



**Centralina Council of Governments
2015-2016 Annual Report**

Centralina Council of Governments

(CCOG) is a regional council of cities, towns and counties working together to help local governments in this region to grow jobs and the economy, improve quality of life and control the cost of government. CCOG provides services that enable local governments to address local and regional challenges and is the face of regional collaboration in a number of key impact areas. Highlights from 2015-16 follow.

Assisting the Region's Residents

Evidence-Based Health Programs (EBHP)

"Helping residents live healthy, productive lives in their community"

What: These programs focus on strengthening independent living, self-management skills and guidance and training for individuals learning to take charge of their own health. More than 90 workshops were provided in Centralina's nine-county region, helping approximately 1,250 individuals improve their quality of life and remain active in their communities. Centralina also added a new Evidence-Based Health Program called HomeMeds in which staff are trained to conduct in-home medication reviews and home safety checks. Also, Chronic Pain Self-Management classes began this year. This gives the Centralina Area Agency on Aging a suite of seven evidence based solutions for better citizen's health in your community.

Why: Centralina's Area Agency on Aging provides this program to empower individuals and those who care for them to learn how to improve their quality of life, increase activity and remain productive in the community.

How: Evidence-based health programs (EBHPs) offer proven ways to promote health and prevent disease among older adults. They are based on research and provide documented health benefits. Participants can lower their risk of chronic diseases and falls—or improve long-term effects of chronic diseases or falls.

Plan4Health and Centralina Health Solutions Coalition

"Addressing barriers and opportunities for physical activity in at-risk neighborhoods"

What: Plan4Health connects communities across the country, funding work at the intersection of planning and public health. Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliates, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. The Centralina Health Solutions Coalition (CHSC) is working to decrease health disparities by addressing barriers and increasing opportunities for physical activity in at-risk neighborhoods in Charlotte, NC. While this project is focused on Public Health Priority Areas within Mecklenburg County, one of the primary project goals is replication within the region and the State.

Why: The Mecklenburg County Public Health Priority Area consists of neighborhoods considered at risk for poor health outcomes. The medium income, employment rates, and educational attainment rates within this Public Health Priority Area are much lower compared to the county as a whole.

How: The Centralina Health Solutions Coalition is working with community members to address their needs and to overcome infrastructure, policy, and systems gaps to participating in physical activity. The coalition is:

- Applying a health lens to neighborhood planning initiatives focused on increasing physical activity opportunities;
 - Conducting walking, biking, and park access audits; and
 - Identifying both existing and potential opportunities for shared use agreements.
- The coalition has developed materials, including a toolkit, case studies and more to facilitate replication in other areas.

Incumbent Worker Training Grants

“Supporting economic growth through grants for skills training for employees”

What: The NCWorks Incumbent Worker Training Grants offered by the Centralina Workforce Development Board (WDB) are competitive training grants designed to address employees’ skill gaps and thereby help local companies grow. During the past fiscal year, the Centralina WDB was able to provide Incumbent Worker funding in the amount of \$190,878 to a total of 17 area businesses to train and upgrade the skills of 439 employees.

Why: Eligible employers can use this talent solution when their employees have identified skills gaps that need to be addressed through training.

How: These training funds can be used to provide either occupational or educational training to help employees who have identified skills gaps and want to upgrade skills and knowledge to retain their current job or obtain industry recognized certifications or gain new skills and knowledge to advance their career with their employer.

Senior Community Services Employment Program (SCSEP)

“Supporting on-the-job training for low-income, unemployed seniors”

What: Receiving funding through two subcontractors, Senior Service America, Inc. and NC Division of Aging and Adult Services, the Senior Community Services Employment Program (SCSEP) provides on-the-job training opportunities for low-income, unemployed seniors over age 55. This year’s 130 participants in the program learned new skills for future work.

Why: The training serves as a bridge to unsubsidized employment opportunities.

How: SCSEP participants gain work experience in a variety of community service activities at host agency locations in the community. SCSEP serves Anson, Cabarrus, Mecklenburg, Stanly, and Union Counties.

Helping the Region Get Around

Centralina Clean Fuels Coalition’s (CCFC) program

“Reducing emissions, diversifying fuel options, and promoting transportation choices”

What: The Centralina Clean Fuels Coalition (CCFC) is this region’s designated representative in the US Department of Energy’s Clean Cities program. The CCFC helps to advance the region’s economic, environmental, and energy security interests by supporting local actions, primarily through public and private fleets, to cut petroleum use and reduce emissions in the transportation sector. In 2015, the program was responsible for reducing 4.1m gasoline gallon equivalents and 19.5 tons of GHGs. The CCFC accesses national laboratories, research, funding and expertise to support networks of local stakeholders and provide customized technical assistance to fleets, implementing alternative and renewable fuels, idle-reduction measures, fuel economy improvements, and emerging transportation technologies.

Why: The CCFC program’s focus on reduced transportation-related petroleum use and emissions in the Centralina region have added impacts including discouraging driving to work, encouraging transit ridership, and via an institutional connection to CCOG, augments regional coordination of land use and transportation policies.

How: The CCFC’s work has focused on securing grants, forming partnerships, and conducting outreach and education to support air quality improvements and reducing costs through funding for clean fuels and advanced technology vehicle and infrastructure projects and programs.

Regional Freight Mobility Plan

“Planning for economic growth through efficient, reliable and safe freight movement”

What: Centralina COG led work on the region’s first freight mobility plan in collaboration with public and private sector freight partners.

Why: The efficient, reliable and safe movement of goods and commodities by the Greater Charlotte region’s freight transportation system is critical to the continued growth and success of our regional economy.

How: The plan provides the region’s transportation planning organizations, local governments and economic development officials with recommendations and metrics to guide investments and policies that support the region’s growing economy. Additionally, through the planning process, the project has established a collaborative decision-making process and network of public and private partners to help guide infrastructure investments and policy decisions that impact freight movement.

Mobility Management/Volunteer Transportation Services

"Improving quality of life for older adults, the disabled and veterans through increased mobility"

What: The Volunteer Transportation Services (VTS) program provided transportation solutions to older adults, people with disabilities and veterans in the Centralina Region. The program achieved more than 1,000 trips this program year and provided the service at no cost to the passengers.

Why: Mobility Management is a vital function in assisting consumers in identifying the available transportation resources in their county. The Volunteer Transportation Services program is part of the recommended solution to the gaps in local transportation services. The Volunteer Transportation Services (VTS) program provided transportation solutions to older adults, people with disabilities and veterans in the Centralina Region.

How: VTS utilizes a network of certified volunteer drivers in the region. The program reached a huge milestone this year by certifying 65 volunteers.

Supporting Local Governments and/or Developing Collaborative Partnerships

Healthy Communities

"Encouraging and equipping healthy, life-long communities through training and technical services"

What: A joint effort of CCOG's Planning and Aging departments, the Centralina Health Solutions Center has provided training and technical assistance to local governments. Services have included evidence-based training programs to strengthen independent living and self-management.

Why: The Centralina Health Solutions Center was created to encourage healthy, lifelong communities and offer a high quality of life at all stages of life.

How: The Centralina Health Solutions Center hosted the annual Planning for Healthy Communities conference that brought together planners, park and recreation officials and public health officials from throughout the region to build local capacity for creating active, life-long communities.

Community-based Housing Strategy

"Developing strategies to enable communities to meet local housing demand"

What: CCOG worked with the Town of Mooresville on a local housing strategy that developed detailed, localized housing approaches to encourage the right kind—quantity, type, price point and location—of housing to meet the needs of current and future residents and employers.

Why: A community-based housing strategy ensures the right mix of housing for a diverse, growing population, meeting the demands of employers, aging residents and all other segments of the community.

How: Centralina utilizes a stakeholder engagement process to help identify relevant strategies that align with the community's housing needs, fit into existing community plans and meet the community's future goals. The community-based housing strategy process includes consideration of factors that influence housing decisions (e.g. land costs, financing, economic development).

CCOG is a regional partnering organization providing cutting edge solutions to community issues.

Community Engagement

"Helping communities accomplish their goals through effective public engagement"

What: Communities of all sizes have utilized Centralina's expertise to engage their public around issues such as housing, transportation, general land use, downtown streetscape projects and general government services. Also, this program year the CONNECT Our Future plan, a regional growth plan for greater Charlotte region, received recognition for planning excellence in community engagement.

Why: The Community Engagement process provides community residents with the tools needed to take a leadership role and work with their community to decide what issues are worth investing in. It involves a partnership between government and the people it represents and it means taking collective responsibility for the conditions of the community.

How: CCOG helps communities achieve results by providing a venue for community conversations.

HUD Five-Year Consolidated Plan Implementation and Administrative Services

"Providing grant support to help local governments tackle serious challenges"

What: Centralina's Community and Economic Development Department (CED) provided grant administration services for the activities and projects within the five-year consolidated plan for Mecklenburg County encompassing approximately \$750,000 annually in HUD Community Development Block Grant (CDBG) funding. Prior to year-end Union County proceeded with HUD Entitlement funds of \$750,000 annually and engaged CED for services to prepare the Consolidated Plan and upcoming year administrative services.

Why: CDBG is an important tool for helping local governments tackle serious challenges facing their communities.

How: The program provides communities with resources to address a wide range of unique community development needs and focuses on low and moderate income population housing and community development needs.

Metrolina Region CommunityViz Project

"Helping communities plan with a method for consistent allocation of future population and employment project data"

What: This project developed a method for allocating future population and employment projection data across Traffic Analysis Zones (TAZs) in order to create a consistent, efficient and replicable approach across the region.

Why: This data is primarily used by the Regional Travel Demand Model to inform transportation priorities, but is also creating a consistent data set for land use, utility and school planning.

How: The work is guided by a multi-jurisdictional steering committee representing transportation agencies throughout the region, NC Department of Transportation and the Federal Highway Administration.

NC Manufacturing Institute (NCMI)

"Helping the manufacturing sector close the skills gap and recruit and retain talent."

What: The NC Manufacturing Institute is a collaboration between private and public sector partners and investors to link and leverage assets and resources to close the manufacturing skills gap, improve the image of manufacturing employment opportunities and assist manufacturing firms in recruitment and retention of talent. Together with NCMI Partners, the Centralina Workforce Development Board continues to build an effective pipeline through which local employers have convenient and quick access to qualified candidates. This year the initiative expanded to Iredell County.

Why: Access to qualified talent presents a strategic advantage to manufacturing firms. Regions can increase productivity and profitability by building a talent supply chain with the needed skills to fuel growth, and then developing and retaining that skilled talent over time.

How: Initiative partners provide the visibility and guidance to develop the North Carolina Manufacturing Institute into an effective, sustainable and cost-effective talent supply chain initiative.

Leadership and Innovation

Centralina Manufacturing Ecosystem Development Strategy

"Supporting Advanced Manufacturing in the region"

What: The Centralina Advanced Manufacturing Ecosystem Strategy Development, will support and extend the Greater Charlotte Region's primary core competitive competency in Advanced Manufacturing, identified in 2012-2017 Comprehensive Economic Development Strategy as a key regional strength.

Why: Comprised of an aggregate mix of industry sector densities, workforce skill sets, and key knowledge-based assets, these resources provide cross-cluster support to five of the region's six primary target industry clusters: Aerospace/Defense, Automotive, Biomedical, Energy, and Logistics.

How: The ecosystem planning of this grant project incorporates the critical support roles of ensuring a workforce talent and training pipeline, research and innovation development, and export and logistics integration and capacity.

Centralina Career Headlight Tool

"Utilizing an innovative web-based tool to match career seekers with high quality, in-demand jobs"

What: The Centralina Career Headlight tool continued to lead the way by providing occupational demand and educational program data specific to the Greater Charlotte region.

Why: The project is a key component of the region's response to the massive shift in the regional economy's composition.

How: The data is updated quarterly, unlike national or state-level data that is compiled annually or less frequently. The data is also presented in an innovative, state-of-the-art, user-friendly, touch-enabled and publicly-accessible internet interface.

Lumina Foundation Community Postsecondary Attainment Grant

"Promoting post-secondary education to fill regional skills gaps"

What: The Centralina Economic Development Commission (CEDC) accomplished program design work for the Lumina Foundation Community Partnership for Attainment grant for the Greater Charlotte Region.

Why: Approximately 75 major metropolitan locations from across the country were invited to participate in this program with the Lumina Foundation's goal to increase the proportion of Americans with postsecondary degrees to 60 percent by the year 2025.

How: CEDC's project, Centralina Partnership for Attainment and Career Pathways, is providing a pilot project and system, PEOPLE/SKILLS/PROSPERITY, focused on existing internal industry workforce attainment and related college alignment for employees and employers of the region.

CCOG is
a national leader
in helping local
communities
reach their highest
potential.

NCWorks Career Centers

"Expanding services to support career-seekers throughout the region"

What: The Centralina Workforce Development Board (WDB) developed a vision and implemented a plan of action for upgrading Career Center facilities and changing the service environment. Representing a "new day for workforce services" this program year saw a new NCWorks Career Center in Cabarrus. The Centralina WDB, which is responsible for the oversight and operation of eight local NCWorks Career Centers in seven counties, collectively served 48,113 career seekers looking for the right talent match for their skills and provided 75,625 services to employers and businesses in the region during this fiscal year.

Why: "The NCWorks Career Centers are where people come to get assistance with their careers and it's where employers come to find people to fill their jobs," said Will Collins, Assistant Secretary of NC Commerce during the Ribbon Cutting Ceremony for the new NCWorks Career Center-Cabarrus.

How: The new customer centered facilities include conference rooms, spaces for workshops and offices available for use by employers and partner agencies. Other NCWorks Career Center openings are slotted for 2016 and 2017.

Premier Training Provider

Allied Health Summit

"Promoting a well-trained and prepared healthcare workforce"

What: Centralina's Workforce Development Board (WDB) collaborated with regional partners to host an Allied Health Summit titled "The Right Training Matters: How Patient-Centered Care and Other Trends are Reshaping the Healthcare Workforce." The event held on November 5, 2015 attracted 100 healthcare professionals, educators, workforce professionals and other organizations.

Why: The Annual Allied Health Summit is recognized as a valuable resource for the development of a well-trained and prepared allied health workforce.

How: The Centralina WDB collaborates with regional partners to host the event. The Allied Health Regional Skills Partnership is now a membership driven and funded organization which ensures the sustainability of the organization for years to come.

Area Agency on Aging Conference

"Enhancing skills and knowledge of aging and healthcare issues"

What: In its 17th year, the Annual Aging Conference, sponsored by Centralina's Area Agency on Aging (AAA), provides education and training in the field of aging, healthcare, long term care, social services, home health and other direct services. This year's conference hosted over 400 attendees and featured 42 exhibitors and sponsors, multiple nationally recognized speakers, and 21 breakout sessions.

Why: The Centralina AAA strives to support and enhance the capacity of service and advocacy systems to promote independence, preserve dignity, and advocate for the rights of older and disabled adults and their families. The conference provides participants with the opportunity to enhance their skills and knowledge of aging and healthcare issues.

How: Centralina's Annual Aging Conference serves as the biggest Aging focused conference in our nine-county region and beyond and brings together professionals and caregivers. The event is paid for through registration fees and sponsorships.

CCOG Conference

"Providing tools, training and resources for strong, resilient communities"

What: CCOG's "Creative Solutions for Thriving Communities" annual conference was held on December 3, 2015, and focused on practical tools, best practices, resources and private-public partnerships designed to meet the needs specific to communities and counties in the Greater Charlotte Region. More than 160 local elected officials, city and county staff, and private sector officials and staff from the Greater Charlotte Region gathered for the conference held at the Gastonia Conference Center.

Why: The conference is designed to provide the tools and resources to support strengthening the communities within our region. "It's a simple equation. Stronger communities will build a stronger region," said CCOG's Executive Director Jim Prosser.

How: Conference speakers, James H. Johnson, Jr., Ph.D., Director of Urban Investment Strategies Center at the University of North Carolina, and Chris Zimmerman, Executive Vice President for Economic Development with Smart Growth America, encouraged local communities to focus on economic and social resilience in order to control the cost of government, grow jobs and the economy, and improve quality of life.

CCOG provides practical strategies and programs producing positive results for communities.

Healthy Communities Training

"Sharing tools and best practices to support healthy communities"

What: A joint effort of CCOG's Planning and Aging departments, the Centralina Health Solutions Center has provided training and technical assistance to local governments. Services have included evidence-based training programs to increase physical activity opportunities, increase access to healthy foods, and strengthen independent living and self-management.

Why: A joint effort of Centralina's planning and aging departments, this initiative works to build local capacity for creating healthy, life-long communities.

How: Training was provided on how to incorporate health into plans and policies, how to create rural play spaces, increasing access to healthy foods and the importance of engagement. Walk and park access audit training was also provided to local government staff.

Regional Collaboration and Training

"Building and utilizing a regional network of public officials to help communities address issues and share best practices"

What: The Regional Conference of Mayors, city and county managers and regional planners met regularly this year to receive updates on legislative activities that impacted their community and to discuss shared challenges and experiences in an open forum.

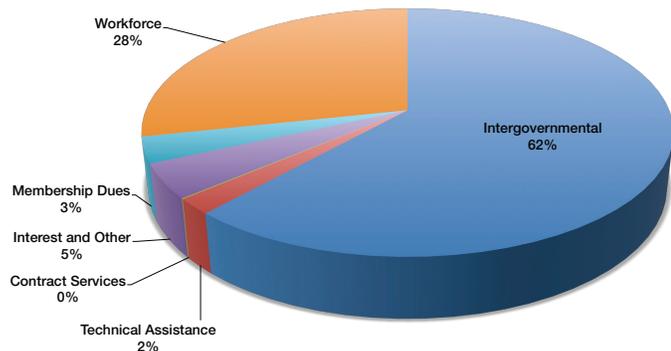
Why: Building networks is important to helping our communities address issues and learn from others.

How: Through these collaborative efforts, mayors and managers became more active in building relationships with legislators through direct communication and through visits to Raleigh. Planner training offered throughout the year provided value to planners and provided required continuing education credits.

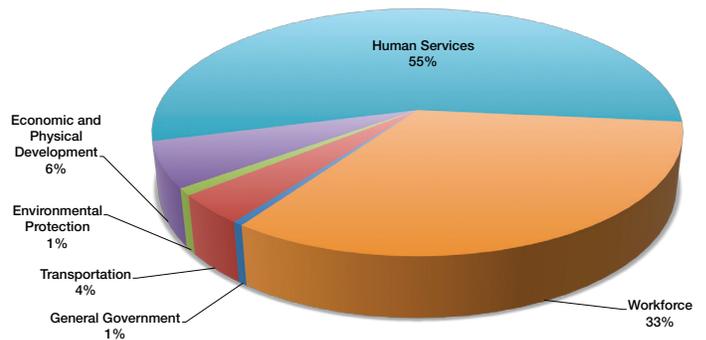
Financial Report for Fiscal Year Ended June 30, 2016

Centralina Council of Governments' revenues from all sources were \$22,168,982 during the fiscal year ended June 30, 2016. The accompanying charts show the primary revenues by source and expenditure by program. For the fiscal year ending June 30, 2016, Centralina Council of Governments revenues exceeded expenditures; thereby, adding funds to fund balance in the Fund Financial Statements, Exhibit E, Statement of Revenues, Expenditures and Changes in Fund Balance for the General Fund.

Sources of Revenue



Expenditures by Program



Centralina Council of Governments

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