

# Mid-Carolina Council of Governments

## -Reconnecting, Refreshing, and Rebuilding-

### A Shared Journey, A United Future, A Strong Region

In 2019, leaders in Cumberland, Harnett, and Sampson Counties undertook the process of rebuilding Mid-Carolina Council of Governments. The leaders understood that a strong, active, responsive, and accountable regional council was necessary to ensure regional collaboration, leverage assets, and increase the region's overall economic competitiveness. The foundation for the rebuilding of MCCOG has begun and is set upon four cornerstones:

- ✓ **Regional Engagement** – Work to ensure MCCOG is fully and proactively engaged with our region's local governments, community partners, and key allies.
- ✓ **Service** – Work to develop an ever-expanding menu of services to our local governments and strategic partners.
- ✓ **Capacity** – Work to ensure MCCOG can address regional needs, meet regional challenges, and seize regional opportunities.
- ✓ **Accountability** – Work to ensure full accountability to our local governments, regional allies, and funding partners.

### The Vision

MCCOG, functioning as an arm of our member governments, will be a multi-county planning, economic development, and human services organization that works across governmental boundaries to provide services that benefit the region's communities and citizens. Through its work, MCCOG will emphasize fostering collaboration in efforts that focus on accelerating our communities' wellbeing while increasing the region's overall economic competitiveness and proactively addressing emerging issues.

### The Workplan

**Regional Engagement** – Establish relationships, form partnerships, and earn trust.

#### Outreach

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| ▪ One-on-One Visits with Local Elected and Appointed Officials | ▪ Cumberland County and Triangle South Workforce Development Boards |
| ▪ All Units of Local Government in the Region                  | ▪ Community Colleges and Higher Learning Institutions               |
| ▪ Local Government Staff                                       | ▪ Fayetteville Area MPO   |
| ▪ Public and Private Funding Partners                          | ▪ Southeastern Economic Development Commission                      |
| ▪ Federal and State Elected Officials                          | ▪ Fort Bragg and Military Leaders                                   |
| ▪ State Agencies   | ▪ Federal Agencies  |
| ▪ Economic Development Officials                               | ▪ Human Services Organizations                                      |

#### Events

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|----------------------------|-----------------------|
| ▪ Quarterly Board Meetings | ▪ Annual Senior Games |
|----------------------------|-----------------------|

<ul style="list-style-type: none"> <li>▪ Monthly County Managers Meetings</li> <li>▪ Annual State of the Region Report</li> <li>▪ Annual Open House</li> <li>▪ Annual Regional Awards Program</li> <li>▪ Annual Regional Legislative Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quarterly Local Government Managers Meeting</li> <li>▪ Annual Presentations to Each Governing Board</li> <li>▪ Annual BBQ Event</li> <li>▪ Quarterly Specialty Workgroups</li> <li>▪ Annual Day of Service</li> </ul>
<b>Actions</b>	
<ul style="list-style-type: none"> <li>▪ Branding</li> <li>▪ Communication Strategy</li> <li>▪ Website Redesign</li> <li>▪ Grant Alerts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social Media Engagement</li> <li>▪ Targeted Engagement Strategy</li> <li>▪ Bi-Weekly Regional News</li> <li>▪ Speaking Engagements</li> </ul>

**Service – Enhance and expand service delivery to towns, cities, and counties in the region. Address emerging issues through strategic partnerships.**

<b>Services</b>	
<ul style="list-style-type: none"> <li>▪ Enhanced and Expanded Aging Services</li> <li>▪ Land Use Planning</li> <li>▪ Zoning and Code Enforcement</li> <li>▪ Data Mining and Management/GIS</li> <li>▪ Infrastructure Planning</li> <li>▪ Project Management</li> <li>▪ General Technical Assistance</li> <li>▪ Financial Services</li> <li>▪ Housing Planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ Emergency Management Planning</li> <li>▪ Administrative Services</li> <li>▪ Transportation Planning</li> <li>▪ Transit Planning</li> <li>▪ Grant Writing</li> <li>▪ Grant Administration</li> <li>▪ Regional Resilience</li> <li>▪ Medicaid Services</li> <li>▪ Stormwater Compliance</li> </ul>
<b>Strategic Partnerships</b>	
<ul style="list-style-type: none"> <li>▪ Workforce Housing</li> <li>▪ Workforce Talent Development</li> <li>▪ Joint Disaster Recovery Contracting</li> <li>▪ Solid Waste Partnership</li> <li>▪ Economic Development Building Blocks</li> <li>▪ Waste Reduction Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Regional Roundtable</li> <li>▪ Higher Education Consortium</li> <li>▪ Healthy Opportunities Programs</li> <li>▪ Regional Data Warehouse</li> <li>▪ Regional Public Works Partnership</li> <li>▪ GIS Consortium</li> </ul>

**Capacity – Obtain, improve, and retain the resources, skills, and knowledge needed for the organization to better serve the region on a day-to-day basis and to better prepare for meeting the region’s future challenges.**

<b>Actions</b>	
<ul style="list-style-type: none"> <li>▪ Adopt New Bylaws</li> <li>▪ Adopt New Personnel Policy and Employee Handbook</li> <li>▪ Expand Grant Writing and Grant Administration Expertise</li> <li>▪ Adopt Standard Dues Structure</li> <li>▪ Secure Capacity Building Funding</li> <li>▪ Analyze and Adjust Job Responsibilities and Duties</li> <li>▪ Expand Information Technology Capabilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Adopt New Operations Manual</li> <li>▪ Increase Staff Training Opportunities</li> <li>▪ Obtain GIS and Data Management Expertise</li> <li>▪ Analyze and Adjust Organizational Structure</li> <li>▪ Form a Non-Profit Partner Organization</li> <li>▪ Adopt Employee-Friendly Workplace Practices</li> <li>▪ Institute Affiliate Member Program</li> </ul>

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|--|---|
| ▪ Annual Update of Strategic Plan            | ▪ Become Active with State and National Trade Organizations |
| ▪ VIA Character Strengths Training for Staff | ▪ Annual Staff Retreat                                      |
| ▪ Annual Board Retreat                       | ▪ Analyze and Adjust Funding Priorities                     |

**Accountability – Take responsibility, as an organization and as individuals, for our actions and embrace being judged by outcomes and performance.**

#### **Actions**

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| ▪ Strategic Plan Implementation Progress Reports | ▪ Performance Management Program         |
| ▪ Employee Performance Feedback System           | ▪ Management Performance Feedback System |
| ▪ Pay-for-Performance Policy                     | ▪ Customer Service Feedback System       |
| ▪ Annual Local Government Satisfaction Surveys   | ▪ Annual Financial Audits                |
| ▪ Program Audits                                 | ▪ Monthly Executive Director Reports     |
| ▪ Bonus-for-Innovation Program                   | ▪ External Engagement Reporting System   |

#### **Contact**

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