

What CAPE Values Framework Stands For

C – Community Engagement – We listen before we decide.

A – Accountability – We do what we say we'll do.

P – Professionalism – We act with integrity and consistency.

E – Excellence – We strive for quality and continuous improvement.

Just as our Cape protects this community, CAPE protects our culture.

Why CAPE Matters to Staff

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

CAPE gives staff a common compass. It affirms the good work already happening and raises the bar for how we show up every day.

Why CAPE Matters to Council

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

Council sets policy and vision. Staff carry it out. CAPE strengthens the bridge between those two roles.

Why CAPE Matters to the Community

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

Residents may never read our policies, but they will experience our culture. CAPE ensures that experience reflects the best of Cape Charles.

What CAPE Is NOT

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

CAPE is not about forcing conformity, or a license for micromanagement. It is not about discipline. It is not about adding bureaucracy. It is about elevating what we already value. It's not about perfection. It's about intention.

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

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. When values are clear, trust grows.