



# The Executive Board Agenda

Wednesday, June 10, 2015  
Centralina Council of Governments  
525 North Tryon Street, 12<sup>th</sup> Floor  
Charlotte, NC 28202

Chairman Michael Johnson will convene a meeting of the **Centralina COG Board of Delegates on Wednesday, June 10, 2015**. A light dinner will be served at 6:00 p.m. The meeting will be held in the **Catawba Room of the Centralina COG office on the 12<sup>th</sup> floor of the 525 North Tryon Street building**.

Time	Item	Presenter
6:00 p.m.	<b>Dinner</b> Please RSVP to Kelly Weston at <a href="mailto:kweston@centralina.org">kweston@centralina.org</a> or (704) 348-2728 by 12:00 p.m. on Monday, June 8 so that catering can be arranged.	Kelly Weston
6:30 p.m.	<b>Call to Order, Welcome &amp; Declaration of Quorum</b>	Michael Johnson
	<b>Amendments to the Agenda</b> (if any)	Michael Johnson
<b>Consent Items:</b> <i>Consent agenda items may be considered in one motion and without discussion except for those items removed by a Board member.</i>		
6:35 p.m. Item 1 Pages 4 - 7	<b>Approval of the Executive Board Minutes from the April 8, 2015 Meeting</b> <i>The minutes of the April 8, 2015 meeting have been distributed to all members of the Executive Board and should be approved if correct.</i>  <b>Action/Recommendation:</b> <i>I move to approve the April 8, 2015 Executive Board meeting minutes.</i>	Michael Johnson
Item 2 Page 8	<b>CCOG Employee Health Insurance Update</b> <i>2015-16 insurance rates quoted by the NC League of Municipalities have increased significantly for medical coverage, which prompted Centralina staff to seek comparable medical insurance options at a cheaper rate.</i>  <b>Action/Recommendation:</b> <i>Receive as information.</i>	
Item 3 Pages 9 - 10	<b>CCOG Personnel Manual Update</b> <i>CCOG Policy Statement on "Voluntary Retirement" will need to be updated due to changes to the Health Insurance Coverage.</i>  <b>Action/Recommendation:</b> <i>CCOG Staff recommends that Board accept these changes to the Manual to accurately reflect changes to health insurance coverage.</i>	
Item 4 Pages 11 - 13	<b>Approval of Regional Freight Study Consultant Contract</b> <i>A scope of work was developed with private sector input and involvement from the region's MPOs and RPO to ensure that the freight plan outcomes would provide deliverables to meet the region's logistics and long-range transportation planning needs. After a nationwide, open consultant call, four companies were interviewed by a local team representing rural, urban, transportation, and land use interests. While all of the firms were technically capable, CDM Smith, Inc. provided an additional insight into how freight issues align with local and regional economic development strategies and they were able to articulate the value of freight logistics to the small town and rural segments of our region.</i>  <b>Action/Recommendation:</b> <i>The Executive Board is asked to consider approving a contract with CDM Smith, Inc. in the amount of \$300,000.</i>	Michelle Nance
<b>Regular Business Items:</b>		
6:40 p.m. Item 5 10 minutes Pages 14 - 15	<b>Fiscal Year Ending June 30, 2016 Budget Review</b> <i>Review Fiscal Year Ending June 30, 2016 budget update and authorize merit increases for employees effective July 1, 2015.</i>	Jim Prosser

# The Executive Board Agenda

Time	Item	Presenter
	<p><b>Action/Recommendation:</b> <i>Provide direction to staff regarding changes to budget plans and authorize the provision of a merit increase with a total pool of 2.5% of salaries based on employee evaluation results.</i></p>	
<p><b>6:50 p.m.</b> <b>Item 6</b> 10 minutes Pages 16 - 17</p>	<p><b>Report of Financial Activity for the Period Ending June 10, 2015</b> <i>The required action from the Executive Board members is a review of financial information provided and comment on direction of investments for the remainder of the year.</i></p> <p><b>Action/Recommendation:</b> <i>For information and discussion purposes.</i></p>	<p>Jim Prosser</p>
<p><b>7:00 p.m.</b> <b>Item 7</b> 10 minutes Pages 18 - 26</p>	<p><b>Volunteer Transportation Services Update</b> <i>The purpose of this presentation is to provide an update to the CCOG Executive Board regarding the progress of the Volunteer Transportation Services (VTS) program as well as to seek support in raising the mandatory 50% local match for the NCDOT 5310 funding. CCOG applied for 5310 grant funding for FY16 from NCDOT to continue the VTS program. The full annual operating budget is \$157,233.00 and the program requires a 50% local match (\$78,617.00).</i></p> <p><b>Action/Recommendation:</b> <i>Review status of VTS implementation and funding. Consider a motion to allow VTS to continue into FY16 on a quarterly basis with the understanding VTS will continue to fundraise and apply for grant funding to meet the required 50% local match.</i></p>	<p>Katie Kutcher</p>
<p><b>8:00 p.m.</b> <b>Item 8</b> 10 minutes Pages 27 - 33</p>	<p><b>Presentation on Funding Consulting Services</b> <i>Review options, including two competing Federal Relations Consulting services proposals submitted to CCOG by The Ferguson Group and Strategics, and initial information gathered from private-sector fund-sourcing consultants. Staff will present a summary of the types of services, and of the two proposals submitted, providing a comparison of services and costs.</i></p> <p><b>Action/Recommendation:</b> <i>Provide direction to staff concerning next steps, if any, regarding these consulting services:</i></p> <p><u>Federal Relations Consulting services</u> (one of these motions, or an alternative motion):</p> <ul style="list-style-type: none"> <li>• <i>I move that staff be directed to proceed to contract with _____ as CCOG’s Federal Relations Consultant with an effective date of July 1, 2015, and to notify the other proposing consultant(s) that they were not selected; or,</i></li> <li>• <i>I move that staff be directed to work with a Sub-committee over the summer to gather additional information from or about any of the Federal Relations consultants; or,</i></li> <li>• <i>I move that CCOG not hire any Federal Relations Consultant at this time, and that staff be directed to inform the proposing consultants of this decision.</i></li> </ul> <p><u>Private-sector Fund-sourcing Consulting services</u> (one of these motions, or an alternative motion):</p> <ul style="list-style-type: none"> <li>• <i>I move that staff be directed to work with a Sub-committee over the summer to develop proposal(s) from private-sector fund-sourcing consultants; or,</i></li> <li>• <i>I move that CCOG not pursue any private-sector fund-sourcing consultants at this time, and that staff be directed to inform the consultants of this decision.</i></li> </ul>	<p>Vicki Bott</p>
<p><b>8:10 p.m.</b></p>	<p><b>2015 CCOG Conference Report</b></p>	<p>Sarah McAulay</p>



# The Executive Board Agenda

**Wednesday, June 10, 2015**  
 Centralina Council of Governments  
 525 North Tryon Street, 12<sup>th</sup> Floor  
 Charlotte, NC 28202

Time	Item	Presenter
<b>Item 9</b> 5 minutes Page 34	<p><i>CCOG staff is in the process of planning the second annual CCOG “Creative Solutions for Thriving Communities” Conference. Staff is working with CCOG Delegates serving as Conference Champions who are providing input throughout the coordination phase. The Conference Champions will present a report on these planning efforts.</i></p> <p><b>Action/Recommendation:</b>  <i>Commit the Executive Board Members to provide CCOG staff with contact information for potential sponsors of the 2015 CCOG Conference; to deliver save-the-date postcards to Clerks in their communities; and to register for the Conference and encourage other elected officials and staff to register.</i></p>	
<b>8:15 p.m.</b> 10 minutes	<b>Comments from the Executive Board</b>	Board Members
<b>8:25 p.m.</b> 5 minutes	<b>Comments from the Chair</b>	Michael Johnson
<b>8:30 p.m.</b> 5 minutes	<b>Comments from the Executive Director</b>	Jim Prosser
<b>8:35 p.m.</b>	<b>Adjournment</b>	Michael Johnson

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Centralina Council of Governments

**Item 1**



**Executive Board Minutes**

**April 8, 2015**

<b>Officers Present</b>	<b>Delegates Present</b>	<b>Delegates Not Present</b>	<b>Centralina Staff</b>
Michael Johnson, Chair Sarah McAulay, Vice-Chair Bill Feather, Treasurer Patsy Kinsey, Secretary	Joe Carpenter Will Cauthen Bill Deter George Dunlap Martin Oakes Jerry Simpson Jarvis Woodburn  <i>Via Phone</i> Martha Sue Hall	Warren Chapman Bobby Compton Lyndell Ingram Gene McIntyre Liz Poole Devin Rhyne	Jim Prosser Tonya Frye Katie Kutcher Debi Lee Mike Manis Linda Miller Michelle Nance Sushil Nepal Kelly Weston

**Open and Welcome:**

Chair Michael Johnson, City of Statesville, called the meeting to order at 6:30 p.m. Kelly Weston, Clerk to the Board, declared that a quorum was present.

**Amendments to the Agenda:**

Chair Johnson noted there were no amendments to the agenda. Vice Chair Sarah McAulay, Town of Huntersville, made a motion to adopt the agenda. Council Member Martha Sue Hall, City of Albemarle, seconded the motion, and it was carried unanimously.

Chair Johnson read the Consent Agenda as follows:

- 1. Approval of the Executive Board Minutes from the March 11, 2015 Meeting**
- 2. Proposed Amendment to the Operating Budget for Fiscal Year Ended June 30, 2015**

Council Member Hall made a motion to approve the Consent Agenda. Commissioner Jarvis Woodburn, Anson County seconded the motion, and it was carried unanimously.

**3. Report of Financial Activity for the Period Ending February 28, 2015**

Ms. Tonya Frye, Finance Director, gave the staff presentation on this item, providing an overview of revenues and expenditures through two-thirds of the current fiscal year.

In response to Council Member Hall’s question, Ms. Frye explained that expenditures associated with completing the CONNECT Our Future project exceeded the project’s revenues. These costs were covered using the fund balance.

In response to Chairman Johnson’s question, Mr. Jim Prosser, Executive Director, explained that CCOG does not have a spending problem, but needs to generate more revenue to cover the work staff is doing. He noted that changes in federal and state programs limit the ability to recover funding for fixed operational costs. He added that CCOG is asking county member governments to pay Aging program match reimbursements separately from membership dues.

In response to a question from Commissioner Martin Oakes, Lincoln County, Ms. Frye explained that CCOG has not expended much of the federal grants received, particularly in Workforce Development. Because the full amount of the grant has not been expended, the organization has not completely recovered revenue associated with the program.

In response to Commissioner Oakes' question, Mr. Prosser indicated that he would provide Executive Board members with talking points for addressing legislators about recovering revenue from state Workforce Development program grants.

Chair Johnson noted that Ms. Frye is leaving CCOG on April 10 to pursue another opportunity in government finance and thanked her for her 12 years of service. He also introduced Mr. Doug Laffon, Interim Finance Director, who retired from Western Piedmont Council of Governments where he served as Chief Financial Officer for 20 years.

#### **4. Volunteer Transportation Services Update**

Ms. Katie Kutcher, Aging Programs Coordinator, gave the staff presentation on this item reporting on the progress of the Volunteer Transportation Services (VTS) program.

Mr. Prosser noted that unless the VTS program raises the mandatory 50% local match required by the North Carolina Department of Transportation 5310 grant, CCOG will have to discontinue the program. He added that CCOG staff can meet with Executive Board members and their communities to discuss the program. He noted that there would be an impact if the program were discontinued next year.

#### **5. Regional Freight Update**

Mr. Sushil Nepal, Project Manager, gave the staff presentation on this item, providing an update on the status of the regional freight study.

In response to Commissioner Oakes' question, Mr. Prosser explained that the scope of work for CCOG's Transportation Improvements Generating Economic Recovery (TIGER) grant application was approved, but the organization did not receive the grant due to a lack of private sector and professional delegation involvement.

In response to Chair Johnson's question, Mr. Nepal indicated that because the next round of TIGER grant funding will focus on capital projects, CCOG will not submit an application for the grant program for the regional freight project this year.

Chair Johnson noted that Mr. Nepal will be leaving CCOG on April 10 to join the Town of Huntersville as a Principal Planner. He added that Mr. Nepal has done a magnificent job during his time as CCOG and has been the face of the CONNECT project.

In response to a question from Commissioner George Dunlap, Mecklenburg County, Chair Johnson noted that CCOG staff will make regional presentations in all of the counties that participated in the CONNECT project, demonstrating how to use the CONNECT toolkit.

#### **6. 2015 CCOG Conference Update**

Vice Chair McAulay gave the presentation on this item, reporting on the status of the CCOG Conference planning efforts.

In response to a question from Secretary Patsy Kinsey, City of Charlotte, Ms. Weston indicated that staff anticipates beginning sponsorship recruitment next month.

Vice Chair McAulay asked staff to send sponsorship materials to the Executive Board members so that they may assist with recruiting sponsors.

**7. Government Consultant Presentations**

Ms. Leslie Mazingo, owner and Chief Executive Officer of Strategics Consulting, LLC, gave a presentation on her experience in assisting local governments and governmental organizations with federal advocacy and potential opportunities for CCOG to contract with her for these services.

In response to Chair Johnson’s question, Ms. Mazingo noted that her work in identifying the likelihood of receiving federal funding for projects would involve thoroughly evaluating a project before making a recommendation on pursuing grants.

In response to Vice Chair McAulay’s question, Ms. Mazingo indicated that she is available to take on a new client and does not foresee working with CCOG to be a conflict of interest with other clients.

Ms. Jennifer Imo, Managing Partner for Client Services, and Roger Gwinn, President and Chief Executive Officer of the Ferguson Group, gave a presentation on their firm’s work in helping communities secure federal grants and loans and how the firm can assist CCOG in this area.

In response to Chair Johnson’s question, Ms. Imo explained that The Ferguson Group’s usual retainer is \$4,200 per month, but the firm could contract with CCOG for \$3,000 per month for the first year of service. This fee would cover the cost of meeting with CCOG staff to discuss individual initiatives, developing a funding and advocacy plan, and grant consulting.

Vice Chair McAulay made a motion directing the Executive Director to prepare a proposal that identifies three to four projects on which CCOG can contract with one or both consultants and a plan to move forward with advocacy in these areas within the next three to six months. Commissioner Dunlap seconded the motion.

Treasurer Bill Feather, Town of Granite Quarry, suggested clarifying how smaller member governments can benefit from CCOG contracting with a government consulting firm.

The motion was carried unanimously.

**Comments from the Executive Board**

Vice Chair McAulay complimented the Executive Director and staff on the work that they have undertaken and the direction in which the organization is headed.

**Comments from the Chair**

Chair Johnson noted that seven legislators have responded to the letter sent to members of the NC House and Senate requesting support for the Historic Preservation Tax Credit Bill. He asked the Executive Board members to continue urging their local Senators to support the bill. Chair Johnson also noted that the Centralina Agency on Aging received a grant from Senior Service America, Inc. for its Senior Community Services Employment Program and was one of only two organizations in the state asked to submit a plan on how it would serve as a statewide hub for falls prevention activities, data, and outreach. He also noted that the CONNECT Our Future website and the Brownfields-Greyfields Toolkit were recently highlighted in an e-blast from the U.S. Department of Housing and Urban Development’s Office of Economic Resilience.

Commissioner Joe Carpenter, Gaston County, encouraged the Executive Board members to attend the North Carolina Association of Regional Councils of Government NC Tomorrow Summit on April 27-28. He noted that the event will focus on identifying ways to maximize resources in different regions across the state.

Mr. Prosser added that several state and national leaders will attend the Summit, including Jay Williams, Assistant Secretary of Commerce for Economic Development.

**Comments from the Executive Director**

There were no comments from the Executive Director.

## **Adjournment**

With no further business to be discussed, Chair Johnson adjourned the meeting at 9:24 p.m.

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Centralina Council of Governments

**Item 2**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b> <input checked="" type="checkbox"/> <b>Regular:</b> <input type="checkbox"/>
<b>Submitting Person:</b>	Venecia White	<b>Presentation Time (est.):</b>	N/A
<b>Presenter at meeting:</b>	N/A	<b>Phone Number/Ext:</b>	
		<b>Email:</b>	
<b>Alternate Contact Person:</b>	N/A	<b>Phone Number/Ext:</b>	
		<b>Email:</b>	
<b>Submitting Department:</b>	<b>Administration</b>	<b>Department Head Approval:</b>	Jim Prosser
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>			
<p><b>No action required but want to inform Board Members about changes to Medical Insurance Coverage for CCOG Employees.</b></p>			
<b>Description of Agenda Item:</b>			
<p>2015-16 insurance rates quoted by the NC League of Municipalities have increased significantly for medical coverage which prompted Centralina staff to seek comparable medical insurance options at a cheaper rate.</p>			
<b>Background &amp; Basis of Recommendations:</b>			
<p>Due to significant rate increases with the NC League of Municipalities/Municipal Insurance Trust, Centralina COG has made the decision to leave the League for medical coverage.</p> <p>Centralina staff has been working with a broker, The Laymon Group, who currently also works with two other COGs in NC and we have been able to find comparable health insurance coverage at a lower cost for our active employees and have found comparable individual plans for our retirees.</p> <p>The change will save us about \$74,628 for plan year 2015/16.</p> <p>With the savings CCOG has added a Short-Term Disability plan to the benefit offerings.</p> <p>Please note that Vision and Dental insurance coverage will stay the same and will still be with the NC League of Municipalities/Municipal Insurance Trust.</p>			
<b>Action / Recommendation:</b>			
Receive as information.			
<b>Time Sensitivity</b> <i>(none or explain):</i>	None.		
<b>Budget Impact</b> <i>(if applicable):</i>	N/A		
<b>List of Attachments</b> <i>(if any):</i>	N/A		



Centralina Council of Governments

**Item 3**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b> X <b>Regular:</b>
<b>Submitting Person:</b>	Venecia White	<b>Presentation Time (est.):</b>	N/A
<b>Presenter at meeting:</b>	N/A	<b>Phone Number/Ext:</b>	
		<b>Email:</b>	
<b>Alternate Contact Person:</b>	N/A	<b>Phone Number/Ext:</b>	
		<b>Email:</b>	
<b>Submitting Department:</b>	<b>Administration</b>	<b>Department Head Approval:</b>	<b>Jim Prosser</b>
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>			
<p><b>No action required but want to inform Board Members about changes to Personnel Manual as a result of changes to the Health Insurance Coverage.</b></p>			
<b>Description of Agenda Item:</b>			
CCOG Policy Statement on “Voluntary Retirement” will need to be updated due to changes to the Health Insurance Coverage.			
<b>Background &amp; Basis of Recommendations:</b>			
<p>The current personnel policy statement includes reference to the North Carolina League of Municipalities. However, as we will no longer be with the League for Medical Coverage the policy statement must be updated. Centralina Staff recommends the following strikethrough of the current policy statement.</p> <p><i>An employee who meets the conditions set forth under the provision of the North Carolina Local Governmental Employees’ Retirement System may elect to retire and receive all benefits earned under the retirement plan.</i></p> <p><i>For employees who retire under the North Carolina Local Government Employees’ Retirement System, Centralina will endeavor to make available group hospitalization to those employees. Centralina will contribute to the retirees cost of such insurance an amount determined as hereinafter set forth, subject to change from time to time as directed by the Executive Board or Board of Delegates.</i></p> <p><i>The contribution by Centralina toward the retirees’ cost for such group hospitalization coverage shall be determined by taking the premium which would be charged the retiree, adjusted from time to time, had he or she remained an active employee (hereinafter the “active employee premium amount”) and ADD: by multiplying the average active employee premium amount by a percentage determined as follows:</i></p> <ol style="list-style-type: none"> <li><i>a) If the retiree has fifteen (15) years of service, the applicable percentage is fifty (50%) percent.</i></li> <li><i>b) If the retiree has completed more than fifteen (15) years, the percentage is increased by two (2%) percent for each full year of completed service in excess of fifteen (15) years;</i></li> <li><i>c) If the employee has less than fifteen (15) years of service as his or her retirement date, no portion of the employee’s health insurance premium will be paid by Centralina.</i></li> <li><i>d) <del>The retiring employee will be responsible for payment of the “retired employee premium amount,” established by the North Carolina League of Municipalities.</del></i></li> </ol> <p><i>Dependent coverage may also be added at the option and cost of the employee prior to retirement. This group policy will be made available to the retirees until they are eligible for Medicare coverage. Upon</i></p>			



*termination of the Master Group Contract, retirees would not be eligible to convert to non-group, except as provided under the North Carolina continuation/conversion law.*

**Action / Recommendation:**

CCOG Staff recommends that Board accept these changes to the Manual to accurately reflect changes to health insurance coverage.

<b>Time Sensitivity</b> ( <i>none or explain</i> ):	None
<b>Budget Impact</b> ( <i>if applicable</i> ):	N/A
<b>List of Attachments</b> ( <i>if any</i> ):	N/A



Centralina Council of Governments

**Item 4**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015		<b>Consent:</b> <input checked="" type="checkbox"/>	<b>Regular:</b> <input type="checkbox"/>
<b>Submitting Person:</b>	Michelle Nance	<b>Presentation Time (est.):</b>		
<b>Presenter at meeting:</b>	Michelle Nance	<b>Phone Number/Ext:</b>	704-348-2709	
		<b>Email:</b>	<a href="mailto:mnance@centralina.org">mnance@centralina.org</a>	
<b>Alternate Contact Person:</b>	Jessica Hill	<b>Phone Number/Ext:</b>	704-348-2731	
		<b>Email:</b>	<a href="mailto:jhill@centralina.org">jhill@centralina.org</a>	
<b>Submitting Department:</b>	<b>Planning</b>	<b>Department Head Approval:</b>	Michelle Nance	
<b>Description of Agenda Item:</b>				
Greater Charlotte Regional Freight Plan – Contract award to CDM Smith, Inc.				
<b>Background &amp; Basis of Recommendations:</b>				
<p>A scope of work was developed with private sector input and involvement from the region’s MPOs and RPO to ensure that the freight plan outcomes would provide deliverables to meet the region’s logistics and long-range transportation planning needs. After a nationwide, open consultant call, four companies were interviewed by a local team representing rural, urban, transportation, and land use interests. While all of the firms were technically capable, CDM Smith, Inc. provided an additional insight into how freight issues align with local and regional economic development strategies and they were able to articulate the value of freight logistics to the small town and rural segments of our region.</p> <p>The Executive Committee is asked to approve the consultant contract so that work can begin on this important project.</p>				
<b>Action / Recommendation:</b>				
<p>The Executive Board is asked to consider approving:</p> <ul style="list-style-type: none"> <li>• Contract with CDM Smith, Inc. - \$300,000</li> </ul>				
<b>Time Sensitivity (none or explain):</b>	High - Contract approval will allow this project to progress without delay and move forward with soliciting participation and funds from the private sector.			
<b>Budget Impact (if applicable):</b>	Medium - This project has federal and local funding commitments, however, private sector participation is critical to the success of this project. Roughly \$200,000 in additional funding is currently needed for the current project scope.			
<b>List of Attachments (if any):</b>	Greater Charlotte Regional Freight Plan Status Report			

# Greater Charlotte Regional Freight Plan

## Status Report – June 2015

### Why do the Freight Mobility Study?

- According to Federal Highway Administration Data, other states are further ahead of North Carolina in starting their MAP-21-required Freight Strategic Plans. It is important for this region to begin looking at these issues, especially given the need to support strong growth in freight movement due to Panamax traffic and the intermodal facility, and to support Export and Advanced Industries.
- The 2015-2016 Regional Freight Planning Initiative will provide data, engagement, and findings needed by our MPOs for their Metropolitan Transportation Plans (MTPs).
- Freight logistics are important to rural development, as delays and/or efficiencies impact business success, company productivity, and local jobs.
- As part of the upcoming changes to MAP-21, USDOT will require NCDOT to conduct a Statewide Strategic Freight Plan in the next two-three years. Our region will have a strategic advantage by beginning now to address pressing needs. Starting now ensures that our region’s freight plan will inform the statewide plan. CCOG has reviewed the initial MAP-21 recommendations concerning what the USDOT will want from State DOTs in advance of writing an RFP, and will continue to monitor them until they are finalized (expected mid-2015). NCDOT has been part of an early stakeholder group to provide input on this process.
- USDOT is focused on funding initiatives and facilities based on data-driven planning—known as “Performance Measurement”—to prioritize national investments. Having a freight plan now, will provide indicators needed to measure performance towards local, MPO, and NCDOT goals.
- Data collected as part of the freight study will complement MPO efforts towards local and MPO-wide scenario planning, as encouraged through MAP-21.



### FLOW Project Elements:

The Centralina region must start this work now to ensure competitiveness of its freight systems and be positioned for future federal and state assistance. The FLOW initiative will begin in spring 2015, with a target



completion date of December 2016. The project will proceed in phases as funding is secured and based on MAP-21 requirements, the Scope of Work will:

- Include new analyses to understand the current and future levels of freight network activity (truck and rail) on a systemic (freeway/local roads) and land parcel basis, as well as the identification of new technologies to improve freight flow and transfer processes, which will help attract additional logistics business to the region.
- Serve all parts of the region, including suburban and rural areas. This is important since access to freight continues to be a key foundation of local economic development systems.
- Include a steering committee (and a Freight Advisory Committee) to involve key regional and national freight experts—manufacturers, shippers and brokers—those who know and rely upon the network in place but who also have additional insight into future needs.
- Meet the MAP-21 requirements as related to the MPO and the NCDOT Strategic Plans.

### Recent Actions:

- CCOG has worked with this region's MPOs/RPO and presented to multiple local governing boards to gain support and funding commitments for the regional freight study.
- A scope of work was developed in concert with the MPOs/RPO and input from NCDOT and FHWA.
- A competitive Request for Proposals was sent to freight firms, consultant teams were interviewed, and a consultant was selected to complete the Regional Freight Plan.
- CCOG has applied for grant funding to support the cost of the Regional Freight Study:
  - USDOT TIGER Grant Planning Funds (April 2014) - The TIGER proposal was unsuccessful, but very competitive. One of 797 applicants, it advanced through three extremely competitive selection rounds at USDOT to get into the top 2% before final consideration by Secretary Foxx.
  - Federal Highway Administration (FHWA) SHRP2 Grant (February 2015) – The SHRP2 proposal was unsuccessful, but led to FHWA funding through the Regional Models of Cooperation initiative.
  - Economic Development Administration (April 2015) – Grant is currently under review.

### Estimated Project Cost:

- Estimated project cost is \$500,000-\$700,000. Current/projected funding includes:
  - \$200,000 Federal Highways Association (FHWA)
  - \$150,000 from CRTPO, GCL MPO, Rocky River RPO, RFATS
  - \$89,000 pending from US Economic Development Administration (EDA)
  - \$30,000 from City of Charlotte (match with city and county payments)
  - \$95,000 (cities and counties)
  - Balance from other grant sources and private sector funds



Centralina Council of Governments

**Item 5**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b>		<b>Regular:</b>	X
<b>Submitting Person:</b>	Jim Prosser	<b>Presentation Time (est.):</b>	10 minutes			
<b>Presenter at meeting:</b>	Jim Prosser	<b>Phone Number/Ext:</b>	(704) 348-2703			
		<b>Email:</b>	<a href="mailto:jprosser@centralina.org">jprosser@centralina.org</a>			
<b>Alternate Contact Person:</b>	None	<b>Phone Number/Ext:</b>				
		<b>Email:</b>				
<b>Submitting Department:</b>	<b>Executive</b>	<b>Department Head Approval:</b>				
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>						
Review Fiscal Year Ending June 30, 2016 budget update and authorize merit increases for employees effective July 1, 2015						
<b>Description of Agenda Item:</b>						
<i>Fiscal Year Ending June 30, 2016 budget review</i>						
<b>Background &amp; Basis of Recommendations:</b>						
<p>The State has not released information required to complete budget updates for the fiscal year ending June 30, 2016, but we are able to forecast the financial plan for next year. The plan is as follows:</p> <ol style="list-style-type: none"> <li>1. Dues are used to cover costs not covered by grants or program revenue. Program revenue includes Technical Assistance contracts, revenues derived from services provided for special projects (these projects may be funded by grants) and other services (training, conference, consulting). We will be billing approximately \$760,000 for dues next year. This does not include any revenue from new members since no new members have joined at this time. This does not reflect potential revenue of \$150,000 which may be received from counties to fund the match required for Senior Program services delivered to counties.</li> <li>2. Administrative costs (including Finance, building rental, insurance, Executive, etc.) will be recovered from indirect charges allocation to each department.</li> <li>3. Aging and Workforce Development will “break even” with grants and program revenues covering all costs including indirect (administrative) costs.</li> <li>4. Community and Economic Development will continue to reflect the need for \$175,000 from member dues to cover costs. Program revenues including Economic Development Administration (EDA) will cover other costs.</li> <li>5. Centralina Planning Department has secure project revenue identified of \$540,000 with an estimated core budget of \$1,040,000. This leaves a funding gap of \$500,000. It is expected that additional revenues maybe generated during the year as a result of Technical Assistance contracts and Special Projects. However, to be conservative we are only including secured contracts in this initial estimate plus a conservative estimate of \$100,000 in technical service contract revenue.</li> <li>6. Merit increases will provide a means to recognize the work accomplished by staff in development of new programs as well as continuous improvement in existing programs.</li> </ol> <p>The cost of providing a merit increase pool of 2.5% is estimated at \$65,000. Of that amount, \$55,000 will be reimbursed by grant revenues (direct and indirect), leaving a net amount of \$10,000 to be funded by the General Fund.</p>						



<b>Action / Recommendation:</b>	
Provide direction to staff regarding changes to budget plans and authorize the provision of merit increases with a total pool of 2.5% of salaries based on employee evaluation results.	
<b>Time Sensitivity</b> ( <i>none or explain</i> ):	As noted.
<b>Budget Impact</b> ( <i>if applicable</i> ):	Merit increases would add a gross cost of \$65,000 and approximately \$10,000 net of grant reimbursed cost.
<b>List of Attachments</b> ( <i>if any</i> ):	None.



Centralina Council of Governments

**Item 6**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b> <input type="checkbox"/>	<b>Regular:</b> <input checked="" type="checkbox"/>
<b>Submitting Person:</b>	Jim Prosser	<b>Presentation Time (est.):</b>	10 minutes	
<b>Presenter at meeting:</b>	Jim Prosser	<b>Phone Number/Ext:</b>	(704) 348-2703	
		<b>Email:</b>	<a href="mailto:jprosser@centralina.org">jprosser@centralina.org</a>	
<b>Alternate Contact Person:</b>	None	<b>Phone Number/Ext:</b>		
		<b>Email:</b>		
<b>Submitting Department:</b>	<b>Executive</b>	<b>Department Head Approval:</b>		
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>				
The required action from the Executive Board members is a review of financial information provided and comment on direction of investments for the remainder of the year.				
<b>Description of Agenda Item:</b>				
<i>Report of Financial Activity for the Period Ending June 10, 2015</i>				
<b>Background &amp; Basis of Recommendations:</b>				
<b>Action / Recommendation:</b>				
For information and discussion purposes.				
<b>Time Sensitivity</b> <i>(none or explain):</i>	As noted.			
<b>Budget Impact</b> <i>(if applicable):</i>	As noted.			
<b>List of Attachments</b> <i>(if any):</i>	Financial Risk Analysis			

# Financial Risk Analysis

<u>Program</u>	<u>Budget</u>		<u>Actual</u>		<u>Gap</u>
	<u>Revenues</u>	<u>Expenses</u>	<u>Revenues</u>	<u>Expenses</u>	
General Governance	19,728	1,746,331	1,773,231	1,746,331	26,900
Information Technology	127,326	201,558	181,062	193,006	(11,944)
Sustainable Communities	1,243,571	1,238,915	847,713	917,987	(70,274)
Area Agency on Aging	2,328,005	2,304,385	2,394,845	2,453,067	(58,222)
Planning Administration	900,185	938,428	730,952	960,529	(229,577)
Community & Economic Development	590,416	612,454	684,512	734,551	(50,039)
Workforce Development	1,338,785	1,338,785	1,338,785	1,338,785	-
Indirect Costs		(1,832,839)	(1,832,839)	(1,832,839)	-
	<u>6,548,016</u>	<u>6,548,016</u>	<u>6,118,262</u>	<u>6,511,417</u>	<u>(393,155)</u>



Centralina Council of Governments

**Item 7**





## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b>		<b>Regular:</b>	X
<b>Submitting Person:</b>	Katie Kutcher	<b>Presentation Time (est.):</b>	10 minutes			
<b>Presenter at meeting:</b>	Katie Kutcher	<b>Phone Number/Ext:</b>	704-348-2705			
		<b>Email:</b>	<a href="mailto:kkutcher@centralina.org">kkutcher@centralina.org</a>			
<b>Alternate Contact Person:</b>		<b>Phone Number/Ext:</b>				
		<b>Email:</b>				
<b>Submitting Department:</b>	<b>Aging</b>	<b>Department Head Approval:</b>	<b>Linda Miller</b>			
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>						
Review status of Volunteer Transportation Services (VTS) implementation and funding. Consider a motion to allow VTS to continue into FY16 on a quarterly basis with the understanding VTS will continue to fundraise and apply for grant funding to meet the required 50% local match.						
<b>Description of Agenda Item:</b>						
The purpose of this presentation is to provide an update to the CCOG Executive Board regarding the progress of the VTS program as well as to seek support in raising the mandatory 50% local match for the NCDOT 5310 funding. CCOG applied for 5310 grant funding for FY16 from NCDOT to continue the VTS program. The full annual operating budget is \$157,233.00 and the program requires a 50% local match (\$78,617.00).						
<b>Background &amp; Basis of Recommendations:</b>						
To date, the VTS Board has been able to secure approximately \$21,050.00 of the total match required. In addition, there are grants pending approximating \$105,000.00. Additional grants have been identified and will be applied for in FY15. Centralina staff continues to schedule meetings with potential funders including Novant and Carolina Health Systems.						
The funding secured to date would permit continued operation until September 30, 2015. The recommendation is based on the premise that additional funds would be secured prior to that date. Progress reports would continue to be provided to the Executive Board Finance Committee.						
Additional background information regarding VTS is on the attached document.						
<b>Action / Recommendation:</b>						
Review status of Volunteer Transportation Services (VTS) implementation and funding. Consider a motion to allow Volunteer Transportation Services to continue into FY16 on a quarterly basis with the understanding VTS will continue to fundraise and apply for grant funding to meet the required 50% local match.						
<b>Time Sensitivity</b> <i>(none or explain):</i>	This is very time sensitive. A decision must be made to move forward with the VTS program or a termination plan must be implemented allowing a 30-day notice for volunteers, passengers and community partners by the end of the fiscal year.					
<b>Budget Impact</b> <i>(if applicable):</i>	\$78,617 is the required 50% match for the NCDOT 5310 grant funding for VTS. The full FY16 Annual Operating Budget is \$157,233.00.					
<b>List of Attachments</b> <i>(if any):</i>	VTS Funding Sheet VTS Funding Strategy VTS Sponsorship Brochure					

## Volunteer Transportation Services

**WHAT:** Volunteer Transportation Services (VTS) is a program that provides transportation for older adults, people with disabilities, and veterans in the Centralina Region (Anson, Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg, Stanly, Rowan and Union counties) through a network of certified volunteer drivers at no cost to the passenger, although contributions are accepted.

**WHY:** The VTS services are being provided:

- To increase the Region's capacity to meet a growing need and fill a gap for riders who don't qualify for other transportation services.
- To improve the quality of life of residents who must depend on others for their personal transportation needs.
- To efficiently offer a safe and reliable transportation option that complements existing transportation services.



**HOW:** The service is:

- Operated by Centralina Connection, a non-profit 501(c)(3) organization partnering with CCOG, other public transportation agencies, non-profits and volunteer drivers in the region.
- Simple to use. Passengers in the Centralina Region who are either 50 years of age or older, or have a self-described (temporary or permanent) disability, or who are veterans, call VTS to schedule trips.
- Flexible. VTS can provide rides to and from medical appointments, shopping, social engagements and more!
- Safe. VTS uses volunteer drivers who are 21 years of age or older, have a good driving record, a safe and insured vehicle, and have a standard North Carolina license. VTS provides them with training and VTS driver certification, mileage reimbursement at the volunteer rate and supplementary insurance coverage.
- Funded for its initial year of operation through June 2015 with a \$185,000 federal grant from the North Carolina Department of Transportation. Foundation grants and private donations will help meet annual program budgets in the future.

### Volunteer Transportation Services Funding Needs:

#### FY16 required local match for state grant funding– \$80,000

- The Centralina Region has the opportunity to double the impact of local community funding for VTS's second year of operations. The NCDOT will match the local funds raised to make up VTS's full annual operating budget of \$160,000.
- This funding supports the scheduling software, staffing the VTS call center, Volunteer Training, Volunteer Background Checks, Volunteer Drug Testing, Proactive Driving Training, administrative support and outreach and volunteer recruitment activity across the region.

**Access to affordable, accessible transportation is an un-met need in the community. Be a part of the solution!**

Please consider supporting Volunteer Transportation Services to serve older adults, people with disabilities and veterans in your community. Contact Katie Kutcher at [kkutcher@centralina.org](mailto:kkutcher@centralina.org) for more information.

## Project Funding Strategy

Project/Program Name:	<b>Volunteer Transportation Services</b>
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### Initial Support Requests

Funder / Supporter	Value (\$)	Timing	Details	Who
Lake Norman Shag Club				Gary Becker
Trilogy				Gary Becker
Shea Homes				Gary Becker
Catholic Charities				Jim D. Prosser
Mecklenburg Rotary Clubs				Jim D. Prosser/ Bill McCoy
Bank of America				Jim D. Prosser
Fraternities & Sororities				Tracie Taylor
Vets Council				Jim E. Prosser
Foundation for the Carolinas				Bill McCoy
Davidson Housing				Bill McCoy
Temple Bethel Brotherhood				Carol Horowitz
Civitans, Wadesboro				Scott Rowell

Project/Program Name:	<b>Volunteer Transportation Services</b>
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## Project Funding Strategy

Project Manager/Lead Staff:	Katie Kutcher
Additional Team Members:	Nikki Miller

### Initial Support Requests

Funder / Supporter	Value (\$)	Timing	Purpose / Restrictions (if any)	Description (if in-kind)
CC Board members				
FFTC-based Community Foundations in region				
FFTC - Regional Foundation for Healthy Carolina	50,000	May 1 @ NOON	sub to VB 3.27 - need clarification on CCOG applying	Get letters of support (board, pass, vols)
Gaston County Community Fndn				
Self Help Community Betterment <a href="http://www.self-help.org/about-us/about-us/our-mission.html">http://www.self-help.org/about-us/about-us/our-mission.html</a>				Centralina Staff
Health/Aging-related orgs				
Carolinas Healthcare Systems				Tracie Taylor/Mike Olender
Novant				
Humana				
AARP				Mike Olender
LabCorp/Quest Diagnostics	10,000	Submitted 3/2/15		Submitted by KK on 3.2.15 <b>Decision 3.25 - No</b>
SouthMinster				Bill McCoy
Retail Trips & Travel-related orgs				
AAA				
Food Lion	5,000	3.4.15	Donation ask for mileage reimbursement or training	Submitted by NM on 3.4.15 <b>Decision 3.11 - No</b>
Publix	5,000	3.6.15	Donation ask for mileage reimbursement or training	Submitted by NM on 3.6.15 <b>Decision 3.31 - No</b>
P & B Foundation				
Grace and Hope Foundation (Matthews)		11.1	App on website, electronic submission	
CVS				<b>INVITATION ONLY - NM</b>

Submitted  
4.30 KK  
NM

## Project Funding Strategy

05 of 3.26.15	Lawrence Foundation	Not specified	4.30		
	Harry & Jeanette Weinberg Foundation	Not specified	Rolling	older adult services	
	Shell Foundation	Not specified	No deadline	online submittal only shellfoundation.org	
	Xerox Foundation	Not specified	No deadline		
	Chatlos Foundation	2,000-5,000	No deadline	Social Concerns	
	Office Depot	500-3,000	opens 5.11		
	Mary Reynolds Babcock Foundation	20,000-200,000 30% of budget	Rolling	Low-income	
	Lions Club	10,000-100,000			
	Knight Foundation				
	Hearst Foundation	25,000-100,000	Not Specified	Social Service - Online App - NM	
	Rite-Aid				
	Walgreens				
	Walmart				
	NASCAR				
	Michelin				
	Car dealerships?				
	Other Major Employers				
	Bank of America Foundation		7.20-8.7	Basic Human Service -NM	
	Wells Fargo Foundation				
	Carolina Panthers	5,000		KK NM Submitted 4.30	
	Fifth Third Bank	Not specified			<b>Decision 4.23 - No</b>
	Lincoln Co. FFTC	2,000	4/10/2015	submitted to VB on 3.27 for review	
	Iredell Co FFTC		7-13 to 8-14		
	Subtotal	77,000	Estimated Success Rate		<b>50%</b>
	Initial Funding Secured (est.)				

# Project Funding Strategy

as of 3.26.15



## Expanded Support Requests

Funder / Supporter	Value (\$)	Timing	Purpose / Restrictions (if any)	Description (if in-kind)
Women's Impact Fund		LOIs Sep	Health & Human Services	Located & provide services in Meck County
BlueCross Blue Shield of NC www.bcbsncfoundation.org		no currently open grant programs	Health of Vulnerable Populations, Healthy Active Communities, Community Impact thru Nonprofit Excellence	
Sisters of Mercy of North Carolina Foundation www.somncfdn.org	20,000	GA Summary June 22	Elderly, poor, underserved; does not fund admin overhead or programs serving relatively few people	Telephone inquiry to request GA Summary form; if Summary approved, full app due Aug 1
Mary Duke Biddle Foundation http://mdbf.org/	3,000 - 5,000	LOI Apr 30	Disadvantaged populations; only to 501c3	<b>Advance Conversation by Mar 31</b> ; full app by June 1. Based on Conversation they are not funding Human Services this cycle. KK
North Carolina GlaxoSmithKline Foundation http://www.ncgskfoundation.org/	\$25,000 one-time plus NCCNP tech assist	Apr 1, Oct 1	Ribbon of Hope Program, Health focus area; only to 501c3	Submitted by KK & NM on 4/1
Blumenthal Foundation		rolling	Health and Human Services, Civic & Community	quarterly decisions
Leon Levine Foundation	NM submitted LOI 3.30	rolling LOI	Healthcare access & Human Services/self-sufficiency	proposal invitations for 3/31, 6/30, 12/31 deadlines
RGK	35,000	Rolling	NM submitted LOI 4-6	<b>Decision 4.7 No Proposal Requested</b>
Subtotal	20,000	Estimated Success Rate		<b>30%</b>
Expanded Funding Secured (est.)	<b>6,000</b>			

Requested Funding Total	97,000
Secured Funding Total (est.)	<b>6,000</b>

End of Project Funding Strategy

## Project Funding Strategy

as of 3.26.15

### Considered, but not a good fit

Kate B Reynolds Charitable Trust				
The Duke Endowment	The Duke Endowment will only consider agencies that partner with one of the hospital systems.			
Hispanics in Philanthropy				
NC GlaxoSmithKline Traditional Grants				
ZSR				
Yvette W Ferris Foundation				
Cemala Foundation				
Robertson Foundation (Rowan)			education, environment, medical rsch, religion	
Belk Foundation	Education			
Duke Energy Foundation			Community Impact *& Cultural Enrichment	
Golden Leaf Foundation			Workorce preparedness, job creation/retention, agric., ec distressed communities	
Harris-Teeter/Kroger	NM Moved to not a good fit			
The Cannon Foundation www.cannonfoundation.org	<b>must be in operation for 3 years -NM</b>	April 5, July 5, Oct 5, Jan 5	Healthcare, Education, Human & Social Services	Submit Qualification & Request for Application - nm moved to not good fit

# Volunteer Transportation Services

Volunteer Transportation Services (or VTS) was created in 2013 to fill the transportation gap for adults with permanent or temporary disabilities, veterans, and individuals 50 and over, in order to enhance their quality of life by providing access to daily life activities.

VTS is operated by **Centralina Connection, Inc.**, a non-profit organization whose mission is to help residents throughout the Centralina area in need of increased non-emergency transportation options through a network of volunteers.

## Service Area



## Our Partners



Contact us for a complete list of our participating partners.

Improving mobility  
for older adults, veterans  
and adults with disabilities  
in the Centralina region.



Volunteer  
Transportation  
Services

525 N. Tryon St. 12th floor  
Charlotte, NC 28202

phone: 844-887-7433 (844-VTS-RIDE)  
email: [centralinavts@centralina.org](mailto:centralinavts@centralina.org)  
[www.centralinavts.org](http://www.centralinavts.org)

Become  
a sponsor  
today!





# Support Volunteer Transportation Services!

Please consider supporting our mission to provide transportation to older adults, people with disabilities and veterans in the community by sponsoring the Volunteer Transportation Services program. We greatly appreciate our community partners and sponsors and recognize them in a variety of ways.



What passengers and volunteers are saying...

## Sponsorship Levels & Benefits



### Bronze

## Donate \$1,000

Your logo included for 1 year on

- the VTS quarterly Newsletter



### Silver

## Donate \$2,500

Your logo included for 1 year on

- the VTS quarterly Newsletter
- the VTS Volunteer Handbook for each volunteer

For additional information about sponsorship opportunities, please contact Katie Kutcher at 704-348-2705 or [kkutcher@centralina.org](mailto:kkutcher@centralina.org)



### Gold

## Donate \$5,000

Your logo included for 1 year on

- the VTS quarterly Newsletter
- the VTS Volunteer Handbook
- the VTS website



### Platinum

## Donate \$10,000

Your logo included for 1 year on

- the VTS quarterly Newsletter
- the VTS Volunteer Handbook
- the VTS website and social media
- all major VTS publications and printed materials
- AAA Conference bronze sponsorship information

"(My driver was) an all around courteous gentleman whose whole philosophy is contributing to the well-being of others."  
- passenger

"He is a gentleman, friendly and cooperative."  
- passenger

"Is it possible to exceed perfect? If so, it describes this volunteer! The Queen's Coachman" immaculate, professional, attentive, kind, obliging and refined!"  
- passenger

"A truly kind & wonderful person. How lucky we seniors are to have such lovely people volunteering."  
- passenger

"I am receiving, much more than I give. Giving a ride has become more... relationships are building."  
- volunteer

To make your tax-deductible donation or to become a sponsor, make checks payable to **Centralina Connection**, a 501(c)(3) non-profit organization.

**Centralina Connection**  
Volunteer Transportation Services  
525 North Tryon Street, 12th Floor  
Charlotte, NC 28202



Centralina Council of Governments

**Item 8**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b>		<b>Regular:</b>	X
<b>Submitting Person:</b>	Vicki Bott	<b>Presentation Time (est.):</b>	10 minutes			
<b>Presenter at meeting:</b>	Vicki Bott	<b>Phone Number/Ext:</b>	(704) 348-2702			
		<b>Email:</b>	<a href="mailto:vbott@centralina.org">vbott@centralina.org</a>			
<b>Alternate Contact Person:</b>	Jim Prosser	<b>Phone Number/Ext:</b>	(704) 348-2703			
		<b>Email:</b>	<a href="mailto:jprosser@centralina.org">jprosser@centralina.org</a>			
<b>Submitting Department:</b>	<b>General Government</b>	<b>Department Head Approval:</b>				
<b>Board Expectation:</b> <i>(required action or responsibility expected from Board members)</i>						
<p>Decide on a course of action following this review of options and proposals, concerning pursuing funding/federal relations consulting services. Options include:</p> <ul style="list-style-type: none"> <li>• Proceed to contract with one of the Federal Relations consultant with an effective date of July 1, 2015; or,</li> <li>• Direct staff to work with a Sub-committee over the summer to: <ul style="list-style-type: none"> <li>○ develop proposal(s) from private-sector fund-sourcing consultants; and/or,</li> <li>○ gather additional information from or about any of the Federal Realties; or,</li> </ul> </li> <li>• Some combination of the above options; or,</li> <li>• Decide not to pursue any consultant</li> </ul>						
<b>Description of Agenda Item:</b>						
<p>Review options, including two competing Federal Relations Consulting services proposals submitted to CCOG by The Ferguson Group and Strategics, and initial information gathered from private-sector fund-sourcing consultants. Staff will present a summary of the types of services, and of the two proposals submitted, providing a comparison of services and costs.</p>						
<b>Background &amp; Basis of Recommendations:</b>						
<p>The Executive Board at its April 2015 meeting directed staff to request, analyze, and summarize for review by the Executive Board at its June 2015 meeting, proposals from The Ferguson Group and Strategics for “Federal Relations Consulting” services. The Board also directed staff to explore private-sector fund-sourcing consulting services.</p> <p><u>Federal Relations Consulting services</u></p> <p>These include:</p> <ul style="list-style-type: none"> <li>• An annual strategic plan for seeking federal funding for a specified set of projects/initiatives;</li> <li>• Ongoing retainer-based services including <ul style="list-style-type: none"> <li>○ Federal Advocacy Coordination</li> <li>○ Federal Legislative &amp; Funding Opportunities Notices</li> <li>○ Review of CCOG-drafted grant applications</li> </ul> </li> <li>• Optional additional a-la-carte services <ul style="list-style-type: none"> <li>○ Consultant-drafted grant applications</li> <li>○ Participation as a presenter at CCOG events</li> </ul> </li> </ul> <p>Proposals were received by Monday, April 27. Staff contacted the consultants by telephone to get clarification where needed. Summaries were prepared and sent to each consultant to confirm accuracy. The final summaries were consolidated into the attached report providing a side-by-side comparison.</p> <p>Staff’s assessment for the Federal Relations proposals is as follows:</p> <ol style="list-style-type: none"> <li>a. The most value to CCOG in the proposed services, in priority order, is in: (1) Federal Advocacy Coordination, (2) Annual Strategic Plan, (3) Federal Legislative/Funding Notices &amp; Review of</li> </ol>						



CCOG-drafted grant applications, and (4) Participation at CCOG events; least value is in (5) Consultant-drafted applications (and the consultants concur in this.)

b. The best results are likely to be achieved by working with one consultant on our full range of priority projects, rather than splitting the work between two consultants. This will allow us to develop a solid working relationship and will avoid confusion among the federal contacts as to who represents CCOG.

Private-sector Fund-sourcing Consulting Services:

Staff have pursued leads for two consultants, Rick Kiernan, and Jennifer Nichols. Initial conversations have been had with each, and proposals requested. As of this date, it is not certain that both proposals will be in hand by the June Executive Board meeting. It is clear that one consultant focuses exclusively on non-profit foundations and high-wealth individuals as a funding source for a wide range of types of projects, while the other focuses primarily on corporations and their charitable foundations as a funding source for projects with an economic development benefit.

Staff’s assessment is that more time is needed to evaluate the two consultants’ offerings and prepare information for the Executive Board to consider.

**Action / Recommendation:**

Provide direction to staff concerning next steps, if any, regarding these consulting services:

Federal Relations Consulting services (one of these motions, or an alternative motion):

- *I move that staff be directed to proceed to contract with \_\_\_\_\_ as CCOG’s Federal Relations Consultant with an effective date of July 1, 2015, and to notify the other proposing consultant(s) that they were not selected; or,*
- *I move that staff be directed to work with a Sub-committee over the summer to gather additional information from or about any of the Federal Relations consultants; or,*
- *I move that CCOG not hire any Federal Relations Consultant at this time, and that staff be directed to inform the proposing consultants of this decision.*

Private-sector Fund-sourcing Consulting services (one of these motions, or an alternative motion):

- *I move that staff be directed to work with a Sub-committee over the summer to develop proposal(s) from private-sector fund-sourcing consultants; or,*
- *I move that CCOG not pursue any private-sector fund-sourcing consultants at this time, and that staff be directed to inform the consultants of this decision.*

**Time Sensitivity (none or explain):**

Securing Federal Relations consulting services effective July 1 will allow us to have consultant support for communicating with our U.S. Congressional delegation while the delegation is home during Congress’ August recess.

**Budget Impact (if applicable):**

Federal Relations Consulting:  
 The costs quoted by the Federal Relations consultants are not included in the currently-adopted break-even budget for FY15-16. There are currently no anticipated revenues to offset this proposed expense, although the consultant’s work may produce grant revenues sufficient to cover this expense and any related project costs. The Board may wish to consider identifying a guarantor for these expenses in case the contract does not produce sufficient new revenues. Annualized, full services for five strategic priorities (excluding consultant-drafted grant applications):  
 Ferguson: \$39,000  
 Strategics: \$72,500

Private-sector Fund-sourcing Consulting:  
 Convergent:



	Feasibility Study: \$23,500 plus reimbursables Fundraising Campaign: estimated 13-17% of goal JNichols: (tbd)
<b>List of Attachments</b> <i>(if any):</i>	Federal Relations Consulting Services Proposals Summary; <i>(Proposals from The Ferguson Group and from Strategics are available electronically or in hardcopy upon request.)</i>



## FEDERAL RELATIONS CONSULTANT PROPOSALS

Services/Cost	Ferguson	Strategics	Benefit to CCOG / Proposal Comparison
Federal Relations Assistance (Monthly Retainer Service)	<p>For specified # of projects, supports advocacy action conducted by client AND can provide direct advocacy on behalf of client:</p> <ul style="list-style-type: none"> <li>• Advocacy is via in-person meetings and phone/letters of support, &amp; is both pre-proposal and post-submittal</li> <li>• Identifies relevant legislators, administrators w/ contact info</li> <li>• Prepares talking points/sample letters, for phone/mail contact by clients</li> <li>• Delivers “advocacy assignments” either to CCOG staff for communication to Board members or directly to client Board members</li> <li>• Arranges in-person meetings for client Board members</li> </ul> <p>Engages in ongoing dialogue with client staff, can be regular bi-weekly phone calls or ad hoc, at client’s request</p>	<p>For specified # of projects, supports advocacy action conducted by client AND can provide direct advocacy on behalf of client:</p> <ul style="list-style-type: none"> <li>• Advocacy is via in-person meetings and phone/letters of support, &amp; is both pre-proposal and post-submittal</li> <li>• Identifies relevant legislators, administrators w/ contact info</li> <li>• Prepares talking points/sample letters, for phone/mail contact by clients</li> <li>• Arranges in-person meetings, accompanies client to meetings</li> </ul> <p>Ability to maximize locally (both locally and in DC)</p> <p>Institutes regular bi-weekly client phone calls to discuss strategies and action items</p>	<ul style="list-style-type: none"> <li>• Most valuable service, degree of benefit will be in the quality of the deliverable;</li> <li>• Regular dialogue will be critical to a successful relationship; will need to balance frequency/length of calls with info or progress gained &amp; cultivate listening ability of consultants</li> <li>• No significant difference in services</li> </ul>
Annual Strategic Funding Plan	Completed plan, for 5 client priority issue areas:	Completed plan, for an unlimited # of projects:	<ul style="list-style-type: none"> <li>• Should be very valuable service, degree of benefit is in the quality of the</li> </ul>



## FEDERAL RELATIONS CONSULTANT PROPOSALS

Services/Cost	Ferguson	Strategics	Benefit to CCOG / Proposal Comparison
(One-time Annual Service)	<ul style="list-style-type: none"> <li>• identifies specific current &amp; anticipated federal opps by timeframe per issue area</li> <li>• includes legislative outlook</li> </ul> <p>Plan development takes 2-3 months (or less) &amp; requires:</p> <ul style="list-style-type: none"> <li>• 1-2 days with client to get in-depth briefing on projects</li> <li>• time researching opps that fit</li> </ul> <p>Each "issue area" may encompass 1 or more different projects.</p>	<ul style="list-style-type: none"> <li>• identifies specific current &amp; anticipated federal opps by timeframe per project</li> <li>• includes legislative outlook</li> <li>• ranks CCOG projects by likelihood of securing federal funding opps</li> </ul> <p>Plan development takes 1.5-2 months &amp; requires:</p> <ul style="list-style-type: none"> <li>• time with client to get in-depth briefing on projects</li> <li>• time researching opps that fit</li> </ul> <p>A "project" is a priority initiative that is a relatively heavy lift – e.g., Freight, ITS, and Transit would likely be 3 separate projects rather than one Transportation.</p> <p>Draft Plan reviewed with staff and then presented to Board; Board decides # of projects to take forward into retainer agreement. Final plan modified throughout the year as needed; Subsequent annual plan reviews are included in ongoing retainer, which may be at end of Congressional sessions or at start of contract year.</p>	<p>deliverable – how comprehensive is its review of potential federal opportunities, does it include legislative outlook, are the fed opps good fits, how many are new to us?</p> <ul style="list-style-type: none"> <li>• Key difference is in "issue areas" vs. "projects" definition &amp; in covered # of issue areas vs projects</li> </ul>
Regular Notices of Legislative / Grant Opportunities (Monthly Retainer)	<ul style="list-style-type: none"> <li>• Weekly Grant Update summary to all clients re legislative action-outlook / federal opps for LGs</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum bi-weekly summary to all clients re legislative action-outlook / federal opps for LGs</li> </ul>	<ul style="list-style-type: none"> <li>• Main benefit is in the legislative outlook advice &amp; insight into administrative intent or politics of particular grants;</li> </ul>



## FEDERAL RELATIONS CONSULTANT PROPOSALS

Services/Cost	Ferguson	Strategics	Benefit to CCOG / Proposal Comparison
Service	<ul style="list-style-type: none"> <li>• Qrtly Grants Outlook to all clients lists anticipated grant announcements</li> <li>• Informal client-specific emails for specified projects</li> </ul>	<ul style="list-style-type: none"> <li>• Daily review of federal opps &amp; client-specific emails for specified projects</li> </ul>	<p>other sources provide basic federal funding opps notice free or lower cost.</p> <ul style="list-style-type: none"> <li>• Minor difference in offerings: Ferguson provides a quarterly Grants Outlook; Strategics did not specify.</li> </ul>
Review Grant Proposals (Monthly Retainer Service)	<p>For specified projects:</p> <ul style="list-style-type: none"> <li>• Reviews all grant applications drafted by client &amp; provides recommended edits</li> <li>• Recommends schedule of grant development activities, discusses grant strategy in advance</li> </ul>	<p>For specified projects, and others as needed within reason:</p> <ul style="list-style-type: none"> <li>• Reviews all grant applications drafted by client &amp; provides recommended edits</li> <li>• Recommends schedule of grant development activities, discusses grant strategy in advance</li> </ul>	<ul style="list-style-type: none"> <li>• Degree of benefit difficult to assess – our grant-writing is already strong; insight into administrative intent and what to emphasize would be a benefit.</li> <li>• No significant difference in offerings</li> </ul>
Grant Writing - Proposal Development (Per application)	<p>Can provide initial grant proposal drafting through final submittal on an a la carte basis, OR include a specific number of proposals in retainer fee.</p>	<p>Not included in this proposal, must be quoted on a per proposal basis for each proposal individually; Cost depends on size of program, degree of technical subject-matter expertise needed.</p> <p>Can provide a Certified Grant Writer on a subcontract basis.</p>	<ul style="list-style-type: none"> <li>• No significant benefit except on a case-by-case basis if multiple proposals within same time period exceed internal capacity</li> <li>• Minor difference in offerings: Strategics outsources some grant-writing; Ferguson did not specify.</li> </ul>
Other (Monthly Retainer Service)	<ul style="list-style-type: none"> <li>• Participation in CCOG Conference if desired, only cost is travel exp.</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in CCOG Conference, if desired, at no additional cost</li> </ul>	<ul style="list-style-type: none"> <li>• Could be a useful benefit</li> <li>• No significant difference in offerings (except for travel costs)</li> </ul>
Cost	<ul style="list-style-type: none"> <li>• Option 1: <ul style="list-style-type: none"> <li>○ \$3k/mo for all 5 issue areas for strategic plan and retainer services, with NO Grant Writing;</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Option 1: <ul style="list-style-type: none"> <li>○ \$5k to deliver strategic plan for ALL projects</li> <li>○ \$7.5k/mo for 5 projects' retainer</li> </ul> </li> </ul>	<p>Significant annualized cost difference for strategic plan &amp; retainer services (w/out grant-writing):</p>





### FEDERAL RELATIONS CONSULTANT PROPOSALS

Services/Cost	Ferguson	Strategics	Benefit to CCOG / Proposal Comparison
	<p>Plus reimbursable expenses (RE)</p> <ul style="list-style-type: none"> <li>• Option 2 (revised):               <ul style="list-style-type: none"> <li>○ \$2.5k/mo for ALL project issue areas' strategic plan w/ 3 issue areas' retainer services with NO Grant Writing; Plus RE</li> </ul> </li> <li>• Option 3: A la carte Grant Writing, negotiable per proposal, ranges \$5-20k; plus RE</li> <li>• Contracts are for 12 months &amp; Services are renegotiated at end of each year's contract</li> </ul> <p>RE are in addition to fees, up to \$3k/yr in travel, document production, telephone, shipping &amp; handling. Doc production includes packets to federal contacts; Telephone is long-distance client calls plus avg \$35/mo cost allocation for the firm's internet/phone service</p>	<p>services OR \$1.5k/mo per project (negotiable, depends on complexity of project and its Plan)</p> <ul style="list-style-type: none"> <li>○ Annualized Cost, year 1: \$72.5k</li> <li>• Option 2:               <ul style="list-style-type: none"> <li>○ \$3k/mo for 2 projects' strategic plan and retainer services</li> <li>○ Annualized Cost, year 1: \$36k</li> </ul> </li> <li>• A la carte Grant Writing: Estimated range \$5 – 35k or higher.</li> <li>• Fees are all-inclusive (no additional expenses reimbursement)</li> <li>• Services renewable for 1 additional year w/ no change in terms/cost</li> </ul>	<ul style="list-style-type: none"> <li>• Ferguson=\$39k (max) for 5 issue areas</li> <li>• Strategics= \$72.5k (neg.)for 5 projects</li>   <li>• Ferguson= \$33k (max) for 3 issue areas</li> <li>• Strategics=\$36k for 2 projects</li> </ul> <p>Comparable costs for a la carte grant-writing:</p> <ul style="list-style-type: none"> <li>• Ferguson = \$5-20k</li> <li>• Strategics = \$5-35k</li> </ul>



Centralina Council of Governments

**Item 9**



## Board Agenda Item Cover Sheet

<b>Board Meeting Date:</b>	June 10, 2015	<b>Agenda Item Type:</b>	<b>Consent:</b>		<b>Regular:</b>	X
<b>Submitting Person:</b>	Kelly Weston	<b>Presentation Time (est.):</b>	5 minutes			
<b>Presenter at meeting:</b>	Sarah McAulay	<b>Phone Number/Ext:</b>	(704) 875-6872			
		<b>Email:</b>	<a href="mailto:srmcaulay@aol.com">srmcaulay@aol.com</a>			
<b>Alternate Contact Person:</b>	Kelly Weston	<b>Phone Number/Ext:</b>	(704) 348-2728			
		<b>Email:</b>	<a href="mailto:kweston@centralina.org">kweston@centralina.org</a>			
<b>Submitting Department:</b>	<b>General Government</b>	<b>Department Head Approval:</b>	Jim Prosser			
<b>Board Expectation: (required action or responsibility expected from Board members)</b>						
The Executive Board is being asked to identify potential sponsors for the 2015 CCOG Conference and provide their contact information to CCOG staff. Board Members are also asked to deliver save-the-date postcards to Clerks in their communities for distribution to other elected officials, managers, and staff.						
<b>Description of Agenda Item:</b>						
CCOG staff is in the process of planning the second annual CCOG “Creative Solutions for Thriving Communities” Conference. Staff is working with CCOG Delegates serving as Conference Champions who are providing input throughout the coordination phase. The Conference Champions will present a report on these planning efforts.						
<b>Background &amp; Basis of Recommendations:</b>						
Early registration will open in August. Registration fees will be comparable to the rates for last year’s event. The Coordinating Team is exploring the option of contracting with Streamlined Business Solutions, a conference planning consultant, for registration and sponsorship activities.						
The sponsorship goal for 2015 is \$23,000. Last year’s Conference sponsors have been invited to renew their sponsorship commitments for this year’s event. To date, two sponsors have committed a total of \$1,000 for the Conference.						
Staff is developing a Conference schedule and programming consistent with the Creative Solutions for Thriving Communities brand and based on feedback received from last year’s event. Additional Conference update reports will be presented at the August 12 <sup>th</sup> Board of Delegates and the September 9 <sup>th</sup> Executive Board meetings.						
<b>Action / Recommendation:</b>						
Commit the Executive Board Members to provide CCOG staff with contact information for potential sponsors of the 2015 CCOG Conference; to deliver save-the-date postcards to Clerks in their communities; and to register for the Conference and encourage other elected officials and staff to register.						
<b>Time Sensitivity (none or explain):</b>	None.					
<b>Budget Impact (if applicable):</b>	None. The 2015 Conference expense budget has been set for \$40,000, while staff anticipates revenues from sponsorships and registration fees will total \$40,000. While the event is self-funding, the Centralina Foundation has approved a loan request to cover upfront expenses associated with planning the Conference.					
<b>List of Attachments (if any):</b>	None.					