



MEMO

TO: Northwest Arkansas Regional Planning Commission
FROM: NWARPC Staff
DATE: May 22, 2025
RE: Adoption of Agency Mission and Strategic Goals

PURPOSE

The purpose of this memorandum is to formally present the proposed mission statement and strategic goals for Northwest Arkansas Regional Planning Commission for adoption by the Board. This effort reflects our commitment to defining a clear vision, guiding principles, and measurable priorities that will shape the agency's direction and impact.

BACKGROUND

Over the past year, the agency has engaged in a process to review and refine its foundational mission and strategic goals. This process included a thorough evaluation of existing adopted plans and policies to ensure alignment with current priorities. Additionally, it incorporated internal staff input, stakeholder consultations, and board workshop sessions. The revised mission and goals aim to reflect the agency's ongoing commitments while responding to current community needs, emerging challenges, and long-term aspirations.

MISSION STATEMENT

The Northwest Arkansas Regional Planning Commission (NWARPC), serving as both a Council of Governments and the region's Metropolitan Planning Organization, leads collaborative efforts to shape a safe, connected, and resilient region—supporting communities through innovative planning, transportation choice, and responsible growth that enhances quality of life across Northwest Arkansas.

STRATEGIC GOALS (2025-2050)

- G1: Advance plans and policies that enhance residents' quality of life, respect the natural and human environment, and connect transportation with land use.
- G2: Foster collaboration and reinforce economic competitiveness.
- G3: Implement a safe, efficient, reliable multimodal transportation system.