

## Chapter 2 Vision Goals

This section outlines the goal for each category in the strategic plan. A goal is a desired outcome expressed in simple terms. Shared goals are the foundation of Rochester Hills' strategic plan. They represent the cornerstones of the community consensus on its vision of the future.

This plan contains 14 goals, addressing a wide range of topics. Residents developed these goals first by brainstorming ideas, and then by distilling those ideas into goals<sup>3</sup>.

### A. Activities and Events

A community that provides a highly publicized array of year-round activities and events for the entire community — social, cultural, and artistic — with emphasis on youth, family and senior activities.

### B. Citizen Involvement

A community that fosters increased citizen awareness and positive participation in both government and community activities.

### C. Community Character

An attractive community that preserves the integrity and character of its history, while supporting beautiful, safe and well-maintained roads, parks neighborhoods, commercial developments, and historic districts.

### D. Community Facilities

A community that provides affordable opportunities for all ages to come together and participate in a wide range of social, cultural, and recreational programs and activities through the development and enhancement of community center(s), public parks, pools, open spaces, cultural facilities and historic features.

### E. Economy and Finance

A fiscally responsible community, with low taxes and a strong tax base balanced between businesses and residents, with affordable services, quality roads and attractive and diverse businesses.

---

<sup>3</sup> The process by which goals were created is explained in Chapter 4, Conducting the Strategic Planning/Visioning Program.

## **F. Education**

A community that designs and maintains a high quality K-16 educational system that is student-centered, responsive to student needs, sensitive to global changes and issues, enriched with technological resources, and that prepares students to succeed in the 21<sup>st</sup> century workplace and society.

## **G. Government**

A community with an efficient form of government that is responsive to the residents' needs; that seeks to provide quality services; that improves communication and community relations; that fosters better communication with neighboring communities; and that establishes better cooperation between residents, council, and the administration.

## **H. Housing**

A well planned, well maintained, close-knit community with affordable housing that is accessible to all age groups within our community and that is in compliance with the Americans with Disabilities Act (ADA).

## **I. Innovations in Mobility**

A safe community that has no traffic congestion; with ample and well-maintained sidewalks (with pedestrian and bike paths); with an extensive trail network; with public and mass transit (accessible to senior citizens and wheelchairs) within the City and between neighboring cities.

## **J. Land Use**

A community that acquires and preserves open space for wetlands, woods and parks, while limiting development on available vacant property to allow for controlled balance through planning, zoning and managed growth with lower density.

## **K. Natural Environment**

A community that protects and values its natural resources, while simultaneously working to clean up polluted areas, to restore a balance between developed and natural areas, and to provide options for living harmoniously with the wildlife of our area.

## **L. Transportation**

A community that builds, maintains, and enhances roads to improve traffic flow – using a Master Traffic Plan and resident input; that manages flow with tools such as the placement and timing of lights, signage, turning and two-way lanes; that avoids widening roads or creating boulevards; and that remains mindful of the existing natural beauty of our community.

**SPEAK UP!**



## M. Services

A community that pursues professional public service growth to meet the needs of all residents, while it strives to maintain affordable living.

## N. Youth

A safe, healthy, and affordable community that helps youth and children become involved and respected in the community with a recreation center, and other well-publicized activity programs and facilities, and with opportunities for mentoring, community service, and feedback on community issues.

