



Centralina Council of Governments

Membership Overview

Regional Priorities and Member Benefits



Working with you to build a stronger region.

WELCOME TO CCOG

Centralina Council of Governments (CCOG) leads regional collaboration and sparks local action to expand opportunity and improve quality of life. We do this through creative problem solving, innovative service delivery and support to our local governments. Centralina's six departments and associated organizations are dedicated to this mission of public service with a regional spirit.

Each community in the nine-county Centralina region is unique, but we share a common set of challenges. We believe that our region thrives when we work together, unified by a common vision for expanding opportunity and improving quality of life as laid out in our regional blueprints¹ for growth, economic development, workforce and aging service delivery.

After 50 years of service to the region, CCOG is poised for its next chapter that focuses on action and impact at the individual, community and regional levels. The 2019 strategic review laid out a vision to align our work with regional needs; enhance our communication and presence in the region; and improve our operations and infrastructure over the next three fiscal years (July 1, 2019-June 30, 2022).



AFFILIATED ORGANIZATIONS

- Centralina Area Agency on Aging
- Centralina Economic Development District
- Centralina Workforce Development Board
- Centralina Foundation
- Centralina Clean Fuels Coalition
- Centralina Health Solutions

OUR CORE VALUES

The Centralina team is wholeheartedly dedicated to serving our communities and making a meaningful difference in our region. To do this we **LEAD** in the way we **ACT** with each other and our customers:

Listen and speak with care
Embrace boldness and flexibility
Accelerate collaboration
Deliver expertise with respect

Act with integrity and empathy
Commit to our communities
Take care of ourselves and each other

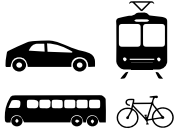
¹ Our regional blueprints are the CONNECT our Future Regional Growth Strategy (2015); Prosperity for Greater Charlotte Comprehensive Economic Development Strategy (2018); Centralina Area Agency on Aging Area Plan (2015-2019); and the Centralina Workforce Development Board Annual Plan.

OUR REGIONAL PRIORITIES

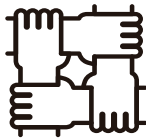
As one of the fastest-growing metro regions in the country, CCOG must meet the needs of today while anticipating future opportunities. Our regional blueprints¹ offer a foundation that we have aligned with new or emerging opportunities. The following seven regional priorities provide a roadmap for CCOG activities for the next three fiscal years.



1. Growth: Manage cross-jurisdictional collaboration for coordinated regional growth



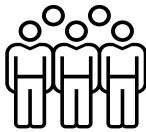
2. Mobility: Expand regional mobility choices and connections



3. Health: Improve the health and resilience of individuals, communities and our region



4. Economy: Facilitate business and infrastructure investments in our local communities and regional economy



5. Talent: Provide talent strategies and solutions for a qualified and competitive workforce



6. Innovations: Support and champion our local governments



7. Operations: Enhance CCOG operations, infrastructure and partnerships



CCOG FY20 WORKPLAN & FY20 GOALS

The following section provides an overview of the goals and strategies pursued by CCOG departments and is organized by regional priorities. The workplan is supported by detailed departmental budgets that align with the FY20 placeholder budget that was approved by the CCOG Board of Delegates. Funding to support these activities is available from federal, state and local sources; the CCOG Executive Board will review and approve FY20 budget amendments beginning in the Fall of 2019. The full workplan will be available on our website once it has been finalized.

PRIORITY 1:

Manage cross-jurisdictional collaboration for coordinated regional growth

- Assist local governments in planning for cross-jurisdictional growth impacts
- Support local and regional efforts to address housing needs
- Initiate economic impact and growth modeling services for communities
- Provide assistance in support of local sustainable growth efforts
- Expand our downtown development services technical assistance portfolio

PRIORITY 2:

Expand regional mobility choices and connections

- Increase transportation mobility in the region, contributing to a more comprehensive system where modes and systems are integrated
- Support the region in enhancing transportation technology, resilience and sustainability

PRIORITY 3:

Improve the health and resilience of individuals, communities and our region

- Support local governments in creating healthy, life-long communities
- Empower adults to have an optimal health status and a healthy lifestyle through expanded access to and increase participation in evidence-based health promotion and disease prevention programs
- Empower adults to have an optimal health status and a healthy lifestyle by promoting falls prevention awareness, education and programming in the region
- Protect the safety and rights of older and vulnerable adults
- Provide advocacy, education and awareness to the residents, families and staff to ensure protection of residents' rights in long-term care facilities

PRIORITY 4:

Facilitate business and infrastructure investments in our local communities and regional economy

- Expand local governments knowledge of community economic development financing strategies
- Lead outreach and education for members' use of the Comprehensive Economic Development Strategy (CEDS) web portal for data-driven decisions
- Foster growth and renewal in downtown centers

PRIORITY 5:

Provide talent strategies and solutions for a qualified and competitive workforce

- Increase awareness and recognition of Centralina Workforce Development Board and its roles as convener, facilitator, workforce broker, community voice and capacity builder
- Provide high quality, customer-focused talent services to career seekers and employers through the eight local NCWorks Career Centers
- Provide local economic development organizations with information on talent services as part of economic package for new or expanding businesses
- Work with Charlotte Regional Business Alliance in restarting Competitive Workforce Alliance as cross-jurisdictional workforce collaboration for talent solutions for the region

PRIORITY 6:

Support and champion our local governments

- Increase member engagement to expand awareness of CCOG and identify opportunities for member support
- Expand offerings of peer support, professional continuing education and best practice exchange
- Cultivate relationships with officials at the state and federal level
- Improve engagement and support to CCOG Board of Delegates and elected officials representing member governments
- Develop and implement strategy for expanding grant outreach and support
- Provide information and resources to local governments related to Census 2020
- Provide excellent customer service to CCOG member governments
- Increase awareness among delegates of aging issues in the Centralina region and how they impact their town/county

PRIORITY 7:

Enhance CCOG operations, infrastructure and partnerships

- Enhance One CCOG systems and infrastructure to improve internal operations
- Revamp communications platforms and marketing infrastructure to increase regional awareness of CCOG
- Develop Finance Department efficiencies and support to better serve internal customers
- Build infrastructure and partnerships to support revenue diversification
- Seek external funding opportunities to diversity funding streams and support regional and local government initiatives

CCOG MEMBERSHIP

All local governments in the nine-county Centralina region are invited to be members of CCOG. From rural villages to our urban counties, CCOG members have diverse sets of needs and expectations. Every membership is an investment in CCOG, which supports the organization achieve its mission through:

- **Creative Regional Problem Solving:** CCOG leads critical planning and coordination efforts that improve regional mobility, enhance economic development and coordinate growth.
- **Innovative Service Delivery:** CCOG delivers direct services and supports local partners in meeting the workforce development and aging services needs of your constituents.
- **Support to Local Governments:** CCOG offers essential information, data, training and services that enable our members to better serve their constituents.

BENEFITS OVERVIEW

Members can take advantage of their annual membership in a number of different ways – we have numerous opportunities at both the regional and the local level. Member governments have access to our full suite of support services and there are also many training and leadership opportunities available for local government staff, managers and elected officials. We will continue to expand our benefit offering as the needs of our communities and their staff grow and change.

A Seat at the Table for Regional Collaboration

Shape Our Future

- Serve on the Board of Delegates and policy subcommittees to help set the strategic direction for how our organization fulfills its mission of improving quality of life and expanding opportunity across the Centralina region
- Shape our annual workplan and our federal and state advocacy agenda to advance regional interests and address regional priorities

Federal and State Engagement

- Build relationships with state and federal elected leaders and their staff through our advocacy efforts
- Federal engagement support including annual meetings with congressional representatives and Washington, DC fly-ins

Networking

- Connect with other elected officials, managers, staff and peers
- Create alliances with regional stakeholders in the private and institutional sectors to help advance our mission

Local Government Support

Training and Leadership Development

- Monthly CCOG University training program on topics relevant to local government staff, managers and elected officials (starting in 2020)
- Webinars and access to online library of training resources (starting in 2020)
- Annual elected officials training
- Regional peer group meetings to support best practice exchange, including Mayors & Chairs and Regional Managers Group
- Subject and policy-specific workshops on important issues like the census, affordable housing, healthy communities, disaster recovery and economic resiliency

Grant Assistance

- Technical support and feedback on draft grant applications and letters of support, upon request
- Regular grant alerts regarding opportunities from federal, state and other agencies
- Peer learning and formal training on grant development, monitoring and administration

Resources and Support

- Troubleshooting assistance with state and federal agencies, upon request
- Comprehensive demographic and economic data portal that creates custom reports and datasets
- Geographic Information Systems (GIS) mapping services, upon request
- Best practices information on topics aligned with CCOG priorities
- Region of Excellence Awards, an annual celebration of local government innovation and best practices
- Monthly CCOG newsletter with policy information, legislative updates and other topics of importance

Strategic Support Services

CCOG staff is available through contracted services to support members at a discounted rate compared to non-members. Our experts are ready to support members with service needs both big and small. Some of our available technical and management services include:

- Strategic planning and meeting facilitation for Boards and Councils
- Recruitment and assessment center services
- Community land use plans and studies
- Community surveys and engagement
- Redevelopment and revitalization planning for downtowns
- Code enforcement
- Age-friendly assessments and strategic planning
- Grant administration
- Age sensitivity training and ADA compliance

Quick Reference Guide

| NAME | TITLE | EMAIL | PHONE |
|-------------------|---|--------------------------|--------------|
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| Michelle Nance | Regional Planning Director | mnance@centralina.org | 704-348-2709 |
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We look forward to working with you!



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