

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.

TOWN OF ROLESVILLE

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Prepared by

 **SCHOOL OF GOVERNMENT**
Center for Public Leadership and Governance



STRATEGIC PLAN 2020–2022

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.

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

Provide a broad mix of arts, culture, and recreation opportunities with cross-generational appeal 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 Town's history and diversity 4
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Mindful Growth

PROMOTE DEVELOPMENT WHILE MAINTAINING A SMALL TOWN CHARACTER



GOALS

Implement the Main Street Vision Plan 9	Create a diverse mix of commercial, industrial, and residential development 10	Foster a business community that supports entrepreneurship, innovation, and small business development 11	Develop a unified and coordinated vision for land use that emphasizes diverse housing options and beautification 12
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Planned Investment

BUILD COMMUNITY ASSETS TO MEET GROWING NEEDS



GOALS

Increase efforts to improve the Town's appearance 5	Expand open space and recreational facilities 6	Grow public safety to address future needs 7	Develop a plan to build and maintain 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 and increase the Town's financial strength 13	Address organizational staffing needs 14	Prioritize proactive communication with the community 15	Recruit and retain outstanding personnel by creating an innovative culture that values professional development 16
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