



City of Rochester Hills  
AGENDA SUMMARY  
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.  
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Legislative File No: 2022-0268

**TO:** Mayor and City Council Members  
**FROM:** City Council Strategic Planning & Policy Technical Review Committee  
**DATE:** June 6, 2022  
**SUBJECT:** City Council Strategic Goals & Objectives for FY 2023

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**REQUEST:**

The City Council Strategic Planning & Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2023.

**BACKGROUND:**

The Strategic Planning and Policy Technical Review Committee met on Monday, May 23, 2022, to reassess City Council's Goals and Objectives for FY 2023. The Committee is comprised of Mr. Deel, Dr. Bowyer, and Mr. Walker along with the administrative assistance from Mr. Snyder, Chief Financial Officer.

The proposed 2023 Goals and Objectives are in order 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.

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 2022 to FY 2023 include:**

- **Goal #1 / Public Safety**
  - Objective #1: Moved up "Continue to examine current levels of police service for effectiveness and efficiency" from Objective #3.
- **Goal #2 / Fiscal Management**
  - Objective #1: Updated language "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"
- **Goal #3 / Infrastructure Management**
  - Objective #3: Added language "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"

- **Goal #4 / Effective Governance**
  - Goal moved from #7 to #4
  - Objective #2: Added new objective “*Ensure the safety and security of our Information Technology (Management Information Systems)*”
  - Objective #5: Moved “Annual review and update of Emergency Operating Plan by staff and City Council” from Objective #2 to Objective #5
  
- **Goal #5 / Economic / Tax Base**
  - Goal moved from #4 to #5
  - Objective #2: Moved “Support diversification of available housing stock, including the encouragement of mixed-use properties” from Objective #4 to Objective #2.
  
- **Goal #6 / Community / Neighborhoods**
  - Goal moved from #5 to #6
  - Objective #1: Added language “Maintain a comprehensive notification system, including social media, to alert residents of emergency situations and other information”
  - Objective #2: Added language “Establish a point of contact to maintain and improve relationships with homeowner associations/neighborhoods to further neighborhood stability to make the community a better place to live”
  - Objective #3: Moved “Develop an annual new resident welcome informational session to provide basic information regarding ordinance requirements for home maintenance and usage” from Objective #5 to Objective #3.
  - Objective #6: Added new objective “*Maintain an accurate database of HOA leadership and points of contact, including new developments*”
  
- **Goal #7 / Recreation, Parks, Cultural**
  - Goal moved from #9 to #7
  - Objective #1: Removed “*Conduct a detailed examination of the near-term and long-term funding needs of the parks to ensure the City has the ability to maintain the parks appropriately*”, as this objective was been completed in FY 2021.
  - Objective #4: Added language “Continue maintenance programs and the acquisition of acquired Green Space and natural feature City owned property”
  
- **Goal #8 / City Workforce**
  - Goal moved from #7 to #8
  
- **Goal #9 / Community Trust & Participation**
  - Goal moved from #8 to #9
  
- **Goal #10 / Environment**
  - Objective #4: Added new objective “*Continue to invest in alternative energy infrastructure*”

**RECOMMENDATION:**

The City Council Strategic Planning & Policy Technical Review Committee recommends the adoption of the City Council Goals and Objectives for FY 2023.

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| APPROVALS:          | SIGNATURE | DATE |
|---------------------|-----------|------|
| Department Review   |           |      |
| Department Director |           |      |
| Mayor               |           |      |
| Deputy Clerk        |           |      |

Contract Reviewed by City Attorney       Yes       N/A