



## Strategic Communication Services (SCS) Accomplishments for Rochester Hills

- Assisted staff and administration in securing \$51,625 Competitive Grant Assistance Program Grant (CGAP) recognizing partnership with the Road Commission for Oakland County for maintenance of road commission vehicles. Rochester Hills was one of 11 Michigan communities statewide to win this grant.
- Developed messaging and strategy on new dedicated police millage passed by voters in August, 2012 adding 2.5 mills for police protection services and subtracting 2.5 mills from general fund, thereby maintaining the lowest tax rate in Oakland County at 9.7060 city millage rate.
- Coordinated messaging and strategy on repurposing expiring drain millage of 0.4855 mills to local neighborhood roads passed by voters in November, 2012 redirecting \$1.4 million to roads while maintaining lowest tax rate in Oakland County at 9.7060 city millage rate.
- Working with Senator Jim Marleau, Rep. Tom McMillan, and other legislators, SCS succeeded in convincing regulatory agency, Department of Education, that administrative rule purportedly prohibiting Rochester Hills from employing 16-18 year old lifeguards at outdoor "natural environments," such as Spencer Beach, did not exist. Currently we are awaiting written confirmation of this admission from the Attorney General's office. Confirmation that there is no validly adopted Administrative Rule prohibiting hiring 16-18 year old lifeguards at outdoor venues will allow Rochester Hills to consider and actually hire lifeguards for Spencer Beach in that age category as it has in past summers.
- SCS has engaged the Rochester Hills Museum at Van Hoosen Farm in order to support and assist efforts to rehabilitate the old school house with new siding and a roof. Additional work includes the design and creation of interpretive signage along Tienken that will inform the public, and those engaged in non-motorized activity on the museum premises, as to the historical significance of



the site. The Michigan State Housing and Development Authority (MSHDA) will be soliciting grants, for which this work is applicable, this Fall of 2013.

- SCS is working with MDOT Real Estate Division Director and his staff to review parcel of land which MDOT has declared to be excess property in order to determine fair market value and procedures for possible purchase by city of Rochester Hills.
- SCS is taking the lead with consortium of four communities to implement North Oakland County Water Authority including applying for \$1.875 CGAP grant allowing equipment to be purchased, which will provide linkage and more effective utilization of the collective assets of the consortium. This should result in reduced cost of purchase from DWSD, more reliable capital improvement estimates, and increased reserves for all member communities.
- SCS will be convening a workgroup of potential partners to discuss the future redevelopment of Suburban Softball site near Adams and M-59 intersection. Working with staff, LDFA Board and Schostak Brothers Developers as one way to advance appropriate redevelopment of this visible and important site.
- Monitoring new laws passed by legislature cutting personal property taxes, including advising LDFA Board and City Council about August, 2014 statewide ballot proposal. If passed, it will provide for partial restoration of lost local personal property taxes, but if defeated, will result in cancelling the bulk of personal property tax cuts.
- Since the legislature passed new legislation recently prohibiting tax capture districts from capturing any part of voter-approved taxes for the Detroit Zoo and DIA in Wayne, Oakland, and Macomb counties, a new discussion in the legislature has begun about the perceived over-reaching authority by these tax capture entities, including LDFAs. SCS will be at the forefront of these discussions as the state legislature is poised to review wide-spread economic development reform.
- Monitoring and advocacy regarding state budget and other important legislation regarding Rochester Hills including revenue sharing, new laws



maintaining .08 BAC for drunk driving level, amending Freedom of Information Act (FOIA) to provide for lesser fees and bill prohibiting cities from passing ordinances providing employees with paid or unpaid leave not required under federal or state laws.

- Monitoring and advocacy for new Public Act 60 of 2013 (HB 4743) giving cities additional regulatory authority over commercial fireworks and resulting in Rochester Hills amending its fireworks ordinance.