

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: Administer existing development ordinances and related development guidelines as adopted.

INITIATIVE: Create connections between development interests and affected citizens to eliminate problems and concerns.

INITIATIVE: Be responsive and inclusive to those involved in and affected by the development process.

INITIATIVE: Identify planning, land use and growth related trends that affect the community and identify related policy changes that need to be made.

INITIATIVE: Recognize points of conflict between approved development ordinances and community vision/community response, and work with Council and the community to realign policy and reality.

INITIATIVE: Understand the forces that affect the built community and how they relate to the built environment: market trends, economic trends, building materials and techniques, etc.

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: Develop, maintain and update infrastructure master plans that coincide with community vision – water, wastewater, roads, parks, greenways, public facilities.

INITIATIVE: Establish priorities for the timing of capital project construction based on citizen input, development trends, existing plans and community need.

INITIATIVE: Develop alternate financing plans to fund approved plans, including seeking alternate sources of funding.

INITIATIVE: Manage implementation of infrastructure plans to the approved schedule and budget.

INITIATIVE: Build public facilities that meet community expectations for quality, environmental sensitivity, aesthetics and future needs.

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: Clearly identify budget and financial strategies and goals in the area of budgeting, financial planning, acquisition and use of short-term and long-term debt, capital facilities planning and budget management and execution.

INITIATIVE: Maintain a AAA Bond Rating.

INITIATIVE: Maintain the credibility of the organization with the public, State of North Carolina and private financial markets.

INITIATIVE: Ensure funding is allocated to execute priorities and service levels defined through the mission statement, statement of values and Council goals and initiatives.

INITIATIVE: Promote efficient and effective use of resources through vigorous budget preparation, approval and execution.

INITIATIVE: Provide credibility and accountability through internal controls, performance measures and attention to details.

INITIATIVE: Estimate revenues in an aggressively conservative manner.

INITIATIVE: Identify future issues and forecast operational and fiscal impacts.

INITIATIVE: Utilize fund balance for mid-year funding flexibility, bond rating, stability, interest income, help manage cash flow, provide flexibility in debt management and contribute to overall healthy financial position.

INITIATIVE: Maximize our financial position through prudent debt, cash and investment management.

INITIATIVE: Include revenue billing and collection processes that are accurate and timely.

INITIATIVE: Protect assets through proactive risk management system.

INITIATIVE: Comply with all applicable federal and state laws, as well as grant and contract commitments.

**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: Through citizen engagement identify public services desired by the public and the level of service.

INITIATIVE: Develop operations plans that clearly define service and service level so we can accurately measure performance.

INITIATIVE: Provide all services in a prompt, consistent and dependable manner.

INITIATIVE: Provide all services with the citizen in mind; service delivery must be understandable and convenient for citizens to access.

INITIATIVE: Operations plans should be cost effective and efficient; plans will continually be benchmarked against like services across the country for quality and cost.

INITIATIVE: The Town will meet or exceed all regulatory requirements.

INITIATIVE: Offer services that improve the overall environment and quality of life in the community and are not readily available from the private sector.