

# STRATEGIC PLAN

2022-2027



TOWN *of*  
WAKE FOREST

Established by the Wake Forest Board of Commissioners



## *Our* VISION

Wake Forest's vibrant, diverse, and welcoming community fosters its distinct character, thriving economy, and high quality of life.





## *Our* MISSION

The Town of Wake Forest is committed to delivering superior services and celebrating the diversity of our organization.



# *Our* VALUES



## CARING

Demonstrating respect, honesty, understanding, helpfulness, and positivity



## COMMITMENT

Displaying a strong sense of dedication to the organization and your fellow employees



## CHARACTER

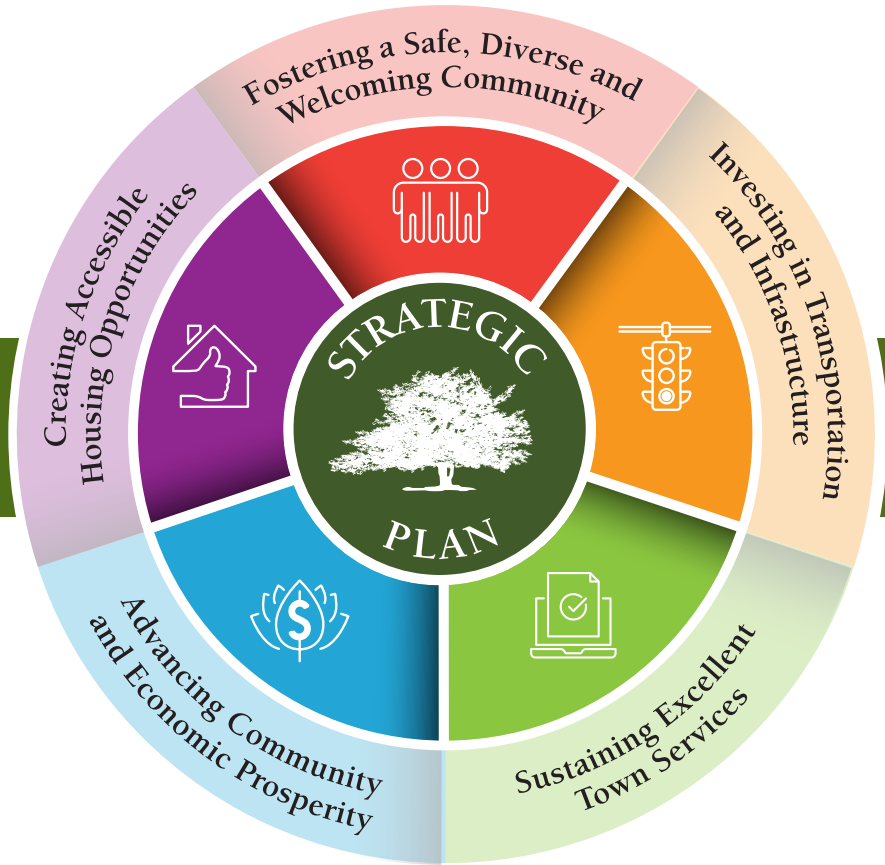
Demonstrating integrity, perseverance, and ethical behavior



## COLLABORATION

Embracing the value of teamwork and interdepartmental cooperation to achieve common goals

# Our GOALS



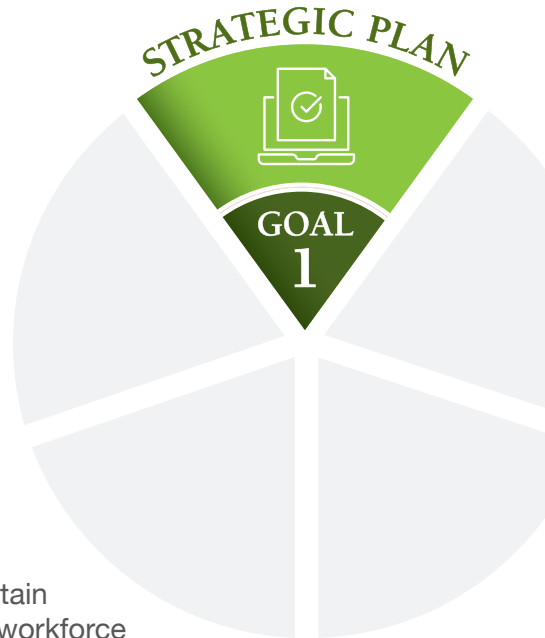


Wake Forest provides exceptional Town services by protecting and serving the community, empowering staff to seek creative solutions, and ensuring financial stability.

# Sustaining Excellent Town Services

## PRIORITIES

- › Develop strategies to attract and retain Town staff, including outreach and workforce development opportunities for high school students
- › Evaluate cost effective solutions for Town services
- › Maintain public safety response times as road conditions change





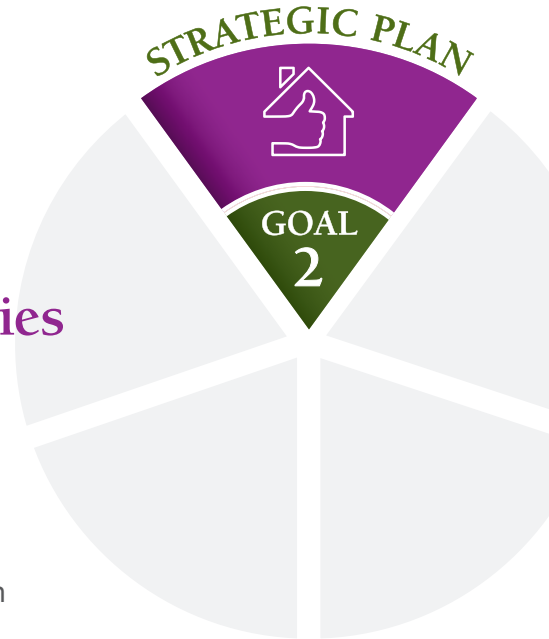
Wake Forest is dedicated to supporting housing opportunities for all persons and across all income levels.



# Creating Accessible Housing Opportunities

## PRIORITIES

- › Develop an affordable housing plan
- › Develop a plan to actively advocate for redevelopment of quality public housing
- › Preserve naturally occurring affordable housing





Wake Forest is a safe and inclusive community with attractive neighborhoods and diverse, engaged residents.

# Fostering a Safe, Diverse, and Welcoming Community

## PRIORITIES

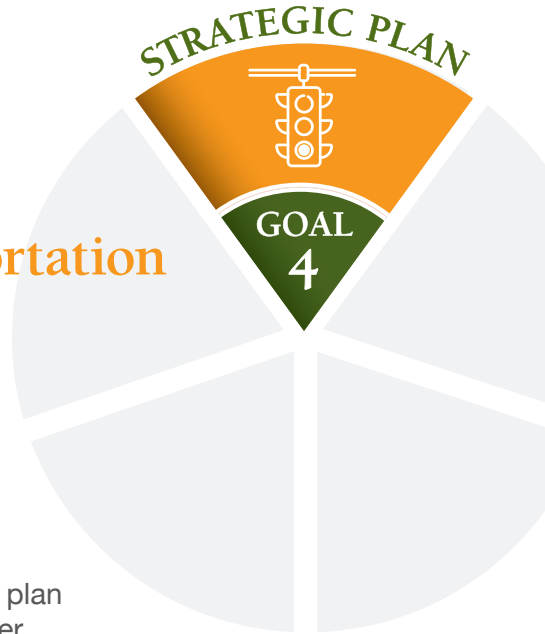
- › Create new and improved gateways and wayfinding
- › Implement action items from the Northeast Community Plan
- › Offer events that bring the community together and celebrate our diverse cultures





Wake Forest invests in sustainable and connected infrastructure to meet the needs, expectations, and values of the community.

# Investing in Transportation and Infrastructure



## PRIORITIES

- › Develop a Town-wide sustainability plan inclusive of power, water, stormwater, open space, and other infrastructure
- › Educate the community about transportation issues, challenges, and opportunities
- › Evaluate options for transit expansion to include microtransit
- › Explore revenue options to support infrastructure needs



Wake Forest attracts and retains a diverse mix of businesses and employment opportunities.



# Advancing Community and Economic Prosperity



## **PRIORITIES**

- › Develop a business attraction and retention plan that includes job creation strategies and incentives
- › Encourage and protect small and entrepreneurial businesses
- › Evaluate options for a performing arts center
- › Continue to provide a business-friendly environment

*Where Innovation Meets Opportunity*



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919.435.9400 | [wakeforestnc.gov](http://wakeforestnc.gov), search “Strategic Plan”