

**City Council Strategic Planning & Policy Technical Review Committee  
Fiscal Year 2021 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 monitor Fire's Funding Structure to ensure long-term viability.

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

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 up to 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.

**3. GOAL: INFRASTRUCTURE MANAGEMENT**

**Provide reliable, safe, and effective infrastructure (roadways, utilities, buildings, etc...) 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 so that both our residents and employees feel valued.

Objective: Continue cross connection education program.

**4. 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: 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.

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

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**5. 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: Develop and implement a comprehensive notification system to alert residents of emergency situations.
- Objective: Maintain and improve relationships with homeowner associations/neighborhoods to further neighborhood stability to make the community a better place to live.
- 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.

**6. 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.

**7. 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: Annual review and update of Emergency Operating Plan by staff and City Council.
- Objective: Promote cooperative purchases with other communities, i.e. MITN.
- Objective: Encourage administration to identify grants and/or opportunities to share project costs with other agencies.
- Objective: Explore opportunities for new public/private partnerships, and possibilities for consolidation of City services.

**8. 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.**

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- 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.

**9. 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: Examine alternate funding sources for park development.
- Objective: Continue maintenance program of acquired Green Space and natural feature City owned property.

**10. GOAL: ENVIRONMENT**

**Promote conservation of water, electricity, etc.**

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