stakeholders, and city staff
- **Data / Survey:** Taking the time to list and brainstorm options to implement and prioritize.

Phase 5 Do It!	Let's draw up an action plan to achieve our aspirations.	<i>Months 13-18</i>	Community Event #4
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During this final phase of the Plan process, the planning team will bring together all the findings, studies, and analyses from the effort to date to draft the 20-year Comprehensive Plan for Danville. As a companion to the project, we will also develop a five-year strategy to help stakeholders, foundations, champions, and community members to get the implementation off to a great start. Once we're all set, let's share the plan and celebrate our effort together with a lively, final community event!

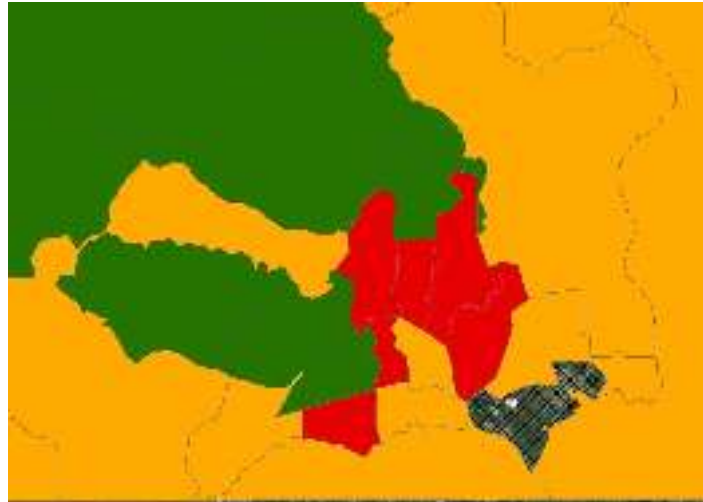


Figure 2- Socially Vulnerable Classifications. Red indicates High social vulnerability and Orange indicates moderate social vulnerability.



DANVILLE COMMUNITY ENGAGEMENT PLAN STRATEGY

Plant Danville is a community-centered engagement process to develop a new comprehensive plan for the City of Danville. The process intends to capture Danville's future dreams, ideas, and priorities from a diverse array of viewpoints. An essential premise is that the more people that are engaged in shaping the plan, the more likely they will take an active role in implementing the shared vision. Thus, strength and resiliency will be created through activity. Through this year-long journey, this iterative approach will build the community's confidence in their role in shaping their environment while also creating a culture of growth and learning for a successful trajectory for the next two decades.

H. ENHANCED PLAN ELEMENTS FOR RESILIENCY AND FLOOD PREPAREDNESS BUDGET

SUSTAINABILITY AND RESILIENCE elements added by the Resiliency Plan application:	Estimated costs basis	Estimated cost
· <i>Providing 3 years of funding for a planning staff Sustainability Planner position to coordinate the planning grant and implementation and transition into a dedicated Floodplain Administrator. Danville needs to build capacity. This staff and outreach program will also satisfy the City's MS4 public involvement and public outreach requirements for the three (3) project years;</i>	Staff direct and indirect costs	\$ 270,000
· <i>Establishing reliable overhead and cost basis rates for future disaster response efforts so the City receives appropriate financial support in recovery;</i>	Consultant Budget	\$ 30,000
· <i>Developing an ongoing disaster response training program for City employees that are not first responders.</i>	Consulting Planner 4 at 100 hours	\$ 19,200
· <i>Providing ongoing training, enrichment and peer exchange opportunities for the Sustainability Planner funded by this grant and other City Staff. Sustainability and equity are cross-cutting priorities that impact all City operations and services. These activities include FEMA training and participation at appropriate national and state/regional conferences or other events.</i>	\$30k for 3 program years	\$ 90,000
· <i>Designating Danville resiliency hubs at community centers that will reduce extreme condition exposure during disasters and improve access to public services and spaces during safe times.</i>	Consulting Civil Engineer 5 at 200 hours	\$ 43,000
HOUSING elements added by the Resiliency Plan grant funding application:		
· <i>Understanding accurate potential benefits for dwelling weatherization and energy efficiency improvements including updated building condition data.</i>	Consulting Planner 3 at 160 hours	\$ 23,200
<i>Specifically, the City will integrate weatherization opportunities into code enforcement, building inspections, and utility programs to better reach residents and property owners through the Virginia Weatherization Program.</i>	Consulting Planner 4 at 40 hours	\$ 6,400
<i>Reducing access barriers to weatherization economic tools provided by Danville Redevelopment Housing Authority, Danville Utilities, and Pittsylvania County Community Action will dramatically assist Danville families to permanently lower crippling utility bills.</i>	Consulting Planner 4 at 40 hours	\$ 6,400
· <i>Updating the City's flood prevention overlay ordinance and other operations to support Community Rating System membership.</i>	Consulting Planner 3 at 60 hours	\$ 8,700
· <i>Evaluating and creating a flood insurance rebate \$50k seed fund for low- and moderate-income areas.</i>	Consulting Planner 3 at 40 hours + 50k	\$ 55,800
· <i>Developing community outreach promoting permaculture – the design of small agriculturally productive ecosystems suitable to augment household food supplies.</i>	Consulting Planner 3 at 40 hours	\$ 5,800

· <i>Incorporating floodplain management regulations into the City's subdivision code and any other appropriate ordinances.</i>	Consulting Planner 3 at 60 hours	\$ 8,700
ECONOMIC GROWTH elements added by the Resiliency Plan grant funding application:		
· <i>Writing a stormwater design manual explaining low impact site development concepts and best management practices for public and private projects in ESRI storymaps. This program element culminates in a community wide education forum with community partners like the Dan River Basin Association and the Danville Science Center.</i>	Consulting Engineer 2 at 160 hours	\$ 21,600
· <i>Similarly, writing a native plant and tree guide in ESRI storymaps that encourages native landscaping that cools heat islands, replenishes Danville's canopy, provides training to public and private arborists, minimizes stormwater techniques, and beautifies the community with nature-based solutions. This program element culminates in a tree-based outreach event with the City's parks and recreation department during our annual Make Danville Shine community pride celebration.</i>	Consulting Engineer 2 at 160 hours	\$ 21,600
· <i>Updating the City's Stormwater Management and Flood Prevention internet presence through a redesigned webpage and targeted social media posts to drive increased clicks.</i>	Planner 2 at 160 hours	\$ 20,000
· <i>Selecting, acquiring, and implementing software that supports the City's MS4 and VDPES Industrial permit obligations</i>	Consultant Budget	\$ 20,000
· <i>Implementing a GIS based system for managing public and private stormwater control measures and best management practice design/construction plans, maintenance agreements, and inspection records, including private owners' inspection reports to monitor compliance with maintenance agreements. This process will reduce red tape and increase private business efficiencies.</i>	Consultant Budget	\$ 20,000
· <i>Integrating floodplain management and land disturbance permits into the City's CityWorks permitting system. This process will reduce red tape and increase private business efficiencies.</i>	Consultant Budget	\$ 20,000
CONNECTIVITY AND MOBILITY elements added by the Resiliency Plan grant funding application:		
· <i>Evaluate relocating or floodproofing all critical facilities that are in Special Flood Hazard Areas or susceptible to disruption from flooding or other weather events.</i>	Consulting Engineer 4 at 160 hours	\$ 27,200
· <i>Considering ordinance performance standards for impervious surfaces and developing a data set with plan review tools to analyze impervious surface changes. Transportation infrastructure is the largest contributor to impervious surface runoff in Danville</i>	Consulting Planner 2 at 60 hours	\$ 7,500
· <i>Designing templates for green infrastructure retrofits in public and open spaces and integrating them into the City's zoning ordinance standards for landscaping. Danville's publicly owned facilities must demonstrate low impact development outcome to lead the way for private development in our community. Every transportation infrastructure should proactively exceed stormwater quality and quantity management requirements</i>	Consulting Planner 4 at 200 hours	\$ 32,000

COMMUNITY HEALTH elements added by the Resiliency Plan grant funding application:		
· <i>Monitoring and inspecting outfalls and discharge points for illicit discharges with a GIS based system.</i>	Consulting Engineer 1 at 200 hours	\$ 22,000
· <i>Using micro sensors and other cutting edge data collection tools to collect and analyze data so we better understand the localized effects of pollution like increased temperatures and asthma.</i>	Consultant Budget	\$ 30,000
· <i>Creating a community blueprint for a net zero carbon goal with a feasible horizon.</i>	Consulting Planner 5 at 200 hours	\$ 35,000
NEIGHBORHOODS, PARKS, AND LAND USE added by the Resiliency Plan application:		
• <i>Integrating an overall City watershed plan framework within the Plan It Comprehensive Plan.</i>	Consulting Engineer 2 at 160 hours	\$ 21,600
· <i>Cataloging and producing flood elevation certificates for all buildings in Special Flood Hazard Areas;</i>	Consulting Engineer 3 at 240 hours	\$ 36,000
· <i>Imagining several community scale flood prevention projects;</i>	Consulting Engineer 5 at 120 hours	\$ 25,800
· <i>Analyzing stormwater utility feasibility in Danville;</i>	Consulting Planner 4 at 160 hours	\$ 25,600
· <i>Improving GIS data integrity and feature information for the City's stormwater utility infrastructure;</i>	Consulting Survey 1 at 300 hours	\$ 33,000
	TOTAL:	\$ 986,100

I. COMMUNITY ENGAGEMENT BUDGET		
1.	Capacity Building: id community organizers, training modules (facilitation training, master plan process, engagement approaches), id community advisors to guide procedures throughout the process, coordination	\$280,000
2.	Community Boosters: training time, resources for small event coordination for groups and neighborhoods (food, bus tickets, children's activities, etc.), time for door knocking, iPad surveys, and hosting tables at events	\$60,480
3.	Community Booster Coordinator	\$46,800
4.	Community Booster Social Media Marketer	\$12,960
5.	Mobile Engagement Vehicle The Ethos Rover: Contains travel materials and display, vehicle branding	\$9,000
6.	*Community Events and Celebration: promotional materials that encourage community members to represent Danville and take pride in the process (hats, T-shirts, decals, tote bags, water bottles, etc.)	\$88,500
7.	Event Catering: Local food trucks, catering, etc.	\$40,000
8.	Project Storefront Danville Mission Control Center: information center / meeting space, refreshments, storefront branding (window signage), meeting materials, utilities	\$31,200

9.	Project Communication Platform: website, social media, yard signs, billboards, banners, postcard invites, feather flags, pole banners	\$25,000
10.	Project Advertising: Public Service Announcements, newspapers, magazines, Digital Marketing including Out-of-Home advertising such as billboards, and In-home advertising such as Hulu ads, etc.	\$55,000
TOTAL		\$346,500

J. PLAN IT DANVILLE PROMOTIONAL MATERIALS BUDGET

	Quantity	Cost	Total	Description
Community Event #1 Define It				
Branded T-Shirts	1,200	\$7.00	\$8,400	Promotional material that builds excitement to learn and prepare for lift off.
Promotional Decals Define It	500	\$0.30	\$150	
Pin Define It	1,000	\$0.87	\$870	
Mini Fan	500	\$2.98	\$1,490	
			\$10,910	
Community Event #2 Dream It				
Branded T-Shirts	200	\$7.00	\$1,400	Compel the community to "put on their thinking caps" to envision a bright future.
Promotional Decals Dream It	200	\$0.33	\$66	
Pin Dream It	1,000	\$0.87	\$870	
Branded Cap	576	\$12.13	\$6,987	
			\$9,323	
Community Event #3 Design It				
Branded T-Shirts	200	\$7.00	\$1,400	Inviting the community to actively promote what the shaping their environment.
Promotional Decals Design It	200	\$0.33	\$66	
Pin Design It	1,000	\$0.87	\$870	
Branded Mug	576	\$2.63	\$1,515	
			\$3,851	
Community Event #4 Detail It				
Branded T-Shirts	200	\$7.00	\$1,400	Empower community to be leaders in self-advocacy
Promotional Decals Detail It	200	\$0.33	\$66	
Pin Detail It	1,000	\$0.87	\$870	
Branded Knit Beanie	500	\$4.70	\$2,350	
			\$4,686	
Community Event #5 Do It				
Branded T-Shirts	200	\$7.00	\$1,400	Celebrate achievement and kick-off implementation as a community
Promotional Decals Do It	200	\$0.33	\$66	
Pin Do It	1,000	\$0.87	\$870	
Branded Sunglasses	500	\$2.26	\$1,130	
			\$3,466	
Miscellaneous Décor per event	5	\$500	\$2,500	
Vehicle Decal	2	\$100	\$200	
Community Booster Events	7	\$5,000	\$35,000	
Contingency		15%	\$10,490	
Total			\$80,426	
Anticipated Sales Tax and Fees (10%)			\$8,043	
Promotional Material Total			\$88,469	
			TOTAL:	\$88,500

k. TOTAL CFPF GRANT REQUEST AND CITY MATCH

Enhanced Plan Elements for Resiliency and Flood Preparedness	\$ 986,100
Enhanced Public Outreach Program	\$ 346,500
Promotional Materials	\$ 88,500
Total Enhanced Plan Elements, Outreach, and Promotion	\$ 1,421,100
TOTAL CFPF GRANT REQUEST	\$ 1,278,990
Danville Local Match	\$ 142,110

I. CITY COMPREHENSIVE PLAN BUDGET BILLING RATES FOR CFPF PROJECT ENHANCEMENT ESTIMATION

SMITHGROUP

Standard Fee and Reimbursement Schedule
Ann Arbor, Michigan
February 28, 2022

<u>CLASS DESCRIPTION</u>	<u>BILLING RATE</u>
Civil Engineer I	\$110
Civil Engineer II	\$135
Civil Engineer III	\$150
Civil Engineer IV	\$170
Civil Engineer V	\$215
Civil Engineer IV, Principal	\$190
Civil Engineer V, Principal	\$220
Landscape Architect I	\$95
Landscape Architect II	\$110
Landscape Architect III	\$140
Landscape Architect IV	\$165
Landscape Architect IV, Principal	\$185
Landscape Architect V, Principal	\$205
Planner I	\$95
Planner II	\$125
Planner III	\$145
Planner IV	\$160
Planner V	\$175
Planner V, Principal	\$220
Surveyor I	\$110
Surveyor II	\$130
Surveyor III	\$140
Surveyor IV	\$170
Surveyor V	\$185
Graphic Designer	\$120
Visualization Specialist	\$155
Intern	\$75
Technical / Administrative	\$85
Principal in Charge	\$235
Vice President	\$245
Data Scientist	\$230
Academic Strategist	\$260

These billing rates are subject to semi-annual review and revision.

Appendix A: Application Form for Grant Requests for All Categories

Virginia Department of Conservation and Recreation
Virginia Community Flood Preparedness Fund Grant Program

Name of Local Government:

City of Danville

Category of Grant Being Applied for (check one):

☒ Capacity Building/Planning

☐ Project

☐ Study

NFIP/DCR Community Identification Number (CID) 510044

If a state or federally recognized Indian tribe, Name of tribe _____

Name of Authorized Official: Ken Larking, City Manager

Signature of Authorized Official: _____



Mailing Address (1): 427 Patton Street

Mailing Address (2): _____

City: Danville

State: VA

Zip: 24541

Telephone Number: (434) 799-5100

Cell Phone Number: () _____

Email Address: klarking@danvilleva.gov

Contact Person (If different from authorized official): Doug Plachcinski, AICP, CFM

Mailing Address (1): 427 Patton Street

Mailing Address (2): _____

City: Danville **State:** VA **Zip:** 24541

Telephone Number: (434) 799-5260 x3236 **Cell Phone Number:** () _____

Email Address: plachhd@danvilleva.gov

Is the proposal in this application intended to benefit a low-income geographic area as defined in the Part 1 Definitions? Yes X No _____

Categories (select applicable project):

Project Grants (Check All that Apply)

- ☐ Acquisition of property (or interests therein) and/or structures for purposes of allowing floodwater inundation, strategic retreat of existing land uses from areas vulnerable to flooding; the conservation or enhancement of natural flood resilience resources; or acquisition of structures, provided the acquired property will be protected in perpetuity from further development.
- ☐ Wetland restoration.
- ☐ Floodplain restoration.
- ☐ Construction of swales and settling ponds.
- ☐ Living shorelines and vegetated buffers.
- ☐ Structural floodwalls, levees, berms, flood gates, structural conveyances.
- ☐ Storm water system upgrades.
- ☐ Medium and large scale Low Impact Development (LID) in urban areas.
- ☐ Permanent conservation of undeveloped lands identified as having flood resilience value by *ConserveVirginia* Floodplain and Flooding Resilience layer or a similar data driven analytic tool.
- ☐ Dam restoration or removal.
- ☐ Stream bank restoration or stabilization.
- ☐ Restoration of floodplains to natural and beneficial function.
- ☐ Developing flood warning and response systems, which may include gauge installation, to notify residents of potential emergency flooding events.

Study Grants (Check All that Apply)

- ☐ Studies to aid in updating floodplain ordinances to maintain compliance with the NFIP or to incorporate higher standards that may reduce the risk of flood damage. This must include establishing processes for implementing the ordinance, including but not limited to, permitting, record retention, violations, and variances. This may include revising a floodplain ordinance when the community is getting new Flood Insurance Rate Maps (FIRMs), updating a floodplain ordinance to include floodplain setbacks or freeboard, or correcting issues identified in a Corrective Action Plan.
- ☐ Revising other land use ordinances to incorporate flood protection and mitigation goals, standards and practices.
- ☐ Conducting hydrologic and hydraulic studies of floodplains. Applicants who create new maps must apply for a Letter of Map Revision or a Physical Map Revision through the Federal Emergency Management Agency (FEMA). For example, a local government might conduct a hydrologic and hydraulic study for an area that had not been studied because the watershed is less than one square mile. Modeling the floodplain in an area that has numerous letters of map change that suggest the current map might not be fully accurate or doing a detailed flood study for an A Zone is another example.
- ☐ Studies and Data Collection of Statewide and Regional Significance.
- ☐ Revisions to existing resilience plans and modifications to existing comprehensive and hazard.
- ☐ Other relevant flood prevention and protection project or study.

Capacity Building and Planning Grants

- ☒ Floodplain Staff Capacity.
- ☒ Resilience Plan Development
 - ☒ Revisions to existing resilience plans and modifications to existing comprehensive and hazard mitigation plans.
 - ☒ Resource assessments, planning, strategies and development.
 - Policy management and/or development.
 - Stakeholder engagement and strategies.

Location of Project (Include Maps): City of Danville

NFIP Community Identification Number (CID#): (See appendix F 510044

Is Project Located in an NFIP Participating Community? ☒ Yes ☐ No

Is Project Located in a Special Flood Hazard Area? ☒ Yes ☐ No

Flood Zone(s) (If Applicable): _____

Flood Insurance Rate Map Number(s) (If Applicable): Community-Wide initiative

Total Cost of Project: \$1,421,100 for CFPE planning initiative enhancement and capacity

Total Amount Requested \$1,278,990 (\$142,110 local match)

Appendix D: Scoring Criteria for Capacity Building & Planning

Virginia Department of Conservation and Recreation
Virginia Community Flood Preparedness Fund Grant Program

Applicant Name:	City of Danville	
Eligibility Information		
Criterion	Description	Check One
1. Is the applicant a local government (including counties, cities, towns, municipal corporations, authorities, districts, commissions, or political subdivisions created by the General Assembly or pursuant to the Constitution or laws of the Commonwealth, or any combination of these)?		
Yes	Eligible for consideration	X
No	Not eligible for consideration	
2. Does the local government have an approved resilience plan and has provided a copy or link to the plan with this application?		
Yes	Eligible for consideration under all categories	
No	Eligible for consideration for studies, capacity building, and planning only	X
3. If the applicant is <u>not a town, city, or county</u>, are letters of support from all affected local governments included in this application?		
Yes	Eligible for consideration	N/A
No	Not eligible for consideration	
4. Has this or any portion of this project been included in any application or program previously funded by the Department?		
Yes	Not eligible for consideration	
No	Eligible for consideration	X
5. Has the applicant provided evidence of an ability to provide the required matching funds?		
Yes	Eligible for consideration	X
No	Not eligible for consideration	
N/A	Match not required	

Capacity Building and Planning Eligible for Consideration		<input checked="checked" type="checkbox"/> Yes	<input type="checkbox"/> No
Applicant Name:	City of Danville		
Scoring Information			
Criterion	Point Value	Points Awarded	
6. Eligible Capacity Building and Planning Activities (Select all that apply)			
Revisions to existing resilience plans and modifications to existing comprehensive and hazard mitigation plans. (Integrated into active Comprehensive Plan)	55	55	
Development of a new resilience plan.	55	55	
Resource assessments, planning, strategies and development.	45	45	
Policy management and/or development. 30	40	40	
Stakeholder engagement and strategies.	25	25	
Goal planning, implementation and evaluation.	25	25	
Long term maintenance strategy.	25	25	
Other proposals that will significantly improve protection from flooding on a statewide or regional basis.	15	15	
7. Is the area within the local government to which the grant is targeted socially vulnerable? (Based on ADAPT VA's Social Vulnerability Index Score.)			
Very High Social Vulnerability (More than 1.5)	15	15	
High Social Vulnerability (1.0 to 1.5)	12	12	
Moderate Social Vulnerability (0.0 to 1.0)	8	8	
Low Social Vulnerability (-1.0 to 0.0)	0		
Very Low Social Vulnerability (Less than -1.0)	0		
8. Is the proposed activity part of an effort to join or remedy the community's probation or suspension from the NFIP?			
Yes	10		
No	0	0	
9. Is the proposed project in a low-income geographic area as defined in this manual?			
Yes	10	10	
No	0		
10. Does this project provide "community scale" benefits?			
Yes	20	20	
No			
Total Points			

Appendix D: Checklist All Categories

Virginia Department of Conservation and Recreation

Community Flood Preparedness Fund Grant Program

Scope of Work Narrative	
Supporting Documentation	Included
Detailed map of the project area(s) (Projects/Studies)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
FIRMette of the project area(s) (Projects/Studies)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Historic flood damage data and/or images (Projects/Studies)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
A link to or a copy of the current floodplain ordinance	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Non-Fund financed maintenance and management plan for project extending a minimum of 5 years from project close	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
A link to or a copy of the current hazard mitigation plan	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
A link to or a copy of the current comprehensive plan	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Social vulnerability index score(s) for the project area from ADAPT VA's Virginia Vulnerability Viewer	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
If applicant is not a town, city, or county, letters of support from affected communities	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Completed Scoring Criteria Sheet in Appendix B, C, or D	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Budget Narrative	
Supporting Documentation	Included
Authorization to request funding from the Fund from governing body or chief executive of the local government	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Signed pledge agreement from each contributing organization	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A



CFPF, rr <cfpf@dcr.virginia.gov>

City of Danville Resiliency Planning and Capacity Building Grant Application

1 message

Plachcinski, Doug <plachhd@danvilleva.gov>
To: "cfpf@dcr.virginia.gov" <cfpf@dcr.virginia.gov>

Fri, Apr 8, 2022 at 3:21 PM

It is my pleasure to submit the attached Community Flood Preparedness Fund application to provide Sustainability Planning and Build Capacity throughout Danville to mitigate future flooding and respond resiliently to a rapidly changing climate.

We look forward to working with the program.



Doug Plachcinski, AICP, CFM
Planning Director & Zoning Administrator
Community Development Department
City of Danville, Virginia


Phone: (434) 799-5260 x-3236

Email: plachhd@danvilleva.gov

P.O. Box 3300
Danville, VA 24541

www.danvilleva.gov



 **CID510044_Danville_CFPF.pdf**
2698K

Appendix A: Application Form for Grant Requests for All Categories

Virginia Department of Conservation and Recreation Virginia
Community Flood Preparedness Fund Grant Program

Name of Local Government:
City of Danville

Category of Grant Being Applied for (check one):

☒ Capacity Building/Planning

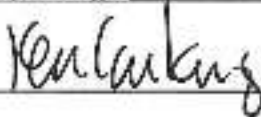
☐ Project

☐ Study

NFIP/DCR Community Identification Number (CID) 510044

If a state or federally recognized Indian tribe, Name of tribe _____ Name of

Authorized Official: Ken Larking, City Manager

Signature of Authorized Official: 

Mailing Address (1): 427 Patton Street

Mailing Address (2): PO Box 3300

City: Danville State: VA Zip: 24543

Telephone Number: (434) 799-5100 Cell Phone Number: (____) _____

Email Address: klarking@danvilleva.gov

Contact Person (If different from authorized official): Renee Burton

Mailing Address (1): 427 Patton Street

Mailing Address (2): PO Box 3300

City: Danville State: VA Zip: 24543

Telephone Number: (434) 799-5260 Cell Phone Number: ()

Email Address: renee.burton@danvilleva.gov

Is the proposal in this application intended to benefit a low-income geographic area as defined in the Part 1 Definitions? Yes x No

Categories (select applicable project):

Project Grants (Check All that Apply)

Acquisition of property (or interests therein) and/or structures for purposes of allowing floodwater inundation, strategic retreat of existing land uses from areas vulnerable to flooding; the conservation or enhancement of natural flood resilience resources; or acquisition of structures, provided the acquired property will be protected in perpetuity from further development.

Wetland restoration.

Floodplain restoration.

Construction of swales and settling ponds.

Living shorelines and vegetated buffers.

Structural floodwalls, levees, berms, flood gates, structural conveyances.

Storm water system upgrades.

Medium and large scale Low Impact Development (LID) in urban areas.

Permanent conservation of undeveloped lands identified as having flood resilience value by *ConserveVirginia* Floodplain and Flooding Resilience layer or a similar data driven analytic tool.

Dam restoration or removal.

Stream bank restoration or stabilization.

Restoration of floodplains to natural and beneficial function.

Developing flood warning and response systems, which may include gauge installation, to notify residents of potential emergency flooding events.

Study Grants (Check All that Apply)

Studies to aid in updating floodplain ordinances to maintain compliance with the NFIP or to incorporate higher standards that may reduce the risk of flood damage. This must include establishing processes for implementing the ordinance, including but not limited to, permitting, record retention, violations, and variances. This may include revising a floodplain ordinance when the community is getting new Flood Insurance Rate Maps (FIRMs), updating a floodplain ordinance to include floodplain setbacks or freeboard, or correcting issues identified in a Corrective Action Plan.

Revising other land use ordinances to incorporate flood protection and mitigation goals, standards and practices.

Conducting hydrologic and hydraulic studies of floodplains. Applicants who create new maps must apply for a Letter of Map Revision or a Physical Map Revision through the Federal Emergency Management Agency (FEMA). For example, a local government might conduct a hydrologic and hydraulic study for an area that had not been studied because the watershed is less than one square mile. Modeling the floodplain in an area that has numerous letters of map change that suggest the current map might not be fully accurate or doing a detailed flood study for an A Zone is another example.

Studies and Data Collection of Statewide and Regional Significance.

Revisions to existing resilience plans and modifications to existing comprehensive and hazard.

Other relevant flood prevention and protection project or study.

Capacity Building and Planning Grants

x Floodplain Staff Capacity.

X Resilience Plan Development

X Revisions to existing resilience plans and modifications to existing comprehensive and hazard mitigation plans.

X Resource assessments, planning, strategies and development.

- Policy management and/or development.
- Stakeholder engagement and strategies.

Location of Project (Include Maps): City of Danville

NFIP Community Identification Number (CID#):(See appendix F_510044

Is Project Located in an NFIP Participating Community: x Yes No

Is Project Located in a Special Hazard Area? x Yes No

Flood Zone(s) (If Applicable): _____

Flood Insurance Rate Map Number(s) (If Applicable): City-Wide Initiative

Total Cost of Project: \$218,600.00

Total Amount Requested: \$196,740.00



City of Danville
Community Development
Planning Division

November 16, 2022

Wendy Howard-Cooper
Director for Dam Safety and Floodplain Management
Department of Conservation and Recreation
600 East Main Street, 24th Floor
Richmond, Virginia 23219

RE: Community Flood Preparedness Fund (CFPF)
City of Danville 510044

Ms. Howard-Cooper:

Thank you for allowing us to resubmit to DCR for the CFPF grant program. We evaluated our initial submission and have created what we believe is an improved application. This application focuses on areas of need and prevention from flood risk in the City of Danville.

The proposed activities will provide support and documentation for flood prone areas by strengthening the City of Danville's Codes, permitting system and public outreach. Our primary task will be the development of a Flood Preparedness and Resilience Plan. Additional projects will include staff training to improve staff's knowledge of flood risk, development in the flood plain and flood insurance. Our application also includes an evaluation of critical facilities that experience frequent flooding that cause delay in response times from essential aid.

Thank you in advance for acceptance of this letter and application for participation in the CFPF grant program.

Sincerely,

Renee Burton
Division Director of Planning
Zoning Administrator

General Application Information

The City of Danville is honored to submit a Virginia Community Flood Preparedness Fund (CFPF) grant application. This investment will build permanent local capacity for administering and improving floodplain management, educate the community about sustainability and mitigate climate change. The investment will orient City policies and programs around these concepts and fulfill recommendations in the 2021 Multi-Jurisdictional Hazard Mitigation Plan for the West Piedmont Planning District Commission.

Danville regularly experiences challenging riverine flooding that impacts its community landmarks, its homes and businesses, and its historic downtown. However, the City has rarely had the means to proactively address flooding impacts and plan new approaches for the future. The Community Flood Preparedness Fund offers the City an opportunity to plan toward a more resilient future.

The City will implement flood prevention and protection projects and studies in areas that are subject to recurrent flooding. All work funded by this application and subsequent projects will be to mitigate future flood damage and to assist the City with floodplain compliance administration while sustainably addressing climate change equally across all demographics. The City of Danville is a low-income geographic area, as defined in the CFPF Grant Manual, as an area where the median household income (\$37,147) is significantly less than 80% of the local median household income (\$76,398 in VA), according to the US Census 2021 QuickFacts.

Danville has never undertaken such a thorough, comprehensive look at land use planning, stormwater management, floodplain management, and resilience. City staff is fully engaged, but the City does not have additional in-house personnel, technical resources, and technical expertise available to adequately prepare the proposed flood resilience elements. To complete these items, the City of Danville is requesting financial assistance to engage SmithGroup.

SmithGroup is under contract to complete our 2040 Comprehensive Land Use Plan update and will assist with many of the items listed in this application. SmithGroup has professionals experienced in stormwater management, community engagement, watershed planning, riverine flooding, resilience, computer modeling, funding, and engineering on staff to assist us to develop additional resilience components to enhance the comprehensive plan. The proposed studies of River Street and the Public Works facility will be completed by a separate firm.

City officials will use input from these professionals and community stakeholders to shape the deliverables. The results of these anticipated projects will guide future capital projects and subsequent grant requests.

The total project cost for this application is \$218,600.00. The City of Danville's request will commit a match of 10%, creating a request of \$196,740.00. In addition to the 10%, \$21,860.00, the City of Danville has committed \$600,000.00 for an updated Comprehensive Land Use Plan and an additional grant from a separate entity of ~\$200,00.00 to develop a robust community engagement plan. The plans and programs discussed in this application will be part of this community engagement plan.

Scope of Work Narrative

Total Project Cost: \$218,600.00

Total Requested: \$196,740.00

- [West Piedmont Hazard Mitigation Plan](#)
- [City of Danville Flood Plain Ordinance](#)
- [City of Danville Comprehensive Plan](#)

Capacity Needs

The City of Danville, in conjunction with SmithGroup, will develop a flood resilience plan and additional action items that will improve the City's resilience and disaster response abilities. The City of Danville is currently understaffed and lacks the capacity to take on these needed tasks without requesting the assistance of an outside firm.

The City of Danville, in conjunction with an outside engineering firm, will develop a study of our Public Works facility. Our Public Works facility is subject to frequent flooding that restricts access for essential personnel and emergency services.

Goals and Objectives

The goal of the items requested through this grant application is to create a safer environment for the citizens and business owners present in the City of Danville. Increasing flood resilience and reducing flood risk is essential as we prepare for our future. The addition of a Flood Preparedness and Resilience Plan and employee training will provide the City of Danville with tools and local capacity to use these tools properly. Improving our documentation and permitting processes will assist City staff to be proactive and determine best practices to prevent future man-made events. The requested study will assist in providing safe travel routes for essential and emergency personnel in the event of disaster. The study, plan development and training requested in this application will be completed within three (3) years of date of grant execution.

Stakeholders

The primary stakeholders associated with the development of the Flood Preparedness and Resilience Plan and additional action items will be the Planning Division of the City of Danville's Community Development Department and the Department of Public Works. The primary point of contact will be Renee Burton, Division Director of Planning. In her role as Division Director of Planning, Mrs. Burton will become the designated CFM for the City of Danville and will manage all future flood preparedness projects and programs.

As research and development begins, the projects will expand into participation from the citizens, local business owners and other City departments as necessary. Public participation is crucial in the development and implementation of these plans.

Implementation Plan and Timeline

The implementation of the items listed for funding will begin January 2023. In January 2023 we will kick off our 2040 Comprehensive Land Use Plan update with consulting firm, SmithGroup. The research and plan development for our Flood Preparedness and Resilience Plan will kick off simultaneously with this event to create an enhanced comprehensive foundation for each. We will utilize the public meetings and forums created for our Comprehensive Plan to enhance public participation. The Flood Preparedness and Resilience Plan will be completed simultaneously with the Comprehensive Plan, both are set to be completed within 18 months.

Outputs and Measures

Multiple outputs will be developed from this application all with one goal of increased city-wide flood resilience, preparedness and response.

- Flood Preparedness and Resilience Plan
- Updated flood prevention overlay zone and subdivision ordinance with flood prevention methods
- Cataloged flood elevation certificates
- Staff training to increase awareness and develop response techniques
- Improve permit processes
- Study alternative disaster access routes for our Public Works facility
- Create a flood insurance rebate program

Maintaining Capacity

The Division Director of Planning, Renee Burton, will be responsible for maintenance and implementation of the proposed programs as her role of CFM. The City of Danville continues to recognize the importance of disaster preparedness and they intend to take the steps necessary to reduce risk, improve readiness and decrease recovery time.

Once the flood resilience plan has been finalized and certified by the Virginia Department of Conservation and Recreation, the City will utilize the plan to support subsequent grant requests.

Budget Narrative

Planning and Capacity Building

Develop a Flood Preparedness and Resilience Plan for the City of Danville

SmithGroup \$150,000.00

Our consultant, SmithGroup, will prepare a Flood Preparedness and Resilience Plan in cooperation with the City of Danville. This will include an assessment and strategies related to natural and human-made shocks and stressors, with an emphasis on flood preparedness. Creating the Flood Preparedness and Resilience Plan alongside the comprehensive plan will ensure value alignment and prioritization to help city staff with implementation. It will also increase public participation in the development process. Our Comprehensive Plan has a robust community engagement piece, funded through a separate grant, that will include neighborhood meetings, a devoted website and a staffed store front.

A commitment to the preparation of a Flood Preparedness and Resilience Plan was submitted with our original grant application through various line items. This line item requests combines those items into a cohesive document.

The Flood Preparedness and Resilience Plan will be referenced in the Comprehensive Plan and provided to the public as an appendix to our Comprehensive Plan. The Flood Preparedness and Resilience Plan will include:

1. It is project-based with projects focused on flood control and resilience.
2. It incorporates nature-based infrastructure to the maximum extent possible.
3. It includes considerations of all parts of a local government regardless of socioeconomics or race.
4. It includes coordination with other local and inter-jurisdictional projects, plans, and activities and has a clearly articulated timeline and phasing for plan implementation.
5. Is based on best available science, and incorporates climate change, sea level rise, and storm surge (where appropriate), and flood maps.

Develop an ongoing disaster response training program for City employees that are not first responders

Consulting Planner 4 at 100 hours \$19,200.00

Many City employees travel the streets of Danville daily to provide services to the residents. The knowledge of the area and those that live in each home can be invaluable during a disaster. This item will create a training program for these employees that are not first responders, but their knowledge is invaluable to disaster response.

Provide ongoing training, enrichment and peer exchange opportunities for City Staff. Sustainability and equity are cross-cutting priorities that impact all City operations and services. These activities include FEMA training and participation at appropriate national and state/regional conferences or other events.

Training \$5,000.00 for 3 program years = \$15,000.00

There are currently two (2) staff members in the Planning Division for the City of Danville. Neither of them has formal FEMA training or participation in a conference dedicated to education in the field of flood risk and/or prevention. This application will provide funds to educate and train existing staff as well as two (2) future staff persons that we anticipate hiring before/during Spring 2023.

The Planning Division Director for the City of Danville is required to be a Certified Floodplain Manager for the City. Our Division Director began in September and will need additional training to complete this task. Funding this item will assist in this training.

Update the City's flood prevention overlay ordinance and other operations to support Community Rating System membership

Consulting Planner 3 at 60 hours \$8,700.00

Update floodplain management regulations into the City's subdivision code and any other appropriate ordinances.

Consulting Planner 3 at 60 hours \$8,700.00

The City of Danville's Zoning Code, including flood plain overlay district and subdivision ordinance, was adopted February 2004. The flood plain overlay district has not been amended or modified since that time. The subdivision ordinance does not address flood plain management regulations.

An update to our flood plain overlay ordinance and subdivision ordinance will provide an additional tool to be used to decrease flood risk. This will also strengthen our program as we anticipate participation in the NFIP Community Rating System.

Evaluating and creating a flood insurance rebate \$50k seed fund for low- and moderate-income areas

Consulting Planner 3 at 40 hours = \$5,580 + \$50k seed funds = \$55,800.00

Flood insurance can be costly. The City of Danville would like to create a flood insurance rebate program. We will work with a consultant to develop a program that would allow low- and moderate-income areas the opportunity to apply for a rebate to their flood insurance rates. This program will begin with seed money of \$50,000.00.

Cataloging and determine need for flood elevation certificates for all buildings in Special Flood Hazard Areas

Consulting engineer 3 at 240 hours \$36,000.00

Currently there is no catalog of flood elevation certificates in the City of Danville. In fact, there are paper copies only, simply kept in a folder located in a cabinet with other documents. This proposal will create a process to digitize, and map known certificates as well as identify those in need of flood elevation certificates.

This task will be completed by our consultant for \$36,000.00. A central database of flood elevation certificates is needed and would be beneficial to all.

Updating the existing permitting system**\$16,000 per year x 3 years \$48,000.00**

This software would leverage our existing CityWorks permitting software and ArcGIS database to extend and enhance our current capabilities to monitor floodplain activities and permitted projects, and evaluate the effectiveness of existing and future storm drainage and stormwater management infrastructure. 2NForm would organize and prioritize our current infrastructure and municipal resources to better evaluate and inform for master planning and flood preparedness. The software uses hydrologic and hydraulic principles to evaluate drainage and flooding watershed by watershed, demonstrating impact effectiveness of existing stormwater management infrastructure and identifying community and regional areas in need of stormwater management improvements. This software component will also allow us to generate tailored reports so that we may evaluate the effectiveness of our specific efforts and track our progress as we plan and implement resiliency strategies.

Evaluate relocating or floodproofing all critical facilities that are in Special Flood Hazard Areas or susceptible to disruption from flooding or weather events. \$27,200.00

The main entrance to the City of Danville's Public Works facility lies within a special flood hazard area. During multiple flood events, the entrance into the facility has flooded, cutting off public access. To exit, employees must "create" an alternative through the hill side behind the facility. Placement and construction of an alternative path needs to be studied to create a permanent solution and the increase facility's resilience to flood risk. Any technical data collected during this study will be submitted within six (6) months of the study's conclusion.

Budget Narrative

<u>Item</u>	<u>Proposed</u>
Develop flood preparedness and resilience plan	\$ 150,000.00
Develop disaster response training	\$ 19,200.00
Training for City Staff, including FEMA	\$ 15,000.00
Updating flood prevention overlay ordinance for CRS	\$ 8,700.00
Updating floodplain management regulations	\$ 8,700.00
Evaluating and creating flood insurance seed fund	\$ 55,800.00
Cataloging/Producing flood elevation certificates	\$ 36,000.00
Updating existing permitting system	\$ 48,000.00
Evaluating relocating/floodproofing facilities in flood hazard areas	\$ 27,200.00
Subtotal	\$ 218,600.00



City of Danville
City Manager's Office

November 29, 2022

Wendy Howard-Cooper
Director of Dam Safety and Flood Plain Management
Department of Conservation and Recreation
600 East Main Street, 24th Floor
Richmond, Virginia 23219

RE: COMMUNITY FLOOD PREPAREDNESS FUND, ROUND 3

Ms. Howard-Cooper,

The City of Danville is pleased to submit the following application for funding from the Community Flood Preparedness Fund. Award of this application will provide funding necessary to develop a Flood Preparedness and Resilience Plan with additional activities directly related to strengthening Danville's flood risk reduction and resilience.

The total amount of this grant application is \$218,600.00. The City of Danville is committed to a match of 10% of this project total, \$21,860.00. The match funds will be disbursed from the City of Danville's General Fund.

In addition to the 10%, the City of Danville has committed over \$600,000.00 for an updated Comprehensive Land Use Plan and an additional grant, from a separate entity, of \$200,000.00 to develop a robust community engagement plan. The plans and programs set forth in this application will be part of the proposed community engagement program and Comprehensive Plan.

Sincerely,

Ken Larking
City Manager
City of Danville

11/30/2022

Renee Burton, Director of Planning
City of Danville

Dear Renee,

On behalf of SmithGroup, Inc., ("SmithGroup") I am pleased to submit this proposal for the City of Danville Resilience Plan. The following is our understanding of the services which are to be provided.

SCOPE OF SERVICES

SmithGroup will prepare a resilience plan as an appendix to the comprehensive plan. This will include an assessment and strategies related to natural and human-made shocks and stressors, with an emphasis on flood preparedness. Creating the resilience plan alongside the comprehensive plan will ensure value alignment and prioritization to help city staff with implementation.

1. Assessment and Gap Analysis:

- Review existing hazard mitigation, flood prevention, climate action, and sustainability policies for the city, neighboring municipalities, and institutions
- Flood risk assessment and watershed assessment, including analysis of future flooding hazards, impacts to city infrastructure, and impacts to vulnerable populations (this does not include flood modeling)
- Baseline audit of social, economic, geographic, and infrastructural shocks and stressors
- Vulnerability and gaps GIS mapping
- Summarize vulnerabilities and assess gaps in a baseline report

2. Outreach and Coordination (aligned with comprehensive plan's engagement efforts)

- Conduct self-assessment survey of city staff and local stakeholders to help identify vulnerabilities and areas of opportunity across environmental, social, and economic sectors
- Stakeholder roundtables to identify obstacles to success, partnerships, and opportunities for prevention, adaptation, mitigation in alignment with other engagement events as part of the comprehensive plan process

3. Plan Strategies, Outcomes, and Projects

- Outline strategies to address gaps in preparedness for identified vulnerabilities
- Develop matrix of priority actions, measures, tools, and partners
- Identify preliminary flood preparedness projects to reduce the frequency and severity of flooding, minimize impacts on residents and vulnerable populations, and timeline for implementation (engineering design and cost estimates not included)
- Integrate resilience plan into comprehensive plan's goals, strategies, and actions and include as full report as an appendix

COMPENSATION

\$150,000 inclusive of expenses and assumes alignment with comprehensive plan engagement and analysis.

Thank you for contacting SmithGroup. We look forward to continuing to work with the City of Danville on this project.

Sincerely,

Kathleen Duffy, Associate
Kendra Hyson, Associate
Merrill St. Leger, Principal

General Application Information

The City of Danville is honored to submit a Virginia Community Flood Preparedness Fund (CFPF) grant application. This investment will build permanent local capacity for administering and improving floodplain management, educate the community about sustainability and mitigate climate change. The investment will orient City policies and programs around these concepts and fulfill recommendations in the 2021 Multi-Jurisdictional Hazard Mitigation Plan for the West Piedmont Planning District Commission.

Danville regularly experiences challenging riverine flooding that impacts its community landmarks, its homes and businesses, and its historic downtown. However, the City has rarely had the means to proactively address flooding impacts and plan new approaches for the future. The Community Flood Preparedness Fund offers the City an opportunity to plan toward a more resilient future.

The City will implement flood prevention and protection projects and studies in areas that are subject to recurrent flooding. The City will also update internal floodplain management functions alongside DEQ MS4 permitting tasks and develop a Flood Resilience Plan and Watershed Plan. All work funded by this application and subsequent projects will be to mitigate future flood damage and to assist the City with floodplain compliance administration while sustainably addressing climate change equally across all demographics. The City of Danville is a low-income geographic area, as defined in the CFPF Grant Manual, as an area where the median household income (\$37,147) is significantly less than 80% of the local median household income (\$76,398 in VA), according to the US Census 2021 QuickFacts.

Danville has never undertaken such a thorough, comprehensive look at land use planning, stormwater management, floodplain management, and resilience. City staff is fully engaged, but the City does not have additional in-house personnel, technical resources, and technical expertise available to adequately prepare the proposed flood resilience elements. To complete these items, the City of Danville is requesting financial assistance to engage SmithGroup.

SmithGroup is under contract to complete our 2040 Comprehensive Land Use Plan update and will assist with many of the items listed in this application. SmithGroup has professionals experienced in stormwater management, community engagement, watershed planning, riverine flooding, resilience, computer modeling, funding, and engineering on staff to assist us to develop additional resilience components to enhance the comprehensive plan. The proposed studies of River Street and the Public Works facility will be completed by a separate firm.

City officials will use input from these professionals and community stakeholders to shape the deliverables. The results of these anticipated projects will guide future capital projects and subsequent grant requests.

The total project cost for this application is \$412,600.00. The City of Danville's request will commit a match of 10%, creating a request of \$371,340.00. In addition to the 10%, \$41,260, the City of Danville has committed \$600,000.00 for an updated Comprehensive Land Use Plan and an additional grant from a separate entity of \$200,000.00 to develop a robust community engagement plan. The plans and programs discussed in this application will be part of this community engagement plan.

Scope of Work Narrative

Flood Insurance Rate Map Number(s):

Flood Zone(s):

Total Project Cost: \$412,600.00

Total Requested: \$371,340.00

- [West Piedmont Hazard Mitigation Plan](#)
- [City of Danville Flood Plain Ordinance](#)
- [City of Danville Comprehensive Plan](#)
- Social Vulnerability Index Scores:

Capacity Needs

The City of Danville, in conjunction with SmithGroup, will develop a flood resilience plan and additional action items that will improve the City's resilience and disaster response abilities. The City of Danville is currently understaffed and lacks the capacity to take on these needed tasks without requesting the assistance of an outside firm.

The City of Danville, in conjunction with an outside engineering firm, will develop a study of US 58 Business flooding hazard area and our Public Works facility. Both areas are subject to frequent flooding. Flooding restricts access to essential personnel and emergency services.

Goals and Objectives

The goal of the items requested through this grant is to create a safer environment for the citizens and business owners present in the City of Danville. Increasing flood resilience is essential as we prepare for our future. The addition of a resilience plan and employee training will provide the City of Danville with tools and local capacity to implement them. Improving our documentation and permitting processes will assist City staff to be proactive and determine best practices to prevent future man-made events. The requested studies will assist in providing safe travel routes for essential and emergency personnel in the event of disaster.

Stakeholders

The primary stakeholders associated with the development of the flood resilience plan and additional action items will be the Planning Division of the City of Danville's Community Development Department and the Department of Public Works. The primary point of contact will be Renee Burton, Division Director of Planning. In her role of Division Director of Planning, Mrs. Burton will become the designated CFM for the City of Danville and will manage all future flood preparedness projects and programs.

As research and development begins, the projects will expand into participation from the citizens, local business owners and other City departments as necessary.

Implementation Plan and Timeline

The implementation of the items listed for funding will begin January 2023. In January 2023 we will kick off our 2040 Comprehensive Land Use Plan update with consulting firm, Smith Group. The research and plan development for our flood resilience plan will kick off simultaneously with this event to create an enhanced comprehensive foundation for each.

Outputs and Measures

Multiple outputs will be developed from this application all with one goal of increased city-wide flood resilience, preparedness and response.

Maintaining Capacity

The Division Director of Planning, Renee Burton, will be responsible for maintenance and implementation of the proposed programs as her role of CFM. The City of Danville continues to recognize the importance of disaster preparedness and they intend to take the steps necessary to reduce risk, improve readiness and decrease recovery time.

Once the flood resilience plan has been finalized and certified by the Virginia Department of Conservation and Recreation, the City will utilize the plan to support subsequent grant requests.

Budget Narrative

Planning and Capacity Building

Develop a flood resilience plan for the City of Danville: consultant \$150,000.00

Our consultant, SmithGroup, will prepare a resilience plan to cooperation with the City of Danville. This will include an assessment and strategies related to natural and human-made shocks and stressors, with an emphasis on flood preparedness. Creating the resilience plan alongside the comprehensive plan will ensure value alignment and prioritization to help city staff with implementation.

Develop an ongoing disaster response training program for City employees that are not first responders

Consulting Planner 4 at 100 hours \$19,200.00

Many City employees travel the streets of Danville daily to provide services to the residents. The knowledge of the area and those that live in each home can be invaluable during a disaster. This item will create a training program for these employees that are not first responders, but their knowledge is invaluable to disaster response.

Provide ongoing training, enrichment and peer exchange opportunities for City Staff. Sustainability and equity are cross-cutting priorities that impact all City operations and services. These activities include FEMA training and participation at appropriate national and state/regional conferences or other events.

Training 30k for 3 program years = \$90,000.00

There are currently two (2) staff members in the Planning Division for the City of Danville. Neither of them has formal FEMA training or participation in a conference dedicated to education in the field of flood risk and/or prevention. This application will provide funds to educate and train existing staff as well as two (2) future staff persons that we anticipate hiring before/during Spring 2023.

The Planning Division Director for the City of Danville is required to be a Certified Floodplain Manager for the City. Our Division Director began in August and will need additional training to complete this task. Funding this item will assist in this training.

Update the City's flood prevention overlay ordinance and other operations to support Community Rating System membership

Consulting Planner 3 at 60 hours \$8,700.00

Update floodplain management regulations into the City's subdivision code and any other appropriate ordinances.

Consulting Planner 3 at 60 hours \$8,700.00

The City of Danville's Zoning Code, including flood plain overlay district and subdivision ordinance, was adopted February 2004. The flood plain overlay district has not been amended or modified since that time. The subdivision ordinance does not address flood plain management regulations.

An update to our flood plain overlay ordinance and subdivision ordinance will provide an additional tool to be used to decrease flood risk. This will also strengthen our program as we anticipate participation in the NFIP Community Rating System.

**Evaluating and creating a flood insurance rebate \$50k seed fund for low- and moderate-income areas
Consulting Planner 3 at 40 hours = \$5,5800 + \$50k seed funds = \$55,800.00**

Flood insurance can be costly. The City of Danville would like to create a flood insurance rebate program. We will work with a consultant to develop a program that would allow low- and moderate-income areas the opportunity to apply for a rebate to their flood insurance rates. This program will begin with seed money of \$50,000.00.

**Integrate a watershed plan into the Comprehensive Plan consulting engineer 3 at 160 hours
\$21,600.00**

The City of Danville is under contract with Smith Group to create the City of Danville's 2040 Comprehensive Land Use Plan. This Comprehensive Plan update is set to be the largest the City of Danville has completed to date. With a kick-off date planned for January 2023, the plan will include a robust community engagement with specific sub-plans that will address areas of transportation, recreation, etc. With this proposal the Comprehensive Plan would also include a watershed plan.

The watershed plan will analyze our watershed and create an assessment and management plan to assist all those in the City of Danville that review development plans.

**Cataloging and producing flood elevation certificates for all buildings in Special Flood Hazard Areas
Consulting engineer 3 at 240 hours \$36,000.00**

Currently there is no catalog of flood elevation certificates in the City of Danville. In fact, there are paper copies only, simply kept in a folder located in a cabinet with other documents. This proposal will catalog elevation certificates that are present in house, gather certificates not available in the City's records, as well as research those structures that need flood elevation certificates and produce them.

This task will be completed by our consultant SmithGroup for \$36,000.00. A central database of flood elevation certificates is needed and would be beneficial to all.

**Updating the existing permitting system with an additional component supported by 2NForm.
\$16, 000 per year x 3 years \$48,000.00**

This software would leverage our existing CityWorks permitting software and ArcGIS database to extend and enhance our current capabilities in order to better manage our MS4 Permit. 2NForm would organize and prioritize our compliance work to better evaluate and track our progress and generate reports accurately demonstrating the impacts of our efforts to the Virginia Department of Environmental Quality.

Storm drain marking kits \$761.16 per kit x 3 years = \$4,600.00 (40 markers per year for 3 years, 120 markers total)

ALMETEK aluminum storm drain marker kits include 20 aluminum markers, a carbide drill & drill bit, wire brush, Sikaflex adhesive, caulking gun, 20 drive rivets, 20 steel studs, 20 adhesive disks and 5 bracket mounts.

Storm drain markers would fulfill a targeted public engagement strategy with our MS4 program. The marker installation will involve the public and promote pollution prevention awareness.

Studies

Evaluate relocating or floodproofing all critical facilities that are in Special Flood Hazard Areas or susceptible to disruption from flooding or weather events. \$20,000.00

The main entrance to the City of Danville's Public Works facility lies within a special flood hazard area. During multiple flood events, the entrance into the facility has flooded. During these times the facility is completely cut off from public access and the employees must "create" an alternative exit path. This path needs to be studied so that a permanent solution may be constructed.

Complete a Preliminary Engineering Report, including conceptual drawings and cost estimates for reconfiguration of a specific portion of Business 58 to mitigate roadway flooding. \$100,000.00

Business Route 58 at River Street experiences roadway flooding when the Dan River reaches a certain flood stage. During a flood event, approximately 3050' of the roadway must be closed. This closure requires alternative routes for emergency vehicles. Typically, the closure will last several days. The shortest alternative route carries traffic through an area of the city that has substandard streets. The closure delays emergency response times and transport back to medical facilities including life flights. The road closure details response time of effective fire fighter force an average of four (4) minutes.

Budget Narrative

<u>Item</u>	<u>Proposed</u>
Develop flood resilience plan	\$ 150,000.00
Develop disaster response training	\$ 19,200.00
Training for City Staff, including FEMA	\$ 90,000.00
Updating flood ordinance for CRS	\$ 8,700.00
Updating floodplain management regulations	\$ 8,700.00
Evaluating and creating flood insurance seed fund	\$ 55,800.00
Integrating watershed plan into Comprehensive Plan	\$ 21,600.00
Cataloging/Producing elevation certificates	\$ 36,000.00
Updating existing permitting system	\$ 48,000.00
Storm drain marking kits	\$ 4,600.00
Evaluating relocating/floodproofing facilities in flood hazard areas	\$ 20,000.00
Engineering Report for Business 58	\$ 100,000.00
<hr/>	
Subtotal	\$ 412,600.00