

Board of Delegates Agenda

Wednesday, May 13, 2020
Zoom Meeting/Conference Call
By computer: <https://zoom.us/j/91783197331>
By phone: Dial 1-929-436-2866 and enter
meeting ID: 917-8319-7331

Chairman Bobby Compton will convene a virtual meeting of the Centralina COG Board of Delegates on Wednesday, May 13, 2020 at 5:00 p.m.

Time	Item	Presenter
5:00 p.m.	Invocation	Bobby Compton
	Call to Order	
	Amendments to the Agenda (if any)	
Regular Business Items:		
5:05 p.m. Item 1 5 minutes Pages 4 – 5	FY2021 Workplan Preview The Executive Director will provide an update on the FY21 workplan and budget development process. Action/Recommendation: <i>Receive as information.</i>	Geraldine Gardner
5:10 p.m. Item 2 5 minutes Pages 7 – 11	Region of Excellence Awards Forecast Staff will present an overview of the 2020 Region of Excellence Awards, including award categories, selection criteria, and examples of past recipients. Action/Recommendation: <i>Receive as information.</i>	Kelly Weston
5:15 p.m. Item 3 15 minutes Pages 13 – 32	CCOG Rebranding and Website Update The Executive Director and the Marketing & Communications Manager will provide an update on the rebranding and website development project, including a preview of the new Centralina logo and the organization’s name change to “Centralina Regional Council.” The new brand and website will be released publicly at the August 12, 2020 Board of Delegates meeting. Action/Recommendation: <i>Motion to approve Option 3 to proceed with a process to change the organization’s name to the Centralina Regional Council, which includes authorizing the Executive Director to work with CCOG legal counsel to file a “doing business as” designation to utilize “Centralina Regional Council” as the organization’s name for internal and external purposes.</i>	Geraldine Gardner and Emily Hickok
5:30 p.m. Item 4 20 minutes Pages 34 – 43	Regional Update on COVID-19 The Executive Director, CCOG department directors, and federal relations consultant Leslie Mozingo will provide an update on COVID-19 novel coronavirus regional coordination, response, and engagement. Action/Recommendation: <i>Receive as information.</i>	Geraldine Gardner, Department Directors, and Leslie Mozingo
5:50 p.m. Item 5 5 minutes Page 45	COVID-19 Good News Staff will highlight ways member communities are supporting residents and businesses during these challenging times. Action/Recommendation: <i>Receive as information.</i>	Kelly Weston
5:55 p.m. 5 minutes	Comments from the Board of Delegates	Board Members

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6:00 p.m. 5 minutes	Comments from the Chairman	Bobby Compton
6:05 p.m. 5 minutes	Comments from the Executive Director	Geraldine Gardner
6:10 p.m.	Adjournment	Bobby Compton



Centralina Council of Governments

Item 1

Board Agenda Item Cover Sheet

Board Meeting Date:	May 13, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	5 minutes			
Presenter at Meeting:	Geraldine Gardner and Staff	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
Executive Director will provide an update on the FY21 workplan and budget development process.						
Background & Basis of Recommendations:						
The purpose of this briefing is to share information with the Board of Delegates about the process that Centralina staff is undertaking to develop the FY21 workplan and budget using virtual input from Delegates, regional managers, and other stakeholders.						
Delegates are encouraged to complete the online survey before the May 13 meeting: https://tinyurl.com/ycxpr8y						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	It is urgent to receive timely feedback from the Board on the FY21 workplan survey in order to inform the process and meet our deadline of submitting the workplan for Executive Board approval in June.					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	FY20-21 Workplan & Budget Development Process Overview					

FY20-21 Workplan & Budget Development Process

Process Overview

<i>April</i>	Workplan Development Guidance Sent to Departments Stakeholder Engagement & Member Survey
<i>May</i>	Department Workplans Finalized & Merged into Organizational Workplan
<i>June</i>	Final Workplan Approved by Executive Board FY21 Budget Updated Based on Approved Workplan
<i>July</i>	Start of Fiscal Year – Implementation

Influencing Factors

<i>Strategic Goals</i>	Centralina's Seven Strategic Goals for FY20-23 that set out our long-range framework for action
<i>Member Needs</i>	Local governments' needs and expectations for the coming year as defined by the membership survey and one on one engagement
<i>Emerging Conditions</i>	Unique challenges posed by COVID-19 response and recovery
<i>Department Innovations</i>	Individual departments' response to the above factors with innovative programing ideas





Centralina Council of Governments

Item 2



Board Agenda Item Cover Sheet

Board Meeting Date:	May 13, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time:	5 minutes			
Presenter at Meeting:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
<p>Staff will present an overview of the Region of Excellence Awards, including award categories, selection criteria, and examples of past award recipients.</p>						
Background & Basis of Recommendations:						
<p>The Region of Excellence Awards celebrate the work of CCOG's member governments. These awards honor the outstanding achievements that work collectively to achieve regional goals. Local elected officials, managers, and other staff are encouraged to submit applications nominating projects and individuals that have contributed to significant and positive advancements in their community.</p> <p>CCOG also presents an Excellence Award for Clean Cities, recognizing organizations that demonstrate the environmental and economic benefits of reducing fossil fuel consumption.</p> <p>An impartial panel of judges will review each nomination submission and select the award recipients. CCOG will announce the recipients during the August 12, 2020 Board of Delegates meeting.</p>						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	The application deadline is June 1, 2020. Application materials are available for downloading at www.centralina.org/regionofexcellence/ .					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	Region of Excellence Award Criteria and Application Form					



REGION OF EXCELLENCE AWARDS

Award Eligibility & Criteria

The Centralina Region of Excellence Awards is our opportunity to recognize and celebrate how local governments and partners expand opportunity and improve quality of life across our region. The 2020 Awards focus on projects, programs or plans initiated or completed during calendar year 2019. Additional information on eligibility, evaluation criteria and the decision timeline are outlined below. All nominations will be featured throughout 2020 on our website as examples of innovative practice.

2020 AWARD CATEGORIES

CROSS-COMMUNITY COLLABORATION

Strong partnerships and cooperation between local governments not only make our communities stronger but also demonstrate Centralina's mission of regional collaboration.

The recipient of this award actively engaged in counties and/or municipalities outside of their boundaries to develop or implement an innovative project, program, or plan. The recipient demonstrated the value of cross-community collaboration to achieving better outcomes. The recipient convened a range of stakeholders to accomplish more together than any single entity could achieve on its own.

LOCAL GOVERNMENT INNOVATION

Local governments are being asked to do more with less at a time when the role of government is under increasing scrutiny. Acting strategically, governments must make optimum use of resources while being innovative and bringing value to our communities.

The recipient of this award strategically developed or implemented a project, program, or plan that delivers measurable value and impact at the local government level. The awarded project, program, or plan exemplifies strategic thinking, utilizes best practices or advances innovation in the field. It is efficient with government resources, drawing on creative partnerships or funding solutions.

IMPROVING QUALITY OF LIFE

The communities across the region aspire to a high-quality of life that enables people of all generations to have the amenities, services, and opportunities they need to thrive.

The recipient of this award developed or implemented a project, program, or plan that enhances the quality of life in their community. Elements of quality of life include housing, transportation, recreation, health, economic opportunity, and environmental quality. The recipient of this award demonstrated an impact on one or more of these quality of life elements. Nominations that enhance social equity; encourage community participation; develop solutions that build on the community's strengths and improve upon its weaknesses; or use cooperative volunteerism to maintain or expand services are encouraged.



REGION OF EXCELLENCE AWARDS

Award Eligibility & Criteria

CLEAN CITIES | CENTRALINA CLEAN FUELS COALITION

The mission of the National Clean Cities Program (locally represented by the Centralina Clean Fuels Coalition) is to reduce petroleum dependence, improve air quality, and expand alternative fuel use and technology. The program promotes, accelerates, and expands the use of alternative fuels in the transportation sector.

*The recipient of this award is a stakeholder organization that best demonstrates leadership and excellence in clean transportation and alternative fuel activities. The awardee has recognized the environmental, economic, and national security benefits of reducing consumption of fossil fuels and has implemented programs and initiatives to lower their use of traditional transportation fuels. These activities include but are not limited to: purchasing alternative fuel and/or fuel-efficient vehicles, using alternative fuels in their fleet, implementing idle reduction policies, improving fleet fuel economy, partnering with fuel providers to expand alternative fuel availability, or generally supporting and participating in current Centralina Clean Fuels Coalition/Clean Cities programs and priorities. *Please note that the Clean Cities Award has its own evaluation process and judges.*

AGING IN ACTION

Every day, 10,000 people turn 60 years old across the Centralina region. The Centralina Area Agency on Aging serves as an advocate, leader, and partner in ensuring adults can age with choice, dignity, and independence.

The recipient of this award serves as a leader in impacting communities so adults can age with choice, dignity and independence. The awardee has implemented a program, initiative or service that demonstrates a commitment and contribution to older and/or disabled adult issues, engagement, participation and/or volunteerism of older adults, and advocacy for and behalf of older and disabled adults and their families.

JAMES D. PROSSER EXCELLENCE IN GOVERNMENT LEADERSHIP AWARD

Great leaders can be found at all levels of an organization. Their leadership inspires trust, builds confidence and motivates others to invest time in achieving remarkable results for the region's communities.

The recipient of this award exemplifies and promotes excellence in government, outstanding leadership and high ethical standards. The award recognizes the cumulative achievements of a local government professional who has served as a role model for others and has consistently exhibited high professional and personal standards throughout his or her public career.



REGION OF EXCELLENCE AWARDS

Award Eligibility & Criteria

ELIGIBILITY & WHO SHOULD APPLY

- Centralina invites all municipal (e.g. village, town, city) and county governments, quasi-governmental entities (e.g. Metropolitan Planning Organizations) and non-governmental organizations in the Centralina region to submit nominations.
- Nominees for the James D. Prosser Excellence in Government Leadership Award must be a local government staff person working within the Centralina region.
- Nominations for all other award categories can be projects, programs, or plans within the Centralina region, either initiated or completed during calendar year 2019.
- Nominating entities may make multiple submittals; however, each submittal must be on a separate award nomination form.

EVALUATION CRITERIA

- Innovation and creativity: *exemplifies a new or innovative practice in the field.*
- Alignment with Centralina Regional Priorities*: *contributes to the implementation of regional priorities.*
- Clarity of Purpose: *addresses a specific issue or concern that is widely known or identified in strategic plans.*
- Impact: *has a measurable impact and sustainable benefit.*
- Stakeholder Engagement: *utilizes stakeholder engagement throughout.*

Additional evaluation criteria for the Aging in Action award includes:

- *Commitment and contribution to older and/or disabled adult issues;*
- *Person-centered focus;*
- *Engagement, participation, and/or volunteerism of older adults; and*
- *Advocacy for and on behalf of older and disable adults and their families.*

2020 AWARDS SCHEDULE

Application Deadline:
Monday, June 1, 2020

Award Recipients Notified:
Wednesday, July 1, 2020

Award Ceremony:
Wednesday, August 12, 2020

Download the nomination form at:
www.centralina.org/regionofexcellence

**For information about the Centralina
Region of Excellence Awards or
Nomination Questions**

Contact: Kelly Weston at 704-348-2728
or kweston@centralina.org

*<https://centralina.org/regional-priorities/>



REGION OF EXCELLENCE AWARDS

Award Nomination Form

CHECK THE APPROPRIATE AWARD CATEGORY:

<input type="checkbox"/> Cross-Community Collaboration	<input type="checkbox"/> Clean Cities Centralina Clean Fuels Coalition
<input type="checkbox"/> Local Government Innovation	<input type="checkbox"/> Aging in Action
<input type="checkbox"/> Improving Quality of Life	<input type="checkbox"/> James D. Prosser Excellence in Government Leadership Award

Name of Nominating Entity: _____

Department/Agency: _____

Partner Organizations (if any): _____

Name of Nominated project, program, plan, or individual: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Zip: _____ Telephone: _____

E-mail Address: _____ Website: _____

All entries must include four (4) copies of each of the following:

- ☐ Application Form
- ☐ Introduction: briefly highlight the project in 500 words or less; descriptions will be used for future online profiles on Centralina website.
- ☐ Summary Description of the Nomination ***(maximum of 3 typed pages)***
 - Provide a more detailed description on the project/program/plan's development, time period of preparation, key participants, budget/expenditures and current implementation status.
 - Respond to each of the evaluation criteria to demonstrate how the project, program, plan, or individual is deserving of the award as described in the brochure description.
- ☐ Supporting Materials (e.g., newspaper articles, pictures, brochures, videos, etc.)

ELECTRONICALLY SEND YOUR SUBMITTALS TO: administrator@centralina.org

Certain supporting materials (CDs, DVDs, etc.) can be mailed to:

CCOG, Attn: Kelly Weston, 9815 David Taylor Drive, Suite 100, Charlotte, NC 28262.

For more information, visit www.centralina.org/regionofexcellence

All applications must be submitted in full by 5:00 pm on Monday, June 1, 2020.



Centralina Council of Governments

Item 3



Board Agenda Item Cover Sheet

Board Meeting Date:	May 13, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	15 minutes			
Presenter at Meeting:	Geraldine Gardner Emily Hickok	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Alternate Contact:	Emily Hickok	Phone Number:	704-348-2702			
		Email:	ehickok@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
<p>The Executive Director and the Marketing & Communications Manager will provide an update on the rebranding and website development project, including a preview of the new Centralina logo and the organization's name change to "Centralina Regional Council." The new brand and website will be released publicly at the August 12, 2020 Board of Delegates meeting.</p>						
Background & Basis of Recommendations:						
<p>The CCOG rebranding project and overhaul of the current website was one of the key recommendations of the Spring 2019 strategic review that identified our need to improve external communications. In November 2019, the Executive Board approved the contract with Moonlight Creative, a local marketing and website development agency to partner with CCOG staff on the project. Since then, the project team has been working intently on both parts of the project with robust stakeholder engagement. At the January Executive Board meeting, the Moonlight Creative team presented two logo options for the Board's feedback and ultimately the Board voted to delegate the final decision on the logo to the Executive Director. After additional edits and staff feedback, the final logo and associated brand standards were finalized. The final logo was revealed to the Executive Board at the March meeting and will be shared with the Board of Delegates at this meeting.</p> <p>A critical aspect of the rebranding process is the name change to Centralina Regional Council. The name change strongly emphasizes the regional focus of the organization's mission, removes the reference to government and to a "cog" (i.e. cog in a wheel), which is not in keeping with our values of innovation, collaboration, connection and service. At the March Executive Board meeting, the Executive Director presented the three options for pursuing the name change based on advice from legal counsel. After a discussion, the Executive Board approved the name change next steps, including filing for a "Doing Business As" to guide the short-term transition to the new name and meeting project launch milestones. A full name change would be put to the Board of Delegates at a future meeting for final approval.</p>						
Requested Action / Recommendation:						
<p><i>Motion to approve Option 3 to proceed with a process to change in the organization's name to the Centralina Regional Council, which includes authorizing the Executive Director to work with CCOG legal counsel to file a "doing business as" designation to utilize "Centralina Regional Council" as the organization's name for internal and external purposes.</i></p>						
Time Sensitivity: <i>(none or explain)</i>	Project team is on track for the August 12 th launch of the website and new brand (Logo, tagline and website).					



Budget Impact: <i>(none or explain)</i>	Cost for branding and website project have already been budgeted in FY20.
Attachments: <i>(none or list)</i>	Branding Update Presentation Slides

CENTRALINA

Rebrand

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THE WHY

- ▶ Brand is over 10 years old
- ▶ Alignment opportunities
- ▶ Telling a cohesive story

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THE GOAL

To create brand unity by aligning the structure, visuals and voice.

WHO WE ARE

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MISSION

A description of what our brand does, who it serves and how. Our mission lets audiences know why our organization exists. You can share this externally on websites or other marketing materials, where appropriate.

Centralina Regional Council leads regional collaboration and sparks local action to expand opportunity and improve quality of life. We do this through creative problem solving, innovative service delivery and support to our local governments.

BOILERPLATE

Our elevator pitch, or a brief paragraph that gives a high-level explanation of our organization. You can use the boilerplate in external communications and at the bottom of press releases, blog posts, reports, e-newsletters or any instance where a high-level summary is needed. Depending on space, you can use either the condensed or longer version.

SHORTENED VERSION

Centralina Regional Council is a public organization working to strengthen region collaboration and improve quality of life, which we accomplish in three distinct ways. We identify regional opportunities and spark action by facilitating area-wide planning, collaboration and problem-solving. We support local governments by giving them the technical support, training and expertise they need to serve their communities. Finally, we provide direct health, aging and workforce services to individuals.

LONGER VERSION

Centralina Regional Council is a public organization that was established to serve the needs of the greater Charlotte region, including Anson, Cabarrus, Gaston, Lincoln, Iredell, Mecklenburg, Rowan, Stanly and Union counties. Our mission is to strengthen regional collaboration and improve quality of life, which we accomplish in three distinct ways. We identify regional opportunities and spark action by facilitating area-wide planning, collaboration and problem-solving. We support local governments by giving them the technical support, training and expertise they need to serve their communities. Finally, we provide direct health, aging and workforce services to individuals. Through these three levels of engagement and impact, we seek to unite our region by a common vision for a thriving and prosperous place to live, work and play.

CORE VALUES

We are wholeheartedly dedicated to serving our communities and making a meaningful difference in our region.

To do this we **LEAD** in the way we **ACT** with each other and our constituents.

Listen and speak with care

- We keep all communication professional, respectful, clear and consistent.
- We use affirming language and communicate what the possibilities are or can be.
- We are mindful of the impact that our words have on others.
- We actively listen before being heard.
- We think about the “why” when speaking and do so in a productive way.
- We accept that issues will arise and commit to communicating insight, feedback and solutions.

Embrace boldness and flexibility

- We are innovative and not afraid to take risks, even when it causes us to do things differently.
- We are open to feedback on how we can adapt and improve.
- We are forward-thinking leaders who can work with uncertainty.
- We build non-traditional partnerships and alliances that bring value to our work and the region.
- We look to the future and anticipate what's next.

Accelerate collaboration

- We know that we are better together and work to create opportunities for teamwork within and across departments.
- We work to build new external partnerships and help existing partnerships flourish.
- We ask for input and invite others to the table to broaden our viewpoints.
- We value continuous feedback and strategies to improve our teamwork and how we collaborate.

Deliver expertise with sincerity

- We practice being humble.
- We are committed to self-improvement and growing our knowledge base.
- We believe that there is always something new to learn and are open to new ideas from others.
- We adapt how we present our expertise so that it is accessible to all.

A.C.T.

Act with integrity and empathy

- We are honest and transparent public servants.
- We are professional and respectful in all interactions.
- We actively engage to understand others' unique perspectives, needs and experiences.
- We are mindful of the impact that our actions and decisions have on others.

Commit to our communities

- We are non-partisan, unbiased and dedicated to serving all.
- We are clear, positive and timely in our communication.
- We are proactive in engaging our communities.
- We invest in learning about our communities and building relationships with local leaders.

Take care of ourselves and each other

- We acknowledge and appreciate that we are all unique individuals.
- We practice and support a healthy work-life balance.
- We take action to improve our physical and mental health.
- We work to create a positive and productive work environment.
- We are aware of when our teammates are in need and offer support.
- We take time to praise each other and practice gratitude.

BRAND ARCHITECTURE

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CURRENT LOGO ARCHITECTURE



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NAME

PROPOSED CHANGE

- ▶ Reinforces regional focus and mission
- ▶ Avoids any negative stereotyping with the word “government” and “cog”
- ▶ Appeals to all audiences not just to government personnel



Centralina Regional Council

PARENT LOGO

The parent logo speaks to how Centralina brings people and communities together and works across county lines to create a holistic approach to moving the region forward. The overlapping colors in a weaving pattern emphasize our collaborative nature and community-centered mindset.

The weaving effect also is a nod to our region's roots in textile manufacturing while pointing to Centralina as the fiber that connects the region together. We also provide a vast network of experts, which all come together to create Centralina, represented in the unique "C" mark.

The diamond shape, cut out of the center, points in all four directions, showing that Centralina is outward focused, always looking for opportunities of growth and innovation in the Region.

A. PRIMARY



B. SECONDARY



C. ICON



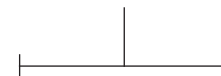
PRIMARY

VERTICAL LOGO:
minimum size
.75" x .5"



SECONDARY

HORIZONTAL LOGO:
minimum size
1.1" x .3"



ICON

"C" ICON:
minimum size
.25"



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DEPARTMENT LOGOS

Our four departments each have a primary logo along with unique icon that can be used as a standalone design element.

Department logos incorporate color elements and a circular shape from the parent logo to create strong brand unity.

A. PRIMARY



PRIMARY

HORIZONTAL LOGO:
minimum size
height: .25"

ICON

"C" ICON:
minimum size
.25"



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TAGLINE

Our communities. Our region. Our future.

A short, memorable description to identify our brand. You can share this externally on your website, blog posts, business cards, signs and banners, letters, emails, invoices and promotional items.

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WEBSITE

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Streamlined Design

The new website will feature rotating images of our region, followed by our seven focus areas (represented here by eye-catching icons) and links to our services and regional priorities.

Our Communities. Our Region. Our Future.

Since 1968, Centralina Regional Council has served the greater Charlotte area by providing services to individuals, supporting local governments and leading regional collaboration. We strive to make a difference in seven fundamental areas.

[See Our Impact](#)



AGING &
HEALTH



COMMUNITY
ECONOMIC
DEVELOPMENT



LOCAL
GOVERNMENT
SUPPORT



NATURAL
RESOURCES &
RESILIENCE



PLANNING &
PLACEMAKING



TRANSPORTATION
& MOBILITY



WORKFORCE
& TALENT

We believe that our region thrives when we work together, unified by a common vision for expanding opportunity and improving quality of life. Centralina serves as a platform where leaders across the region make connections, share information and build solutions to advance our *region's priorities*.

OUR SERVICES

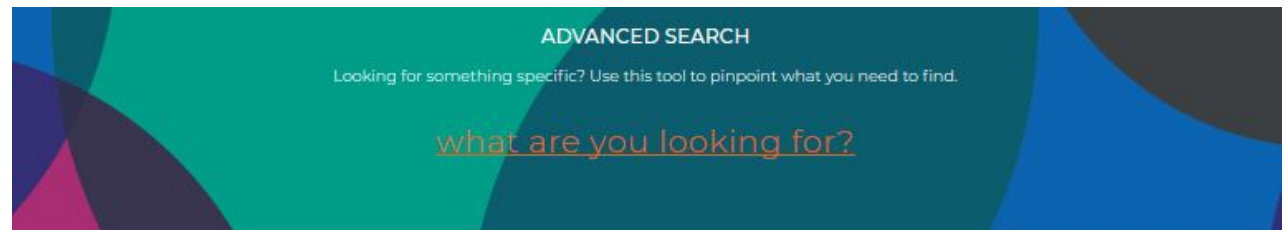
A critical part of advancing our region is supporting the local governments and individuals within it. Through our services, we equip local governments with the resources, expertise and professional development to meet immediate needs and solve future challenges.

[WHAT WE OFFER →](#)

Ease of Search

There will be multiple ways to locate information. An advanced search feature will allow visitors to quickly and easily find what they're looking for. The navigation menu will allow for search by topic area or by department.

The site will also feature two resource sections - "Insights" and a new "Member Portal."



UPCOMING EVENTS

[VIEW ALL](#)

AUGUST 18, 2020

NEXTGEN Youth Council Meeting

[READ MORE →](#)

SEPTEMBER 9, 2020

Centralina Executive Board Meeting

[READ MORE →](#)

SEPTEMBER 25, 2020

Union County Transportation Fair

[READ MORE →](#)

NEWSLETTER

Your Name *

Your Email *

SIGN UP

LATEST INSIGHTS

[How to Make the Most of a Weekend](#) November 4, 2019

[Exhibition of the Picturesque City Views](#) November 4, 2019

[14 Best Things to Do in Our City](#) November 4, 2019

CONTACT US

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Charlotte, NC 28262

[704-372-2416](tel:704-372-2416)

Our Hours:
Monday – Friday: 8:00 a.m. – 5:00 p.m.

FIND US





Centralina Council of Governments

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	May 13, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	20 minutes			
Presenter at Meeting:	Geraldine Gardner and Staff	Phone Number:	704-348-2703			
		Email:	Ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
The Executive Director, CCOG department directors, and federal relations consultant Leslie Mazingo will provide an update on COVID-19 novel coronavirus regional coordination, response, and engagement.						
Background & Basis of Recommendations:						
<p>The purpose of this briefing is to share information with the Board of Delegates about important regional coordination efforts that Centralina is engaged in and share updates on specific services impacted by the COVID-19 novel coronavirus.</p> <p>Please refer to the attachment to this agenda item for in-depth briefing materials. The presentation at the Board of Delegates virtual meeting will focus on items of interest as identified in the agenda survey sent to the Board the week of April 20th.</p>						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	None					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	Coronavirus Recovery and Response Regional Update					



To: CCOG Board of Delegates
From: Geraldine Gardner, Executive Director
Date: April 29, 2020
RE: Centralina Update: Coronavirus Regional Response & Recovery Overview

For the past two months, the Centralina team has been mobilizing to respond internally and externally to the COVID-19 novel coronavirus crisis. We are now in our seventh week of teleworking and there has been no disruption in service to our member governments or to the region.

We are working to deliver innovative solutions that meet needs of individuals, local governments and the region as we navigate this crisis and adjust to our new normal. The depth of Centralina's response is impressive and I am proud to share with the Board this briefing memo with details of our work across three levels of impact:

- Supporting older adults & workers during the crisis
- Assisting local governments in recovery and response
- Leading regional collaboration and advocacy

In advance of the May 13th Board of Delegates virtual meeting I ask that you review this memo. Due to time limitations during the meeting we are unable to cover in-detail all our activities. We will focus our comments during the meeting on key updates and critical issues identified in the results of the survey sent to Delegates the week of April 20th.

If I could summarize our value-add, I would highlight four key points:

- ***Amplifying information and customizing resources*** to meet the unique needs of our local governments in crisis response; fostering dialogue across communities to share perspectives.
- ***Proactively communicating*** with members, businesses and clients who we serve to inform our work.
- ***Championing our region's needs and advocating with state and federal partners.*** Most notably by our Centralina Area Agency on Aging and their work with county providers and policy makers to secure resources to serve older adults and the flexibility to adapt programs to meet ever changing needs.
- ***Developing creative solutions and pilot projects***, including working with Mecklenburg County through our ongoing Community Development Block Grant administration to stand up a microbusiness stabilization loan program. We were one of the first jurisdictions in the county to quickly pivot and reprogram these funds for business stabilization.

You will note staff contact information throughout the memo and I invite you to reach out to our team for more information, requests for service or other details. We look forward to sharing more with you at the upcoming Board of Delegates meeting. Thank you for your commitment to your communities and our region.

Leading Regional Collaboration & Advocacy

COVID-19/Coronavirus Federal Relief Efforts Overview

Summary of Federal Action to Date

- **Emergency Supplemental Phase 1**, the “Coronavirus Preparedness and Response Supplemental Appropriations Act (P.L. 116-123; March 6) provided \$8.3 billion, most of which was directed to the Office of the Secretary of HHS for CDC, state and local health departments, and is available until 2024. Another \$50 billion in FEMA money was released by the national emergency declaration. (NOTE: This is different than the public health emergency declared by the Trump Administration in January, making it easier for states to redirect staff to the virus response.)
- **Phase 2, the “Families First Coronavirus Response Act”** (P.L. 116-127, March 18). Estimated cost of \$192 billion, this legislation focused primarily on mandatory leave and unemployment insurance expansion. It also included important supplemental nutrition funding for older adults.
- **Phase 3, the “Coronavirus Aid, Relief, and Economic Security Act” (CARES Act)** (P.L. 116-136, March 27). At \$2.2 trillion, the largest disaster relief package in American history, had a total price tag of \$6.2 trillion when combined with the Federal Reserve measures it provided. It built on some of the same benefits passed in previous packages, such as the health care funding for hospitals and health care workers, nutrition programs for children and seniors, and expanded unemployment benefits. It also provides hundreds of billions of dollars in new loans and grants to major industries and small businesses, direct cash payments to taxpayers, and the Coronavirus Relief Fund providing direct assistance to states and local governments, with priority to those over 500,000 in population.
- **Phase 3.5 is the \$484 billion interim relief bill known as the “Paycheck Protection Program Increase Act”** (Public Law 116-139; March 24) includes a boost for the federal small business relief program, hospitals and testing.

Key Issues for Phase 4 & Centralina Advocacy Efforts

- *Local Government Funding*: the \$150 billion state and local government relief funding in the CARES Act is not nearly enough to support local governments in this crisis and in the recovery phase. In particular the early focus on local units of government over 500,000 in populations left smaller communities behind.
- *Phase 4 Planning*: Lawmakers are already talking about the next phase (Phase 4) of coronavirus rescue legislation, but no further action is expected until at least next month. Congress will return to session May 4, but the House plans to continue operating remotely. Debate over Phase 4 has centered on whether states and localities should receive funding. Senate Minority Leader Chuck Schumer and House Speaker Nancy Pelosi had in their list of demands for Phase 3.5 state and local relief. President Trump tweeted about it the same day the measure passed the Senate. Senator Majority Leader Mitch McConnell has publicly stated he is not so sure. They will begin negotiating on Phase 4 immediately, so



it is imperative that we keep the pressure on.

- *Key Issues for Phase 4:*
 - Direct funding to local governments that do not meet the 500,000-threshold set for Coronavirus Relief Fund in CARES Act (Phase 3).
 - Allow funding to local governments to cover revenue replacement lost due to COVID-19.
 - Allow local governments to qualify for the payroll tax credits related to the mandated leave policies set by the federal government in Families First Act (Phase 2).
- CCOG is communicating on these and other COVID-19 relief and recovery issues to the Congressional delegation. In particular, we are in direct contact with Senator Tillis and Senator Burr's staff regarding Families First Act funding for older adults, flexibility in use of funds and the timely receipt of new funding at the local level via the Centralina Area Agency on Aging and other AAAs around the state.

Next Steps

- Centralina will continue direct outreach to Congressional offices on Phase 1-3.5 implementation and Phase 4 advocacy. We welcome any support by member governments or delegates in amplifying our message.
- We are partnering with other organizations, such as the NC Association of Regional Councils of Government, on state advocacy with the General Assembly and Governor's office. We are also joining national organizations, such as the National Association of Regional Councils (NARC), National League of Cities (NLC), National Association of Development Organizations (NADO), and National Association of Area Agencies on Aging (N4A).
- As new information on Phase 4 is released, we will continue to summarize key elements of the legislation and disseminate to member governments.
- We are also pushing out information to member governments regarding funding opportunities authorized in federal relief phases.

Point of Contact

- Leslie Mazingo, Strategics Consulting, leslie@strategics.consulting, 202-255-5760



Assisting Local Governments in Recovery and Response

Centralina's **Regional Planning, Community Economic Development** and **Government Affairs/Member Engagement** teams have been working hard to assist local governments weather this crisis and prepare for recovery.

Innovations

- *Personal Outreach*: our team is reaching out to all members, both managers and Delegates, to check-in and understand how we can help during this crisis.
- *Resource Library*: we have established an online Resource Library for our members with over 110 documents, sample policies and good practice examples on a variety of response and recovery topics.
- *Regional Manager Calls*: Weekly Zoom meeting with guest speakers to provide information on timely topics and encourage peer learning. Recordings of the sessions are posted in the resource library.
 - Derick Thurman, a labor and employment attorney at Shumaker, LLP, provided a briefing on the Families First Act (April 6)
 - Sharon Edmundson from the State Treasurers Office covered revenue implications and strategies to approach FY21 budgeting (April 14)
 - Kevin Monroe from the Governor's Office of Intergovernmental Affairs discussed reopening, regional coordination and engagement with the General Assembly (April 21)
 - Janet LaBar from the Charlotte Regional Business Alliance gave an overview of the economic impacts and top concerns from regional businesses. (April 28)
- *Resource and reference documents developed for our local governments*:
 - Essential employee designation letter template
 - Sample Families First Act policies for Emergency Sick Leave and Emergency Family Medical Leave
 - "How-To" guide for local governments to use for virtual planning board and board of adjustment meetings
 - FEMA Public Assistance Funding quick reference factsheet
 - Local government reopening checklist and resource guide (forthcoming May 4)
 - 100 tips for public engagement (forthcoming)
- *New Funding*: Economic Development Administration (EDA) awarded funds to support a coordinator for disaster recovery. The intent of the award and position is focused on 2018-2019 hurricane recovery, but EDA is allowing grantees some flexibility to use resources to respond to our current crisis.
- *Support for Small Business*: The Centralina Community & Economic Development team is partnering with Mecklenburg County on the administration of their \$1million Microbusiness Stabilization Fund to support businesses with no more than five employees with a physical location within the Towns of Cornelius, Davidson, Huntersville, Matthews or Pineville or be located in an ETJ/unincorporated areas of Mecklenburg County.



Business Continuity

- GAME Department continues to work with local governments, including Lowell and Troutman, on requested services and support for hiring and strategic planning.
- Our Planning staff is also assisting local governments in keeping their planning offices operational during this time through plan and plat review, rezonings and planning policy amendments.
- Work on the CONNECT Beyond regional mobility initiative continues and is leveraging virtual meetings. Advisory Board will convene virtually in the coming weeks.
- Community Economic Development Department operations continue, including service contracts with localities for code enforcement, inspections, drug and alcohol testing and CDBG administration.

Staff Points of Contact

- Geraldine Gardner, Executive Director, ggardner@centralina.org, 704-351-7130
- Kelly Weston, Government Affairs & Member Engagement Coordinator/Clerk to the Board, kweston@centralina.org, 704-348-2728
- Michelle Nance, Director, Regional Planning, mnance@centralina.org, 704-654-2806
- Mike Manis, Director, Community Economic Development, mmanis@centralina.org, 704-348-2720



Supporting Older Adults through the Crisis

At the direction of the **Administration on Community Living (ACL)**, and in concert with the **N.C. Division of Aging and Adult Services (NCDAAS)** and the **N.C. Association of Area Agencies on Aging (NC4A)**, **Centralina Area Agency on Aging (CAAA)** has had increased regional responsibility as a result of the COVID-19 crisis beginning in January of 2020.

Innovations

- **Created Nutrition Provider Survey for the State's Division of Aging and Adult Services** to assess the capacity to make changes in business operations.
- **Created a new budget form** to allow providers to adjust service dollar rates for use in Relief Grant funding.
- **Trained other Area Agencies on Aging** in the development of a process to deliver the Chronic Disease Self-Management at Home Tool Kit through Stanford University to continue health promotions for at home/at risk older adults. This will be in partnership locally with the Senior Community Employment Program participants and Senior Center participants.

Business Continuity

- **Oversite of closures and operational changes** for key programs at the county level funded through the **Older American's Act (OAA)** and/or the **Home and Community Block Grant (HCCBG)**: Congregate Nutrition, Home Delivered Meals, Senior Community Employment Service Program (SCSEP), Family Caregiver Support, Health Promotion and Disease Prevention, Long Term Care Ombudsman (LTCO), Adult Day Care/Adult Day Health, Transportation, Housing Home Improvement, Legal Assistance, In Home Aide.
- **Designing and distributing adjustments to the County Based HCCBG Grant funding process** for closing FY202 and planning for FY20.
 - Assisting them to create a "virtual" meeting process to fulfill the HCCBG requirement for planning and submitting budgets and amendments for current fiscal year
- **Receipt, distribution, and oversight of Federal Crisis Relief Funds:**
 - Families First (nutrition only)
 - CARES (all Older American's Act programs) and Family Caregiver Support
- **Educate providers** on the changes, if any, in existing standards as communicated formally and informally by the NCDAAS for: Nutrition (all types), Transportation, Health Promotion and Disease Prevention and In-Home Aide.

Funded Partner & Local Government Collaboration

One of the primary roles of the CAAA is to serve in a technical assistance role for agencies who are in contract to receive payments under the OAA/HCCBG and other grant sources. This is typically a demanding function requiring knowledge of current program rules, standards, and DAAS interpretative guidelines and monitoring criteria. In the crisis we have adjusted our normally comprehensive operations to include the following:

- **Daily update** to the NCDAAS on county based programmatic changes as reported to the CAAA staff



- **Daily survey** of Nutrition providers on the types of meals being delivered
- **Daily contact with local providers** on their operational changes
- **Daily surveillance of the Governor Cooper's and N.C. Department of Health and Human Service briefings regarding Executive Orders** and the impact on the Aging Network operational business continuity
- **Daily surveillance of the ACL policy briefing and** Frequently Asked Questions regarding Older American's Act funds
- **Daily surveillance** of the Federal Emergency Relief programs such as Families First and CARES,
- **Weekly strategic planning calls with NC4A** to develop regional and statewide strategic responses to funded program changes
- **Weekly strategic planning calls with NCDAAS** to submit and advocate on behalf of local funded providers regarding needs for funding, personal protective equipment, flexibility in program standards, and other critical functions
- **Weekly strategic planning calls with NC Department of Transportation and Regional Mobility Management partners**
- **Weekly strategic planning calls with NCDAAS and specific program sector:**
 - **Ombudsman**
 - **Family Caregiver Specialist**
 - **Nutrition Providers**
 - **Senior Center Operation Providers**
- **Weekly Program Specific** calls between CAAA staff and the local providers to address questions and curate concerns regarding business continuity and impact of relief funds on their respective programs
- **Weekly surveillance of the N.C. House of Representatives Select Committee on COVID-19/Health and Human Services Sub-committee** to determine potential policy changes and subsequent impact on local providers
- **Weekly participant and host calls by the SCSEP program lead**
- **Episodic responses to Long Term Care Ombudsman (LTCO) issues outside of traditional mediation and complaint management:**
 - N.C. Association of Long-Term Care Ombudsman writing for a grant to Center for Medicare and Medicaid Services for **increased technology access for LTCF residents to reduce social isolation**
 - Ombudsman calls to long term care facilities to connect with **Resident Council Presidents and known clients** after restrictions on visitation was imposed
 - Ombudsman calls to LTCF and **county-based health department** to determine the local HD response when a known outbreak exists
 - Ombudsman **referral of media calls** to the State Long Term Care Ombudsman per the Emergency Management Media Plan and LTCO Policy and Procedures
 - Ombudsman response to **requests from Local Elected Officials**

Staff Points of Contact

- Linda Miller, Director, Centralina Area Agency on Aging, lmiller@centralina.org, 704-348-2712
- Debi Lee, Assistant Director, Centralina Area Agency on Aging, dlee@centralina.org, 704-348-2714



Supporting Workers & Business through the Crisis

The Centralina Workforce Development Board (WDB) and our eight local NCWorks Career Centers are dedicated to helping citizens and local businesses in our region during this unprecedented crisis. The NCWorks Career Centers are physically closed to the public due to COVID-19 but we still have staff working in the centers and remotely to answer questions regarding workforce development needs and to direct individuals to appropriate services as needed.

Please keep in mind that the work of the Centralina WDB and the NCWorks Career Centers is focused on **employment**. The NCWorks Career Centers are **not** unemployment offices.

NCWorks Career Centers: Virtual Services Profile

Since March 19, 2020, when the Centers closed due to COVID-19, there have been:

- **Services Provided Employers---** 731 services to 565 different employers
- **Wagner Peyser Services Provided to Individuals**—793 services provided to 790 unique customers
- **WIOA Services Provided to WIOA Title I Customers**—374 services provided to 307 unique customers
- **Calls Received in NCWorks Career Centers** - 24,722 calls received in the Centers with 24,387 unemployment insurance focused and 335 job search focused.

Innovations

- Realigned NCWorks Career Center staff locations to help cover the Centers when the majority of the state (Division of Workforce Solutions) staff went home. Arranged for all NCWorks Centralina staff to have Web-Ex availability to provide virtual case management with customers.
- Centralina WDB staff provided troubleshooting of new remote-friendly features coming to NCWorks Online to better serve North Carolinians as they look for employment support. Features include live chat, pre-applications, user document uploads, and electronic signatures.
- Centralina WDB staff working with FutureWorks Systems (NCWorks Performs) on how to project the effects of COVID-19 on Workforce Innovation and Opportunity Act (WIOA) participants.
- Developed a shortened PowerPoint instruction guide for Centralina Career Headlight to encourage customer usage now from their home
- Centralina WDB and NextGen staff are providing monthly Leadership Development Sessions with our current, follow-up, and NextGen alumni customers via WebEx.
- NCWorks Career Center-Mooresville held several Hiring Events on their patio due to the Center being closed to the public.
- NCWorks Centralina staff have held afternoon Break Sessions for all Center staff to encourage the team mindset and stress reduction.

Centralina Virtual Career Marketplace

This unique tool is utilized to assist local companies that are having layoffs (temporary or permanent) by assisting their employees in transitioning to other employment opportunities.



Centralina WDB and NCWorks Career Center staff assisted Parkdale Mills with the Plant #11 permanent closure in Landis on March 27-April 3. Gordon Foods temporarily laid off workers were also invited to this event. A total of 23 companies participated listing 78 jobs and attended by 16 jobseekers. The second event for Parkdale Mills was for the Plant #23 permanent closure in Salisbury held on April 16-19. A total of 19 companies participated and listed 73 jobs and was attended by 18 jobseekers.

Virtual Rapid Response

Centralina WDB staff has developed a Virtual Rapid Response Package to assist employers experiencing layoffs. Questions regarding unemployment insurance for both the employer and employee in addition to information on NCWorks, connection to the local NCWorks Career Centers, and additional training and supporting services are provided. Centralina WDB staff has communicated with 10 companies that submitted WARN notices to the state and provided the Virtual Rapid Response Package:

Parkdale Mills	Core & Main
Doosan	Front Row Motorsports
Hooters	Cheney Brothers
Cinemark	Great Wolf Lodge
Sysco	

Outreach

Centralina WDB set up a COVID-19 response page on the website: www.centralinaworks.com and is using social media to share information with job seekers, business, and partners. Centralina WDB Social Media activity from March 16-April 23 includes:

- **Facebook** (Centralina WDB & NCWorks Centralina pages)
 - Centralina WDB page: 21 posts, 27 likes, 24 times information was shared
 - NCWorks Centralina: page: 13 posts, 8 likes, 3 times information was shared
- **Twitter** (Centralina WDB)
 - 50 original posts and retweets (from other organizations), 22 likes (of our original posts), 15 retweets (of our original posts)
- **Instagram** (Centralina WDB)
 - 16 posts & 12 likes
- **LinkedIn** (Centralina WDB)
 - 14 posts, 51 likes and reactions
- **Centralina WDB website**
 - 87.5% new users
 - 12.5% mobile device/tablet users

Staff Points of Contact

- David Hollars, Executive Director, Centralina Workforce Development Board, dhollars@centralina.org, 704-348-2717
- Sherika Rich, Program Services Leader, srich@centralina.org, 704-348-2719
- Anna Lu Wilson, Business Service Leader, alwilson@centralina.org, 704-385-4790





Centralina Council of Governments

Item 5



Board Agenda Item Cover Sheet

Board Meeting Date:	May 13, 2020	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time:	5 minutes			
Presenter at Meeting:	Kelly Weston	Phone Number:	704-348-2728			
		Email:	kweston@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	704-348-2703			
		Email:	ggardner@centralina.org			
Submitting Department:	Govt. Affairs & Member Engagement	Department Head Approval:	Geraldine Gardner			
Description of Agenda Item:						
Staff will highlight ways member communities are supporting residents and businesses during these challenging times.						
Background & Basis of Recommendations:						
As the COVID-19 novel coronavirus continues to impact our region, we would like to highlight some examples of resilience within our member communities. These examples include support for small businesses, production of personal protective equipment (PPE), and staying connected despite physical restrictions.						
Requested Action / Recommendation:						
Receive as information.						
Time Sensitivity: <i>(none or explain)</i>	None.					
Budget Impact: <i>(none or explain)</i>	None.					
Attachments: <i>(none or list)</i>	None.					