

OUR

STRATEGIC

PLAYBOOK

CRCOG Policy Board Meeting
September 27, 2023
12:00 PM



Overview

Introduction

Mission Statement

Values and Guiding Principles

Strategic Framework

Eight Strategic Priorities



Introduction

- CRCOG's Strategic Visioning Process began **Spring 2023**.
- Think about **where our organization is now, where we would like to go, and how we can best serve our members in the future**, while still providing established programs and services in our core plans and required by law.
- Retained **Grossman Solutions** to assist this effort.
- Conducted **nearly 30 stakeholder interviews**.
- Created **survey questionnaires** and reviewed responses from **over 30 participants**.
- Engaged **CRCOG staff, key stakeholders, and the majority of our member municipalities**.
- Findings comprise **CRCOG's Strategic Playbook**.





Mission Statement

The Capitol Region Council of Governments (CRCOG) leads as a catalyst to enhance the quality of life, vibrancy, and vitality of the Greater Hartford region. CRCOG provides planning, programs, and services to its member municipalities and is the region's designated Metropolitan Planning Organization (MPO). CRCOG is a strong advocate for the region and regional solutions.

Core Values

Derived from our mission, work, and commitment to municipalities and residents.

We are dedicated to improving the quality of life throughout the region, and continuously strive to be:



Member-focused



Impactful and High
Performing



Collaborative and
Inclusive



Innovative

Guiding Principles

These supplement our Core Values
We commit to:



Use Sound Planning
Practices and Data-
based Solutions to
incorporate Best
Practices



Embrace Diversity
and Promote Equity,
Inclusion, and
Belonging



Apply a Lens of
Sustainability –
Environmental,
Economic, and Equity



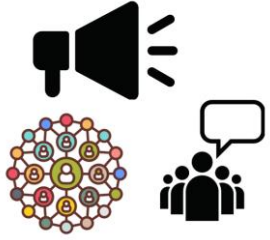
Recognize That the
Success of Individual
Municipalities
Depends On the
Success of Our
Region

Strategic Framework

Each new initiative should align with several elements:

- ❖ Be **compatible with CRCOG's mission** and fall within our **capacity and capability**, either with existing or new resources.
- ❖ Be **member-focused** and designed to help our members serve their communities more **efficiently and effectively**.
- ❖ Present an opportunity to **innovate, collaborate or partner** with key stakeholders or other entities.
- ❖ Be **impactful for several CRCOG communities**, including municipalities of different sizes and demographics.
- ❖ **Promote equity and environmental and economic sustainability**.
- ❖ **Comply** with state and federal requirements.

Eight Strategic Priorities



Governance and
Communications



Federal Infrastructure
Funding



Economic Vitality



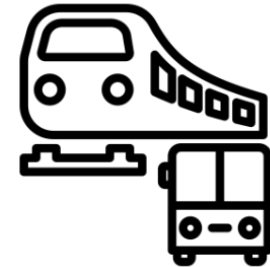
Regional Housing
Strategy



Regional
Environmental
Services



Coordinated Approach
to Road Safety,
Complete Streets, and
Multi-use Trail Projects



Enhanced Bus and
Rail Service



Public Sector Workforce
Development, Shared
Services, and Direct
Services

Long-Term Next Steps

CRCOG will use this Strategic Playbook to guide decisions for the next three to five years.

Each **Priority** includes stated **Goals** and a series of **Action Steps** designed to achieve them.

CRCOG Staff will work to implement Action Steps to meet Goals.

From time to time, CRCOG Leadership will review the Action Steps, Goals, and/or Priorities to ensure the organization is meeting the needs of our members.

Thank

You.

