

TOWN OF CARY GOALS AND INITIATIVES PROCESS

Each year a Council/Staff retreat is held to discuss key issues and initiatives and long-term strategic plans. In 2001, an issue-based process was used to help update the Town's goals and initiatives. The major issues identified are listed below. The Town of Cary's current goals and initiatives that were developed to help address these issues are listed as well.

- Transportation
- Infrastructure Timing
- Water Conservation
- Regionalism
- Public Outreach - Involvement, Interaction & Education
- Schools
- Providing Direction & Vision for Growth and the Management of that Growth
- Organizational Development - Customer Service
- Public Safety
- The Identity of the Town - How We are Perceived and Actual Community Appearance (including future of the Downtown area)
- Levels of Service - Defining Customers' Expectations and providing that service in a prompt, courteous, responsive and efficient manner while constantly striving for improvement
- Development - Density, Blend, Diversity (Affordable Housing)
- Recreation - Open Space
- Fiscal Responsibility and Stability including the Fiscal Impact of Decisions
- Technology
- Environmental Responsibility and Concerns
- Emphasis on Efficiency and Cost-Consciousness

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.