

## *Vision*

### **Guilford County is a place that...**

*Creates Prosperity and Educational Opportunity* for all its citizens;  
Views *Diversity* as a strength and strives for equality;  
Provides freedom through *Safe and Healthy* communities; and  
Values **economic growth**, producing a *Rich Quality of Life*.

## *Values*

**Those who choose to live, work, learn and play in Guilford County will appreciate and value:**

- A rich quality of life;
- An exceptional infrastructure;
- Economic opportunity; and
- An innovative, inclusive, open and collaborative government.

**The County promotes an exceptional infrastructure made possible by its:**

- Strategic efforts to recruit industry and expand businesses in the area;
- Success in encouraging students attending our universities to live and work here after graduation;
- Carefully planned growth and development to avoid untenable traffic issues and ensure adequate infrastructure and school and safety resources are in place;
- Provision of excellent and safe schools offering both traditional and nontraditional educational opportunities to meet the needs of every student;
- Commitment to public health, mental health, social services and public safety; and
- Innovative substance abuse and crime programs focused on education, prevention, intervention, rehabilitation and treatment.

**Quality of life is enhanced by the availability throughout the county of:**

- Safe and healthy neighborhoods;
- Extraordinary parks and recreational opportunities;
- Protected environment and natural resources, and preserved open space and historic areas; and
- Public transportation.

**County leaders facilitate this community by:**

- Being responsive to their constituency;
- Supporting volunteer resources and community groups working to improve the county;
- Working collaboratively with schools and regional governments;
- Striking a balance between growth and development and protection of land, environment and heritage; and
- Providing representation for decision making to a cross-section of the community.

## *Mission*

### **As public servants we will...**

Provide Efficient, Effective, Responsive government that meets the public's needs and improves our community.