

TOWN OF APEX

Strategic Plan Framework



Mission

Provide exceptional public service that fosters opportunity for the individual and community to live, thrive, and reach their peak.

Vision

A community unified in the stewardship of our small-town character and natural environment, for a future where all succeed.

Values

Performance
Empowerment
Accountability
Knowledge



Goal: A Welcoming Community

Create a safe and welcoming environment fostering community connections and high-quality recreational and cultural experiences supporting a sense of belonging

Objectives

- Ensure safe places and spaces
- Foster community connections
- Create a sense of belonging
- Encourage a healthy and active lifestyle
- Enhance communications for a more informed community



Goal: High Performing Government

Deliver exceptional service valuing an engaged workforce with an emphasis on efficiency, collaboration, innovation, and inclusion

Objectives

- Use resources efficiently and effectively
- Provide customer-focused service
- Attract, retain, and develop our workforce
- Promote a culture of innovation and creativity
- Maintain transparency in stewardship of public resources
- Enhance communications for a more informed workforce



Goal: Environmental Leadership

Commit to sustaining natural resources and environmental well-being

Objectives

- Adopt clean energy and efficiency measures
- Preserve natural resources and habitats
- Reduce environmental waste
- Proactively address climate vulnerability



Goal: Responsible Development

Encourage equitable and sustainable development that provides accessibility and connectivity throughout the community

Objectives

- Plan for and invest in infrastructure
- Provide and promote mobility
- Support diverse housing options
- Balance impacts of growth and development



Goal: Economic Vitality

Improve and sustain an environment that invites and retains a diversity of residents, employment opportunities, and businesses

Objectives

- Recruit, retain, and develop businesses
- Leverage community assets to benefit businesses and residents
- Engage in placemaking
- Identify key opportunities to strengthen economic environment