

Goals and Objectives

Organization-wide goals and objectives are extremely important. They set the priorities for the organization, guiding decision makers as they develop the annual budget.

Prior to the start of each year's budgeting process, the City Council and management meet to discuss organization-wide goals and objectives. Guiding Statements, highlighted in the boxed areas, emphasize broad policy areas. Goals are then developed to support these policies, and short-term and measurable objectives created to show how the City will implement the goals.

Many of these items are ongoing in nature and may be routine. However, each year there are several project-related or multi-year projects identified for inclusion in the goals and objectives. Staff works very closely with Council to ensure that the objectives can practically be performed in a given year when taking staff and financial resources into consideration. A chart showing the disposition of the 2017-2018 Goals and Objectives is contained in Appendix E.

Good financial health is the cornerstone to all municipal operations, and the City of Dexter is committed to practicing sound financial management to ensure fiscal sustainability for current community members and for future generations.

GOAL: *To create an atmosphere of economic competitiveness for both residents and our business community.*

OBJECTIVE: Maintain a competitive tax rate in relation to similar communities within Washtenaw County in particular, and Southeast Michigan in general, by:

- Ensuring that the City millage rate meets the following standards:
 - Be in the lowest one-third of city millage rates in southeast Michigan (Livingston, Jackson, Macomb, Monroe, Oakland, Washtenaw, and Wayne counties);
 - Be lower than the average city millage rate for Washtenaw County (Ann Arbor, Chelsea, Dexter, Milan, Saline, and Ypsilanti).

OBJECTIVE: Maintain a strong, ongoing commitment to economic development by:

- Assisting the DDA in implementing its Development and TIF Plan by participating in the marketing and redevelopment efforts for 3045 Broad Street.
- Stimulating the local economy by ensuring that relevant bid opportunities are advertised to local companies.
- Implementing the Economic Development Strategy (i.e. Economic Enhancement Program).
- Conduct at least one business forum/summit in partnership with Ann Arbor Spark.
- Establish a partnership with Washtenaw Community College Workforce Development.
- Research opportunities for the expansion of the Business Park and for providing space for tech companies and other office uses.
- Pursuing avenues for making fiber available to all properties.

GOAL: *In order to foster fiscal sustainability, the City shall adhere to best practices recommended by various boards and organizations such as the Government Accounting Standards Board (GASB), the Government Finance Officers Association (GFOA), and the Association of Public Treasurers of the United States and Canada (APT US&C), and shall follow the rules of Generally Accepted Accounting Principles (GAAP).*

OBJECTIVE: Seek the industry recognition of best practices by applying for and receiving awards for financial management excellence such as:

- The GFOA's Distinguished Budget Presentation Award.
- The APT US&C's Investment Policy Certification.

OBJECTIVE: Maintain a bond rating through Standard and Poor's Rating Service of at least A-.

GOAL: *The City shall strive to use its limited resources wisely and to seek out sources of revenue beyond those provided by City property owners.*

OBJECTIVE: Maintain a fund balance (reserves) for emergencies:

- 15% of annual operating revenue in the General Fund.
- 50% to 75% of operating expenditures in the enterprise funds.

OBJECTIVE: Recognizing that legacy costs, such as pensions and retiree health care, place a large burden on future generations if not properly addressed in the present, the City will strive to:

- Maintain the Municipal Employees Retirement System (MERS) defined benefit retirement plan at a level between 85% and 100% of funding, as determined by the MERS actuarial study.
- Fund Other Post Retirement Benefits (retiree health care) as recommended in the actuarial study.
- Research options to provide a retiree health care buy-out program for current and future retirees.

OBJECTIVE: In order to gain the most value for limited dollars, the City shall:

- Seek a minimum of \$10,000 across the various funds and activities in outside resources such as grants and revenue sharing.
- Keep total health care within the State of Michigan's guidelines, which may require higher employee contributions.

A primary function of government is to provide our residents and businesses with the public infrastructure necessary for them to carry out their daily lives in peace and safety. This includes maintaining existing infrastructure, and creating new infrastructure as the needs of the government and our residents change.

GOAL: *To provide our residents and businesses with cost effective, safe, and efficient delivery of public utilities such as sewer services, water delivery and storm water management.*

OBJECTIVE: Seek out operating improvements that will allow the City to limit rate increases to 3% per year. This includes the following actions:

- Annually update the Utility Rate Study in house, with a formal update by the City's financial advisor every three years.
- Explore funding opportunities for infrastructure improvements for 3045 Broad Street.
- Review and update the sewer and water ordinances to address rental units and ensure uniformity between the two ordinances.
- Continue implementation of the Storm Water Asset Management and Wastewater (SAW) Grant.

OBJECTIVE: Ensure efficient delivery of public utility services by:

- Assessing the impact of food processing businesses on sewer operations.

GOAL: *The City is committed to providing the necessary roads, sidewalks, pedestrian crosswalks, and bicycle lanes that our residents and businesses require in order to move themselves, their vehicles and products safely around the City.*

OBJECTIVE: Implement the Road Maintenance Plan that was developed for the City in 2014.

OBJECTIVE: Study opportunities to improve traffic flow around Main Street, Central Street and Baker Road.

- Research impact of extending Baker Road through Monument Park.

OBJECTIVE: Implement downtown parking study where possible, including exploring the feasibility of adding a parking structure.

OBJECTIVE: Explore opportunities for a second entrance into the Research and Business Park.

GOAL: *Public buildings provide a safe and productive environment for City employees to serve our residents and the businesses of the City, and it is a desire of the Council to provide these facilities for the public good.*

OBJECTIVE: Study opportunities for the financing and construction of facilities for a City Hall and Council Chambers, Fire Station, and Sheriff Substation.

- Include the provision of permanent public bathrooms downtown.

GOAL: *Parks provide residents and visitors with beautiful and functional surroundings in which to recreate and relax, and it is a City priority to maintain and protect these valuable public assets.*

OBJECTIVE: Review and update the Parks Master Plan, with updates to be done every five years, with the next update being scheduled for Fiscal Year 2020-2021.

OBJECTIVE: Continue process to facilitate the construction of Mill Creek Park Phase II.

GOAL: *It is a desire of the City to have a centralized mechanism for identifying and determining the feasibility of long-term projects of a wide variety types and uses.*

OBJECTIVE: Provide annual staff assistance to the Planning Commission in the creation of each year’s Five-Year Capital Improvement Plan, and use their findings in the annual budget process to identify projects that shall be funded in Fiscal Year 2018-2019.

One of the main reasons people choose to live and bring their business to a particular place is the quality of life that is found within a community. The health, happiness and well-being of a community can be greatly impacted by the choices that their government leaders make when deciding funding priorities.

GOAL: *To provide the community with opportunities to experience arts, culture, nature, recreation, area-grown and crafted food and goods, and gardening experiences.*

OBJECTIVE: Provide the Arts, Culture and Heritage Committee with the resources necessary to hold the Plein Air event and facilitate temporary art, as set out in the Arts Plan. Develop a mechanism in which to facilitate the permanent placement of temporary art that is popular with the residents of the City.

OBJECTIVE: Select permanent sculptures for LaFontaine and Grandview Commons; explore options for a bicycle sculpture.

OBJECTIVE: Hold six special events at the Farmers Market.

- Explore possibility of moving Farmers Market to Main Street near Bakery.
- Explore possibility of adding food trucks on Main Street near Bakery.

OBJECTIVE: Provide space annually on City property for a Community Garden.

GOAL: *Public transportation is an important part of a community’s quality of life, and it is the City’s desire to facilitate opportunities for public transportation.*

OBJECTIVE: Contract with the WAVE to provide door-to-door services at a minimum of five days per week, and to maintain bus routes within the City of Dexter.

OBJECTIVE: Indicate to the Regional Transit Authority that it would be desirable to extend any plans for future commuter rail connecting Ann Arbor with Detroit rail to include Dexter.

GOAL: *Recognizing that non-profit and community-based organizations provide valuable services to our residents, the City will help these organizations to the extent allowed by State Law.*

OBJECTIVE: Support the Dexter Senior Center and the Dexter Area Historical Society by providing an annual contribution of \$1,000 and \$250, respectively, to go towards services provided to Dexter residents.

GOAL: The City of Dexter seeks to be welcoming for residents in all income brackets.

OBJECTIVE: Research ways to increase the amount of affordable housing in the City.

The flow of information, from the government to the people and from the people to the government, is vital for a government to be able to understand and meet the needs of its citizens and businesses.

GOAL: *The City commits to providing mechanisms to share information with the public in a wide variety of platforms.*

OBJECTIVE: Use the following tools to communicate with the public:

- Hold a minimum of two community meetings each year to interact with the public on a variety of issues and topics relevant to the community of Dexter.
- Post a minimum of 24 news and information items per year on the City’s website.
- Post a minimum of 48 news and information items per year on the City’s Facebook Page.
- Provide an email update at least twice per month.
- Place one advertisement per year with Adams billboard to promote activities supported or sponsored by the City.
- Publish four newsletters per year.
- As part of design and implementation of updated website, create a social media/website policy that addresses the City’s website, Facebook page, and any future forms of communication such as YouTube, Twitter and Pinterest. Develop a plan to use electronic media, such as surveys and social media sources, to engage the public.
- Continue to publish the Dexter Visitor’s Guide.
- Explore recording City Council meetings for webcast.

OBJECTIVE: Develop a plan to fund and replace signs throughout the City to read City of Dexter instead of Village of Dexter.

- Upgrade sign at the Community Garden.

GOAL: *Volunteerism is vital to help the City achieve its goals, and it is important that our volunteers feel needed and appreciated.*

OBJECTIVE: Develop an award program for City volunteers and others who help to make the City a desirable place to live, work and play.

GOAL: *Communication with neighboring communities and other governmental and quasi-governmental organizations is important to facilitating regional and inter-local cooperation.*

OBJECTIVE: Participate in regional boards, commissions and joint endeavors to foster cooperation and ensure that Dexter’s interests are taken into consideration when regional decisions are being made.

OBJECTIVE: Coordinate regular meetings with Dexter Community Schools.

GOAL: *Engaging with the youth of the community is beneficial to ensuring that the needs and interests of the future residents of Dexter are being considered.*

OBJECTIVE: Explore ways to increase youth participation in government (i.e. appointment of high school students as members of boards and commissions).

A government is only as good as the people/employees involved, and investment in employees is an important part of creating an organization that responds best to the people that it serves.

GOAL: *It is important to support employee and general public safety in the delivery of all public services, and encourage that services are provided in as safe a manner as possible.*

OBJECTIVE: Develop a Comprehensive Health & Safety Program and fund ongoing annual safety training onsite and offsite for employees.

GOAL: *It is important to have a workforce well educated in their job duties, and to provide for the availability of that training.*

OBJECTIVE: Each employee should have the opportunity to attend one out-of-house training session, if desired, to enhance their job performance.

OBJECTIVE: Disseminate through staff meetings or written documents the City’s commitment to excellent customer service, to include the following:

- All customers are to be treated in a friendly and respectful manner.
- Staff is responsible for gathering follow-up contact information, if necessary, so that the appropriate employee or official can follow-up with the person initiating the contact.
- Customers will be directed to the appropriate employee or official in an expeditious manner.
- Customer concerns will be responded to as soon as possible, and no later than 24 hours after the initial contact.

OBJECTIVE: Accepting the status quo can lead to performance stagnation, so management will conduct staff meetings at least quarterly to discuss ways that overall performance can be improved.

GOAL: *In order to adequately perform their jobs, employees must have the necessary tools and equipment available.*

OBJECTIVE: Research, asset management and document management systems for all departments. Develop plans for the upgrading and replacement of computer systems and workstations. Investigate project management software.

Public safety is one of the most important services that a government can provide. Beyond the basics of police and fire protection, public safety also encompasses emergency and disaster management, traffic and pedestrian safety, and general cleanliness.

GOAL: *As the 2012 tornado proved, emergency and disaster preparedness is important, both for City employees and for its residents and businesses. The City commits to providing the means for training and distribution of safety materials.*

OBJECTIVE: Dexter's Emergency Action Guidelines will be disseminated to employees, residents and businesses in the following manner:

- Employees will have annual in-house training.
- Dexter-specific information will be distributed annually through at least one of the mass communication methods commonly used by the City.

GOAL: *Police and fire services shall be provided in an efficient and responsive manner, and in the most economically viable manner.*

OBJECTIVE: Continue to participate in the Washtenaw County Police Services Steering Committee to ensure that police services are both economical and efficient.

OBJECTIVE: Continue negotiations with surrounding townships on further consolidation and regionalization of fire services.

- Maintain presence on the board of the Dexter Area Fire Department, and receive quarterly reports to Council on financial and operational matters.

GOAL: *Traffic patterns and enforcement shall be conducive to overall public safety.*

OBJECTIVE: The RadarSign shall be used on a minimum of twelve different local roads throughout the fiscal year.

GOAL: *Public infrastructure cleanliness needs to be managed in a manner that promotes not only aesthetics but also public safety.*

OBJECTIVE: The Department of Public Works shall perform the following functions:

- Clean all downtown sidewalks and pedestrian paths to remove loose impediments at least monthly.
- Sweep City streets in accordance with the set maintenance plan.
- Pick up brush, leaves, and Christmas trees in accordance with the set maintenance plan.
- Remove trash from downtown receptacles in accordance with the set maintenance plan.

The City recognizes that the environment is important to our residents and businesses, and that government plays a vital role not only as stewards of the environment, but also as educators.

GOAL: *Addressing sources of water pollution is important to the overall quality of life within the City.*

OBJECTIVE: The City shall address the sources of water pollution in the following manner:

- Educational materials about the use of fertilizers with phosphorous, use of rain barrels and rain gardens, and other relevant environmental information shall be distributed annually through at least one of the mass communication methods commonly used by the City

OBJECTIVE: In order to reduce the use of paper and other resources associated with the creation of Council packets, implement electronic packets for Council and other boards and commissions.

Governments often create plans, documents, and goals and objectives to help guide decision makers in the creation of public policy and the expense of public funds. It is important that these documents be reviewed regularly to make sure that they are still relevant to current situations and future needs.

GOAL: *The City staff, commissions, and elected officials need to review City plans and documents to ensure both familiarity with them and their relevance to planning and policy.*

OBJECTIVE: The City staff, commissions, and/or elected officials shall review all or part of the following documents at least once per year:

- The Master Plan and Capital Improvement Plan to aid in policy and budget decisions. Five-year Master Plan update will continue into FY 2018-2019.
- The Park and Recreation Master Plan and Tree Management Plan as a guide to decisions affecting the parks, recreation and community forestry activities and budget decisions.
- The Downtown Development Plan and Economic Development Strategy as guides for economic and development activities within the plan area.
- The Arts, Culture and Heritage Plan.
- The budgetary goals and objectives to plan out activities for the current and future budget years.

From time to time, Council and Staff identify items that are not practical to have as a current objective, but that are desirable to keep in the public consciousness.

Policy Area: *Public Infrastructure*

GOAL: **The City is committed to providing the necessary roads, sidewalks, pedestrian crosswalks, and bicycle lanes that our residents and businesses require in order to move themselves, their vehicles and products safely around the City.**

OBJECTIVE: Research walkability scoring and develop a plan to improve the City's walkability score.

