

**City Council Strategic Planning & Policy Technical Review Committee
FY 2027 Proposed Goals and Objectives**

The Rochester Hills City Council Strategic Planning Goals and Objectives reflect the City Council priorities for FY 2027. Community (residents and businesses), staff, and the City's services and infrastructure are the priority of City Council, and guide investing and oversight of the community's tax dollars. We must ensure Rochester Hills continues to be the preeminent place residents and businesses want to live, work, and play.

1. GOAL: PUBLIC SAFETY

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

- Objective:** Continue to examine current levels of police and fire service for effectiveness and efficiency.
- Objective:** Continue to monitor fire and police's funding structure to ensure long-term viability.
- Objective:** Maintain a comprehensive notification system, including social media, to alert residents and businesses of emergency situations and other information.
- Objective:** Continue to annually review and update the Emergency Operating Plan by staff and City Council.

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 to conservatively forecast revenues, expenses, and critical factors through a seven-year forecast and 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:** Ensure City tax rates recover adequate revenue for the continuous delivery of City services and fulfillment of long-term strategic planning goals.
- Objective:** Monitor fiscal policies of partner organizations for financial impact to the City - including but not limited to Oakland County and tri-party organizations that receive local tax funding.
- Objective:** Establish consistent procurement evaluation standards, utilize benchmark pricing against market conditions, and promote transparency and accountability in the City's supplier selection process.

3. GOAL: INFRASTRUCTURE MANAGEMENT

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

- Objective:** Review the condition of existing City infrastructure (parks and City-owned assets) to ensure they are safe and aesthetically pleasing, to optimize administrative efficiency and to preserve City-owned assets.
- Objective:** Continue to maintain clean, reliable water service and sanitary sewer service throughout the City, and continue education on responsible water usage.
- Objective:** Encourage and facilitate the buildout of fiber-optic broadband infrastructure throughout the City to enhance connectivity, economic competitiveness, and quality of life, while maintaining acceptable community aesthetics.

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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: Continue to implement City Council approved departmental Strategic Plans.

Objective: Safeguard the City's well-being by actively identifying and responding to federal, state, and county legislative directives that could diminish community services, resources, economic vitality, or quality of life.

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

Objective: Ensure the safety and security of our Management Information Systems, and promote the responsible use of emerging technologies to enhance City services while protecting resident and business privacy, security, and public trust.

Objective: Explore opportunities for new public/private partnerships, collaborative efforts with other municipalities, and possibilities for consolidation of City services.

Objective: Continue to implement code enforcement/blight ordinance effectively to preserve existing neighborhoods.

5. GOAL: RECREATION / PARKS / NATURAL RESOURCES

Preserve the City of Rochester Hills' natural resources, and historical/recreational character.

Objective: Continue to acquire, create, improve, and maintain City parks and green spaces.

Objective: Ensure the Green Space and Cemetery Perpetual Care Trusts remain capable of sustaining long-term stewardship.

Objective: Continue to promote and support the City's recreational and partner programs.

Objective: Support the execution of the EGLE Grant and support additional environmental clean-up to provide a safe and clean environment for our residents and businesses.

6. GOAL: COMMUNITY / NEIGHBORHOODS / CULTURAL

Enhance quality of life by supporting cultural, artistic, and educational opportunities by engaging neighborhoods and residents of all ages.

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 evaluate and make recommendation(s) to reduce the adverse impact of wildlife populations in the City, and educate HOA leadership, residents, and businesses.

Objective: Develop and implement a process to engage a wider variety of residents and businesses in City strategic planning, boards, and committees.

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 such as R&D, high-tech, and small businesses to promote a robust business community in the City of Rochester Hills.

Objective: Continue to enforce policies and ordinances for the maintenance of existing residential and commercial buildings, and ensure those ordinances are uniformly implemented.

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8. GOAL: CITY WORKFORCE

Attract and retain a qualified, responsible, and innovative workforce.

Objective: Continue to offer competitive compensation and benefit programs.

Objective: Encourage and support training, use of emerging technology, and continuing education to retain and maximize talent.

Objective: Use social media and other targeted outlets to attract the best prospects.

Objective: Work with educational institutions and local businesses to develop a pipeline of talented workers through proactive partnership, mentorship, and internship programs.

Objective: Provide fair and equitable hiring and promotion processes within the City's workforce culture.

9. GOAL: COMMUNITY TRUST & PARTICIPATION

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

Objective: Utilize technology to further enhance interaction with residents and stakeholders.

Objective: Maintain and improve openness, transparency, and communication of all City business, and continue the policy of bi-annual public input via a community survey.

Objective: Improve notification to ensure neighboring property owners are advised of any and all nearby developments.

Objective: Involve youth in leadership growth and in the development of the City's future by encouraging their participation on the Rochester Hills Government Youth Council.