



2024 – 2026 Strategic Plan

Year 1: Report to the Board of Directors



North Bay
Regional Center



Centro Regional
del Norte de la Bahia

What is a Strategic Plan?

- a tool towards the intentional achievement of a defined future.
- a path you outline to help achieve your vision
- a **roadmap** to help ensure you go where you want to!





Why have a Strategic Plan?

Because *life* happens... but our Vision should not waiver.

Drives:

- Intentional Growth and Development
- Resource Allocation
- Training and Development

Creating the Strategic Plan

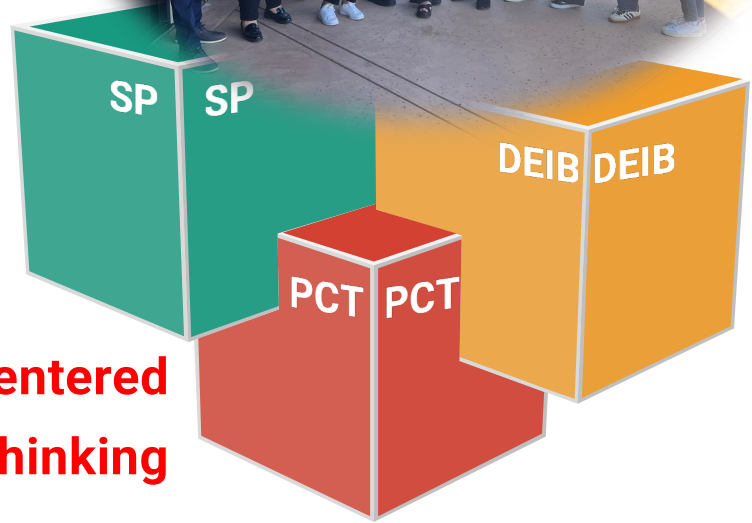
Inclusion, Empowerment, Engagement



Building a Foundation that is Person Centered and Culturally Competent!



Strategic Plan



Person Centered Thinking

Diversity, Equity, Inclusion and Belonging

Our **VALUES**

(what we believe in)

Belonging ~ Compassion ~ Dignity and Respect ~
Honesty and Integrity ~ Humility



Our **VISION**

(our primary, long-term goal)

We envision a world where individuals determine and achieve the life they choose, surrounded by a diverse and supportive community.



Our **MISSION**

(what we do, for whom)

Supporting and empowering people with developmental disabilities to live the lives they choose.





**OUR Staff are
PROUD!**



Person-Centered, Client and Family Focused

Responsive

Outcome Driven

United and Collaborative

Dynamic and Determined



2024

76 Staff Hired/Trained

DEIB Trainings

In-person Leadership / Team Meetings

New IPP Template

Decreased Ages 0-5 Caseload Ratios

Moved Santa Rosa Office (2023)

Provider Staff Shortages

Comprehensive Rate Reform Process

Hired Director of Equity and Engagement

Office Space Challenges

LACC Year 2 Implementation

Self-Determination Expansion

29 Staff Promoted

LACC Year 4 Planning

Launched Person Centered Thinking

Staffing Changes

Weather Extremes

Changing Political Environment

Residual COVID trauma

UC Davis Management Trainings

Added Vacaville Satellite Office

National Election Year

Oh! And the World...

Extension of Hybrid Services

Fires

Flooding

2024-26 Strategic Plan:

Focus Area 1: Supporting Our Teams

Lead: Jennifer Crick,
Director of Administrative Services

North Bay Regional Center seeks to create a stable, connected and educated workforce with improved support.

- 1.1 Strengthening our Teams
- 1.2 Promoting a Positive Culture
- 1.3 Promoting Health and Wellbeing
- 1.4 Training and Education

Focus Area 1: Supporting Our Teams

2024

Our Intent:

- ✓ Create an Employee Engagement Steering Committee to guide change
- ✓ Increase Employee Input
- ✓ Launch Supervisory Training (in progress)
- ✓ Improve Effectiveness/Efficiency of Hybrid Work Environment (in progress)
- ✓ Improve Internal PCT Culture (in progress)

Efforts and Achievements:

- ✓ Working with UC Davis to increase leadership skills of supervisors and staff
- ✓ Working with Helen Sanderson to promote Person Centered Thinking connections
- ✓ Increased workforce - 76 Staff Hired & Training, 29 Staff Promoted
- ✓ Supervisory Training is in progress
- ✓ Created the Employee Engagement Steering Committee
- ✓ Launched NBRC's first Employee Engagement and Satisfaction Survey

Our continued efforts...

- Adopting Positive Productive Meeting Agenda for all Meetings, starting with Leadership Meetings
- Enhancing Employee Recognition Program
- Increase Employee Access to Wellness Support

2024-26 Strategic Plan:

Focus Area 2: Housing Retention and Development

Lead: Courtney Singleton
Director of Community Services

North Bay Regional Center seeks to ensure people have person-centered, accessible housing of choice.

- 2.1 Increasing the Availability of Housing Options
- 2.2 Adopt Individual Housing Planning
- 2.3 Outreach, Advocacy and Training
- 2.4 Continuous Improvement and Data Refinement

Focus Area 2: Housing Retention and Development

Our Intent:

- ✓ Increase NBRC Set-Asides (continual, in-progress)
- ✓ Gather SLS Housing Needs Data (in progress)
- ✓ Establish Consistent Messaging for Advocacy around Housing



2024

Efforts and Achievements:

- ✓ Signed an MOU with Freebird Housing for 11 units of affordable housing in Healdsburg for individuals with IDD
- ✓ Hosted residential vacancy fair for NBRC Service Coordinators to support existing housing options with vacancies
- ✓ Developed retention planning tool for residential care homes
- ✓ Scheduled two trainings for families/clients annually (started in Feb 2024)
- ✓ Connected with Cal AHA to assist NBRC in expanding housing opportunities
- ✓ Attended Lanterman Housing Alliance conference and Generation H Housing Summit
- ✓ Launched SLS Housing Survey to assess Supported Living Housing Needs

Our continued efforts...

- Ensure People/Families Served are aware of all housing options
- Educate community partners on housing needs for IDD population
- Design proactive housing retention system, begin implementation

2024-26 Strategic Plan:

Focus Area 3: Communication and Outreach

Lead: Claudia Ritchie
Director of Equity & Engagement

NBRC seeks to ensure our staff, people and families served, service providers, collaborative partners and our communities are empowered with communication, information and education about who we are, what we do and how we do it.

- 3.1. Equal Information, Access and Opportunities
- 3.2. Collaboration and Building Relationships
- 3.3. Staff Communication

Focus Area 3: Communication and Outreach

2024

Our Intent:

- ✓ Website Redesign (pushed back to 2025)
- ✓ Increase Social Media Engagement
- ✓ Create Outreach Plan
- ✓ Increase Outreach
- ✓ Increase Internal Communication

Efforts and Achievements:

- ✓ Hired Communications Specialist
- ✓ Hired Director of Equity and Engagement
- ✓ Contracted with Helen Sanderson to implement a robust, ongoing Person Centered change process
- ✓ Hosted: 4 Community Events, 1 Conference, 15 Informational Session, 2 Community Conversations, 12 Focused Conversation Groups
- ✓ Attended 21 community events
- ✓ In total, 1,900 people participated in NBRC events, and NBRC staff connected with an additional 700 individuals
- ✓ Received LACC funding to increase multicultural/multilingual vendors

Our Continued Efforts:

- Complete Website Redesign and Launch
- Complete Transition of Document Management System (LaserFische)
- Increase NBRC visual presence through videos of event footage and of client success stories.
- Create a Communications Group to ensure all NBRC public communications are in alignment and coordinated.

2024-26 Strategic Plan:

Focus Area 4: Strengthening Self Advocates

Lead: Claudia Ritchie
Director of Equity & Engagement

NBRC will support people served to be the best self-advocates they can in representing their lives, needs and desires and in a way that the system can learn from their lived experiences.

- 4.1 Encourage participation in Advocacy and Leadership
- 4.2 Training and Education
- 4.3 Creating a Connected and Supported Advocacy Network

Focus Area 4: Strengthening Self Advocates

2024

Our Intent:

- ✓ Strengthen CAC with independent facilitator, new members, innovation
- ✓ Empower CAC with standard Agenda, Action Items and Board Reporting
- ✓ Support Self-Advocates with Access

Efforts and Achievements:

- ✓ Hired a Director of Equity and Engagement that will lead change in this area.
- ✓ Secured LACC funding to engage a Self-Advocate Facilitator
- ✓ Launched Peer Advocate Leadership Cohort through HCBS funding

Our Continued Efforts:

- Assign new Lead to Director of Equity and Engagement to increase bandwidth to drive change in this area
- Building role of Self Advocate Facilitator and increasing opportunities for self-advocates to lead within their own lives and within the community
- Continue empowering self-advocates to be leaders through the Peer Advocate Leadership Cohort

2024-26 Strategic Plan:

Focus Area 5: Funding and Legislative Advocacy

Lead: Gabriel Rogin
Executive Director

NBRC will support the regional center, and its communities, to determine legislative priorities, including funding, for our catchment area and determine how to best achieve those priorities.

- 5.1 Build an Integrated Structure for NBRC's Legislative Advocacy
- 5.2 Increase the Impact of NBRC's Voice
- 5.3 Planning and Engaging in Community Priorities

Focus Area 5: Funding and Legislative Advocacy

2024

Our Intent:

- ✓ Evolve Public Policy Action Committee (PPAC)
- ✓ Empower PPAC Meetings with Modified Agenda, Clear Messaging and Connectivity
- ✓ Align with State Level Voices (continual and in-progress)

Efforts and Achievements:

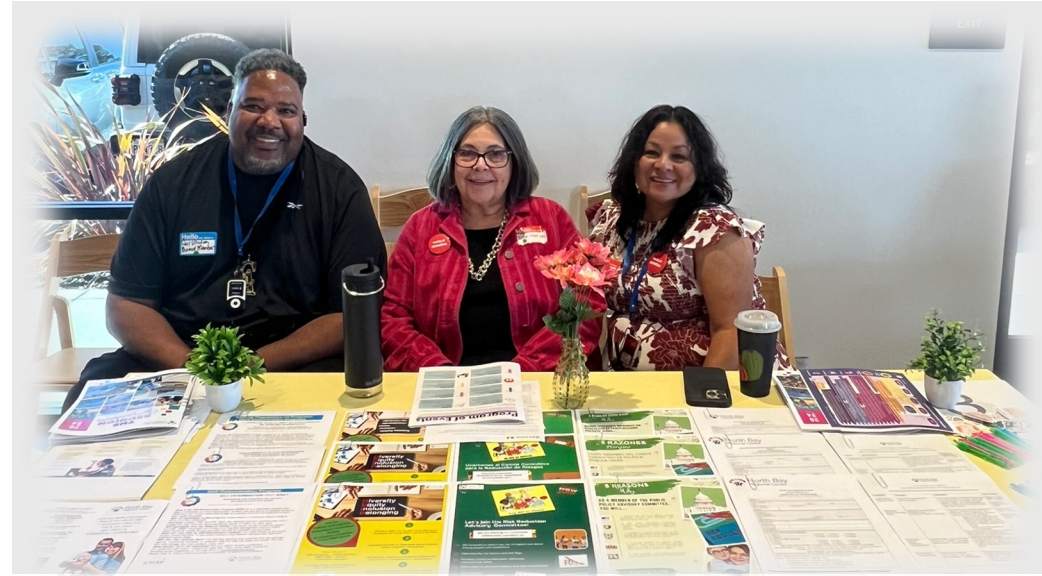
- ✓ Grassroots Day
- ✓ Connecting with local Legislators
- ✓ Legislative Breakfast
- ✓ Supported creation of the ARCA Associate Director Role
- ✓ State-Level Engagement (ARCA/DDS/Lanterman Coalition)
- ✓ Support and Align with Service Provider Groups

Our Continued Efforts:

- NBRC will continue to actively engage and advocate at a State level and is re-evaluating local approaches

How Can YOU Be Involved?

- Join a Committee or Workgroup!
- Provide Feedback on Upcoming Initiatives



Next Steps

- Continue to Drive Change!
- Report annual progress on the Plan to Board/Staff

