

## **TOWN OF CARY QUALITY OF LIFE GUIDING PRINCIPLES**

1. The Town of Cary is an exceptionally safe community
  - Citizens feel secure in their homes, in the community, and on the streets and sidewalks
  
2. The Town of Cary maintains a small town feel
  - The Town possesses a distinctively small town character with a vibrant downtown
  - Pedestrians, drivers, and bicyclists move efficiently
  - Public facilities are clean and inviting
  
3. The Town of Cary is defined by its distinctive sense of place
  - Citizens and users take pride in the attractive appearance of parks, streets, and buildings
  - Citizens value the community's cultural, recreational and economic opportunities
  - Citizens feel encouraged to lead healthy lifestyles
  
4. The Town of Cary actively builds community for all of its people
  - Citizens take pride in their quality of life
  - Community gathering places are valued and utilized
  - Town infrastructure is built to last
  - Citizens get excellent value for their investment in the Town of Cary
  - The public respects the way the Town is governed
  - The Town provides extraordinary customer service

## **TOWN OF CARY GOALS AND INITIATIVES**

### **FOCUS AREA I: COMMUNITY PLANNING - *PLANNING FOR QUALITY OF LIFE***

#### **GOAL: ACHIEVE A WELL-PLANNED COMMUNITY USING INNOVATIVE AND PROACTIVE PLANNING APPROACHES AND TECHNIQUES.**

*INITIATIVE: Continue the implementation of a growth management program that identifies and effectively deals with the rate/timing, amount, location, cost, and quality of facilities and development.*

*INITIATIVE: Identify sufficient long-range water resources and develop plans that address demand requirements.*

*INITIATIVE: Implement the housing program to meet community needs, as outlined in the housing plan.*

*INITIATIVE: Develop, implement, and maintain a comprehensive plan that addresses transportation, parks, and public safety.*

*INITIATIVE: Revise the Town's land use plan, as needed, to ensure that it reflects the current policy directives of the Town Council.*

*INITIATIVE: Work to develop a local response that addresses environmental concerns such as open space, water, wastewater, stormwater and solid waste.*

## **FOCUS AREA II: INFRASTRUCTURE - MAKING SURE WE'RE READY WHEN YOU ARE**

**GOAL: ENSURE THAT ROADS, WATER AND WASTEWATER FACILITIES, PARKS, AND OTHER INFRASTRUCTURE EXISTS FOR THE EXISTING CITIZENS AND FOR THE FUTURE NEEDS IDENTIFIED IN THE COMPREHENSIVE PLAN.**

*INITIATIVE: Continue to build a consensus for standards of adequacy regarding infrastructure and refine level of service standards to reflect the Town's regional goals and changing standards over time.*

*INITIATIVE: Continue the development of a fiscally responsible plan to implement standards that balance citizens' expectations with willingness to pay.*

*INITIATIVE: Develop an environmentally sound regional approach to infrastructure related to water, wastewater and transportation.*

*INITIATIVE: Facilitate the availability of competitive broad-band technology services to the citizens of Cary.*

## **FOCUS AREA III: FINANCIAL CONDITION - MAKING SENSE WITH THE DOLLARS**

**GOAL: ACHIEVE A STABLE AND STRONG FINANCIAL POSITION BY ACCURATELY ESTIMATING, PRUDENTLY ALLOCATING, AND MANAGING FINANCIAL RESOURCES.**

*INITIATIVE: Create a long-term strategic financial plan for the Town that addresses debt, financial position, revenues and expenditures.*

*INITIATIVE: Continue the refinement and implementation of a performance measurement process to provide better information for budgetary decision-making and create a stronger link between the allocation of resources and the expected results.*

*INITIATIVE: Continue to refine tools used for short-term financial analysis and decision-making.*

## **FOCUS AREA IV: MUNICIPAL SERVICES – PROVIDING EXCELLENCE IN SERVICE TO THE CITIZENS**

**GOAL: ACHIEVE A HIGH LEVEL OF SERVICE TO THE CITIZENS IN A PROMPT, RELIABLE, RESPONSIVE, AND COST-EFFECTIVE MANNER**

*INITIATIVE: Regularly review operations to identify ways to deliver services more efficiently and effectively and ensure that service levels meet citizens' expectations.*

*INITIATIVE: Maintain a cost-conscious approach to operations in order to ensure the sustainability of service provision.*

*INITIATIVE: Increase public involvement in Town government.*