



**UNITED STATES DEPARTMENT OF COMMERCE
Economic Development Administration**

Philadelphia Regional Office
The Curtis Center, Suite 140 South
601 Walnut Street
Philadelphia, Pennsylvania 19106-3323

September 21, 2011

Mr. David Remick
Executive Director
Alexandria/Arlington Workforce Investment Board
2100 Washington Boulevard, 1st Floor
Arlington, VA 22204

Dear Mr. Remick:

The Philadelphia Regional Office completed a review of the Alexandria/Arlington Workforce Investment Board 2011-2016 Comprehensive Economic Development Strategy report and is pleased to advise you of its approval. All who have contributed to this effort are to be commended for their outstanding work that has resulted in a well documented and presented CEDS that addresses and sufficiently describes the key CEDS elements as required by EDA's Regulations under 13 C.F.R. Part 303. Enclosed you will find a copy of the CEDS Requirements Checklist completed during the evaluation of your CEDS, as well as, a copy of EDA's *CEDS Summary of Requirements* for your reference.

Your 2011-2016 Alexandria/Arlington CEDS report was reviewed and approved in accordance with the requirements described under the EDA guidelines for CEDS. Please note that the approval of the 2011 CEDS document does not constitute the approval of any project mentioned in it. However, the continuance of an acceptable and effective planning process that is approved by EDA staff each year is required to maintain eligibility for funding as outlined in EDA's regulations. Therefore, it is important for you to continue to define, document, maintain, and improve upon your planning process on an ongoing basis since it will be reviewed and critiqued on an annual basis as a requirement for EDA funding. Furthermore, you are required to submit an annual CEDS update due September 30 each year in order to maintain eligibility for EDA financial assistance.

We wish you continued success in your efforts to implement the economic development activities described in this report, especially those that have been targeted towards the most distressed areas in your region. You should continue to describe sufficiently, as a part of your CEDS process, the participation, commitment, and involvement of the private sector interests, your economic development partners and the development, discussion or analysis of industry clusters within your region. Please address any questions to Robert Gittler, Economic Development Representative for Virginia at (215) 597-4360 or by e-mail at RGittler@eda.doc.gov.

Sincerely,

Tonia R. Williams
Area Director
South Atlantic Investment Services

Enclosures

**ECONOMIC DEVELOPMENT ADMINISTRATION
Philadelphia Regional Office**

**COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
REQUIREMENTS CHECKLIST**

This checklist is based the "Comprehensive Economic Development Strategies (CEDS) Summary of Requirements" published by the Economic Development Administration (EDA). The requirements for CEDS are contained in EDA's regulations at 13 CFR part 303.

The purpose of this checklist is to aid planning organizations in the preparation and evaluation of their CEDS documents, and to serve as the basis for EDA's review and approval.

Planning Organization: Alexandria/Arlington Workforce Investment Board (WIB)

Address: 2100 Washington Boulevard, 1st Floor, Arlington, VA 22204

Contact Name / Title: David Remick / Executive Director

Contact Phone / E-mail: 703-228-1412 / dremick@arlingtonva.us

REQUIREMENTS FOR EDA-FUNDED CEDS

1. Planning Organization Requirements

The Planning Organization

- ☒ Has appointed a Strategy (CEDS) Committee. Has developed and submitted to EDA for review and approval a CEDS that meets the requirements outlined in 13 CFR 303.7.
- ☒ Has made the new or revised CEDS available for review and comment by the public for a period of at least 30 days prior to submission of the CEDS to EDA.
- ☒ Understands that, after obtaining approval of the CEDS, it is required to submit to EDA an updated CEDS performance report annually (see 'Summary' for requirements).
- ☒ Understands that it is required to submit a new CEDS to EDA at least every five (5) years, unless EDA or the planning organization determines that a new CEDS is required earlier due to changed circumstances.

2. Strategy Committee Requirements

The Strategy Committee

- ☒ Represents the main economic interests of the region.
- ☒ Includes Private Sector Representatives, as defined in 13 CFR 300.3, as a majority of its membership.
- ☒ Includes members broadly representative of the region, such as public officials, community leaders, representatives of workforce development boards, representatives of institutions of higher education, minority and labor groups, and private individuals.

TECHNICAL REQUIREMENTS

1. Background

☒ The CEDS contains a background of the economic development situation of the region that Economy paints a realistic picture of the current condition of the region.

☒ The background includes a discussion of the following elements:

- Population
- Geography
- Workforce Development & Use
- Transportation Access
- Resources
- Environment
- Other Pertinent Information

2. Analysis of Economic Development Problems and Opportunities

☒ The CEDS includes an in-depth analysis of the economic development problems and opportunities that identifies strengths and weaknesses in the regional makeup of human and economic assets, and problems and opportunities posed by external and internal forces affecting the regional economy.

☒ The analysis...

- Incorporates relevant material from other government-sponsored or supported plans.
- Demonstrates consistency with applicable State and local workforce investment strategies.
- Identifies past, present, and projected economic development investments in the region.
- Identifies and analyzes *economic clusters* within the region.

3. CEDS Goals and Objectives – Defining Regional Expectations

☒ The CEDS contains a section setting forth goals and objectives necessary to solve the economic problems or to capitalize on the resources of the region.

☒ Strategic projects, programs or activities identified in the CEDS work to fulfill these goals and objectives.

4. Community and Private Sector Involvement

☒ The CEDS includes a section discussing the relationship between the community in general and the private sector in the development and implementation of the CEDS.

5. Strategic Projects, Programs and Activities

☒ The CEDS contains a section which identifies regional projects, programs and activities designed to implement the Goals and Objectives of the CEDS. This section identifies and describes:

☒ **Suggested Projects:**

- All suggested projects, programs and activities, and the projected number of jobs to be created as a result.
- Lead organizations responsible for the execution of the projects.

☒ **Vital Projects:**

- A prioritization of vital projects, programs, and activities that addresses the region's greatest needs or that will best enhance the region's competitiveness, including sources of funding for past and potential future investments.

6. CEDS Plan of Action

☒ The plan of action, as described in the CEDS, implements the goals and objectives of the CEDS in a manner that...

- Promotes economic development and opportunity.
- Fosters effective transportation access.
- Enhances and protects the environment.
- Maximizes effective development and use of the workforce consistent with any applicable State or local workforce investment strategy.
- Promotes the use of technology in economic development, including access to high-speed telecommunications.
- Balances resources through sound management of physical development.
- Obtains and utilizes adequate funds and other resources.

☒ The CEDS contains a section that discusses the methodology for cooperating and integrating the CEDS with a State's economic development priorities.

7. Performance Measures

☒ The CEDS contains a section that lists the performance measures used to evaluate the Planning Organization's successful development and implementation of the CEDS, including but not limited to:

- Number of jobs created after implementation of the CEDS.
- Number and types of investments undertaken in the region.
- Number of jobs retained in the region.
- Amount of private sector investment in the region after implementation of the CEDS.
- Changes in the economic environment of the region.

CEDS REVIEW & APPROVAL

Planning Organization

CEDS reviewed by: Jerome E. Wallace, Community Planner

Public Comment Period: May 10, 2011 to June 10, 2011

Board Approval: August 11, 2011

☒ Copy of Minutes and/or Resolution Attached

EDA Philadelphia Regional Office

CEDS submitted to EDA: September 1, 2011

CEDS reviewed on: September 21, 2011

CEDS reviewed by: Jerome E. Wallace / Community Planner

Signature: 

Status: ☒ Approved
☐ Conditionally Approved
☐ Not Approved

Deficiency Letter Sent: N/A

Comments:

The Alexandria/Arlington Workforce Investment Board and CEDS Committee are commended for the exemplary quality of the 2011-2016 Comprehensive Economic Development Strategy.



U.S. Department of Commerce
Economic Development Administration



COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGIES CEDS SUMMARY OF REQUIREMENTS

Note: This document provides a synopsis of the requirements for comprehensive economic development strategies. For further information, interested parties are directed to section 302 of the Public Works and Economic Development Act of 1965 (42 U.S.C. § 3162) and EDA's regulations at 13 C.F.R. part 303. The document is intended to serve as a convenient source for requirements relating to the CEDS. Nothing in this document is intended to supersede or otherwise modify EDA's statute, regulations, policies or procedures.

Introduction: A comprehensive economic development strategy (CEDS) is designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen regional economies. The CEDS should analyze the regional economy and serve as a guide for establishing regional goals and objectives, developing and implementing a regional plan of action, and identifying investment priorities and funding sources. A CEDS integrates a region's human and physical capital planning in the service of economic development. Integrated economic development planning provides the flexibility to adapt to global economic conditions and fully utilize the region's unique advantages to maximize economic opportunity for its residents by attracting the private investment that creates jobs for the region's residents. A CEDS must be the result of a continuing economic development planning process developed with broad-based and diverse public and private sector participation, and must set forth the goals and objectives necessary to solve the economic development problems of the region and clearly define the metrics of success. Finally, a CEDS provides a useful benchmark by which a regional economy can evaluate opportunities with other regions in the national economy.

Who should develop a CEDS? A Planning Organization seeking to formulate and implement a regional economic development program will benefit from developing a CEDS. Successful economic development efforts are based on CEDS that provide an economic roadmap to diversify and strengthen regional economies. The Public Works and Economic Development Act of 1965, as amended (PWEDA), requires a CEDS in order to apply for investment assistance under EDA's Public Works or Economic Adjustment Assistance Programs. At EDA's discretion, EDA may accept CEDS that it has funded or CEDS prepared independently of EDA investment assistance or oversight.

The following sections set out below on "Planning Organizations" and "Strategy Committees" cover the requirements for EDA-funded CEDS, while the remainder of this document pertains to technical requirements for CEDS. *It should be noted that in determining the acceptability of a CEDS prepared independently of EDA investment assistance or oversight for projects under 13 C.F.R. parts 305 or 307, EDA may in its discretion determine that the CEDS is acceptable without it fulfilling every requirement set out in 13 C.F.R. § 303.7. In doing so, EDA shall consider the circumstances surrounding the application for investment assistance, including emergencies or natural disasters, and the fulfillment of the requirements of Section 302 of PWEDA.*

A. EDA-funded CEDS

Pursuant to 13 C.F.R. § 303.6, if EDA awards Investment Assistance to a Planning Organization to develop, revise, or replace a CEDS, the Planning Organization must follow the procedures set forth in paragraphs A.1 and A.2.

1. Planning Organization: A Planning Organization (as defined in 13 C.F.R. § 303.2), typically an Economic Development District (EDD) or Indian Tribe, may be eligible for EDA planning investment assistance. The purpose of such assistance is to develop a CEDS for a specific EDA-approved region. The Planning Organization is responsible for:

- Appointing a Strategy Committee (CEDS Committee);
- Developing and submitting to EDA a CEDS that complies with 13 C.F.R. § 303.7;
- Making a new or revised CEDS available for review and comment by the public for a period of at least thirty (30) days prior to submission of the CEDS to EDA;
- Obtaining approval of the CEDS from EDA;
- After obtaining approval of the CEDS, submitting to EDA an updated CEDS performance report annually. The **performance report**, in addition to reporting progress on CEDS implementation, should also discuss community and private sector participation in the CEDS effort. Any performance report that results in a change in the technical components of the EDA-approved CEDS must be available for review and comment by the public for a period of at least thirty (30) days prior to submission of the performance report to EDA;
- Submitting a copy of the CEDS to any Regional Commission if any part of the EDA-approved EDD region is covered by that Commission;
- Submitting a new CEDS to EDA at least every five (5) years, unless EDA or the Planning Organization determines that a new CEDS is required earlier due to changed circumstances.

2. Strategy Committee: The Strategy Committee is the entity identified by the Planning Organization as responsible for developing, revising, or replacing the CEDS. The Strategy Committee **must represent the main economic interests** of the region, and **must include Private Sector Representatives** (defined in 13 C.F.R. § 300.3, with respect to any for-profit enterprise, as any senior management official or executive holding a key decision making position, or that person's designee) **as a majority of its membership**. In addition, the Planning Organization should ensure that the Strategy Committee also includes:

- Public officials;
- Community leaders;
- Representatives of workforce development boards;
- Representatives of institutions of higher education;
- Minority and labor groups, and
- Private individuals

Strategy Committees representing Indian Tribes or States may vary

B. Technical Requirements

Pursuant to 13 C.F.R. § 303.7, a Planning Organization must include the following information in a CEDS submitted to EDA.--

1. **Background:** The CEDS must contain a background of the economic development situation of the region that paints a realistic picture of the current condition of the region. This background must include a discussion of the economy, population, geography, workforce development and use, transportation access, resources, environment, and other pertinent information.

2. **Analysis of Economic Development Problems and Opportunities:** The CEDS must include an in-depth analysis of the economic development problems and opportunities that identifies strengths and weaknesses in the regional makeup of human and economic assets, and problems and opportunities posed by external and internal forces affecting the regional economy. This analysis must:

- Incorporate relevant material from other government-sponsored or supported plans and demonstrate consistency with applicable State and local workforce investment strategies.
- Identify past, present, and projected future economic development investments in the region.
- Identify and analyze **economic clusters** within the region.

3. **CEDS Goals and Objectives -- Defining Regional Expectations:** The CEDS must contain a section setting forth goals and objectives necessary to solve the economic problems, or capitalize on the resources, of the region. Any strategic project, program, or activity identified in the CEDS should work to fulfill these goals and objectives.

- Goals are broad, primary regional expectations
- Objectives are more specific than goals, clearly measurable, and stated in realistic terms considering what can be accomplished over the five (5) year time frame of the CEDS.

4. **Community and Private Sector Participation:** The CEDS must include a section discussing the relationship between the community in general and the private sector in the development and implementation of the CEDS. Public and private sector partnerships are critical to the implementation of the CEDS.

5. **Strategic Projects, Programs and Activities:** The CEDS must contain a section which identifies regional projects, programs and activities designed to implement the Goals and Objectives of the CEDS. This section should identify and describe:

Suggested Projects--

- All suggested projects, programs and activities and the projected number of jobs to be created as a result.
- Lead organizations responsibilities for execution of the projects.

Vital Projects-- A prioritization of vital projects, programs, and activities that address the region's greatest needs or that will best enhance the region's competitiveness, including sources of funding for past and potential future investments. These can be overarching "themes" for regional economic development success and is expected to include components. Funding sources should not be limited to EDA programs.

6. **CEDS Plan of Action:** The plan of action, as described in the CEDS, implements the goals and objectives of the CEDS in a manner that--

- Promotes economic development and opportunity;
- Fosters effective transportation access;
- Enhances and protects the environment.
- Maximizes effective development and use of the workforce consistent with any applicable State or local workforce investment strategy;
- Promotes the use of technology in economic development, including access to high-speed telecommunications;
- Balances resources through sound management of physical development; and
- Obtains and utilizes adequate funds and other resources.

The CEDS must also contain a section that discusses the methodology for cooperating and integrating the CEDS with a State's economic development priorities.

7. **Performance Measures:** The CEDS must contain a section that lists the performance measures used to evaluate the Planning Organization's successful development and implementation of the CEDS, including but not limited to the:

- Number of jobs created after implementation of the CEDS;
- Number and types of investments undertaken in the region;
- Number of jobs retained in the region;
- Amount of private sector investment in the region after implementation of the CEDS; and
- Changes in the economic environment of the region

These are not meant to be the only performance measures for the CEDS. Most Planning Organizations developing a CEDS will benefit from developing additional quantitative and qualitative measures that will allow them to evaluate progress toward achieving the goals identified as important in their regions.