

**Resolved** that the City Council establishes the following as its Fiscal Year 2015 Goals and Objectives:

**1. GOAL: PUBLIC SAFETY**

To protect the residents, businesses, and visitors of Rochester Hills by providing high quality public safety.

**Objective:** Review any strategies possible for delivering the current level of service more effectively/efficiently.

**Objective:** Develop strategies to improve Fire and EMS facilities and service.

**2. GOAL: INFRASTRUCTURE MANAGEMENT**

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

**Objective:** Continue working on a comprehensive local street policy and develop a short and long term funding strategy.

**Objective:** Establish a neighborhood drain maintenance program and solutions for drain maintenance funding.

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

**3. GOAL: ECONOMIC / TAX BASE**

To 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 maintenance of existing residential and commercial buildings.

Objective: Support the redevelopment of blighted properties.

**4. GOAL: FISCAL MANAGEMENT**

To establish policies for fiscal responsibility that ensures short and long-term prosperity through effective fiscal planning and efficient management of the taxpayers' assets.

**Objective:** Continue the policy of forecasting revenue, budget 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.**

**5. GOAL: RECREATION, PARKS, CULTURAL**

To preserve Rochester Hills' natural resources and recreational character.

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

**Objective:** Review the short and long-term needs of the Park system and provide a plan to meet those needs .

**6. GOAL: COMMUNITY / NEIGHBORHOODS**

To 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 and 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.

#### **7. GOAL: COMMUNITY TRUST & PARTICIPATION**

To promote effective communication between City Council, administration, residents, businesses, and visitors so that decisions reflect the community's desires and expectations.

**Objective:** Maintain openness and transparency in conducting City business by way of cable broadcast and web cast of City Council meetings, and improve accessibility to City documents.

**Objective:** Utilize web and 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.

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

To provide clear policy direction to the administration for the execution of City programs and services.

**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:** Explore privatization of certain city functions and develop a plan of action for implementation.

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

To promote conservation of water, electricity, etc.

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