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Date	Ver.	Action By	Action	Result
7/31/2017	2	City Council Regular Meeting	Adopted by Resolution	Pass

Strategic Planning Technical Review Committee's Recommendation to City Council

Resolved, that the Rochester Hills City Council establish the following as its Fiscal Year 2018 Goals and Objectives:

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 improve Fire and EMS service.

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: Establish a cross connection education program.

Objective: Develop and review a sump pump discharge inspection program (sanitary vs. storm drain).

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 review policies and ordinances for the maintenance of existing residential and commercial buildings.

Objective: Support implementation of the Auburn Road Corridor Redevelopment Plan.

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.

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.

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: 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.

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: 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 the deer population in the City, and educate HOA leadership and homeowners.

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

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.

GOAL: ENVIRONMENT

Promote conservation of water, electricity, etc.

Objective: To move towards a more green city, not only City Hall and City facilities, but also promotion within the community and businesses and which businesses we attract.

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