

CAPE: STRENGTHENING OUR CULTURE, SERVICE, AND LEADERSHIP



Why Talk About Values at All?

- Culture exists whether we define it or not.
- Values Clarify expectations.
- Shared values create consistency.
- Alignment builds public trust.





WHY THIS MATTERS NOW

- Growth and complexity require clarity.
- Expectations from residents are increasing.
- Internal consistency strengthens credibility.
- Organizational stability supports long-term success.

How We Got Here (Process)

- Multiple staff listening sessions
- Cross-department representation
- Identified themes already valued
- Refined language
- Explored multiple one-word frameworks
- Unanimous staff vote to align around CAPE

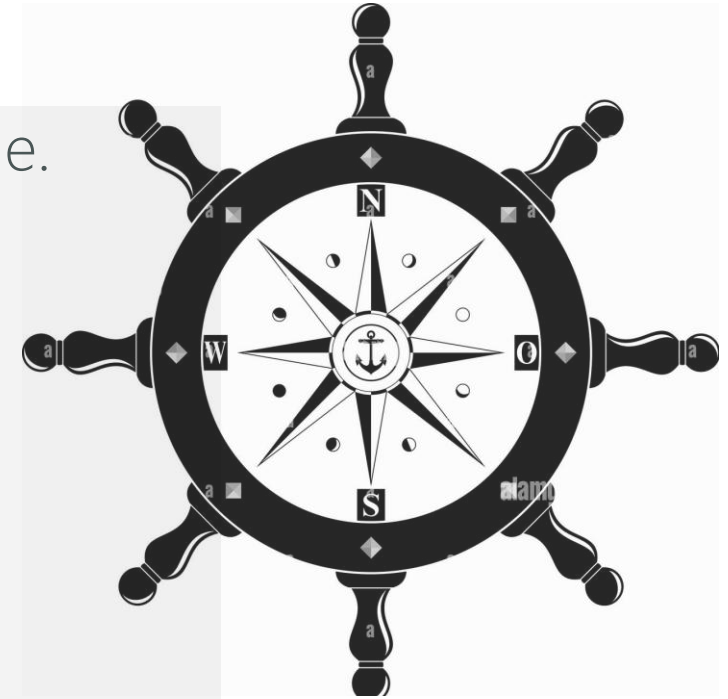
WHAT CAPE STANDS FOR

C – Community Engagement
A – Accountability
P – Professionalism
E – Excellence



CAPE

- **Community Engagement** – We listen before we decide.
- **Accountability** – We do what we say we'll do.
- **Professionalism** – We act with integrity and consistency.
- **Excellence** – We strive for quality and continuous improvement.





Why CAPE Matters to Staff

- Provides clarity and shared language
- Encourages pride in public service
- Reinforces positive behaviors already happening
- Supports consistency across departments



Why CAPE Matters to Council

- Aligns staff execution with Council vision
- Reinforces ethical governance
- Creates consistency in service delivery
- Supports long-term organizational stability



Why CAPE Matters to the Community

- Builds trust
- Encourages transparency
- Promotes professionalism
- Sets expectations for service quality



What CAPE Is NOT

CAPE is NOT:

- A disciplinary tool
- A performance weapon
- A political statement
- A rebranding effort
- A mandate to change personalities

What CAPE Is

- A shared leadership compass
- A cultural anchor
- A commitment to continuous improvement
- A service mindset
- A reflection of who we already are at our best





IMPLEMENTATION

- Incorporated into onboarding
- Referenced in staff meetings
- Used as decision-making language
- Reinforced through recognition

The Recommendation

- Staff has done the work.
- Staff has aligned unanimously around CAPE.
- I respectfully recommend Council to formally adopt CAPE as the Town of Cape Charles' organizational values framework.
- See the Resolution that is submitted

THANK YOU

CAPE doesn't change who we are.

It clarifies it.

It reminds us how we lead,
how we serve,
and how we move forward together.

