

Board of Delegates Agenda

Vice Chairman Bill Feather will convene a meeting of the **Centralina COG Board of Delegates on Wednesday, August 9, 2017** with a working dinner. He also invites the Delegates to network with CCOG staff at 6:15 p.m.

Time	Item	Presenter
6:15 p.m.	Networking During this time, CCOG staff will be available to answer questions about the organization’s ongoing work in the region.	CCOG Staff
6:30 p.m.	Dinner Please RSVP to Kelly Weston at kweston@centralina.org or (704) 348-2728 by 5:00 p.m. on Wednesday, August 2, 2017 so that catering can be arranged.	Kelly Weston
6:45 p.m.	Call to Order	Bill Feather
	Amendments to the Agenda (if any)	Bill Feather
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>		
6:50 p.m. Item 1 Pages 4 - 5	Resolution Authorizing Agreement with NCDOT North Carolina Department of Transportation (NCDOT) has awarded \$326,320 for the NCDOT Enhanced Mobility of Seniors and Individuals with Disabilities Program 5317 New Freedom grant for FY18. The Board is being asked to approve the attached resolution, which notes that the Executive Director is authorized to execute the contract, and that the Board supports funding the local match. This resolution is a required element of the contract process. Action / Recommendation: <i>The Board is being asked to approve the attached resolution, which notes that the Executive Director is authorized to execute the contract, and that the Board supports funding the local match. This resolution is a required element of the contract process.</i>	Katie Kutcher
Item 2 Pages 7 - 10	Approval of the May 10, 2017 Board of Delegates Meeting Minutes The minutes of the May 10, 2017 meeting were distributed to all members of the Board of Delegates and should be approved, if correct. Action / Recommendation: <i>I move to approve the May 10, 2017 Board of Delegates meeting minutes.</i>	Bill Feather
Regular Business Items:		
6:55 p.m. Item 3 5 minutes	Resolution Honoring Mayor Kathy Kitts	Bill Feather
7:00 p.m. Item 4 5 minutes Page 13	CCOG 50th Anniversary Planning Report The Board of Delegates will receive a brief report on planning activities for CCOG’s 50 th anniversary celebration. Action / Recommendation: <i>Provide staff with suggestions for commemorating CCOG’s 50th anniversary and names of potential members to serve on 50th Anniversary Advisory Committee.</i>	Martha Sue Hall
7:05 p.m. Item 5 10 minutes Page 15	Introduction to Arthritis Services of Charlotte and Mecklenburg County Cindy Berrier, Arthritis Services (AS) Director and Centralina staff, will make a very brief presentation on the partnership between Arthritis Services and Centralina. She will introduce Mr. Bill Griffin, AS Board Member and Treasurer, as well as provide Delegates with how AS will offer services and expand throughout the Centralina region.	Cindy Berrier
7:15 p.m. Item 6	Centralina Area Agency on Aging Mission Moment Centralina Area Agency on Aging’s Senior Community Service Employment	Debi Lee, Natasha Pender, and

Board of Delegates Agenda

Time	Item	Presenter
10 minutes	Program (SCSEP) is a community service and work-based job-training program for older Americans. Authorized by the Older Americans Act, the program allows participants to gain work experience in a variety of community service activities at nonprofit and public organizations, including schools, homeless shelters, daycare facilities, NC Works Career Centers, and senior centers. Two SCSEP participants will share their experience with the program and the impact it has had on their journey to training and employment in the region.	Vanessa Hines
7:25 p.m. Item 7 20 minutes Page 18 - 31	<p>Planning Spotlight Presentation Planning staff will present an update on department initiatives, the Regional Transit Engagement Series, and Centralina Health Solutions Center activities.</p> <p>Action / Recommendation: <i>The Board of Delegates is asked to forecast upcoming events and engagement opportunities, help market the Planning for Healthy Communities Conference, and participate in the Planners4Health NC Snapshot Survey.</i></p>	Michelle Nance, Jason Wager, and Katherine Hebert
7:45 p.m. Item 8 10 minutes Page 33 - 37	<p>August Advocacy Staff will present an update on CCOG’s recent Federal Relations efforts, including currently-planned CCOG August Advocacy.</p> <p>Action / Recommendation: <i>The Board is asked to:</i></p> <ol style="list-style-type: none"> 1) <i>Individually sign-up on the sheet provided if interested in participating in any August Advocacy meetings;</i> 2) <i>Offer questions and provide feedback to staff on any aspect of CCOG’s Federal Relations efforts.</i> 	Jim Prosser
7:55 p.m. Item 9 10 minutes Page 39 - 55	<p>CEDS/NC Tomorrow Update Staff will present information on the status of the 2017 Comprehensive Economic Development Strategy (CEDS) Five-Year Update underway by the Centralina Economic Development Commission. Staff will also give a briefing on the NC Tomorrow State Economic Plan outreach to state congressional representatives.</p> <p>Action / Recommendation:</p> <ol style="list-style-type: none"> 1) <i>CEDS status update is for information only. Full Plan briefing will occur at CCOG Executive Board meeting on September 13.</i> 2) <i>NC Tomorrow (NCT) individual briefings or discussion by CCOG board members with their specific representatives are requested by the North Carolina Association of Regional COGs to advance the NCT unified state economic issues platform.</i> 	Mike Manis
8:05 p.m. 5 minutes	Comments from the Board of Delegates	Board Members
8:10 p.m. 5 minutes	Comments from the Vice Chair	Bill Feather
8:15 p.m. 5 minutes	Comments from the Executive Director	Jim Prosser
8:20 p.m.	Adjournment	Bill Feather
<p><i>Centralina Council of Governments complies with the Americans with Disabilities Act (ADA), which prohibits discrimination on the basis of disability. Centralina Council of Governments will make reasonable accommodations in all programs/services to enable participation by an individual with a disability who meets essential eligibility requirements. Centralina Council of Governments’ programs will be available in the most integrated setting for each individual. If any accommodations are necessary for participation, please contact the Clerk to the Board, 9815 David Taylor Drive, Charlotte, NC 28262, phone (704) 348-2728. Please allow 72 hours advance notice for preparation. Visit our website: www.centralina.org.</i></p>		



Centralina Council of Governments

Item 1



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017	Agenda Item Type:	Consent:	X	Regular:	
Submitting Person:	Katie Kutcher	Presentation Time (est.):	5 minutes			
Presenter at meeting:	Katie Kutcher	Phone Number/Ext:	704-348-2705			
		Email:	kkutcher@centralina.org			
Alternate Contact Person:		Phone Number/Ext:				
		Email:				
Submitting Department:	Planning and Aging	Department Head Approval:	Michelle Nance, Linda Miller			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>						
The Board is being asked to approve the attached resolution, which notes that the Executive Director is authorized to execute the contract, and that the Board supports funding the local match. This resolution is a required element of the contract process.						
Description of Agenda Item:						
North Carolina Department of Transportation (NCDOT) has awarded \$326,320 for the NCDOT Enhanced Mobility of Seniors and Individuals with Disabilities Program 5317 New Freedom grant for FY18. The Board is being asked to approve the attached resolution, which notes that the Executive Director is authorized to execute the contract, and that the Board supports funding the local match. This resolution is a required element of the contract process.						
Background & Basis of Recommendations:						
In 2011-2013, Centralina developed regional strategies based on expressed local needs related to the rapidly aging population, decreased transit funding, and increased need for coordination between transportation agencies. NCDOT funded the implementation of initial strategies outlined in the mobility plan. These strategies included creating a mobility management program for training, outreach, and coordination and creation of a volunteer transportation service. These programs are in need of continued funding through FY18.						
Action / Recommendation:						
The Board is being asked to approve the attached resolution, which notes that the Executive Director is authorized to execute the contract, and that the Board supports funding the local match. This resolution is a required element of the contract process.						
Time Sensitivity (none or explain):	The contract cannot be executed until the board passes the resolution giving Jim Prosser permission to sign the contract.					
Budget Impact (if applicable):	The Mobility Management/Volunteer Transportation Services application requires a 10% local match which will be supported through local dues. If for some reason, NCDOT funds are not available, a 20% local match is required. The anticipated local match is \$32,632.					
List of Attachments (if any):	Resolution of Support					



RESOLUTION
AUTHORIZING **CENTRALINA COUNCIL OF GOVERNMENTS**
TO ENTER INTO AN AGREEMENT WITH
THE NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

A motion was made by **(name and title)** and seconded by **(name and title)** for adoption of the following resolution, and upon being put to a vote was duly adopted.

WHEREAS, the **Centralina Council of Governments** has requested the North Carolina Department of Transportation to assist in the funding of **the Regional Mobility Management Project**; and

WHEREAS, the **Centralina Council of Governments** will provide a local match of **10%** of the cost of the above described project.

NOW THEREFORE, BE IT RESOLVED that **Jim Prosser, the Executive Director of the Centralina Council of Governments** is hereby authorized to enter into a contract with the Department of Transportation and execute all agreements and contracts with the North Carolina Department of Transportation, Public Transportation Division.

.....
I, **(name and title)*** do hereby certify that the above is a true and correct copy of an excerpt for the minutes of a meeting of the **Centralina Council of Governments Board of Directors** duly held on the **9th** day of **August, 2017**.

Signature of Certifying Official

* the official authorized to enter onto agreement **SHOULD NOT** sign the resolution.



Centralina Council of Governments

Item 2



**Board of Delegates Meeting Minutes
May 10, 2017**

Jurisdiction	Represented By	Jurisdictions Not Represented
Albemarle	Martha Sue Hall	Anson County
Badin	Deloris Chambers	Ansonville
Bessemer City	Kay McCathen	Belmont
Charlotte	Patsy Kinsey	Cherryville
Cornelius	Thurman Ross	Cleveland
Cramerton	Susan Neely	Dallas
Granite Quarry	Bill Feather	Davidson
Huntersville	Charles Guignard	East Spencer
Lincoln County	Martin Oakes	Faith
McAdenville	Jay McCosh	Gaston County
Mint Hill	Dale Dalton	Gastonia
Misenheimer	Jeffrey Watson	Hemby Bridge
Norwood	Wes Hartsell	Indian Trail
Pineville	Christopher McDonough	Iredell County
Stallings	David Scholl	Kings Mountain
Statesville	Michael Johnson	Landis
Troutman	Paul Bryant	Lincolnton
Union County	Frank Aikmus	Locust
Wadesboro	Bill Thacker	Lowell
Waxhaw	Steve Maher	Marshville
Weddington	Bill Deter	Marvin
		Matthews
		Mecklenburg County
		Midland
		Mineral Springs
		Monroe
		Mooresville
		Morven
		Mount Holly
		New London
		Oakboro
		Ranlo
		Richfield
		Salisbury
		Spencer
		Spencer Mountain
		Stanley
		Stanly County
		Wesley Chapel
		Wingate

Call to Order

Chair Patsy Kinsey, City of Charlotte, called the meeting to order.

Amendments to the Agenda

Chair Kinsey noted that Item 4, Workforce Development Mission Moment would replace the Cyber Security Presentation that was listed on the agenda originally distributed to the Delegates via email prior to the meeting.

Consent Agenda

- 1. Approval of the February 8, 2017 Board of Delegates Meeting Minutes**
- 2. FY2016-2017 Operating and Grants Budget Amendments**

Commissioner Susan Neely, Town of Cramerton, made a motion to approve the consent agenda. The motion was seconded and carried unanimously.

3. Region of Excellence Awards Ceremony

Chair Kinsey introduced Region of Excellence Award judge Dr. Tom Barth, Director of the Masters of Public Administration program at UNC Charlotte. She noted that Betty Huskins, Executive Director of the NC Association of Regional Councils of Government, was also a judge but could not attend the meeting.

Dr. Barth presented awards to the following recipients:

Controlling the Cost of Government	Town of Wadesboro – Renovated Wadesboro Police Station
Growing the Economy	Town of Mooresville – Workforce and Education Alignment Initiative
Improving Quality of Life	City of Bessemer City – Centennial Park Revitalization Project Charlotte-Mecklenburg Police Department – Woodstone After School and Mentoring Program

Chair Kinsey introduced Chris Facente, Chair of the Centralina Clean Fuels Coalition, who presented the Clean Cities Award for Excellence in Clean Transportation and Alternative Fuel Activities to Charlotte-Mecklenburg Schools.

4. Workforce Development Mission Moment

David Hollars, Workforce Development Director, explained that the Centralina Workforce Development Board’s (CWDB) NEXGEN youth services program serves individuals between the ages of 16 and 24 by helping them identify career paths that will allow them to develop into the next generation of talent for employers in the region. He added that CWDB contracts with Iredell Community Action Research and Evaluation, Inc. (I-CARE) to deliver these services.

Shelton Moore with I-CARE introduced Khaleel Mangum, a participant in the NEXGEN program. Mr. Mangum described his experience in the program and explained that through I-CARE, he received on-the-job training at a local plumbing company. He has been able to take plumbing classes and will receive his plumbing license. He noted that having the opportunity to learn a trade and start a career has been a fun experience. He thanked the NEXGEN program for its services, adding that he hopes the program will help other young adults develop as well.

Mr. Hollars noted that Mr. Mangum is an example of what employers in the region are asking for.

5. Grants Development Spotlight Presentation

Vicki Bott, Grants Development Director, presented an overview of the grant services CCOG provides, which include grants research, grant writing, and Congressional relations. Regarding grant research services, CCOG distributes monthly grant news, quarterly grants forecasts, and provides project specific, preliminary grant scans for its members. She noted that she is in the process of identifying federal, state, and private grant sources for a downtown parking lot project in the Town of Belmont.

She added that during the past year, CCOG has offered two grant-writing workshops for local government staff. The organization also provides letters of support and sustainability status certification for U.S. Department of Housing and Urban Development grant applications. Ms. Bott and Leslie Mozingo, CCOG’s lobbyist, can also review grant applications for completeness, clarity, conciseness, and persuasiveness. She noted that CCOG also provides project management for the grant application process.

Ms. Bott explained that CCOG has established good relationships with members of the region’s Congressional delegation and their staff. Ms. Mozingo maintains a calendar of Congressional activities and will coordinate meetings between local elected officials and Congress members. Ms. Bott added that she and Ms. Mozingo host quarterly webinars for Congressional staff on regional initiatives. She encouraged Delegates to sign up for August Advocacy meetings to discuss CCOG priorities with members of Congress while they will be in the region during their summer recess.

6. CCOG Regional Conference Report

Commissioner Martin Oakes, Lincoln County, presented an overview of the 2017 Creative Solutions for Thriving Communities conference. He noted that the conference drew 200 attendees, including 180 paid registrants and 24 elected officials. The event also exceeded its sponsorship goal of \$34,500. He added that morning keynote speaker Peter Kageyama’s presentation on creatively engaging communities was one of the best he had ever seen. He also noted that some of the breakout sessions were highly interactive. Attendees have provided a lot of positive feedback on the event.

Mayor Pro Tem Martha Sue Hall, City of Albemarle, remarked that Peter Kageyama’s comments could be utilized by cities and towns of all sizes.

Commissioner Oakes noted that the conference venue, the Charles Mack Citizen Center in Mooresville, is a civically owned facility with a reasonable rental price. He added that the Board’s Conference Advisory Committee, comprised of himself, Chair Kinsey, Vice Chair Bill Feather, Commissioner Bobby Compton, Mayor Will Cauthen, and Commissioner Jerry Simpson, provided direction to staff on planning the event.

Comments from the Board of Delegates

There were no comments from the Board of Delegates.

Comments from the Chair

Chair Kinsey reported that Aging Specialist Annette Demeny has been appointed to serve as a mentor of the Diabetes Self-Management Education Medicare Learning Collaborative by the National Council on Aging through an Administration on Community Living grant. She added that several Area Agency on Aging staff members have been selected to conduct workshops at nationwide conferences within the next three to four months.

She also reported that Planning Director Michelle Nance has been named one of the “50 Most Influential Women” by the Mecklenburg Times. Ms. Nance and other honorees will be recognized at a reception on May 19. Chair Kinsey added that Healthy Community Design Specialist Katherine Hebert was selected to serve as chair of the American Planning Association’s Healthy Communities Collaborative Policy

Workgroup. Planning Program Supervisor – Sustainability Jason Wager was selected to serve on the Southeast Regional U.S. Department of Energy Clean Cities Coordinator Council.

Comments from the Executive Director

Jim Prosser, Executive Director, welcomed the attendees to CCOG’s new facility, adding that it was selected for its location and space for meetings and workshops. He asked the Delegates to let staff know how the organization can serve them better. He added that CCOG has a number of nationally recognized staff that can help members make a difference in their communities in the areas of aging services, workforce services, community and economic development, and planning.

Adjournment

With no further business to be discussed, Chair Kinsey adjourned the meeting at 7:57 p.m.



Centralina Council of Governments

No attachments for Item 3.

Presentation to be made at Board of Delegates Meeting.



Centralina Council of Governments

Item 4



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Kelly Weston	Presentation Time (est.):	5 minutes			
Presenter at meeting:	Martha Sue Hall	Phone Number/Ext:	704-983-1243			
		Email:	hallmsh@hotmail.com			
Alternate Contact Person:	Kelly Weston	Phone Number/Ext:	704-348-2728			
		Email:	kweston@centralina.org			
Submitting Department:	General Government	Department Head Approval:	Jim Prosser			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>						
Provide feedback on planning activities for CCOG's 50 th anniversary celebration.						
Description of Agenda Item:						
The Board of Delegates will receive a brief report on planning activities for CCOG's 50 th anniversary celebration.						
Background & Basis of Recommendations:						
2018 will mark the 50 th anniversary of the passage of federal legislation establishing Regional Councils of Government. CCOG staff is in the early stages of developing plans to commemorate this milestone. While an internal committee of staff members will coordinate the celebration, staff has also started forming an external advisory committee of current and former board members that will guide the planning process. Mayor Pro Tem Martha Sue Hall has agreed to serve as chair of this advisory committee. She and staff seek additional individuals interested in serving on the committee.						
Action / Recommendation:						
Provide staff with suggestions for commemorating CCOG's 50 th anniversary and names of potential members to serve on 50 th Anniversary Advisory Committee.						
Time Sensitivity (none or explain):	None.					
Budget Impact (if applicable):	None.					
List of Attachments (if any):	None.					



Centralina Council of Governments

Item 5



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Linda Miller	Presentation Time (est.):	10 minutes			
Presenter at meeting:	Linda Miller	Phone Number/Ext:	704-348-2712			
		Email:	lmiller@centralina.org			
Alternate Contact Person:	Cindy Berrier	Phone Number/Ext:	704-331-4878			
		Email:	cberrier@centralina.org			
Submitting Department:	Aging	Department Head Approval:	<i>Linda H. Miller</i>			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>						
Introduce Arthritis Services of Charlotte and Mecklenburg County (aka Arthritis Patient Services) Director and Centralina staff member Cindy Berrier and Arthritis Services Board Member Bill Griffin.						
Description of Agenda Item:						
Cindy Berrier, Arthritis Services (AS) Director and Centralina staff, will make a very brief presentation on the partnership between Arthritis Services and Centralina. She will introduce Mr. Bill Griffin, AS Board Member and Treasurer, as well as provide Delegates with how AS will offer services and expand throughout the Centralina region.						
Background & Basis of Recommendations:						
<p>Arthritis Services of Charlotte and Mecklenburg County is a non-profit 501c3 organization in operation since 1977 to serve those with arthritis and similar autoimmune disorders with direct services, education, support, and assistance. Funded through the United Way, grants, foundations, donations, and private organizations such as Abbott, Pfizer and Genentech, Arthritis Services also began receiving small grants from the Centralina AAA/COG in 2010. These funds are to deliver Older American's Act Health Promotion and Disease Prevention evidence-based health programs such as Chronic Disease Self-Management and A Matter of Balance falls prevention workshops in Mecklenburg County.</p> <p>Through continued partnership and interaction, the Arthritis Services organization has entered into an agreement beginning February 1, 2017 in which the Arthritis Services Board of Directors would retain CCOG to provide staff to the organization including all benefits, and support services such as office space and other administrative support.</p> <p>Since being on board with CCOG for five months, Arthritis Services is targeting our nine counties to grow and develop programming in order to serve residents throughout the entire region.</p>						
Action / Recommendation:						
None. Informational only.						
Time Sensitivity (none or explain):	None					
Budget Impact (if applicable):	None					
List of Attachments (if any):	None					



No attachments for Item 6.

Presentation to be made at Board of Delegates Meeting.



Centralina Council of Governments

Item 7



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017		Consent:		Regular:	x
Submitting Person:	Jason Wager	Presentation Time (est.):	20 minutes			
Presenter at meeting:	Michelle Nance	Phone Number/Ext:	704-348-2707			
	Jason Wager Katherine Hebert	Email:	jwager@centralina.org khebert@centralina.org			
Alternate Contact Person:	Michelle Nance	Phone Number/Ext:	704-348-2731			
		Email:	mnance@centralina.org			
Submitting Department:	Planning	Department Head Approval:				
Description of Agenda Item:						
<p>Planning Department Initiatives and Program Update Regional Transit Engagement Series: Phase I Outcomes, Phase II Forecast Healthy Communities: Centralina Health Solutions Center Activities</p>						
Background & Basis of Recommendations:						
<p><u>Planning Department Initiatives Update:</u> Transportation choice emerged as a key priority in the CONNECT Our Future project, and the Planning Department has elevated this priority in our FY17 and FY18 work. Hear about our efforts related to freight, transit, walkability, and mobility in general.</p> <p><u>Regional Transit Engagement Series:</u> The Regional Transit Engagement Series is a continuation of the transportation choices dialogue begun during the CONNECT project, and offers our region an opportunity to have a focused conversation about regional transit, well before any planning takes place. The presentation summarizes outcomes following multi-county transit meetings and forecasts the next round of engagement that will include elected officials and local community stakeholders.</p> <p><u>Healthy Communities:</u> The Centralina Health Solutions Center has been extremely active in the past year. Hear a summary of the strides made on Plan4Health Charlotte, Planners4Health NC, Healthy Community Planning Services and the 2017 Planning for Healthy Communities Conference. The presentation will also provide resources that communities within our region can use to promote healthy community design and development.</p>						
Action / Recommendation:						
<ul style="list-style-type: none"> • Forecast upcoming events and engagement opportunities. • Requests to help market the Planning for Healthy Communities Conference and to participate in the Planners4Health NC Health Snapshot Survey. 						
Time Sensitivity (none or explain):	Low – Upcoming events to be noted on calendars					
Budget Impact (if applicable):	None at this time					
List of Attachments (if any):	<ul style="list-style-type: none"> • Regional Transit Engagement Series FAQs • Plan4Health Overview • Centralina Health Solutions Service Sheet • Carolina Planning Journal Article 					

Frequently Asked Questions

What is the Regional Transit Engagement Series?

As one of the fastest growing regions in the country, there is recognition that long-term transit planning efforts should be accelerated if we are to remain a leading, competitive region nationally and globally. In fact, **transportation choice** emerged as a top growth priority from the three-year, 14-county, bi-state planning process known as *CONNECT Our Future*. As a component of transportation choice, communities of all sizes, urban to rural, were eager to talk about regional transit in terms of transportation, economic access and mobility, economic development, and place making.

The Regional Transit Public Engagement Series is a continuation of this dialogue; an opportunity to have a focused conversation about regional transit, well before any planning takes place. This is an opportunity for communities to express their aspirations, concerns, values, and interests around long-term transit.

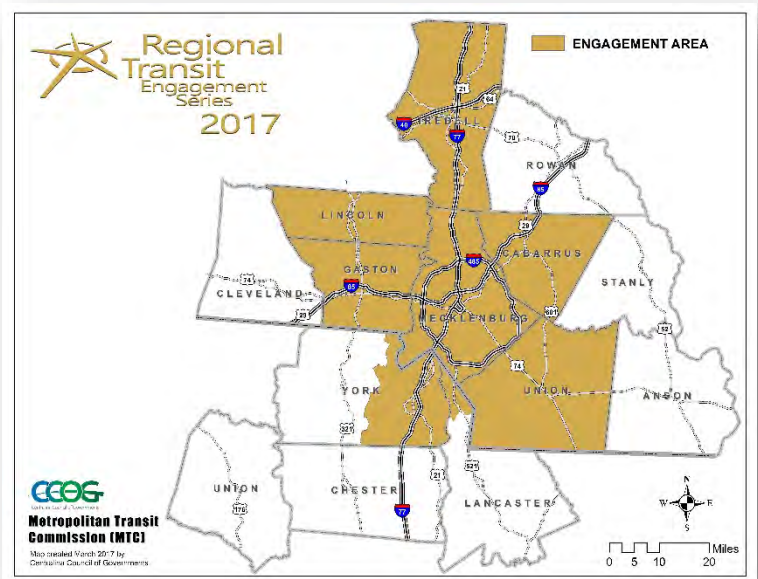
Who is Involved and When?

The project area includes Mecklenburg County and the North Carolina counties immediately adjacent to Mecklenburg. In South Carolina, the project area includes the urbanized portions of both Lancaster and York counties (the area within the Rock Hill/Fort Mill Area Transportation Study Metropolitan Planning Organization’s boundaries).

Forums will be held in each participating county to gather input on regional transit needs, values, concerns, and aspirations. Initial meetings will take place in the spring of 2017, and will include municipal and county managers, transit directors, transportation planners, and planning directors.

During the summer and early fall, a second set of county meetings will include local, state, and federal elected officials, economic development organizations, private sector interests, institutional leaders (hospitals, colleges, etc.), and key state and federal government staff. In addition, a public survey will invite residents to provide their thoughts on the future of transit in their community.

In the fall, we will highlight findings and consensus based next steps during a regional transit summit.



Frequently Asked Questions



Why Now?

Demographers, developers, and real estate officials at the national and state levels agree: **our region's population will continue to grow—and we must provide the infrastructure, mobility, jobs, businesses, and services to match.** Forecasters anticipate 4.24 million people will call the greater Charlotte region home by 2050—an increase of 74% from 2010. Nearly doubling population in the region between 2000 and 2050 could significantly increase the consumption of farmland and open space, spread out our population and the area where services and infrastructure must be provided, producing an array of undesired consequences: expensive utility expansion, increased traffic congestion with longer commutes to work, overcrowded schools, loss of working farms and degradation of environmental resources.

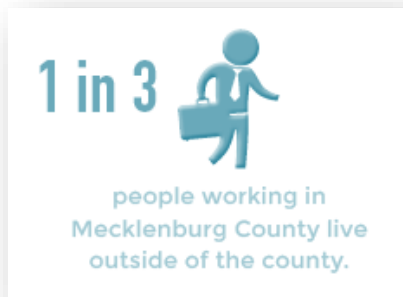
All of these factors work together to degrade our national and global economic competitiveness. With these facts in mind, Transportation Choice was the 2nd highest mentioned “community or regional challenge” identified by residents during the CONNECT Our Future project. Specifically, coordinating transportation issues, including freight planning and transit readiness, was listed as the top infrastructure priority.

Frequently Asked Questions

Why Transportation Choice?

Residents across the region have indicated that transportation choices are important to their quality of life, wallets, and health.

- Over 50% of the region’s workforce lives in one county and works in another. Transportation choice allows residents housing and lifestyle choices.
- According to the Locational Affordability Index developed by the U.S. Department of Housing and Urban Development (HUD), median income families in communities throughout the greater Charlotte region spend as much as 41% of their annual income on transportation costs.



- A development pattern that is conducive to walking and biking also promotes daily physical activity, provides vibrant activity centers, and allows for future transit service.
- Access to alternative forms of transportation, including transit, can improve air quality by reducing the number of vehicle miles traveled.

By thinking through regional transit topics now and soliciting feedback from residents, we’ll be able to harness the best the future has to offer, while still preserving all of the things that make our existing communities great.

“...allowing for different transportation provides me with options to choose to live where I want to so I can still have access to rural living if I so choose.”

-CONNECT Participant

How Does This Relate to Other Projects?

While there are multiple regional initiatives and plans that address transportation, economic development, and growth, there seems to be alignment on several key issues with consistent goals that focus on:

Frequently Asked Questions

- Economic growth and competitiveness,
- Developing region-wide systems and transportation infrastructure, and
- Transportation choice, multi-modal options, and the importance of mobility.

The following plans and initiatives address growth, transportation infrastructure, and economic development.

- CONNECT Our Future is a 14-county, bi-state regional planning process that developed regionwide growth priorities. Priorities included transportation and housing choice, economic growth, and walkable centers connected by regional transit.
- The four Metropolitan Planning Organizations in the Charlotte region are in the process of developing their 2045 Metropolitan Transportation Plans (MTPs) focused on multi-modal transportation infrastructure, including transit.
- The Greater Charlotte Region Freight Mobility Plan addresses transportation infrastructure and policy improvements needed to increase efficiency of freight movement.
- The Charlotte Area Transit System's (CATS) 2030 System Plan outlines future transit corridors and modes and will be influenced by results of the engagement series. CATS current planning initiatives include:
 - Blue Line Extension construction (Charlotte to UNC Charlotte)
 - Silver Line light rail planning (Charlotte to Matthews/Union County)
 - Gold Line Streetcar construction (Charlotte to West Charlotte)
 - Red Line corridor planning (Charlotte to Huntersville, Cornelius, Davidson and Iredell County)
 - Airport Corridor light rail planning (Charlotte to Airport and Gaston County)
 - Envision My Ride initiative to study current bus routes and frequency.
- The Charlotte Regional Partnership, the Charlotte Chamber, and the Centralina Economic Development Department coordinate on the development of regional economic development strategies that include goals for transporting the workforce within and through the region.

How Will Results Be Used?

The results of the transit engagement will inform the CATS 2030 plan update and any future regional transit planning, can aid in local planning efforts, and can inform future Metropolitan Transportation Plans and the region's economic development strategy.

Input received during the regional transit engagement series will be used to determine important next steps for our region.

- Are there near-term coordination efforts that would improve transportation efficiency between transit systems?
- Are there strategies that would support mobility for seniors, veterans, and persons with disabilities?
- Is there interest in planning for regional transit across county lines?
- Are there communities that are ready to develop transit oriented activity centers for economic development purposes?
- Are there counties that would like to participate in a regional transit planning initiative?

Frequently Asked Questions

How Can I Find Out More?


This process provides an opportunity to ask questions and become more informed about transit opportunities. Your feedback will be used to determine consensus based next steps for the region.


A project webpage has been created to keep you up to date on regional meetings, provide resource materials, and other opportunities to be involved, including a public survey. Go to www.centralina.org/TBD.

If you would like to request a presentation for your organization or group, contact Jason Wager at Centralina Council of Government at JWager@centralina.org or Jason Lawrence at Charlotte Area Transit System at JLawrence@ci.charlotte.nc.us.

You can also follow Centralina Planning and CATS on social media.


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AND WE'LL LIKE YOU BACK!

 CentralinaPlanning

 CATS, CATS BLE, CATS LYNX Goldline

 @CentralinaPlan

 @CATSRideTransit, @BLEUpdates, @CityLYNXUpdates

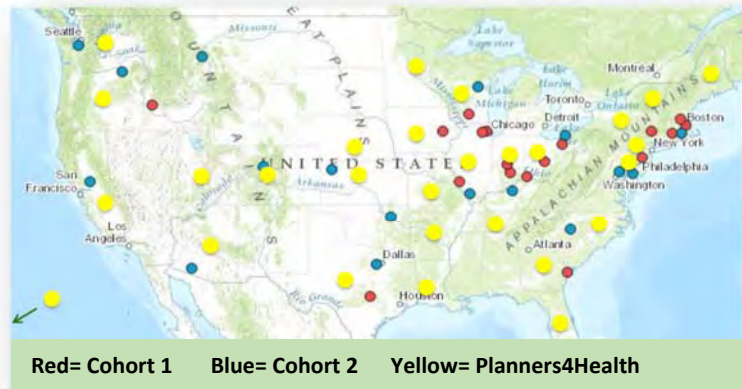
 centralinaplanning

 Charlotte Area Transit System

<p>John Muth Deputy Director, CATS jmuth@charlottenc.gov 704-336-3373</p>	<p>Jason Lawrence Transportation Planner, CATS jlawrence@charlottenc.gov 704-336-4106</p>
<p>Michelle Nance Planning Director, Centralina COG mnance@centralina.org 704-348-2709</p>	<p>Jason Wager Planning Program Supervisor, Centralina COG jwager@centralina.org 704-348-2707</p>

What is Plan4Health?

The Plan4Health project is designed to leverage planners' roles as collaborators and conveners to improve health outcomes. From 2014-2017 two coalition cohorts (35 coalitions total) of Plan4Health launched in neighborhoods, cities, and counties across the United States, funding work at the intersection of planning and public health. Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliate members, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. Each coalition was committed to increasing health equity through nutrition or physical activity and dedicated to meeting the needs of residents where they live, work, or play. Plan4Health is supported by the Centers for Disease Control and Prevention (CDC) through a National Implementation and Dissemination for Chronic Disease Prevention funding opportunity.



What is Planners4Health?

Planners4Health is a chance to think about health at the chapter level. It is designed to go beyond place-based projects—working in a specific neighborhood, city, or county—and to bring a focus to health at APA. The initiative is a grantmaking program that will give members and chapters time to think about their role when it comes to strengthening healthy communities and building our shared capacity to work across sectors.

Every chapter is different, and every chapter is facing unique challenges and opportunities. Some things about the Planners4Health will be universal: convening planners and public health professionals; figuring out what your state does really well when it comes to health and what it could do better; and action planning to advance the agenda of planning healthy communities. Planners4Health is a flexible framework that will be modified by each participating chapter. It is intended as a collaborative learning period—to learn from Plan4Health coalitions, other chapters, and fellow colleagues.

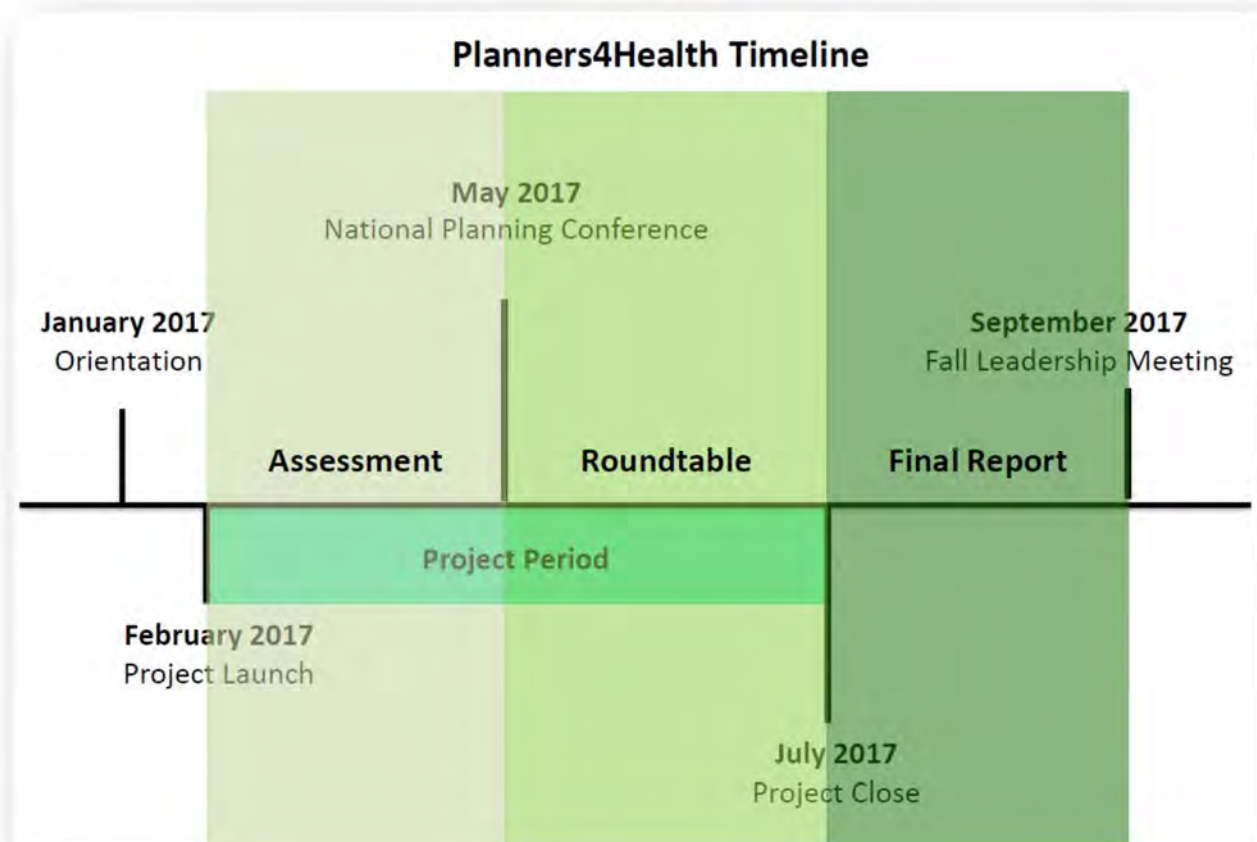
Who is Doing What?

The taskforce has three main assignments from APA:

1. Conduct an assessment of the health and planning landscape within our state including identifying potential partners, active initiatives and local assets (early spring)
2. Hold a stakeholder roundtable to advance the taskforce's agenda (late spring)
3. Submit a final report to APA (late summer)

The project manager is responsible for:

1. Taskforce management including communication between the taskforce, chapter, and APA and completion of deliverables.
2. Curriculum participation including monthly webinars on various topics to assist with the completion of the Planners4Health tasks.
3. Monthly calls with APA and other Planners4Health chapters within our region (Louisiana, Arkansas, and Georgia).
4. Communication including success stories, social media posts, and chapter newsletters.
5. Reporting to APA including monthly reports, interim and final budget reports, and the final report.





Centralina Council of Governments

GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

Creating Healthy, Lifelong Communities

The Challenge

Today's health challenges stem from a variety of factors in our changing world. The population base is growing older, health care costs continue to increase, and chronic disease - including heart disease, diabetes, and respiratory disease - greatly outnumber deaths by communicable disease. In NC, chronic disease and injury are responsible for 2/3 of all deaths. The design of our communities impacts public health and well-being and often creates barriers to physical activity. In addition, community policies and ordinances can lead to unintended consequences and limit opportunities for seniors to live independent, active, engaged lives.

Helping Communities Become Healthy and Inclusive

The great news is that many of the actions that create a "healthy, lifelong community" also lead to vibrant downtowns, transportation choice, economic vitality, access to amenities, and a variety of housing choices for all ages and incomes. Healthy, lifelong communities go hand in hand with a healthy economy. In addition, market forces are in support of healthy community initiatives. Mixed-use developments that are walkable and have access to parks and open space are in demand with Millennials and Baby Boomers searching for active lifestyles. Education through evidence-based health programs can improve self-management of chronic disease, save healthcare dollars, reduce falls, and improve quality of life.



Centralina Health Solutions helps communities through:

Training

- Provide training on a variety of issues related to health and life-long communities, active living, local food systems, aging sensitivity, and evidence-based health programs such as chronic disease self-management and falls prevention.

Policy Analysis and Planning

- Analysis of current policies and ordinances, determine barriers to health, and recommend strategies
- Bicycle and pedestrian planning, greenways, senior friendly policies, healthy in all policy recommendations

Engagement

- Engagement planning and implementation for thorough, equitable outreach and intake

Mapping

- Built environment inventories, disparity mapping, visual representations

"The Healthy Communities initiatives sponsored by Centralina are helping us develop strategies that will incorporate health considerations into land and transportation planning, increasing opportunities for physical activity and healthy living. That means increased quality of life for our residents."

- **M. Darrell Hinnant, Mayor
City of Kannapolis**

For more information contact:
Michelle Nance 704-348-2709 or mnance@centralina.org



RE(ANYTHING)

From Revitalization to Resilience

CAROLINA PLANNING JOURNAL

Volume 42 / 2017

RECREATING HEALTHY BUILT ENVIRONMENTS

The Charlotte Plan4Health Initiative

MICHELLE NANCE, AICP

is the Planning Director for Centralina Council of Governments, providing planning services to nine counties in the greater Charlotte region. She directs the Council's work related to land use and transportation, healthy community initiatives, energy, and the environment. Her work is focused on helping local governments address shared, long-term issues through collaboration and partnerships. Michelle received her Masters of Public Administration and Bachelors of Science in Urban and Regional Planning from East Carolina University.

KATHERINE HEBERT

is a Healthy Community Design Specialist with the Centralina Council of Governments and is the founder of Creating Community Change Consulting, a consultant practice dedicated to helping communities make small changes to greatly improve the health of its citizens. Katherine has a Masters in City and Regional Planning from the University of North Carolina, Chapel Hill and a Bachelor of Arts in Interdisciplinary Studies, Environmental Policy and Planning from Appalachian State University.

Charlotte is one of the fastest growing cities in the nation, experiencing the tenth largest numerical population increase in the country among large cities in 2015, and it is by far the largest city in North Carolina with a population of over 827,000.¹ Like most southern cities, Charlotte has a checkered past that shapes its current physical, social, and political landscape. Charlotte's land use pattern is consistent with post-World War II development with an urban core surrounded by suburban growth. In the early 20th century, redlining and race-based covenants restricted suburban growth outside the urban core to middle and upper class whites. Predominantly African American neighborhoods such as Brooklyn and McCrorey Heights developed near Uptown Charlotte as white residents from the urban core moved out to the suburbs and the African American middle class grew. These historic neighborhoods that were thriving with opportunities for housing, education, and economic advancement, were decimated by the construction of the highway system including Interstates 77 and 85 in the 1960s.²

Taking place almost simultaneously to the disruption of the neighborhood unit, Charlotte-Mecklenburg schools slowly

“ Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

- MARGARET MEAD

started to desegregate after the *Brown v. Board of Education* ruling in 1957. Following lawsuits in 1965, the school districts in overwhelmingly segregated areas were desegregated through busing. Lawsuits once again shaped the school system in the 1990s, as the busing policy ended and Charlotte-Mecklenburg returned to a “neighborhood school model,” essentially re-segregating the schools. Negative outcomes followed, including lower test scores, decreased graduation rates, reduced likelihood of attending a four-year college, and increased criminal activity among young minority males.³

As Charlotte enters the twenty-first century, neighborhoods remain racially segregated. Many older neighborhoods are threatened by gentrification, highways still traverse the historically African American neighborhoods in North and West Charlotte, over fifty school campuses are racially or economically isolated,⁴ and Charlotte is ranked last in upward social mobility for impoverished children in a study of the fifty largest U.S. cities.⁵ Fortunately, steps are being taken to address most of these issues and rebuild neighborhoods, including the Charlotte Plan4Health Initiative led by the Centralina Health Solutions Coalition.

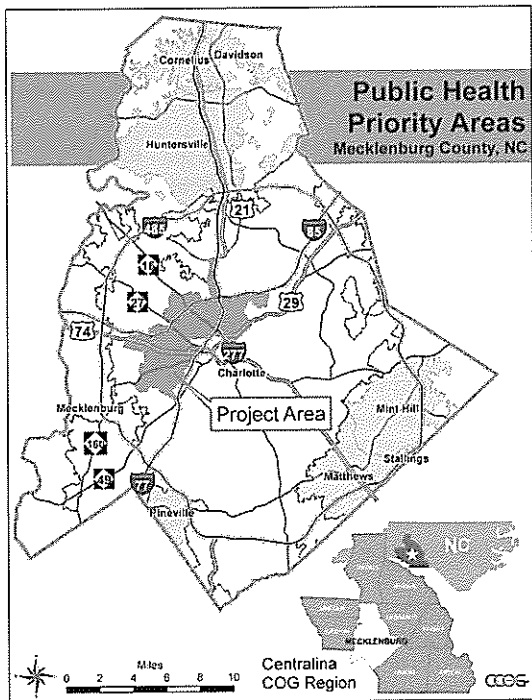
CENTRALINA HEALTH SOLUTIONS COALITION AND PLAN4HEALTH

The Centralina Health Solutions Coalition (CHSC) was formed as a result of the CONNECT Our Future project, an ongoing regional effort started in 2012 to create a framework for guiding and investing in the growth of the Charlotte Metropolitan Area.⁶ CHSC is coordinated by the Centralina Council of Governments with the mission to create healthy, lifelong communities within the nine-county Centralina Region. Each year, the coalition hosts the Planning for Healthy Communities Conference that brings together professionals in public health, planning, and parks and recreation to discuss ways to

work cooperatively to improve the built environment to promote public health. In November 2015, the coalition, in partnership with the North Carolina Chapter of the American Planning Association (APA-NC), was awarded funding from the American Planning Association as part of the second cohort of Plan4Health grantees.⁷

Plan4Health aims to connect communities across the country and fund work at the intersection of planning and public health. Plan4Health is supported by the Centers for Disease Control and Prevention and operated through APA's Planning and Community Health Center. Plan4Health is one initiative within a larger project, Partnering4Health, which facilitates information sharing and collaboration among the American Heart Association; the National Women, Infants, and Children Association; the Society for Public Health Education; and Directors of Health Promotion and Education. These organizations and their grantees, in turn, support the CDC's ongoing work to reduce health disparities in communities of color through its Racial and Ethnic Approach to Community Health (REACH) and Partnerships to Improve Community Health (PICH) funding opportunities. The combined effort of these organizations is changing the environments in which people live and providing them more options when it comes to their health.⁸

In North Carolina, this has translated into a year and a half of working with community partners and neighborhood leaders in Charlotte with the goal of improving opportunities for physical activity in over thirty neighborhoods considered at risk for poor health outcomes. These neighborhoods are in the Mecklenburg County Public Health Priority Area (PHPA), established by examining eighteen social determinants of health, defined by the World Health Organization as the conditions in which people are born, grow, live, work,



and age, and health outcome data. Using the Quality of Life Explorer developed by Charlotte Business and Neighborhood Services,⁹ project administrators narrowed down the PHPA from six zip codes and over 210,000 residents (one fifth of the population of Mecklenburg County) to a more manageable project area consisting of thirty-four neighborhoods representing 53,635 residents.

Neighborhoods within the project area are predominantly African American and have higher rates of unemployment, lower median incomes, and lower educational attainment levels in comparison to the rest of Mecklenburg County. They also tend to have higher crime rates and greater health challenges such as higher rates of obesity, lower rates of physical activity, less access to healthy nutrition, and significantly shorter life expectancies – on average five years shorter than the rest of the county.¹⁰

To start addressing these social determinants of health and challenges to living a healthy lifestyle, the Centralina Health Solutions Coalition, consisting of representatives from the Charlotte-Mecklenburg Planning Department, the Mecklenburg County Health Department, Charlotte Neighborhood & Business Services, the Charlotte Department of Transportation, the Charlotte Area Transit System, Mecklenburg County Park and Recreation, and state chapters of the American Planning Association and the American Public Health Association, convened. The coalition developed a multifaceted approach, including six strategies that would examine the existing conditions, summarize the work already in progress by coalition members, and identify ways that coalition members could work together to promote health within the project area and share lessons learned throughout the Centralina region, North Carolina, and the nation.

THE STRATEGIES DEVELOPED BY THE COALITION INCLUDED:

1. Lead community needs assessments of the neighborhoods within the Public Health Priority Area, including reviewing existing plans and neighborhood board retreat summaries, and holding neighborhood meetings to discuss the challenges and opportunities for increasing physical activity levels.

2. Conduct walkability audits to evaluate the condition of the streets within the study area, and determine if they provide a safe and pleasant walking environment, or if and where improvements need to be made.

3. Consider park access both in terms of physical access to the park entrance as well as recreational opportunities and accessibility within the park, for users of various ages, abilities, and needs.

4. Educate individuals on, and encourage the implementation of, shared use agreements and open use policies to make school grounds and other facilities available to the public after hours.

5. Develop communication materials including newsletters, website content, presentations and trainings on the Plan4Health initiative and the four previous strategies.

6. Share our lessons learned and work with state partners to help communities replicate the project throughout the Centralina Region and North Carolina.

These strategies, combined with community engagement, paint a comprehensive picture of what is happening in the targeted neighborhoods, provide recommendations to our coalition members to improve these conditions, and equip and empower community members with the tools they need to have meaningful conversations with coalition members. The Centralina Health Solutions Coalition uses these strategies to build a successful framework for achieving the goal of getting people to move more.

COMMUNITY NEEDS ASSESSMENTS

After reviewing existing plans, neighborhood board retreat notes, and studies of neighborhoods within the priority area, the leaders of the West Boulevard Neighborhood Coalition (representing eighteen neighborhoods along West Boulevard), Oaklawn Park, Seversville, Biddleville-Smallwood, Lincoln Heights, and University Park Neighborhoods were contacted for additional information. The original

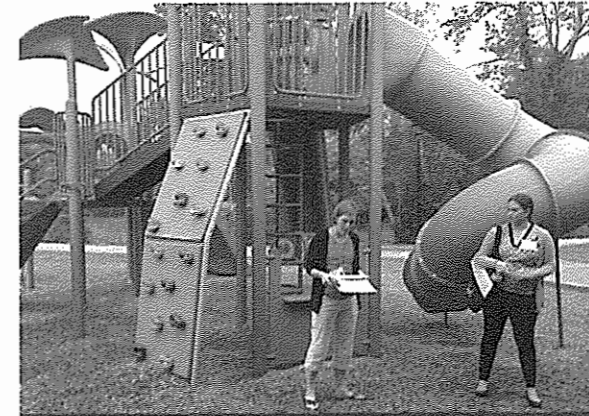


FIGURE 1 - Park and Recreation professionals attempt to learn how to measure the accessibility of a local park during a regional training and identify the need for a simpler tool for community participation. Photo Credit: Blair Israel, AICP.



FIGURE 2 - Planners and Public Health Professionals work together to assess street conditions and discuss solutions for improving the pedestrian realm in Charlotte, NC. Photo Credit: Blair Israel, AICP.

plan was to set up focus groups with residents of each of these neighborhoods, but after finding that these neighborhoods have been "studied to death," members of the coalition decided instead to attend one meeting of each neighborhood association, introduce the project, and ask each neighborhood two questions: what is going on in your neighborhood that promotes being active, and what barriers are there to being physically active? The responses varied, with groups mentioning not having safe places for the kids to play with updated playground equipment, fields, and courts; parts of their neighborhood not having sidewalks, adequate street lighting, or nice places to walk similar to surrounding areas that have recently been improved; not having coordination among the churches and nonprofits to offer programs for kids especially during summer months and after school; and a desire to work with area schools to improve the condition of the schools and increase use of school property after hours and on the weekends. With this feedback, actions were taken to provide each neighborhood with a planning product (street revisualization, park plan, lighting survey, etc.), project (park cleanup), or collaboration-building activity (such as a convening of area church health teams) to work towards addressing barriers to physical activity in their neighborhood.

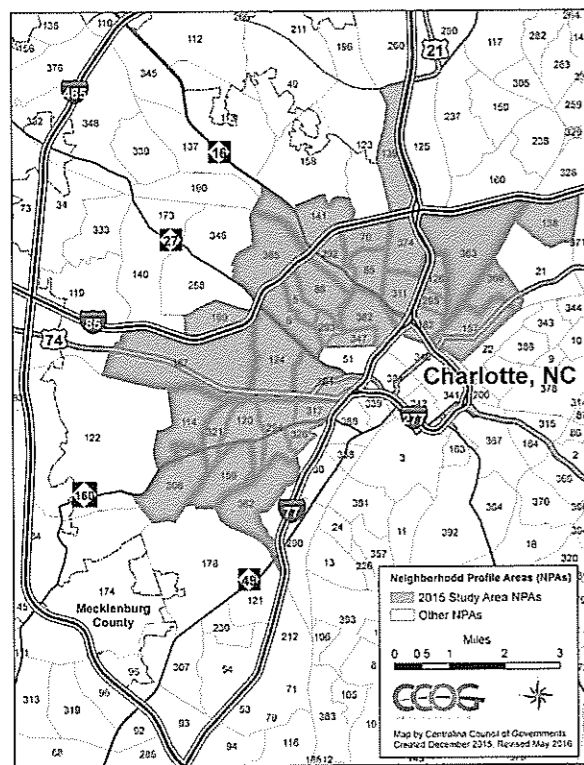
WALKABILITY AUDITS

The Centralina Health Solutions Coalition developed a walkability audit tool in coordination with the Charlotte Department of Transportation, and based on AARP's

*Streets and Sidewalks Survey.*¹¹ Seven streets – Clanton Road, Morehead Street, Oaklawn Avenue, Remount Road, Rozzelles Ferry Road, and Tuckasegee Road, and West Boulevard – were audited by coalition members. Generally, road conditions were inconsistent in terms of good streetscape design, with prevalent gaps in sidewalks, narrow sidewalks without a buffer from traffic, dangerous intersections, and unsupportive land uses (large parking lots, buildings set far back from the sidewalk, and single family detached residential buildings on busy streets). Dangerous pedestrian activity included jaywalking, using a wheelchair within the lane of traffic, and standing in unprotected turning lanes while waiting to cross. It was also common to witness distracted driving, speeding, and failures to yield. The findings of the audits were shared with the Charlotte Department of Transportation and recommendations for improvement will be developed by the coalition and neighborhood residents.

PARK ACCESS

Similar to the walkability audits, a user-friendly park access auditing tool to measure ease of access to the entrance of a park and the features within each park was deemed necessary by the coalition. A map showing the five- and ten-minute walkshed to each park entrance had already been created by Mecklenburg County Park and Recreation and just needed to be updated.¹² However, a user-friendly way of measuring the accessibility of park facilities, including ADA accessibility and a mixture of facilities to meet the needs and interests of all ages



increase awareness of the availability of school property for recreational use by the surrounding neighborhoods and ultimately increase their use. The taskforce is also exploring ways to collaborate with places of worship to identify and increase the number of health-promoting programs that are offered and open to surrounding neighborhoods and the shared use of parks, playgrounds, community gardens, classrooms, and kitchens.

COMMUNICATION, REPLICATION, AND SUSTAINABILITY

In an effort to share the lessons learned through the project, replicate these efforts throughout the Centralina Region and North Carolina, and sustain healthy planning initiatives beyond the initial Plan4Health funding period, the coalition has developed communication materials on each of the strategies and will provide additional training and tools to planners throughout North Carolina. The coalition has also received Planners4Health funding through the American Planning Association to further integrate planning and public health efforts throughout the state. All of these communications, including the findings and recommendations of the initial Plan4Health project, the tools used to conduct the analysis, and presentations on the value of integrating public health considerations into planning processes will be made publicly available. The Centralina Health Solutions Coalition has also been expanded to include representation from additional counties within the Centralina Region and state agencies interested in expanding the project's reach statewide.

LESSONS LEARNED

Working with people is a messy process. It takes time, often significantly more than originally expected, to coordinate a coalition, identify and connect with those who need to be involved, and build trust, especially in neighborhoods that have been "studied to death" and promised much without seeing results. Hiring the Lee Institute, a nonprofit organization dedicated to serving and strengthening organizations and individuals who share a commitment to building great communities, has been key to our success in engaging predominantly African American neighborhoods in conversations

and abilities, was not as readily available and the coalition worked on developing this tool and piloted it on a handful of parks within the study area.

SHARED USE

The shared use of schools and community facilities are often accomplished through two approaches: joint use agreements and open use policies.¹⁵ A taskforce consisting of representation from Charlotte-Mecklenburg Schools, the Mecklenburg County Health Department, Mecklenburg County Park and Recreation, Mecklenburg County Real Estate Services, and North Carolina Active Routes to School was formed to examine the current use of joint use agreements in Mecklenburg County and to see if a more formal open use policy is warranted or if there are other ways to increase neighborhood use of the schools' outdoor facilities during off hours and on the weekends. With assistance from the North Carolina Department of Health and Human Services, the taskforce hopes to

Table of Selected Socioeconomic Health Indicators

	Plan4Health Study Area	Remainder of Mecklenburg County
Character		
Total Population	53,635	960,195
Caucasian	7.3%	52.9%
African American	81.1%	27.5%
Hispanic/Latino	6.8%	12.5%
Economy		
Median Household Income	\$25,343	\$66,906
Employment Rate	76%	90%
Food and Nutrition Services	52%	14%
Education		
High School Graduation Rate	72%	86%
High School Diploma	71%	90%
Bachelor's Degree	11%	43%
Elementary School Proficiency	22.0%	52.9%
Middle School Proficiency	17.9%	46.0%
High School Proficiency	24.7%	52.0%
Health		
Age of Death	67	72
Births to Adolescents	7.6%	2.6%
Low Birthweight	14.3%	8.6%
Prenatal Care	51.2%	65.9%
Proximity to Low-Cost Health Care	20%	26%
Proximity to Grocery Store	24%	30%
Proximity to Public Outdoor Recreation	89%	51%
Safety (calls per 1,000 People)		
Calls for Animal Control (calls per 1,000 people)	79.7	34.2
Crime-Property (calls per 1,000 people)	77.7	29.6
Crime-Violent (calls per 1,000 people)	18.6	3.4
Disorder-related Calls (calls per 1,000 people)	398.5	107.6
Fire Calls for Service (calls per 1,000 people)	57.3	27.2
Nuisance Violations (violations per 100 units)	28.4	8.6
Housing		
Subsidized Housing	14%	2%
Home Ownership	36%	60%
Home Values	\$96,949	\$276,585
Age of Housing (years)	55	31
Housing Code Violations (violations per 100 units)	6	1
Transportation		
Bicycle Friendliness (index value 1-3)	1.5	1.4
Proximity to Public Transportation	100%	65%
Sidewalk Availability	46.1%	42.1%
Street Connectivity (index value 1-3)	1.25	1.16
Transit Ridership (boardings per available stop)	60	126

SOURCE - Charlotte Mecklenburg Quality of Life Explorer (<http://mcmmap.org/qol/>)

about improving physical activity opportunities as well as the overall conditions of their neighborhoods. Perhaps the most important aspect of the project is the opportunity to empower residents and community leaders so that they not only have a grasp of the physical and perceptual barriers to physical activity, but understand the process by which policy and infrastructure improvements are made, and can effectively advocate for community improvements.

We don't know what we don't know. At the beginning of the grant there was a long list of work that needed to be done but as conversations with coalition members continued, project managers came to the realization that a lot of progress was already being made by our partnering organizations without our knowledge. More importantly, our coalition members did not know what the other coalition members were doing although their work had a very clear connection to another agency's focus. Therefore, it is important to be flexible when putting together a work plan, communicate often with the coalition, and encourage collaborative members to communicate with each other.

Communicating externally is also critical so that others can learn from and replicate successes in their own communities. Communicating the value proposition of healthy community work, especially to elected officials, is also a key success factor.

CONCLUSIONS

Although it can be messy, time-consuming, frustrating, and confusing, community engagement and working towards healthier communities can be very rewarding. Through this type of work, practitioners collaborate across sectors, continuously learn new things, and work together to test currently accepted methods and policies in their own communities. Long-term system change cannot occur through one strategy alone and it will take a consistent and forward thinking effort to undo decades of federal and local policies that have segregated the growth of Charlotte. Although the Plan4Health work in Charlotte will have an impact on these neighborhoods, a combination of complementary strategies that work together is necessary for long-term success. By shaping the built environment to promote healthy lifestyles and increase access to nutritional foods and places to be physically active, planners can have a significant impact on the life of current and future residents in a community. However, to have the most impact and get the most out of the experience, planners must take the time to understand and meaningfully engage the neighborhoods and community members impacted by the work.

ENDNOTES

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Centralina Council of Governments

Item 8



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017	Agenda Item Type:	Consent:	Regular:	x
Submitting Person:	Vicki Bott	Presentation Time (est.):	10 minutes		
Presenter at meeting:	Jim Prosser	Phone Number/Ext:	704-348-2703		
		Email:	jprosser@centralina.org		
Alternate Contact Person:	n/a	Phone Number/Ext:			
		Email:			
Submitting Department:	Grants Development	Department Head Approval:			
Board Expectation: (required action or responsibility expected from Board members)					
The Board will receive as information an update on CCOG's Federal Relations efforts, have an opportunity individually to indicate interest in participating in CCOG August Advocacy efforts, and provide feedback to staff.					
Description of Agenda Item:					
Federal Relations Update: Staff will present an update on CCOG's recent Federal Relations efforts, including currently-planned CCOG August Advocacy.					
Background & Basis of Recommendations:					
<p><u>CCOG August Advocacy.</u> Meetings with our Members of Congress while they are back home in NC during the August Recess are a particularly effective way to raise awareness of CCOG's role in the region and of the impact of federal programs. Strategics Consulting works with Executive Board members and our Members of Congress to schedule these meetings. All Delegates are invited to sign up.</p> <p><u>Annual Assessment of CCOG's Federal Relations.</u> The Executive Board has accepted Strategics Consulting's first annual review of CCOG's federal relations, summarizing positive changes and trends. The assessment is shared with the Board of Delegates as information.</p>					
Action / Recommendation:					
The Board is asked to:					
<ol style="list-style-type: none"> 1) Individually sign-up on the sheet provided if interested in participating in any August Advocacy meetings; 2) Offer questions and provide feedback to staff on any aspect of CCOG's Federal Relations efforts. 					
Time Sensitivity (none or explain):	Opportunities to meet locally with our members of Congress are limited to a few "district work periods" each year, of which the August Recess is typically the longest.				
Budget Impact (if applicable):	None.				
List of Attachments (if any):	<ul style="list-style-type: none"> • <i>August Advocacy Sign-up Sheet</i> • <i>Strategics Annual Assessment of CCOG Federal Relations</i> 				



AUGUST ADVOCACY

Meetings with our Congressional Delegation

Sign up for one or more meetings! *(see over for sign-up sheet)*

Help build stronger relationships with our region’s U.S. Representatives and Senators:

- ◆ One local meeting with each member of our region’s Congressional Delegation, to:
 - Share how CCOG benefits their constituents, focusing on specific CCOG initiatives.
 - Reinforce CCOG as a primary resource to help them accomplish their goals and meet the needs of their constituents.
- ◆ Held in August while Congress is in Recess and Members of Congress are back in NC.
- ◆ Each meeting is led by a volunteer from CCOG’s Executive Board, joined by other CCOG Delegates whose jurisdiction falls within the Member of Congress’ district.

CCOG’s lobbyist/federal relations consultant, Leslie Mazingo, will begin scheduling these August Advocacy meetings through Congressional offices over the next few weeks in coordination with each CCOG Executive Board member listed below.

Member of Congress:	Hudson (8)	Pittenger (9)	McHenry (10)	Adams (12)	Budd (13)	Burr	Tillis
CCOG Leader	Martha Sue Hall	Jarvis Woodburn	Martin Oakes	George Dunlap	Bobby Compton	Michael Johnson	Michael Johnson

Leslie will prepare talking points and other materials for each meeting that will be shared with participating CCOG Delegates at a pre-meeting telephone briefing session held in advance of the scheduled meeting with the Member of Congress.

Questions? Contact Leslie Mazingo at 202-255-5760 or leslie@strategics.consulting.



Sign Me Up for CCOG AUGUST ADVOCACY

Meetings with our Congressional Delegation

YES! I'd like to help advocate for CCOG priorities, if my schedule permits.

I will provide a firm RSVP once meeting(s) are scheduled so an accurate attendee list can be provided to the Member of Congress.

CCOG's lobbyist/federal relations consultant, Leslie Mozingo, will begin scheduling these meetings through Congressional offices over the next few weeks in coordination with each CCOG Executive Board member who has volunteered to lead a meeting (see over).

Once each meeting is scheduled, she will set up a pre-meeting briefing session and will notify those Delegates who have signed up of the date, time, & location of the meeting and of the briefing session, and will request an RSVP.

(Please provide your name, and indicate which Representative(s) and/or Senator(s) you would like to meet with.)

Name <small>CCOG Delegate/Alternate</small>	House District(s) <small>Hudson (8),Pittenger(9),McHenry (10),Adams (12),Budd (13)</small>	Senate <small>Burr, Tillis</small>

Return signup sheets to Kelly Weston or Vicki Bott

CCOG Federal Relations ANNUAL REPORT 2016 - 2017

I am very pleased to report that it has been a good year and that the needle of influence and awareness has been moved with Centralina Council of Governments' (CCOG) Members of Congress. What this means is that CCOG is on the radar with the congressional offices both in DC and locally, and has developed a reputation as a trusted source of information and a key player in regional affairs of interest to the U.S. Congress and the federal agencies.

The biggest accomplishment has been the strong support for the FY18 Appropriations Report Language requested to give more attention to regional councils and regional collaboration:

- CCOG's Members of Congress responded quickly and favorably to our requests for them to submit our language to the different Appropriations Subcommittees.
- Requests for report language were submitted by U.S. Representatives Pittenger, Hudson and Adams to the House Appropriations Subcommittees on Transportation-HUD, Agriculture-Rural Development, and Energy-Water, and is being discussed by Senator Tillis' office with the Senate Appropriations Committee.
- We should know by August whether the language has been included in any of the Subcommittee Reports.

The progress in the last year is evident not only by responsiveness to the requests for report language, but also in the letters of support for recent grant applications provided by CCOG's Members of Congress and the number of unsolicited requests from congressional offices for meetings with, and briefings by, CCOG. For example:

- Letters of support were provided for CCOG's Brownfields Assessment grant application by U.S. Representatives Hudson, Budd, Pittenger, and Adams, as well as Senators Burr and Tillis.
- Senator Tillis' Regional Representative has requested a CCOG webinar/videoconference for both the DC and NC offices to brief them on CCOG's regional initiatives and how the Senator can be most supportive moving forward.
- Congresswoman Alma Adams requested CCOG's help when she hosted her Transportation Roundtable in order to receive input on transportation priorities from regional stakeholders and held the event in the conference room on CCOG's new campus. Afterwards she asked how we can make it into a regular event.
- Congresswoman Alma Adams is also interested in hosting a Manufacturing and Small Business Roundtable to receive input on tax reform from regional stakeholders and has requested assistance again from CCOG.
- Congressman Richard Hudson's office reached out to CCOG prior to his Committee's hearing on Brownfields Reauthorization to inquire if there were any specific questions that should be asked of the EPA on behalf of regional councils. CCOG affirmed the points raised by NADO as representing CCOG's viewpoint.

Federal agency relationships were built, too, both prior to and following the change in the Administration. The Federal Highway Administration's Office of Freight Management and Operations at our request provided a representative to participate by phone in a TCC meeting of the Cabarrus-Rowan MPO to emphasize the importance of engaging with the regional freight planning project. Soon thereafter, FHWA contacted CCOG with additional funding to assist with that planning effort. While there is no guarantee that

one event is the direct result of the other, it can be assumed that such connections and conversations help to build relationships and knowledge about the innovative activities led by CCOG.

With a new Administration in place, this year is a building year with the federal agencies. There are new people, new policies, new programs initiated, and new threats to cuts in funding in the programs on which CCOG and its members rely. Strategics Consulting is following all of this very closely and reporting regularly to the Executive Director and staff.

On the local level, among other things, the feedback on the federal grants workshops has been extremely favorable and plans are in the works for longer, more in-depth series to come. Nevertheless, I strongly believe there is always room for improvement and not only welcome, but encourage, any suggestions you have that will help me serve you and your constituents better.

Thank you for the opportunity to represent Centralina Council of Governments in your federal relationships and for the time you have spent on these efforts. I remain personally committed to make any year that you entrust in me better than the last.

Respectfully,

A handwritten signature in blue ink that reads "Leslie C. Mazingo". The signature is written in a cursive style and is positioned above a light blue rectangular background.

Leslie C. Mazingo
Owner and CEO
(202) 255-5760
leslie@strategics.consulting



Centralina Council of Governments

Item 9



Board Agenda Item Cover Sheet

Board Meeting Date:	August 9, 2017	Agenda Item Type:	Consent:		Regular:	X
Submitting Person:	Mike Manis	Presentation Time (est.):	10 minutes			
Presenter at meeting:	Mike Manis	Phone Number/Ext:	704.348.2720			
		Email:	mmanis@centralina.org			
Alternate Contact Person:	Mike Manis	Phone Number/Ext:				
		Email:	mmanis@centralina.org			
Submitting Department:	CEDC	Department Head Approval:	MM			
Board Expectation: <i>(required action or responsibility expected from Board members)</i>						
Receive information on status of 2017 Comprehensive Economic Development Strategy (CEDS) Five Year Update underway by the CEDC and Briefing on NC Tomorrow State Economic Plan outreach with State and Congressional representatives. Request for CCOG Board Member's communication assistance with their State and Federal legislators to support the NC Tomorrow unified NC economic strategy and incumbent regional CEDS update plan to be final in September.						
Description of Agenda Item:						
CEDC Briefing on 2017 CEDS Update Status and NC Tomorrow Outreach						
Background & Basis of Recommendations:						
<p>The Centralina Economic Development Commission (CEDC) serves as the federally designated Economic Development District (EDD) for the nine-county CCOG region to maintain eligibility for grants from the U.S. Economic Development Administration and other federal and state sources.</p> <p>The CEDC has the responsibility to complete a five-year update of the regional Comprehensive Economic Development Strategy (CEDS), most recently adopted in 2012 as "Prosperity for Greater Charlotte." The Commission convened CEDS Advisory Committee members bi-monthly since January 2017 in this current update effort. The CEDS supports job creation and investment in our regional economy, strengthens regional competitive advantage, develops nascent regional clusters and supports our manufacturing heritage.</p> <p>Today's briefing will cover the current status of this 2017-2022 Five Year Update to our Centralina (CEDS) that also includes highlights of CEDS Update Online Survey results. CCOG Board is also requested to assist in the outreach dissemination and discussion of the NC Tomorrow statewide economic strategic plan that was rolled out to Congressional and State Legislators from March to May of this year and built upon the 16 CCOG region's individual CEDS plans.</p>						
Action / Recommendation:						
<ol style="list-style-type: none"> 1) CEDS status update is for information only. Full Plan briefing will occur at CCOG Executive Board meeting on September 13. 2) NC Tomorrow (NCT) individual briefings or discussion by CCOG board members with their specific representatives are requested by the North Carolina Association of Regional COGs to advance the NCT unified state economic issues platform. 						
Time Sensitivity (none or explain):	None.					
Budget Impact (if applicable):	N/A					
List of Attachments (if any):	CEDS Update Status and NC Tomorrow Briefing PowerPoint					



Status - 2017 Five Year Update Comprehensive Economic Development Strategy (CEDS)



2017 NC Tomorrow Brief

August 9, 2017



Centralina Economic Development Commission



- Established in 2005
- A public non-profit organization
- Nine county service area



Centralina Region's Economic Development District

Primary Functions

- Coordinate the economic development activities of the planning region
- Provide technical assistance to EDCs in region
- Maintain the region's eligibility to apply for ED grants and assistance from the Economic Development Administration



Workforce & Education – Findings from Jobs, Workforce and Education Alignment Study

- OBJECTIVE 1: Expand Target Sector Education and Training Alignment Programs.
- OBJECTIVE 2: Expand Target Sector and Competency Career Awareness and Connections.
- OBJECTIVE 3: Formalize Structures for Workforce System Partnerships across the Region.
- OBJECTIVE 4: Strengthen Regional Collaboration and Target Industry Input.
- OBJECTIVE 5: Enhance Employer Engagement and Employer Services.
- OBJECTIVE 6: Increase Regional Opportunities for Credential Attainment.



The Workforce & Education research compared college graduates by degrees for the region against the long-term demand for occupations and skills. Skills areas were identified for the near-term that were either in short supply, at risk of shortages, or in balance, as shown on the right:

The Centralina EDD Region's 7 Priorities

- Improving basic K-12 education remains a pressing concern and priority for the region.
- College and university participation in economic development must be strengthened so feedback mechanisms are in place to allow faster deliberative response by the education community to changes in industry needs and competencies training/curriculum of the future.
- ...



Executive Summary: Prosperity for Greater Charlotte

An initiative to align the region's economic, workforce, and education efforts to boost prosperity in the 21st Century



The initiative was sponsored by:

The project was assisted by the consulting team of Avalanche Consulting, the Council for Adult & Experiential Learning, and McCallum Sweeney Consulting December, 2012

Economic Strategic Assessment for the Greater Charlotte Region including the Centralina EDD Comprehensive Economic Development Strategy and Catawba Regional COG Comprehensive Economic Development Strategy



Goals of the Centralina Strategic Plan

- Workforce & Education**: Prepare the region's workforce and students with skills, competencies, and knowledge that align with target industry needs.
- Entrepreneurship & Innovation**: Enable a highly innovative entrepreneurial climate that drives the creation of high-growth firms.
- Infrastructure**: Ensure the region has a highly connected, efficient multimodal transportation system and an abundant supply of shovel-ready sites.
- Business Climate**: Create a globally competitive region around the target industries and a strong business brand worldwide.
- Quality of Life**: Continue investing in the region's lifestyle amenities and making the region attractive to a young professional workforce.

Target Industries and Competencies

The Greater Charlotte Region has numerous competencies supporting industry growth, from specializations in Engineering expertise in Optoelectronics and Robotics to Operations. The diagram to the right illustrates the identified and Recommended Target Industries and Target Competencies for the Greater Charlotte Region and how they intersect. Below, a detailed matrix indicates the specific niche industries within the six major industries to be targeted. Emerging industries are identified in italics.



What are "competencies" and why do we care? Communities have unique combinations of their workforce skills, technology and knowledge, and ability to produce products and services that are competitive in today's market. Today's challenge for communities is to build multiple "competencies" that not only ensure a wide foundation to protect what you have, but to focus on the new markets that will create new jobs.



Competency Matrix: Connecting Competencies and Industries. A vertical industry is one that is focused on a specific market or product, such as automotive, and biomedical. These are the major industry plan, and are the focus of the industry plan.

2012 Five-Year Update Process

NC TOMORROW
The following are the FOUR GOALS for the 2012 NC Tomorrow-NC Strategy for Comprehensive Economic Development

- GOAL 1 - Building on the Region's Competitive Advantage and Leverage the Marketplace**
- GOAL 2 - Establish & Maintain Robust Regional Infrastructure**
- GOAL 3 - Create Revitalized and Vibrant Communities**
- GOAL 4 - Develop Healthy and Innovative People**

Each goal has objectives, and under each objective, this process will identify:

- Actions
- Barriers/Issues
- Performance Measures
- Comments

- US Commerce, EDA
- ❖ NADO Innovation Award 2013
- ❖ Recognition as EDA Best Practice Sept 2015
- ❖ Included case study in new EDA CEDS Guidelines March 2015

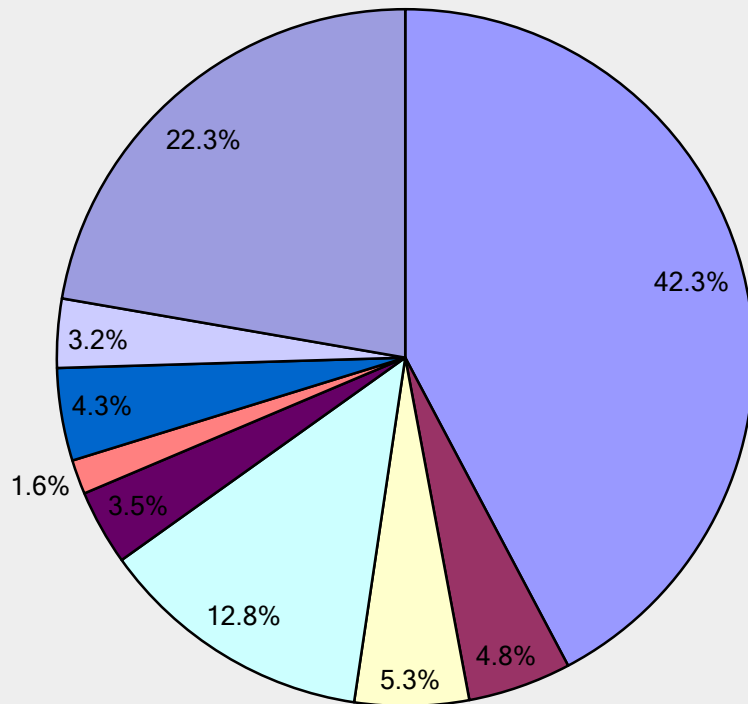
Five Year Update Timeline - Schedule of Activities

We are here



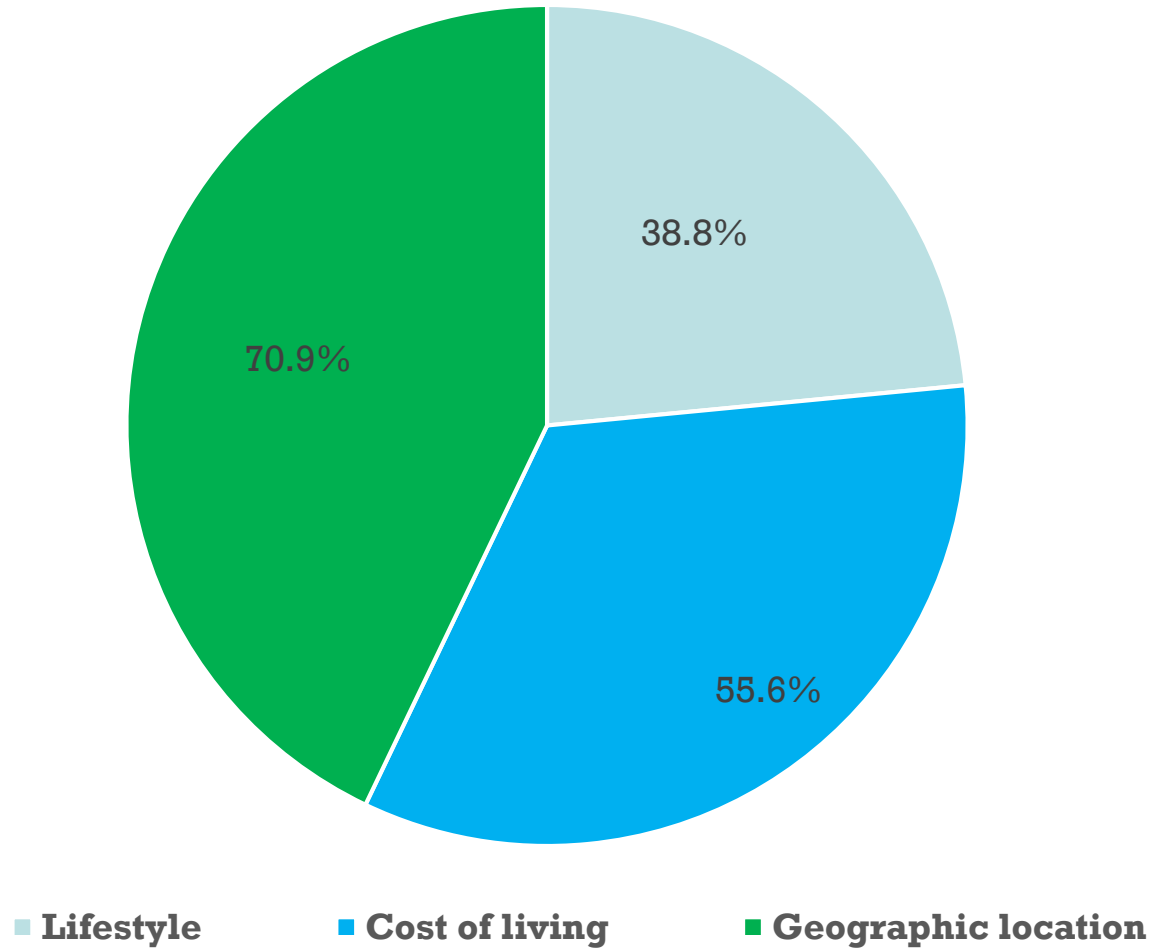
Feb 2017	Mar 2017	Apr 2017	May 2017	June 2017	July 2017	Aug 2017	Sept 2017
		CEDC Board Meeting			CEDC Board Meeting: Approve final CEDS plan		
	CEDS AC Meeting- SWOT results presented, dev. Action Plan		CEDS AC Meeting adopt action plan and work on metrics		CEDS AC Meeting- approve / adopt plan		CEDS AC Meeting (Call) incorp comments; Final approval
Close the Survey. Complete the SWOT Analysis	Develop the Action Plan and implementation strategy		Develop Evaluation Framework	Draft CEDS Complete		Finalize the plan	On or before 9/30 submit approved CEDS plan to EDA
	1. Workforce 2. QOL	3. Infrastructure 4. Industry/Biz Climate					
					1. Post Notice 2. 30-day comment begins		Present CEDS to CCOG BoD.....

Which of the following best describes your role as a community leader?



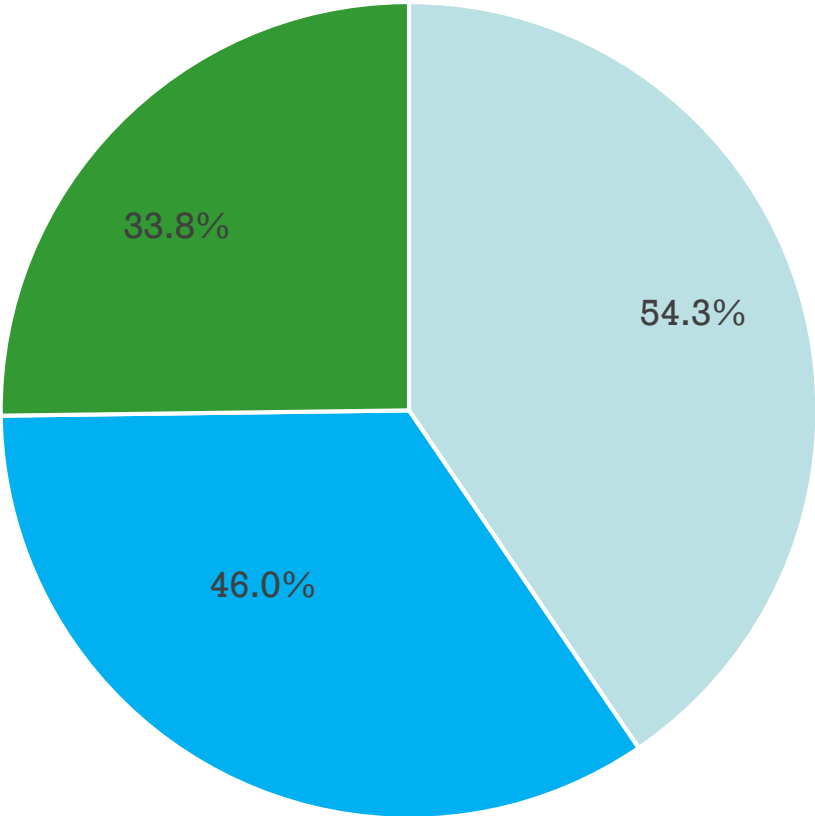
- Business person
- Elected government official
- Appointed government official
- Nonprofit service provider
- Economic developer
- Community developer
- Workforce developer
- Planner
- Other (please specify)

What are the Region's top three competitive strengths?



Survey Results - 400+ respondents

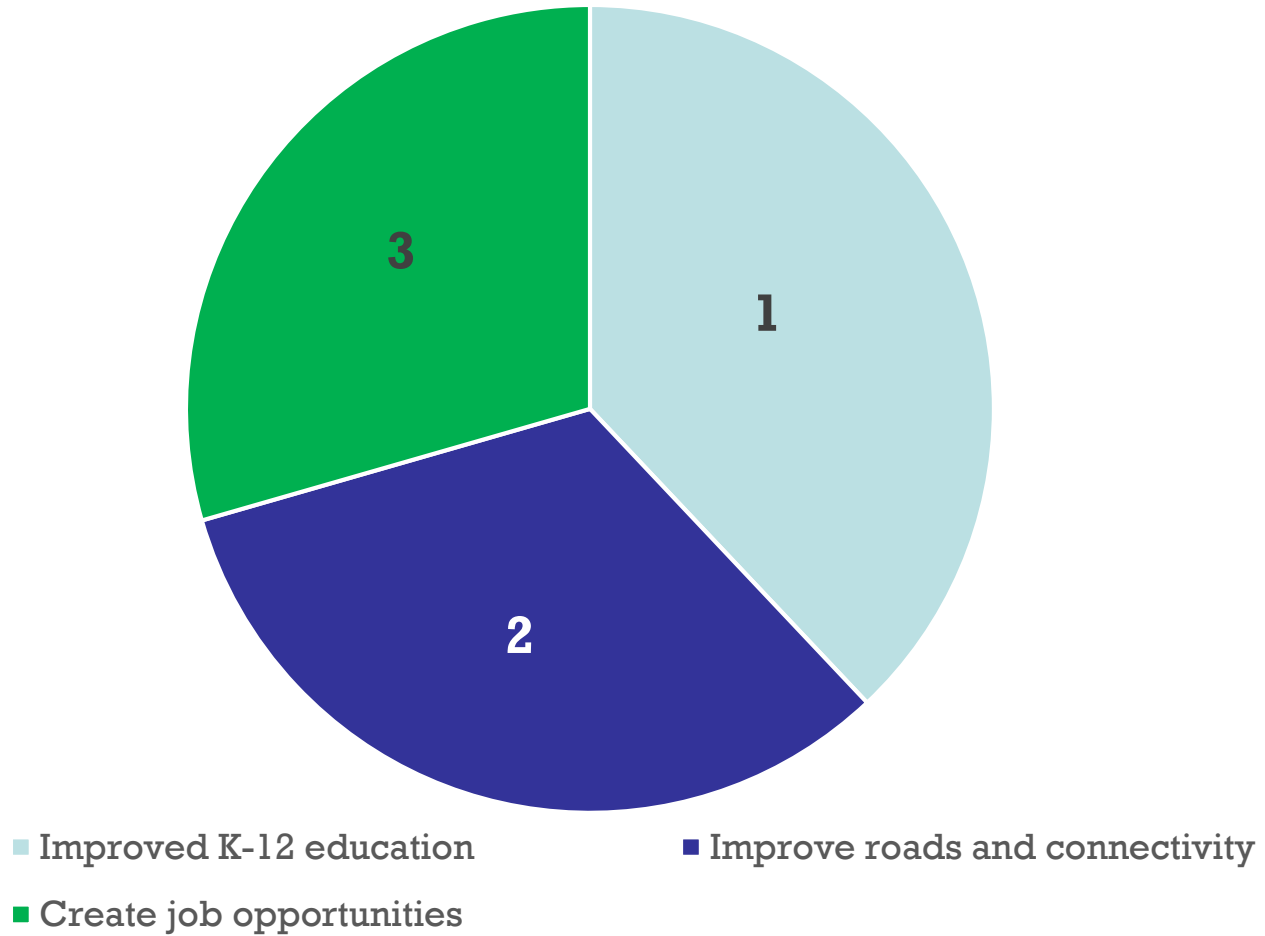
What are the Region's top three weaknesses?



■ Transportation infrastructure ■ Government/political leadership ■ Pre K-12 schools

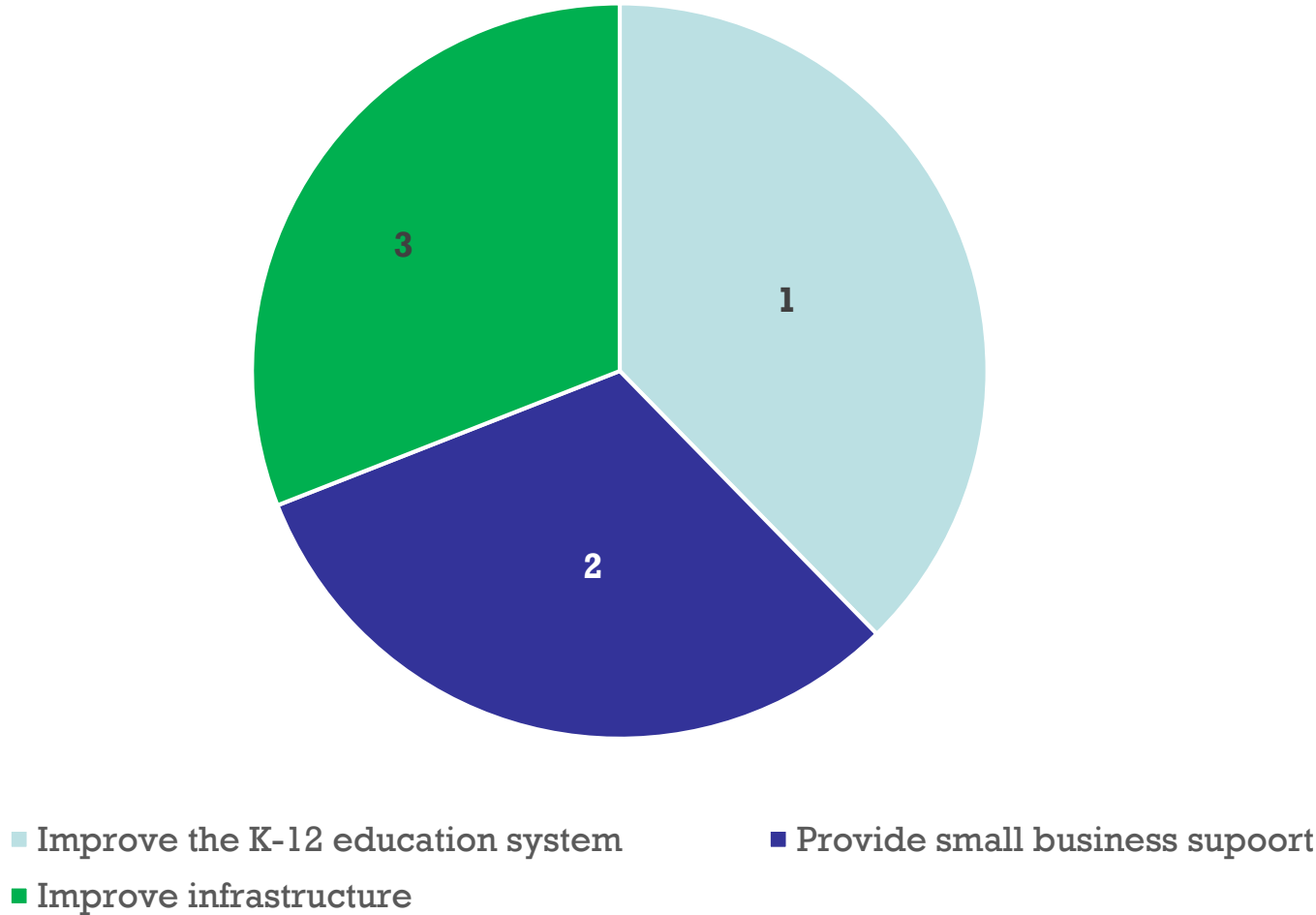
Survey Results - 400+ respondents

Name three specific things leaders can do to make the region a better place for residents.



Survey Results - 400+ respondents

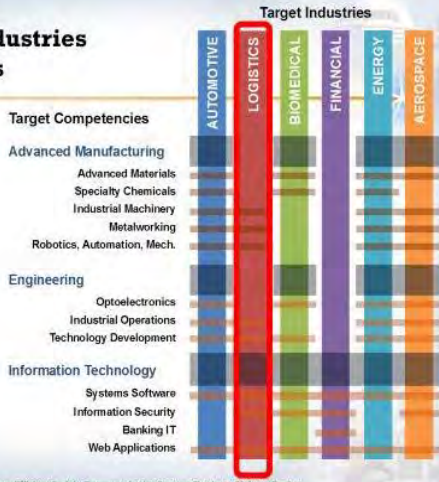
Name three specific things leaders can do to make the region a better place for businesses.



Survey Results - 400+ respondents

Asset Inventory, SWOT & Target Industries and Competencies

Target Competency Matrix – Greater Charlotte Region



Planning for Fast, Efficient Freight Transport in the Greater Charlotte Bi-State Region

10

Regional Alignment



Centralina
Economic
Development
Commission

"PROSPERITY FOR GREATER CHARLOTTE"

CEDS

September 2012-2017

Goal 4 : Ensure the region has a highly connected, efficient multimodal transportation system and an abundant supply of shovel-ready sites

- The region's industries must increase integration of new technologies to remain competitive and **leverage new logistics assets and infrastructure to access global markets** (such as new intermodal facility at the airport and regional telecom infrastructure).
- Regional collaboration is strong in economic development but should be strengthened by strategic collaboration in entrepreneurship, **infrastructure planning**, education and workforce development planning.

CHARLOTTE REGIONAL ECONOMIC DEVELOPMENT STRATEGIC PLAN

July 2016

Strategy 4.3

Invest in infrastructure and strengthen connections to global markets.

All of the region's target clusters depend on access to viable sites, transportation infrastructure, and utilities. The region's fast pace of growth requires proactive infrastructure planning and investment that thinks decades ahead.

- **Support investments in regional transportation infrastructure** that leverage the region's position as an East coast intermodal hub and the Airport's potential as an aerotropolis.

2012-2017 Centralina CEDS Goals

2017 –2022 Vision



2017-2022 CEDS

Workforce & Education

Prepare the region's workforce and students with skills, competencies, and knowledge that align with target industry needs.

Workforce

Entrepreneurship & Innovation

Enable a highly innovative entrepreneurial climate that drives the creation of high-growth firms.

Infrastructure

Ensure the region has a highly connected, efficient multimodal transportation system and an abundant supply of shovel-ready sites.

Infrastructure

Business Climate

Create a globally competitive region around the target industries and a strong business brand worldwide.

Industry

Quality of Life

Continue investing in the region's lifestyle amenities and making the region attractive to a young professional workforce.

Quality of Life

2017-2022 Vision



Build a Regional Competitive Advantage and Leverage the Marketplace

Industry

It is easier to navigate downstream than row upstream, so we should build on our strengths and work with the market, not against it.



Establish & Maintain A Robust Regional Infrastructure

Infrastructure

To be successful, we need to make sure investments in capital assets will support our communities, now and in the future



Create Revitalized & Vibrant Communities

Quality of Life

Just as a chain is only as strong as its weakest link, great regions make sure that all of their cities, towns, suburbs and rural areas are positioned to succeed.



Develop Healthy and Innovative People

Workforce

In an increasingly competitive and uncertain world, training, developing and educating our citizens will be critically important

NC TOMORROW 2017 UPDATE HIGHLIGHTS



North Carolina Regional and
Statewide Strategies for
Comprehensive Community and
Economic Development



Original plan was completed in 2014 with funding from EDA and the NC Department of Commerce via Department of Housing and Urban Development's Community Development Block Grant (CDBG) funds. 2017 Update was funded by EDA and COGs.

Regional plans developed in all 16 regions and then rolled up to Statewide Plan.

2017 Partners:

NC Rural Center

NC Association of County Commissioners

NC League of Municipalities

Metro Mayors Association

NC Partnership for Economic Development

WHY THE PLAN IS IMPORTANT TO NORTH CAROLINA

1. The Plan provides a blueprint for community and state leaders for a strategic approach to economic and community development.
2. The Plan complements the work of the NC Department of Commerce, the NC Partnership for Economic Development, the NC Department of Environmental Quality (State Water Infrastructure Plan), the NC Department of Agriculture, the NC Department of Information Technology's Office of Broadband Infrastructure Office and the NC Rural Center's 10 Strategies for NC's Future.
3. The Plan creates opportunities for collaboration and corroboration among federal, state, regional and local governments.
4. The Plan identifies creative regional solutions through four broad goals:
 - Build on the Region's Competitive Advantages and Leverage the Marketplace
 - Establish and Maintain a Robust Regional Infrastructure
 - Create Revitalized, Healthy, Secure and Resilient Communities
 - Develop Talented and Innovative People
5. The Plan identifies challenges that must be overcome to achieve these goals, as well as the strategies identified by the various stakeholders including planning and economic development professionals, non-profits, local elected officials and the private sector community throughout the state.



Centralina
Economic
Development
Commission

Questions / Comments ?

Thank You !

CEDS Project Contact:

**Michael Manis, CEcD
CCOG Director of Community
and Economic Development**

mmanis@centralina.org

704-348-2720

www.ProspertyforGreaterCharlotte.com