

CITY GOALS & PRIORITIES

City Manager Rick Finn

**CITY IMAGE
CITY FACILITIES/INFRASTRUCTURE**

- Establish new Public Works and Electric Facilities
- Develop ongoing plan to improve Street right of way
 - Free up revenue for City Streets by transferring two City bridges to State
 - Implement preventative maintenance programs to extend life of streets
- Water and Sewer Distribution System Improvement Program
 - Reliability Study will identify weaknesses in the Water Distribution System with proposed remedies.

JANUARY 26, 2015

**CITY IMAGE
CITY APPEARANCE**

- Improve Gateways into City and into Downtown
 - Increase blight enforcement
 - Implement community clean-up events
- Implement a Comprehensive Rental Inspection Program
 - Expand Certified Rental Property Program
 - Increase fire inspection and pre-plan of rental properties
 - Continue enforcement of rental registration ordinance
 - Increase frequency of rental inspections from 3 years to 1 year

JANUARY 26, 2015

**CITY IMAGE
CITY APPEARANCE**

- Improve appearance of infrastructure and property
 - Continue street rehabilitation program (maintenance and replacement) based upon available funding
 - Accelerate sign maintenance and replacement program
 - Accelerate street striping and marking program
 - Accelerate sidewalk repair and replacement program
 - Accelerate street sweeping program
 - Accelerate fire hydrant maintenance & painting
 - Accelerate water storage tower maintenance & painting

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CITY IMAGE
CITY APPEARANCE

- Improve appearance of infrastructure and property
 - Accelerate street light maintenance program
 - LED replacement
- Locate overhead electrical lines either underground or to rear of property (develop implementation plan)
- Improve tree and shrub trimming program w/commitment to City's urban forest
- Vehicle appearance
 - Implement standards for cleanliness of vehicles

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CITY IMAGE
CITY APPEARANCE

- Improve perception of City Government
- Mayor and City Commission serve as role model
- Improve customer relations (Customer Service goal)
- Develop a positive employee atmosphere
- Provide a new culture of continuous improvement including training – Mission Driven
- Rejuvenate participation in the Citizen District Council/Citizen Groups (Citizen Involvement)

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CITY IMAGE
CITY APPEARANCE

- Residents/Business Owners – Spirit of Pride in City
- Increase home ownership
- Stabilize property tax rates
- Stabilize utility rates; no ups/downs
- Continue use of CDBG funds for repair programs to stabilize existing neighborhoods and housing

JANUARY 26, 2015

CUSTOMER SERVICE
HIGHER LEVEL OF CUSTOMER SERVICE

- Develop new employee work culture to one of cooperation and total commitment to customer service
- Mission Statement
People working together and committed to creating the highest quality of life for everyone in our riverfront community.

JANUARY 26, 2015

CUSTOMER SERVICE
HIGHER LEVEL OF CUSTOMER SERVICE

- Roll out Customer Service Initiative focused on the following:
 1. All customer expectations are exceeded
 2. All customers are left with the feeling they have accomplished their objective during their visit/ phone call to any city facility
 3. All customers are greeted, shown respect and their issues or concerns are addressed promptly
 4. All customers will encounter City employees with a positive “can-do” attitude, while operating under the rules, laws and procedures of the City

JANUARY 26, 2015

CUSTOMER SERVICE
HIGHER LEVEL OF CUSTOMER SERVICE

- Improve Communication with all Residents and Businesses
- Effective use of all types of media to promote the City
- Explore all means of communication opportunities
 - * Email
 - * Facebook
 - * Twitter
 - * mLive
 - * City Website
 - * E-Newsletters
 - * Town Hall Forums

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CUSTOMER SERVICE
HIGHER LEVEL OF CUSTOMER SERVICE

Elected Officials & Employees
One Team, One Direction

Improvement in all aspects of communications

JANUARY 26, 2015

FISCAL

- City Manager and City Management committed to make budgetary reductions as may be required to balance budget
- Maximize Interest Revenue
- Aggressive pursuit of NSF fees for bad checks (working with County Prosecutor)
- Calculate savings from underspent accounts
- Determine accounts that will see savings/costs and adjust the budgets accordingly
- Return any General Fund savings to General Fund Contingencies

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**FISCAL
PURSUE GRANTS**

- Grant Coordinator position to work with all departments to identify new and existing grant funding
- City staff to become more interactive with State Legislature to identify and secure more State grants

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**FISCAL
COST EFFECTIVE SERVICES**

- Analyze Potential Elimination of Services
 - Prepare detailed list of functions provided by each department
 - Mandated vs. discretionary services
 - What will be the impact to the City if service is discontinued

JANUARY 26, 2015

**FISCAL
LONG TERM FUNDING PLANS**

- Retiree Health Insurance Liability
 - Review of retiree healthcare actuarial report
 - Review the entire trust mechanism and investment methodology to begin investing the retiree health care dollars in the same manner as the Police and Fire Pension dollars are invested

JANUARY 26, 2015

**PUBLIC SAFETY
CONTINUE TRANSFORMATION**

- Entire Public Safety Department working effectively to integrate the City's Public Safety Department as one operation.
 - Build Department on fairness, honesty & equity
 - Provide in-service training
 - Maintain minimum staffing of PSO's
 - Develop Policy to support new Public Safety Department (no longer a Police Department or Fire Department)

JANUARY 26, 2015

**PUBLIC SAFETY
CONTINUE TRANSFORMATION**

- Support Operations Division
 - Cross train remaining Law Enforcement personnel (2015 Fire Academy)
 - In-service law enforcement training
- Fire Operations Division
 - In-service fire training
 - Apparatus replacement (look at rapid response apparatus)

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**PUBLIC SAFETY
INCREASE MUTUAL RESPECT & TRUST**

- Develop program to work with the Public Safety Director and staff to foster positive labor relations with all work units
- Improve communication and trust with Department of Public Safety leadership

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PUBLIC SAFETY
INCREASE USE OF TECHNOLOGY

- Obtain funding and identify vendors for use of camera surveillance systems in parks and marina.
- Develop policy for the use of technology
- Setup camera systems in Skate Park and Marina
- Increase awareness of technology employed by the Bay City Department of Public Safety

JANUARY 26, 2015

ECONOMIC DEVELOPMENT
IMPROVE CITY'S ECONOMIC VITALITY

- Assist new businesses and the expansion and retention of existing businesses
 - strengthen and diversify the economy
 - create higher paying jobs
- Promote a mixture of housing choices
- Retain and attract highly skilled entrepreneurs
- Foster an environment attractive to new businesses, start-ups, entrepreneurs, venture capitalists, and investors.

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ECONOMIC DEVELOPMENT
ENHANCE BAY CITY ATTRACTIVENESS

- Work with the City's Building & Code Enforcement Department toward improved property maintenance and code enforcement of properties to ensure that buildings are properly maintained
- Plan, design, and execute streetscape improvements for:
 - Downtown Bay City
 - Midland Street Business District
 - Columbus Avenue Business District
 - Johnson Street Business District
 - Marquette Industrial Park.
- Beautification program through City's Business Districts

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ECONOMIC DEVELOPMENT
ENHANCE BAY CITY ATTRACTIVENESS

- Create gateways using landscape treatments, planters, lighting, and signage to enhance the appearance of the business districts
- Initiate a Storefront Improvement Program providing small businesses with design assistance with storefront renovations
- Incorporate public art/murals in public spaces
- Develop additional parking in Downtown Bay City
- Evaluate the viability of offering free Wi-Fi between Uptown Bay City and Downtown Bay City

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**ECONOMIC DEVELOPMENT
MAJOR DESTINATION FOR TOURISM**

- Evaluate the scope and diversity of existing/potential tourism resources
- Establish guidelines for converting resources into quality tourism products
- Address the national and regional challenges of product similarity and lack of product diversity
- Formulate a plan for priority actions to kick-start sustainable tourism development

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**ECONOMIC DEVELOPMENT
MAJOR DESTINATION FOR TOURISM**

- Develop a detailed marketing and promotional plan taking into account the quality and quantity of tourism products
- Partner with the Great Lakes Bay Convention and Visitors Bureau and a Destination Management Organization with extensive development experience

JANUARY 26, 2015

**PARTNERSHIPS & NETWORKING
FORM AND FOSTER PARTNERSHIPS**

- Develop a strong working relationship with business leaders, advisory groups, citizens, private developers, realtors, banking & financial lenders along with the following organizations:

Michigan Economic Development Corporation (MEDC)

Eastern Michigan Council of Governments (EMCOG)

Small Business Development Center

Bay Future, Inc.

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**PARTNERSHIPS & NETWORKING
MARKET BAY CITY**

- Partner with the Bay Area Chamber of Commerce and the Great Lakes Bay Convention & Visitors Bureau to leverage marketing dollars and collectively promote the community as an outstanding place to work, live, learn, shop, visit, and play.

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**PARTNERSHIPS & NETWORKING
EFFECTIVE COMMUNICATIONS**

- Improve Working Relationship with School District and County Staff and Elected level.
- Volunteer with Bay County employees to better the community (house rehab, hand out food, etc.)
- Meeting with City Commission and City Staff to strengthen working and personal relationships
- Increase contact and active involvement with the following agencies:
 - * MDOT * Bay County Road Commission
 - * Bay Metro * Townships * Bay County Planning

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**PARTNERSHIPS & NETWORKING
EFFECTIVE COMMUNICATIONS**

- Develop closer ongoing working relations with Bay County
- Investigate / improve cooperation between City/County at staff level and affected official level
- City to become more involved at State level through increased participation with Michigan Municipal League
- City staff committed to reviewing legislation and be more active in testifying on important legislation

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