



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2020-0194

TO: Mayor and City Council Members
FROM: City Council Strategic Planning & Policy Technical Review Committee
DATE: June 8, 2020
SUBJECT: City Council Strategic Goals & Objectives for FY 2021

REQUEST:

The City Council Strategic Planning & Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2021.

BACKGROUND:

The Strategic Planning and Policy Technical Review Committee met on Tuesday, May 12, 2020, to reassess City Council's Goals and Objectives for FY 2021. The Committee is comprised of Mr. Deel, Ms. Morita, and Dr. Bowyer, along with the administrative assistance from Mr. Snyder, Chief Financial Officer.

The proposed 2021 Goals and Objectives are ordered by priority ranking, and were recommended unanimously by the Strategic Planning & Policy Technical Review Committee. 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 2020 to FY 2021 include:

- Goal #1 / Public Safety
 - Objective #1: Updated "Continue to monitor Fire's Funding Structure" to "Continue to monitor Fire's Funding Structure to ensure long-term viability."
 - Objective #3: Updated "Implement the Fire Department Strategic Plan" to "Continue to implement the Fire Department Strategic Plan"
- Goal #2 / Fiscal Management
 - Moved from Goal #6 to Goal #2
- Goal #3 / Infrastructure Management
 - Moved from Goal #2 to Goal #3
 - Objective Deleted: Implement a comprehensive storm water policy including a long term funding strategy.
- Goal #4 / Economic Tax Base
 - Moved from Goal #3 to Goal #4

- Objective #1: Updated “Continue to attract and retain businesses that focus on R&D and “High-Tech”” to “Continue to attract and retain businesses. This includes businesses that focus on R&D, High-Tech, and other types of businesses, including small businesses”
- Goal #5 / Community / Neighborhoods
 - Moved from Goal #7 to Goal #5
- Goal #6 / City Workforce
 - Moved from Goal #10 to Goal #6
- Goal #7 / Effective Governance
 - Moved from Goal #8 to Goal #7
 - Objective #1: Moved up “Annual review and update of Emergency Operating Plan by staff and City Council” to Objective #1
 - Objective #3: Moved up “Encourage administration to identify grants and/or opportunities to share project costs with other agencies” to Objective #3
- Goal #8 / Community Trust & Participation
 - Moved from Goal #5 to Goal #8
 - Objective #1: Moved up “Utilize technology to further enhance communication with residents, and allow for online delivery of certain services” to Objective #1
- Goal #9 / Recreation, Parks, Cultural
 - Moved from Goal #4 to Goal #9
- Goal #10 / Environment
 - Moved from Goal #9 to Goal #10

RECOMMENDATION:

The City Council Strategic Planning & Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2021.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney Yes N/A