



January 17, 2014

South Bay Cities Council of Governments Revised Mission, Vision and Guiding Principles

Based on input from the January 9, 2014 Strategic Planning Workshop, the mission, vision and guiding principles have been revised, as follow.

REVISED MISSION

Note: The mission is the purpose of the organization, the reason for its existence.

Provide a leadership forum for South Bay local governments to act collaboratively and advocate regional issues that will improve transportation and the environment and strengthen economic development.

REVISED VISION

Note: A vision clearly states the desire future state as a result of the organization's work. It reflects the desired outcomes and does not repeat the purpose of the organization.

The South Bay region is environmentally sustainable, with reduced congestion and a healthy economy, due to the local government collaborations and advocacy facilitated and supported by SBCCOG.

REVISED GUIDING PRINCIPLES

Note: Guiding principles state the manner in which the mission and vision are carried out and to guide the conduct of the organization. These principles should not repeat what is in the mission or vision.

- Promote cooperation among member agencies in the discussion of issues of mutual interest.
- Act collaboratively on programs or activities that can be better accomplished collectively.
- Acknowledge each jurisdiction's independence while advocating for the South Bay with one voice.
- Support member proposals that further the mission, vision and goals of SBCCOG.

- Identify challenges and opportunities that transcend jurisdictional boundaries.
- Seek solutions to issues of common concern without duplicating or harming other agencies' efforts.
- Represent the interests of the South Bay with other governing bodies and organizations.
- Obtain resources from county, regional, state and federal agencies that will benefit the South Bay.

Comments received

Steve Napolitano: [Mission statement needs an "on" after advocate.](#) [Vision is a mouthful...](#)

