

**City Council Strategic Planning & Policy Technical Review Committee
Fiscal Year 2024~~3~~ Goals and Objectives:**

1. GOAL: PUBLIC SAFETY

Protect the residents, businesses, and visitors of Rochester Hills by providing high quality public safety.

Objective: Continue to examine current levels of police service for effectiveness and efficiency.

Objective: Continue to monitor Fire's Funding Structure to ensure long-term viability.

Objective: Continue to implement the Fire Department Strategic Plan.

2. GOAL: FISCAL MANAGEMENT

Establish policies for fiscal responsibility that ensure short and long-term prosperity through effective fiscal planning and efficient management of taxpayer assets.

Objective: Continue the policy of conservatively forecasting revenues, expenses, and critical factors for the next seven years on a rolling basis. Continue long-term strategic analysis of the years beyond.

Objective: Continue to adopt a three-year budget plan.

Objective: Monitor the efficiency and effectiveness of the City's internal financial controls to provide proper safeguarding of the City's assets.

Objective: Review the efficiency and effectiveness of the City's Governmental Fund Balance Policy to ensure fiscal responsibility.

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3. GOAL: INFRASTRUCTURE MANAGEMENT

Provide reliable, safe, and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City.

Objective: Review condition of existing City facilities to ensure they are aesthetically pleasing and optimize administrative efficiency and preserve City-owned assets so that both our residents and employees feel valued.

Objective: Continue to maintain clean and reliable water service throughout the City.

Objective: Continue neighborhood storm water education programs (including HOA leadership).

Objective: Continue sump pump discharge inspection program (sanitary vs. storm drain).

~~**Objective:** Review condition of existing City facilities to ensure they are aesthetically pleasing and optimize administrative efficiency and preserve City-owned assets so that both our residents and employees feel valued.~~

Objective: Continue cross connection education and enforcement program.

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4. GOAL: EFFECTIVE GOVERNANCE

Provide clear policy direction to Administration for the execution of City programs and services to ensure the efficient use of taxpayer funds.

Objective: Encourage administration to identify grants and/or opportunities to share project costs with other agencies.

Objective: Ensure the safety and security of our Information Technology (Management Information Systems).

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.

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Objective: ~~Continue to A~~annually review and update ~~of~~the Emergency Operating Plan by staff and City Council.

Objective: Create a Strategic Plan for Information Technology (Management Information Systems).

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5. GOAL: RECREATION, PARKS, CULTURAL

Preserve the City of Rochester Hills' natural resources and recreational character.

Objective: Review the short and long-term needs of the park system to promote the City's quality of life, and provide a plan to meet those needs, including funding.

Objective: Implement components of the Parks Strategic Plan.

Objective: Continue maintenance programs and the acquisition of Green Space and natural feature City owned property.

Objective: Conduct a Grounds Maintenance Management Study, determining appropriate service levels and effective use of resources by function.

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6. GOAL: COMMUNITY / NEIGHBORHOODS

Protect the family-oriented community from adverse events and conditions by strategic planning and proactive management in all aspects of municipal governance.

Objective: Maintain a comprehensive notification system, including social media, to alert residents of emergency situations and other information.

Objective: Establish a point of contact to m~~Establish a point of contact to m~~Maintain and improve relationships with homeowner associations/neighborhoods to further neighborhood stability to make the community a better place to live.

Objective: Develop an annual new resident welcome informational session to provide basic information regarding ordinance requirements for home maintenance and usage.

Objective: Continue to implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.

Objective: Continue to evaluate and make recommendation(s) to reduce the adverse impact of wildlife population in the City, and educate HOA leadership and homeowners.

Objective: Maintain an accurate database of HOA leadership and points of contact, including new developments.

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GOAL: RECREATION, PARKS, CULTURAL

Preserve the City of Rochester Hills' natural resources and recreational character.

Objective: Create and adopt a Parks Strategic Plan which includes funding, planning, maintenance, and staffing needs.

Objective: Review the short and long term needs of the park system to promote the City's quality of life, and provide a plan to meet those needs, including funding.

Objective: Examine alternate funding sources for park development.

Objective: Continue maintenance programs and the acquisition of Green Space and natural

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~~feature City owned property.~~

~~1.7.~~ GOAL: ECONOMIC / TAX BASE

Retain investment, maintain the tax and employment base, support redevelopment, and uphold high property values in the City.

Objective: Continue to attract and retain businesses. This includes businesses that focus on R&D, High-Tech, and other types of businesses, including small businesses.

Objective: Support diversification of available housing stock, including the encouragement of mixed-use properties.

Objective: Continue to enforce policies and ordinances for the maintenance of existing residential and commercial buildings.

~~**Objective:** Continue implementation of the Auburn Road Corridor Redevelopment Plan.~~

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~~2-8.~~ GOAL: CITY WORKFORCE

Attract and retain qualified, responsive, 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.
- Objective:** Provide diversity, equity, and inclusion in the hiring and promotion process, and within the City's workforce culture.

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~~3-9.~~ GOAL: COMMUNITY TRUST & PARTICIPATION

Promote effective communication between City Council, administration, residents, businesses, and visitors so that decisions reflect the community's desires and expectations.

- Objective:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.
- Objective:** Maintain and improve 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:** Acknowledge and promote diversity, equity, and inclusion.
- Objective:** Continue notification of new developments to ensure that neighboring property owners are advised.
- Objective:** Continue the policy of bi-annual 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.

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~~4-10.~~ GOAL: ENVIRONMENT

Promote conservation of water, electricity, etc.

- Objective:** Support green initiatives and resource efficiencies.
- Objective:** Review potential for the expansion of green programs within the City, and encourage vendor participation.
- Objective:** Continue education on and enforcement of the City's Automatic Irrigation Systems ordinance.
- Objective:** Continue to invest in alternative energy infrastructure.

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