

CITY OF FERNDALE
INTERDEPARTMENTAL MEMO

DATE: December 16, 2008
TO: Mayor and Council
CC: Appointees and Department Heads
FROM: Robert J. Bruner, Jr., City Manager
RE: 2008 City Manager Goals & Objectives Progress Report

This report is provided consistent with City Council's 2008 Goals & Objectives Action Plan, Goal 2 [Improving the efficiency and effectiveness of City services], Objective 5 [Create a mechanism for regular reporting to Council on goals and accomplishments].

Goal 1: Insure a Sustainable City budget

Objectives:

1. Build on the success of previous Council goal setting meetings to improve the budget process by implementing goal setting meetings in December 2008 that will help shape the 2009-2010 budget process. These goal setting meetings should be facilitated by an outside facilitator and include all Appointees and Department Directors. Prepare and distribute to Council and Appointees a written process for how the budget process will proceed by November 2008.

Goal setting meetings were held on Fri 12/12/2008 and Sat 12/13/2008. The budgeting process was an important topic of discussion during those meetings. We will begin to restructure the budgeting process in Q1 2009. However, the process of reviewing and prioritizing City services (a 2009 City goal) will be an important part of restructuring the budgeting process. This will be implemented during the Fiscal Year 2010-2011 budgeting process.

2. Improve the City's capital improvement planning process:
 - a. Revise the scope of the Public Improvement Fund to include information technology hardware and software upgrades and prepare a recommendation to fund those upgrades in April 2008.

3. Update City personnel policies and assemble an Employee Handbook by December 2008.

The City's Labor Attorney is reviewing and finalizing the Employee Handbook. It will be distributed in Q1 2009.

4. Participate in the Michigan Local Government Benchmarking Consortium to improve services and decrease costs.

The Michigan Local Government Benchmarking Consortium has recruited 33 member communities from all over Michigan, identified eight service areas, recruited more than 60 volunteers to serve on eight service area teams and created more than 200 benchmarks. Consortium members will submit data and receive benchmarking reports in the first several months of 2009. Submission of benchmarking data has been postponed until the beginning of January to ensure the reliability and accuracy of our online data entry system.

5. Develop employee appreciation, feedback and recognition programs for City Council's consideration by December 2008.

We did a number of things to increase employee appreciation, feedback and recognition in 2008. I held "Meet the Manager" sessions in May, June, July and August. We held an Employee Wellness Fair in June. We have continued to recognize employee service at City Council meetings. We also hosted an Employee Appreciation Dinner in November. We will continue to increase employee appreciation, feedback and recognition in 2009.

6. Identify opportunities for inter-local cooperation throughout the year.

- *I am working with Berkley, Huntington Woods, Pleasant Ridge and Royal Oak on a joint marketing campaign.*
- *I am working with Birmingham, Royal Oak, Troy and others on the Tourism Economic Development Council's (TEDC) Destination District (D2) project.*
- *Chief Kitchen and I have discussed police dispatch services with Pleasant Ridge*
- *Chief Kitchen and I have discussed police services with Royal Oak Township.*
- *Chief Schmidt and I continue to work with Hazel Park, Madison Heights and Royal Oak on fire cooperation.*

Goal 3: Upgrading and maintaining City facilities and infrastructure

Objectives:

1. Work with Plante Moran CRESA to complete the Building Needs Assessment and prepare a plan to meet those needs in December 2008.

The Building Needs Assessment is complete. City Council has informally decided to build a new District Court facility on the east side of the municipal building, and to renovate the Police Station and City Hall as funds allow. Implementation of the plan will begin in Q1 2009.

2. Work with the DDA to continue enhancing Downtown Ferndale:
 - a. Remove deteriorating flower pots by May 2008 and develop options for replacement by December 2008.
 - i. *New flower beds have been installed. The DDA Design Committee is working on new flower pots for 2009.*
 - b. Develop options for increasing crosswalks and street trees on Woodward Avenue by August 2008.
 - i. *MDOT conducted pedestrian and vehicle counts on Woodward at Withington and Vester streets. Based on the data, they do not believe a signal is warranted either to control vehicular traffic or to control pedestrian traffic. The DDA is preparing a plan to increase street trees and we will continue to look for new options*
 - c. Develop options for increasing parking east of Woodward Avenue by April 2008.
 - i. *The Parking Committee has requested proposals for a parking structure feasibility study east of Woodward Avenue. The proposals will be forwarded to City Council for consideration in Q1 2009.*
 - d. Develop options for making downtown alleys and East Nine Mile Road more pedestrian friendly by December 2008.
 - i. *Foley Mansfield is interested in transferring ownership of the alley to the City. The DDA is developing a site plan and cost estimates.*
 - e. Implement the Preserve America heritage tourism and way-finding grant.
 - i. *An Implementation Team has been formed and is meeting.*
3. Work with the Parks & Recreation Advisory Board to prioritize park improvements that reflect our Community's needs and wants by December 2008.

This will be addressed through the Parks & Recreation Master Planning process which will begin later this year with community surveys.

4. Work with the League of American Bicyclists to make Ferndale a Bicycle Friendly Community.
 - a. Install new bike racks in Downtown Ferndale by July 2008.
 - i. Six bike racks were installed along West Nine Mile Road. We have identified additional locations along East Nine Mile Road and Woodward Avenue. The DDA is incorporating these into a grant project funded by the Woodward Avenue Action Association (WA3).*
 - b. Budget for ongoing investments in bicycle infrastructure, programming and promotion.
 - i. This will be addressed in the FYE 2010 budget process.*

Goal 4: Diversify and strengthen the City's tax base

Objectives:

1. Work with the Michigan Suburbs Alliance to achieve Redevelopment Ready Communities certification as soon as possible.

We are waiting for the Michigan Suburbs Alliance to complete the final report.

2. Work with staff to develop a strategy to address our Community's building and structure problems:
 - a. Identify and evaluate the specific problems, conditions and eyesores detracting from Ferndale's vibrant downtown and attractive neighborhoods in April 2008.
 - i. Complete*
 - b. Identify Code Enforcement priorities and report them to City Council and the Community in April 2008.
 - i. Complete*
 - c. Make an inventory of our existing tools and enforcement procedures and report them to City Council in April 2008.
 - i. Complete*
 - d. Develop a plan to address the problems in May 2008.
 - i. Complete: City Council adopted a Vacant and Abandoned Residential Buildings Ordinance on Mon 10/27/2008.*
 - e. Implement the plan in June 2008.
 - i. Ongoing*

3. Work with the 8 Mile Boulevard Association, Chamber of Commerce, Downtown Development Authority, Michigan Economic Developers Association, Michigan Economic Development Corporation, Oakland County, Woodward Avenue Action Association and others involved in economic development in the City to strengthen the local economy through partnerships.
 - a. Brownfields 2008
 - i. *Complete*
 - b. Regularly attend economic development conferences, events and meetings.
 - i. *Ongoing*
 - c. Launch Ferndale First initiative by August 2008.
 - i. *Ferndale Chamber of Commerce Executive Director Maile Ilac Boeder and I have been unable to recruit a Steering Committee chairperson. However, the Chamber, DDA and others have begun using the phrase "Ferndale First" in marketing materials. We hope this initiative will gain momentum in 2009.*
 - d. Conduct a commercial landlord and tenant summit by September 2008.
 - i. *On hold*
 - e. Host the Ferndale Commercial Property Showcase in September 2008.
 - i. *Complete*
 - f. Launch entrepreneurship initiative by December 2008.
 - i. *Ferndale Chamber of Commerce Executive Director Maile Ilac Boeder, Library Director Raber and I are working with Saginaw Valley State University Director of Entrepreneurship and Commercialization Mark Clevey to pursue an ICMA Public Library Innovation Grant and MML funding for our entrepreneurship initiative. Applications are due Fri 1/9/2009.*
 - g. Help organize Holiday Home Tour in December 2008.
 - i. *The Ferndale Chamber of Commerce and Community Foundation canceled the 2008 Holiday Home Tour and will evaluate options for 2009.*
 - h. Continue to implement Friendly Ferndale initiative throughout 2008.
 - i. *Ongoing*
 - i. Visit ten Ferndale businesses in MEDC's targeted industries by December 2008.
 - i. *We were not able to visit as many businesses as we had hoped because our MEDC Account Manager was unavailable. However, Ferndale Chamber of Commerce Executive Director Maile Ilac Boeder and I have offered to meet with representatives from Fresard Buick Pontiac GMC and Ed Schmid Ford in light of the turmoil in the automobile industry.*
4. Prepare options to encourage historic preservation for City Council's consideration by July 2008.

On hold pending decision regarding municipal building expansion and renovation

5. Take advantage of opportunities to promote Ferndale's walkable neighborhoods, vibrant downtown, affordable housing and other amenities attractive to good neighbors:
 - a. Award programs (ICMA, MML, NLC, SEMCOG, etc.) annually
 - i. *The Porch Light Partnership between City of Ferndale, Lighthouse of Oakland County and Paramount Bank won the 2008 International City/County Management Association (ICMA) Community Partnership Program Excellence Award and was a 2008 National League of Cities (NLC) Award for Municipal Excellence finalist.*
 - b. Blog monthly
 - i. *In progress*
 - c. CGI Communications Community Movie Showcase in July
 - i. *The Video Tour Book has been linked to the City's website.*
 - d. E-mail newsletter as the technology becomes available
 - i. *On hold pending decision regarding municipal building expansion and renovation*
 - e. Ferndale Friends bimonthly
 - i. *In progress*
 - f. Press releases as necessary
 - i. *Tue 10/21/2008: City of Ferndale and AFSCME Local 3120 Reach Collective Bargaining Agreement*
 - ii. *Mon 11/24/2008: Holiday Trolley*
 - iii. *Wed 11/26/2008: City of Ferndale Medical Marijuana Ordinances*

Goal 5: Implement the Environmental Impact Commission's March 2008 recommendations

1. Pedestrian Recycling Receptacles: Prepare a preliminary budget in April 2008 and work with the Ferndale Downtown Development Authority (DDA) and SOCRRA to prepare and implement a plan by the end of 2008.

Two Pedestrian Recycling Receptacles have been installed in Downtown Ferndale as a pilot program in partnership with SOCRAA. The pilot program has been a success so we plan to add four more containers in 2009. SOCRRA will reimburse the City for two (50%).

2. Green House Gas Emissions Inventory: Join the International Council for Local Environmental Initiatives (ICLEI) in April 2008 and use the Clean Air and Climate Protection Software (CACPS) to create a baseline Green House Gas Emissions Inventory by the end of 2008.

The City joined ICLEI in April. We planned to work with the Michigan Suburbs Alliance's new Regional Energy Office to create a baseline Green House Gas Emissions Inventory this fall. However, the Regional Energy Office has not yet been staffed. We will look for ways to create a baseline Green House Gas Emissions Inventory in 2009.

3. Sustainable Purchasing Policy: Prepare a sustainable purchasing policy recommendation for City Council's consideration by September 2008.

Council adopted a purchasing policy amendment in December 2007. We will proceed with additional purchasing policy amendments after our current policies are assembled in an Employee Handbook.

4. Green Building: Prepare a resolution requiring LEED (Leadership in Energy and Environmental Design) Silver certification for all new municipal building construction and existing municipal building renovations for City Council's consideration by June 2008.

The Plan Commission discussed this issue with the Environmental Impact Commission. They will make a recommendation to City Council on Thu 12/18/2008.

5. Municipal Vehicles: Work with the Environmental Impact Commission to prepare a plan in April 2008 to improve to increase the cost effectiveness and fuel efficiency of the City's fleet as we replace vehicles over the course of the next several years and eliminate fossil fuel vehicles as it becomes financially and technologically feasible.

The City Council approved vehicle leases through Enterprise Leasing Company in July. The new vehicles have arrived.

6. Bottled Water Resolution: Prepare a Resolution prohibiting the sale or purchase of bottled water at City facilities or events for City Council's consideration in April 2008.

City Council adopted a bottled water resolution on April 28, 2008.