



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
Rochester Hills, MI 48309  
248.656.4630  
[www.rochesterhills.org](http://www.rochesterhills.org)

---

Legislative File No: 2017-0332

**TO:** Mayor and City Council Members  
**FROM:** Strategic Planning and Policy Technical Review Committee  
**DATE:** July 31, 2017  
**SUBJECT:** City Council Strategic Goals and Objectives for FY 2018

---

**REQUEST:**

The Strategic Planning and Policy Technical Review Committee recommends the adoption of Goals and Objectives for FY 2018.

**BACKGROUND:**

The Strategic Planning and Policy Technical Review Committee met on Wednesday June 20, 2017 to reassess City Council's Goals and Objectives for FY 2018. The Committee is comprised of Mr. Brown, Ms. Morita, and Mr. Kubicina along with the administrative assistance from Mr. Snyder, Chief Financial Officer.

The suggested Goals and Objectives are ordered by priority ranking. While the Committee believes this is the appropriate priority order, it is by no means absolute. The Committee fully recognizes that the funding and use of resources for higher priorities needs to be balanced against funding and the use of resources for lesser, but still important, priorities.

The changes from FY 2017 to FY 2018 include:

- Goal #2 / Infrastructure Management
  - Objective #1: Eliminate "short-term funding strategy" for storm water issues, as the General Fund transfer begun in FY 2017 is a short-term strategy. Continue to focus on a long-term storm water funding strategy.
- Goal #3 / Economic / Tax Base
  - Objective #3: Replace the objective of "Support the Redevelopment of Blighted Properties" with the New objective of "Support implementation of the Auburn Road Corridor Redevelopment Plan"
- Goal #4 / Recreation, Parks, Cultural
  - Moved up from Goal #5 last year
- Goal #5 / Fiscal Management
  - Moved down from Goal #4 last year
- Goal #7 / Community / Neighborhoods
  - Objective #4 added: "Develop a comprehensive notification system to alert residents of emergency situations"
- Goal #8 / Effective Governance
  - Objective #3: Replace the objective of "Explore privatization of certain City functions" with the New objective of "Encourage administration to identify grants and/or opportunities to share project costs with other agencies"

- Goal #9 / Environment
  - Objective #2 added: “Review potential for the expansion of green programs within the City, and encourage vendor participation”

**RECOMMENDATION:**

The Strategic Planning and Policy Technical Review Committee recommends the adoption of Goals and Objectives for FY 2018.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		