



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org

Legislative File No: 2024-0236

TO: Mayor and City Council Members
FROM: City Council Strategic Planning & Policy Technical Review Committee
DATE: June 24, 2024
SUBJECT: City Council Strategic Goals & Objectives for FY 2025

REQUEST:

The City Council Strategic Planning & Policy Technical Review Committee requests for the Rochester Hills City Council to adopt the recommended City Council Goals and Objectives for FY 2025.

BACKGROUND:

The City Council Strategic Planning & Policy Technical Review Committee met on May 20, 2024 as well as June 10, 2024, to review, discuss, and adjust the City Council's Goals and Objectives for FY 2025.

The recommended FY 2025 City Council Goals and Objectives are in order by priority ranking, and were recommended unanimously by the City Council Strategic Planning & Policy Technical Review Committee. While the Committee believes this is the appropriate priority order, it is by no means absolute.

The Rochester Hills City Council's annual Goals and Objectives establish and confirm the City Council's strategic intent for the upcoming budget year, which in turn helps to guide City Administration in developing the upcoming budget which will be presented to the City Council at their first meeting in August each year per City Charter.

The changes from FY 2024 to FY 2025 include:

- **Goal #1: Public Safety**
 - No changes
- **Goal #2: Fiscal Management**
 - No changes
- **Goal #3: Infrastructure Management**
 - Changed Language: "Review the condition of existing City infrastructure ~~facilities~~ to ensure ~~they are~~ it is safe and aesthetically pleasing, ~~and~~ to optimize administrative efficiency and to preserve City-owned assets so that ~~both~~ our residents, businesses, and employees feel valued."
- **Goal #4: Effective Governance**

- Added Language: “Explore opportunities for new public/private partnerships, collaborative efforts with other municipalities, and possibilities for consolidation of City services.”
- Changed Language: “Create Implement a Strategic Plan for Information Technology (Management Information Systems).”
- **Goal #5: Recreation, Parks, Cultural**
 - Delete 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~~”
 - Changed Language: “Conduct and implement components of a Grounds Maintenance Management Study, determining appropriate service levels and effective use of resources by function Citywide”
- **Goal #6: Community / Neighborhoods**
 - No changes
- **Goal #7: Economic / Tax Base**
 - Delete Objective: “~~Support diversification of available housing stock, including the encouragement of mixed use properties~~”
 - Add Objective: “Implement components of the City Master Plan”
- **Goal #8: City Workforce**
 - No changes
- **Goal #9: Community Trust & Participation**
 - Added Language: “Utilize technology to further enhance communication with residents, and allow for online delivery of certain services including but not limited to social media and the City website”
- **Goal #10: Environment**
 - Added Language: “Support green operational initiatives and resource efficiencies”
 - Added Objective: “Support the execution of the EGLE Grant and support additional environmental clean-up to provide a safe and clean environment for our residents & businesses”

RECOMMENDATION:

The City Council Strategic Planning & Policy Technical Review Committee recommends for the Rochester Hills City Council to adopt the recommended City Council Goals and Objectives for FY 2025.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney Yes N/A