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5/20/2019	1	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 2020 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 the Fire Department Strategic Plan.

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: Continue 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 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.

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: 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.

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 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.

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 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, 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.