

2012-2013 City Council Goal Priorities

Finance & Purchasing:	Expected Outcome(s):
Develop and implement a sustainable budget plan that includes assumption projections with and without the Headlee override.	Create a Council approved budget document which makes recommendations to achieve a balanced budget through FYE 2017. Begin to develop a budget strategy for when the Headlee Override expires.
Personnel:	Expected Outcome(s):
Develop and implement a strategy for Labor Attorney contractual services.	Prepare and implement options for an RFP for labor council. Identify training opportunities for the unions and management to participate in together that focus on interest based bargaining or other types of bargaining that are relationship building. Review the labor attorney contract while focusing on a new strategy for a satisfying legal product.
Implement annual employee survey to solicit employee engagement as part of annual employee review process/incorporate into development of HR policies and procedures	Annual survey that identifies key impact categories related to employee satisfaction: Sufficient training, Access to equipment, Self-performance assessments, and Goal achievement should be included in the assessment.
Integrate best practices and diversity measures in recruitment and staff retention.	Examine and define current hiring policies associated with the Selection Process. Ensure best practices and diversity training incorporated into language of: job descriptions/job stories/job postings.
Service:	Expected Outcome(s):
Develop a policy for event management and event scheduling that takes into consideration diminished police/community resources while maintaining Ferndale's reputation as an event destination.	Review the Special Events policy and make necessary recommendations to Council that focuses on an efficient process while including a calendar management plan that takes into consideration reduced staffing.
Address Feral Cat problem, revisit animal control practices and policies	Continued property maintenance program. Educate residents regarding feral cats. Revisit animal control policies and relationship with Oakland County. Identify and adopt best practices of other communities.
Community & Economic Development (CED)	Expected Outcome(s):
Explore Hilton and Livernois infrastructure improvements. Pedestrian friendly, energizing corridor with more commercial activity and pedestrian traffic.	Facilitate infrastructure improvements and private investments of the Hilton and Livernois corridors. Provide recommendations for action to Council.
Define and implement a unique neighborhood development plan. Work with community leaders and staff designees to garner interest in neighborhood association development.	Create a strategy for strengthening neighborhoods. Build a model that when executed, will connect associations to City Hall, Ferndale Police, neighbors, and adjacent communities.

Develop and implement a parking solution for Woodward/9 Mile downtown area.	Continued coordination between City Staff and the DDA parking committee to identify and fund projects designed to improve and expand the parking system within the DDA and affected neighborhoods.
Regionalism/Collaboration:	Expected Outcome(s):
Define what role the City should play to best help Ferndale Public Schools in their success.	Participate in regular dialogue between the City and the School District to create mutual areas of opportunities for cooperative efforts. Find areas where we can collaborate and mutually support each other.
Create a plan of action that identifies potential shared services, collaborations and partnerships with local jurisdictions.	Create a roadmap of shared service opportunities that is approved and supported by City Council.
Continue to improve on collaborative efforts with the DDA, Library and other community groups.	Establish regular communication, shared goal setting and mutual participation utilizing city staff and City Council to strengthen our partnership with the DDA and the Library.
Technology & Facilities:	Expected Outcome(s):
Create and maintain comprehensive technology plan and policy: Part 1: Website Redesign	Produce a new city website that utilized a proven open-source content management system; has streamlined navigability; a modern design that incorporates a new digital branding strategy; online functionality such as bill pay, RSS feeds for news, events, public notices; fillable forms; and online registrations.
Part 2: Social Media Campaign	Launch and maintain the City's preliminary social media campaign that includes Facebook, Twitter, and City Manager Blog. Develop a social media and website management policy that clearly defines administrative roles and appropriate content management strategies.
Part 3: Communications Plan	Design an implementation plan to streamline and modernize infrastructure. Address server/hosting function to outside organization that can more appropriately manage, backup, and secure city data. Explore, determine, and develop an appropriate file sharing network for departments within the organization. Infrastructure Plan: Audit existing technology infrastructure {phones, trunk lines, internet lines}
Update the City of Ferndale branding/logo. Incorporate updated design into all hard copy/electronic correspondence/social media/website design.	Identify and implement options related to updated logo/branding campaign for the City of Ferndale. Incorporate selected design into all city correspondence and digital media
Develop Disaster Recovery Plan	Review and update the City of Ferndale Emergency Management Plan (EMP) and ensure appropriate modifications are made addressing disaster recovery. This will include training staff and City Council on the execution of the EMP.
Develop a safety training program for staff	Create and implement a training module that addresses employee safety in the workplace which will include the City of Ferndale, District Court, Library and DDA.
Research Electronic Records Management Services. (Produce Cost/Benefit analysis and implementation plan)	Find long term document management solution for digitizing city records. Produce Cost/Benefit report and plan of action