

# Pre-Strategic Planning Survey

Response Deadline: Tuesday, August 26, 5:00 pm

We hope everyone who receives this will offer their much needed feedback so that we can forge a clear path for the COG in support of its members' needs in the region. We will be at a distinct disadvantage going into the Strategic Planning process without input from our individual members.

We're asking ALL county and town elected officials and employees in Region D to participate in this survey. Your participation is highly valued and all answers will be strictly confidential.

Thank you for participating in this brief survey!

# Pre-Strategic Planning Survey

**\*1. Please indicate whether you are an employee of a local government, elected official, or other:**

- Employee
- Elected Official
- Other (please specify)

**\*2. Are you associated with a county, town, or related organization?**

- County
- Town
- Related Organization (please specify)

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## 3. HCCOG is drafting a comprehensive Strategic Plan to focus on the next 12-24 months. How important are the following matters for HCCOG to focus on?

	Unimportant	Slightly Important	Important	Very Important	Critical	N/A
Use of local funds	<input type="radio"/>					
State and federal policies affecting local governments	<input type="radio"/>					
Information campaign for NC Legislators and key leaders in Raleigh	<input type="radio"/>					
State and federal budget cuts to local governments and the programs we administer	<input type="radio"/>					
Local government needs	<input type="radio"/>					

Additional Comments

# Pre-Strategic Planning Survey

## 4. Please rate the following services that HCCOG CURRENTLY PROVIDES to its members and/or constituents:

	Unimportant	Slightly Important	Important	Very Important	Critical	N/A
HCCOG as an Information Hub (NC Demographer Data Center)	<input type="radio"/>					
Fiscal Agent of WIA and AAA Funds	<input type="radio"/>					
GIS Mapping	<input type="radio"/>					
Map Scanning	<input type="radio"/>					
Region D Development Corporation (SBA Loan Packages)	<input type="radio"/>					
Serving as fiscal agent and providing staff for area boards (RDDC, HCWDB, RPO, STHL, etc.)	<input type="radio"/>					
IT Services (tax software)	<input type="radio"/>					
Ordinance, Resolution, and Policy Drafting Services	<input type="radio"/>					
Long-range Planning (all types)	<input type="radio"/>					
Overall Coordination of Special Studies	<input type="radio"/>					
Professional Facilitation Services (Board Retreats)	<input type="radio"/>					
GPS Services	<input type="radio"/>					
Housing Program Management	<input type="radio"/>					
Grant Procurement, Applications, and Compliance	<input type="radio"/>					
Surveys (citizen, special issue, employee, etc.)	<input type="radio"/>					

Additional Comments

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**5. Please rate your level of interest in the following services that HCCOG does NOT CURRENTLY provide to its members and/or constituents. This will help us prioritize the addition of services and programs:**

	Not at all Interested	Not Very Interested	Neutral	Somewhat Interested	Very Interested
Promote Regional Green Infrastructure in Region D	<input type="radio"/>				
Management of Revolving Loan Funds	<input type="radio"/>				
Enhancement of IT Program to Become Regional in Scope (Hardware/Software procurement, training, record storage, etc.)	<input type="radio"/>				
Section 8 Housing Assistance	<input type="radio"/>				
Create and Promote Regional Economic Development Incentive Program	<input type="radio"/>				
Establish a Drug Testing Program (service to members)	<input type="radio"/>				
Executive Searches (managers, finance officers, department heads, etc.)	<input type="radio"/>				
Drafting Personnel Policies	<input type="radio"/>				
Business/Industry Recruitment and Retention	<input type="radio"/>				
Staffing Town/County Management or Planning Offices	<input type="radio"/>				
Environmental Assessments	<input type="radio"/>				
Interim Help "Manager in a Box" (vacant manager, finance, planning positions, etc.)	<input type="radio"/>				
Establish Brownfield and other environmental reclamation programs	<input type="radio"/>				
Review Development Plans	<input type="radio"/>				
Staff training (communication, customer service, team building, etc.)	<input type="radio"/>				
UNC SOG Certified Training Center	<input type="radio"/>				
Regional Center for Grant Procurement and Compliance	<input type="radio"/>				
Establish Background/Reference Check Program (service to members)	<input type="radio"/>				
Conduct Salary/Pay Studies	<input type="radio"/>				

Additional Comments



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## 6. Please indicate how you agree or disagree with the following statements about the HCCOG:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
HCCOG has knowledge of state and federal opportunities and programs.	<input type="radio"/>				
HCCOG has strong unified member support.	<input type="radio"/>				
HCCOG should improve the marketing of its services.	<input type="radio"/>				
HCCOG is responsive to its members.	<input type="radio"/>				
HCCOG has professional and dedicated staff.	<input type="radio"/>				
HCCOG has strong regional support from citizens and other related organizations.	<input type="radio"/>				
HCCOG should be more financially self-reliant.	<input type="radio"/>				
HCCOG delivers valuable services to members.	<input type="radio"/>				
HCCOG communicates clearly and effectively with its members.	<input type="radio"/>				
HCCOG staff offer valuable expertise.	<input type="radio"/>				
HCCOG provides valuable services to its members.	<input type="radio"/>				
HCCOG has an excellent training/meeting facility.	<input type="radio"/>				

Additional Comments

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**7. In order to become a better and more effective organization, the HCCOG is considering the following opportunities. Please rate these opportunities on a scale of least to most important**

	Unimportant	Slightly Important	Important	Very Important	Critical	N/A
100% Broadband Coverage for Region D	<input type="radio"/>					
Regional Mapping Program for Cultural Heritage and Tourism Areas (National Endowment for the Arts)	<input type="radio"/>					
Regional branding campaign	<input type="radio"/>					
Continue to add services members find valuable	<input type="radio"/>					
Capitalize on the strong regional support of the membership	<input type="radio"/>					
Strategic Plan (updated frequently)	<input type="radio"/>					
Marketing of HCCOG's services	<input type="radio"/>					
Communicate and Collaborate more with state departments and the General Assembly	<input type="radio"/>					
Increased communication to members and the region	<input type="radio"/>					
Add staff	<input type="radio"/>					
Collaborate more with neighboring COGs	<input type="radio"/>					

Additional Comments

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**8. As an organization, we feel it will be important to change several things in order to stay relevant and effective. We would like to:**

- \* **Have a greater focus on delivery of services to Members and the Region**
- \* **Be financially self-reliant**
- \* **Communicate our relevance to local and state officials and state legislators**
- \* **Consistently update the Strategic Plan with clear benchmarks**

**Do you have any additional comments to share on this?**

**9. Is there a special function or role you would like to play in terms of HCCOG's development? (i.e. finances, revenue generation, marketing, communications, steering committees, planning, etc.)**

**10. Other miscellaneous comments, suggestions, or ideas?**