

# Regional Excellence

The future of working  
together across borders



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*Building Regional Communities*

# About NARC

- National non-profit organization
- Represents multi-jurisdictional regional planning organizations – large and small, urban and rural
- Formed by NACo and NLC; governed by local elected officials
- President Hon. Ron Morrison, Mayor, National City, CA
- Concentrate on four core areas: Transportation; Economic & Community Development; Homeland Security/Public Safety; Environment
- Provides advocacy, training and technical assistance
- Strongly supports building livable, sustainable communities through multi-jurisdictional, regional cooperation in urban, suburban and rural areas that are reflective of local elected decision-making and community choice.



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# Why Regions?

- Integrated and dependent economies
  - The “new” economy demands regional integration and cooperation
    - New workforce
    - Green
- Cross jurisdictional issues
  - infrastructure, development, environment
- Scale



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# Pep Talk...

- Regions are good!
  - Regional Planning Organizations serving locals are fantastic!
  - Support them
    - Make them stronger



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# Roles of Regional Planning Organizations

- Convener
- Neutral table
- Provide essential services
  - Planning
  - Implementation
  - Oversight
  - Training
  - Funding
  - Management
  - Program integration
  - Business services



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# Regional Planning Across the Country

- Many shapes and forms
- One size does not fit all
- Serve many different constituents – singularly or multiple groups depending on type of Planning Association
  - Elderly, workforce training, planners, water quality experts, for example



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# Types of Regional Planning Organizations

- One size does not fit all
  - 500+ regional planning organizations across the country
- Multitude of names and types
  - MPOs, COGs, AAAs, WIA's, RPOs, EDDs, LDDs, ADDs, etc.
  - Some designated by federal law
  - Others by local and/or state compact or law
- Can be service providers
- Can be planning agencies
- Can build, manage and maintain
- Governance varies
  - Single boards, multiple boards, joint boards of various compositions



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# Regions

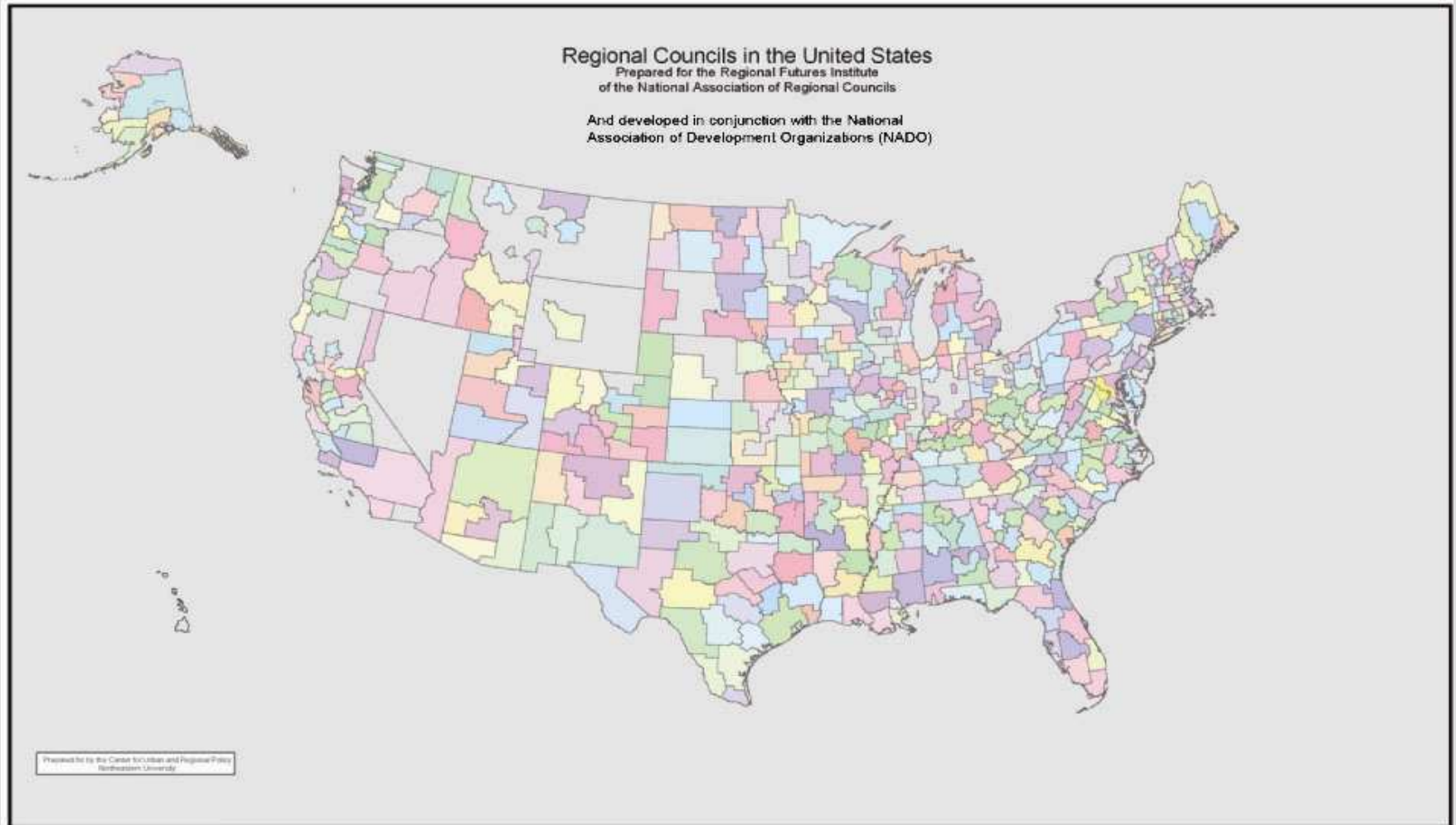
- Can be:
  - Full Service - Multiple agencies and functions (MARC)
  - Full Service but not MPO (NACOG)
  - Partial Service not MPO (TBRPC)
  - Partial Service + MPO (MWCOCG)
  - Single service (EDD's or MPO's for example) (Yuma MPO)



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# Regions



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# Trends

- Issues become larger – bigger than any one jurisdiction
  - Stall in economy, Job loss, Environmental concerns
- Some COGs becoming more relevant
  - Others struggling because of budget constraints – mission constraints
- Traditional Roles
  - Transportation, water, EDA
- Cutting edge



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# Comparison

- Not all COGs/MPOs are multi function...some limited by law or compact....
- Regional Comprehensive Planning Program ✓
- Local Assistance Planning ✓
- Sewer Service Area (uncommon) ✓
- Transportation planning ✓
- Open space and recreation planning (uncommon) ✓
- Economic Development and Housing ✓
- Environmental Management Planning (uncommon) ✓
- GIS ✓
- Robust and diverse portfolio



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# New Ideas/Roles

- **Expand program and funding portfolios....**
- Private sector business services
  - Location services, business attraction, marketing, planning (Pittsburgh)
- “Out of the box” programs/projects
  - Broadband provider, GIS, Surveys, Public safety and security, education services, energy, food
- Training
- Certifications, one stop shop, management and local government business services
- “One Voice” (coordinated regional messaging) for Congress, State House, others..



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# Marketing and Focus

- Must be value added
- Must provide service
- Should provide cost savings
  - Joint purchasing, planning services, training, etc...
- Do programs/projects locals can't, don't want to, or COG would be more effective at as a whole (watershed planning for example, Texas COGs another example).
- Should have public/private participation and a whole slew of partners but be governed by local elected officials.



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# Grant/Program Opportunities

- Funding through many different means
  - Membership
    - Each jurisdiction or member pays (statutorily or through agreement) a fee
  - Fee for service
    - Business services, planning contracts, etc
  - Dues
    - Members pay an amount equal to some negotiated schedule (population or budget for example)
  - Grants
    - Operate on state or federal grants
  - Programs
    - DOL (training), EDA, DOE (Sunspot), HUD (sustainability), FHWA (TIGER), for example
  - Foundations/Philanthropic funding



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# “New” Process for Funding

- Don't wait for funding – find it...
- Establish priority
  - Mission
    - Define projects/concept
- Find funders
  - Local agencies, state offices, regional/state federal agency reps, federal HQ's, Congressional support, foundations, private, universities



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# Fostering Regional Leadership

- Many levels of local and overlapping jurisdictions
  - Fewer defined “regions”
- Competition for scarce resources
- Economies of scale
- Cooperation sets the locals above competition
  - Competition is not just the town next door...China, India, Brazil
- Regionalism opens door for new opportunities



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# Urban/Rural Continuum

- Critical to understand the linkages between urban and rural communities
- Commuter sheds, aviation, logistics, telecommunications, and other technologies leads to a inter-relationship never before realized
- Leads to economies of a massive scale



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# Infrastructure

- U.S. economic conditions is hitting everything – federal, state and local budgets are under constraints and cuts.
- ASCE has given our nation's public infrastructure a *D*, estimating that it will cost **\$2.2T** over the next five years just to repair current infrastructure
- Japan, China, India and the EU are investing much more in infrastructure



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# Infrastructure

- The U.S. spends **less than 1% of GDP** on infrastructure
  - China spends 9%
  - India spends 3.5%
- Federal infrastructure spending accounted for 10% or more of the budget from 1959 -1966
- TODAY, federal spending on infrastructure is approx. 3% of total federal budget
- States and localities account for around **75% of total infrastructure spending**



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# Workforce

- According to business surveys, there are currently 4 generations in the workplace. Those born before 1945 (called Veterans), those born between 1945 and mid-1960 (called Boomers), those born between 1965 and 1980 (known as Gen Xers), and those born after 1980 (either Nexters or Gen Yers).
- This creates a minimum age span difference of at least 35 years.



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# Workforce

- The workforce is aging
- The workforce is becoming smaller
- Foreign born workers/immigrants in workforce rising
  - Still difficult to attract and retain this workforce
  - H-visa and immigration law impacts our ability to recruit and retain high skilled foreign born workers.
- There will be a critical gap in demand and supply in the work force as baby boomers retire, our population drops off and less skilled workers enter the work force.



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# Telework

- Telework employees are just as if not more productive and happier, on average - according to Penn State study.
- \$15,000 on average to support a 200 sq. ft. cubical
- Some firms abandoning offices all together
- Cost of fuel at \$4.00 a gallon
- Allows for innovative recruitment and retention of employees across jurisdictions including state lines.



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# Green Jobs

- Labor unions view these new jobs as replacements for positions lost to overseas manufacturing and outsourcing. Urban groups view training in green jobs as a route out of poverty. And environmentalists say they are crucial to combating climate change." :New York Times
- a report commissioned by the American Solar Energy Society said that the nation **had 8.5 million jobs in renewable energy or energy efficient industries. And Jerome Ringo, president of the Apollo Alliance, predicted that the nation could generate three million to five million more green jobs over the next 10 years.**
- Green jobs are especially good "because **they cannot be easily outsourced**, say to Asia \*according to Green for All



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# Green Jobs

- Joy Clark-Holmes, director of public sector markets for **Johnson Controls**, which manages heating and cooling systems in buildings nationwide, sees strong job growth in the green economy.
- Her company's building efficiency business, she said, expects to **hire 60,000 workers worldwide** over the next decade.
- *Pathways Out of Poverty*
  - NARC Grant - \$7.9 million with 2 national and 4 regional partners to train from Deconstruction, Building Performance, HVAC, Solar and Wind



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# Thank You For Participating!

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