

RESOLUTION: 22-_____

RESOLUTION OF APEX TOWN COUNCIL ADOPTING THE APEX STRATEGIC PLAN

WHEREAS, the Town of Apex, NC (the "Town") has been engaged in developing a strategic plan since January 2020; and

WHEREAS, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what projects, services, and programs an organization provides and why it provides them; and

WHEREAS, there are numerous benefits to strategic planning, including clear policy direction for operational and budgetary priorities, increased effectiveness and efficiency, and improved communications and transparency; and

WHEREAS, the strategic plan is intended to guide the Town for the next 3-5 years and be reviewed annually; and

WHEREAS, the strategic plan includes the vision statement, mission statement, values, and five (5) strategic goals/priorities; and

WHEREAS, the Town Council reviewed the proposed strategic plan framework on September 13, 2022.

NOW THEREFORE, THE TOWN COUNCIL OF THE TOWN OF APEX RESOLVES THAT:

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

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

VALUES: Performance, Empowerment, Accountability, and Knowledge

STRATEGIC GOALS/PRIORITIES:

- **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

- **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

- **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

- **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

- **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

Motion made by Council Member _____

Motion seconded by Council Member _____

With _____ Council Members voting aye.

With _____ Council Members voting no.

Adopted and effective this the ____ day of _____, 2022.

Jacques K. Gilbert
Mayor

ATTEST:

Allen L. Coleman, CMC, NCCCC
Town Clerk