

2009 City Council Goals & Objectives

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

- 1.1 Identify a community-wide level of public safety service; and the associated costs to deliver such service.
- 1.2. Review any strategies possible for delivering the current level of service more effectively/efficiently.
- 1.3. Develop strategies to secure a long-term funding source for Police Services.
- 1.4. Maintain our focus on providing safe buildings for our community.

2. Fiscal Management: To **establish policies for fiscal responsibility that ensures short and long-term prosperity thru effective fiscal planning and efficient management of the taxpayers' assets**

- 2.1. Evaluate non-tax, tax, and structural issues in the City Charter for possible amendment.
- 2.2. Request that the administration establish a list of identifiable cuts to reduce the operating or non-capital budget by two-percent and provide contingency plans for reduction in revenue.
- 2.3. Continue the policy of forecasting revenue and budgets for the next five years on a rolling basis.
- 2.4. Establish an Investment Committee, made up of local investment professionals, to provide guidance, support and oversight of the City's investment process.
- 2.5. Review depreciation formulas and confirm or modify.

3. Economic / Tax Base: To retain investment, maintain the tax and employment base, **support redevelopment, and uphold high property values in the City**

- 3.1. Implement current systems and processes and develop a seamless system that minimizes time for approvals and eliminates redundancies.
- 3.2. Implement the new Master Land Use Plan and the new Master Thoroughfare Plan.
- 3.3. Encourage businesses to take an active role in the local economy.
- 3.4. Continue to attract businesses that focus on R&D and "High-Tech".
- 3.5. Continue support and coordination with OU Inc and SmartZone Initiatives as part of City's attraction and retention program.
- 3.6. To begin development of a policy for future Brownfield redevelopment.
- 3.7. Encourage the Mayor's Business Council to provide input and feedback to the city.
- 3.8. Continue development of Ordinances for maintenance of existing residential and commercial buildings.

4. Infrastructure Management: To provide reliable, safe **and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City**

- 4.1. Implement the new Master Thoroughfare Plan.

- 4.2. Sustain the local street program specifically through a targeted repair and replacement program. Maintain funding at 3.5 million from the General Fund in addition to State Act 51 revenue.
- 4.3. Study and establish a Special Assessment District (SAD) Policy for developing and funding gravel roads to asphalt.
- 4.4. Establish a neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding.
- 4.5. Implement asset management program effectively.
- 4.6. Establish and implement a long-term street lighting policy.
- 4.7. Review and implement recommendations from Pathway committee.
- 4.8. Establish a comprehensive local street policy and develop a short and long term funding strategy.
- 4.9. Maintain our focus on ensuring that existing and new buildings in the city are safe.
- 4.10. Develop a comprehensive policy for Conservation Easements.

5. Recreation, Parks, Cultural: To preserve Rochester Hills' natural resources and recreational character.

- 5.1. Implement the Green Space Millage effectively.
- 5.2. Develop and implement funding strategy for maintenance of acquired Green Space.
- 5.3. Review the need and feasibility of a Parks Millage.

6. 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.

- 6.1. Establish a neighborhood drain maintenance policy (including a sump pump discharge policy) and study solutions for drain maintenance funding.
- 6.2. Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.
- 6.3. Study and make recommendation(s) to reduce the adverse impact of the deer population in the City.
- 6.4. Implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.
- 6.5. Maintain strong relationships with homeowner associations to further neighborhood stability and to make the community a better place to live.

7. 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

- 7.1. Maintain openness and transparency in conducting City business by way of cable broadcast and web cast of City Council meetings, and accessibility to City documents.
- 7.2. Engage residents through outreach in the decision making process and encourage community participation and involvement by focusing on committee recruitment.
- 7.3. Inform residents through various media and personal interaction on the numerous issues that affect quality of life.
- 7.4. 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.

- 7.5. Develop a recognition program for resident service on City boards, commissions, committees and other acts of volunteerism.
- 7.6. Utilize web and technology to further enhance communication with residents and allow for online delivery of certain services.
- 7.7. Develop a policy to obtain public input via a community survey.

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

- 8.1. Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.
- 8.2. Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.
- 8.3. Explore privatization of certain city functions and develop a plan of action for implementation.
- 8.4. Promote cooperative purchases with other communities as a means to obtain the best price possible.
- 8.5. Implement records management program to improve institutional memory.
- 8.6. Continue improvement of communication between Mayor, administration and City Council.
- 8.7. Communicate the City's vision, mission, goals and objectives effectively to all City staff and link them to organizational culture and individual performance expectations.

9. Environment:

- 9.1. To promote conservation of water, electricity, etc.
- 9.2. move towards a more green city - not only city hall and facilities but promotion within the community and businesses and which businesses we attract....?