



Advocating for EXCELLENCE through COLLABORATION



Annual Report
2009

Albemarle Badin Belmont Bessemer City Charlotte Cherryville China Grove Cleveland Concord Cornelius
 Cramerton Dallas Davidson East Spencer Fairview Faith Gastonia Granite Quarry Harrisburg Hemby
 Bridge High Shoals Huntersville Indian Trail Kannapolis Kings Mountain Landis Lincoln Locust
 Marshville Marvin Mount Airy Mooresville North Carolina Rockwell Salisbury Spence Unionville
 Wadesboro Waxhaw
 Charlotte Cherryville
 Fairview Faith G
 Kannapolis Kin
 Springs Mint Hi
 Norwood Oakbo
 Stanfield Stanle
 Wingate Albem
 Cornelius Crame
 Hemby Bridge H
 Marshville Mar
 Morven Mount
 Salisbury Spen
 Wadesboro Wax
 Charlotte Cherr
 Fairview Faith G
 Kannapolis King
 Springs Mint Hill
 Norwood Oakboro
 Stanley Statesville Troutman Unionville Wadesboro Waxhaw Weddington Wesley Chapel Wingate
 Albemarle Badin Belmont Bessemer City Charlotte Cherryville China Grove Cleveland Concord Cornelius
 Cramerton Dallas Davidson East Spencer Fairview Faith Gastonia Granite Quarry Harrisburg Hemby Bridge



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Advocating for EXCELLENCE through COLLABORATION



CCOG Mission Statement
Centralina Council of Governments
is the lead organization to coordinate
regional solutions for growth and
quality of life issues.



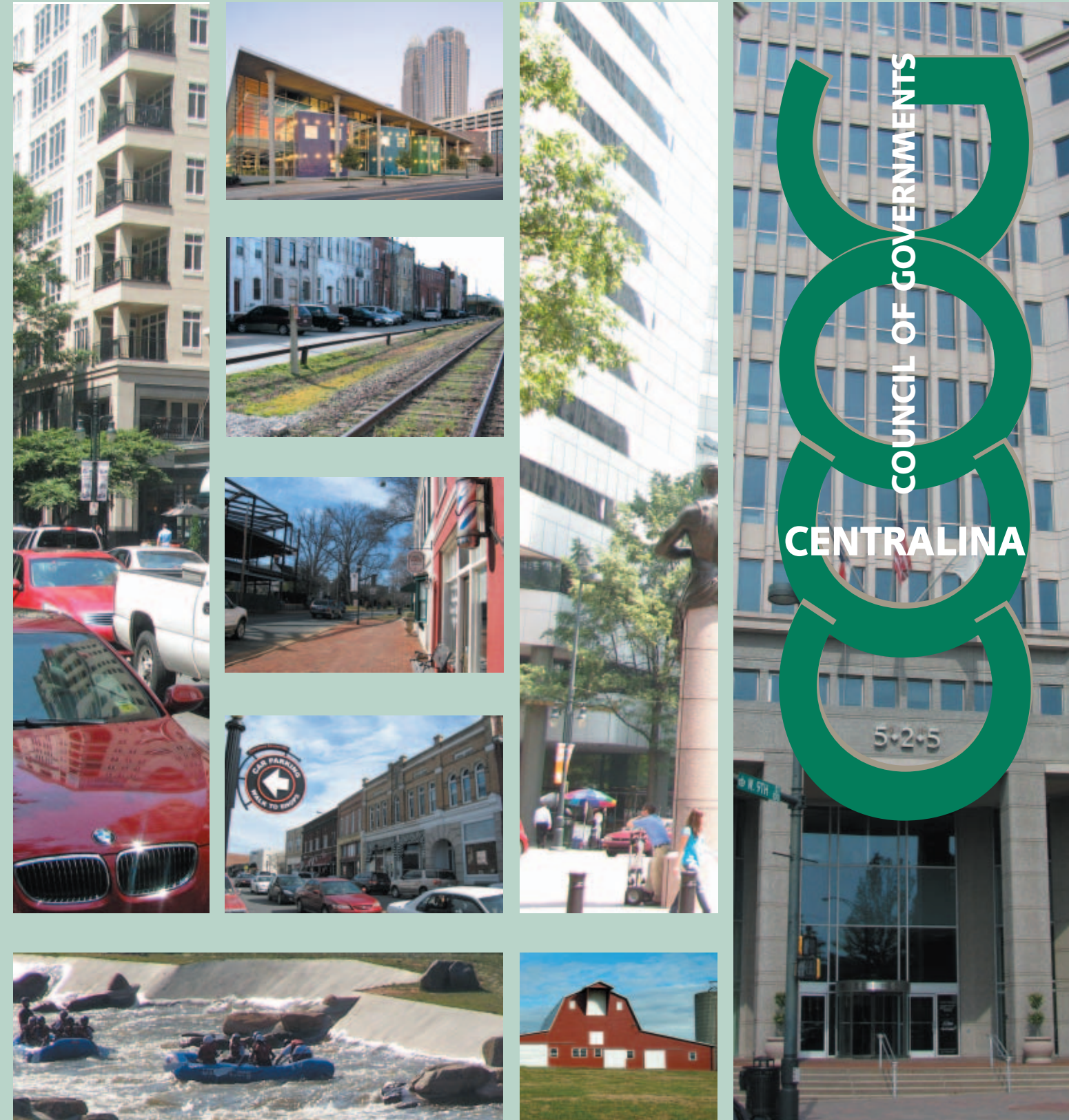
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Advocating for EXCELLENCE through COLLABORATION



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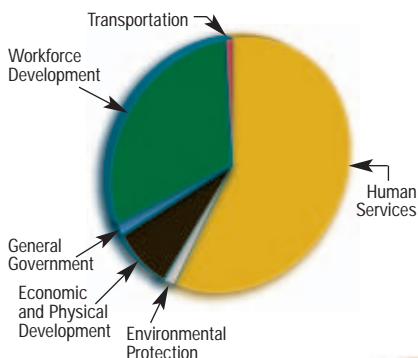
CCOG 2009 Officers:
Martha Sue Hall, *Vice-chairman*, Bob Misenheimer, *Chairman*; Frank Deese, *Secretary*; Michael Hart, *Treasurer*; Joe Carpenter, *Immediate Past Chairman*



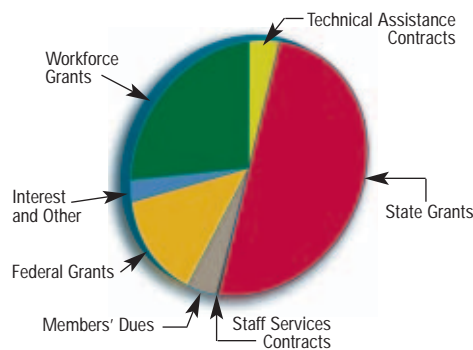
CENTRALINA COUNCIL OF GOVERNMENTS
FINANCIAL REPORT FOR FISCAL YEAR ENDED JUNE 30, 2009

EXPENDITURES BY PROGRAM		SOURCES OF REVENUE	
General Government	273,103	Members' Dues	852,564
Transportation	136,748	Interest and Other	557,353
Environmental Protection	271,878	Technical Assistance	853,141
Economic and Physical Development	1,671,939	Staff Services Contracts	40,774
Human Services	11,610,952	Workforce Grants	4,839,010
Workforce Development	5,882,547	Federal Grants	2,781,556
		State Grants	9,959,969
Total	\$19,847,167	Total	\$19,884,367

EXPENDITURES BY PROGRAM



SOURCES OF REVENUE





A Message

from the CCOG Chairman:

Bob Misenheimer
CCOG Chairman

This year's economy has not been kind to government at any level—local, state or federal. The region has experienced unprecedented job losses and the resulting decrease in consumer spending reduces the sales tax revenue that we all rely on. Our region's leaders had to make some tough decisions to ensure sufficient resources for our citizens while utilizing creative ways to stretch dollars.

In the face of these challenges, CCOG has remained a committed partner to our local governments. CCOG provides an on-going forum for member governments to address our common issues. CCOG services enable local governments to get up-to-date information, save money, access grant funds and better position themselves for long-term economic health. Here are just a few examples:

- CCOG's Planning Department offers top-notch continuing education for planners and planning board officials at very nominal cost, saving high travel expenses.
- The Centralina Economic Development Commission continues to work with local governments to access grant funds from EDA. Several counties are now actively engaged in the application process.
- The Centralina Workforce Development Board has managed hundreds of thousands of dollars in job training funds to give us a workforce that's a reason new companies are coming to this region.
- CCOG's energy planning has tapped grant funds for energy education and to help local governments develop and implement energy-saving measures that will save them money now and into the future.
- CONNECT's air quality initiatives reach out to engage local governments and the private sector in tapping available funds for measurable, cost-effective emissions-reduction strategies.

I want to encourage local elected officials in this region to continue to collaborate on important initiatives. We must continue to recognize that we are all important to each other and we can gain more by working together rather than separately on the many issues we are facing. CCOG is a ready convener for these efforts.

We begin 2010 exploring new opportunities for CCOG to better serve this region. On behalf of the CCOG Board of Delegates and its officers, I invite you to join us as we work to implement new goals and reach these goals in 2010 and beyond.

Bob Misenheimer
CCOG Chairman

"CCOG services enable local governments to get up-to-date information, save money, access grant funds and better position themselves for long-term economic health."

A Message

from the CCOG Executive Director:



Al Sharp
CCOG Executive Director

I am pleased to highlight many of Centralina COG's activities through the 2009 Annual Report. In this document, we have identified the numerous ways that CCOG is responding to the needs of our member governments, to the citizens and to this region.

While Chairman Bob Misenheimer's letter points to some of the ways that CCOG has served the region in these tough economic times, we have addressed long-term regional needs, such as the aging of the population, air quality, sustainability and positioning the region in terms of transportation planning. Our member governments have relied on technical assistance support in areas, as diverse as, evidence based training, bicycle planning, Community Development Block Grant administration, water resources improvements, land use planning, ordinance development, jobs training, systematic personnel promotion, etc. Moreover, the Executive Board has launched a Blue Ribbon Panel of distinguished local leaders and managers to help CCOG prepare for its future roles and responsibilities.

CCOG services and programs have been recognized nationally and appreciated by many local governments. Our staff and services are cutting edge and value added. Staff members serve guest panelists and speakers at local, state and national conferences and are recognized for their expertise. Additionally, CCOG has been recognized locally and nationally this year, with

- An "outstanding New Partner" Award from Clean Air Works! for our air quality work
- The "2009 Medium Metro Achievement Award" from the National Association of Regional Councils (NARC) for CCOG's CONNECT Regional Vision project

I want to thank the Delegates from our 72 member governments, our Executive Board, our officers and a staff of dedicated professionals for going the extra mile this year in maintaining their dedication, commitment and service delivery. Without all of them and the collaboration of our partner organizations, our efforts to make this region a healthy and responsive community would not be possible. Now we are ready for the economy to turn and for us to strive collectively to implement our vision for the Greater Charlotte Region.

A handwritten signature in black ink that reads "Al Sharp". The signature is written in a cursive, slightly stylized font.

Al Sharp
CCOG Executive Director

A vertical, grayscale photograph of a modern, multi-story office building with a grid of windows. The building is viewed from a low angle, looking up. The image is semi-transparent and serves as a background for the quote on the right side of the page.

*"Now we are ready
for the economy to
turn and for us to
strive collectively
to implement
our vision for the
Greater Charlotte
Region."*

Management and Member Services

"The ultimate goal is to provide complete service to all communities within our region and manage the integration of CCOG and its programs."

Centralina's management and member services department provides general and customized services to CCOG's member governments. Many programs/projects that do not fit neatly into CCOG's dedicated programs are administered and coordinated by this department. These services are initiated to address member and organizational needs and requests. The ultimate goal is to provide complete service to all communities within our region and manage the integration of CCOG and its programs. Functions performed by this unit include: Clerk/Board Support, Human Resources, Finance, Information Technology, Public Relations and Executive Management. The department's staff also provides technical assistance to local jurisdictions. Examples of support and technical assistance include:

- Providing regional policy development and supporting intergovernmental collaboration
- Providing a regional framework for sustainable growth and development, through initiatives such as CONNECT, that respects shared values and policy goals
- Conducting legislative reviews and analysis
- Coordinating the Orthophotography program for the region
- Providing Geographic Information System (GIS) services to member governments including mapping for future land use plans and zoning
- Convening the region's managers on issues to discuss current concerns, future needs and to consider those issues best solved through interaction with managers from other regional communities.
- Provided a recycling simulation game for Gaston County officials to educate on recycling options available to jurisdictions.
- Convening goal setting and strategy planning sessions with Elected Officials, various boards and local government staff members
- Providing recruitment and selection services for municipal and county managers and providing interim staffing assistance for temporary/transition periods.
- Conducting Assessment Centers for public safety and other uniformed personnel
- Conducting pay and classification studies and preparing personnel policies and procedures

2009 Initiatives: Manager Focus Groups

As regional needs change, CCOG wants to evolve to meet the needs of our member governments and serve the region. In 2009, CCOG's Management and Member Services Group initiated the Manager Focus Group Study. Specifically, the purpose of the study was to gather input from professional managers in our region to assess CCOG's current roles and identify opportunities to ensure the organization is meeting the needs in the future. Three regional meetings were held in Gastonia, Matthews and Salisbury.

The input from the Study will be used by CCOG's Blue Ribbon Panel, a group which will have the important task of laying the groundwork for the development of a new set of goals for the organization and determining ways to renew the organization's focus.

"A vision without implementation is a hallucination."

Debra Campbell, Charlotte-Mecklenburg Planning Director, used this phrase in a presentation, as a warning that visions need follow-through.

CONNECT—The Regional Vision

- CONNECT Vision and Action Agenda - 26 additional jurisdictions in NC and SC adopted a resolution of support bringing the total number of adoptions to 51.
- The CONNECT organizational structure, including the CONNECT Council, the Regional Sustainable Growth Cabinet and the Regional Environmental Cabinet, developed work groups and established an implementation program of work.
- Regional Sustainable Growth Cabinet began work to remedy the loss of prime industrial areas to other uses, so that the region could be assured of having sufficient sites for manufacturing and distribution job creation. This work has included mapping existing sites and is moving into linking strategic economic development planning with land use planning processes. The project actively engages economic developers and land use planners in discussions of what types of industries need what types of facilities and what types of locations, so that not only can large industries be accommodated, but older sites such as textile mills be targeted for appropriate types of redevelopment. The final product will be a set of policy and practical recommendations to stimulate development.
- A Multi-Jurisdictional Corridor Study Work Group began collecting best practices in corridor planning and is using the US 521 Corridor Study as a demonstration. Lessons learned from that and multiple corridor studies will be compiled into a guidance document.
- CONNECT formed a partnership with the Urban Land Institute-Charlotte District Council to begin planning a regional "Urban Marketplace" program to promote the development of place and housing—particularly workforce housing—within municipalities. This is a means of meeting the goal of "Vital Cities and Towns" by bringing people back into municipalities, and expanding the base for in-town economic development. The Urban Marketplace's trade show component provides a "dating service" where jurisdictions can market areas for redevelopment and developers, lenders, etc. can identify projects they could do in those areas.
- Regional Environmental Cabinet's Regional Air Quality Work Group dug into cost-benefit analyses of a range of NOx reduction strategies, resulting in the CONNECT Council's first set of implemented recommendations. These measures, including a suite of idle-reduction tools, were endorsed by both Centralina and Catawba Regional COGs and the Charlotte Regional Partnership and were distributed to all local governments and at the Charlotte Chamber of Commerce's annual Regional Transportation Summit. The Work Group is researching the potential for a regional air quality compact.





- Through partnerships with Mecklenburg County Air Quality and both North and South Carolina Air Agencies, the Regional Air Quality Work Group supported Mecklenburg County's regional application for Diesel Emissions Reduction Act stimulus funding, resulting in award of over \$1.1 million for heavy-duty diesel repowers and replacements across the region.
- The CONNECT Council sponsored two public-private workshops on the America Reinvestment and Recovery Act as it relates to energy and air quality. Collaboration arising from those workshops led to resources for energy conservation planning and successful grant applications for additional school bus retrofits.



The Toughest Challenge

CONNECT is based on Core Values gleaned from a review of dozens of the adopted plans, policies, visions and other major "direction" documents of local governments, key non-profits and state agencies regarding the future of this region. Virtually all of those documents value vital cities and towns, walkability, open space, a healthy environment, multi-modal transportation, etc. However, so much of what is "on the ground" doesn't look like what we say we value. Why?

CONNECT is taking on that question with a project called "Balance of Development," in collaboration with ULI, the UNCC School of Architecture, the Knight Foundation and local governments. No community can pursue land use policies in the long term that are not both fiscally and environmentally sustainable. The key to healthy long-term growth is identifying which policies provide sustainability in both realms. The Balance of Development project will capture a broad range of cost and revenue data associated with land use, consider environmental and fiscal trade-offs and use the resulting conclusions to help communities determine what patterns meet their sustainability goals while avoiding unintended consequences. Knowing these can result in better planning and outcomes are better aligned with community values. The project also has a broader public involvement component.



Information Technology Services

CCOG's Information Technology staff provides technical support for the COG website and various department and program websites under the COG umbrella.

- Developed a centralized contact database to respond to the communications need of the organization. The centralized database incorporates easy access for all departments and allows for up-to-date information available on the CCOG website.
- Created a web based mapping application for the Catawba-Wataree Water Management Group. The application facilitated web based inquiries regarding intake and output points for a regional water network.
- The IT department continues coordinating a seven-county regional orthophotography project involving several member governments and additional counties. In Phase I of the project, staff assisted in developing specifications for the project, criteria for vendor selection and facilitated vendor interviews and selection. In Phase II of the project, CCOG served as liaison between the selected vendors and the counties - coordination of a workshop for training on the use of quality control tool, reviewing work of the contractor and testing results of measurements and calculations, site visit to vendor to inspect the production phase of the project reviewing invoices and project progress researching questions and mediating any issues that come up throughout the project.
- Conducted assessment centers for public safety and other staff and department-head level personnel, including the Town of Mooresville, and assisted with executive recruitment for the Town of Harrisburg.
- Assisted the Town of Cleveland with personnel policies and establishment of an Employee Assistance Program
- Facilitated the Regional Law Enforcement Mutual Aid Agreement. This effort included updating the agreement and coordinating the inclusion of all participating agencies. The Agreement includes over 40 agencies within the Centralina region and a few in neighboring counties.



Aging



THE MISSION OF CENTRALINA
AREA AGENCY ON AGING
IS TO IMPROVE
THE QUALITY OF LIFE
FOR OLDER AND
DISABLED ADULTS AND
THOSE WHO PROVIDE
THEIR CARE.



Services

Centralina Area Agency on Aging (AAA) serves as the focal point in the region for advocacy, communication and education on issues impacting older adults, those with disabilities, and their families and caregivers. Some of the key services during 2009 were:

Planning

- AAA staff facilitated development of an Aging Strategic Planning initiative in Lincoln County which includes community collaboration and community needs assessment.
- Distributed Americans Recovery and Reinvestment Act funding for nutrition programs throughout the region.
- Partnering with the Centralina COG Planning Department, the AAA conducted a first time seminar to alert community planners to impact of the aging demographics of NC. The event highlighted anticipated changes to the physical environment to enhance an older person's ability to remain in the community or "Age in Place".
- Completed the Union County Aging Strategic Plan - Working with more than thirty individuals during the past year, the community highlighted three key issues, developed strategies for implementation and completed a full report. Work in the community has begun to educate elected officials and the community at large regarding the issues and how to plan for the future.
- AAA staff has continued work during the past year with both Cabarrus and Mecklenburg Counties to implement Community Resource Connections which will provide person-centered information and assistance to older adults, those with disabilities and their families and caregivers. Both of these counties anticipate opening of this new initiative in January, 2010.



Education and Training

- **2009 Conference on Aging Annual Conference** - The "Age Wisely" AAA Conference was held at Friendship Missionary Baptist Church with over 450 attendees and 55 exhibitors. With 28 workshops over a two day period and nationally recognized keynote speakers each day, this event has become recognized as one of the premier conferences in the state.
- **NO EXCUSE FOR ELDER ABUSE** - Conducted in eight COG counties, this is a continuing education unit workshop in collaboration with the county Department of Social Services, law enforcement and mental health on the issues facing older and disabled adults who are at risk for abuse, neglect or exploitation.
- **Discharge/Transfer Workshop - Do's and Don'ts of Transfer/Discharge** - Conducted workshop with over 200 participants from the COG region and beyond.
- **Ombudsman/Elder Rights Awareness - Resident's Rights Celebrations** - Through the vision and coordination of AAA staff, Rowan County conducted their first annual Resident Rights event in collaboration with community service providers. There were over 200 residents representing the long term care facilities in the county. With Rowan's first celebration, Region F had 100% participation in the Annual Resident Rights Celebrations in all nine COG counties.
- **Family Caregiver Support Program (FCSP)** - The Family Caregiver Support Program, available in all nine COG counties in the region, provides caregivers with information and assistance, outreach, access, support groups and training, respite and supplemental services. The Legacy Health System evidence-based approach, Powerful Tools for Caregivers, was provided in the COG region in collaboration with the lead county providers, the Alzheimer's Association and Cooperative Extension.



- **Living Healthy** - Centralina AAA continued in the second year of the Living Healthy Chronic Disease Self-Management grant in which people with chronic conditions participate in a six week workshop on how to manage their disease. A leader training was held to certify 22 leaders for the region, bringing the total to 39 leaders and 5 master trainers.
- **Evidence-based Health Promotion Programs continue to grow in the region** - A Matter of Balance: Manage Concerns About Falls is being integrated into aging programs in the region. Staff and volunteers alike teach this workshop to seniors who have concerns about falling and may therefore restrict their activities.
- **Older Americans Community Service Employment Program (OACSEP)** - Americans Recovery and Reinvestment Act funding was received and utilized in the region to assist low-income older adults needing retraining to reenter the workforce.

Leadership and Innovation

- In partnership with the Foundation for the Carolinas/Charlotte Mecklenburg Community Foundation and the Centralina Aging Specialists, the Ombudsman worked to conduct a Gay and Gray event. Over 100 individuals participated in this two-day event focused on the ways that individuals who are lesbian, gay, bi-sexual or transgendered can access the health care system and those who provide care can be more sensitive to these individuals.
- As Mobility Management begins to take the spotlight across the country as a new model for person centered transportation. Centralina AAA was able to bring a nationally renowned speaker on the topic to the region to meet with Transportation Leadership.
- **NCcareLINK** - a statewide database of community human service resources concentrating on resources for older adults, persons with disabilities, veterans and families with children. Centralina AAA, as one of 22 hubs in NC, participated in a committee to develop statewide standard guidelines for data management. Four county data partners received initial on-site training on the Resource House software application which supports NCcareLINK.
- **Family Caregiver Support Program** - A key objective for the Family Caregiver Support Program was to increase the self-identification of family/informal caregivers. Staff has provided technical assistance and marketing support in the effort to increase caregiver self-recognition by providing caregiver marketing materials for the regions' providers and ad space in *All for Seniors*. Centralina recognizes the importance of evidence-based approaches in the delivery of caregiver education and training. Powerful Tools for Caregivers is a six week group intervention of realizing caregiver challenges and the developing of positive action plans to effectively handle caregiver stress and burden.

- **Digital Television** - Centralina AAA was awarded a \$40,000 grant from the National Association of AAA and the National Telecommunications and Information Association to assist seniors and people with disabilities during the conversion to digital television. Over the six month grant period, Centralina staff and provider partners conducted educational events, evaluated seniors for converter box needs, applied for coupons and distributed donated coupons and assisted in the procurement and installations of converter boxes. Over 73,000 educational contacts were made, over 2,350 assessments conducted and 365 people assisted with applying for a coupon, or procuring or installing a converter box.
- **Diabetes Self Management** - As diabetes and the health related issues caused by its progress reaches epidemic proportions in NC, AAA has added a new evidence-based health program to address the growing needs of those diagnosed and living with the disease. Staff and volunteers were trained as Master Trainers in Stanford University's Diabetes Self-Management Program and one class for participants diagnosed with diabetes was held this year.
- As a result of research and development of a unique and innovative nutrition program within the region, AAA conducted presentations about the project at two national conferences
- **Action Pact Culture Change Movement** - In consultation with several corporations in the region who are intending to implement culture change methods in their design and implementation of new construction nursing homes, one of the Ombudsman staff of the AAA received this national certification in order to assist in implementation of this movement.
- **Website** - AAA restructured the website to utilize technology to provide information and education about resources and services available in the communities throughout the region. Providers, consumers and volunteers can access the website for technical assistance, upcoming training and education, as well as better connectivity to local service providers.

Collaboration

- Through a partnership with Dress for Success, the Older American Community Service Employment Program was able to assist older female workers to receive one complete professional outfit to wear for interviews and job search. Dress for Success has been a significant collaboration with the Centralina AAA to enhance the positive image of older adults. The collaboration between the AAA and Dress for Success was recognized with a Positive Images of Aging Award at the 2009 Southeastern Association of Area Agencies on Aging Annual Awards Luncheon.
- In collaboration with Lincoln County, AAA was successfully in applying for and receiving a second USDA Rural Passenger Transportation Technical Assistance Program grant. This is a follow-up to the grant received in 2008.



Results

OLDER ADULTS SERVED AROUND THE REGION FOR DESIGNATED SERVICES	
TRANSPORTATION	137,271 one way trips
MEALS (Either in a group setting or in the home)	742,522 meals
ADULT DAY CARE/DAY HEALTH	26,610 days of service
IN HOME AIDE	281,950 hours of service
FAMILY CAREGIVER SUPPORT PROGRAM	255 caregivers received respite 253 caregivers received supplemental services
HEAT/FAN RELIEF PROGRAM	1,078 fans were distributed in all nine counties through the Operation Heat Fan Relief Program generously supported by Duke Energy and Progress Energy
Older Americans Senior Community Service Employment Program	35 participants placed in unsubsidized employment

OMBUDSMEN	
Technical Assistance Calls	13,515
Facilities visits to Adult Care and Nursing Homes	2,851
Training for Community Advisory Committee Volunteers	127 sessions
In service Education programs on topics like Resident Rights, Culture Change, Elder Abuse, and Family Behaviors	136 events
Educational presentations to Community groups	769 presentations
Development or growth of Facility Councils/Resident Councils	49
Contacts with Regulatory Agency staff to discuss complaint trends, issues during facility visitation and complaint resolution	309 Contacts



Planning

During 2009 Centralina's planning staff worked on a variety of different technical assistance (TA) projects for its member governments - a total of 50 TA project contracts. A value of: \$256,615

Services

Technical Assistance

During 2009 Centralina's planning staff work on a variety of different technical assistance (TA) projects for its member governments - a total of 50 TA project contracts. The value of the technical assistance stood at \$256,615. A sampling of these projects include:

- **Ongoing Planning Assistance** - Staff planners provided ongoing planning assistance serving either on a full-time or temporary basis to - Unionville, Marshville, Fairview and Landis
- **Staff Planner Hiring** - Provided hiring assistance for planning staff for the Town of Weddington
- **Solid Waste Plan** - Updated the Solid Waste plan for Lincoln County/Lincolnton
- **Mint Hill UDO Audit and Update** - Engaged to review the Town's Unified Development Ordinance (UDO) and amend a number of chapters of the document
- **Bessemer City Pedestrian Plan** - Prepared a Pedestrian Plan for the City of Bessemer City using local funds and funds awarded to the City by the NC Department of Transportation.

Leadership and Innovation

Centralina Clean Fuels Coalition (CCFC)

- Lead a partnership of the Greater Charlotte Regional Biofuels Project, which received \$185,000 in state grant funds to conduct research and develop an economic feasibility study into making biodiesel from municipal waste grease. Partners include Charlotte Mecklenburg Utilities, Central Piedmont Community College and UNC Charlotte.
- Conducted the Clean Cities Annual Survey that revealed continued growth in alternative fuel and vehicle use.
- Worked to expand the public availability of alternative fuels, including the identification and development of an ethanol station in Charlotte.
- Recognized Piedmont Natural Gas as its recipient of the Annual Clean Cities Award for their dedication to alternative fuels and their recent compressed natural gas project, also a recipient of grant funding through partner NC Solar Center through the Clean Fuel Advanced Technology program.
- Assisted organizations with grant applications to fund natural gas vehicles, heavy-duty hybrid-electric vehicles and alternative fuel stations.
- Worked with the NC Solar Center to educate the public on the air quality benefits of alternative fuels and clean transportation technologies as well as foster alternative fuel projects across the state.



Ecosystem Enhancement Program (EEP)

Centralina staff coordinated the first phase of the Goose and Crooked Creek Watershed local watershed planning effort through funding from the NC Ecosystem Enhancement Program. These activities focused on characterizing the watershed in terms of data and studies. The second phase will include adding to and involving the many Federal, State and local governments (including most of the eleven jurisdictions within one or both of the Watersheds that span the Mecklenburg and Union County border), as well as interested non-profits, that have been involved in shaping this plan thus far.

Regional Storm Water Partnership

In its second full year membership has expanded to twenty-three communities. During the past year the Partnership was involved in delivering messages, primarily over the radio, promoting good stormwater practices. Messages are currently being heard over a variety of radio stations, in both English and Spanish, throughout the greater Charlotte area. Ads will also be placed on select cable television stations. The Partnership also



began conducting focus groups with the region's Hispanic residents in order to determine the nature and format of messages targeted to this demographic.

Friends of the Goose/Crooked Creek Basins

Centralina was awarded a 205J grant from the NC Department of Environment and Natural Resources for the purpose of creating a "friends of the river" type organization for the Goose and Crooked Creek watersheds in Mecklenburg and Union Counties. This organization will help empower local residents to better understand the value of these streams to the local and regional environments.



Local Area Regional Transportation Plan (LARTP)

Staff worked with Marvin, Waxhaw, Weddington and Wesley Chapel to develop a combined comprehensive transportation plan for these communities in western Union County. This plan process was initiated to create a unified vision and understanding of the transportation needs and appropriate strategies for the four communities. The resulting vision and understanding was particularly critical so the communities could determine how to accommodate existing and projected development in the fastest growing part of the fastest growing county in NC. Centralina provided organizational and technical support to the communities, with particular input and observations on factors to consider on the periphery of their planning area.

Lake Norman Regional Bicycle Plan

The NCDOT Division of Bicycle and Pedestrian Transportation contracted with Centralina to spearhead a first-of-its-kind regional bicycle plan in the Lake Norman area (i.e., portions of Iredell, Catawba, Mecklenburg and Catawba Counties). Centralina is working closely with the Carolina Thread Trail and NCDOT to ensure that the recommendations are supportive of initiatives and projects underway in both organizations. The plan and route have been endorsed by the Plan's Steering Committee and are being presented to area planning boards and governing boards in early 2010. This plan and process will be used as a template for similar plans throughout the state.

Collaboration

Multi-jurisdictional Transportation/Land Use Corridor Studies

Work on the NC 3 (Iredell and Cabarrus Counties) and NC 150 (Gaston and Lincoln Counties) studies were finished in 2009 with adoptions of the final reports expected by all participating communities.



NC 73 Council of Planning (COP)

The COP began its sixth year of serving the eight communities along the NC 73 Corridor along with NCDOT planning for the 35-mile corridor between Lincolnton and Kannapolis. The COP met five times during the year to discuss growth and transportation issues along the corridor. The COP's 2009 accomplishments included:

- Completing an analysis of curb cuts, traffic volumes and crash history along the Corridor
- Facilitating peer review of three projects along the Corridor
- Commenting on the Mecklenburg-Union Metropolitan Planning Organization's proposed long-range plan priorities and project lists
- Developing an updated scope of work for a future update of the plan to focus on preservation of capacity and safety through small-scale local projects and policies

Lake Norman Rural Planning Organization (LNRPO)

Centralina continued to serve as staff to the LNRPO, which serves all of Cleveland, Iredell and Lincoln Counties and the northwest portion of Gaston County. Projects and initiatives completed by the RPO in 2009 included:

- Conducting an interactive workshop for elected officials, planning board members and staff regarding right-of-way acquisition and its interface with land use planning and regulation at the local level
- Developing maps of traffic counts, priority projects, and current employment school enrollment, and population levels
- Completing a coordinated transit plan for the RPO's four public transportation systems
- Apprising member communities of grant opportunities throughout the region and assisting with grant application development

205 J Grants

Centralina worked with two other Councils of Government, Western Piedmont Council of Governments (WPCOG) and Piedmont Triad Council of Governments (PTCOG), on two separate 205J Grants which were funded with ARRA Stimulus monies. The project with WPCOG involves creating an education and awareness program concerning water efficiency, conservation and drought management and preparedness that can be implemented throughout the entire NC portion of the Catawba River Basin. Affected Centralina counties include all or portions of Mecklenburg, Gaston, Iredell and Lincoln Counties.

Centralina and PTCOG are working together to survey, describe and catalogue regional watershed conservation and restoration needs in the NC portion of the Yadkin-Pee Dee River Basin for more intensive future planning and education efforts. The affected Centralina counties include all or portions of Mecklenburg, Iredell, Union, Anson, Cabarrus, Stanly and Rowan Counties.

Lake Wylie and Mountain Island Lake Marine Commissions

Lake Wylie and Mountain Island Lake Marine Commissions strive to preserve and protect water quality, wildlife and public safety on these lakes. One of the most important goals of these commissions is their ongoing effort of public safety. A vital way of meeting this goal is to have proper markings at area bridges, access areas, no wake zones and hazardous areas.

Lake Wylie Marine Commission began implementing lighted buoys for easier navigation and will hopefully decrease the number of boating accidents. Mountain Island Lake recently installed large pontoon buoys in two areas that were experiencing trouble with boaters disobeying the No Wake Zones and boating at high rates of speed.

A new Law Enforcement Facility on Lake Wylie will provide a storage area for equipment and supplies and help expedite law enforcement and emergency management efforts on Lake Wylie. Hundreds of Grass Carp were released into Mountain Island Lake and Lake Wylie during the spring to help control the growth and spread of Hydrilla in the lakes.



Results

Charlotte Area Transit System (CATS) Transit Grant Solicitation and Selection

CATS worked with Centralina staff to administer a request for proposals and project evaluation process for approximately \$1 million in federal transit funds in Mecklenburg County. Centralina was chosen due to its technical knowledge of transit funding programs. Recommendations were presented to MUMPO, CATS and the City of Charlotte for approval.

AICP Sponsored Events

Centralina continues to be pre-eminent COG in North Carolina providing forums, programs and training sessions that are eligible for American Institute of Certified Planners Certification Maintenance (AICP CM) credits. In 2009, Centralina hosted or co-sponsored nine such events. These events addressed a number of topics including: GIS training, Aging in Place, planning law and planning ethics, urban design and street connectivity.

Planning Training Services

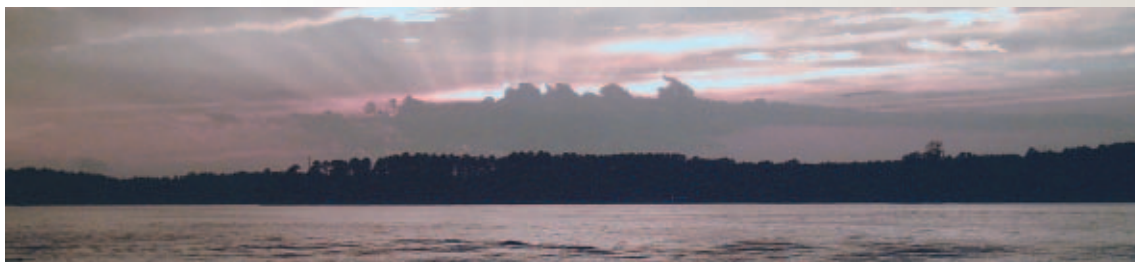
Centralina continues to be a leader in NC in providing training services to its member governments. Four sub-regional training events on quasi-judicial decisions were held this year with over 120 in attendance. A planning seminar that focused on planning law and planning ethics was also held. This event featured Dave Owens and Rich Ducker, faculty members at UNC Chapel Hill's School of Government. Planning training was also provided for individual governments - Wingate, Dallas, Misenheimer, Belmont.

Pineville Small Area Plan

Centralina began working on a small area plan for the Town of Pineville. The Plan involves that portion of NC 51 adjacent to the SC border. This stretch of highway is located in one of the most desirable and heavily travelled stretches of roadway in Mecklenburg County.

Mecklenburg-Union Metropolitan Planning Organization (MUMPO) Long-Range Transportation Plan Update

The City of Charlotte, serving as the lead planning agency for the MUMPO, contracted with Centralina staff to facilitate the development of the 2035 long range transportation plan for Mecklenburg County and the urban portion of Union County. Centralina staff developed an outline for the plan, organized monthly staff meetings of the plan participants and provided technical advice on the development of each of the Plan's chapters. Staff also wrote the Safety and Security and the Freight chapters of the Plan for MUMPO.



Workforce Development



The Centralina Workforce Development Board has been recognized by the NC Commission on Workforce Development for meeting the standards for high performance workforce development boards as established by the Commission.



Services

The eight JobLink Career Centers are the point of contact for businesses and individuals. Through the Workforce Investment Act (WIA), the Centralina WDB provides funding for services to adults, dislocated workers and youth in the region. The assessment, education, training and placement efforts provided meets the needs of dislocated workers, welfare recipients and other individuals seeking to enter or re-enter the labor force.

Customer Service Provided at Centralina JobLink Career Centers	
TOTAL - All 8 Centers	
July 1, 2008 - June 30, 2009	
Customers Seeking Services	183,998
Placed in Jobs through Centers	5,647
Placed in Training through Centers	1,457
People Utilizing Career Resource Room/Area	113,504
People Receiving other Services	148,062
Employers	
Job Orders Placed through Centers	6,001
Job Orders Filled through Centers	5,557
Other Employer Services Provided through Centers	2,581

The Board worked with the NC Department of Commerce and the US Department of Labor to receive over \$4 million in ARRA funds for the region to help in retraining and reemployment efforts. The Board also received a \$1.25 million National Emergency Grant (NEG) to assist dislocated workers impacted by layoffs related to declines in the transportation industry, primarily affecting laid off Freightliner employees.

Leadership and Innovation

Through its private sector leaders, the WDB has been effective in meeting the needs of the current and emerging workforce. State and national officials have recognized this leadership as "exemplary". Centralina WDB members and staff are all focused on being "The Competitive Force in our Global Economy".



Worked with Workforce Investment Act (WIA) Youth service providers for the successful implementation of the American Recovery and Reinvestment Act of 2009 (ARRA) Summer Youth Employment Program. A total of 372 young adults were served at public, non-profit and private sector worksites, learning valuable work readiness skills and developing stronger resumes.

The Board serves in the key leadership role with the Competitive Workforce Alliance, a partnership with other area workforce boards. The Alliance continues to address the challenges outlined in the regional State of the Workforce study covering all 16 counties (12 in NC and 4 in SC) that are part of the Charlotte Regional Partnership. The Board administered and implemented the \$55,000 Regional Collaboration grant and \$55,000 Regional Skills Partnership grant for the Allied Health industry for the Alliance. A \$250,000 grant for the Alliance Allied Health Regional Skills Partnership was also received.

Partner with Rowan-Cabarrus Community College, the Cabarrus and Rowan JobLink Career Centers and Castle & Cooke, Inc. in the development of the R3 Center in Kannapolis. The Center provides a refocus on individual skills and interests; a retraining based on

these skills and interests. It serves as a link between the NC Research Campus and people looking for new career opportunities. To enhance these efforts, the Centralina WDB received a grant of \$200,000 to develop the Re-Employment Bridge Institute. This innovative project will serve as a national model for how communities and local agencies can work together to help dislocated workers find employment.

The Centralina WDB worked with fellow Competitive Workforce Alliance members and the Charlotte Regional Partnership to hold the 4th annual Workforce and Economic Development Alliance Summit to focus on the changing workforce in the region and debut the State of the Workforce Study update.

The Board served as sponsor of our JobLink Management Teams and their participation in the development of LEAN training for JobLink Career Centers. This training will allow small teams of JobLink staff members to effectuate real change at each center.

Collaboration

From the continued development and improvement of local JobLink Career Centers to the coordination of services for dislocated workers to joint partnerships for youth services to new alliances to provide targeted services, the Centralina WDB is the link in making workforce development collaboration happen in the region.

Due to the downturn in the economy, the centers have worked with more customers than ever before. Six of the 8 centers are Level II certified by the NC Department of Commerce and the Cabarrus County and Lincoln County JobLink Career Centers have both achieved the highest certification (Level III) from the Board and NC Department of Commerce. The Rowan County JobLink Career Center is working toward Level III certification.

The Board serves as the lead organization with The Competitive Workforce Alliance and for implementation of the State of the Workforce Study, the Regional Collaboration Planning Grant and the Allied Health Regional Skills Partnership. It has worked extensively with area employers, community colleges, private training providers and NC State Industrial Extension Service in the development, approval and implementation of workforce development grants to assist in the upgrading of skills for incumbent workers in order to keep our local businesses here. A total of 17 local employers received assistance with 446 employees scheduled for training. The Centralina WDB through Incumbent Worker Training made a total of \$ 327,292 in economic investment in our counties.

The Centralina WDB has strengthened its partnership with area community colleges and JobLink Career Centers for implementation of the statewide Career Readiness Certification program.

The Centralina Youth Council participated in and helped coordinate the third annual NC Youth Summit: *"Young Adults, One Voice"*. The Centralina WDB and Youth Council also hosted its Third Annual Youth Services Summit.



Results

The Centralina WDB exceeded state and federal mandated standards for program performance. Eight out of every ten disadvantaged individuals finishing workforce development programs entered employment or received a high school diploma or GED certificate. Over 95% of dislocated workers served through Centralina training programs entered employment. Ninety-seven percent (97%) of program terminees rated the Centralina WDB's services as either "Excellent" or "Very Good" during post-program follow-up.

Workforce Investment Act (WIA) programs funded through the Centralina WDB enrolled a total of 924 in training and education services. This included 440 dislocated workers, 272 adults and 212 youth. The average hourly wage at job placement for adult and dislocated worker completers was \$14.75. Additionally, the Board utilized ARRA funds to provide summer youth employment opportunities to 372 youth during the summer.

The eight JobLink Career Centers and the six SHARE Network Access Point sites continue to improve on the quality services that they offer to businesses and job/training seekers. The Board rechartered each center and each center has met or exceeded the established benchmarks for performance including having over 95% of JobLink customers rate the services received as either "Excellent" or "Good" and having a customer wait time for individual services of less than 20 minutes. Each center has been achieved the NC Commission on Workforce Development requirements for state certification and each center is at a Level II certification (the Cabarrus County and Lincoln County JobLink Career Centers are certified as Level III JobLink centers), with Rowan County awaiting notification of approval on their application to be a Level III center.

In 2009, the Centralina Workforce Development Board completed the rigorous process of board standards certification by the NC Department of Commerce to be ranked as a "high performance workforce development board".



Third Annual Centralina WDB Youth Services Summit - The Summit was a success with over 150 youth services, education and workforce professionals and business leaders participating in the event.



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Community and Economic Development



Services

Community Development Block Grants

Centralina has provided Community Development administrative and planning services for Lincoln County's CDBG Scattered Site Housing Program since 2003.

Centralina has significant experience implementing complex Community Development Block Grant (CDBG) projects including housing rehabilitation, infrastructure, housing development, capacity building and economic development programs.

CEDC sponsored skills-building events in 2009:

- In January, the CEDC entered the virtual domain with its first webinar, an event to launch the bi-state Logistics Alliance of the Carolina.
- In May, the CEDC sponsored a well-received workshop called **Link Up with Stimulus Grants**. Over seventy attendees heard speakers from the federal and state governments describe funding opportunities.
- The third event in 2009 was co-hosted with the Gaston Economic Development Commission. **Energy Incentives for Businesses** targeted energy programs, grants and tax credits that helped businesses interested in "greening" their facilities. The CEDC compiled an updated and expanded edition of the Green Incentives booklet. The ARRA (stimulus bill) provided new incentives, tax credits, and programs at the State level for almost everyone involved in energy use, creation, or storage. We have included these new items in the Green Incentives Booklet.
- In March, the CEDC sponsored a seminar on bankruptcy for automotive parts suppliers, an important group of manufacturers in the Centralina region.
- The Logistics Alliance of the Carolinas (www.logisticsallianceofcarolinas.com), a CEDC initiative, was a local sponsor for Cargo Business News's Southeast Freight Conference, 2009, that was held in Charlotte in September 2009. Over 160 professionals from across the United States attended.
- As part of the CEDC commitment to support the logistics industry, CEDC staff completed the draft chapter on "freight" for the 2035 Long Range Transportation Plan for MUMPO.
- The CEDC hosted a day of "office hours" connecting local agencies and governments with a grants representative from the US Department of Commerce.





Leadership and Innovation

The Centralina Economic Development Commission continues to promote advanced manufacturing within the region. The goal of "mindsthatmanufacture" is to support the efficacy and growth of the advanced manufacturing companies, promote collaboration among companies in the cluster, encourage discussion of innovative products and promote educational programs.



During 2009 the CEDC worked with an advisory committee and a consultant to develop a regional branding and marketing strategy for advanced manufacturing centers and promoting workforce training in the region. The website is expected to become a vehicle for small businesses to connect both with experts, programs and other businesses in their supply chain.

Even with the Charlotte region's competitive advantages, the advanced manufacturing initiative needs a proactive outreach to build collaboration and a network of stakeholders that create and share strategies. Twenty-three regional institutions, agencies and governments are participating.

Last year was a challenging year for businesses throughout the region. Major shifts in banking, the automotive sector and the construction industry caused unprecedented disruptions to the regional economy. The Centralina Economic Development Commission worked to bring new resources to the region.

ENGAGE: A Regional Program to grow capacity and build the future in small towns.

The Engage program reaches out to small, stressed towns in the region and provides free technical assistance to address the unique infrastructure, economic development and social needs of that municipality.

The Town of Morven was experiencing financial and operational problems with its water system, specifically. Unaccounted water losses have become an economic burden for Morven and its residents and businesses. The Town reached out to the CED for consultation and joined the Engage Program, which offered free technical assistance to jump start the project.

The Community and Economic Development (CED) staff met with Town officials to assess the community's needs. The White Oak Community was identified during the town's preliminary infrastructure planning efforts, as one of the areas of critical need. The CED staff found that the Town was eligible for grant funding through the NC Department of Commerce, Division of

Community Assistance (DCA) Community Development Block Grant Program (CDBG). CED staff wrote and submitted an application on behalf of the Town of Morven for CDBG - Infrastructure funding and the Town was awarded \$748,923 for infrastructure improvements through the CDBG-Infrastructure Program.

The White Oak Community is currently comprised of defective 2" – 4" asbestos cement (AC) and cast iron (CI) water lines. The Town of Morven proposes to install approximately 10,440 linear feet of new 6" PVC water lines with water tight joints to serve 75 homes in the White Oak Community. Upsizing these lines to 6" diameter will increase flow and pressure, thereby improving fire protection. 22 new fire hydrants will also be installed to improve fire protection. The project also proposes to install 34 new shutoff valves to prevent the widespread loss of service currently experienced during repairs or routine maintenance. Water system improvements will eliminate system deficiencies, eventually reducing revenue losses and costly operation and maintenance that financially impacted the Town of Morven.



David Belk Cannon Health Education Institute at Gaston College

Construction began in February 2008 on the two-story 83,000 square foot health building located on the Dallas campus. The building houses 12 classrooms, laboratories, shower and locker facilities, exercise areas, conference rooms, an auditorium and office space. Programs and courses to be offered at the facility include Associate in Nursing, Nursing Assistant, Dietetic Technician, Health Promotion and Wellness, LPN to RN Program, Medical Assistant and Therapeutic Massage.

The building cost approximately \$13 million and is funded in part by a \$1million grant received from the U.S. Department of Commerce Economic Development Administration. The Centralina Economic Development Commission (CEDC) oversaw the administration of grant funds from the EDA. The David Belk Cannon Health Education Institute opened for classes in the fall of 2009.

During 2009
Centralina's
Economic
Development
Commission
worked to bring
new resources
to the region.



COUNTIES:

Anson County • Cabarrus County • Gaston County
 Iredell County • Lincoln County • Mecklenburg County
 Rowan County • Stanly County • Union County

MUNICIPALITIES:

