GOALS	OBJECTIVES
Communication- To proactively promote meaningful, open and respectful dialogue that ensures effective decision making. **Champion** – Comm. Goodwin	• Implement communication systems using technology to communicate to residents in "real time." • Evaluate and repackage ROSCO to include making it more prominent on the City's website. • Review the City's website for optimization in an effort to make it more user friendly (w/in 12 months). • Implement a uniform marketing and branding campaign for the entire City. • Explore and obtain information related to conducting internal and external surveys in an effort to obtain resident/business feedback.
Community- To preserve neighborhoods by encouraging community involvement and family activities; and further, to be recognized as a destination for entertainment, recreation and cultural opportunities. **Champion** – Comm. Fournier	• Promote Neighborhood Associations by assisting associations with developing directories. • Rejuvenate the crime prevention council to revive the neighborhood watch program and work with neighborhood associations (w/in 6 months). • Review ways to renovate/update City parks (w/in 18 months). • Update the Parks & Recreation Master Plan to include emphasis on neighborhood parks, possibility of a splash pad and a downtown central park. (w/in 6 months)

GOALS

Operations- To perform all city operations as efficiently and effectively as possible

Champion – Comm Rasor

OBJECTIVES

- Develop a consolidation plan for the Building, Engineering and Planning departments in an effort to promote a customer friendly and efficient business development process.
- Provide opportunity for online payments of most fees, charges and taxes.
- Allow for the payment of parking tickets at City Hall as well as the Court building.
- Review all boards, commissions, and committees and consolidate and eliminate as many as possible.
- Continue working with the school district on sharing of services.
- Find efficiencies through process mapping and analysis and measure outcomes.
- Establish a list of current commission approvals that can be performed solely by the administration in an effort to streamline commission workload.
- Provide complete, executed labor contracts and post them on the City website (w/in 90 days).

Economic / Tax Base- Encourage and support diverse investment to maximize property values and facilitate employment opportunities and desirable housing.

Champion – Mayor Ellison

- Develop a downtown plan which enumerates our collective vision for downtown Royal Oak and addresses business development, liquor license policy, special events, land use, office space, hotel and downtown park.
- Obtain a legal opinion on whether we can levy a hotel/motel tax. If affirmative perform a hotel/motel tax revenue study.
- Update the current list of resources available for residents to improve their homes and make available to residents.
- Provide an update on the 11 Mile Rd corridor Improvement Plan to the City Commission (w/in 5 months).
- DDA to update the City Commission on the 696 property status and relay DDA's vision related to the property (w/in 5 months).
- Update the Master Zoning Plan.

GOALS

Fiscal Management- To preserve Royal Oak as a safe and healthy community through sound fiscal policy, strategic planning, prompt decisive actions and effective management of taxpayers' assets.

Champion – Mayor ProTem Capello

OBJECTIVES

- City Commission to author and provide a resolution to be sent to the State in an effort to get improved legislation for communities to be able to more easily consolidate services.
- Conduct a revenue strategy meeting (February 6).
- Review alternative methods to receive donations (ex, water bills provide an area to donate to ROOTS).
- Administration to develop a method or process to receive timely financial statements.
- Review the possibility and parameters of a renewed reward-based employee "cost saving" suggestion program in an effort to help reduce operating costs.
- Explore a growth management policy encompassing the effects of Prop A, Headlee Act, defining new/re development and staff demands.

Infrastructure- To sustain, replace and enhance Royal Oak's infrastructure to promote efficient delivery of beneficial services.

Champion – Comm. DuBuc

- Prepare an analysis and recommendation for moving to a fixed water meter reading system (w/in 12 months).
- Forward the Parking and Way Finding Plans to the downtown task force and City Commission for review and revision.

Public Safety- To protect all persons and property in Royal Oak by providing the highest quality public services possible in the most efficient manner.

Champion – Comm. Poulton

- Develop and implement a plan to reduce unnecessary calls for service.
- Enhance mutual aid agreements with neighboring communities.
- Explore additional fire and police grant opportunities.