Prosperity for Greater Charlotte

Mecklenburg County Board of Commissioners Meeting

October 13, 2015

Centralina Council of Governments (CCOG)

- CCOG is a state-designated lead regional organization for the nine counties in the Greater Charlotte Region including Anson, Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly and Union

- CCOG has a voluntary membership of more than 65 jurisdictions and municipalities within the region

- CCOG serving a region of roughly 2 million people, is one of 16 regional councils in the state working with local governments, state and federal agencies to meet the region's needs on a wide range of governance issues

CCOG
Centralina Council of Governments

Centralina Economic Development Commission

- Incorporated 501(c)3 with 50% private/ 50% public board

- Designated by the US Economic Development Administration as the Economic Development District for the 9-county region

- Develops and maintains the region's Comprehensive Economic Development Strategy

- Carries forward economic activities that foster a diversified and innovative regional economic base, supports jobs development through expansion, retention, and recruitment of business and industry.

- Provides technical assistance to regional partners to support economic development and regional prosperity

Prosperity for Greater Charlotte Report

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

"CONNECT OUR FUTURE" PROCESS MAP

This process will create a regional growth framework developed through extensive community engagement, built on what communities identify as existing conditions, future plans and community values. This process builds capacity for problem solving and focuses on being inclusive and transparent.

PARTICIPATION, LEADERSHIP and CHAMPIONS
Elected Officials, Regional Stakeholders and Residents: 14-County Region, North Carolina & South Carolina

CONNECT CONSORTIUM
A broad-based group of more than 100 governments, businesses, non-profits, and educational institutions responsible for guiding the process.

Prosperity for Greater Charlotte

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IMCP Strategy

CAREER HEADLIGHT

Lumina CPA

IMCP Strategic Plan Report

KEY PUBLIC ENGAGEMENT: Identify Needs, Values, Opportunities

KEY PUBLIC ENGAGEMENT: Exploring Regional Growth Options

KEY PUBLIC ENGAGEMENT: Exploring Community Growth Options

KEY PUBLIC ENGAGEMENT: Select a Framework for Growth

2012 | 2013 | 2014 | 2015

CONNECT VISION 2008

Grant Contract Negotiation

Consortium Organization

Research Data Collection & Analysis

Identification of "Consensus Growth" Scenario

Finalize the Framework and Identify Next Steps for Implementation

Define Working Team Structure

Process Design

Technical Studies & Reports

Assess & Create a "Regional Framework for Growth & Investment"

Implementation and Continued Improvement

BLUEPRINTING PROCESS (Regional Growth Scenarios)

PUBLIC ENGAGEMENT OPPORTUNITIES • PUBLIC ENGAGEMENT OPPORTUNITIES • PUBLIC ENGAGEMENT OPPORTUNITIES

Jobs/Economic Development
Land Use
Transportation
Housing
Energy
Natural Resources
Public Health
Food Systems

CONNECT work groups representing the seven program areas above will provide technical support and guidance to the process of developing a regional growth framework.

Vibrant Communities – Robust Region

Regional Economic Development Strategy

- The Prosperity for Greater Charlotte Project and the "CONNECT Our Future" project -lead partners:
  - Centralina Council of Governments
  - Centralina Economic Development Commission
  - Catawba Regional Council of Governments
- The Prosperity for Greater Charlotte project produced in three strategic plans:
  - Centralina Comprehensive Economic Development Strategy and integrally linked
  - Jobs, Workforce & Education Alignment Strategy for the Greater Charlotte Region
  - Catawba Region Comprehensive Economic Development Strategy (Four South Carolina Counties)

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21ˢᵗ Century Greater Charlotte Global Region

This collaborative community network exists within a fifty-mile radius economic zone

- Covers an area in 2 states & 17 counties

- Includes 2 separate Councils of Governments and incorporates border counties of 3 more COGs

- Represents 7 workforce development boards that comprise and existing alliance organization

- Embraces over 58 local K-12 districts, community colleges, & higher education institutions.
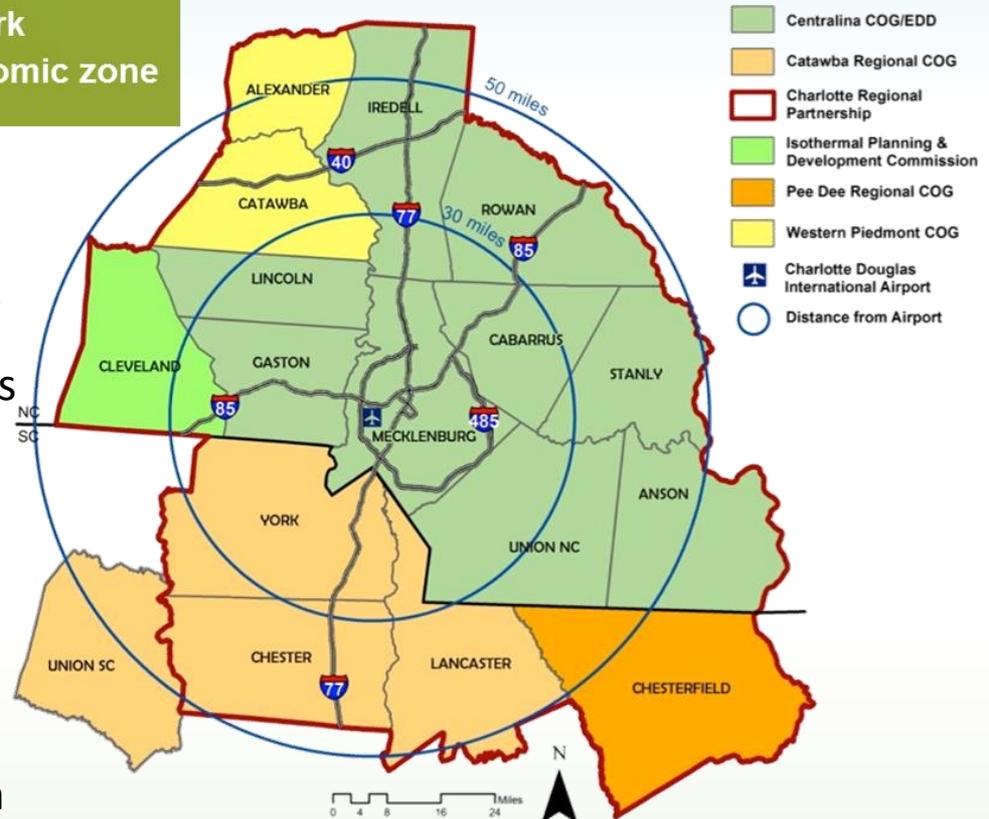
Project Geographic Area of Focus

Legend:
- Centralina COG/EDD
- Catawba Regional COG
- Charlotte Regional Partnership
- Isothermal Planning & Development Commission
- Pee Dee Regional COG
- Western Piedmont COG
- Charlotte Douglas International Airport
- Distance from Airport

What is our Regional Comprehensive Economic Development Strategy?

❖ The Centralina Region Comprehensive Economic Development Strategy (CEDS) "Prosperity for Greater Charlotte Report" defines priorities, goals, and objectives that enhance the 9-county region's overall business environment and maximize target cluster development by:

- building on the region's strengths and assets;

- emphasizing key regional industry clusters;

- focusing the economic development priorities

- Providing valuable information for data

PROSPERITY FOR GREATER CHARLOTTE

Jobs, Workforce & Education Alignment Strategy for the Greater Charlotte Region

One of first CONNECT Operationalized outcomes

2014 NADO Innovation Award Winner

Denver Aug 22nd 2014

Centralina **Career Headlight**

An innovative new career tool for our region.

For students and job seekers looking for local careers, education and skills training.

What: An innovative new web-based career tool that matches the region's students and job seekers with in-demand local careers, needed skills and local education and training.

Why:

- Employers, job seekers and local governments wanted a better way to match students and others seeking careers with good paying, in-demand local jobs.
- Since half of the region's workforce crosses a county line each day, workers and students needed one tool that could give them regionwide and local county jobs and education information.
- By linking the region's workforce skills and strengths and education assets to the specific needs of local businesses, Career Headlight boosts job growth.

The Career Headlight website:

- Is a one-stop resource that covers jobs and education in the 17-county, two-state region with 50 higher education institutions, seven workforce boards and dozens of economic development agencies.
- Translates into action the award-winning Jobs, Workforce & Education Alignment Strategy of the Prosperity for Greater Charlotte Report.
- Maintains a database of existing regional industry growth and demand for related jobs, that will be updated regularly.
- Has been developed by the Centralina Workforce Development Board, an organization of Centralina Council of Governments, in collaboration with regional partners.

How to Get Involved:

- Encourage students to use Career Headlight.
- Designate your organization's Career Headlight contact.
- Share Career Headlight information with your career counselors.

Centralina **WORKFORCE** Development Board

CHARLOTTE WORKS ENGAGED / EMPOWERED / EMPLOYED

CCOG Centralina Council of Governments

Centralina CareerHeadlight

Match My Interests   **Explore**   **Compare**   **Top 20**   **Find Education**

Search Job Postings: NCWorks.gov   SCWorks.gov

Your one-stop resource for finding a career in the greater Charlotte region.
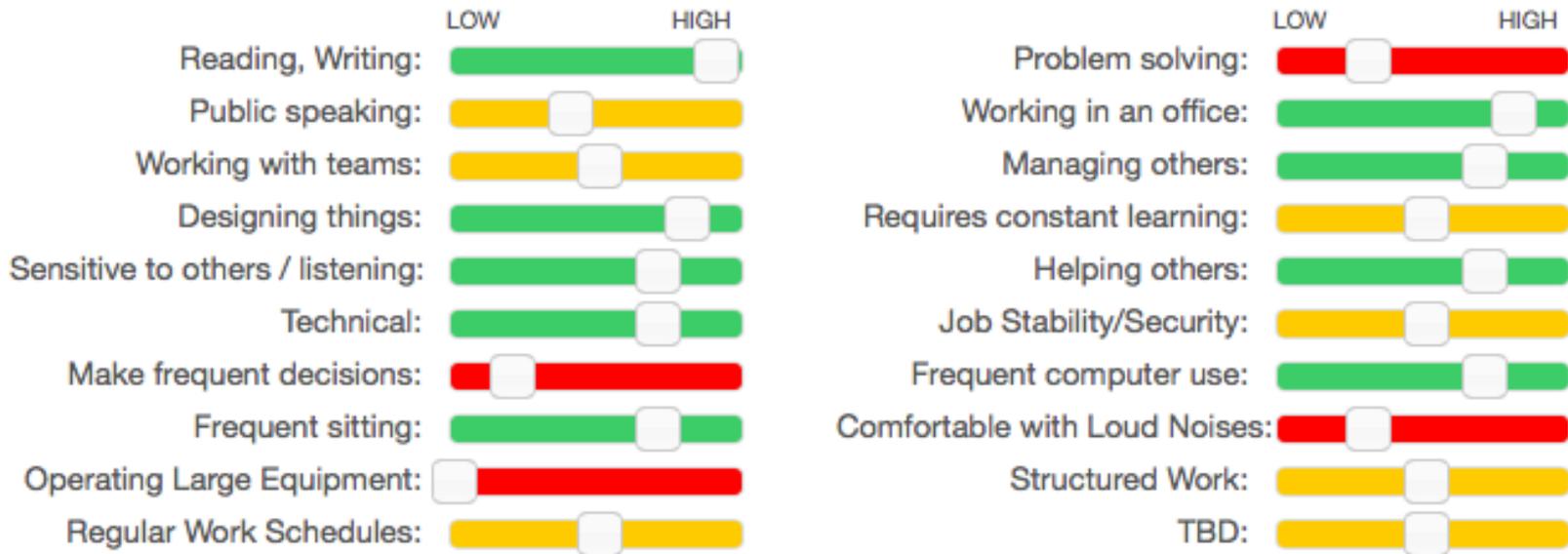
🔍 Search Careers   **GO**

Browse Careers   **Match My Interests**

Career Headlight answers questions that will help you be a success.
- What occupations are in high demand in my county? In the region?
- What careers match my skills and interests while also paying good salaries?
- What training and education providers in our region can help me achieve my career goals?

My Skills or Interests

	LOW — HIGH		LOW — HIGH
Reading, Writing:	(high, green)	Problem solving:	(low, red)
Public speaking:	(low-mid, yellow)	Working in an office:	(high, green)
Working with teams:	(low-mid, yellow)	Managing others:	(high, green)
Designing things:	(high, green)	Requires constant learning:	(mid, yellow)
Sensitive to others / listening:	(mid, green)	Helping others:	(high, green)
Technical:	(mid, green)	Job Stability/Security:	(mid, yellow)
Make frequent decisions:	(low, red)	Frequent computer use:	(high, green)
Frequent sitting:	(mid, green)	Comfortable with Loud Noises:	(low, red)
Operating Large Equipment:	(low, red)	Structured Work:	(mid, yellow)
Regular Work Schedules:	(mid, yellow)	TBD:	(mid, yellow)

Geographic Focus:	Industry:	Degree Level:
Williamson County	Health Care	Associate's

GO

Students can take a quick 20-question test to find occupations that match their interests and degree level desired or attained.

1. Physical Therapist Assistants ☆
2. Diagnostic Medical Sonographers ☆
3. Medical and Clinical Laboratory Technicians ☆
4. Occupational Therapy Assistants ☆
5. Nuclear Medicine Technologists ☆
6. Respiratory Therapists ☆
7. Dental Hygienists ☆
8. Radiation Therapists ☆
9. Registered Nurses ☆

Then a student can find detailed information on the occupation.

## Veterinary technologists and technicians ☆

Perform medical tests in a laboratory environment for use in the treatment and diagnosis of diseases in animals. Prepare vaccines and serums for prevention of diseases. Prepare tissue samples, take blood samples, and execute laboratory tests, such as urinalysis and blood counts. Clean and sterilize instruments and materials and maintain equipment and machines. May assist a veterinarian during surgery.

Top 15 Most Important Work Activities

- Collect clinical data
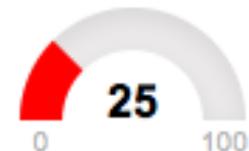- Record medical history or data
- Inventory medical supplies or instruments
- Maintain dental or medical records
- Collect specimens from patients

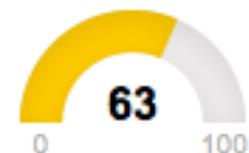Dials Show Relative Rank (out of 100) for the Geography Selected

Growth Potential:
High
76
0   100
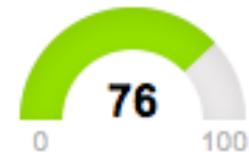
Hourly Wage:
$14.58
Annual Salary:
$30,326.40
25
0   100

Typical Education Needed
Associate's to Bachelor's
63
0   100

Lumina Foundation's Community Partnership for Attainment (CPA)

- This work aims to deepen the impact of cross-sector, place-based efforts to increase higher education attainment in communities across the country

- Through the CPA program Lumina is investing in communities to expand efforts that are focused on increasing access and success in education beyond high school, particularly among adults, first generation college students, low-income students and students of color

- http://www.luminafoundation.org/strategy-2-community-partnerships

Centralina Partnership for Attainment & Career Pathways

Centralina Partnership for Attainment & Career Pathways (CPACP) Application

Two attainment goals:

1. Increase the % of the population aged 18-55 with post-secondary credentials in skill areas required by the region's target industry cluster employers, by 25% (2015-2025)

2. Raise overall post-secondary attainment among the population aged 25-64 to 47% by 2025

Educational Attainment Rate, Associates and Higher (2013)

39%

U.S. - 36.1%

Metro Share of Post-Secondary Degree Holders Born In-State (2013)

39%

U.S. - 36%

EDUCATIONAL ATTAINMENT

2%

1.4%
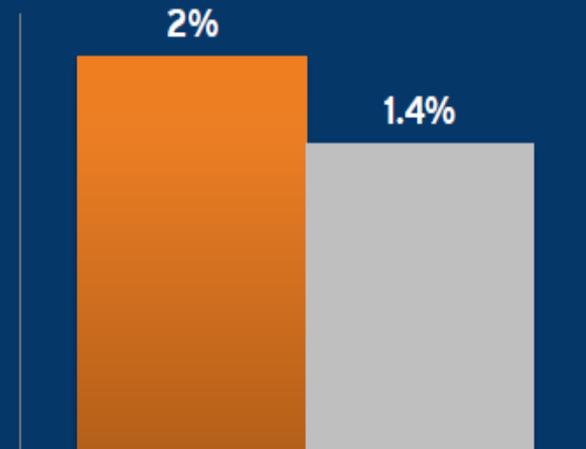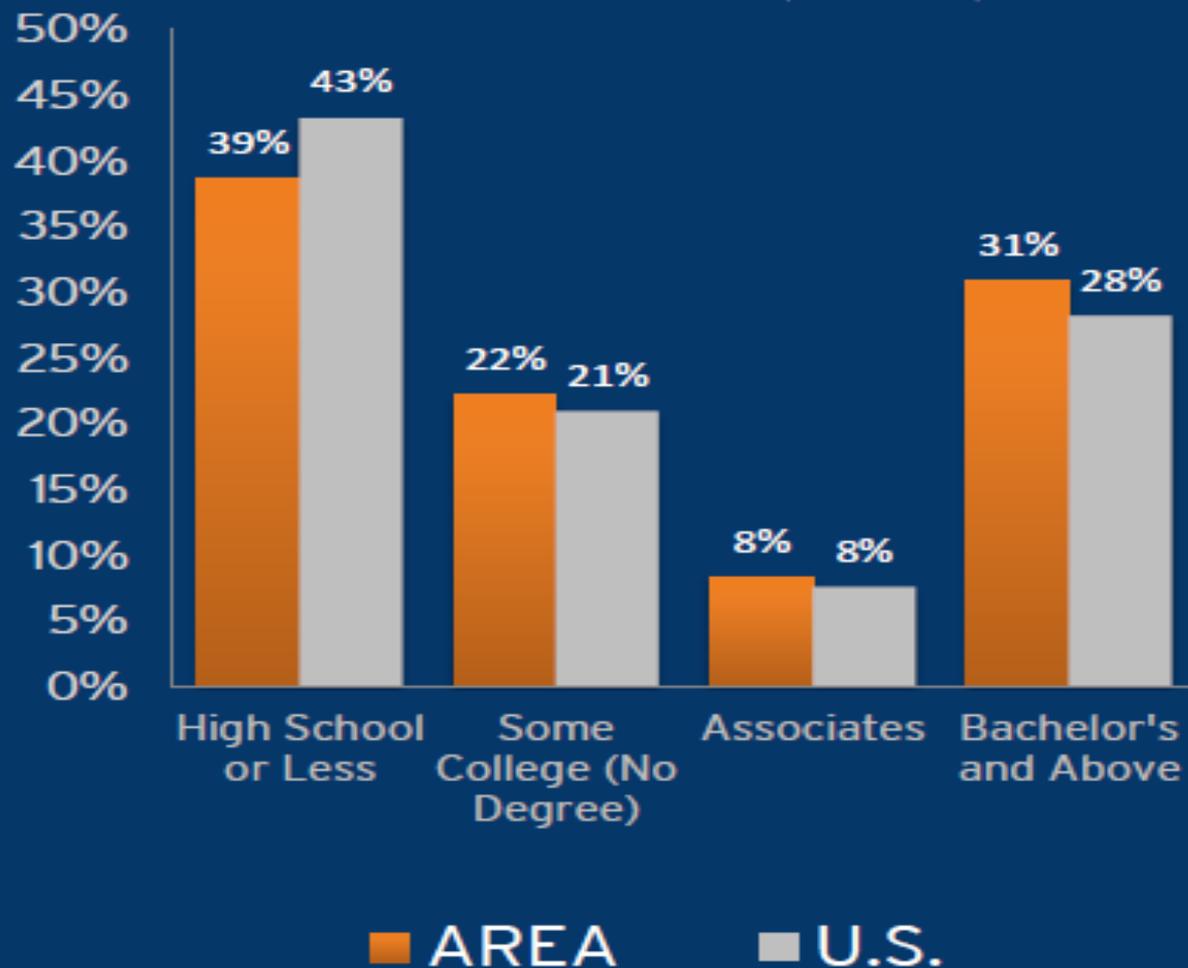
Percentage Point Growth by Associates and Higher (2009-2013)

■ AREA   ■ U.S.

EDUCATIONAL ATTAINMENT

Educational Attainment (2013)

	High School or Less	Some College (No Degree)	Associates	Bachelor's and Above
AREA	39%	22%	8%	31%
U.S.	43%	21%	8%	28%

Proposed Charter Objectives & Activities

Objective 1: Create leadership team that oversees and executes CPACP work and attainment strategies and embeds the program in each member County.

Objective 2: Implement <u>Degrees at Work</u> program in the CPACP region, in order to grow the talent pipeline, for adult workers and job seekers, within the region's career pathways that align with high growth industries.

Objective 3: Develop a branding and communications platform for Degrees at Work to inspire post-secondary attainment within local career pathways anchored in the region's targeted industries for incumbent workers and job seekers

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Target Competency Matrix – Greater Charlotte Region
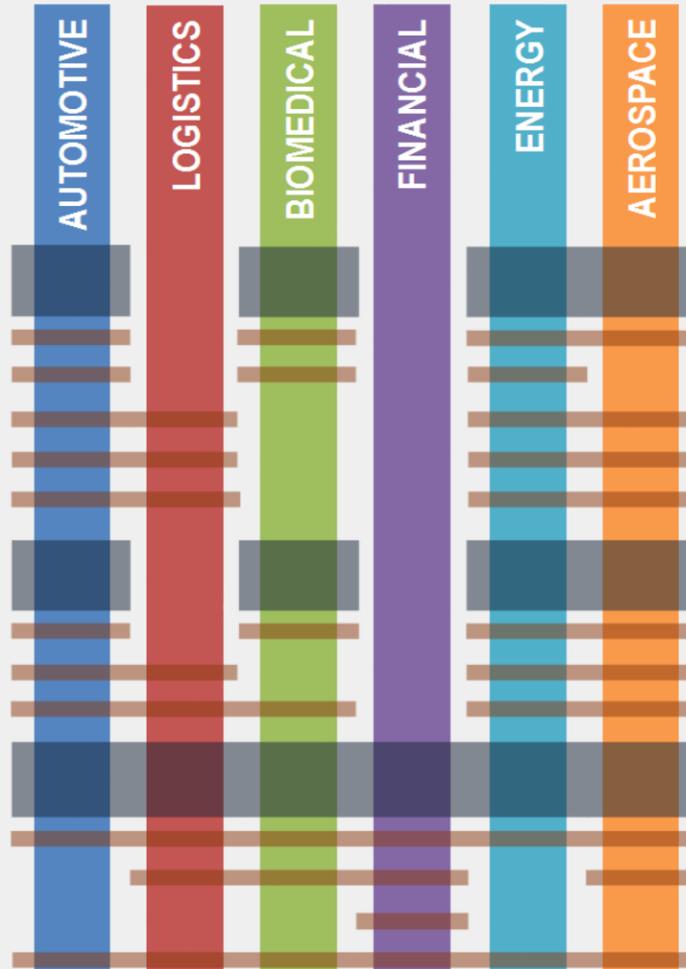
What Does This Mean for the Region?

Community Partnership for Attainment

Increased high school graduation and college entry

Elimination of equity gaps

Increased certifications and workforce credentials

Improvement in postsecondary completions

An increase in adult learners returning to school

Investing in Manufacturing Communities Partnership (IMCP)

- IMCP Phase I – Announced June 2013- Awarded to Centralina September 2013

- CCOG/CEDC one of just 26 awarded by EDA around the country

- The IMCP program was intended to help communities create economic development strategies that leverage their comparative advantages.

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Centralina Manufacturing Ecosystem Development Strategy Report

- The project provided a unique opportunity to inventory and assess the Region's manufacturing ecosystem

- Develop actionable strategies for ensuring that manufacturing remains a strong and globally-competitive component of the Region's economy

Centralina Manufacturing Ecosystem Development Strategy Report

Four major elements:

1. Mapping Key Value Chains

2. Manufacturing Education Asset Inventory

3. Entrepreneurial Support and Innovation

4. Export and Logistics Assets and Advantages

CMEDS Primary Strategic Objectives

- Regional Collaboration

- Key Value Chains

- Education & Training

- Export & Logistics

Greater Charlotte Region Freight Mobility Study

- **Address Private Sector Needs**

- **Promote Economic Development**

- **Reduce Congestion - Transportation Planning**

- **Workforce Development**

- **Provide Development Predictability**

Why Freight Mobility Matters?

- 62% of U.S. national industrial base and over 60% of the U.S. population is accessible within 24 hour drive (650 miles) of Charlotte, giving the Region a unique logistical and Global competitive advantage.

- According to Site Selection, Charlotte ranks 5th in the nation for new and expanded distribution operations, with 192 facilities and serving as home base for distribution operations at such diverse companies as Family Dollar, Black & Decker, General Motors, Lucent Technologies and TJ Maxx.

- Charlotte is the nation's 12th largest trucking center with over 339 firms operating here that employ over 8,000 workers. Additionally, 817 transportation and warehousing companies call this region home.

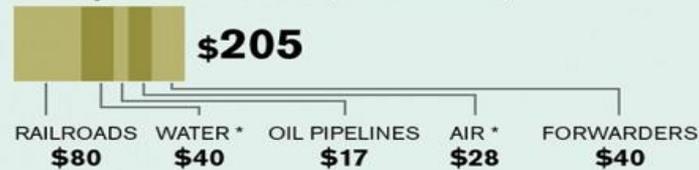The U.S. business logistics system cost is the equivalent of 8.3% of GDP in 2014
($ billions)

Carrying costs ($2.496 trillion all business inventory)
$476 subtotal
INTEREST $2 | TAXES, OBSOLESCENCE, DEPRECIATION, INSURANCE $331 | WAREHOUSING $143

Transportation costs (Motor carriers)
$702
TRUCK (INTERCITY) $486 | TRUCK (LOCAL) $216

Transportation costs (Other carriers)
$205
RAILROADS $80 | WATER * $40 | OIL PIPELINES $17 | AIR * $28 | FORWARDERS $40

* WATER: INTERNATIONAL 31, DOMESTIC 9
AIR: INTERNATIONAL 12, DOMESTIC 16

Shipper related costs
$10

Logistics administration
$56

TOTAL LOGISTICS COST $1,449

Note: May not sum to total due to rounding
Source: CSCMP's Annual State of Logistics Report

Why freight matters?

- In 2014 the Cost of Logistics as Percentage of GDP was 8.3

- Logistics related cost as a percentage of sales range from 9% -14%

- Successful fright mobility planning will strengthen the regional economy

- Efficiencies have multiple benefits.

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Benefits

- **Private sector**: companies whose business depend on efficient movement of freight will experience fewer bottlenecks, smoother traffic flow, adequate workforce, and more predictability.

- **Economic development**: Six target industry clusters (Automotive, Logistics, Biomedical, Financial, Energy, and Aerospace/Defense) and the Region's motto "Create it, Make it, Move it" lend urgency to freight mobility within and through the region to remain competitive, support economic growth, and attract new industries to the region.

- **Transportation planning**: identification of critical infrastructure investments for rail and road transportation networks for the efficient movement of freight. Recommendations and metrics will be incorporated into area transportation plans and project prioritization lists.

- **Local governments**: provide policies and practices recommendations that if implemented could support long-term economic growth and freight transportation systems.

Questions