

# 1. City Council Goals and Objectives

## 1.3 City Council Goals and Objectives Criteria: Priority

		Vote Distribution							
#	Ballot Items	L	M	H	Avg. Score	Total	STD	Votes	Rank
1.3.1	<b>1. GOAL: PUBLIC SAFETY To protect the residents, businesses, and visitors of Rochester Hills by providing high quality public safety.</b>	1	-	19	2.9	58	0.45	20	1
	2. Objective: Identify a community-wide level of public safety service; and the associated costs to deliver such service.	1	-	19	2.9	58	0.45	20	
	4. Objective: Develop strategies to secure a long-term funding source for Police Services.	1	1	18	2.85	57	0.49	20	
	3. Objective: Review any strategies possible for delivering the current level of service more effectively/efficiently.	1	4	14	2.68	51	0.58	19	
	5. Objective: Maintain our focus on providing safe buildings for our community.	4	8	7	2.16	41	0.76	19	
1.3.2	<b>6. GOAL: 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.</b>	-	2	18	2.9	58	0.31	20	2
	9. Objective: Continue the policy of forecasting revenue and budgets for the next five years on a rolling basis.	2	4	12	2.56	46	0.7	18	
	8. Objective: 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.	1	11	7	2.32	44	0.58	19	
	7. Objective: Evaluate non-tax, tax, and structural issues in the City Charter for possible amendment.	4	8	7	2.16	41	0.76	19	
	11. Objective: Review depreciation formulas and confirm or modify.	5	11	3	1.89	36	0.66	19	

1.3.2.4	10.	Objective: Establish an Investment Committee, made up of local investment professionals, to provide guidance, support and oversight of the City's investment process.	11	6	1	1.44	26	0.62	18
1.3.3	12.	<b>GOAL: ECONOMIC / TAX BASE To retain investment, maintain the tax and employment base, support redevelopment, and uphold high property values in the City.</b>	-	2	18	2.9	58	0.31	20
1.3.3.4	16.	Objective: Continue to attract businesses that focus on R&D and "High-Tech".	1	2	16	2.79	53	0.54	19
1.3.3.5	17.	Objective: Continue support and coordination with OU Inc and SmartZone Initiatives as part of City's attraction and retention program.	2	7	9	2.39	43	0.7	18
1.3.3.2	14.	Objective: Implement the new Master Land Use Plan and the new Master Thoroughfare Plan.	4	4	10	2.33	42	0.84	18
1.3.3.1	13.	Objective: Implement current systems and processes and develop a seamless system that minimizes time for approvals and eliminates redundancies.	5	5	9	2.21	42	0.85	19
1.3.3.6	18.	Objective: Implement the Brownfield Redevelopment policy.	1	13	5	2.21	42	0.54	19
1.3.3.7	19.	Objective: Encourage the Mayor's Business Council to provide input and feedback to the city.	3	10	6	2.16	41	0.69	19
1.3.3.3	15.	Objective: Encourage businesses to take an active role in the local economy.	4	10	5	2.05	39	0.71	19
1.3.3.8	20.	Objective: Continue development of Ordinances for maintenance of existing residential and commercial buildings.	5	10	3	1.89	34	0.68	18
1.3.7	42.	<b>GOAL: COMMUNITY TRUST &amp; PARTICIPATION To promote effective communication between City Council, administration residents, businesses, and visitors so that decisions reflect the community's desires and expectations.</b>	-	3	17	2.85	57	0.37	20

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1.3.7.1	43.	Objective: 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.	-	8	11	2.58	49	0.51	19	
1.3.7.4	46.	Objective: Utilize web and technology to further enhance communication with residents and allow for online delivery of certain services.	1	10	7	2.33	42	0.59	18	
1.3.7.2	44.	Objective: Engage residents through outreach in the decision making process and encourage community participation and involvement by focusing on committee recruitment.	3	7	9	2.32	44	0.75	19	
1.3.7.5	47	Objective: Develop a policy to obtain public input via a community survey.	1	13	5	2.21	42	0.54	19	
1.3.7.3	45 A	Objective: Inform residents through various media and personal interaction on the numerous issues that affect quality of life.	3	10	6	2.16	41	0.69	19	
1.3.7.3	45 B	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.	3	10	6	2.16	41	0.69	19	
1.3.7.3	45 C	Objective: Develop a recognition program for resident service on City boards, commissions, committees and other acts of volunteerism.	3	10	6	2.16	41	0.69	19	
1.3.4	21.	<b>GOAL: INFRASTRUCTURE MANAGEMENT To provide reliable, safe and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City.</b>	-	4	16	2.8	56	0.41	20	5
1.3.4.8	29.	Objective: Establish a comprehensive local street policy and develop a short and long term funding strategy.	-	4	15	2.79	53	0.42	19	
1.3.4.2	23.	Objective: 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.	1	7	11	2.53	48	0.61	19	

1.3.4.1	22.	Objective: Implement the new Master Thoroughfare Plan.	2	7	9	2.39	43	0.7	18
1.3.4.9	30.	Objective: Maintain our focus on ensuring that existing and new buildings in the city are safe.	3	9	7	2.21	42	0.71	19
1.3.4.5	26.	Objective: Implement asset management program effectively.	2	13	3	2.06	37	0.54	18
1.3.4.4	25.	Objective: Establish a neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding.	6	7	6	2	38	0.82	19
1.3.4.7	28.	Objective: Review and implement recommendations from Pathway committee.	5	11	3	1.89	36	0.66	19
1.3.4.10	31.	Objective: Develop a comprehensive policy for Conservation Easements.	6	10	3	1.84	35	0.69	19
1.3.4.3	24.	Objective: Study and establish a Special Assessment District (SAD) Policy for developing and funding gravel roads to asphalt.	9	5	5	1.79	34	0.85	19
1.3.4.6	27.	Objective: Establish and implement a long-term street lighting policy.	12	5	2	1.47	28	0.7	19
1.3.8	48.	<b>GOAL: EFFECTIVE GOVERNANCE To provide clear policy direction to the administration for the execution of City programs and services.</b>	<b>2</b>	<b>4</b>	<b>14</b>	<b>2.6</b>	<b>52</b>	<b>0.68</b>	<b>20</b>
1.3.8.4	52.	Objective: Promote cooperative purchases with other communities as a means to obtain the best price possible.	-	5	14	2.74	52	0.45	19
1.3.8.6	54.	Objective: Continue improvement of communication between Mayor, administration and City Council.	1	3	15	2.74	52	0.56	19
1.3.8.7	55.	Objective: Communicate the City's vision, mission, goals and objectives effectively to all City staff and link them to organizational culture and individual performance expectations.	1	4	14	2.68	51	0.58	19
1.3.8.2	50.	Objective: Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.	2	5	12	2.53	48	0.7	19

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1.3.8.1	49.	Objective: Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.	2	6	11	2.47	47	0.7	19
1.3.8.3	51.	Objective: Explore privatization of certain city functions and develop a plan of action for implementation.	2	11	6	2.21	42	0.63	19
1.3.8.5	53.	Objective: Implement records management program to improve institutional memory.	3	12	4	2.05	39	0.62	19
1.3.6	36.	<b>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.</b>	-	8	11	2.58	49	0.51	19
1.3.6.5	41.	Objective: Maintain strong relationships with homeowner associations to further neighborhood stability and to make the community a better place to live.	2	6	10	2.44	44	0.7	18
1.3.6.4	40.	Objective: Implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.	2	9	7	2.28	41	0.67	18
1.3.6.1	37.	Objective: Establish a neighborhood drain maintenance policy (including a sump pump discharge policy) and study solutions for drain maintenance funding.	2	12	5	2.16	41	0.6	19
1.3.6.2	38.	Objective: Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.	6	6	7	2.05	39	0.85	19
1.3.6.3	39.	Objective: Continue to evaluate and make recommendation(s) to reduce the adverse impact of the deer population in the City.	3	12	4	2.05	39	0.62	19
1.3.9	56.	<b>GOAL: ENVIRONMENT To promote conservation of water, electricity, etc.</b>	-	9	11	2.55	51	0.51	20
1.3.9.1	57.	Objective: To move towards a more green city - not only city hall and facilities but promotion within the community and businesses and which businesses we attract.	1	8	11	2.5	50	0.61	20

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1.3.5	32.	<b>GOAL: RECREATION, PARKS, CULTURAL To preserve Rochester Hills' natural resources and recreational character.</b>	-	12	8	2.4	48	0.5	20	9
1.3.5.1	33.	Objective: Implement the Green Space Millage effectively.	2	11	6	2.21	42	0.63	19	
1.3.5.2	34.	Objective: Develop and implement-funding strategy for maintenance of acquired Green Space.	5	12	3	1.9	38	0.64	20	
1.3.5.3	35.	Objective: Review the need and feasibility of a Parks Millage	8	7	5	1.85	37	0.81	20	