

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.