

**Resolved** that the City Council establishes the following as its **Fiscal Year 2018** 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.

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

**Objective:** Implement strategies to improve Fire and EMS service.

**2. GOAL: INFRASTRUCTURE MANAGEMENT**

Provide reliable, safe, and effective infrastructure (roadways, utilities, buildings, etc...) throughout the City.

**Objective:** Implement a comprehensive storm water policy including a long term funding strategy.

**Objective:** Continue neighborhood storm water education programs (including HOA leadership).

**Objective:** Establish a cross connection education program.

**Objective:** Develop and review a sump pump discharge inspection program (sanitary vs. storm drain).

**3. 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 that focus on R&D and "High-Tech".

**Objective:** Continue to review policies and ordinances for the maintenance of existing residential and commercial buildings.

**Objective:** Support implementation of the Auburn Road Corridor Redevelopment Plan.

**4. 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 and provide a plan to meet those needs, including funding.

**Objective:** Examine alternate funding sources for park development.

**Objective:** Implement maintenance program of acquired Green Space and natural feature city owned property.

**5. 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 forecasting revenues, expenses, and critical factors for up to the next seven years on a rolling basis and begin strategic analysis of the years beyond.

**Objective:** Continue to provide a three-year budget plan.

**6. 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.

**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:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.

**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.

#### **7. 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:** 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 the deer population in the City, and educate HOA leadership and homeowners.

**Objective:** Develop a comprehensive notification system to alert residents of emergency situations.

#### **8. GOAL: EFFECTIVE GOVERNANCE**

Provide clear policy direction to the administration for the execution of City programs and services to ensure the efficient use of taxpayer funds.

**Objective:** Promote cooperative purchases with other communities, i.e. MITN

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

**Objective:** Encourage administration to identify grants and/or opportunities to share project costs with other agencies.

#### **9. GOAL: ENVIRONMENT**

Promote conservation of water, electricity, etc.

**Objective:** To move towards a more green city, not only City Hall and City facilities, but also promotion within the community and businesses and which businesses we attract.

**Objective:** Review potential for the expansion of green programs within the City, and encourage vendor participation.