



**Our communities.
Our region. Our future.**





Since 1968, Centralina has been dedicated to serving the needs of our nine-county region. We address area-wide issues and opportunities by offering planning, coordination, advocacy and technical assistance services. Our neutral platform and regional framework allows local leaders to work together to create holistic solutions that improve our regional quality of life.

Our Mission:

Centralina Regional Council leads regional collaboration and sparks local action to expand opportunity and improve quality of life. We do this through creative problem solving, innovative service delivery and support to our local governments.



WEAVING THE REGION TOGETHER

Our region is stronger when we work together, especially during times of change and growth. That's why we champion collaboration across the three levels that make up our region. By weaving together a diversity of voices, we can create opportunities that benefit everyone.



Regional

We identify regional opportunities, facilitate area-wide planning and lead collaborative problem solving with regional, state and federal partners.

Community

We support elected officials and local governments by providing essential technical support, training and networking to help them best serve their communities.



Individual

We deliver direct health, aging and workforce services to individuals to create new opportunities and improve outcomes for people.



Nine counties. One mission.

REGIONAL QUALITY OF LIFE

We want to see our region thrive and strengthen our competitive advantage on the national and international stage. To create holistic solutions that improve quality of life for all, our work is guided by these critical goals.

01

Growth:

Manage cross-jurisdictional collaboration for coordinated regional growth

02

Mobility:

Expand regional mobility choices and connections

03

Health:

Improve the health and resilience of individuals, communities and our region

04

Economic Development:

Facilitate business and infrastructure investments in our local communities and regional economy

05

Talent:

Provide talent strategies and solutions for a qualified and competitive workforce

06

Innovation:

Support and champion our local governments

07

Operations:

Enhance Centralina's operations, infrastructure and partnerships

PURPOSE-DRIVEN APPROACH

To create meaningful change in our region, we embrace these principles every day, letting them shape the experiences we create for our partners, members and communities we serve.

Our Core Values

We seek to **LEAD** in the ways that we **ACT** so that we can continue to be a trusted and valued resource to our region.

- L**isten and speak with care
- E**mbrace boldness and flexibility
- A**ccelerate collaboration
- D**eliver expertise with sincerity
- A**ct with integrity and empathy
- C**ommit to our communities
- T**ake care of ourselves and each other

Our Guiding Principles

Innovation

We strive to be resourceful, flexible and forward thinking to find the optimal path forward.

Collaboration

We look beyond borders to synergize activity that improves regional quality of life and expands opportunity.

Connection

We seek to join information, resources and people together to improve outcomes for all.

Service

Our team has a passion for public service and being a committed, trustworthy and effective regional resource.

CENTRALINA DEPARTMENTS & AFFILIATES

We are a team of nationally recognized experts who create new opportunities for our region through collaboration, innovation and a commitment to public service. For over half a century, our unique structure has allowed us to focus on specific services while also cross-collaborating on larger initiatives.

Departments



The **Centralina Regional Planning** department fosters collaboration and looks strategically at our region's interconnected systems of land use, transportation and economy. It helps local governments create places of lasting value through comprehensive and mutually beneficial strategies and results.



The **Centralina Community Economic Development** department drives economic prosperity by addressing our regional opportunities and challenges. It offers technical assistance, staff and expertise to communities and helps leverage resources to improve housing, public infrastructure and downtown revitalizations.



The **Centralina Area Agency on Aging** department identifies needs and delivers critical services to support older and disabled adults. Through programming, planning, technical assistance and direct services, it helps residents feel like valued members of their communities.



The **Centralina Workforce Development Board** department solves the needs of employers and career seekers across our region to create a thriving workforce. Through services and programming, it ensures that the development and training needs of our area are met so that we remain a competitive player in the global economy.

The **Centralina Government Affairs and Member Engagement** department helps us continuously deliver value to member governments and regional stakeholders. It supports our departments and creates opportunities for regional relationship building, information exchange, advocacy, continuing education and strategic support.

The **Centralina Administration and Finance** department oversees the coordination, implementation and monitoring of administrative and financial activities within Centralina. It ensures that our regional council and all of our planning and programming are successful.

Affiliates



The **Centralina Economic Development District** uses regional collaboration and innovation to create sustainable job growth and a robust regional economy. It leads and coordinates strategic economic planning, implements action plans and offers EDA funding support for economic planning initiatives.



The **Centralina Foundation** is a 501(c)3 non-profit charitable organization. It helps us explore new partnerships and funding sources that are key to ensuring Centralina has the resources to support ongoing activities and initiatives across our region.

BOARD OF DELEGATES

Members can join our Board of Delegates, which sets Centralina's regional policies and goals. Having an active and diverse board ensures that our planning reflects the collective interests and needs of all communities, big and small, urban and rural. Board members help to:



Set the strategic direction for how Centralina fulfills its mission



Shape our annual workplan



Plan our federal and state advocacy agenda



Discuss shared issues and lead collaborative problem-solving





CENTRALINA

REGIONAL COUNCIL

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