



April 9, 2025
Executive Board
Meeting Agenda

Wednesday, April 9, 2025
 In-person with a virtual option
 Join by computer:
<https://us06web.zoom.us/j/85855172282>
Meeting ID 858 5517 2282

Vice Chair Jay McCosh will convene a meeting of the Centralina Executive Board **on Wednesday, April 9, 2025, at 5:00 pm.** The meeting will be held in person at the Centralina office (located at 10735 David Taylor Dr., Suite 250, Charlotte, NC 28262) with a virtual attendance option via Zoom.

Time	Item	Presenter
5:00 p.m.	Call to Order	Jay McCosh
	Roll Call	
	Pledge of Allegiance	
	Amendments to the Agenda (if any)	
Consent Items: <i>Consent agenda items may be considered in one motion and without discussion except for those items removed by a Board Member.</i>		
5:05 p.m. Item 1 5 minutes <i>Pages 5-7</i>	Approval of March 12, 2025, Executive Board Meeting Minutes Approval of March 12, 2025, Executive Board Meeting Minutes. The minutes from the March 12, 2025, meeting have been distributed to all members of the Executive Board and should be approved if correct. Action/Recommendation: <i>Motion to approve March 12, 2025, Executive Board meeting minutes.</i>	Jay McCosh
5:05 p.m. Item 2 <i>Pages 9-11</i>	FY24-25 Budget Amendment The Executive Board will review and approve the FY24-25 budget amendments for the operating and grant pass through budgets. Action/Recommendation <i>Motion to approve the FY24-25 budget amendments for the operating and grant budgets.</i>	Denise Strosser
5:05 p.m. Item 3 5 minutes <i>Pages 13-26</i>	Regional Mobility Hub Implementation Strategy CONNECT Beyond (Recommendation B-15) recommended that a Regional Mobility Hub Implementation Strategy be developed with our regional partners. Centralina intends to contract with HDR, Inc. to develop this strategy. HDR, Inc. has already gone through a federally accepted procurement process and this work would be as an amendment to the Master Agreement. HDR will analyze the 74 potential Mobility Hub locations identified in CONNECT Beyond, develop best practices for our members while considering implementing mobility hubs and develop four pilot studies in the Centralina region, providing technical support on site selection, conceptual design, etc. This work will provide technical assistance to	Andrew Grzymiski

Time	Item	Presenter
	<p>the staff in the selected jurisdictions, helping advance the implementation of mobility hubs in their community.</p> <p>Action/Recommendation <i>Motion to authorize the Executive Director to enter into a Scope of Work with HDR, Inc. to develop the Regional Mobility Hub Implementation Strategy, in the amount of \$515,000</i></p>	
Regular Agenda Items:		
<p>5:10 p.m. Item 4 5 minutes <i>Page 28</i></p>	<p>Centralina Spotlight: Regional Coordination and Training Centralina Planning staff will provide a short portrait of work related to the department's regional coordination and training services. Examples that will be highlighted include government board trainings; educational sessions such as Centralina Learns; and customized training opportunities</p> <p>Action/Recommendation <i>Receive as information.</i></p>	Jason Wager
<p>5:15 p.m. Item 5 10 minutes <i>Pages 30-31</i></p>	<p>FY25-26 Employee Compensation Adjustment It has been Centralina's practice to receive authorization from the Executive Board for implementation of employee compensation increases each fiscal year; the compensation adjustments have already been budgeted in the FY25-26 placeholder budget and approved by the Board of Delegates on February 12, 2025. The purpose of this agenda item is to inform the Executive Board of the details of the FY25-26 compensation approach.</p> <p>Action/Recommendation <i>Motion to approve the FY25-26 Employee Compensation Adjustment proposal.</i></p>	Geraldine Gardner
<p>5:25 p.m. Item 6 15 minutes <i>Pages 33-41</i></p>	<p>Strategic Plan Approval The Executive Director and Directors will present the proposed Centralina Strategic Plan for FY26-28 for Board approval.</p> <p>Action/Recommendation <i>Motion to adopt the Centralina Regional Council Strategic Plan for July 1, 2025, to June 30, 2028.</i></p>	Geraldine Gardner
<p>5:40 p.m. Item 7 15 minutes <i>Pages 43-46</i></p>	<p>State and Federal Relations Update Staff will provide an update on the 2025 Federal and State advocacy agenda progress including:</p> <ul style="list-style-type: none"> • Raleigh Relations ○ UpState Legislative Tracking Tool ○ Downzoning Repeal / SB382 Update 	Geraldine Gardner

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	<ul style="list-style-type: none"> o NCARCOG Legislative Day – April 2nd Recap <ul style="list-style-type: none"> • Federal o FY26 Budget & Reconciliation Process o Upcoming Advocacy Meetings <ul style="list-style-type: none"> ▪ April 14th Congresswoman Alma Adams ▪ TBD Congressman Addison McDowell and Congressman Patrick Harrigan o Transition impact on Centralina grants and policies <p>Action/Recommendation: Motion to approved Strategics Consulting performance report. <i>Receive information and provide feedback.</i></p>	
5:45 p.m. 5 minutes	Comments from the Executive Board and Centralina Staff	Board Members and Staff
5:50 p.m. 5 minutes	Comments from the Executive Director	Geraldine Gardner
5:55 p.m. 5 minutes	Comments from the Chair	Jay McCosh
6:00 p.m.	Adjournment to Centralina Forum Conversation	Jay McCosh
6:00 p.m. 20 minutes	Centralina Board Members will engage in a facilitated peer-led discussion for elected officials on	Elaine Powell

Centralina Regional Council complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina Regional Council will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina Regional Council's programs will be available in the most integrated setting for each individual. If any accommodation is necessary for participation, please, contact the Board Administrator, 10735 David Taylor Drive, Charlotte, NC 28262, or email: Narissa Claiborne (nclaiborne@centralina.org). Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org for more information.



CENTRALINA

REGIONAL COUNCIL

Item 1



**Executive Board Virtual Meeting Minutes
March 12, 2025**

Officers Present	Officers Absent	Board Members Present	Board Members Not Present	Centralina Staff and Guests Present
Tony Long, Secretary	Jay McCosh, Chair David Scholl, Vice Chair Jarvis Woodburn, Treasurer	May Ruth Burns Kenny Godwin Martha Sue Hall Wes Hartsel Bod Hovis Melissa Merrell Elaine Powell Shawn Rush Jennifer Stepp Kenny Wortman	Mike Barbee Ed Driggs Ed Hatley Gene Houpe Jennifer Teague Alex Patton	Denise Strosser Geraldine Gardner Jason Wager Katie Kutcher Linda Miller Narissa Claiborne Tisha Steen Guests Leslie Mozingo

Call to Order

In the absence of Board Chair and Vice Chair, Commissioner Tony Long of Mint Hill called the meeting to order. Commissioner Long, Treasurer asked that each Board member state their name and jurisdiction for the record. Narissa Claiborne, Clerk to the Board, called roll and noted a quorum present.

Pledge of Allegiance

Treasurer Long called for the Executive Board to stand for the Pledge of Allegiance.

Amendments to the Agenda.

None.

Consent Agenda

Officer Long presented the consent agenda to the Executive Board. The consent agenda was as follows:

- 1. Item 1 January 8, 2025, Executive Board meeting minutes.**
- 2. Item 2 Authorization to receive funding from the City of Charlotte to support the implementation of the Solarize Charlotte Mecklenburg Project.**
- 3. Item 3. Resolution to support Centralina’s grant application to the NCDOT FY2026 Public Transportation Program to implement the CONNECT Centralina, which was approved by the Executive Board in September 2024.**

- 4. Item 4 Authorization to receive funding from the state for an expanded senior nutrition program called PEAS.**
- 5. Items 5 AND 6 Authorization(s) to receive funding from the state to administer grant programs on behalf of the towns of Norwood and Wadesboro.**

Mr. Long called for a motion to approve the March 12, 2025, consent agenda. Mayor Pro Tem Hall of Albemarle called for a motion the March 12 consent agenda. Commissioner Mary Ruth Burns seconded the motion. The motion was passed unanimously.

Regular Agenda Items

Item 7. Executive Dobard Orientation and 2025 Forecast

Centralina Regional Council Executive Director, Geraldine Gardner welcomed new Executive Board members and shared with the Board the 2025 Board forecast. Ms. Gardner also presented to the Board an overview/orientation of the Centralina Strategic Plan.

Item 8. Strategic Plan Update

Executive Director Gardner shared with the Board an update on the Centralina Strategic Plan update process including a recap of the insights from stakeholder engagement and a review of the draft goals asked the Board to be vocal with any input they may have. Ms. Gardner shared Centralina goals strategies and key dates. She asked that the Board review future opportunities for Centralina and “top activities” that would be impactful to local governments and elected officials. Ms. Gardner called on Commissioner Elaine Powell to share her point of view on the role of elected officials and how elected officials could support each other.

Item 9. NC Community Care Hub (NC CCH) Participation and Aging Services Spotlight

Area Agency on Aging, Linda Miller and Assistant Director Katie Kutcher highlighted the NC Community Care Hub (NC CCH) Participation and Aging Services Spotlight. In addition, Ms. Miller shared with the Board County specific demographic information, and social economic characteristics. Ms. Miller invited the Board to view the growth and projected growth of their perspective population.

Item 10. State and Federal Relations Update

Treasurer Long called on Ms. Gardner to share with the Board a new resource that we partnered with an organization called UpState that enables us to look at and keep track of bills that Centralina is monitoring. She reviewed with the Board a few of the tool’s functions and emphasized that the information provided on the site is real-time information that is available to all members of the Board. Executive Director Gardner also introduced Planning Director Jason Wager who gave an update on H24: Restore Down-Zoning. Planning Director Wager provided samples of H24 and emphasized that the new Upstate tool will allow the Board to keep track of the bill.

Lastly, Ms. Gardner introduced Shirley Spidell of Strategics Consulting. Shirley shared with the Board an overview of Federal relations updates, including the potential of a government shutdown- emphasizing the likelihood of a shutdown is diminishing. Ms. Spidell shared information on the Federal budget.

Comments from the Executive Board and Centralina Staff

Ms. Gardner reminded the Board of the Member Portal resource that they have access to, including the Congressional Calendar and the updated Congressional contact information.

Comments from the Executive Director

Comments from the Chair

- Next Executive Board meeting will be held on Wednesday, April 9
- Next Board of Delegates meeting will be held on May 14, which will include Regional Priority setting.

Adjournment

With no further business to be discussed, Chairman McCosh adjourned the meeting at 6:37 p.m.



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Item 2

Executive Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2025	Agenda Item Type:	Consent:	X	Regular:	
Submitting Person:	Denise Strosser	Presentation Time:	NA			
Presenter at Meeting:	Denise Strosser	Phone Number:	(704) 348-2704			
		Email:	dstrosser@centralina.org			
Alternate Contact:	Geraldine Gardner	Phone Number:	(704) 248-2703			
		Email:	ggardner@centralina.org			
Submitting Department:	Finance	Department Head Approval:	Denise Strosser			
Title of documents as shown in the Agenda: FY24-25 Budget Amendment						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
<p>The Executive Board will review and approve the FY24-25 budget amendments for the operating and grant pass through budgets.</p>						
Background & Basis of Recommendations:						
<p>A placeholder budget was approved by the Executive Council on January 10, 2024 and adopted by the Board of Delegates on February 21, 2024 as required by Centralina Regional Council's Charter. This initial "placeholder" budget is developed prior to receiving information from various state and federal agencies. This 1st amendment represents changes to reflect Federal and State grant allocations as of December 31, 2024 as well as other contracts received and confirmed since the adoption of the budget. We will continue to update the budget as new funds are received from new business contracts or grants from state and federal agencies. The attached amendments are to replace the placeholder budget and any prior amendments with current and up to date fundings and expenditures.</p>						
Requested Action / Recommendation:						
<p>Motion to approve the FY24-25 budget amendments for the operating and grant budgets.</p>						
Time Sensitivity: <i>(none or explain)</i>	Before June 30, 2025					
Budget Impact: <i>(none or explain)</i>	Operating budget of \$15,051,715 decrease of \$314,412 and grant pass-through budget of \$16,970,227, no change from amendment #1.					
Attachments: <i>(none or list)</i>	FY24-25 Operating and Grant Budget Amendment					

Fiscal Year 2024 - 2025 Operating Budget Amendment

ANTICIPATED REVENUES	FY2025 Placeholder Budget	FY2025 12/31/2024 Budget	FY2025 3/31/2025 Budget	Increase (Decrease)
Program Revenues				
Restricted Intergovernmental Revenue	6,532,000	11,936,392	11,383,613	(552,779) (1)
Technical Assistance Projects	1,143,500	1,026,596	1,149,298	122,702
Other Program Revenue	335,000	1,385,738	1,461,804	76,066
Fund Balance Appropriated	-	-	-	-
Total Program Revenue	8,010,500	14,348,726	13,994,715	(354,011)
Other Revenues				
Member Dues Support	940,000	940,000	962,000	22,000
Interest and Other Revenue	75,000	77,401	95,000	17,599
Total Other Revenues	1,015,000	1,017,401	1,057,000	39,599
TOTAL ANTICIPATED REVENUES	9,025,500	15,366,127	15,051,715	(314,412)
EXPENSE APPROPRIATIONS				
Member services, Board and committees	953,500	6,039,552	5,823,069	(216,483)
Management and Business Operations	1,800,000	2,021,230	2,306,643	285,413
Information Technology	366,000	382,378	350,878	(31,500)
Foundation	-	1,003,500	1,005,000	1,500
Community and Economic Development Depart.	1,351,000	1,058,155	1,127,834	69,679
Planning Department	1,700,000	1,803,491	1,369,806	(433,685) (1)
Integrated Mobility Center	-	466,072	466,072	-
Area Agency on Aging Department	4,095,000	3,851,192	3,851,192	-
Workforce Development Department	1,115,000	888,802	842,153	(46,649)
Indirect Costs Representation	(2,355,000)	(2,148,245)	(2,090,932)	57,313
TOTAL EXPENSE APPROPRIATIONS	9,025,500	15,366,127	15,051,715	(314,412)
Revenues over expenditures	-	-	-	-

(1) NC OSBM awarded grant under the Operations Appropriations Act, Session Law 2023-134 in April 2024, after the placeholder budget was approved. The grant is to administer funds for the development of infrastructure in Iredell County.

(2) Loss of Federal Awards due to Office of Management and Budget (OMB) implementation of Excitative Orders in January 2025.

Fiscal Year 2024-2025 Placeholder Grant Pass Through Budgets Ordinance

<u>Program</u>	<u>FY2025 Placeholder Budget</u>	<u>FY2025 12/31/2024 Budget</u>	<u>FY2025 3/31/2025 Budget</u>	<u>Increase (Decrease)</u>
Area Agency on Aging				
HCC Block Grant	12,000,000	12,000,000	12,000,000	-
USDA Supplement	608,000	608,000	608,000	- (1)
Title III-B Legal	150,000	150,000	150,000	-
Family Caregiver	560,000	571,228	571,228	-
Disease Prevention/Health Promotion	45,000	45,000	45,000	-
State Senior Center General Purpose	116,500	116,500	116,500	-
Heat Fan Relief	14,400	14,400	14,400	-
ARPA Support Services	50,000	250,267	250,267	-
ARPA Congregate Nutrition	100,000	385,172	385,172	-
ARPA Home Delivered meals	100,000	60,000	60,000	-
	<u>13,743,900</u>	<u>14,200,567</u>	<u>14,200,567</u>	<u>-</u>
Workforce Development				
WIOA - XX-4010 Administrative Cost Pool	80,000	-	-	-
WIOA XX-4020 Adult Services	1,200,000	1,028,744	1,028,744	-
WIOA XX-4030 Dislocated Worker	950,000	725,630	725,630	-
WIOA XX-4040 Youth Services	1,250,000	1,000,224	1,000,224	-
WIOA XX-4050 Employer Services	-	15,000	15,000	-
WIOA XX- XXXX Infrastructure Cost	85,000	62	62	-
	<u>3,565,000</u>	<u>2,769,660</u>	<u>2,769,660</u>	<u>-</u>
Total Grant	<u>17,308,900</u>	<u>16,970,227</u>	<u>16,970,227</u>	<u>-</u>

(1) This program does not have a lump sum authorization currently. It is authorized at .75 per meal. Current Authorization is an estimate.



CENTRALINA

REGIONAL COUNCIL

Item 3

Executive Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2025	Agenda Item Type:	Consent:	X	Regular:	
Submitting Person:	Andy Grzymiski	Presentation Time:	n/a			
Presenter at Meeting:	Andy Grzymiski	Phone Number:	980-371-3604			
		Email:	agrzymiski@centralina.org			
Alternate Contact:	Jason Wager	Phone	704-348-2707			
		Email:	jwager@centralina.org			
Submitting Department:	Regional Planning	Department Head Approval:	Jason Wager			
Title of documents as shown in the Agenda: Regional Mobility Hub Implementation Strategy Contract						
<p>Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i> CONNECT Beyond (Recommendation B-15) recommended that a Regional Mobility Hub Implementation Strategy be developed with our regional partners. Centralina intends to contract with HDR, Inc. to develop this strategy. HDR, Inc. has already gone through a federally accepted procurement process and this work would be as an amendment to the Master Agreement. HDR will analyze the 74 potential Mobility Hub locations identified in CONNECT Beyond, develop best practices for our members while considering implementing mobility hubs and develop four pilot studies in the Centralina region, providing technical support on site selection, conceptual design, etc. This work will provide technical assistance to the staff in the selected jurisdictions, helping advance the implementation of mobility hubs in their community.</p>						
<p>Requested Action / Recommendation: Motion to authorize the Executive Director to enter into a Scope of Work with HDR, Inc. to develop the Regional Mobility Hub Implementation Strategy, in the amount of \$515,000.</p>						
Time Sensitivity: <i>(none or explain)</i>	This project will be funded through the federal Regional Infrastructure Accelerator (RIA) grant. It is necessary to begin work quickly to complete the Implementation Strategy by the end of the RIA grant (April 2026)					
Budget Impact: <i>(none or explain)</i>	All funding would come from the RIA grant.					
Attachments: <i>(none or list)</i>	CONNECT Beyond Mobility Hub Advancement Document					

CONNECT Beyond Mobility Hub Advancement

Introduction

One of the primary recommendations that came out of the CONNECT Beyond effort was the identification of mobility hubs throughout the Centralina region. The purpose of this task order is to:

- To implement CONNECT Beyond Recommendation B-15: Fund and initiate a Regional Mobility Hub Implementation Strategy, and
- To implement CONNECT Beyond Recommendation B-18: Develop a Mobility Hub Pilot Program that implements a limited number of demonstration sites with low-cost temporary installations and evaluate concerns.

The goals of advancing the development of the mobility hubs includes:

- Expand local understanding regarding the benefits of Mobility Hubs and the challenges that Mobility Hubs can address that also help communities meet broader community character, equity/EJ and investment goals, mobility-based and otherwise; “Educate” the region on this topic
- Grow local and regional capacity to effectively implement mobility hubs, from conception to planning, procurement & design to construction/implementation
- Advance the work in CONNECT Beyond by: further defining Mobility Hub typologies and developing a methodology to help communities assess potential Mobility Hub locations; and, providing an implementation framework that would apply to Mobility Hubs in a variety of contexts (urban-to-rural) across the region.
- Document and communicate the direct and indirect impacts mobility hubs can have on local economic development interests
- Integrate mobility hubs into all regional TPO’s in terms of meeting local goals (e.g. safety, multi-modal, etc.) via their funding and planning efforts

The following outlines the scope of work for this effort.

Task 1. Project Management

The Consultant will perform project management duties and coordinate with the Centralina project manager. The Prime Consultant (HDR) will also manage and coordinate closely with all subconsultants for on-time submittal of Study deliverables and strive for the responsive performance of all tasks and sub-tasks. The schedule for this task order is assumed to be 10-12 months from notice to proceed.

1.1. Project Management Plan

The Project Management Plan (PMP) will contain a refined scope of work, a list of project deliverables the project schedule, a staffing plan, and a quality management plan which will

outline the Consultant review process and procedures. The purpose of the PMP is to guide the overall management of the project.

The Study will result in the development and delivery of technical memoranda, reports, PowerPoints, and/or other summaries. Draft and final technical memoranda, reports, and summaries will be delivered in Centralina branded templates via PDF to Centralina staff unless requested otherwise. HDR will create two document storage sites, one on Sharepoint site and one on HDR's ProjectWise system. Sharepoint will serve as a working drive of all project materials, including draft and final work products, and will facilitate real-time collaboration among team members. All official and final work products will be saved HDR's ProjectWise server, providing a secure and organized repository for project documents.

1.2. Project Kickoff Meeting

The Consultant will schedule a virtual kickoff meeting with Centralina staff and all Consultant team discipline lead members. This meeting will not only review the proposed approach but also create a comprehensive work plan to complete the study. By discussing tasks, schedules, and deliverables, along with procedures for communication, invoicing, and other processes, everyone will be well-prepared and informed about the project's direction.

The purpose of the meeting is to:

- Introduce the project team members
- Discuss the following:
 - Confirm goals and objectives
 - Working Group members
 - Scope and schedule
 - PMP
 - Data needs list
 - A 90-day lookahead
 - Establish immediate next steps

1.3. Project Management Team Meetings

The Consultant will conduct bi-weekly one-hour Project Management Team (PMT) check-ins to collect all necessary data and update the client on any findings, observations, or assumptions. The PMT comprises Centralina staff and a consultant team (PM, DPM, and subconsultant discipline leads). Meetings will be conducted by phone, virtual, or in person, if possible.

1.4. Working Group

A Working Group consisting of Centralina, CATS, Regional Transit providers/Mobility Managers, MPOs, and NCDOT staff will be formed by Centralina to provide guidance throughout the development process. The Consultant will facilitate meetings with the Working Group throughout the duration of this task order. The Consultant, with assistance from Centralina, will facilitate up to (6) six one-hour meetings with the Working Group. The Working Group will be responsible for review of the technical documents and provide their input during the

development of these items. The Consultant will be responsible for developing meeting materials, including agendas, minutes and any presentation material that might be required.

1.5. Monthly Invoicing and Progress Reports

The Consultant will provide monthly invoices along with progress reports. These reports will outline the progress made on the project during that month and provide updates on any completed milestones or deliverables.

Task 1 Assumptions and Deliverables

Centralina Assumptions:

- Branded templates (e.g., Word, PowerPoint, etc.) necessary for project completion
- Timely review of submitted items
- Space for in-person meetings as needed
- List of Working Group Members

Consultant Assumptions:

- Meeting attendance by Project Manager or designee and other technical members as needed
- Project team to set up and use Microsoft Teams for all meetings
- Facilitate up to (6) six one-hour virtual Working Group meetings
- Preparation of meeting materials
- Assumed schedule to be 10-12 months

Deliverable(s):

- Project Management Plan (PMP) and Quality Management Plan (QMP)
- Project kickoff meeting agenda and notes
- Meeting agendas at least one day in advance and meeting notes drafted within three working days of each meeting.
- Monthly invoices and progress reports.
- Working Group meeting materials (agenda, minutes, and presentation materials)

Task 2. Communication and Stakeholder Engagement/Education

2.1. Mobility Hub Flyer and Presentation

The Consultant will develop a 1–2-page flyer that will be used for public and partner education on mobility hubs and resources. Consultant will update the flyer up to (2) two times as project progresses if needed.

2.2. Mobility Hub Slide Deck

The Consultant will develop a PowerPoint slide deck giving an overview of Mobility Hubs and the process of developing the Implementation Strategy. The consultant will add slides to deck as project progresses as needed.

2.3. Presentations to Stakeholder Groups

The Consultant will facilitate up to (6) six virtual meetings with additional stakeholders as needed outside the Working Group meetings. Consultant will assist Centralina staff in giving presentations to interested parties, such as:

- Centralina Learns
- MTC and/or MPOs
- CRAFT

Task 2 Assumptions and Deliverables

Centralina Assumptions:

- Schedule presentations to interested parties
- Review and provide feedback on the presentation materials
- Assist in leading presentations to stakeholder groups

Consultant Assumptions

- Meeting attendance by up to (3) three consultant team members
- Preparation of presentation materials
- Present with Centralina up to (6) six times to the interested parties
- Update flyer and presentation up to two times per Centralina direction
- Electronic submittal of flyer. No printing is assumed

Deliverable(s):

- Development of a Draft and Final 1-2 page Mobility Hub Flyer
- Develop Mobility Hub slide deck

Task 3. Mobility Hub Analysis

The Consultant will develop a methodology for assessing the mobility hubs identified in the CONNECT Beyond Regional Mobility Plan. This methodology and assessment will be used to understand the readiness of each of the mobility hubs. This will provide relevant information to cities/towns to determine feasibility/readiness for mobility hubs in their communities.

3.1. Mobility Hub Refinement Workshop

Prior to initiating Task 3.2, the Consultant will facilitate a two-hour virtual workshop with the Centralina and CATS staff to refine the location of the mobility hubs that were developed during the CONNECT Beyond plan. The existing mobility hub locations are general in nature and the goal of this workshop will be to refine the location of the mobility hubs before the analysis that will take place in Task 3.2.

3.2. Analysis of Mobility Hubs

Based on the results of Task 3.1, the Consultant will assess each of the refined mobility hubs. The assessment will be used to analyze candidate mobility hub locations, informing the

selection of (4) four pilot projects to advance into schematic design. The criteria to be used includes, but is not limited to:

- Accessibility and Connectivity
 - Intermodal Connectivity
 - Biking/walking access
 - Local Transit Availability
- Demand Potential
 - Employment Centers
 - Activity Centers
 - Population/Employment Density
- Social Equity
 - Economically disadvantaged area (i.e. 0 or 1-car households, low-income households, elderly, youth, etc.)
 - Willingness/interest of local municipality or agency partners
 - Community feedback
- Sustainability & Environmental Impact
 - EV charging, electric bike sharing, electric scooters
 - Parking

The Consultant will work with Centralina staff to review the assessment criteria and assign weighted values for each criterion, then present to the Working Group for feedback. The Consultant will continue to work with Centralina Staff and the Working Group to refine the criteria as needed. The analysis will follow a high-medium-low format.

The Consultant will identify various types of existing or emerging mobility hubs in the region through testing of the methodology. In the methodology, the Consultant will evaluate how the existing or proposed hubs meet the defined analysis criteria. The Consultant will present the findings from the analysis to the Working Group to obtain their feedback. During the meeting the Consultant will make a recommendation for the (4) four pilot projects and obtain feedback from the Working Group.

3.3. Develop Interactive ArcGIS Map-Based Platform

The Consultant will develop an Interactive ArcGIS map-based platform displaying the Mobility Hubs and information detailing the application of the Analysis Methodology. It is assumed that the map and data will be maintained by Centralina once the task order is complete. The Consultant will work with Centralina staff to ensure that all the data is transferred correctly and that Centralina staff are trained to be able to maintain the ArcGIS platform and associated databases.

Task 3 Assumptions and Deliverables

Centralina Assumptions:

- Schedule mobility hub refinement workshop

- Schedule the Working Group meetings

Consultant Assumptions:

- Facilitate virtual mobility hub refinement workshop
- Meeting attendance by Project Manager or designee and other technical members as needed
- Facilitate up to (2) two Working Group meetings
- Preparation of meeting materials

Deliverable(s):

- Revised mobility hub GIS file(s)
- Working Group meeting agendas and minutes

Task 4. Develop Mobility Hub Implementation Playbook

The goal of this task is to provide practical information in the form of a “playbook” for cities/towns and partner agencies considering mobility hubs and prepare them for critical steps towards implementation.

The Consultant will develop (1) one comprehensive playbook document and (1) one summary playbook document. An online appendix of the information collected will be added to the Mobility Hub section of the CONNECT Beyond website. This Implementation Playbook will be user-friendly, graphically rich, with multiple hyperlink references to existing information and sources. The document will reflect the CONNECT Beyond graphic branding.

The Consultant will compile list of relevant local and national Mobility Hub resources for summary themes and precedent models. The Consultant will use existing mobility hub graphics if they are still relevant. In the event they are not relevant for this project, the Consultant will be responsible for developing new graphics.

4.1. Compile & Review Relevant Local and National Mobility Hub Resources

The Consultant will compile a list of relevant local and national Mobility Hub resources/playbook models for summary themes and precedent models for Centralina. The Consultant will review the list of resources with Centralina and obtain their input. Based on the input received, the Consultant will revise and finalize the list of resources to be used. The consultant will review model documents and identify relevant elements to include:

- [MTC Mobility Hub Implementation Playbook 4-30-21.pdf](#)
- Mobility Hub Guidance prepared for CONNECT Beyond
- CATS’ Mobility Hub Guidance
- Other national, state, or regional sources (up to 3 additional sources)

4.2. Develop Centralina Mobility Hub Playbook Outline

The Consultant will develop an outline for the Centralina Mobility Hub Playbook. The outline will include:

- An introduction to mobility hubs, why they are needed, and what they're good for.
- Reference content from CONNECT Beyond and other sources noted in 4.1 as starting point for source material.
- Sections outlined in the tasks that follow
- A section that documents and communicate the direct and indirect impacts mobility hubs can have on local economic development interests

The Consultant will review the outline with the client Work Group in a virtual meeting and revise based on comments from the Work Group.

4.3. Develop Mobility Hub Typologies

The Consultant will develop Mobility Hub Typology guidance based off of the CONNECT Beyond and CATS existing guidance for urban/suburban/rural conditions in the Centralina region and conditions related to transit and access typologies (e.g., Commuter Rail/fixed guideway transit, express bus, local bus, regional greenway trail heads, downtown, park & ride, urban, suburban, rural, and/or other context typologies making reference to the mobility hubs identified in Task 4.) The task will include the following steps:

- Test typologies against existing and planned “mobility hubs” in the region identified in Task 4
- Revise typologies, as necessary
- Develop custom illustrations for up to 6 typologies, if needed (plan view/diagrammatic and axonometric, 2 illustrations per typology, up to 12 total illustrations)
- Develop a graphic “kit of parts” per Mobility Hub typology (including public space, wayfinding, and mobility hub elements). This sub-task assumes a graphically rich table format detailing which mobility hub elements are appropriate for which mobility hub typology.

4.4. Develop Mobility Hub Implementation Guidance

The Consultant will develop and compile chapter content for Mobility Hub implementation in the Centralina region. The content will include the following elements:

- Potential funding sources for Mobility Hub implementation, including identifying local/regional/state/federal funding partners and lead agencies for implementation presented in the form of a table or matrix.
- Recommended mechanisms for Mobility Hub Pilot Program requests:
 - Eligible funding activities for Centralina-facilitated Mobility Hub funding
 - Recommended selection process and criteria for Mobility Hub pilots, including geographic/context distribution
- Recommended Governance and Implementation Roles for Partners including:

- Agreements: MOUs and Public Space Management sample language
- Management Roles (precedents and best practices)
- Integrating Private Mobility Services best practices
- Implementation Models and Suggested Phasing (Pilots to full-builds including “future-proofing” and evolution of hubs over time)
- A Checklist for Mobility Hub Implementation
- Defined Metrics for Evaluation of Mobility Hub performance

4.5. Mobility Hub Implementation Playbook Development

The Consultant will develop a Draft and Final Playbook Document for Centralina/Working Group review. The Consultant team will revise the draft document per consolidated comments provided by Centralina.

The final document will be a highly graphic learning guide in print, slide show, and web-ready digital format with overview, typologies, examples, and resources for additional information.

4.6. Mobility Hub Playbook Executive Summary: “Top 10 Things You Should Know” Booklet

The Consultant will develop an Executive Summary of the Implementation Playbook that summarizes succinctly the top 10 considerations that a jurisdiction should consider while determining if and how to develop a Mobility Hub. This document shall not exceed 10 pages.

Task 4 Assumptions and Deliverables

Centralina Assumptions:

- Provide consolidated comments on draft deliverables in a single, shared pdf file, including comments from the Working Group.
- Facilitate getting comments on draft materials from stakeholders

Consultant Assumptions:

- Meetings (virtual) to review draft deliverables at each stage

Deliverable(s):

- Up to two drafts to Centralina staff for review at the completion of each task stage
 - Mobility Hub Resource List
 - Playbook Outline
 - Mobility Hub Typology Graphics
 - Implementation Guide Content
- Drafts and Final Mobility Hub Playbook document in print- and web-ready digital formats
- Drafts and Final Executive Summary document in print- and web-ready digital formats
- Development of overview slide show presentation for web viewing and presentation to Stakeholder Groups

Task 5. Mobility Hub Pilot Design

The Consultant will develop up to four (4) pilot project design studies at a schematic level of detail for selected cities/towns with feasible mobility hub candidates for a maximum of \$50,000 each. The Consultant will provide technical support on site selection, conceptual design, and an implementation roadmap for each of the selected Mobility Hubs. The process will follow the following steps.

5.1. Mobility Hub Design Scoping Meetings

Once the four candidate mobility hub sites have been selected, the Consultant, with the support of Centralina, will facilitate a two-hour virtual scoping meeting with each jurisdiction. The meetings will be used to discuss the overall intent of the design and to talk about the level of engagement required for the effort. The Consultant anticipates that the level of engagement will vary slightly for each jurisdiction. The Consultant will develop separate scope for each pilot project based on these conversations. The Consultant will submit the draft scope to Centralina and the jurisdictions for their review and feedback. The Consultant will review the feedback and make revisions as necessary. The Consultant will revise and resubmit the scope for final approval before work commences.

5.2. Identify and Engage Project Stakeholders

Centralina will draft a list of stakeholders per pilot project with review by selected jurisdiction and the consultant team. Stakeholders will provide input and feedback on the pilot studies at key points in the design process. Each design process will have the following three (3) meetings, facilitated by the Consultant, to determine goals and review and refine deliverables:

- **Kick-Off Meeting:** Kick off meeting (in-person), site visit, and informal interviews with relevant staff/stakeholders to gather information on the Mobility Hub program.
- **Concept Development Meeting:** Concept development meeting (virtual): meeting to develop collaboratively an initial program and concept options for the Mobility Hub and/or present options for feedback.
- **Final Review Meeting:** Final review and concept refinement meeting (virtual): Meeting to review and refine concept options.

5.3. Site Selection & Analysis

Should multiple sites within a single jurisdiction be considered for potential pilots upon project initiation, the Consultant team will assist key stakeholders in evaluating each candidate site and selecting one site for schematic design. A single pilot study site will be selected in advance of the Concept Review Meeting so that conceptual design is conducted for one site as outlined below.

The Consultant team will conduct site analysis based on site visits, available GIS data, and information provided by the jurisdiction at the Kick-off Meeting. Analysis will include identifying

existing or needed elements such as utilities that may impact mobility hub development. Additional factors for consideration include accessibility, connectivity, and potential for integration with existing transportation networks.

5.4. Mobility Hub Concept & Program Development

The Consultant will work with the selected municipality to determine the Mobility Hub program elements based on Playbook elements and other local needs. The Consultant will then develop Mobility Hub concept options (up to 3) and present options for feedback at the Concept Review Meeting. Concepts will include preliminary illustrative plan drawings, sketches, diagrams, sections, and other supportive graphics to convey essential design information. Site program and relevant transportation, public space, and other key functions will be explored, described, and reflected in the designs. Characteristics of each option will be described to assist in evaluation alternative selection.

5.5. Mobility Hub Schematic Design

The Consultant will develop refined schematic design options (up to 15% design) including 1-2 site renderings (plan view and oblique) for review by municipality or project partners.

5.6. Mobility Hub Cost Estimate (Opinion of Probable Costs)

The Consultant will develop a refined schematic design of each preferred option (up to 15% design) for review by municipality or project partners. Schematic designs will be supported by 1-2 site renderings (plan view and oblique aerial perspective view). Designs will be provided in a complete PDF package for review in advance of the Final Review Meeting. The final schematic design will incorporate feedback from the Final Review Meeting and its graphic elements be used to create the Pilot Study Summary Booklet for each pilot project.

5.7. Mobility Hub Implementation Plan

The Consultant will develop an implementation plan for each pilot Mobility Hub which will include guidance for phasing, funding, and management of the Mobility Hub pilot. This will be consistent with implementation guidance provided in the Centralina Mobility Hub Playbook but customized to each pilot project site, their unique context, and input received throughout the schematic design process.

The Consultant will create one summary booklet per pilot project containing, at a minimum, the schematic design and supportive illustrations, as well as any relevant site analysis, ideas, photographs, illustrations, sketches, diagrams, or related elements or input received throughout the schematic design process. The booklet will be a visually compelling, concise, and easy-to-understand summary of the Mobility Hub Pilot Design. Pilot Study Summary Booklets may follow a template that is consistent with Centralina branding guidelines and the other visual materials of this project but contain customized information relative to each of the pilot project locations.

Task 5 Assumptions and Deliverables

Centralina/Mobility Hub Client Assumptions:

- Schedule the virtual scoping meetings with each jurisdiction
- Provide background information including GIS data and other information for each Mobility Hub site
- Provide meeting space for in-person meetings and identify and determine schedule and availability for key stakeholder participants
- Provide consolidated comments on draft deliverables in a single, shared pdf file, including comments from stakeholders
- Facilitate getting comments on draft materials from stakeholders

Consultant Assumptions:

- Facilitate four, two-hour virtual scoping meetings for Task 5.1
- Facilitate meetings as noted in Task 5.2
- Provide drafts to client to review at sub task stages noted above
- Schedule: 3-4 months per mobility hub pilot; studies can occur concurrently

Deliverable(s):

- Provide draft booklet to client for review; Assume two rounds of review, consolidated comments provided to consultant team in one PDF.
- Consultants to revise draft per comments provided, deliver final PDF.
- Final booklet (1 per project): 11x17 pdf booklet of 8-10 pages including site diagrams; assume PDF booklet formatted to also be presented as slide deck.

CONNECT Beyond Mobility Hub Advancement
Draft Fee Estimate

**Centralina Regional Council
CONNECT Beyond On-Call - Mobility Hub Advancement**

		HDR		BMI		Total Hours	Total Cost	% of Total
		Labor Hours	Labor Cost	Labor Hours	Labor Cost			
Task 1	Project Management							
1.1	Project Management Plan (PMP)	10	\$1,873.47	12	\$2,196.41	22	\$4,069.88	0.79%
1.2	Project Kick-Off Meeting	8	\$1,627.59	10	\$1,772.92	18	\$3,400.51	0.66%
1.3	Project Management Team (PMT) Meetings	96	\$18,245.11	36	\$7,278.29	132	\$25,523.40	4.96%
1.4	Working Group	90	\$16,915.63	48	\$9,851.53	138	\$26,767.16	5.20%
1.5	Monthly Invoicing and Progress Reports	64	\$10,683.65	30	\$5,447.95	94	\$16,131.60	3.13%
	<i>Subtotal</i>	268	\$49,345.46	136	\$26,547.09	404	\$75,892.56	14.74%
Task 2	Communication and Stakeholder Engagement/Education							
2.1	Mobility Hub Flyer and Presentation	80	\$10,659.04	39	\$5,386.94	119	\$16,045.98	3.12%
2.2	Mobility Hub Slide Deck	92	\$12,839.43	47	\$7,045.01	139	\$19,884.44	3.86%
2.3	Presentations to Stakeholder Groups	100	\$17,119.96	25	\$5,336.69	125	\$22,456.66	4.36%
	<i>Subtotal</i>	272	\$40,618.44	111	\$17,768.64	383	\$58,387.08	11.34%
Task 3	Mobility Hub Analysis							
3.1	Mobility Hub Refinement Workshop	32	\$4,964.40	0	\$0.00	32	\$4,964.40	0.96%
3.2	Analysis of Mobility Hubs	146	\$20,190.94	14	\$3,000.32	160	\$23,191.26	4.50%
3.3	Develop an Interactive ArcGIS Map-Based Platform	94	\$11,914.58	4	\$857.75	98	\$12,772.32	2.48%
	<i>Subtotal</i>	272	\$37,069.91	18	\$3,858.07	290	\$40,927.98	7.95%
Task 4	Develop Mobility Hub Implementation Playbook							
4.1	Compile & Review Relevant Local and National Mobility Hubs Resources	12	\$2,458.10	31	\$5,071.12	43	\$7,529.22	1.46%
4.2	Develop Centralina Mobility Hub Playbook Outline	12	\$2,458.10	16	\$3,054.15	28	\$5,512.25	1.07%
4.3	Develop Mobility Hub Typologies	24	\$4,113.32	110	\$18,044.99	134	\$22,158.30	4.30%
4.4	Develop Mobility Hub Implementation Guidance	24	\$4,113.32	165	\$26,604.52	189	\$30,717.83	5.97%
4.5	Mobility Hub Implementation Playbook Development	24	\$4,113.32	150	\$20,463.91	174	\$24,577.22	4.77%
4.6	Mobility Hub Playbook Executive Summary: "Top 10 Things You Should Know" Booklet	20	\$3,325.10	67	\$9,262.95	87	\$12,588.05	2.44%
	<i>Subtotal</i>	116	\$20,581.24	539	\$82,501.63	655	\$103,082.87	20.02%
Task 5	Mobility Hub Pilot Design							
5.1	Pilot Design Scoping Meeting	32	\$6,714.99	20	\$3,847.30	52	\$10,562.29	2.05%
5.2	Identify and Engage Project Stakeholders	6	\$1,229.05	12	\$2,426.10	18	\$3,655.15	0.71%
	Kick off meeting (in-person), site visit, and interviews with relevant staff/stakeholders (x4)	36	\$7,976.89	136	\$25,294.57	172	\$33,271.45	6.46%
	Concept Development meeting (virtual; x4)	60	\$12,117.60	44	\$8,699.49	104	\$20,817.09	4.04%
	Final Review & Concept Refinement Meeting (virtual; x4)	30	\$5,813.55	32	\$6,273.40	62	\$12,086.94	2.35%
5.3	Site Slection and Analysis	36	\$6,061.36	116	\$19,096.54	152	\$25,157.89	4.89%
5.4	Mobility Hub Concept & Program Development	20	\$4,422.28	104	\$18,759.18	124	\$23,181.46	4.50%
5.5	Mobility Hub Schematic Design (up to 15% site design; up to 2 site renderings)	28	\$5,802.52	300	\$46,056.35	328	\$51,858.87	10.07%
5.6	Mobility Hub Cost Estimate (Opinion of Probable Costs)	16	\$3,152.88	88	\$13,670.12	104	\$16,823.00	3.27%
5.7	Mobility Hub Implementation Plan	38	\$7,910.90	212	\$31,331.10	250	\$39,242.00	7.62%
	<i>Subtotal</i>	302	\$61,202.01	1064	\$175,454.14	1,366	\$236,656.15	45.96%
	Grand Total (Labor)	1,230	\$208,817.06	1,868	\$306,129.58	3,098	\$514,946.64	100.00%

HDR Fee	
Direct Labor Costs	\$514,946.64
Direct Costs	\$0.00
Total Fee	\$514,946.64



CENTRALINA

REGIONAL COUNCIL

Item 4



Executive Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2024	Agenda Item Type:	Committee work sessions:		Regular:	X
Submitting Person:	Lynne Hair	Presentation Time:	5min			
Presenter at Meeting:	Jason Wager	Phone Number:	704-348-2707			
		Email:	jwager@centralina.org			
Alternate Contact:	Lynne Hair	Phone Number:	704-385-7556			
		Email:	lhair@centralina.org			
Submitting Department:	Regional Planning	Department Head Approval:	J. Wager			
Title of documents as shown in the Agenda: Centralina Spotlight: Regional Coordination and Training						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
Centralina Planning staff will provide a short portrait of work related to the department's regional coordination and training services. Examples that will be highlighted include: government board trainings; educational sessions such as Centralina Learns; and customized training opportunities						
Background & Basis of Recommendations:						
The purpose of this item is to provide information to the Board on how Centralina's Planning Department can support their communities.						
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					



CENTRALINA

REGIONAL COUNCIL

Item 5

Executive Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2025	Agenda Item Type:	Consent:		Regular:	x
Submitting Person:	Geraldine Gardner	Presentation Time:	10minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Alternate Contact:	Venecia White	Phone Number:				
		Email:	Vrock@centralina.org			
Submitting Department:	Executive	Department Head Approval:	Geraldine Gardner			
Title of documents as shown in the Agenda: FY25-26 Employee Compensation Adjustment						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
<p>It has been Centralina’s practice to receive authorization from the Executive Board for implementation of employee compensation increases each fiscal year; the compensation adjustments have already been budgeted in the FY25-26 placeholder budget and approved by the Board of Delegates on February 12, 2025. The purpose of this agenda item is to inform the Executive Board of the details of the FY25-26 compensation approach.</p>						
Background & Basis of Recommendations:						
<p><u>FY25-26 Compensation Approach</u></p> <ul style="list-style-type: none"> • 5% Merit Increase Pool: qualification for merit increase to be determined based on Trakstar performance evaluation for FY25-26; individual employee award amounts are recommended by Department Directors and approved by HR and the Executive Director <p><u>Fiscal Impact:</u> The total incremental cost of the above compensation adjustments is \$376,538. Of this 94% will be charged to federal and state grants, technical assistance contracts, and direct/indirect cost allocation. Only 6% or approximately \$21,339 is expected to be covered by membership dues allocation.</p> <p><u>Benchmark & Previous FY Increases:</u></p> <ul style="list-style-type: none"> • FY22-23 adjustment was a 5% increase across the board and no merit; • FY23-24 adjustment was 6% including a 3% across the board increase. • FY24-25 adjustment was a 5% merit pool. This completed Centralina's transition to a full merit-based system as recommended in our most recent Pay and Classification Plan. <p>Centralina's FY25-26 compensation is competitive with other Councils of Government, including Central Pines: 3% Merit (+pay plan implementation adjustment); Western Piedmont: 3.75% Merit (+pay plan implementation adjustment); Land of Sky: 5% (Merit + COLA)</p>						

Personnel Policy Amendments:

The attached summary page provides further details on the proposed changes.

Requested Action / Recommendation:

Motion to approve the FY25-26 Employee Compensation Adjustment proposal.

Time Sensitivity:
(none or explain)

Approval is sought in April so that management can proceed with performance evaluation and department budget preparation on schedule.

Budget Impact:
(none or explain)

The total incremental cost of the above compensation adjustments is \$376,538, which has been appropriated in the FY25-26 budget on February 12, 2025.

Attachments:
(none or list)



CENTRALINA

REGIONAL COUNCIL

Item 6

Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2025	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	15 minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Alternate Contact:	Michelle Nance	Phone Number:				
		Email:	mnance@centralina.org			
Submitting Department:	Executive	Department Head Approval:	G.Gardner			
Title of documents as shown in the Agenda: Strategic Plan Update						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
The Executive Director and Directors will present the proposed Centralina Strategic Plan for FY26-28 for Board approval.						
Background & Basis of Recommendations:						
Centralina has a three-year strategic plan that guides the organization's activities and priorities through June 30, 2025. The organization has completed a review and update to the Strategic Plan from October 2024 to March 2025. The review and update were comprehensive but focused specifically on adjustments to the plan's goals and strategies.						
Requested Action / Recommendation:						
Motion to adopt the Centralina Regional Council Strategic Plan for July 1, 2025, to June 30, 2028.						
Time Sensitivity: <i>(none or explain)</i>	Approval of the plan at this meeting is essential for the ontime development of the FY26 workplan which implements the plan. The Exectuive Board is scheduled to approve the FY26 workplan at their June meeting.					
Budget Impact: <i>(none or explain)</i>	None					
Attachments: <i>(none or list)</i>	1. Draft Strategic Plan					



Centralina Strategic Plan

FY26 – FY28
July 1, 2025 – June 30, 2028

Draft for Approval



CENTRALINA
REGIONAL COUNCIL



INTRODUCTION

For over 55 years, the Centralina Regional Council has served the nine-county Greater Charlotte Region. The last three-year strategic plan (FY23-25) provided Centralina with a strong foundation for organizational growth in response to key regional needs and new federal and state funding opportunities. Key accomplishments from the last plan period included:

- Completed 201 annual action items over three years.
- Welcomed 7 new local government members.
- Supported 52 local governments and affiliated organizations with technical assistance and grant administration services.
- Delivered major regional plans to shape mobility, resilience and disaster recovery, digital opportunity and aging.
- Expanded services and programs for older adults and career seekers.
- Secured over \$5 million in federal and state funding to support program and service expansion across multiple program areas.
- Established the Government Affairs & Member Engagement division to steward member services and intergovernmental affairs.
- Expanded internal capacity and investment in IT, HR and Finance.

This new strategic plan is designed as a roadmap for organizational sustainability and service to the region from July 1, 2025 and June 30, 2028 (FY26- FY28). The plan was informed by robust internal and external engagement to take stock of current challenges and future opportunities. The major themes from the planning process that shaped our goals included:

- Expanding local support for building capacity, managing growth and implementing existing regional plans.
- Enhancing programming that connects leaders and practitioners from across the region to learn from each other and confront shared challenges.
- Prioritizing relationship building and partnership development.

In addition, we will continue our pursuit of organizational excellence and demonstrate our firm commitment to fiscal responsibility and service. The remainder of this document outlines our strategic foundation, three-year goals, strategies and performance metrics.



OUR STRATEGIC FOUNDATION

MISSION

We lead regional collaboration and spark local action to expand opportunity and improve quality of life.

VISION

Centralina is a collaborative organization and a trusted partner leading the region, communities and individuals towards a thriving future.

VALUES

Lead & communicate with care
Embrace flexibility & resiliency
Affirm that differences matter
Drive collaboration

Act with integrity & intent
Commit to serving & supporting our communities
Take care of ourselves & each other



GOALS & STRATEGIES

The four goals outlined below describe Centralina’s aspiration for achieving our vision through our service to the region, communities and individuals. Under each goal, the corresponding strategies outline the paths we will take to make progress over the next three-year period. On an annual basis our leadership team will craft specific action items to be completed, along with our core services and programs, over the course of a fiscal year.

GOAL 1: COLLABORATE TO PREPARE, PLAN AND ACT ON ISSUES THAT RESPOND TO TODAY’S NEEDS AND TOMORROW’S OPPORTUNITIES.

Strategies

1. Proactively identify regional issues and collaborate to address them through planning, convening, research and analysis.
2. Support the implementation of regional plans through Centralina-led activities and technical assistance to local partners.
3. Track progress and the communicate the impact of regional collaboration, planning and implementation activities.

Centralina Core Services

- Regional planning and implementation tracking
- Regional programs and initiatives that support plan implementation
- Technical assistance and support for local plan implementation actions
- CONNECT our Future
- CONNECT Beyond
- CEDS- Prosperity for Greater Charlotte
- Regional Resilience and Recovery
- Digital Opportunity Planning
- Four-Year Aging Area Plan



CENTRALINA STRATEGIC PLAN

July 1, 2025 – June 30, 2028

GOAL 2: STRENGTHEN CAPACITY, EFFICIENCY AND INNOVATIVE PRACTICE TO IMPROVE QUALITY OF LIFE AND ENHANCE ECONOMIC OPPORTUNITY.

Strategies

1. Expand professional development programming, peer networks and technical assistance services to attract a broader audience and build local knowledge.
2. Assess current services and delivery methods for continuous improvement in quality, efficiency, and effectiveness.
3. Develop new collaborations to increase Centralina’s visibility and expand our capacity and knowledge to serve our partners.

Centralina Core Services

- *Centralina Learns* professional development and education events
- Regional Peer Networks
- Technical assistance services in planning, community development and public administration
- Grant Services
- Older Americans Act implementation and funding to counties for adult nutrition, transportation, in-home aide services, senior centers and more
- Family caregiver support and evidence-based health programs (chronic disease, depression, falls prevention, etc.)
- Long-term care facility Ombudsman services and elder abuse awareness education Workforce Innovation Opportunity Act – Training and career services
- WIOA funded training and career services
- NCWorks Career Centers in Anson, Cabarrus, Iredell, Lincoln, Rowan, Stanly and Union counties
- Centralina Nextgen services and NextGen Youth Opportunity Sites



CENTRALINA STRATEGIC PLAN

July 1, 2025 – June 30, 2028

GOAL 3: CULTIVATE RELATIONSHIPS TO ADVANCE REGIONAL AWARENESS, COLLABORATION AND IMPACT.

Strategies

1. Strengthen relationships with members and partners through proactive engagement and championing collective successes.
2. Advance regional priorities at the state and federal levels through a robust advocacy agenda and strategic partnerships.
3. Cultivate internal knowledge and collaboration to increase staff fluency and connectivity to all aspects of our work.

Centralina Core Services

- Member engagement, retention and cultivation activities
- Board Engagement & Elected Official Engagement
- Federal & State Advocacy
- Region of Excellence Awards
- Centralina Communications (Newsletter, Web, and Social Media)
- Administration and content development for online member portal and resource center
- CD Team & Staff Engagement



CENTRALINA STRATEGIC PLAN

July 1, 2025 – June 30, 2028

GOAL 4: INVEST IN THE TALENT AND INFRASTRUCTURE NEEDED TO SUPPORT CENTRALINA AS A HIGH-PERFORMING, HIGHLY DESIRABLE PLACE TO WORK.

Strategies

1. Develop integrated, efficient HR systems to support recruitment, retention, performance and engagement in line with our values.
2. Enhance employee experience and productivity through technology improvements and effective asset management.
3. Improve financial processes and infrastructure to attain efficiency and fiscal sustainability.

Centralina Core Services

- Human Resources
- Employee Engagement & Appreciation Program
- Operations & Office Space
- Finance
- IT
- Fleet & Equipment
- Cross-departmental Teams

Implementation & Evaluation

A plan is only good if it's implemented; our team is committed to thoughtful implementation and transparent reporting on our progress. The Centralina Board of Delegates will receive quarterly progress reports on the status of the implementation actions in each fiscal year workplan. Overall progress on the Strategic Plan will be captured in Centralina's annual report. Not only will we report on the key performance indicators for the plan, but we will also regularly share success stories as part of our efforts to expand regional awareness of our impact.

Unless otherwise stated below, the baseline year for performance tracking will be FY25. Centralina may set performance targets for future fiscal years.



CENTRALINA STRATEGIC PLAN

July 1, 2025 – June 30, 2028

Goal 1: Collaborate to prepare, plan and act on issues that respond to today's needs and tomorrow's opportunities.

- # of regional plan implementation items initiated and completed
- # meetings held in support of regional planning activities
- # technical assistance and support requests completed to support plan implementation
- # of maps, data products or reports completed (internal or external clients)

Goal 2: Strengthen capacity, efficiency and innovative practice to improve quality of life and enhance economic opportunity.

- # of participants in Centralina Learns and other professional development programming
- # of peer network and thematic meetings held and # of participants
- # of grant information and advising services delivered
- # of state or federal grants administered on behalf of local governments
- # of new partnerships developed to expand services and reach new audiences
- # of participants in Centralina AAA health and wellness programs
- # of employers served with workforce development services
- # of career seekers served

Goal 3: Cultivate relationships to advance regional awareness, collaboration and impact.

- # of member engagement activities conducted
- # of engagements with federal and state elected representatives and staff
- # of Centralina staff volunteer hours completed

Goal 4: Invest in the talent and infrastructure needed to support Centralina as a high-performing, highly desirable place to work.

- \$ of new revenue generated through technical assistance contracts and grants
- # of professional development training hours completed by staff
- % of employees retained
- # of local, regional or national awards received



CENTRALINA

REGIONAL COUNCIL

Item 7

Board Agenda Item Cover Sheet

Board Meeting Date:	April 9, 2025	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Geraldine Gardner	Presentation Time:	15 minutes			
Presenter at Meeting:	Geraldine Gardner	Phone Number:	704-351-7130			
		Email:	ggardner@centralina.org			
Alternate Contact:	Kelly Weston	Phone Number:				
		Email:	kweston@centralina.org			
Submitting Department:	GAME	Department Head Approval:	G.Gardner			
Title of documents as shown in the Agenda: State & Federal Advocacy Update and Performance Reports, Jan 2025-March 2025.						
Description of Agenda Item: <i>(This wording will be used to summarize the item on the agenda cover page.)</i>						
<p>Staff will provide an update on the 2025 Federal and State advocacy agenda progress including:</p> <ul style="list-style-type: none"> • Raleigh Relations <ul style="list-style-type: none"> ○ UpState Legislative Tracking Tool ○ Downzoning Repeal / SB382 Update ○ NCARCOG Legislative Day – April 2nd Recap • Federal <ul style="list-style-type: none"> ○ FY26 Budget & Reconciliation Process ○ Upcoming Advocacy Meetings <ul style="list-style-type: none"> ▪ April 14th Congresswoman Alma Adams ▪ TBD Congressman Addison McDowell and Congressman Patrick Harrigan ○ Transition impact on Centralina grants and policies 						
Background & Basis of Recommendations:						
The Executive Board reviewed and approved advocacy agendas at the November 2024 meeting for the 2025 legislative sessions. Staff have been working to implement the agenda with support from Strategics (Federal) and EQV Strategic (State).						
Requested Action / Recommendation:						
Motion to approve the Strategics Consulting Performance Reports- January – March 2025.						
Time Sensitivity: <i>(none or explain)</i>	Timely input on activities will help to inform continued engagement.					
Budget Impact: <i>(none or explain)</i>	None					

Attachments:
(none or list)

- Advocacy agendas are available at this link: [Federal & State Advocacy - Centralina Regional Council](#)
- January, February, and March Performance Reports

**GOALS AND ACTIVITIES FOR STRATEGICS CONSULTING
January-February 2025 REPORT**

- 1. Build, maintain, and enhance relationships with Members of Congress and the federal agencies.**
 - Provided updated and comprehensive federal election analysis.
 - Updated Centralina’s Congressional Delegation contacts sheet with new information.
 - Prepared joint congressional calendar and later updated it with new information on State Address and national party meeting dates.
 - Facilitated and attended six DC meetings for ED with congressional delegation offices during National Association of Regional Councils winter conference; provided background information to ED to assist with meeting preparation.

- 2. Develop advocacy strategies around the approved Federal Action Plan on regional priorities and implement in coordination with Centralina’s management.**
 - Updated Federal Relations Calendar for, and participated in, monthly calls with ED.
 - Provided analysis of Executive Orders and impacts on Centralina.
 - Delivered updates and analysis of EDA reauthorization and list of policy achievements.
 - Communicated updates regarding federal spending, FY25 appropriations, and Older Americans Act (OAA) and Workforce Innovation and Opportunity Act (WIOA) reauthorizations.

- 3. Provide information and support related to federal grant opportunities in coordination with Centralina staff.**
 - Alerted Centralina staff to the pausing of the Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT) grant application process.
 - Implemented advocacy efforts and provided updates on the Pathways to Removing Obstacles to Housing (PRO Housing) grant application.
 - Provided comprehensive Grants Master Forecast, giving Centralina and its members the opportunity to plan in advance which federal grants to consider pursuing in the next six months.
 - Sent weekly Grants Alerts, including list of rescinded grants.
 - Wrote two Capitol Corner articles, one covering passed and pending legislation heading into the 119th Congress and the other about Executive Orders.

- 4. Respond to trouble shooting requests from members and Centralina on federal issues.**
 - Responded to multiple inquiries regarding federal funding programs, plans for funding pauses, and implications of Executive Orders.
 - Provided draft letter to send to the region’s congressional delegation regarding impact of Executive Orders on Centralina.

For more information, contact Leslie Mazingo at (202) 255-5760 or leslie@strategics.consulting.

**GOALS AND ACTIVITIES FOR STRATEGICS CONSULTING
March 2025 REPORT**

- 1. Build, maintain, and enhance relationships with Members of Congress and the federal agencies:**
 - Scheduled meeting with U.S. Senator Thom Tillis' and U.S. Senator Tedd Budd's offices for Centralina Area Agency on Aging.
 - Arranged for U.S. Representative Alma Adams to attend April Advocacy meeting on April 14th.
 - Invited U.S. Representative Addison McDowell to attend an April Advocacy meeting.
 - Facilitated and participated in meetings with U.S. Senator Ted Budd's staff and U.S. Representative Pat Harrigan's staff.
 - Updated Centralina on congressional delegation staff changes.

- 2. Develop advocacy strategies around the approved Federal Action Plan on regional priorities and implement in coordination with Centralina's management:**
 - Prepared information for, and presented to, Executive Board at March meeting and presented to regional managers meeting.
 - Updated Federal Relations Calendar for, and participated in, monthly calls with ED.

- 3. Provide information and support related to federal grant opportunities in coordination with Centralina staff:**
 - Provided weekly Grants Alerts, as well as weekly updates on Requests for Information from federal agencies.
 - Wrote Capital Corner article covering Executive Director advocacy meetings in Washington, DC.

- 4. Respond to trouble shooting requests from members and Centralina on federal issues:**
 - Provided updates on the FY25 appropriations, continuing resolution, potential shutdown, FY26 appropriations, and budget reconciliation.

For more information, contact Leslie Mazingo at (202) 255-5760 or leslie@strategics.consulting.