



CRATER REGION

CRATER REGION WORKFORCE DEVELOPMENT BOARD

Virginia Rapid Response COVID-19 Business Support Initiative

Layoff Aversion

Dear Local Leaders:

The Governor has authorized rapid response funding, through the Workforce Innovation and Opportunity Act, for employers **eligible to remain open** during this emergency. Funds may be used to clean facilities and support emergency needs.

Layoff aversion strategies and activities are designed to prevent, or minimize the duration of, unemployment resulting from layoffs due to COVID-19. In addition to being designed to mitigate or minimize potential job losses, the most important aspect of a proposed layoff aversion project is that it is intentional. That is, it includes a deliberate, planned strategy with expected outcomes.

When additional assistance funds are limited, priority must be given to layoff aversion projects that 1) support a local area's targeted sectors, AND, where possible, 2) make use of other funding sources and leveraged resources.

Examples of layoff aversion projects that use innovative strategies to address COVID-19-related effects on small businesses (250 or fewer employees) and workers include:

- A small business needs their employees to be at work, on site, but cannot afford frequent deep cleaning to help prevent potential exposure to COVID-19. **Layoff aversion funds can be used to pay for a cleaning/sanitization service.**
- A small business whose employees use specific software or computer applications asks their employees to work from home/remotely in order to support social distancing and limit potential exposure to COVID-19. **Layoff aversion funding could be used to purchase the software/programs that the employee would need to use from home to support their work.**
- A call center environment needs to have their employees work from home/remotely in order to support social distancing and limit potential exposure to COVID-19. **Layoff aversion funding could be used to purchase remote access supplies, including laptop computers and/or smart phones, which the employee would need to use from home to support their work.**

The \$1.5 million in funding was made available to each local Workforce Development Area proportionate to the labor force data for the area. The Crater Region Workforce Development Board is making the funding available to each of our localities based on the same allocation.

| Crater Region Jurisdictions | Labor Force | % | Allocation |
|-----------------------------|------------------|---------------|---------------------|
| Prince George | 15,434.00 | 20.1% | \$ 5,162.89 |
| Dinwiddie | 13,954.00 | 18.2% | \$ 4,674.85 |
| Petersburg | 13,486.00 | 17.6% | \$ 4,520.74 |
| Hopewell | 10,015.00 | 13.1% | \$ 3,364.87 |
| Colonial Heights | 9,063.00 | 11.8% | \$ 3,030.95 |
| Greensville | 4,480.00 | 5.8% | \$ 1,489.79 |
| Sussex | 4,026.00 | 5.3% | \$ 1,361.36 |
| Surry | 3,800.00 | 5.0% | \$ 1,284.30 |
| Emporia | 2,392.00 | 3.1% | \$ 796.27 |
| Total | 76,650.00 | 100.0% | \$ 25,686.00 |

<https://virginiaworks.com/local-area-unemployment-statistics-laus?page89556=1&size89556=48&page89557=1&size89557=48>

Instructions for Applications

1. Please forward the Application/Agreement and Attachment B to employers in your county who may be eligible for the funds as described above.
2. Applications should be returned by **April 6, 2020 to Sopenia H. Pierce** at shpierce@petersburg-va.org Questions may be addressed to **Sopenia H. Pierce** email or phone at 804-835-5100(office) or 804-894-2529 (cell).
3. Once applications are received from your locality, I will be in touch with the County/City Administrator/Economic Development Directors to discuss.
4. If you do not have any business applicants that wish to apply for the funds, please let me know and those funds will be re-distributed to localities where the need is greater.
5. Applications will be processed as they are received.

Thank you for support in this endeavor to provide resources to the businesses in our Region during this unprecedented time that we are experiencing. Please take care and contact me if you have questions.

Best Regards,

Sopenia H. Pierce

Sopenia H. Pierce
 Executive Director
 Crater Regional Workforce Development Board