TOWN of WAKE FOREST

STRATEGIC PLAN

Our VISION

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

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 MISSION

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

Our GOALS

STRATEGIC
PLAN

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GOAL 1

Sustaining Excellent Town Services

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

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

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GOAL 2

Creating Accessible Housing Opportunities

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

PRIORITIES

› Develop an affordable housing plan

› Develop a plan to actively advocate for redevelopment of quality public housing

› Preserve naturally occurring affordable housing

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GOAL 3

Fostering a Safe, Diverse, and Welcoming Community

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

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

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GOAL 4

Investing in Transportation and Infrastructure

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

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

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GOAL 5

Advancing Community and Economic Prosperity

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

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