

# Strategic Focus Areas

Focus areas will require intentional investment of time, money, and resources. By stating these as our focus areas and objectives, we are committing to this investment and prepared to take the steps to achieve successful outcomes.



## Connected Communities

Fostering a sense of belonging and pride through deep bonds within our ever-growing community

### What does this mean to us?

*Creating meaningful community connection lies at the heart of Rolesville's identity. As our Town continues to grow, fostering deep community bonds is key to enhancing our sense of place and belonging. Rolesville is made up of friendly residents who are connected to each other and with the Town itself.*

### Objectives

- Intentionally create spaces to promote and foster connections for residents within Rolesville
- Celebrate the diverse communities within the larger Rolesville community through cultural events
- Strengthen our network of partners in the state, county, and community that can support the Town as we address regional issues
- Implement systems for clear communication with residents



## Abundant Amenities

Building our town's resources to reflect our values and enrich residents' lives

### What does this mean to us?

*Rolesville is committed to delivering amenities of the highest quality that cater to the diverse needs of our residents. Our consistent recognition as one of the safest towns in North Carolina demonstrates our dedication to maintaining and enhancing the infrastructure that contributes to our town's charm and high standards.*

### Objectives

- Continue to improve and beautify Rolesville
- Expand and develop active open space, greenways, and recreational facilities
- Continuously provide superior public safety and fire services through strong infrastructure and programs to address current and future needs
- Proactively support plans, services, and programs that build and maintain quality community infrastructure and town facilities



## Intentional Growth

Embracing change while maintaining a neighborly community

### What does this mean to us?

*As our community continues to experience growth, we will prioritize sustainable development practices and ensure adequate planning and investment in Town infrastructure. We seek to retain what makes Rolesville special and grow responsibly. We welcome change while considering the needs of both current and future residents and businesses.*

### Objectives

- Enhance the Town through investments in projects, facilities, and infrastructure that support the expansion of Rolesville
- Invest in a diverse mix of commercial, retail, and residential development
- Serve as an advocate for the small business community that encourages entrepreneurship, innovation, development, and retention
- Expand the non-residential tax base through incoming businesses and job opportunities
- Encourage long-range planning to address growth concerns related to the watershed, diverse housing, traffic, and the environment



## Strong Organization

Fostering a network where employees feel empowered and supported

### What does this mean to us?

*The Town of Rolesville strives to be recognized as a regional employer of choice, recognizing our employees' pivotal role in Rolesville's success. We are dedicated to enhancing and developing our employees, fostering a supportive workplace culture among Rolesville staff. Our internal facing goal is to create a workplace where employees feel committed to the mission and vision of the Town.*

### Objectives

- Maintain financial strength through data informed decisions and other best practices for local government
- Continuously provide outstanding support to employees through competitive pay, resources, and facilities
- Cultivate an organizational culture where employees feel supported and encouraged to thrive in an inclusive environment
- Strengthen transparency and open communication between the Board and staff members
- Create opportunities for growth through career ladders, supporting employees' growth and reducing turnover

## Through both the survey and the community café, we learned that residents value the following:

### 1 Small Town Quality of Life

Rolesville residents shared their appreciation for the small-town atmosphere, their friendly community members, gathering spaces, the safety, and walkability of the Town.

### 2 Housing Affordability

With a notable rise in housing prices in the Triangle area in recent years, residents are glad that they can still afford to live in Rolesville. Additionally, they prefer that the Town prioritize single-family homes over other options when considering residential development priorities.



## The survey and community café revealed some additional considerations for the Town

### 1 Housing Diversity

Residents prefer that the Town prioritize single-family homes over other options when considering residential development priorities. However, residents still desire a mix of options, and emphasized the need for affordable housing solutions. Balancing these preferences will be crucial in meeting diverse needs of the Rolesville community.

### 2 Navigating Growth and Preservation

Residents are requesting more growth with a focus on more gathering spaces, dining establishments, and retail opportunities. However, residents expressed the importance of maintaining the small-town charm that makes Rolesville unique. As the Town implements the strategic plan, it is essential to find the right balance between sustainable growth and preservation.



# Rolesville

Genuine Community • Capital Connection  
Est. 1837

## Strategic Plan 2024-2029

### Our Vision

Rolesville is a dynamic, tight-knit community that fosters genuine connections and embraces change while maintaining its unique local character.

### Our Mission

Our mission is to provide the highest quality of service in an efficient, cost-effective, and courteous manner, focusing on a safe, livable, sustainable community with a strong sense of belonging.

### Our Values

Our core values guide our everyday behaviors and decision making. At all times, we strive to uphold the following values as we serve the residents of Rolesville.

**Accountable • Collaborative • Ethical • Excellent • Inclusive • Transparent**

