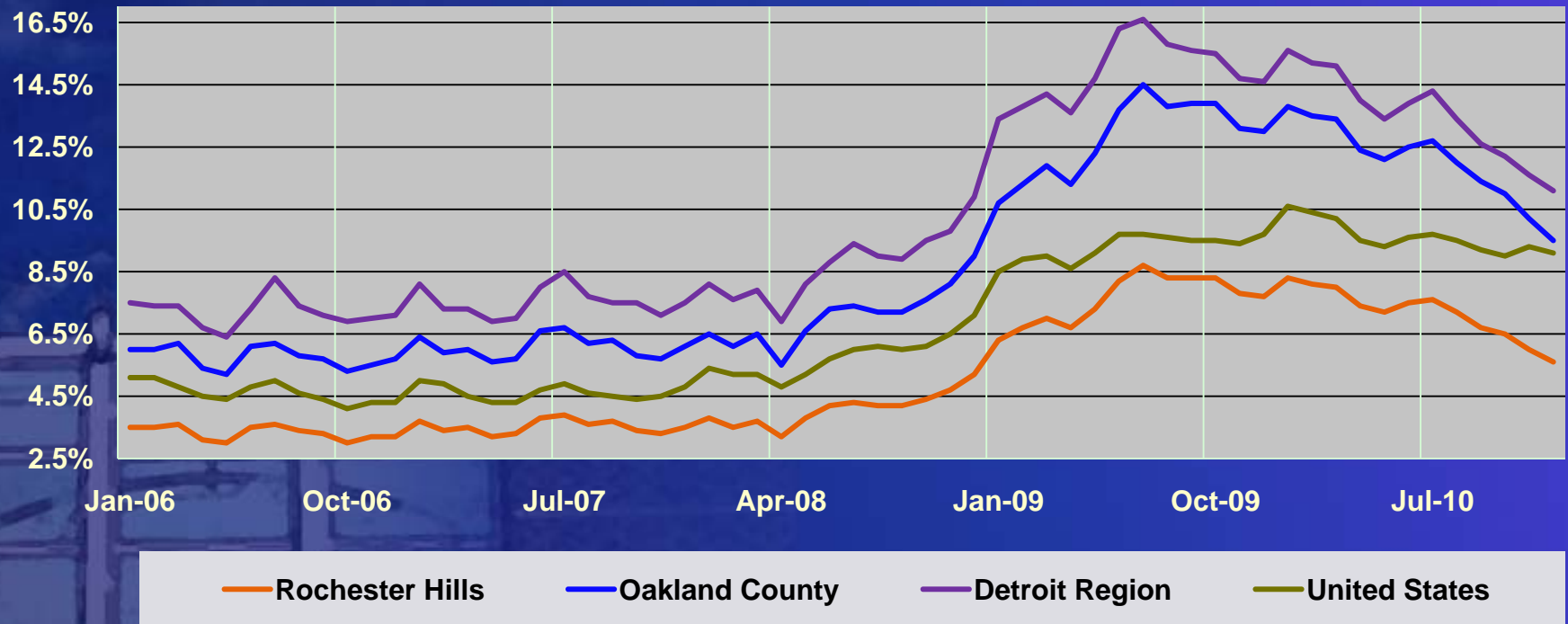



Economic Strength

- Percentage Unemployed
- Availability of High Speed Internet
- Bachelor's Degree or Higher
- Average Age of Infrastructure

Percentage Unemployed



Unemployment figures measure the number of people without jobs who are actively seeking work. These numbers also reflect the success of the economy in providing opportunities for residents to support themselves and their families.

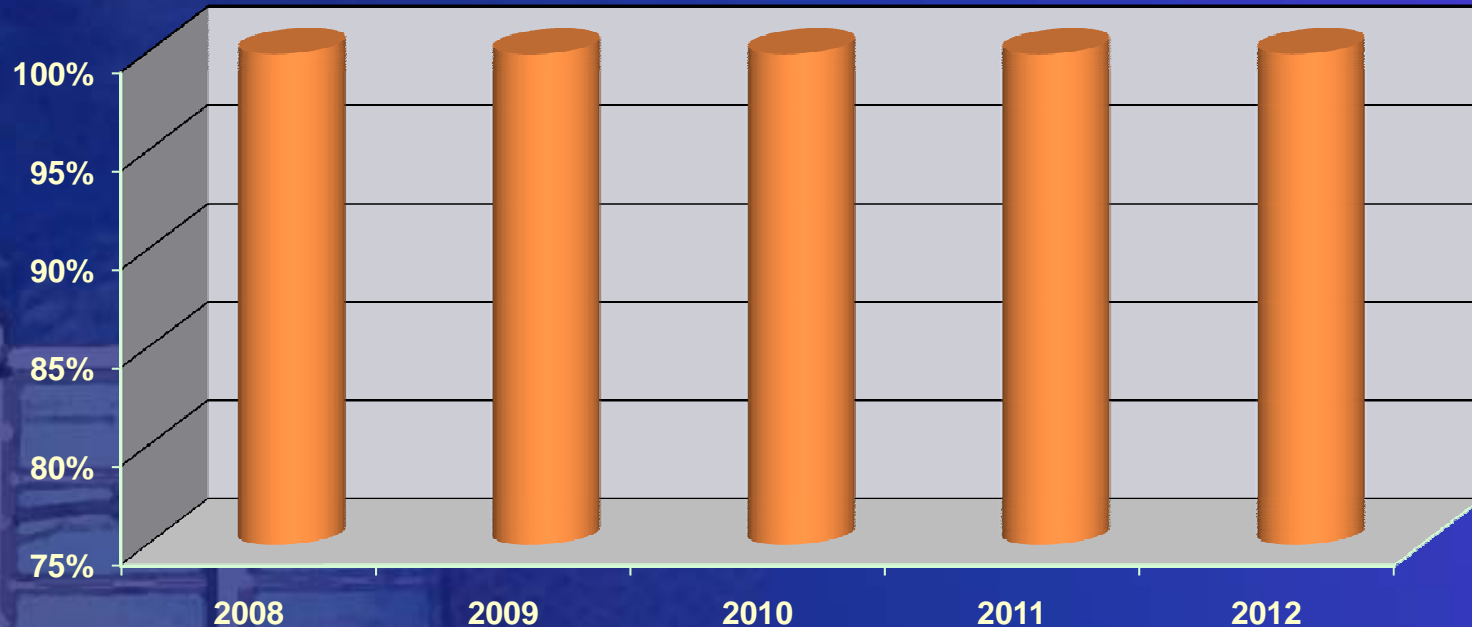
Indicator Score = **Green/Better** 

TREND ANALYSIS:

The city's unemployment rate is favorable when compared to Oakland County, the State of Michigan and the United States, and continues to be the lowest among that group.



Availability of High Speed Internet



The availability of internet to the city's population is a good indicator of the ability of the city's population to receive and process useful information, and to be better prepared for the future.

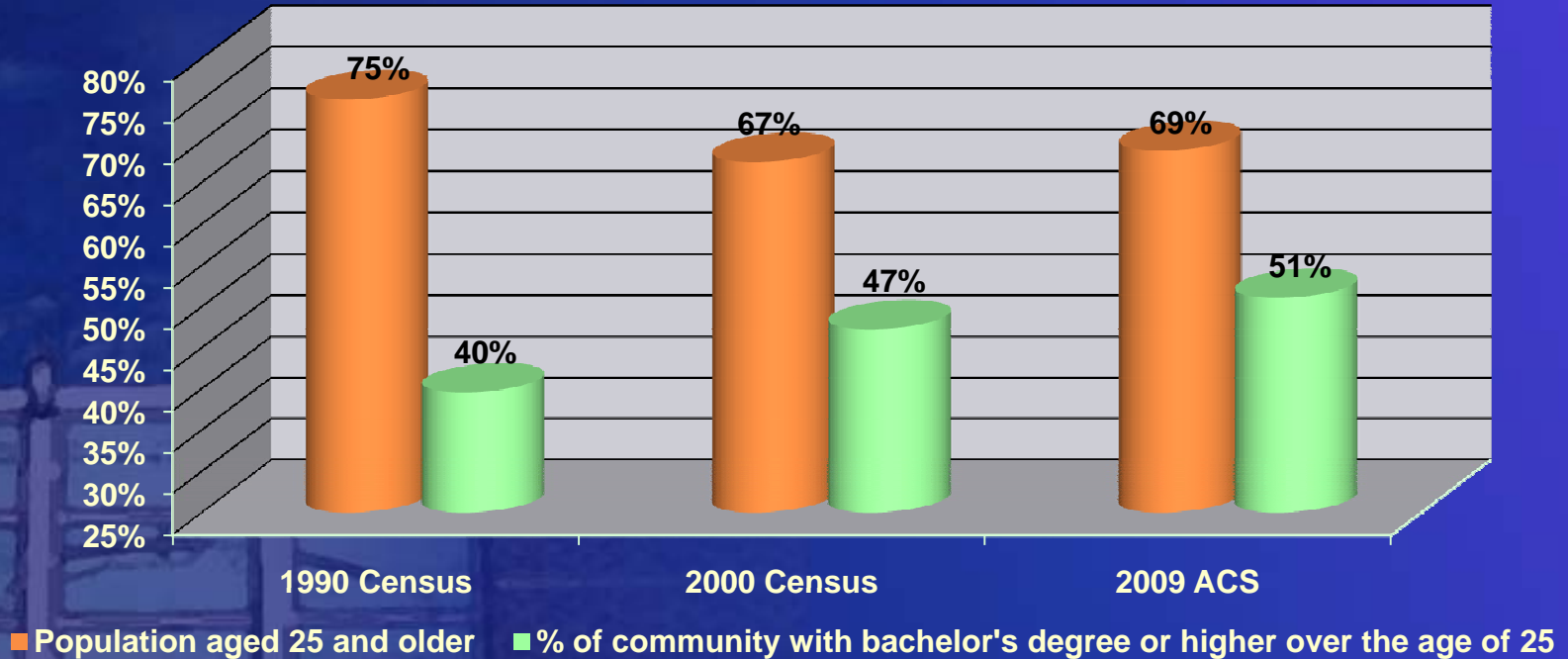
Indicator Score = Yellow/Same 

TREND ANALYSIS:

The city's residents have had access to internet providers for a number of years, dating back to the mid 1980s. That level doesn't appear to be falling any time soon.



Community Profile



Knowing the age of the city's population available for employment, and their level of education, is an important indicator for businesses wishing to locate to your city. College graduation is also one measure of the success of our post-secondary educational system. High college enrollment, and the number of students receiving degrees, contribute to the quality of the city's workforce.

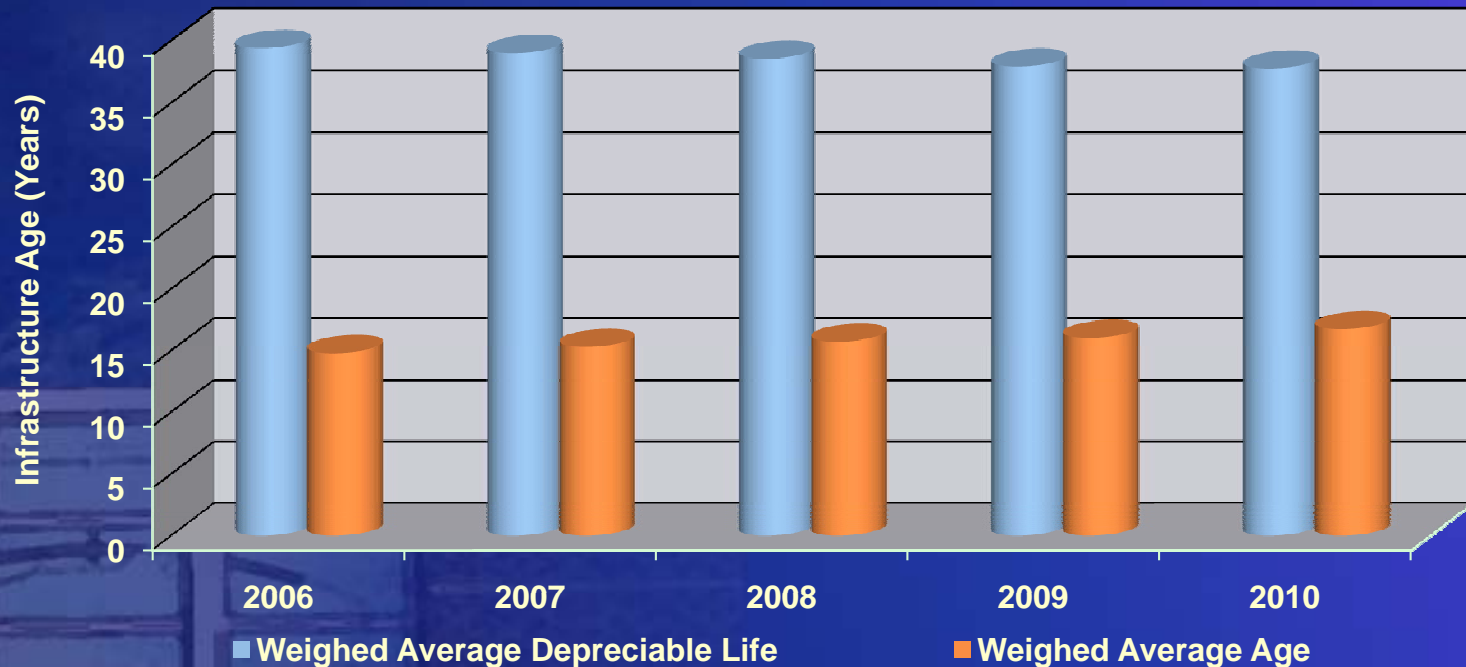
Indicator Score = **Green/Better**

TREND ANALYSIS:

As the graph shows, the city has an age appropriate workforce that is becoming younger, with a growing educational level that many employers would find attractive.



Average Age of Citywide Infrastructure



Depreciation represents an estimate of the useful life of an asset on a straight-line basis. The estimated useful live(s) for selected city assets range from 50 years for its water and sewer system, to 20 years for its road system.

Indicator Score = **Red/Worse** ↓

TREND ANALYSIS:

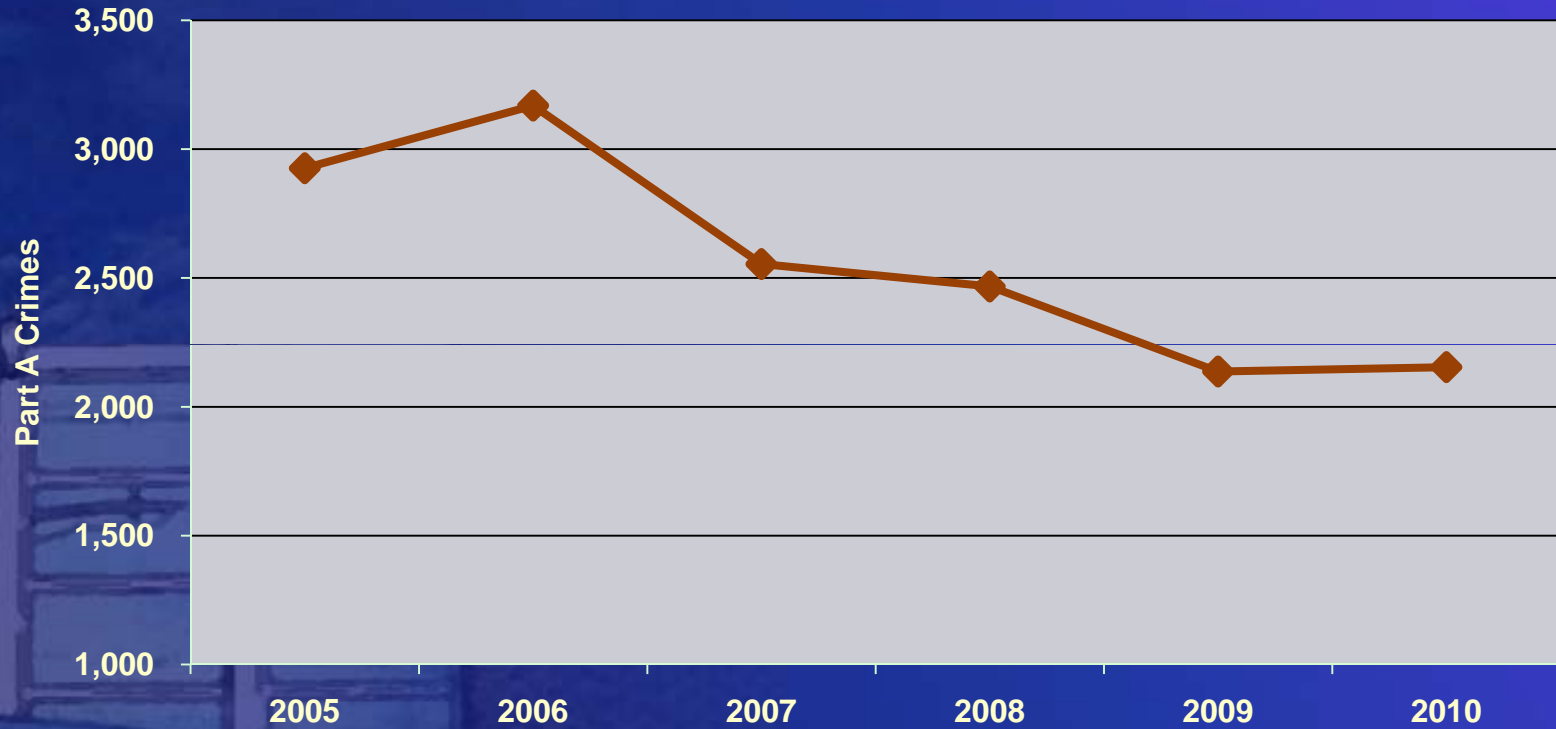
The average roadway in the city is just over 10 years old, meaning that it is halfway through its useful life of 20 years. The average age of water & sewer infrastructure is just over 20 years old of an estimated 50-year lifespan. As shown above, the life of the city's assets are about 44% used.



Public Safety

- **Violent Crimes (Part A)**
- **Property Crimes (Part B)**
- **Traffic and Other Crimes (Part C)**

Public Safety / Part A Crimes



Part A Crimes are typically classified as more serious crimes against persons.

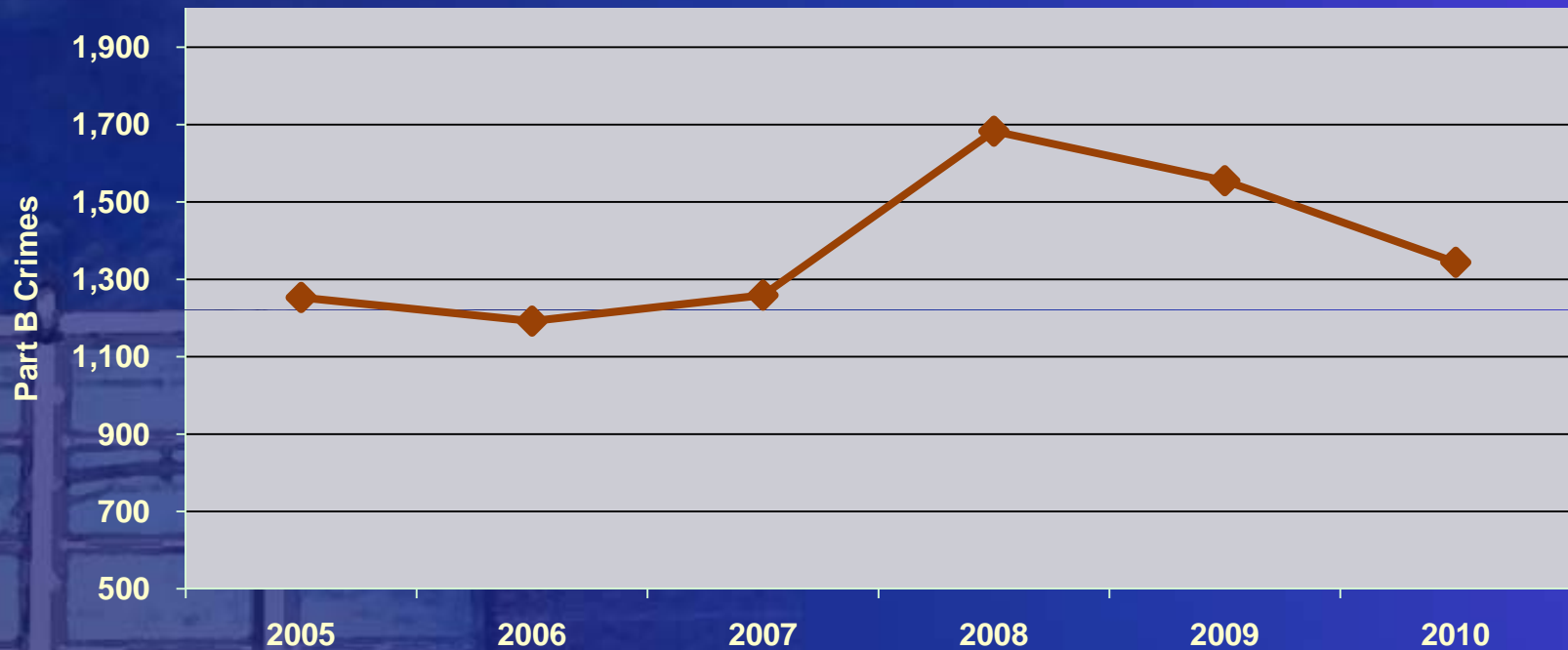
Indicator Score = **Yellow/Same** 

TREND ANALYSIS:

As indicated above, the city has trended downward on these type of crimes over the last six years.



Public Safety / Part B Crimes



Part B Crimes are typically classified as crimes against property and less serious crimes against persons.

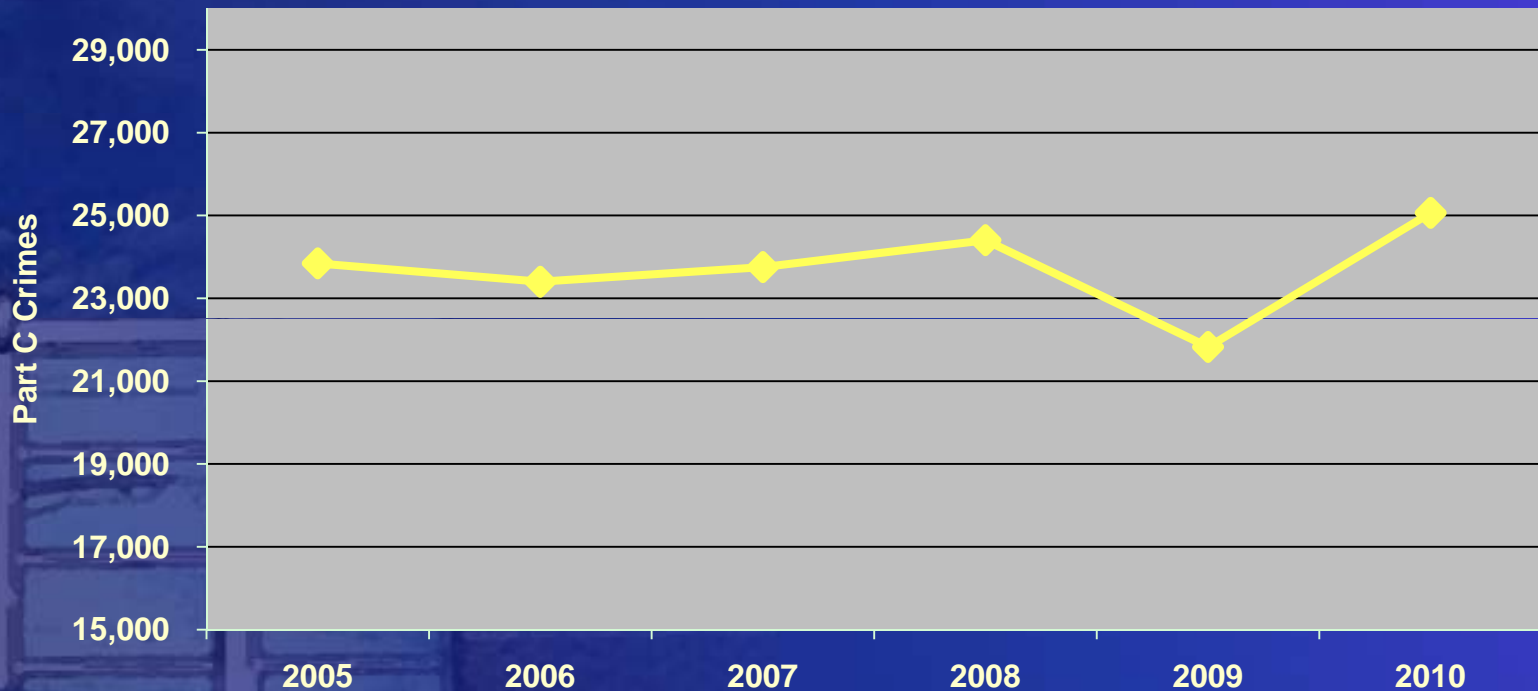
Indicator Score = **Green/Better** 

TREND ANALYSIS:

As indicated above, the city has been trending downward recently on these types of crimes.



Public Safety / Part C Crimes



Part C Crimes are typically classified as miscellaneous crimes.

Indicator Score = **Red/Worse** ↓

TREND ANALYSIS:

As the indicator shows, after experiencing a downward movement in 2009, the city experienced an upward movement back toward its more normal or average experience levels.

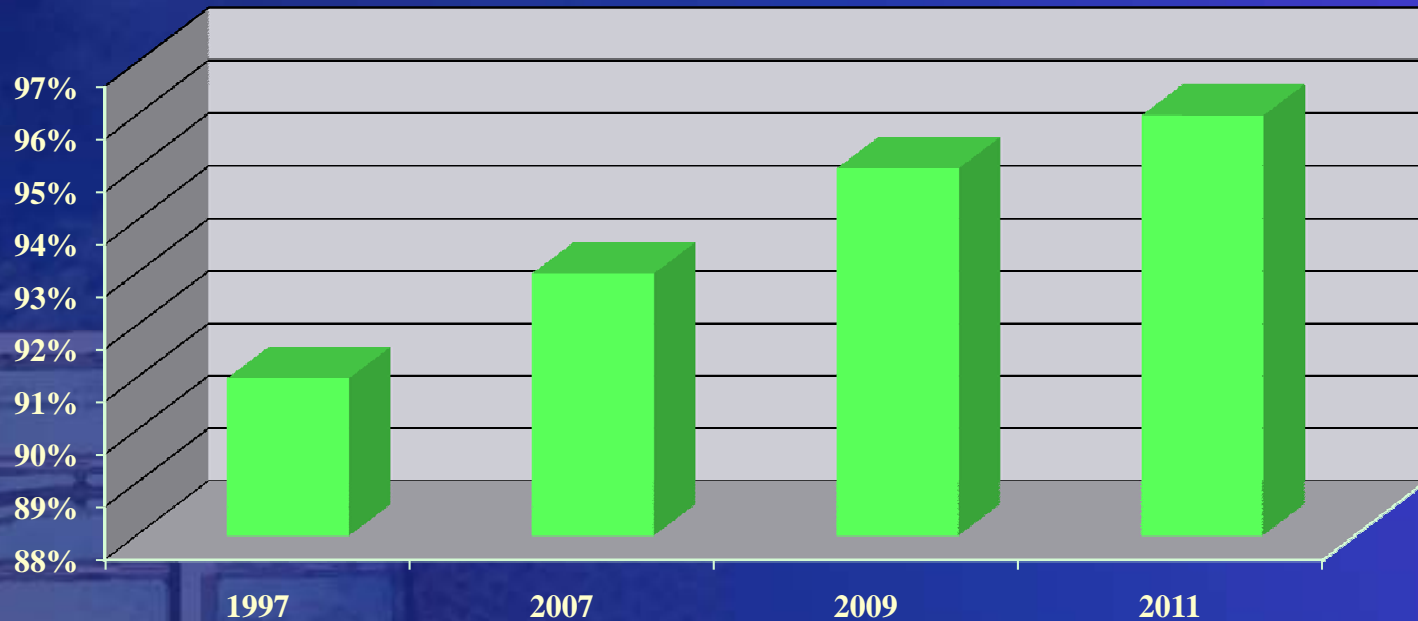


Quality of Life

- Citizen Survey – Quality of Life
- Miles of Pathway
- Percent of General Fund Expenditures for Arts, Culture, and Recreation
- Park Land Available
- Recycling
- Tons Recycled

Survey Results

Satisfaction Rate



There is no better way to gage the quality of life our residents are enjoying than to ask them in a public survey. Over the last four surveys, residents surveyed were asked, "How satisfied are you with living in Rochester Hills?"

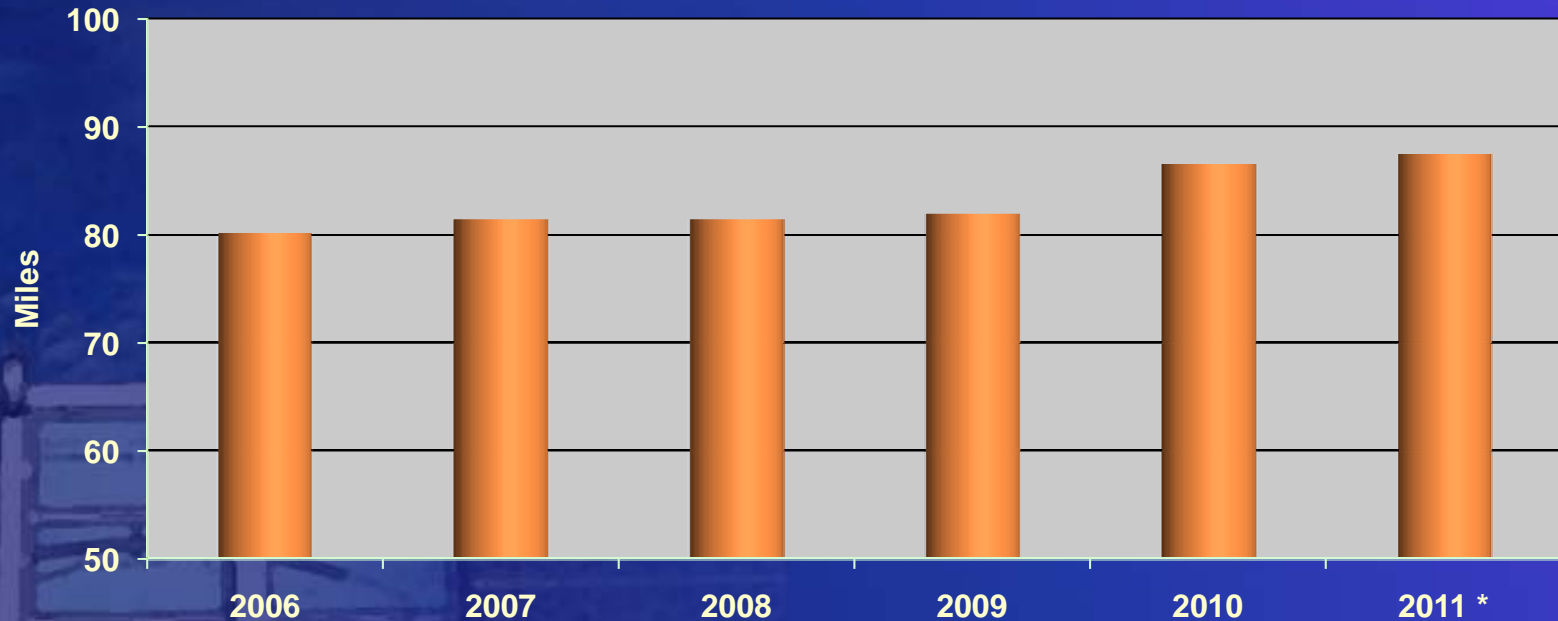
Indicator Score = **Green/Better** ↑

TREND ANALYSIS:

As the results of the survey indicate, survey respondents are happy they selected the City of Rochester Hills as a place to live. We believe this trend will continue.



Miles of Pathway



The availability of a pathway system is often one of the qualities that future homeowners look for when examining a city to locate to. Approximately 86 miles of the city's planned 120-mile pathway system have been completed through both city funding and/or from private development funding.

Indicator Score = **Green/Better** 

TREND ANALYSIS:

The trend suggests that we are headed in the right direction toward completing our planned 120 miles of citywide pathways. If there are any concerns in reaching that goal, it would be funding. Recent reductions in taxable values will put pressure on the funding needed to complete the remainder of the pathway system.



Arts, Culture, and Recreation

Recreation and Culture
as a % of Total Governmental Expenditures



The availability of arts, culture and recreational opportunities are often qualities future homeowners look for when examining cities to locate to. Having and investing into a good arts, culture and recreational system has many long-term benefits.

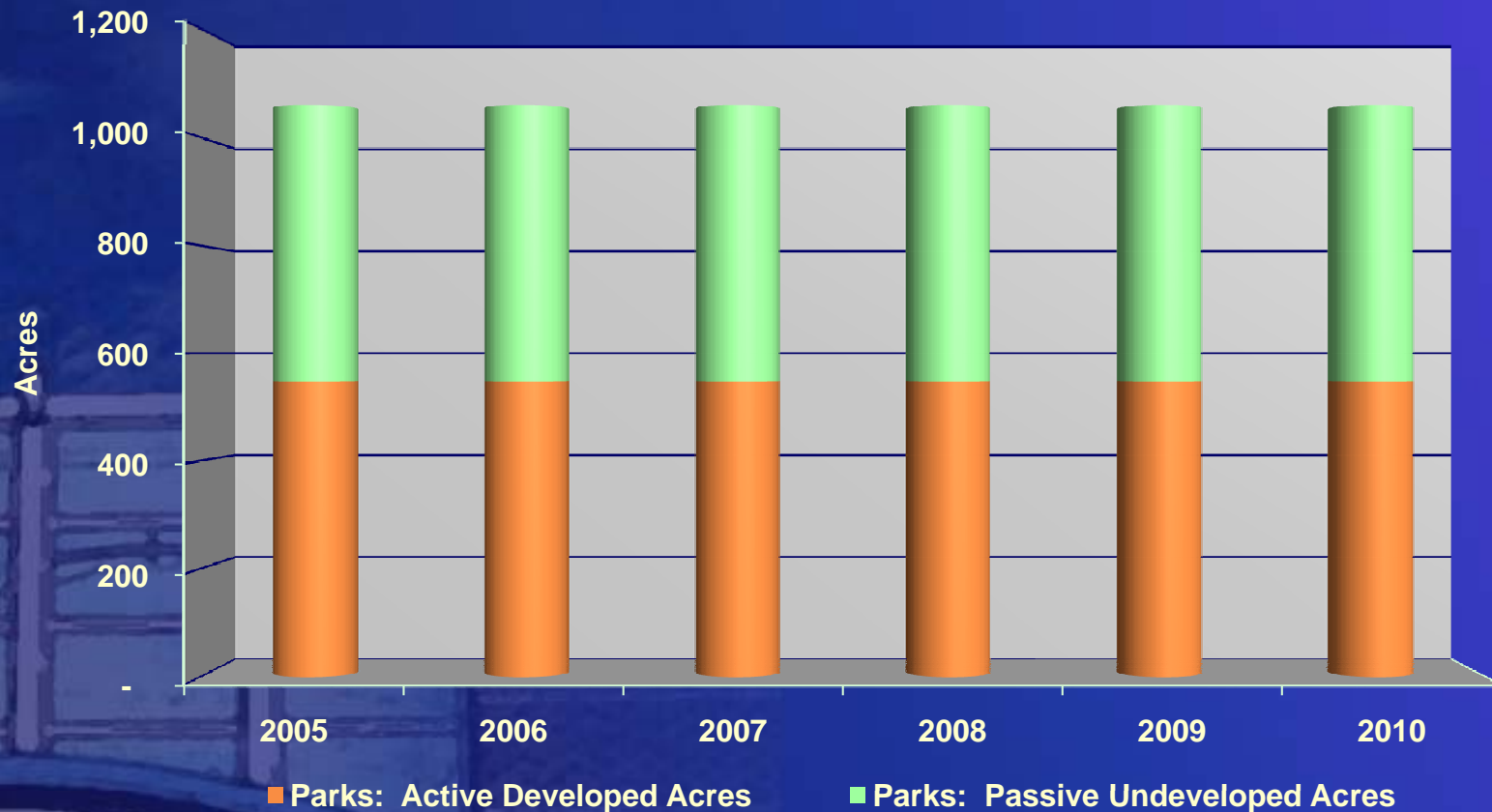
Indicator Score = **Green/Better** 

TREND ANALYSIS:

Reductions in revenues has placed pressure on the city's ability to invest in its arts, culture and recreational system, but, over the last year, the city has been able to get back on track in recognizing its commitment to arts, culture and recreation. We see little to no change in continuation of this commitment in the near future.



Total Acres of Parkland



The availability of parkland is a perfect measure of the quality of life residents have to enjoy.

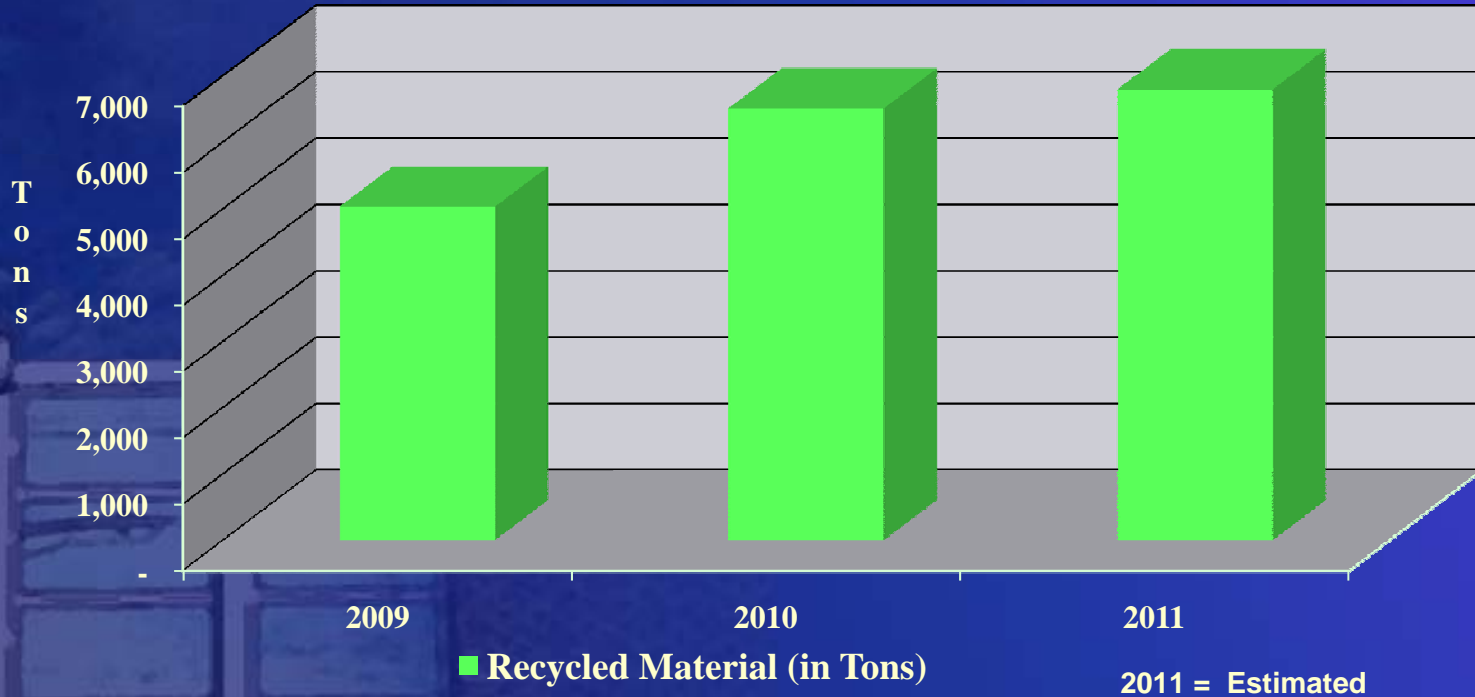
Indicator Score = **Yellow/Same** →

TREND ANALYSIS:

For a number of years, the city has placed a large emphasis on providing a quality park system for residents to enjoy. We see little to no change in this focus in the near future.



Tons of Recycled Material



In 2009, the city retained one waste hauler to represent the majority of residential homes. This included recycling as part of the basic service package for all residents to use, at very competitive pricing. To date, the program has been received by residents very positively, with recycling volumes increasing each year.

Indicator Score = **Green/Better**



TREND ANALYSIS:

Providing residents with recycling as part of their basic service improved not only the quality of life for them, but for the region as a whole.



Community Partnerships

The city works with many other groups in finding the best way to provide its residents with the best in services, and in improving their quality of life. Below is a partial list of those groups the city works with:

US Department of State

State of Michigan

Oakland County

Oakland County Sherriff's Office (OCSO)

Road Commission for Oakland County

Local Organizations/Agencies

Older Person's Commission (OPC)

Rochester Avon Recreational Authority (RARA)

Oakland University

Rochester Hills Public Library

Paint Creek Trail Ways Commission

Clinton River Trail Alliance and the Friends of the Clinton River Trail (FCRT)

Clinton River Watershed Council

Oakland County Trails Advisory Council

Oakland and Macomb Counties – Clinton River Connection



Community Partnerships

City Collaborations

The Fire Department has local agreements with communities who border our city.

The Fire Department has also joined with 48 of the 49 Fire Departments in Oakland County to establish a Mutual Aid Box Alarm Association (MABAS) Group.

City of Rochester –

Water meter testing, TV-ing of sewer lines and Vactor back up support. DPS is currently working on an Inter-local Service Agreement that would incorporate all service areas.

Fabrication of traffic signs for Rochester, the Paint Creek Trailway and Rochester

Community Schools.

Maintenance & repair of fire apparatus along with calibration and repair of their salt truck spreader and pre-wet systems.

Election Workers

Other City Collaborations

City of Troy – When needed, the cities have utilized each others parts and material inventory.

Election Workers

City of Ann Arbor – Worked in conjunction to conclude a combination sewer truck RFP/award and entered into a contract with National IPA to market the RFP award nationally. May expand on this with additional equipment types and future awards.

City of Auburn Hills – rental of their sewer easement machine

Oakland Township - Election Workers

Other Agencies/Organizations

SEMCOG

Rochester Regional Chamber of Commerce

Michigan Intergovernmental Trade Network (MITN)-(Since 1990)

And the list goes on...



Links to Documents of Interest



City's Three-Year Budget

- http://www.rochesterhills.org/city_services/uploads/RH2010CAFR.pdf



City's Financial Summary (PAFR)

- http://www.rochesterhills.org/city_services/uploads/2010FinancialSummaryReport.pdf



City's Compensative Annual Financial Report (CAFR)

- http://www.rochesterhills.org/city_services/uploads/RH2010CAFR.pdf



City Community Partnerships

- <http://www.rochesterhills.org>