



# Triangle J Council of Governments Strategic Framework

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## Mission & Vision

Organizational Principles

Core Values

Strategic Focus Areas

# Mission Statement

Triangle J COG 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

Triangle J COG 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.

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# Organizational Principles

All TJCOG 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

# Core Values

Triangle J COG 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 and 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 and accountability for actions
- Stewardship of resources
- Dependability & responsible



## Excellent Customer Service

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

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## Well-Informed Leadership

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



## Solutions & Results

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

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## 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 Triangle J Council of Governments' 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.

## Community & Economic Development

TJCOG'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, TJCOG also develops and monitors a sustainable regional vision for development.

## 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. TJCOG 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.

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## Housing

Every individual in our region deserves access to stable housing. This belief guides TJCOG's housing program, which works directly with local governments, community organizations, and developers to preserve, improve, and build quality, affordable housing. TJCOG 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.

## 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. TJCOG 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, and make data-driven, strategic decisions amidst an ever-changing region.

## 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. TJCOG 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.