



Rochester Hills

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Master

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Title

Strategic Planning Technical Review Committee's Recommendation to City Council

Body

Resolved, that the Rochester Hills City Council establish the following as its Fiscal Year 2019 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.

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

Objective: Implement strategies to maintain current level of Fire and EMS service.

2. 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.

3. 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 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:** Support implementation of the Auburn Road Corridor Redevelopment Plan.
- Objective:** Support diversification of available housing stock, including the encouragement of mixed-use properties.

4. 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 and provide a plan to meet those needs, including funding.
- Objective:** Examine alternate funding sources for park development.
- Objective:** Implement maintenance program of acquired Green Space and natural feature City owned property.

5. 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:** Expand new development notification 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.

6. 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 forecasting revenues, expenses, and critical factors for up to the next seven years on a rolling basis and begin strategic analysis of the years beyond.
- Objective:** Continue to provide a three-year budget plan.

7. 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.

8. GOAL: EFFECTIVE GOVERNANCE

Provide clear policy direction to the 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.

9. GOAL: ENVIRONMENT

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.

10. GOAL: CITY WORKFORCE

Attract and retain qualified, responsive, productive, 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.