

# Kerr-Tar Regional Council of Governments



# Table of Contents



*Click this icon on any page to return to the Table of Contents*

---

3 Message from Board Chair

---

4 Board of Directors & KTCOG Staff

---

7 Area Agency on Aging

---

13 Housing & Home Rehabilitation

---

15 Planning & Economic Development

---

18 Workforce Development

---

23 Finance & Administration

---

26 Marketing & Communications

# Board Chairman's Remarks

Leo Kelly, Jr.

I have enjoyed the opportunity to serve as Chairman of the COG Board of Directors for 2020-2021. I was forced to learn quickly how to use and adapt to technology. I consider myself technologically challenged, however Zoom became the new norm of conducting meetings. Diane Cox and staff made my term workable and manageable. A special thanks to Susan Tucker and Katie Conner for ensuring we had a quorum and the financials were taken care of. Region K was faced with many challenges during the pandemic and our COG staff rose to meet the needs of the region. In addition to their regular duties, the COG staff was able to continue implementing and providing services that enhanced the quality of life for citizens in our community. I was extremely pleased to see the COG assist our communities in a variety of ways during the COVID-19 pandemic, including offering business loans, providing support services by partnering with Duke University Health System, and offering virtual hiring events to meet the needs of employers and job seekers. It has been quite the year, and I'm glad to be looking at 2020 in the rear view mirror. I wish the new COG Board Leadership the best for 2021-2022.



# Board of *Directors*

## Franklin County

Wanda Henderson  
Dazale Vines Kearney  
Michael Schriver  
Marsha Strawbridge (Dunn)  
Dr. Phil Meador (Franklinton)  
Betty Wright (Louisburg)  
Fonzie Flowers (Youngsville)

## Granville County

David Brooks  
Francine Chavis  
Zelodis Jay  
Tom Lane (Butner)  
Kechia Brustmeyer-Brown (Creedmoor)  
Quon Bridges (Oxford)  
Kevin Easter (Stem)  
Michael Williford (Stovall)  
David Smith (at large)  
Jeff Tingen (at large)

## Person County

Treco Lea-Jeffers  
Kenneth Perry  
Derrick Sims  
Reggie Horton (Roxboro)

## Vance County

Mary W. Anderson  
Carolyn Faines  
Leo Kelly, Jr.  
Eddie Ellington (Henderson)  
Jerry Joyner (Kittrell)  
Ruth Nance (Middleburg)  
Danny Wright (at large)

## Warren County

John Alston  
Jennifer J. Pierce  
Walter Powell  
Carroll Harris (Macon)  
Wayne Aycock (Norlina)  
Walter Gardner (Warrenton)

## Board Officers



**Chairman**  
Leo Kelly, Jr.  
Vance Co.  
Commissioner



**Vice Chair**  
Walter Gardner  
Mayor of  
Warrenton



**Treasurer**  
Zelodis Jay  
Granville Co.  
Commissioner



# Our Team

## KERR-TAR COUNCIL OF GOVERNMENTS

### *Administrative Staff*



**Diane Cox**  
Executive Director



**Donna Lee**  
Finance Manager



**Katie Conner**  
Finance Assistant



**Beth Davis**  
Regional Engagement  
Specialist



**Susan Tucker**  
Administrative Assistant

## KERR-TAR COUNCIL OF GOVERNMENTS

### *Area Agency on Aging Staff*



**Nancy Francis**  
Area Agency on Aging  
Director



**Kimberly Hawkins**  
Long Term Care  
Ombudsman



**Mary Lynn Baldwin**  
Aging Specialist



**Austin Caton**  
Family Caregiver  
Support Specialist



**Susan Tucker**  
Administrative & Aging  
Assistant



# Our Team

## KERR-TAR COUNCIL OF GOVERNMENTS *Planning & Development Staff*



**Michael Kelly**  
Planning &  
Development Director



**Stephanie Harmon**  
Regional Planner/  
RPO Coordinator



**Frank Frazier**  
Zoning Administrator



**James Cunningham**  
EDA CARES Act  
Coordinator



**Kisha High**  
Safe Routes to School  
Coordinator

## KERR-TAR COUNCIL OF GOVERNMENTS *Workforce Development Staff*



**Lou Grillo**  
Workforce Development  
Director



**Desiree Brooks**  
Business Services  
Manager



**Deborah Cozart**  
Performance &  
Accountability  
Coordinator



**Sharon Thomas**  
Youth Project  
Coordinator/  
EO Officer



**Kelly Hundley**  
Workforce Development  
Program Specialist



# Area Agency on *Aging*



Kerr-Tar Area Agency on Aging (KTAAA) works within federal mandate to inform, advocate, and plan for community based services on behalf of older adults. KTAAA supports our region's Senior Centers by providing program funding and serving as an interface with federal, state, and local resources. The service goal of KTAAA is to enable older adults aged 60 and better to live independently in their homes and communities of choice. KTAAA manages several funding streams for older adult services, including HCCBG, Families First, and CARES.



# Aging Report

## 2021 Overview

- **New tag line for AAA:** Your Anchor for Aging. This tag line has been integrated into all advertising efforts. Just as an anchor provides stability and connection, KTAAA is a dependable and engaging resource for our region's older adults and their support networks.
- **COVID-19 Efforts:** KTAAA implemented changes to services and programs offered throughout the region. This spurred community organizations to come together to support the region's citizens.

## Funding Streams

Kerr-Tar Area Agency on Aging manages several funding streams for older adult services in the region. These include:

- **Home & Community Care Block Grant (HCCBG):** \$1.9 million to our Senior Center providers, for a wide range of services for older adults in our community, including nutrition programs, transportation, in-home aide services, home accessibility modifications, and more.
- **General Purpose Funds** for each of the region's senior centers (see chart on p. 9).
- **COVID-19 Support Services Program** is an innovative grant program, through NC Department of Health & Human Services, to support individuals in targeted counties who need supports to successfully quarantine or isolate due to the pandemic. Duke University Health System was awarded the grant in 2020 to serve Durham, Vance, and Granville counties, later extended to Wake, Franklin, and Warren counties. The program provides Covid supplies, food assistance, transportation, medication delivery, and Covid relief payments. Kerr-Tar AAA provided Covid supplies (PPE) and emergency food boxes to regional residents.
- This year, KTAAA received funding from two federal grants related to the Major Disaster Declaration:
  - **Families First:** allocated to our five senior center providers, based on Intrastate Funding Formula (IFF) (population based, set by government).
  - **CARES Funds:** allocated to our five senior center providers based on IFF, and for direct services by KTAAA for direct nutrition services and housing & home improvement services.





# Aging Report

## 2021 Allocations

<u>County</u>	<u>HCCBG</u>	<u>General Purpose</u>	<u>Families First</u>	<u>CARES (ends 9/30/21)</u>	<u>Total Funding</u>	<u>Total Clients Served</u>
Franklin	\$497,941	\$21,030	\$59,957	\$59,959	\$638,887	334
Granville	\$471,546	\$17,525	\$56,229	\$56,229	\$601,529	659
Person	\$348,650	\$10,515	\$38,699	\$38,699	\$436,563	225
Vance	\$363,380	\$10,515	\$44,151	\$44,151	\$462,197	549
Warren	\$264,986	\$10,515	\$26,797	\$26,796	\$329,094	1070
KTAAA Direct Services	n/a	n/a	n/a	\$340,696	\$340,696	10,312
<b>TOTAL</b>	<b>\$1,946,503</b>	<b>\$70,100</b>	<b>\$225,833</b>	<b>\$566,530</b>	<b>\$2,808,966</b>	<b>13,149</b>

## 2021 Units Delivered per Funding Source & Service

<u>Funding Source</u>	<u>Service</u>	<u>*Units Delivered</u>
HCCBG	Meals	92,465
	Transportation (trips)	4,099
	In-Home Aide	26,032 hours
	Housing & Home Improvement	\$4,751
	Family Caregiver	\$12,000
	<b>Total Units: 139,347</b>	
Families First (meals only)	Meals	38,174
	<b>Total Units: 38,174</b>	
CARES (through 9/30/21)	Meals	41,971
	Family Caregiver	\$12,410
	Housing & Home Improvement	\$45,415
	In-Home Aide	1,999 hours
<b>Total Units: 101,785</b>		

**TOTAL UNITS ACROSS ALL FUNDING SOURCES: 279,396**

\*1 Unit = 1 Meal, 1 Trip (transportation), 1 Hour (in-home aide)



# Aging Report

## Area Aging Plan

The goals of the Area Aging Plan for 2020-2024 were severely curtailed by the pandemic. Without access to long-term care facilities and senior center providers for most of the fiscal year, programs weren't able to be conducted as originally planned. The four goals, set by the state, are listed below with the KTAAA achievements beneath each one.

- **Goal 1:** Older North Carolinians will be safe from abuse, neglect, and exploitation, and have their rights protected.
- KTAAA Achieved:
  - Multiple staff training events and resident activities related to residents' rights and prevention of elder abuse
  - Elder Abuse Awareness Day (mid-June) events, in-person and drive-by; **six Elder Abuse Awareness events** held throughout the region with **850 participants**
  - Elder Abuse Awareness billboards, yard signs
  - Radio Program on WIZS (Henderson) in early June on Elder Abuse Awareness
- **Goal 2:** Create opportunities for older adults and their families to lead active and healthy lives.
- KTAAA Achieved:
  - Provided **172,610 meals** to thousands of older adults
  - Installed accessibility ramps and **provided accessibility modifications to 12 older adults**, enabling them to safely leave their homes
  - Distributed **10,500 personal protective equipment (PPE) bags** to older adults for use during the pandemic
  - Supplied senior center providers with pandemic-related safety equipment including thermal scanners and disinfecting machines
- **Goal 3:** Support and encourage older adults of all backgrounds and their support systems to access information that helps them to make informed choices about support services at home or in the community.
- KTAAA Achieved:
  - Staff fielded **240 Information & Assistance calls**
  - KTAAA is now a part of the statewide referral system, NCCare360
- **Goal 4:** AAA will lead efforts to strengthen service delivery and capacity engaging community partners to increase and leverage resources.
- KTAAA Achieved:
  - Because of the pandemic, KTAAA now works with **32 community partners** in each county to provide emergency and ongoing food
  - Currently exploring service partnerships with a number of non-profit businesses & faith based communities



# Aging Report

## 2021 Family Caregiver Programs & Services

Between regular annual funding and pandemic-related funding, the Family Caregiver program accomplished the following:

- Caregiver directed vouchers: supported **45 family caregivers**
- Provided remote safety monitoring devices to **28 clients**
- Distributed **5 robo-pets** to individuals living with dementia
- Conducted a virtual Powerful Tools for Caregivers class, serving **8 clients** & their families
- Established a geo-targeted presence on WRAL website, generating **2,072,510 impressions, 3,491 clicks, and a Click Through Rate of 0.17%** (more than double the industry average display ad benchmark of 0.08%)



## Ongoing Aging Activities

- Partnering with multiple community based organizations to provide food throughout region
- The Aging Staff now includes
  - One certified Options Counselor, assisting older adults transition to their home of choice, with a second staff person currently enrolled and should be certified within the year
  - One certified Bingocize instructor
- Planning for Senior Games 2022 is underway. Our Aging Specialist has enlisted professionals from our region's Parks & Recreation departments to manage the athletic events. Senior Center providers are key participants in both the athletic events and SilverArts.
- Family Caregiver Specialist web presence includes regular event and information postings, expanding reach virtually
- Regional Aging Ombudsman conducted multiple events educating facility staff advocating for residents' rights
- Ongoing participation in Regional Aging Advisory Committee (RAAC) and Senior Tar Heel Legislature (STHL)



# Aging Report

## Programs & Events

Events & Outreach efforts in the first eight months of the fiscal year allowed connection with over **5,500 regional residents**. Virtual participation was a new avenue for staff and participants. Online classes are now offered, with a strong web presence via the COG website, WRAL.com advertising, and the Family Caregiver Facebook page.

- Operation Fan Heat Relief 2020-2021: Again this year, thanks to a Duke grant to DHHS, KTAAA purchased **191 fans**, distributed by our senior center providers to our region's older adults who needed relief from summer heat.
- SHIIP Counseling: Ongoing for new Medicare enrollees, and annual Open Enrollment October-December. **Total savings for clients of \$642,304 and Total number of clients assisted was 1,175.**
  - *Note: This is a reflection of all SHIIP counselors in the region.*
- Duke Support Services Program: Provided personal protective equipment (PPE) to over **5,200 individuals** in the region
- Community Health Fairs & Events: **11 events; 1,540 participants**
- **4 Workshops**
- Family Caregiver Support Group (Vance County)
- Radio Shows on WIZS (topics: Medicare Open Enrollment, Voting, Mental Health, Elder Abuse Awareness, Family Caregiving)



# Housing & Home Rehabilitation



Kerr-Tar Regional Council of Governments administers two housing and home repair programs to assist with essential and critical repairs to homes that are owned by lower-income residents. The fiscal year for both of these programs is January-December 2020. The Urgent Repair Program (URP) provides funding for up to \$10,000 in home repairs per recipient, and the Essential Single Family Rehabilitation (ESFR) loan provides up to \$30,000 in home repairs per recipient.

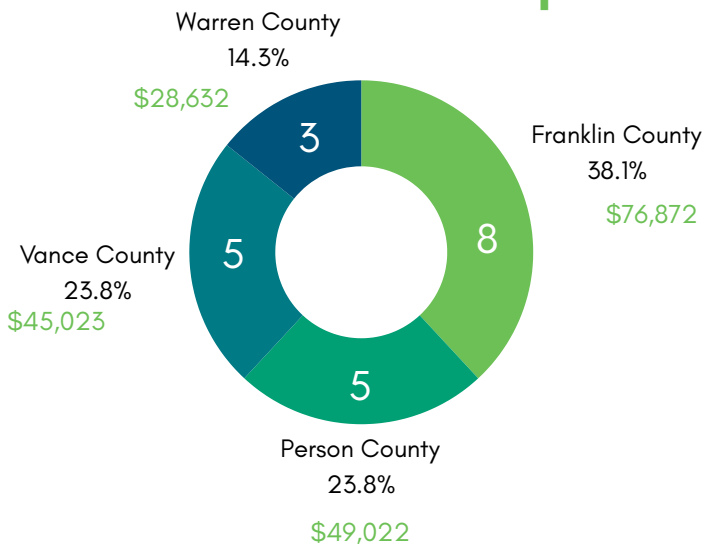


# Housing Report

## Urgent Repair Program (URP)

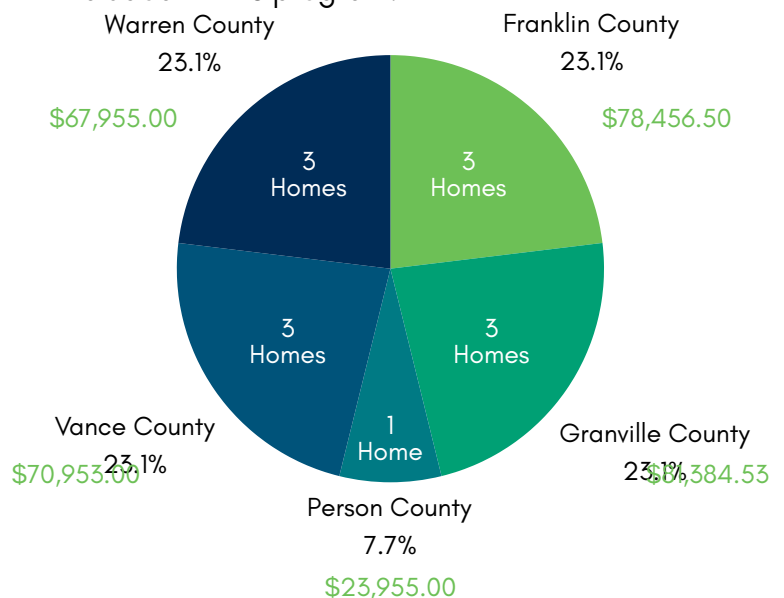
The Urgent Repair Program assists residents in the counties of Franklin, Granville, Person, Vance, and Warren, and finances emergency home repairs for homeowners who are elderly or have special needs, and whose incomes are below 50% of the median for the area. The maximum amount of the loan available per homeowner is **\$10,000**. A total of **21 households** were assisted in the January-December 2020 fiscal year, with a total spending of **\$199,549**. Four of the region's five counties had homes that were included in this program.

### Number of Homes Repaired

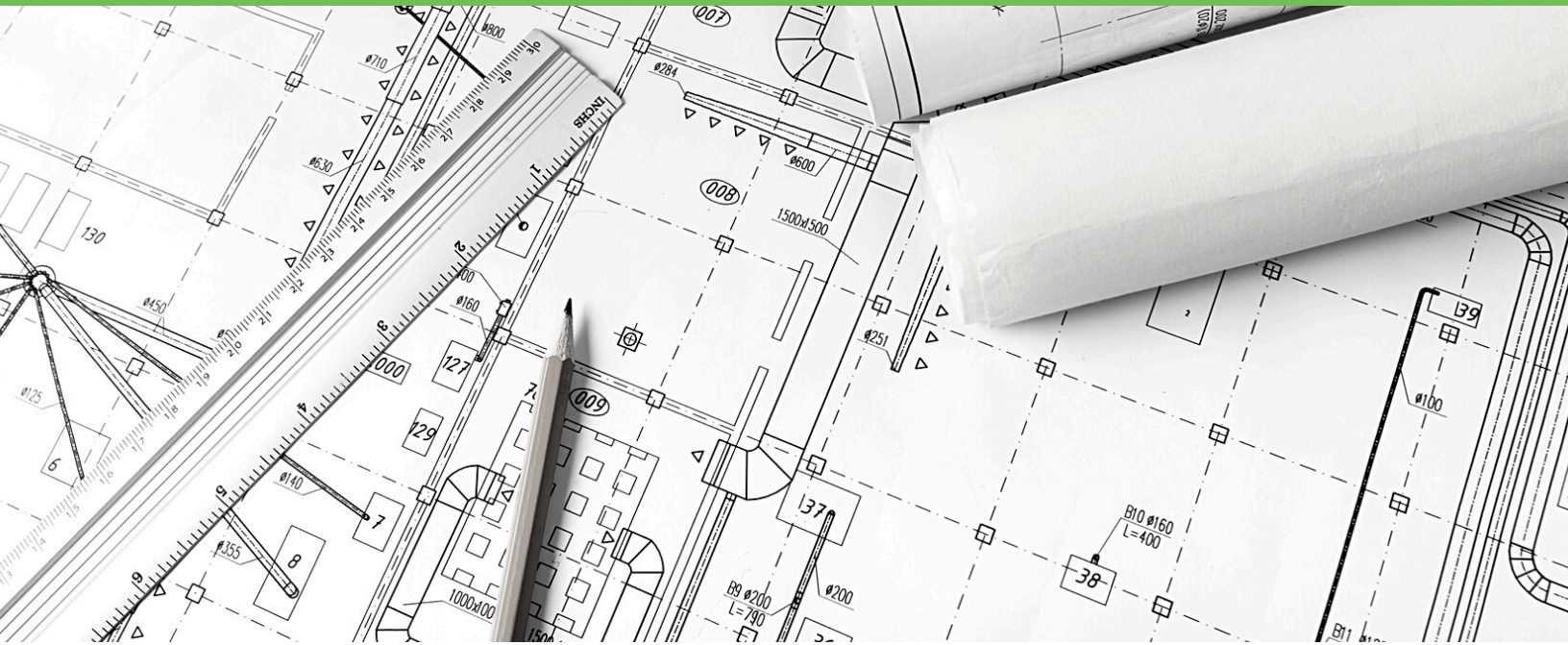


## Essential Single Family Rehabilitation Program (ESFR)

The Essential Single Family Rehabilitation Program (ESFR) assists residents in the counties of Person and Vance, and finances essential and critical repairs to single-family homes that are owned and occupied by lower income households (less than 80% area median income), with one or more adults age 62+, disabled, or Veteran full time household members, and/or a child under the age of 6 who is at risk of identified lead hazards in the home. The maximum amount of the loan available per homeowner is **\$30,000**. A total of **13 households** were assisted in the January-December 2020 fiscal year, with a total spending of **\$322,704.03**. All five counties in the region had homes that were included in this program.



# Planning & Economic Development



The main goal of the Planning & Economic Development Department this year has been to assist our region's communities in applying for grants so they can get back up and running after the effects of the COVID-19 pandemic. Additionally, there have been a number of transportation projects underway, which help to make the region's roads, bike trails, and airways more accessible.



# Planning Report

## Programs & Events

**\$2.7  
million**

COVID  
Relief Funds  
Distributed

COVID Relief Funds were used for the following: Paycheck Protection Program, Economic Injury Disaster Loan, Job Retention Grant, Rapid Recovery Loans, Local Government, payments to families, Governor's Emergency Education Relief, Elementary & Secondary School Emergency Relief, Higher Education Emergency Relief Funds, hospitals, and Provider Relief Funds.

**\$992,010**

Grants  
Received

Grant administrative services performed, including: reporting to granting agencies expected job growth and increased wages.

**90+**

Regional  
Assets Listed  
on Visit NC  
Farms App

The Visit NC Farms mobile app from the NC Department of Agriculture connects users to local farmers, seasonal family events, road trip itineraries and more. The Kerr-Tar COG is considered an early adopter of this initiative, being the first COG in the state to apply as a region rather than individual counties.

**12**

Communities  
Assisted w/  
Planning, Zoning  
&/or Tech.  
Assistance

In addition to all five counties receiving technical assistance, 7 municipalities received assistance with documentation being submitted to the Pandemic Recovery Office, including: Bunn, Kittrell, Louisburg, Macon, Middleburg, Norlina, and Warrenton. There is ongoing assistance with Bunn with their Planning and Zoning and 160D update, as well as ongoing assistance with Louisburg with their waterline infrastructure grant administration through CDBG-I.





# Planning Report

## Programs & Events

**225**

Bicycle Helmets  
Distributed via  
Safe Routes to  
School

A record number of children across North Carolina received bicycle helmets through the NC Department of Transportation's Bicycle Helmet Initiative as part of ongoing efforts to reduce bicycle injuries and deaths. The Kerr-Tar region is pleased to announce 5 regional partners that applied and received helmets including Downtown Oxford Economic Development Corporation, Henderson Family YMCA, City of Oxford, Town of Warrenton Police Department, and Vance County Schools.

**12**

Small  
Business  
Loans for

**\$580,000**

2 Franklin County businesses received loans totaling \$140,000  
4 Granville County businesses received loans totaling \$125,000  
2 Person County businesses received loans totaling \$110,000  
3 Vance County businesses received loans totaling \$190,000  
1 Warren County business received loan totaling \$15,000

**37**

Regional  
Transportation  
Projects  
Submitted to  
NCDOT

Submitted projects included: modernize roadways, widen existing roadways, construct roadways in new locations, improve intersections, improve and construct new multi-use trails, improve and construct sidewalks, increase number of public transportation vehicles, construct park & ride lots, construct shelters for shuttle routes, construct rail infrastructure, track construction, grade separations, new rail signal installations, construct corporate hangars, construct & improve taxiways.

**347**

NCDOT 5310  
Grant Recipients

This NCDOT Grant, administered by Kerr-Tar COG, provides transportation services to medically necessary trips (such as dialysis, doctor appointments, and physical therapy) among residents in the 5-county region. KARTS provides transportation for residents of Franklin, Granville, Vance, and Warren counties, while PATS provides transportation for residents of Person County.



# Workforce Development



The Kerr-Tar Workforce Development Board is committed to making Region K a great place to have a business, to find educated and skilled employees, and a great place for job seekers to find programs and training that will make them well qualified employees. The workforce system faced a number of obstacles during the program year, but the workforce team incorporated numerous system innovations and creative solutions involving system partners and teamwork. This helped to accomplish what was necessary to achieve the shared goal of serving the community and providing services and communication to the community.



# Workforce Report

## Workforce Development Board

<b>Kelli London</b>	Franklin County	Representative
<b>Timothy Karan</b>	Granville County	Representative
<b>Derrick Sims</b>	Person County	Representative
<b>Leo Kelly</b>	Vance County	Representative
<b>Victor Hunt</b>	Warren County	Representative
<b>Hal Muetzel, Board Chair</b>	Express Personnel	Owner
<b>Fred Keller, Board Vice Chair</b>	Wake Electric	Manager of Member Services
<b>Sara Lloyd, Board Secretary</b>	NC Community College System	Regional Director Customized Training
<b>Jeff Tingen</b>	Altec Industries	Regional Human Resources Manager
<b>Phillip Betts</b>	Cornerstone Church	Pastor, Isaiah 58 Jobs for Life
<b>Monica Satterwhite</b>	NCWorks Career Center	One-Stop Operations Manager
<b>Gordon Agingu</b>	Vocational Rehabilitation	Regional Manager
<b>John Alston</b>	A&S Pest Control	Owner
<b>Harry Mills</b>	Granville County EDC	Director
<b>Allen Winston</b>	Winston International	CFO
<b>Josh Laureore</b>	Amcors Rigid Packaging	HR Manager
<b>Vanessia Cooke-Alvarado</b>	Dill Air Controls	HR Manager
<b>John Draggio</b>	Walmart, Henderson	General Manager
<b>Tana Chamberlain</b>	Mako Medical Laboratories	Operations Manager
<b>Tonya Wilson</b>	D&J Furniture	Manager
<b>Norman Terrence Wilson</b>	American Postal Workers Union	Member
<b>David Haynes</b>	IBEW NC/SC	Lead Organizer
<b>Jerry Edmonds</b>	VGCC	VP Workforce & Com. Engagement
<b>Dawn Michelle Tucker</b>	Piedmont Community College	Dean of Continuing Education

## Career Centers

### Granville County

111 Hilltop Village  
Oxford, NC 27565  
919-693-2686  
M-W, F 8:30 am-5:00 pm  
Th 8:30 am-12:00 pm

### Person County

105 N. Main St.  
Roxboro, NC 27573  
336-599-0032  
T-Th 8:30 am-5:00 pm

### Vance County

857 S. Beckford Dr.  
Henderson, NC 27536  
252-438-6129  
M-W, F 8:30 am-5:00 pm  
Th 8:30 am-12:00 pm

### Warren County

210 W. Ridgeway St.  
VGCC Campus Bldg 1  
Warrenton, NC 27589  
252-257-3230  
M-T 8:30 am-5:00 pm



# Workforce Report

## Finish Line

Number of Customers Served: **5**

Total Grant Amount Spent: **\$2,726.91**

### Client Testimonial: Natalie Dupuy

Sometimes life throws you a curve ball right when you've been used to hitting balls out the park. This past March during the end of my first year as a nursing student, my multi-generational home decreased tremendously all of a sudden. We went from a 4-adult income home to a minimum income home, which left me and my family in a financial bind. With the help of my instructors Mrs. Wall and Mrs. Parker, I was able to obtain information and apply for the Finish Line Grant to assist with my financial woes. The assistance from the Finish Line Grant allowed me to focus on finishing the semester without wondering how I would be able to pay necessities. I am forever grateful for the program and all that it stands for!



## Total Workforce Numbers

Total Individuals Served in WIOA	<b>190</b>
Total Services Provided in WIOA	<b>1,320</b>
Total Individuals Served in WP	<b>10,102</b>
Total Services Provided in WP	<b>78,756</b>

## Employer Numbers

Number of Employers Served	<b>323</b>
Total Services Provided to Employers	<b>1,638</b>

## Additional Data

Veterans Served	<b>108</b>
Total Credentials Attained	<b>58</b>



# Workforce Report

## Adult & Dislocated Worker Program

### Success Story: Archie Burwell

Mr. Archie Burwell of Vance County was displaced from employment as a tour bus driver due to the economic downturn due to COVID-19. He has held a CDLA license for many years, but driving a tour bus does not require a CDLA, therefore his experience did not apply to the many truck driving positions for which he applied. He contacted the Career Center seeking a refresher course. This training was not supported, however he was enrolled into WIOA in order to receive in-depth re-employment services. He was also referred to Business Services for job placement.



Select Products Holdings had recently opened a new location in Henderson, NC. They were seeking a driver to transport their raw materials from their Pennsylvania and New York locations to North Carolina, as well as someone to deliver products to customers along the East Coast. Mr. Burwell's knowledge of the routes made him an excellent candidate, but he lacked the recent CDLA experience needed.

An On the Job Training plan was developed to provide the skills Mr. Burwell needed for this position. He was trained in using the tracking hardware and software required to drive over the road tractor trailers. He received training in all other aspects of OTR hauling, as needed to perform the job for Select Products. Mr. Burwell successfully completed his training and continues to be happily employed.

### Adult & Dislocated Worker Numbers

Work Experience (WEX)	3
On-the-Job Training (OJT)	8
Occupational Skills Training (OS)	27
Individuals Hired	382
Adult Individuals Served	73
Adult & Dislocated Worker Total Services Provided	552



# Workforce Report

## Youth Programs

Miranda Brown enrolled in the Workforce Innovation & Opportunity Act (WIOA) Youth Program at Vance-Granville Community College in May 2019 to participate in a work experience activity and to pursue her Associate in Arts Degree. Miranda's work experience placement was with VGCC's Business Office as a switchboard operator. After two work experience placements, Miranda was hired as a part-time switchboard operator. Her supervisor was very pleased with her job performance and recommended her for part-time employment at VGCC. Miranda has assisted with many events and projects at the college, and has been involved in many school activities. She was the secretary for the Student Government Association and participated in the drama production of "26



to bring the production to the community by Zoom during the pandemic. While pursuing her degree, Miranda received a Presidential Scholarship and was on the Dean's List. She received her Associate's Degree in Art in May 2021 and plans to attend East Carolina University in the coming year to obtain a Bachelor's Degree in Mass Communications.

## Youth Program Numbers

- WEX **22**
- OJT **1**
- OS **30**
- Youth Hired **21**
- Youth Total Services Provided **768**
- Youth Individuals Served **115**



# Finance & Administration

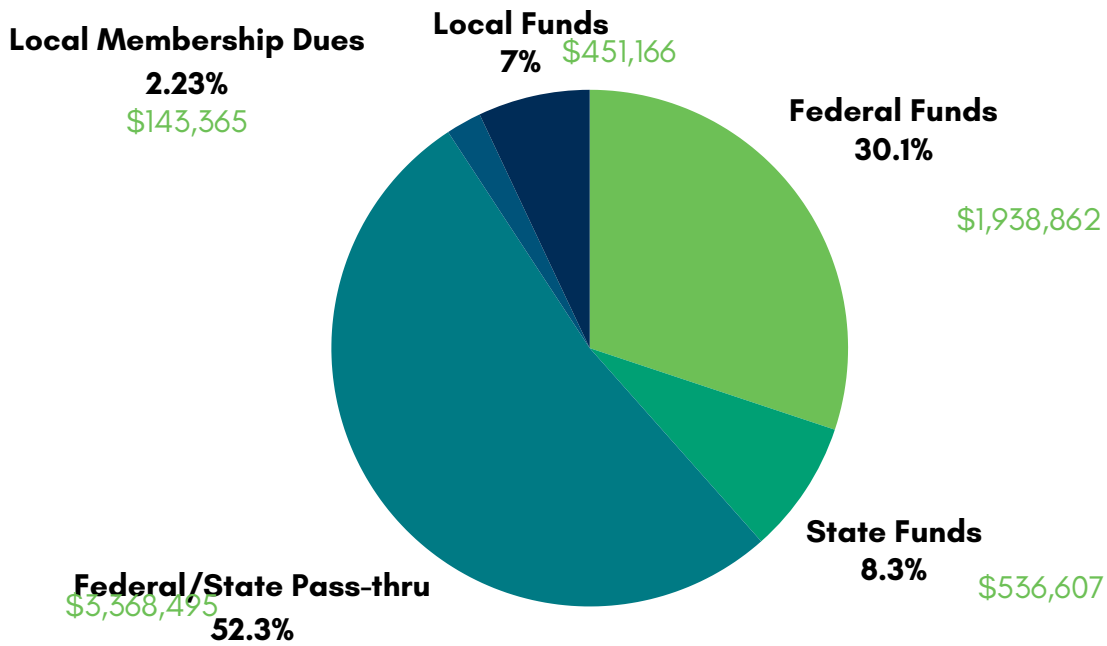


Kerr-Tar Region Council of Governments' Finance Department maintains the accounting and financial management system in order to comply with North Carolina Local Government and Fiscal Control Act, as well as other requirements of its funding partners.

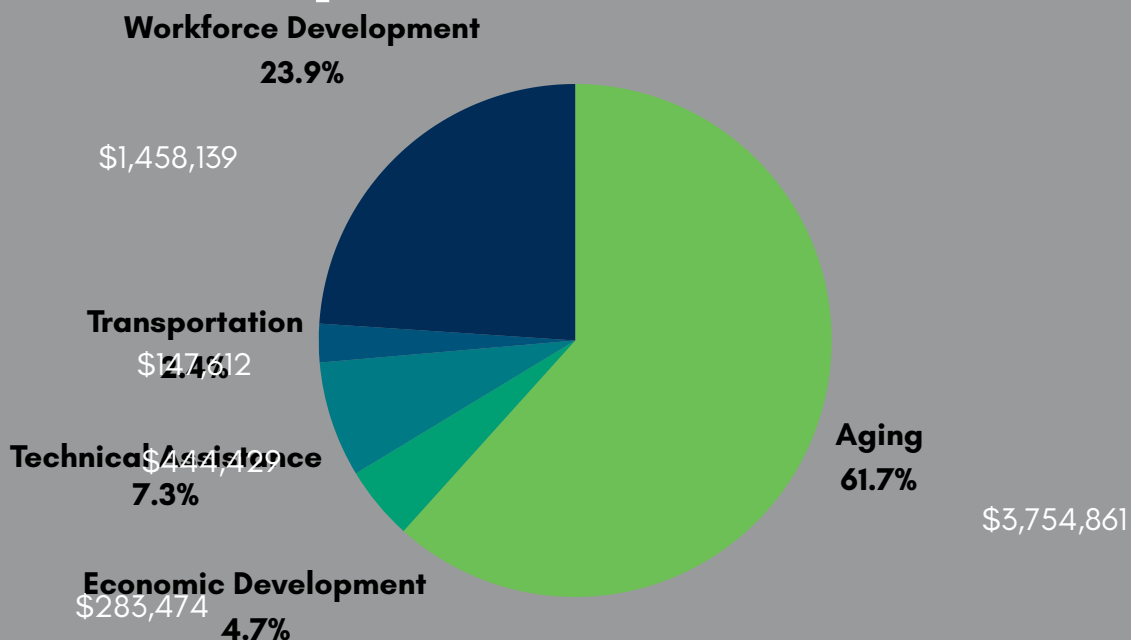


# Finance Report

## KTCOG Revenues: \$6,438,495

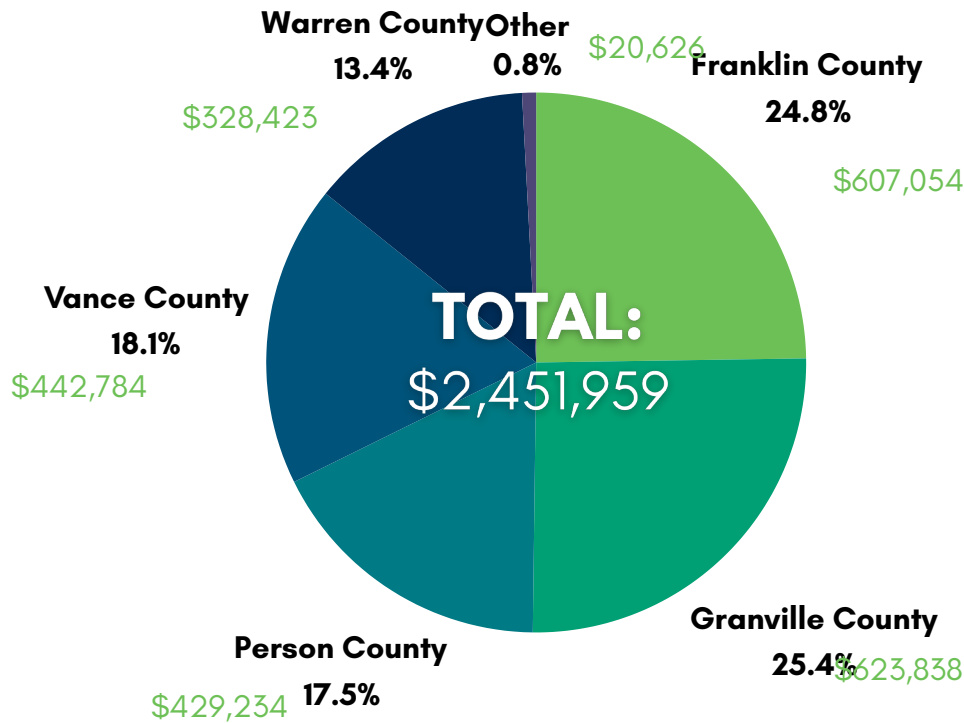


## KTCOG Expenditures: \$6,088,515



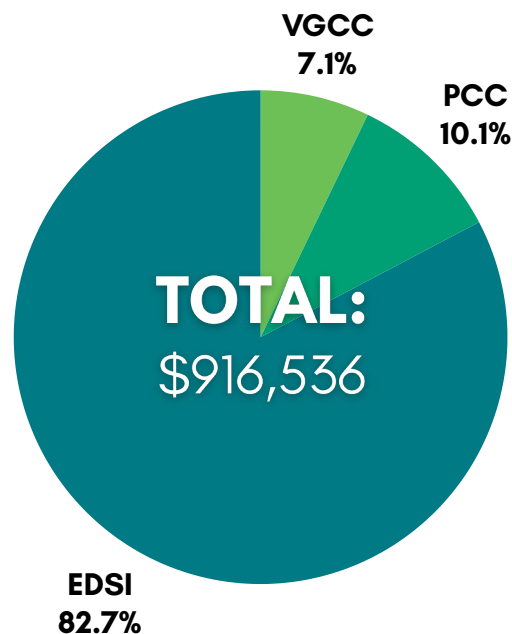


# Finance Report



## Area Agency on Aging Funds

## Workforce Development Funds



# Marketing & Communications



The main goal for marketing & communications this year was to build on the branding established the previous year expand into more areas of marketing. A new Kerr-Tar COG Instagram account was created to reach a different audience. Outreach included press releases, radio programs, newspaper ads, radio ads, social media ads, billboards, WRAL.com advertising, flyers, pamphlets, brochures, newsletters, banners, and more. Guidance was provided to staff members on how to emulate brand consistency.



# Marketing Report

## Marketing & Communications Efforts

- **Newspaper:** There are 6 newspapers in the Kerr-Tar Region including The Courier-Times (Roxboro), The Daily Dispatch (Henderson), The Franklin Times, The Lake Gaston Gazette, The Oxford Public Ledger, The Warren Record. In these area newspapers, we have published:
  - **13 Press Releases**
  - **6 Paid Ads**
  - **2 Public Hearing Notices**
  - **1 Article**
- **Social Media:** In addition to Facebook, Kerr-Tar COG branched out by adding Instagram as a social media platform.
  - Kerr-Tar COG Facebook Page
    - **239 Followers**
    - **238 Posts**
    - **1 Video**
    - **3 Boosted Campaigns**
  - Kerr-Tar Area Agency on Aging Facebook Page
    - **339 Followers**
    - **76 posts**
  - Kerr-Tar Works Facebook Page
    - **686 Followers**
    - **320 Posts**
    - **8 Videos**
  - Kerr-Tar COG Instagram
    - **96 Followers**
    - **112 Posts**
    - **1 Reel**
- **Additional Resources:** Flyers, brochures, handouts, etc.
  - **\_\_\_ Tri-fold Brochures**
  - **\_\_\_ Flyers**
  - **\_\_\_ Bookmark Flyers**
  - **12 Newsletters**
    - 12 COG w/ mailing list of 334
- **Radio:** The Kerr-Tar COG has worked with WIZS in Henderson, WKRX in Roxboro, and WLUS in Oxford to get the word out about our services and programs.
  - WIZS: Kerr-Tar COG began a monthly program in 2021 to highlight one aspect of the many services and programs offered. The programs highlighted have been Powerful Tools for Caregivers, Caregiver Services, and Elder Abuse Awareness (**3 total radio programs**).
  - WKRX: **3 paid radio ads** (Open for Business Loans, Medicare Open Enrollment, and Powerful Tools for Caregivers)
  - WLUS: **1 paid radio ad** (Powerful Tools for Caregivers)
- **Billboards:** KTAAA worked with Lamar Billboards to provide out of home advertisement. A total of **3 different designs** were used during 2021-2022, covering the topics of Aging at Home, Elder Abuse Awareness, and Anti-Idling.
  - Aging at Home Campaign:
    - 7/26-8/22/22
    - Franklin County & Person County
    - **350,500 Total Impressions**
  - Elder Abuse Campaign:
    - 9/20-10/17/2022
    - Franklin County (Digital Billboard)
    - **299,792 Total Impressions**
  - Anti-Idling Campaign:
    - 1/3-3/27/2022
    - Franklin County & Person County
    - **1,878,432 Total Impressions**



## Kerr-Tar Regional Council of Governments

1724 Graham Avenue | PO Box 709  
Henderson, NC 27536  
(252) 436-2040  
info@kerrtarcog.org  
www.kerrtarcog.org

