

**City Council Strategic Planning & Policy Technical Review Committee  
Fiscal Year 2024 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 examine current levels of police service for effectiveness and efficiency.

**Objective:** Continue to monitor Fire’s Funding Structure to ensure long-term viability.

**Objective:** Continue to implement the Fire Department Strategic Plan.

**2. 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 conservatively forecasting revenues, expenses, and critical factors for the next seven years on a rolling basis. Continue long-term strategic analysis of the years beyond.

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

**Objective:** Monitor the efficiency and effectiveness of the City’s internal financial controls to provide proper safeguarding of the City’s assets.

**Objective:** Review the efficiency and effectiveness of the City’s Governmental Fund Balance Policy to ensure fiscal responsibility.

**3. GOAL: INFRASTRUCTURE MANAGEMENT**

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

**Objective:** 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.

**Objective:** Continue to maintain clean and reliable water service throughout the City.

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

**Objective:** Continue sump pump discharge inspection program (sanitary vs. storm drain).

**Objective:** Continue cross connection education and enforcement program.

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**4. GOAL: EFFECTIVE GOVERNANCE**

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

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

**Objective:** Ensure the safety and security of our Information Technology (Management Information Systems).

**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:** Continue to annually review and update the Emergency Operating Plan by staff and City Council.

**Objective:** Create a Strategic Plan for Information Technology (Management Information Systems).

**5. 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 to promote the City's quality of life, and provide a plan to meet those needs, including funding.

**Objective:** Implement components of the Parks Strategic Plan.

**Objective:** Continue maintenance programs and the acquisition of Green Space and natural feature City owned property.

**Objective:** Conduct a Grounds Maintenance Management Study, determining appropriate service levels and effective use of resources by function.

**6. 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 a comprehensive notification system, including social media, to alert residents of emergency situations and other information.

**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 wildlife population in the City, and educate HOA leadership and homeowners.

**Objective:** Maintain an accurate database of HOA leadership and points of contact, including new developments.

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**7. 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. This includes businesses that focus on R&D, High-Tech, and other types of businesses, including small businesses.
- Objective:** Support diversification of available housing stock, including the encouragement of mixed-use properties.
- Objective:** Continue to enforce policies and ordinances for the maintenance of existing residential and commercial buildings.

**8. GOAL: CITY WORKFORCE**

Attract and retain qualified, responsive, and innovative workforce.

- Objective:** Continue to offer competitive compensation and benefit programs.
- Objective:** Encourage and support training and continuing education to retain and maximize talent.
- Objective:** Use social media and other targeted outlets to attract best prospects, including diverse candidates.
- Objective:** Build a pipeline of skilled workers through proactive partnerships and internship programs.
- Objective:** Provide diversity, equity, and inclusion in the hiring and promotion process, and within the City's workforce culture.

**9. 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:** Utilize technology to further enhance communication with residents, and allow for online delivery of certain services.
- 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:** Acknowledge and promote diversity, equity, and inclusion.
- Objective:** Continue notification of new developments to ensure that neighboring property owners are advised.
- 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.

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**10. GOAL: ENVIRONMENT**

Promote conservation of water, electricity, etc.

**Objective:** Support green initiatives and resource efficiencies.

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

**Objective:** Continue education on and enforcement of the City's Automatic Irrigation Systems ordinance.

**Objective:** Continue to invest in alternative energy infrastructure.