



CENTRAL PINES
REGIONAL COUNCIL

Strategic Framework

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Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

Mission Statement

Central Pines Regional Council is a member-driven organization serving as a leading resource to connect communities and enhance their strategic priority outcomes through regional policy, collaboration, and technical assistance at the local, regional, and state level.

Vision Statement

Central Pines Regional Council is the premier regional organization that addresses the needs of members by leading work focused on comprehensive, innovative, timely, and reliable solutions for the region.

Organizational Principles

All CPRC projects and programs are expected to incorporate the five principles for the organization. These principles reflect an organizational desire to be responsive, proactive, and reflective of the region we serve.

- 1 Service to Our Members
- 2 Diversity, Equity & Inclusion
- 3 Data-Driven Decision Making
- 4 Thought Leadership
- 5 Service Alignment



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

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1 Service to Our Members

Meeting our local government members where they are, working as a seamless extension of local staff, and acting as a central hub for coordinated regional efforts.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

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2 Diversity, Equity & Inclusion

Acknowledging historic discrimination and harm to marginalized communities, intentionally promoting justice for people of all social identities and lived experiences and reflecting the diversity of the region through our role as an employer.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

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3 Data-Driven Decision Making

Continuously integrating reliable, relevant, and timely data to guide the development of goals and outcomes and ensuring well-informed decisions through qualitative and quantitative data analysis, interpretation, and storytelling.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

Organizational Principles

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4 Thought Leadership

Acting as a regional voice and convener on complex or emerging topics to identify, establish, scale, and replicate best practices.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

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5 Service Alignment

Coordinating across all strategic focus areas and working in accordance with the organization's mission, values, and priorities to maximize effectiveness, creativity, collaboration, and sustainability.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

Core Values

Central Pines Regional Council employees approach all actions with a lens of diversity, equity, and inclusivity for both internal and external stakeholders/customers.



Integrity & Trustworthiness

- Ethical decision-making
- Transparency & openness
- Compliance with laws, rules, and professional standards of conduct (as outlined in the personnel manual and/or outlined in Code of Ethics for professional organizations)
- Ownership & accountability for actions
- Stewardship of resources
- Dependability & responsibility



Excellent Customer Service

- Respect & courtesy
- Strong relationships
- Responsiveness
- Kindness
- Positivity
- Effective communication
- Quality
- Supportive
- Proactive solutions



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

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Well-Informed Leadership

- Adaptable & willing to change
- Visionary & anticipates trends and emerging issues
- Strategic & systems thinker
- Understands appropriate risks & benefits
- Uses input & feedback processes
- Self-reflective
- Innovative & creative



Solutions & Results

- Teamwork & collaboration
- Organizational sustainability & efficiency
- Continual improvement
- Development of competencies & resources
- Innovation & new ideas
- Evidence-based approaches
- Benefit people & community, or enable members/stakeholders to better serve constituents
- Consistent high-quality deliverables and products



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

Aging & Human Services

A seamless network of information and support is critical for the well-being of our region's rapidly growing older adult population. The Central Pines Regional Council's Area Agency on Aging administers funding and programs that connect older adults to resources, assists partners to make holistic and strategic decisions about aging services, and helps members design livable communities for community members of all ages and support aging in communities.

Goals

1. There will be a sufficient and well-trained workforce that can support the needs of an aging population, especially those who are frail and vulnerable.
2. Expand access to aging services and support in an equitable and inclusive manner.
3. Aging adults and persons with disabilities will have the opportunity to live in a dignified manner in the least restrictive environment and will receive the respect, support, and services necessary to enhance personal safety, health, and well-being.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas



Community & Economic Development

CPRC's economic development program facilitates coordinated regional projects and builds capacity for local economic development activities that attract investment in large, small, urban, suburban, and rural communities. Through the implementation of the region's Comprehensive Economic Development Strategy (CEDS), Strength in Numbers, CPRC also develops and monitors a sustainable regional vision for development.

Goals

1. Increase alignment between the Comprehensive Economic Development Strategy (CEDS) into each focus area.
2. Broaden services and support for projects that enhance economic wellbeing in the region.
3. Enhance community capacity of local governments and regional partners.

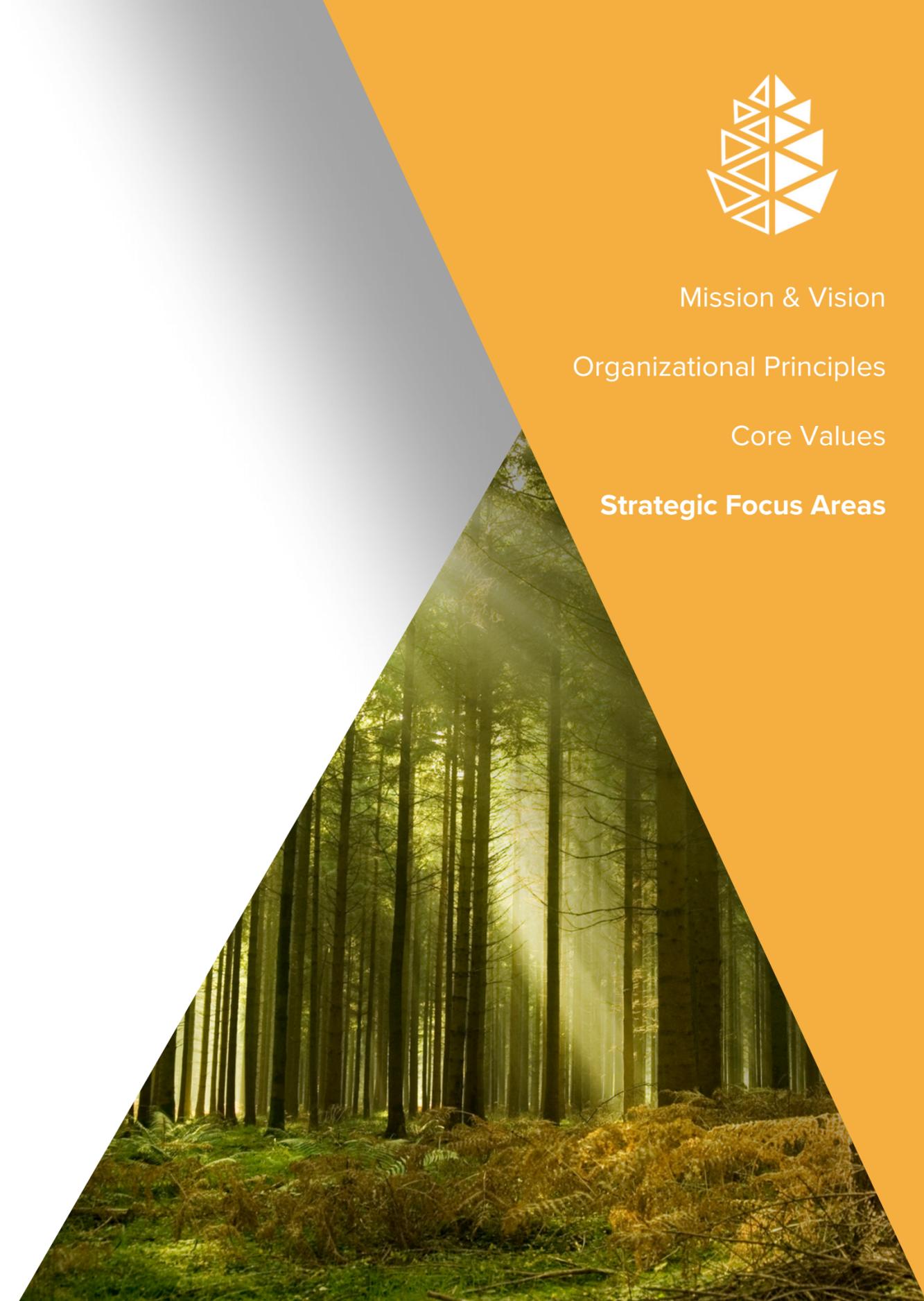


Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas



Environment & Resilience

Resilient communities are defined by their ability to bounce back from acute disasters or long-term stressors by actively influencing and preparing for economic, social, and environmental change. However, every community is only as resilient as its neighbors. CPRC is building a sustainable and resilient region through relationship-building, resource prioritization, and projects that improve the efficiency and sustainability of community design and services.

Goals

1. Support effective local government collaboration opportunities with an emphasis on enhancing regional impact.
2. Implement a phased approach to meeting the region's needs in emergency management, resilience, and public safety.
3. Increase knowledge of regional trends, partnerships, and funding opportunities through local government and stakeholder relationships in the region.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas



Housing

Every individual in our region deserves access to stable housing. This belief guides CPRC's housing program, which works directly with local governments, community organizations, and developers to preserve, improve, and build quality, affordable housing. CPRC helps structure a regional housing approach that embraces the continuum of housing needs - from homelessness to homeownership. Staff provides a variety of education, technical assistance, facilitation, research & data analysis, and fund administration to meet communities where they are in their housing efforts.

Goals

1. Streamline home repair programs in the region.
2. Support a regional approach or initiative to housing affordability and availability.
3. Serve as a thought leader in inclusive housing policy recommendations and program accessibility.

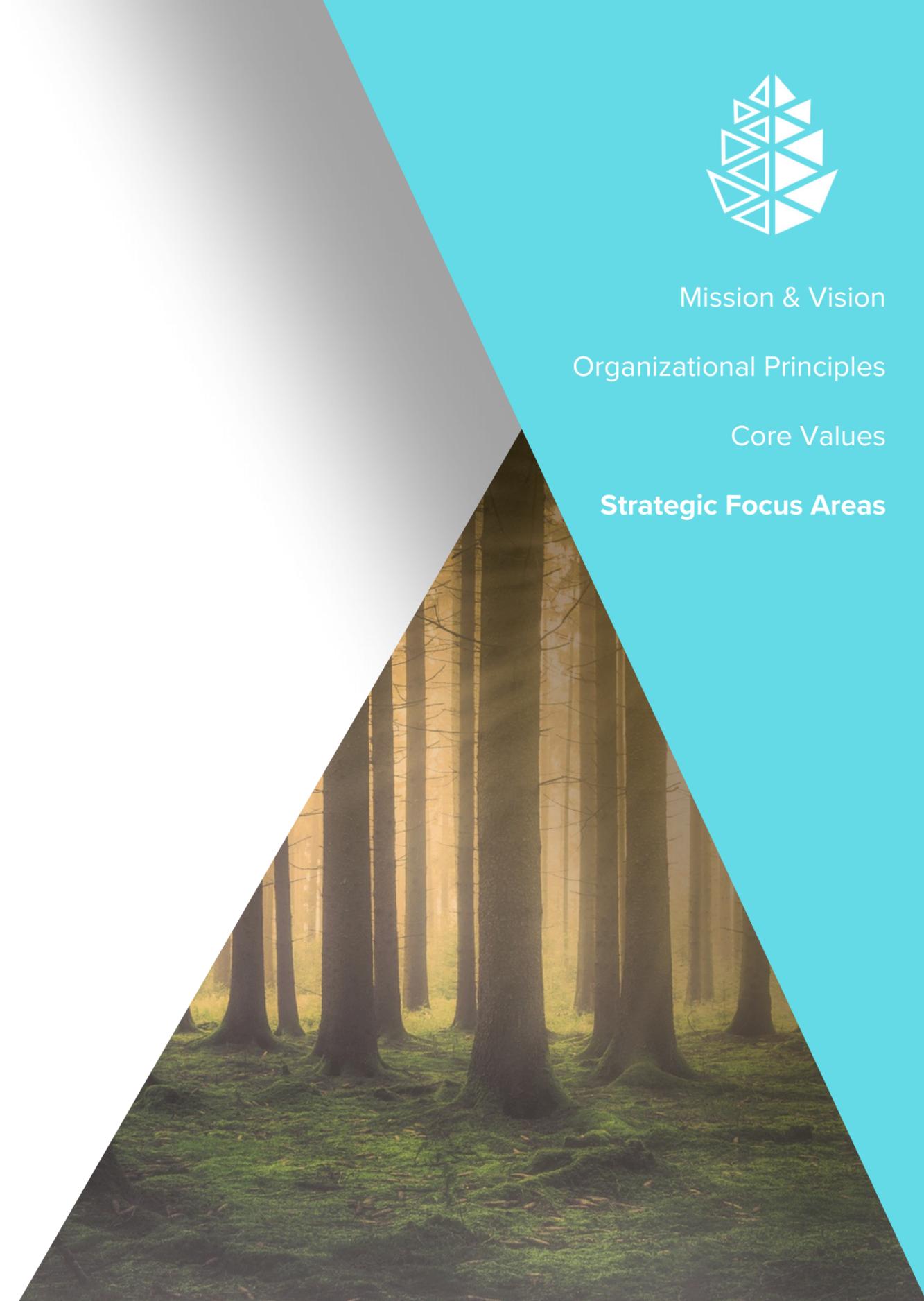


Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas



Member Support & Strategy

Local governments are navigating rapid changes that are vastly impacting how we operate. Meeting the demands of the public in a cost-efficient and forward-thinking manner is a daunting task. CPRC is committed to finding innovative solutions and strategies to help the region respond to new realities and believes that expertise and assistance to achieve this should be accessible to organizations of every size and structure. The member support and strategy focus area include a comprehensive array of strategic and technical services to help member governments address evolving public sector workplaces, make data-driven, strategic decisions amidst an ever-changing region.

Goals

1. Increase regional awareness and engagement.
2. Support local government's sustainability and ability to be responsive to the service delivery needs of employees and the community.
3. Increase regional cooperation and initiatives cross-sector, cross-government in the region by connecting internal programs and members with federal, state, and philanthropic resources.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

Mobility & Transportation

Mobility and transportation planning naturally affect multiple communities at once. Coordinated approaches to this work ensure seamless travel across communities for residents living and working across the region. CPRC provides technical support and guidance on long-term, large-scale, and community-specific plans while stressing an approach that considers investment impacts in the broader community context of growth, economic development, sustainability, and housing availability.

Goals

1. Encourage and facilitate coordination of regional transportation efforts.
2. Improve collaboration between transportation and other focus areas.
3. Better communicate the benefits/value of transportation work.

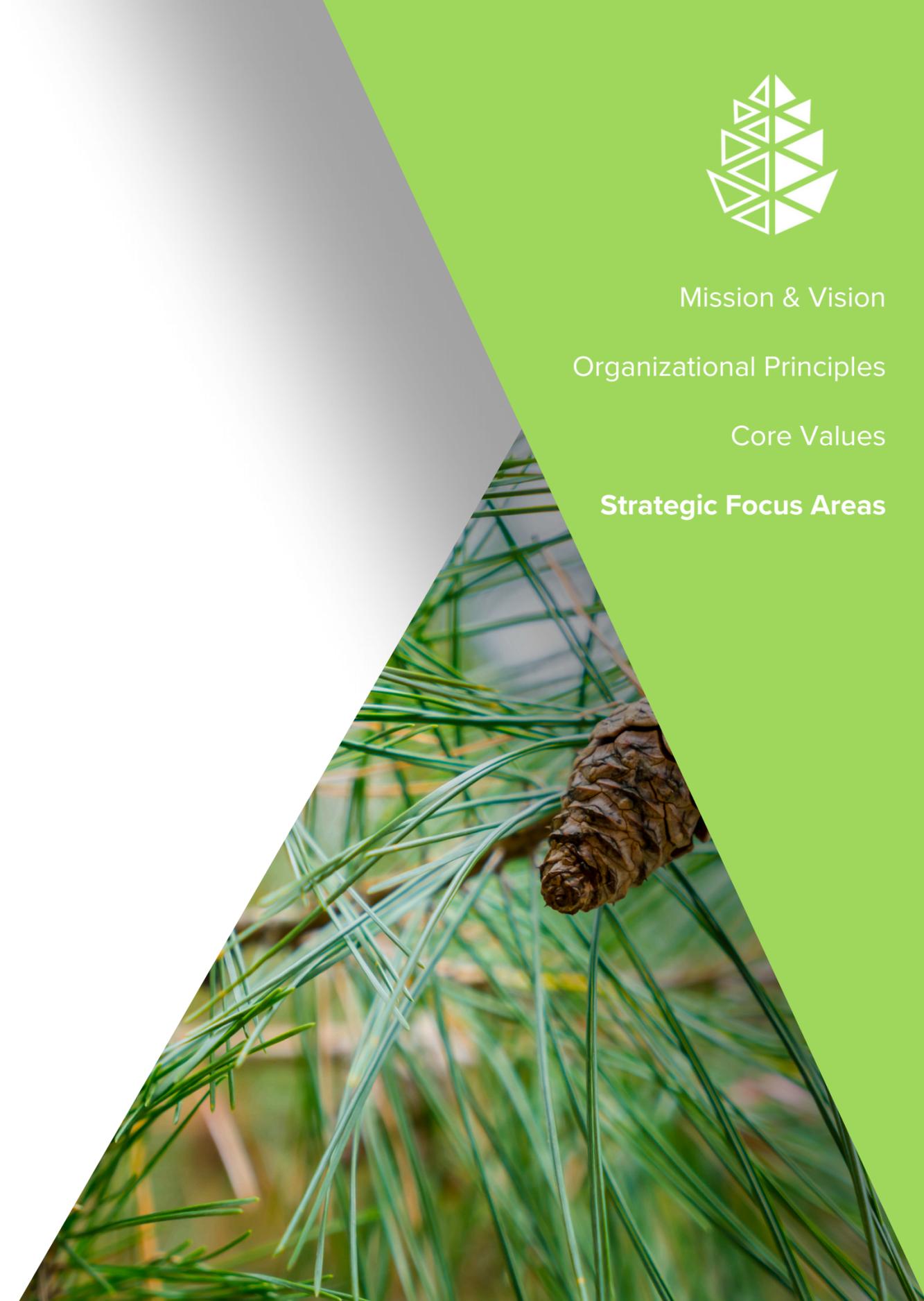


Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas



Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO)

Transportation investment plays a crucial role in allocating scarce financial resources. Planning efforts aim to reflect the shared future vision of the western Triangle region. Effective transportation planning involves evaluating future and investment alternatives through equitable management. DCHC MPO guides regional stakeholders through a continuing, cooperative, and comprehensive planning process.



Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

