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**Piedmont Triad Regional Council**

**Executive Committee**

**Agenda**

Wednesday, August 7, 2019

12:00 noon

PTRC Headquarters

1398 Carrollton Crossing Drive

Kernersville, NC 27284

***Item*** ***Official***

***Lunch***  **Katie Mitchell**

*Please note the 11:45 a.m. lunch start time and join us as Clerk to the Board*

*you are able.* *RSVP to Katie Mitchell at (336)904-0345*

*or by email at kmitchell@ptrc.org.*

**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**

**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**

**Stokesdale**

**Stoneville**

**Summerfield**

**Thomasville**

**Tobaccoville**

**Trinity**

**Troy**

**Village of Alamance**

**Walkertown**

**Wallburg**

**Walnut Cove**

**Wentworth**

**Winston-Salem**

**Yadkinville**

**Yanceyville**

**A. Call to Order, Welcome, Moment of Steve Yokeley**

**Silence, and Pledge of Allegiance** *Chair*

**B. Action Items**

1. **Request for approval of June 5, 2019 Steve Yokeley**

**PTRC Executive Committee Minutes** *(attachment)**Chair*

1. **Request for approval to apply for and accept Matthew Dolge**

**up to $2,500,00 in Federal Workforce** *Executive Director*

**Opportunity for Rural Communities funding**

1. **WIOA Program Enhancement Grant- Matthew Dolge**

**Talent Portal** *Executive Director*

1. **Request for approval to enter into contract to Jesse Day**

**provide professional planning and grant** *Planning Director*

**administration services up to $363,090**

1. **Request to adjust the Assignment of** **David Hill**

**Classifications to Grades and otherwise** *Management Analyst*

**Implement the classification and pay study**

1. **Request to revise the compensation guide for the Matt Reece position of Executive Director** *(attachment)* *Assistant Director*

**C. Executive Director’s Report Matthew Dolge** *Executive Director*

**D. Old Business Steve Yokeley**

*Chair*

*]* **E. New Business Steve Yokeley** *Chair*

**F. Around the Region Steve Yokeley**

*At this time, Board members are asked to discuss any Chair*

*upcoming events or informational items that pertain to*

*their local government or region.*

**G. Chairman’s Remarks and Announcements Steve Yokeley**  *Chair*

1. **PTRC Executive Committee Meeting**

Wednesday, September 4, 2019 11:45 a.m.

**Piedmont Triad Regional Council**

**1398 Carrollton Crossing Drive**

**Kernersville, NC 27284**

1. **PTRC Board of Delegates Meeting**

Wednesday, August 21, 2019 12:00

**Piedmont Triad Regional Council**

**1398 Carrollton Crossing Drive**

**Kernersville, NC 27284**

1. **2019 PTRC Meeting Dates** *(attached)*

**H. Informational Items**

**1) VW Settlement Applications for Funding**

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

**ACTION ITEM #2**

TO: Executive Committee, Piedmont Triad Regional Council

FROM: Matthew Dolge, Executive Director

DATE: August 7, 2019

RE: Workforce Opportunity for Rural Communities (WORC) Grant Application

Sponsored by the Employment and Training Administration, U.S. Department of Labor, the Workforce Opportunity for Rural Communities (WORC) initiative offers grants for project in the Appalachian region that will provide career, training and support services to eligible individuals in underserved counties.

Piedmont Triad Region Council (PTRC) is requesting Workforce Opportunity for Rural Communities (WORC) funding to support the Dream. Career. Academy. (DCA) Initiative in five counties located in the Appalachian Regional Commission region, Davie, Forsyth, Stokes, Surry and Yadkin. The DCA takes a holistic view of the community, assessing the current and future needs of businesses, and the available workforce and training programs. After identifying gaps and barriers, specific programs are then developed to align talent and jobs to support the overall economy. The DCA initiative includes a number of programs, all of which focus on economic and workforce development alignment and integration.

Building on goals and recommendations from the Triad Talent Alignment Strategy, targeted outreach efforts aimed to identify and re-engage the disengaged populations will be developed and implemented, innovative and flexible training programs operating on virtual platforms will be launched and an array of wrap around supportive services will be provided.

This funding will provide an opportunity to leverage existing workforce dollars in order to provide an array of valuable services to our rural communities.

**ACTION REQUESTED:**

Request approval to apply for and accept up to $2,500,000 in Federal Workforce Opportunity for Rural Communities (WORC) funding in support of the Dream. Career. Academy in Davie, Forsyth, Stokes, Surry and Yadkin Counties.

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

**ACTION ITEM #3**

TO: Executive Committee, Piedmont Triad Regional Council

FROM: Matthew Dolge, Executive Director

DATE: August 7, 2019

RE: Workforce Innovation and Opportunity Act (WIOA) Program Enhancement Grant – Talent Portal

In Phase 3 of the Triad Talent Alignment Strategy from early 2018, one of the recommended goals centered on developing a talent attraction and retention portal to highlight the Piedmont Triad becoming recognized as an attractive destination to live, work, play and learn. The portal will act as a central hub for the entire region; linking in to existing websites and resources so that visitors receive a holistic view of what the Piedmont Triad has to offer.

September, 2018 PTRC released an RFQ for work on the portal and Development Consultants International (DCI) was the vendor selected. DCI specializes in economic development marketing and lead generation. DCI applies a tailored approach to create and execute talent attraction marketing strategies for communities across the nation, from Wake County, North Carolina to Denver, Colorado.

For this talent attraction project, DCI is using a three phase approach that combines their place marketing expertise with fresh research on the target audience to create a strategy that attracts talent. The total cost of the project is $130,200. To date the following funds have been provided to support the portal:

|  |  |
| --- | --- |
| Triad Talent Portal | |
| Funder | Amount |
| Piedmont Triad Partnership | $25,000 |
| PTRC | $25,000 |
| Alamance County Chamber of Commerce | $5,000 |
| High Point Economic Development Corp. | $5,000 |
| Winston Salem Business Inc. | $5,000 |
| Winston Salem Chamber of Commerce | $5,000 |

**ACTION ITEM #3 CONTINUED**

The WIOA Program Enhancement Grant Application presents an opportunity for local Workforce Development Boards to apply for funding, build capacity, create systemic change within their workforce system and improve career development access and workforce services to individuals and businesses.

This funding along with leveraged dollars from other organizations provides an excellent opportunity to implement and sustain the regional talent portal.

**ACTION REQUESTED:**

Request:

* Approval to utilize PTRC funding to support the triad talent attraction and retention portal to be reimbursed upon award of WIOA Program Enhancement Grant
* Approval to apply and accept up to $200,000 in WIOA Program Enhancement Grant funding through the Division of Workforce Solutions in support of a triad talent attraction and retention portal.

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

**ACTION ITEM #4**

TO: Executive Committee, Piedmont Triad Regional Council

FROM: Jesse B. Day, Regional Planning Director

DATE: August 7, 2019

RE: Planning Department Contracts FY 19-20 and FY 20-21

The Planning Department requests to enter into contract for planning services with the following local governments and non-profit over the next 24 months up to $363,090.

**Town of Liberty CDBG-I Grant Administration: $159,000**

Assist the Town of Liberty to support administration, procurement and compliance for a CDBG-I project to upgrade wastewater infrastructure in an underserved neighborhood. The PTRC partnered with the Town of Liberty on the $2,000,000 grant application submission to the Rural Infrastructure Authority in 2018.

The project will take over two years to complete using the grant funds. Councils of Government can provide administration services for CDBG-I funds in North Carolina on behalf of local governments, without a competitive bid process.

*Contract Status: Local government has signed off on the contract*

**City of Archdale Utility Infrastructure Inventory: $97,500**

Assist the City of Archdale with a utility infrastructure inventory, GPS locations of water, wastewater and stormwater infrastructure. The detailed inventory will require significant fieldwork and GPS use. The project is expected to take up to two years with an estimated completion of June 2021.

*Contract Status: Local government has signed off on the contract*

**City of Asheboro Parks and Recreation and Land Development Plan Update: $69,500**

The City of Asheboro would like to update their Parks and Recreation and Land Development Plan. The City’s plans are several years old and in need of updating. The planning process for the Parks and Recreation will be conducted jointly with the Land Development plan update.

*Contract Status: Local government has signed off on the contract*

**Town of Walkertown Parks Facility Plan: $15,000**

Assist the Town of Walkertown in public meeting facilitation, site planning and developing a master plan for Walkertown’s park facilities in preparation for a Parks and Recreation Trust Fund (PARTF) grant applications in 2021

*Contract Status: Local government has signed off on the contract*

**Town of Kernersville Vision 2020 Update “Onward Kernersville”: $12,240**

Assist the Town of Kernersville planning and development staff and Chamber of Commerce in updating the Kernersville 2020 plan called Onward Kernersville. The professional planning services will include facilitation of steering committee, task force and community meetings. The project will begin in fall 2019 and wrap up in mid-2020.

**ACTION ITEM #4 CONTINUED**

*Contract Status: The local government has grant funds approved in the budget and the PTRC is awaiting local government signature.*

**City of Graham Better Blocks Trailer User Guide: $5,000**

The PTRC was written into a grant to secure a trailer of demonstration project equipment to assist in streetscape and street operation installations that prioritize walkability and bikeability in implement placemaking on streets. The City of Graham planning staff has requested assistance from PTRC to help with meeting facilitation and develop a guidebook for the Better Block Trailer. The trailer will be available to other partners in Alamance County.

*Contract Status: The local government has grant funds and PTRC is awaiting local government signature.*

**City of Reidsville Survey Work for CDBG-I Application: $4,250**

The City of Reidsville requested assistance conducting in person interviews for household income in neighborhoods of the City of Reidsville in need of wastewater infrastructure improvements. The surveys are necessary for completing a competitive CDBG-I grant application to the Department of Environmental Quality. The grant application will be completed by an engineering firm working with the City.

*Contract Status: Local government has signed off on the contract*

**Community Food Strategies Block Grant: $600**

As a result of Blue Cross Blue Shield Foundation funding, Community Food Strategies offered food councils in North Carolina a block grant opportunity. This funding opportunity is discretionary and has a variety of uses. In order to apply for funding applicants had to [1] be a food council, [2] be in the network of local food councils of North Carolina, and [3] complete a brief assessment with a minimum of 2 food council members. Reporting requirements involve a semi-annual short survey over the course of 1 year.

*Contract Status: Community Food Strategies has accepted and awarded the application*

**ACTION REQUESTED:**

Request for approval to enter into contract to provide professional planning and grant administration services up to $363,090 for the following PTRC members: Liberty, Archdale, Asheboro, Walkertown, Kernersville, Graham, Reidsville and Community Food Strategies (NC State University) in FY 19-20 and FY 20-21.

**ENTER IN PAY PLAN MEMO (See PDF)**

**Meeting Dates 2019**

**1398 Carrollton Crossing Drive**

**Kernersville, NC 27284**

**12:00 noon**

|  |  |
| --- | --- |
| PTRC Executive Committee  1st Wednesday | PTRC Board of Delegates  3rd Wednesday |
| ~~January - none~~ | **~~January - none~~** |
| ~~February 6, 2019~~ | **~~February 20, 2019~~** |
| ~~March 6, 2019~~ | **~~March - none~~** |
| ~~April 3, 2019 cancelled~~ | **~~April 17, 2019~~** |
| ~~May 1, 2019~~ | **~~May - none~~** |
| ~~June 5, 2019~~ | **~~June 19, 2019~~** |
| ~~July - none~~ | **~~July - none~~** |
| August 7, 2019 | **August 21, 2019** |
| September 4, 2019 | **September - none** |
| October 2, 2019 | **October 16, 2019** |
| November 6, 2019 | **November - none** |
| December 4, 2019 | **December 18, 2019** |

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

**INFORMATIONAL ITEM 1**

TO: Executive Committee, Piedmont Triad Regional Council

FROM: Anna Leonard, Environmental Planning Coordinator, Regional Planning

DATE: August 7, 2019

RE: VW Settlement Applications for Funding

There is now an opportunity to apply for both the DC Fast Charging Infrastructure Program and Diesel Bus and Vehicle Program as a result of the recent Volkswagen Settlement.

VW Settle Phase I funding is available to local, state, and tribal organizations, public or private nonprofit organizations, and public/private partnerships where the lead applicant represents a public sector. *Government entities may request Phase I funding to cover up to 100% of costs.*

Anna Leonard, PTRC Environmental Programs Coordinator, is available as a local resource for application review, requirements, and to answer any questions. She can be reached at [aleonard@ptrc.org](mailto:aleonard@ptrc.org) or by phone at 336-904-0300.

**Program Overview**

DC Fast Charging Infrastructure Program

Approximately $3.45 million will be available in Phase 1 for Zero Emission Vehicle DC Fast Charge Infrastructure Program. (DC Fast Charge stations are typically able to bring an electric vehicle charge up to 80% capacity in 30-60 minutes). This program is designed to expand the state's ZEV charging infrastructure network along priority designated corridors. A 100-point scale will be used to evaluate eligible proposal applications. Urban/suburban projects and rural projects will be ranked separately.

Diesel Bus and Vehicle Program

This program is a replacement program. Diesel vehicles may be replaced or repowered. These vehicles include diesel powered: school buses, transit buses, clean heavy-duty on-road equipment (i.e. class 4-8 local freight trucks), and clean heavy-duty off-road equipment (i.e. forklifts, airport ground support). NCDEQ may fund projects for Phase 1 up to 100% of the cost of the replacement or repower of a vehicle for government projects. Urban/suburban projects and rural projects will be ranked separately.

Completed applications are due by September 20, 2019 by 5pm. Applications, RFPs, and FAQs are available at <https://deq.nc.gov/about/divisions/air-quality/motor-vehicles-and-air-quality/volkswagen-settlement>.