

MEMBERS

Counties

Alamance
Caswell
Davidson
Davie
Forsyth
Guilford
Montgomery
Randolph
Rockingham
Stokes
Surry
Yadkin

Municipalities

Archdale
Asheboro
Bermuda Run
Bethania
Biscoe
Boonville
Burlington
Candor
Clemmons
Cooleemee
Danbury
Denton
Dobson
East Bend
Eden
Elkin
Elon
Franklinville
Gibsonville
Graham
Green Level
Greensboro
Haw River
High Point
Jamestown
Jonesville



PIEDMONT TRIAD
REGIONAL COUNCIL

Executive Committee

Agenda

Wednesday, October 4, 2023

12:00 noon

1398 Carrollton Crossing Drive, Kernersville, NC 27284

Item

ZOOM

Executive Committee
Please join my meeting from your device.
<https://zoom.us/j/97334803681>
+1 646 558 8656 US (New York)
Meeting ID: 973 3480 3681

Official

Katie Mitchell
Clerk to the Board

A. Call to Order, Welcome, Moment of Silence, and Pledge of Allegiance

Alvin Foster
Chair

B. Action Items

1) Request for approval of September 6, 2023 PTRC Executive Committee Minutes (attachment)

Alvin Foster
Chair

2) Request for approval to accept Drug-Free Grant funding in the amount of \$625,000 to address youth substance abuse within Surry County

Wendy Walker-Fox
WED Director

3) Request for approval to accept funding from the Southeast Crescent Regional Commission in the amount of \$39,000

Wendy Walker-Fox
WED Director

4) Request for authorization to receive up to \$114,312 in grant funds from NCDEQ 205 j

Jesse Day
Reg. Planning Director

MEMBERS

Kernersville
King
Lewisville
Lexington
Liberty
Madison
Mayodan
Mebane
Midway
Mocksville
Mount Airy
Mt. Gilead
Oak Ridge
Pilot Mountain
Pleasant Garden
Ramseur
Randleman
Reidsville
Rural Hall
Seagrove
Sedalia
Staley
Stokesdale
Stoneville
Summerfield
Thomasville
Tobaccoville
Trinity
Troy
Village of
Alamance
Walkertown
Wallburg
Walnut Cove
Wentworth
Whitsett
Winston-Salem
Yadkinville
Yanceyville

- 5) **Request for approval to partner with NCCHWI and receive \$3,000 plus 15% for period June 1, 2023-August 30, 2024** **Adrienne Calhoun**
AAA Director
- 6) **Request for approval to partner with Duke Family Medicine in the amount of \$1,200 for period September 2023-August 2024** **Adrienne Calhoun**
AAA Director
- 7) **Request for authorization to apply for and accept \$250,000 in Community Planning Grant funds for design work involving a proposed greenway in Walnut Cove** **Adam Shull**
Asst. Planning Director
- 8) **Request for authorization to apply for and accept up to \$3,000,000 to provide financial and technical assistance to eligible healthy food retailers and food enterprises** **Adam Shull**
Asst. Planning Director

C. New Business

Alvin Foster
Chair

D. Roll Call Vote

Katie Mitchell
Clerk to the Board

E. Executive Director's Report

Matthew Dolge
Executive Director

F. Around the Region

At this time, Board members are asked to discuss any upcoming events or informational items that pertain to their local government or region.

Alvin Foster
Chair

G. Chairman's Remarks and Announcements

Alvin Foster, Chair

- 1) **PTRC Executive Committee Meeting**
Wednesday, November 1, 2023 12noon (Lunch 11: 30a.m) **Hybrid**
- 2) **PTRC Board of Delegates Meeting & Awards Ceremony**
Wednesday, October 18, 2023 12noon (Lunch 11:30a.m)
The Blue Heron Event Venue
4130 Mendenhall Oaks Pkwy
High Point, NC 27265
- 3) **2023 PTRC Meeting Dates**

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Wendy Walker-Fox, Workforce and Economic Development Director
DATE: October 4, 2023
RE: Drug-Free Communities (DFC) Grant

The Centers for Disease Control and Prevention (CDC), through Drug-Free Communities (DFC) Support Programs funds community-based coalitions that engage multiple sectors of the community to prevent youth substance use.

The mission is to reduce youth substance use by promoting awareness, enhancing understanding, and changing perceptions of substance use in Surry County through public advocacy. Primary goals include delaying the onset and reducing the effects of substance use on youth and families using evidenced based primary prevention strategies, facilitating youth involvement and youth centered activities using evidenced based youth empowerment models, participating in community outreach and events; increasing youth involvement and youth centered activities, and being a voice and helping hand for youth and community members who have been impacted by substance use.

The DFC Support Program provides grants up to \$125,000 per year for five years to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use. After five years, community coalitions may re-compete for another five-year cycle. PTRC received a new award to address community challenges facing residents of Surry County.

ACTION REQUESTED:

Request approval to accept Drug-Free Communities (DFC) Grant funding in the amount of \$125,000 per year for five years; total \$625,000 to work with the Surry County All-Stars Prevention Coalition to address youth substance abuse challenges within the County.

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Wendy Walker-Fox, Workforce and Economic Development Director
DATE: October 4, 2023
RE: Southeast Crescent Regional Commission (SCRC)

Southeast Crescent Regional Commission (SCRC) covers Alamance, Caswell, Davidson, Guilford, Montgomery, Randolph and Rockingham counties and receives annual appropriations from Congress to invest in economic and infrastructure development projects. The projects are focused on reducing the effects of poverty, unemployment and outmigration.

The funds are distributed to the Local Development Districts (LDD) and the PTRC is the LDD for our region. Duties of the LDD include:

- Operate as a lead organization serving multicounty areas in the region at a local level
- Assist the Commission in carrying out outreach activities for local governments, community developments groups, the business community, and the public;
- Serve as a liaison between State and local governments, nonprofit organizations (including community-based groups and educational institutions), the business community, and citizens; and
- Assist the individuals and entities identify, assess and facilitate projects and programs to promote economic development of the region.

As the LDD, PTRC is eligible to receive \$39,000 per year through the Southeast Crescent Regional Commission.

ACTION REQUESTED:

Request approval to accept funding from the Southeast Crescent Regional Commission in the amount of \$39,000 to perform Local Development District (LDD) duties.

M-E-M-O-R-A-N-D-U-M

TO: Piedmont Triad Regional Council, Executive Committee
FROM: Jesse Day, Regional Planning Director
DATE: October 4, 2023
RE: Grant application Requests for NCDEQ 205j Grant

The Regional Planning Department requests authorization to receive Water Quality Planning Grant Funding under Clean Water Act, section 205j (COG eligible entity); projects that benefit water quality regionally. The following two projects were submitted for consideration by NCDEQ:

- The High Rock Lake (HRL) watershed Clean Water State Revolving Fund (CWSRF) sponsorship development project will provide significant benefit to the HRL watershed. This unique effort (i.e., HRL-CWSRF sponsorship) would bring together a One Water approach for the HRL watershed with a CWSRF funding mechanism used in other states to provide a reliable source of funding for both point source and nonpoint source projects to address the current nutrient issues in HRL. Learning from other planning and collaborative processes such as the Jordan Lake One Water effort, the HRL-CWSRF sponsorship would be a unique combination of regulatory considerations, funding mechanisms to meet both regulatory needs and needs beyond regulatory requirements, and utilize partnerships across local, state, and federal government. This project would be developed by two partnership-oriented organizations – the Yadkin Pee Dee River Basin Association (YPDRBA) and Piedmont Triad Regional Council (PTRC) in a collaborative effort.
 - Deliverables: 1) a financial analysis, 2) development of framework alternatives to implement sponsorship and programmatic financing under the CWSRF funding program and 3) an implementation report.
 - Project Duration: 18 months
 - Grant Request: \$69,312 in grants funds, \$7,700 in match funds from the Yadkin Pee Dee River Basin Association
 - PTRC as lead applicant, sub-contract with Yadkin Pee Dee River Basin Association
 - Proposal submitted 9/21/2023

ACTION ITEM #4 CONTINUED

- The Rocky River Headwaters Watershed Restoration and Protection Plan will complete a subwatershed Watershed Action Plan and EPA 9-key element plan for the headwater reach of the Rocky River near Liberty. This work will be done in concert with similar watershed planning efforts in the surrounding subwatersheds of the upper Rocky River. This project will perform a more detailed study of potential improvements, restoration and protection methodologies to improve water quality and habitat with the ultimate goal of removing the downstream receiving waters and water supply reservoirs from the impaired waters list and improve Cape Fear shiner critical habitat by reducing pollutant loading into surface waterways. Technical studies and surveys will provide more detailed information to pinpoint areas in the watershed where implementation and conservation/preservation funding can be targeted to achieve maximum benefit to water quality. We anticipate identifying and prioritizing opportunities for BMP implementation, floodplain and wetland protection and preservation, and aquatic and riparian habitat protection and preservation.
 - Deliverables: 9-element watershed plan and planning process for the Rocky River Headwaters in Randolph County
 - Project Duration: 18 months
 - Grant Request: \$45,000 in grants funds, \$30,000 in match funds from NC Land and Water Fund
 - PTRC as lead applicant, sub-contract with Piedmont Conservation Council and Consultant
 - Proposal submitted 9/21/2023

ACTION REQUESTED:

The PTRC Planning Department authorized to receive up to \$114,312 in grant funds from the **NCDEQ 205 j** grant program beginning as early as January 2024 and ending 18 months later.

M-E-M-O-R-A-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Adrienne Calhoun, Director, PTRC Area Agency on Aging
DATE: October 4, 2023
RE: Request authorization to partner with the NC Community Health Worker Initiative (NCCHWI), led by NC Department of Health and Human Services, Office of Rural Health and serve as lead organization for Region 2 on this project receiving \$3,000 along with 15% for managing funding and tracking budget expenses for project period June 1, 2023 – August 30, 2024.

In April 2023, NC AHEC launched a twelve-month learning collaborative that engages multi-sector teams that include representatives from healthcare, community-based organizations (CBO), and additional sector (e.g., school, criminal justice system, public health) organizations from each NC Medicaid region. The learning collaborative is structured into four quarterly learning and action cycles. CHW leaders and system allies, trained and mentored in CHW culture, equity, and Results Based Accountability™ (RBA) by national experts, provide individual coaching to each team. Learning collaborative programs “support and hasten the diffusion and implementation of innovation, clinical evidence, and effective models of care.” (Mary Nix, Peggy McNamara, et al. Learning Collaboratives: Insights and a New Taxonomy from AHRQ’s Two Decades of Experience. Health Affairs, Vol. 32(2), Feb 2018. The current state of CHW integration in NC is at risk of being centered around and led by healthcare entities whose primary focus of intervention and expertise is in the realm of clinical services. The design of this learning collaborative program intentionally lifts the expertise of CHWs and the power of authentic CHW culture to demonstrate to system participants the full potential of community-based solutions and CHW models. The aim is to influence the approach to CHW integration in NC. CHW leaders and system allies will coach each team in applying the RBA framework to their community health improvement project. RBA process intentionally involves engaging community members in describing the problem and shaping the specific solutions used to

ACTION ITEM #5 CONTINUED

address it. In addition, each team will include a community-based organization and CHWs. The standard that has been set for teams is that at least 50% of their team members should be CHWs. CHWs “are trusted, knowledgeable frontline health personnel who typically come from the communities they serve.” (American Public Health Association [APHA] Definition). The presence of CHWs on the team also brings the voice of community into the work.

The Piedmont Triad Regional Council (PTRC) serves as the lead CBO for the Region 2 project which centers around improving access to care, services, and resources for the Downtown Health Plaza patients in Winston-Salem, NC, a high risk, high needs population for which CHWs are key to assessing their health-related social needs (HRSN) and working with them, their caregivers, and their families to address those social determinants/drivers of health (SDOH) identified. PTRC will receive \$3,000 to use through June 2024 to support this project and will receive an additional 15% for managing funding and tracking budget expenses.

ACTION REQUESTED: Request approval to serve as lead organization for Region 2 on this project and receive \$3,000 along with 15% for managing funding and tracking budget expenses.

M-E-M-O-R-A-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Adrienne Calhoun, Director, PTRC Area Agency on Aging
DATE: October 4, 2023
RE: Request for authorization to partnered with Duke Family Medicine and Community Health on outreach in Randolph and Guilford Counties targeting Hispanic, Latino or Latinx in Affordable Care Act health plan or Medicaid for grant period September 2023- August 2024 in the amount of \$1,200

PTRC AAA has partnered with Duke Family Medicine and Community Health in a Community Health Worker initiative project called Fostering Insurance Enrollment among Latinos in North Carolina (FEIL-NC). This project focuses on increasing Health insurance enrollment among the Latino/s communities in Randolph and Guilford Counties.

The lack of health insurance is one of the many systemic barriers to health services that results in disparities in health and wellness. During this project the aim is to increase enrollment of currently uninsured-*but eligible* -members of the community who identify as Hispanic, Latino, or Latinx in Affordable Care Act (ACA) health plan or Medicaid.

We have contracted out our Spanish Speaking CHW, Laura Quiceno, to provide 20-25 hours total for this project. During this time, Laura will provide community education and assist in health insurance enrollment efforts.

Training will begin September 2023 and the project will continue until August 2024. This is considered a mini grant as other CHWs within other CBOs will be working on this project as well in the other counties. PTRC AAA CHW will only work within Randolph and Guilford Counties.

The total partnership is in the amount of \$1200.00 which will cover the 20-25 hours of the work of Laura's time

ACTION REQUESTED: Request for authorization to partner with Duke Family Medicine and Community Health on outreach in Randolph and Guilford Counties targeting Hispanic, Latino or Latinx in Affordable Care Act health plan or Medicaid for grant period September 2023- August 2024 in the amount of \$1,200

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Adam Shull, Regional Planning Assistant Director
DATE: October 4, 2023
RE: Authorization to apply for and accept, if awarded, \$250,000 in Community Planning Grant funds for design work involving a proposed greenway in Walnut Cove. The application is submitted to the Neighborhood Access and Equity (NAE) program within the **US Department of Transportation’s Reconnecting Communities and Neighborhoods (RCN) Program.**

The PTRC’s Planning Department is seeking approval for submitting a Community Planning grant application to fund design work and preliminary engineering of a proposed greenway in Walnut Cove. The PTRC is the lead applicant, providing grant writing and administration services in partnership with the town.

The planning study area links the East Walnut Cove Community Park to downtown Walnut Cove, passing through the Walnut Tree neighborhood. In 2022, the Northwest Piedmont Rural Planning Organization, in coordination with NC DOT, conducted a feasibility study to explore greenway construction options to create a safer and more direct route to downtown for residents of southern Walnut Cove.

The application qualifies for the NAE program only, which emphasizes certain project and community characteristics, such as:

- Prioritizing disadvantaged communities;
- Aiming to improve access to daily needs such as jobs, education, healthcare, food, and recreation;
- Fostering equitable development and restoration;
- Reconnecting communities by removing, retrofitting, or mitigating highways or other transportation facilities that create barriers to community connectivity, including to mobility, access, or economic development.

If awarded within the NAE program, there will be no local match requirement, since the project activities take place in a disadvantaged community.

Final applications were **due by Thursday, September 28th**.

ACTION REQUESTED: The PTRC Planning Department requests authorization to apply for and accept, if awarded, the US Department of Transportation’s Neighborhood Access and Equity (NAE) program within the U.S. DOT’s Reconnecting Communities and Neighborhoods (RCN) program for \$250,000.

M-E-M-O-R-A-N-D-U-M

TO: Executive Committee, Piedmont Triad Regional Council
FROM: Adam Shull, Regional Planning Assistant Director
DATE: October 4, 2023
RE: Authorization to apply for and, if awarded, accept up to \$3,000,000 to provide financial and technical assistance to eligible healthy food retailers and food enterprises. The application would be submitted to the **America’s Healthy Food Financing Initiative (HFFI) – Local and Regional Healthy Food Financing Partnership Program (HFFI Partnerships Program).**

The PTRC’s Regional Planning Department and Piedmont Triad Regional Food Council (PTRFC) is seeking approval to submit a grant application to the HFFI Partnerships Program for up to \$3,000,000 to support eligible food retailers and food enterprises. The overall goals of the grant program are to build the capacity of locally- and regionally-focused partnerships centered on incentivizing financial investment in eligible (healthy) food retailers and enterprises.

The program offers financial assistance for capacity building activities and credit-enhancement activities to partnerships that include governmental or nonprofit entities working with financial lenders, such as Community Development Financial Institutions (CDFIs). Grant funds do not provide loan capital to food-focused entities, but rather fund supportive and incentivizing structures that work to increase loans, and other financial assistance tools, benefitting such entities in underserved areas.

The PTRC and PTRFC is forming an HFFI Partnership with Self-Help Credit Union, and other relevant partners, to propose a guarantee pool or loan loss reserve for loans to food entities in the Piedmont Triad region. Our HFFI Partnership is also seeking funds to provide a host of capacity building activities, such as staff training, outreach materials and convenings. A portion of the capacity building funding will support staff and program activities of the PTRFC.

No matching funds are required and final applications are due **Friday, November 3, 2023.**

The grant’s period of performance for projects with capacity building and credit enhancement activities is within 3-5 years with time allowed for servicing applicable financing activity.

ACTION REQUESTED:

The PTRC Regional Planning Department requests authorization to apply for and, if awarded, accept the America’s Healthy Food Financing Initiative (HFFI) – Local and Regional Healthy Food Financing Partnership Program (HFFI Partnerships Program) for up to \$3,000,000.



2023 Meeting Dates

1398 Carrollton Crossing Drive

Kernersville, NC 27284

12noon

PTRC Executive Committee 1st Wednesday	PTRC Board of Delegates 3rd Wednesday
January – none	January – none
February 1, 2023	February 15, 2022
March 1, 2023	March – none
April 5, 2023	April 19, 2023
May 3, 2023	May – none
June 7, 2023	June 21, 2023
July – none	July – none
August 2, 2023	August 16, 2023 – cancelled
September 6, 2023	September – none
October 4, 2023	October 18, 2023
November 1, 2023	November – none
December 6, 2023	December 20, 2023