

**Leanne Scott**

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**From:** Julie Jenuwine  
**Sent:** Tuesday, June 26, 2007 5:37 PM  
**To:** Ravi Yalamanchi; Greg Hooper; Jim Rosen  
**Cc:** Leanne Scott; Jane Leslie  
**Subject:** 2008 G&O proposed  
**Attachments:** Proposed Goals & Objectives June 2007.pdf

Please find a **revised** G&O for the strategic planning committee. Ravi added some objectives (under Economic base, Community/Neighborhood, Effective Government) to the one I emailed out on Monday.

Bryan K. Barnett, Mayor

City Council Members: Erik Ambrozaitis Jim Duistermars Barbara L. Holder Greg Hooper Linda Raschke James Rosen Ravi Yalamanchi

City Hall  
General Information  
248.656.4600

Assessing  
248.656.4605

Building  
Ordinance  
Enforcement  
248.656.4615

City Council  
248.656.4671

Clerk  
248.656.4630

Fire  
248.656.4720

Human Resources  
248.656.4708

Bryan K. Barnett  
Mayor  
248.656.4664

Oakland County  
Sheriff's Department  
Rochester Hills  
Contingent  
248.656.4728

Parks, Forestry  
& Facilities  
248.656.4673

Planning / Zoning  
248.656.4660

Public Services /  
Engineering  
Water & Sewer  
248.656.4685

Treasury  
248.656.4675

## **STRATEGIC PLANNING COMMITTEE DRAFT FY2008 GOALS and OBJECTIVES**

### **GOAL: PUBLIC SAFETY**

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

**Objective:** Identify community-wide level of public safety desired and cost to deliver such service

**Objective:** Review any strategies possible for delivering the current level of service more effectively/efficiently

### **GOAL: FISCAL MANAGEMENT**

To help ensure short-term and long-term prosperity by performing fiscal planning, demonstrating fiscal responsibility and efficient management of the taxpayers' assets.

**Objective:** Study non-tax, tax and structural issues in the City Charter for possible amendment

**Objective:** Approve FY2008 budget at the same level of expenditure as the FY2007 budget

**Objective:** Request that the administration to establish a list of identifiable cuts to reduce the budget by two-percent

### **GOAL: ECONOMIC / TAX BASE**

To retain investment, maintain a diversified tax and employment base, promote redevelopment and uphold high property valuations in the City.

**Objective:** Implement current systems and processes and develop a seamless system that minimizes time for approvals and eliminates redundancies

**Objective:** Implement the revised Master Land Use Plan

**Objective:** Foster a business community that takes an active role in the development of the local economy.

**Objective:** Promote regional investment by existing businesses and encourage business to hire locally.

**Objective:** Attract businesses that focus on R&D, engineering, Bio-tech, Nano-tech, life-science, insurance and banking.

### **GOAL: INFRASTRUCTURE MANAGEMENT**

To provide reliable and safe infrastructure (roadways, utilities, buildings etc) throughout the City.

**Objective:** Implement the revised Master Thoroughfare Plan

**Objective:** To support the Local Street Committee's review and recommendation for a 3-5 year local street funding and standards solution in time for the FY2009 budget.

**Objective:** To sustain the local street program specifically through targeted a repair and replacement program. Maintain funding at \$3.5 million from the general fund in addition to State Act 51 revenue.

**Objective:** To study and establish a Special Assessment District Policy (SAD) for developing and funding gravel roads to asphalt.

**Objective:** To establish neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding.

**Objective:** To establish and implement a long-term street lighting policy.

#### **GOAL: RECREATION, PARKS, CULTURAL**

To preserve Rochester Hills' natural resources and recreational character along with fulfilling the community's leisure desires.

**Objective:** To implement the Green Space Millage effectively.

#### **GOAL: COMMUNITY / NEIGHBORHOODS**

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

**Objective:** To establish a sump pump maintenance policy.

**Objective:** To establish a strategic plan with the administration by 2008 year-end.

**Objective:** To study and make recommendation(s) for the management of the deer population in the City.

**Objective:** To preserve existing neighborhoods through code enforcement/blight ordinances.

#### **GOAL: COMMUNITY TRUST & PARTICIPATION**

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

**Objective:** Maintain openness and transparency in conducting City business by way of cable broadcast, webcast of City Council workshops and regular meetings and accessibility to City documents.

**Objective:** Engage residents in the decision making process and encourage community participation and involvement by focusing on committee recruitment.

**Objective:** Inform residents through various media and personal interaction on the numerous issues that effect quality of life.

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

**Objective:** Recognize resident's service on City boards and commissions and other acts of volunteerism.

#### **GOAL: EFFECTIVE GOVERNANCE**

To provide clear policy direction to the administration for the execution of City programs and services.

**Objective:** To establish a strategic plan with the administration by 2008 year-end.

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

**Objective:** Implement records management program to improve institutional memory

**Objective:** Take the lead on fostering, strong, cooperative, working relationship with Oakland County, regional local governments, Oakland University, Crittenton Hospital, Rochester College, Rochester/Avondale Community Schools, and other public/private institutions.