



# Rochester Hills

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## Master

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Regular Meeting

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**File Name:** 2010 Council's Goals and Objectives

**Final Action:**

**Title label:** Adoption of the Fiscal Year 2010 City Council Goals and Objectives

**Notes:**

**Sponsors:**

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### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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### Text of Legislative File 2009-0164

**Title**

Adoption of the Fiscal Year 2010 City Council Goals and Objectives

**Body**

**Resolved** that the City Council establishes the following as its Fiscal Year 2010 Goals and Objectives:

**GOAL: PUBLIC SAFETY**

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 service; and the associated costs to deliver such service.

**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.

**Objective:** Maintain our focus on providing safe buildings for our community

**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 and budgets for the next five years on a rolling basis.

**Objective:** Request that the administration establish a list of identifiable cuts to reduce the operating or non-capital budget by two-percent and provide contingency plans for reduction in revenue.

**Objective:** Evaluated non-tax, tax, and structural issues in the City Charter for possible amendment.

**Objective:** Review depreciation formulas and confirm or modify.

**Objective:** Establish an Investment Committee, made up of local investment professionals, to provide guidance, support and oversight of the City's investment process.

**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:** Continue support and coordination with OU Inc and SmartZone Initiatives as part of City's attraction and retention program.

**Objective:** Implement the new Master Land Use Plan and the new Master Thoroughfare Plan.

**Objective:** Implement current systems and processes and develop a seamless system that minimizes time for approvals and eliminates redundancies.

**Objective:** Implement the Brownfield Redevelopment policy.

**Objective:** Encourage the Mayor's Business Council to provide input and feedback to the City.

**Objective:** Encourage businesses to take an active role in the local economy.

**Objective:** Continue development of Ordinances for maintenance of existing residential and commercial buildings.

**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:** Engage residents through outreach in the decision making process and encourage community participation and involvement by focusing on committee recruitment.

**Objective:** Develop a policy to obtain public input via a community survey.

**Objective:** Inform residents through various media and personal interaction on the numerous issues that affect quality of life.

**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.

**Objective:** Develop a recognition program for resident service on City boards, commissions, committees and other acts of volunteerism.

**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:** 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:** Implement the new Master Thoroughfare Plan.

**Objective:** Maintain our focus on ensuring that existing and new buildings in the city are safe.

**Objective:** Implement asset management program effectively.

**Objective:** Establish a neighborhood drain maintenance policy (including sump pump discharge) and study solutions for drain maintenance funding.

**Objective:** Review and implement recommendations from Pathway committee.

**Objective:** Develop a comprehensive policy for Conservation Easements.

**Objective:** Study and establish a Special Assessment District (SAD) Policy for development and funding gravel roads to asphalt.

**Objective:** Establish and implement a long-term street lighting policy.

#### **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 as a means to obtain the best price possible.

**Objective:** Continue improvement of communication between Mayor, administration and City Council.

**Objective:** Communicate the City's vision, mission, goals and objectives effectively to all City staff and link them to organizational culture and individual performance expectations.

**Objective:** Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.

**Objective:** Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.

**Objective:** Explore privatization of certain city functions and develop a plan of action for implementation.

**Objective:** Implement records management program to improve institutional memory.

#### **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:** Establish a neighborhood drain maintenance policy (including a sump pump discharge policy) and study solutions for drain maintenance funding.

**Objective:** Implement a comprehensive strategic plan with the administration that is reviewed on an annual basis.

**Objective:** Continue to evaluate and make recommendation(s) to reduce the adverse impact of the deer population in the City.

#### **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.

**GOAL: RECREATION, PARKS, CULTURAL**

To preserve Rochester Hills' natural resources and recreational character.

**Objective:** Implement the Green Space Millage effectively.

**Objective:** Develop and implement funding strategy for maintenance of acquired Green Space.

**Objective:** Review the need and feasibility of a Parks Millage.