

# City Council Strategic Planning & Policy Technical Review Committee

## Fiscal Year 2021 Goals and Objectives:

### 1. GOAL: PUBLIC SAFETY

Protect the residents, businesses, and visitors of Rochester Hills by providing high quality public safety.

**Objective:** Continue to monitor Fire's Funding Structure to ensure long-term viability.

**Objective:** Continue to examine current levels of police service for effectiveness and efficiency.

**Objective:** Continue to implement the Fire Department Strategic Plan.

### 2. GOAL: FISCAL MANAGEMENT

Establish policies for fiscal responsibility that ensure short and long-term prosperity through effective fiscal planning and efficient management of taxpayer assets.

**Objective:** Continue the policy of conservatively forecasting revenues, expenses, and critical factors for up to the next seven years on a rolling basis. Continue long-term strategic analysis of the years beyond.

**Objective:** Continue to adopt a three-year budget plan.

**Objective:** Monitor the efficiency and effectiveness of the City's internal financial controls to provide proper safeguarding of the City's assets.

### 1.3. GOAL: INFRASTRUCTURE MANAGEMENT

Provide reliable, safe, and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City.

~~**Objective:** Implement a comprehensive storm water policy including a long term funding strategy.~~

**Objective:** Continue neighborhood storm water education programs (including HOA leadership).

**Objective:** Continue sump pump discharge inspection program (sanitary vs. storm drain).

**Objective:** Review condition of existing City facilities to ensure they are aesthetically pleasing and optimize administrative efficiency so that both our residents and employees feel valued.

**Objective:** Continue cross connection education program.

### 2.4. GOAL: ECONOMIC / TAX BASE

Retain investment, maintain the tax and employment base, support redevelopment, and uphold high property values in the City.

**Objective:** Continue to attract and retain businesses. This includes businesses that focus on R&D, High-Tech, and other types of businesses, including small businesses.  
~~that focus on R&D and "High Tech".~~

**Objective:** Continue to enforce policies and ordinances for the maintenance of existing residential and commercial buildings.

**Objective:** Continue implementation of the Auburn Road Corridor Redevelopment Plan.

**City Council Strategic Planning & Policy Technical Review Committee**  
**Fiscal Year 2021 Goals and Objectives:**

**Objective:** Support diversification of available housing stock, including the encouragement of mixed-use properties.

**5. GOAL: COMMUNITY / NEIGHBORHOODS**

Protect the family-oriented community from adverse events and conditions by strategic planning and proactive management in all aspects of municipal governance.

**Objective:** Develop and implement a comprehensive notification system to alert residents of emergency situations.

**Objective:** Maintain and improve relationships with homeowner associations/neighborhoods to further neighborhood stability to make the community a better place to live.

**Objective:** Continue to implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.

**Objective:** Continue to evaluate and make recommendation(s) to reduce the adverse impact of wildlife population in the City, and educate HOA leadership and homeowners.

**6. GOAL: CITY WORKFORCE**

Attract and retain qualified, responsive, and innovative workforce.

**Objective:** Continue to offer competitive compensation and benefit programs.

**Objective:** Encourage and support training and continuing education to retain and maximize talent.

**Objective:** Use social media and other targeted outlets to attract best prospects, including diverse candidates.

**Objective:** Build a pipeline of skilled workers through proactive partnerships and internship programs.

**Objective:** Provide diversity, equity, and inclusion in the hiring and promotion process, and within the City's workforce culture.

**7. GOAL: EFFECTIVE GOVERNANCE**

Provide clear policy direction to Administration for the execution of City programs and services to ensure the efficient use of taxpayer funds.

**Objective:** Annual review and update of Emergency Operating Plan by staff and City Council.

**Objective:** Promote cooperative purchases with other communities, i.e. MITN

**Objective:** Encourage administration to identify grants and/or opportunities to share project costs with other agencies.

**Objective:** Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.

**Objective:** Encourage administration to identify grants and/or opportunities to share project costs with other agencies.

**Objective:** Annual review and update of Emergency Operating Plan by staff and City Council.

**City Council Strategic Planning & Policy Technical Review Committee  
Fiscal Year 2021 Goals and Objectives:**

**8. GOAL: COMMUNITY TRUST & PARTICIPATION**

Promote effective communication between City Council, administration, residents, businesses, and visitors so that decisions reflect the community's desires and expectations.

**Objective:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.

**Objective:** Maintain and improve openness and transparency in conducting City business by way of cable broadcast and web cast of City Council meetings, and accessibility to City documents.

**Objective:** Acknowledge and promote diversity, equity, and inclusion

**Objective:** Continue notification of new developments to ensure that neighboring property owners are advised.

**Objective:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.

**Objective:** Continue the policy of bi-annual public input via a community survey.

**Objective:** Involve youth in leadership growth and in the development of City's future by way of encouraging their participation on the Rochester Hills Government Youth Council.

**3.9. GOAL: RECREATION, PARKS, CULTURAL**

Preserve the City of Rochester Hills' natural resources and recreational character.

**Objective:** Review the short and long-term needs of the Park system to promote the City's quality of life, and provide a plan to meet those needs, including funding.

**Objective:** Examine alternate funding sources for park development.

**Objective:** Continue maintenance program of acquired Green Space and natural feature City owned property.

~~**4.1. GOAL: COMMUNITY TRUST & PARTICIPATION**~~

~~Promote effective communication between City Council, administration, residents, businesses, and visitors so that decisions reflect the community's desires and expectations.~~

~~**Objective:** Maintain and improve openness and transparency in conducting City business by way of cable broadcast and web cast of City Council meetings, and accessibility to City documents.~~

~~**Objective:** Acknowledge and promote diversity, equity, and inclusion~~

~~**Objective:** Continue notification of new developments to ensure that neighboring property owners are advised.~~

~~**Objective:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.~~

# City Council Strategic Planning & Policy Technical Review Committee

## Fiscal Year 2021 Goals and Objectives:

~~Objective: Continue the policy of bi-annual public input via a community survey.~~

~~Objective: Involve youth in leadership growth and in the development of City's future by way of encouraging their participation on the Rochester Hills Government Youth Council.~~

### ~~5.1 GOAL: FISCAL MANAGEMENT~~

~~Establish policies for fiscal responsibility that ensure short and long term prosperity through effective fiscal planning and efficient management of taxpayer assets.~~

~~Objective: Continue the policy of conservatively forecasting revenues, expenses, and critical factors for up to the next seven years on a rolling basis. Continue long term strategic analysis of the years beyond.~~

~~Objective: Continue to adopt a three-year budget plan.~~

~~Objective: Monitor the efficiency and effectiveness of the City's internal financial controls to provide proper safeguarding of the City's assets.~~

### ~~6.1 GOAL: COMMUNITY / NEIGHBORHOODS~~

~~Protect the family-oriented community from adverse events and conditions by strategic planning and proactive management in all aspects of municipal governance.~~

~~Objective: Develop and implement a comprehensive notification system to alert residents of emergency situations.~~

~~Objective: Maintain and improve relationships with homeowner associations/neighborhoods to further neighborhood stability to make the community a better place to live.~~

~~Objective: Continue to implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.~~

~~Objective: Continue to evaluate and make recommendation(s) to reduce the adverse impact of wildlife population in the City, and educate HOA leadership and homeowners.~~

### ~~7.1 GOAL: EFFECTIVE GOVERNANCE~~

~~Provide clear policy direction to Administration for the execution of City programs and services to ensure the efficient use of taxpayer funds.~~

~~Objective: Promote cooperative purchases with other communities, i.e. MITN~~

~~Objective: Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.~~

~~Objective: Encourage administration to identify grants and/or opportunities to share project costs with other agencies.~~

~~Objective: Annual review and update of Emergency Operating Plan by staff and City Council.~~

### ~~8.10. GOAL: ENVIRONMENT~~

## City Council Strategic Planning & Policy Technical Review Committee Fiscal Year 2021 Goals and Objectives:

Promote conservation of water, electricity, etc.

**Objective:** Support green initiatives and resource efficiencies.

**Objective:** Review potential for the expansion of green programs within the City, and encourage vendor participation.

**Objective:** Continue education on and enforcement of the City's Automatic Irrigation Systems ordinance.

### ~~9.1 GOAL: CITY WORKFORCE~~

~~Attract and retain qualified, responsive, and innovative workforce.~~

~~**Objective:** Continue to offer competitive compensation and benefit programs.~~

~~**Objective:** Encourage and support training and continuing education to retain and maximize talent.~~

~~**Objective:** Use social media and other targeted outlets to attract best prospects, including diverse candidates.~~

~~**Objective:** Build a pipeline of skilled workers through proactive partnerships and internship programs.~~

~~**Objective:** Provide diversity, equity, and inclusion in the hiring and promotion process, and within the City's workforce culture.~~