

## 2008 CITY COUNCIL GOALS & OBJECTIVES

### PUBLIC SAFETY

- Goal:** *To protect the residents, businesses, and visitors of Rochester Hills by providing high quality public safety*
- Objective:** Identify a community-wide level of public safety desired; and the associated costs to deliver such service
- Objective:** Review any strategies possible for delivering the current level of service more effectively/efficiently

### FISCAL MANAGEMENT

- Goal:** *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 FY 2008 budget at the same level of expenditure as the FY 2007 budget
- Objective:** Request that the administration establish a list of identifiable cuts to reduce the budget by two-percent

### ECONOMIC / TAX BASE

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

### INFRASTRUCTURE MANAGEMENT

- Goal:** *To provide reliable and safe infrastructure (roadways, utilities, buildings, etc...) throughout the City*
- Objective:** Implement the revised Master Thoroughfare Plan
- Objective:** Support the Local Street Committee's review and recommendation for a 3-5 year local street funding and standards solution in time for the FY 2009 budget
- 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
- Objective:** Study and establish a Special Assessment District (SAD) Policy for developing and funding gravel roads to asphalt
- Objective:** Establish a neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding
- Objective:** Establish and implement a long-term street lighting policy

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### RECREATION, PARKS, CULTURAL

- Goal:** *To preserve Rochester Hills' natural resources and recreational character along with fulfilling the community's leisure desires*
- Objective:** Implement the Green Space Millage effectively

### COMMUNITY / NEIGHBORHOODS

- Goal:** *To protect the family-oriented community from adverse events and conditions by strategic planning and proactive management in all aspects of municipal governance*
- Objective:** Establish a sump pump maintenance policy
- Objective:** Establish a strategic plan with the administration by 2008 year-end
- Objective:** Study and make recommendation(s) for the management of the deer population in the City
- Objective:** Preserve existing neighborhoods through code enforcement/blight ordinances

### COMMUNITY TRUST & PARTICIPATION

- Goal:** *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, 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 service on City boards and commissions and other acts of volunteerism

### EFFECTIVE GOVERNANCE

- Goal:** *To provide clear policy direction to the administration for the execution of City programs and services*
- Objective:** 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