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

Objective: Develop strategies to secure a long-term funding source for Police Services.
Objective: Review any strategies possible for delivering the current level of service more effectively/efficiently.

GOAL: INFRASTRUCTURE MANAGEMENT
To provide reliable, safe and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City.

Objective: Establish a comprehensive local street policy and develop a short and long term funding strategy.
Objective: Establish a neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding.
Objective: Study and establish a Special Assessment District (SAD) Policy for development and funding gravel roads to asphalt.

GOAL: ECONOMIC / TAX BASE
To retain investment, maintain the tax and employment base, support redevelopment, and uphold high property values in the City.

Objective: Continue to attract businesses that focus on R&D and "High-Tech".
Objective: Implement the Brownfield Redevelopment policy.
Objective: Continue development of Ordinances for maintenance of existing residential and commercial buildings.

GOAL: FISCAL MANAGEMENT
To establish policies for fiscal responsibility that ensures short and long-term prosperity through effective fiscal planning and efficient management of the taxpayers' assets.

Objective: Continue the policy of forecasting revenue, budget and critical factors for the next five years on a rolling basis and begin strategic analysis of the years beyond.
Objective: Evaluate non-tax, tax, and structural issues in the City Charter for possible amendment.

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.

Objective: Maintain strong relationships with homeowner associations to further neighborhood stability and to make the community a better place to live.
Objective: Implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.
Objective: Continue to evaluate and make recommendation(s) to reduce the adverse impact of the deer population in the City.

GOAL: 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.

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.
Objective: Utilize web and technology to further enhance communication with residents and allow for online delivery of certain services.
Objective: Develop a policy to obtain public input via a community survey.
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.

GOAL: EFFECTIVE GOVERNANCE
To provide clear policy direction to the administration for the execution of City programs and services.

Objective: Promote cooperative purchases with other communities, i.e. MITN
Objective: Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.
Objective: Explore privatization of certain city functions and develop a plan of action for implementation.

GOAL: RECREATION, PARKS, CULTURAL
To preserve Rochester Hills' natural resources and recreational character.

Objective: Develop and implement funding strategy for maintenance of acquired Green Space.
Objective: Review the need and feasibility of a Parks Millage.

GOAL: ENVIRONMENT
To promote conservation of water, electricity, etc.

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.