



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2018-0228

TO: Mayor and City Council Members

FROM: Strategic Planning and Policy Technical Review Committee

DATE: June 4, 2018

SUBJECT: City Council Strategic Goals and Objectives for FY 2019

REQUEST:

The Strategic Planning and Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2019.

BACKGROUND:

The Strategic Planning and Policy Technical Review Committee met on Wednesday, May 23, 2018, to reassess City Council's Goals and Objectives for FY 2018. The Committee is comprised of Mr. Deel, Ms. Morita, and Mr. Tisdell, along with the administrative assistance from Mr. Snyder, Chief Financial Officer.

The proposed 2019 Goals and Objectives are ordered by priority ranking. While the Committee believes this is the appropriate priority order, it is by no means absolute. The Committee fully recognizes that the funding and use of resources for higher priorities needs to be balanced against funding and the use of resources for lesser, but still important, priorities.

City Council's annual Goals and Objectives confirm the City Council's strategic intent for the upcoming budget year which helps to guide City Administration in developing the upcoming budget delivered to City Council at their first meeting in August each year per City Charter.

The changes from FY 2018 to FY 2019 include:

- Goal #1 / Public Safety
 - Objective #3: Updated the objective of "Implement strategies to improve Fire and EMS service" with "Implement strategies to maintain current level of Fire and EMS service"
- Goal #2 / Infrastructure Management
 - Objective #3: Updated the objective of "Develop and review sump pump discharge inspection program" to "Continue sump pump discharge inspection program"
 - Objective #4 New: "Review condition of existing City facilities to ensure they are aesthetically pleasing and optimize administrative efficiency so that both our residents and employees feel valued"
 - Objective #5: Updated the objective of "Establish a cross connection education program" with "Continue cross connection education program"
- Goal #3 / Economic / Tax Base
 - Objective #2: Update "review policies" with "enforce policies"
 - Objective #4 New: "Support diversification of available housing stock, including encouragement of mixed-use properties"

- Goal #5 / Community Trust & Participation
 - Moved up from Goal #6 last year
 - Objective #2 New: “Expand new development notification to ensure that neighboring property owners are advised”
- Goal #6 / Fiscal Management
 - Moved down from Goal #5 last year
- Goal #7 / Community / Neighborhoods
 - Objective #4: Update “Develop a comprehensive notification system” with “Develop and implement a comprehensive notification system”
- Goal #8 / Effective Governance
 - Objective #4 New: “Annual review and update of Emergency Operating Plan by staff and City Council”
- Goal #9 / Environment
 - Objective #1: Update “To move towards a more green city, not only City Hall and City facilities, but also promotion within the community and businesses and which businesses we attract” with “Support green initiatives and resource efficiencies”
 - Objective #3 New: “Continue education on and enforcement of the City’s Automatic Irrigation Systems ordinance”
- New: Goal #10 / City Workforce
 - Attract and retain qualified, responsive, productive, and innovative workforce.
 - Objective: Continue to offer competitive compensation and benefit programs.
 - Objective: Encourage and support training and continuing education to retain and maximize talent.
 - Objective: Use social media and other targeted outlets to attract best prospects, including diverse candidates.
 - Objective: Build a pipeline of skilled workers through proactive partnerships and internship programs.

RECOMMENDATION:

The Strategic Planning and Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2019.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		