

# Key Focus Areas

Genuine community thrives in Rolesville as we seek to build a place that is focused on walkability, with connections to parks, greenways, and gathering spaces.



## Community Connection

FOSTER OPPORTUNITIES TO BUILD CONNECTIONS AND CREATE CIVIC LIFE



### GOALS

Celebrate and promote our community's diversity through a broad mix of arts, culture, and recreational opportunities 1	Consider opportunities for shared services and best practices with neighboring communities 2	Build coalitions with state, county, and community partners to address regional issues 3	Create opportunities to recognize the community's history 4
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## Mindful Growth

PROMOTE DEVELOPMENT WHILE MAINTAINING A SMALL-TOWN CHARACTER



### GOALS

Continue to implement the goals of the Main Street Vision Plan 9	Create a diverse mix of commercial, industrial, and residential development 10	Foster a business community that supports entrepreneurship, encourages innovation, and develops and retains small business 11	Encourage long-range planning to address growth concerns related to the watershed, diverse housing, traffic, and the environment 12
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## Planned Investment

BUILD COMMUNITY ASSETS TO MEET GROWING NEEDS



### GOALS

Continue to improve and enhance the appearance of Greater Rolesville 5	Expand active open space and recreational facilities 6	Continuously provide superior public safety—police, fire, and EMS—to address current and future needs 7	Proactively support plans and programs that build and maintain quality community infrastructure (stormwater, streets, sidewalks, transit, and greenways) 8
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## Organizational Excellence

ENSURE RESOURCES ARE USED FOR THE GREATEST BENEFIT



### GOALS

Maintain financial strength and exercise financial stewardship by providing services in an efficient and cost-effective manner 13	Address organizational staffing needs and provide staff with adequate equipment, facilities, and pay to ensure effective service delivery 14	Prioritize proactive communication with the community 15	Create an organizational culture that values and supports employees, with an emphasis on professional development and diversity, equity, and inclusion 16
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*In addition to community-based elements, the Strategic Plan also includes components that relate to the Town organization.*

## Mission

To provide the highest quality of service in an efficient, cost-effective, and courteous manner that focuses on a safe, livable, and sustainable community

## Core Values

The Rolesville organization is made up of a diverse group of individuals. We believe we are made stronger through that diversity and our set of Core Values.

### We are...

#### **INCLUSIVE**

We seek to welcome and actively engage all members of our diverse community. We recognize that all people deserve to be treated with care, concern, and respect.

#### **COLLABORATIVE**

We work together to achieve our goals. We develop solutions through open communication and teamwork. We support one another and value internal and external partnerships.

#### **ETHICAL**

We hold ourselves to high professional standards. We value integrity and personal accountability. We seek to be honest and trustworthy.

#### **TRANSPARENT**

We communicate honestly and responsively through a variety of communication methods. We keep citizens accurately informed and conduct business in an open manner.

#### **EXCELLENT**

We consistently strive to do our best work and encourage employee initiative. We create and support an environment of continuous improvement and innovation.

Prepared by

#### **TOWN OF ROLESVILLE**

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## STRATEGIC PLAN 2022–2024

## Vision

***Genuine community thrives in Rolesville as we seek to build a place that is focused on walkability, with connections to parks, greenways, and gathering spaces.***

Rolesville has a rich history and a genuine community feel that makes our town unique. Neighbors connect with each other at recreation programs and local parks, and they use playgrounds and trails throughout the year. It is a safe place to live, and quality planned communities offer a wide variety of home styles and price choices. The vision for a charming downtown features areas to walk to quaint coffee shops, breweries, and locally owned shops. Several times a year the Town attracts regional visitors to annual events, concerts, and festivals. Mixed use land development along the downtown core makes Main Street a genuine destination. All of this is within a short drive to the Capital City—Raleigh.