

GOAL I - PUBLIC SAFETY - To protect the residents, businesses and visitors of Rochester Hills by providing high quality public safety.

Objective:

- I.1. Review systems for effective and efficient delivery of service.
- I.2. Improve city's ability to respond to health and safety issues of residents.

GOAL II – FISCAL MANAGEMENT – To help ensure short-term and long-term prosperity by performing fiscal planning, fiscal responsibility and efficient management of the taxpayers assets.

Objectives:

- II.1. Study non-tax and tax and structural issues in the charter for possible amendments to the charter.
- II.2. Develop a comprehensive approach to fund critical needs, such as, Police, Fire, Roads, Building and Safety, and maintain good infrastructure systems.
- II.3. Provide cost effective programs and services.

GOAL III – ECONOMIC/TAX BASE – To retain investment, maintain a diversified tax and employment base, promote redevelopment and uphold high property valuations in the city.

Objectives:

- III.1. Pursue to establish a diversified economic base.
- III.2. Review current systems and processes and develop a seamless systems that minimizes time for approvals and eliminates redundancies.

GOAL IV – INFRASTRUCTURE MANAGEMENT – To provide reliable and safe infrastructure (roadways, utilities, buildings etc) throughout the city.

Objectives:

IV.1. Sustain the local street program specifically through targeted repair and replacement program. Maintain funding at \$3.5 million from general fund in addition to revenue share from state.

IV. 2. Adopt technologies for effective management and improved systems.

GOAL V – RECREATION, PARKS, CULTURAL – To preserve Rochester Hills’ natural resources and recreational character along with fulfilling the community’s leisure desires.

Objectives:

V.1. Implement the open space millage effectively.

V.2. Promote usage of parks and its facilities

GOAL VI – 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.

Objectives:

VI.1.

GOAL VII. – 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

Objectives:

VII.1. Engage residents in decision making and encourage community participation and involvement.

VII.2. Inform and educate residents through various media and personal interaction on various issues that affect quality of life.

VII.3. Be open and transparent in conducting city's business.

GOAL VIII. - EFFECTIVE GOVERNANCE – To provide clear policy direction to the administration for the execution of city programs and services.

Objectives:

VIII.1. Develop a strategic plan with the administration by the end of 2008

VIII.2. Explore opportunities for public/private partnerships and possibilities for consolidation of services.