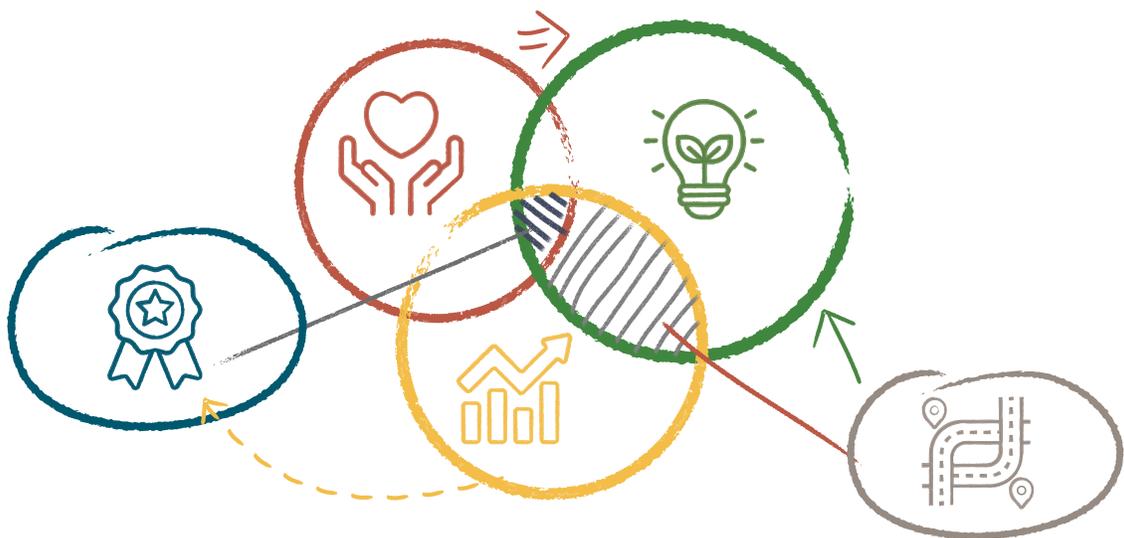


# GAME PLAN APEX

*A Strategic Playbook  
for the Next Five Years*



# TOWN OF APEX

## Strategic Plan Framework



### Mission

Provide exceptional public service that fosters opportunity for the individual and community to live, thrive, and reach their peak.

### Vision

A community unified in the stewardship of our small-town character and natural environment, for a future where all succeed.

### Values

Performance  
Empowerment  
Accountability  
Knowledge



## Goal: A Welcoming Community

Create a safe and welcoming environment fostering community connections and high-quality recreational and cultural experiences supporting a sense of belonging

### Objectives

- Ensure safe places and spaces
- Foster community connections
- Create a sense of belonging
- Encourage a healthy and active lifestyle
- Enhance communications for a more informed community



## Goal: High Performing Government

Deliver exceptional service valuing an engaged workforce with an emphasis on efficiency, collaboration, innovation, and inclusion

### Objectives

- Use resources efficiently and effectively
- Provide customer-focused service
- Attract, retain, and develop our workforce
- Promote a culture of innovation and creativity
- Maintain transparency in stewardship of public resources
- Enhance communications for a more informed workforce



## Goal: Environmental Leadership

Commit to sustaining natural resources and environmental well-being

### *Objectives*

- Adopt clean energy and efficiency measures
- Preserve natural resources and habitats
- Reduce environmental waste
- Proactively address climate vulnerability



## Goal: Responsible Development

Encourage equitable and sustainable development that provides accessibility and connectivity throughout the community

### *Objectives*

- Plan for and invest in infrastructure
- Provide and promote mobility
- Support diverse housing options
- Balance impacts of growth and development



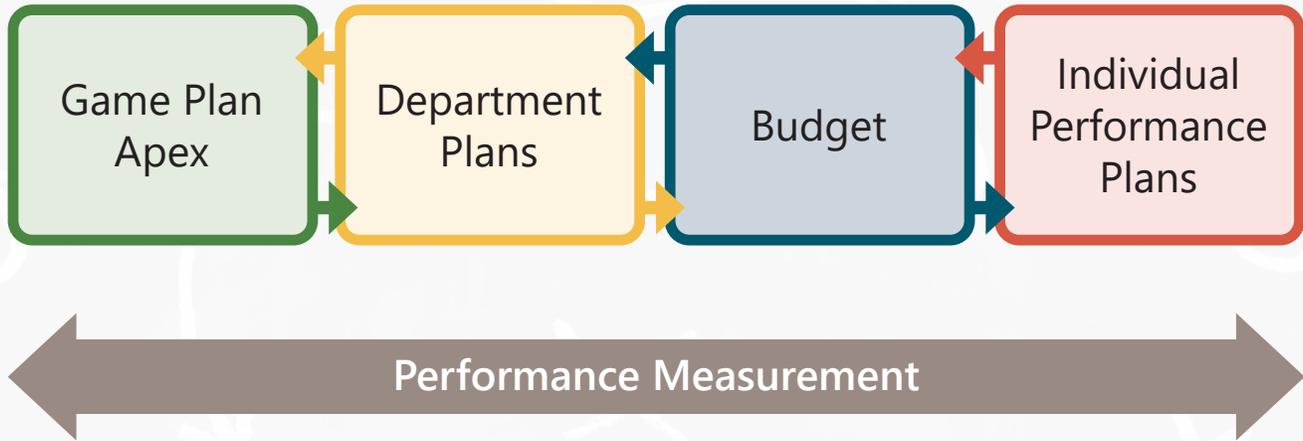
## Goal: Economic Vitality

Improve and sustain an environment that invites and retains a diversity of residents, employment opportunities, and businesses

### *Objectives*

- Recruit, retain, and develop businesses
- Leverage community assets to benefit businesses and residents
- Engage in placemaking
- Identify key opportunities to strengthen economic environment

# Strategy System



## Game Plan Apex

Game Plan Apex is a document that serves as the town's strategic playbook for the next five years. In its fully developed form, every town employee should be able to see how the work they do every day connects back to the town's strategic goals.

## Department Plans

Each department developed work plans with their own set of goals, objectives, and initiatives. These plans will zoom in a bit from the high-level goals, and detail specific actions that can be taken to help achieve the goals.

## Budget

Do we have the right equipment to complete a task? Are there enough employees to get the job done? This all plays out in the development of the annual budget. The budget will be closely aligned with department plans that support the Game Plan.

## Individual Performance Plans

A revision to the town's performance feedback system will help us tie each employee's performance back into the strategic plan.

## Performance Measurement

Defined measures of success will be woven throughout the process.