

City Officials

Community Members

City Employees

Business Leaders



Strategic Plan

FORMAL PLAN UPDATES

- Road Plan
- Master Land Use
- Parks & Recreation Plan
- Technology Plan
- Succession Plan

OUTCOMES

- Stability
- Success
- Community Growth
- Best Practices
- High Performance
- Excellence is expected
- Stronger sense of community

SERVICE DELIVERY PLANS

- Core Services**
 - Public Safety
 - DPW
- Quality of Life**
 - Parks
 - Library
 - Economic/City Development



Vision Statement

A vibrant, inclusive community for residents and businesses that is safe, active, progressive and distinctive. Sterling Heights – a bold vision for an exceptional quality of life.

Guiding Principles

- Safe, well maintained and desirable neighborhoods enhanced by great schools
- Plentiful leisure and recreation opportunities featuring fully utilized parks
- Abundant pathways for biking and walking
- Focal points that are both public and private to serve as destinations for residents and visitors
- Well maintained and aesthetically pleasing roads and green spaces
- Successful, vibrant and attractive commercial centers with unique offerings
- Destination for high-tech and emerging industries and entrepreneurs

SWOT Analysis / *Visioning* Feedback

Strengths

- Central location (education, shopping, highway)
- Public Safety Services
- Quality of Life – Services (parks & recreation / library/community relations)
- Diverse Community
- Low cost, full-service government organization
- Good schools
- Industry, manufacturing, defense
- Parks – land / green space
- Safety – Low crime rate / safe city designation

Weaknesses

- Lack of attractions / things to do
- Aging infrastructure (roads, bridges, water, sewer, city buildings)
- Lack of a defining feature(s)
- Drastic reductions in (city) staff
- Residential property maintenance issues
- Appearance of commercial properties
- Lack of cultural understanding / acceptance

Opportunities

- Regionalization / Partnership (CAUTION about losing control / identity)
- Redevelopment
- Redevelop in a GREEN way (reuse buildings / keep the green we have)
- Non-typical – include new things
- Partnership with School Districts (cultural understanding, parks / rec)
- Develop Clinton River - Utilize as a regional attraction
- Regional bike trail hub
- Develop full service community center
- Community focus area(s)
- Defining Sterling Heights
- Dodge Park
- Something to draw people in
- Leverage Lakeside Mall property (entertainment, condos)
- How to best market ourselves (now and as we progress)? And to whom?
- Town Center
- Defense industry – capitalize on this
- Set Sterling Heights apart from others
- Spruce up / beautify medians
- Keep areas clean
- Get businesses to adopt the medians
- Leverage parks (more invested, beautify)
- Common location (Velocity type of facility for education / research)
- College courses, skills needed in our industries etc.

Threats

- Aging demographics
- Lower household income
- Regional problems (Detroit bankruptcy, sewer/water, water rates, stigma)
- Other “more attractive” municipalities
- Declining revenue (federal, state, local)
- Diversity
- Retail trends
- Infrastructure
- Increase of crime
- Uncontrollable blight



Action Plan

I. Short-Term Actions

- A. Finalize report and prepare Agenda Statement
- B. Post on intranet with a link to employees
- C. Following City Council approval, begin branding and marketing of 2030 Visioning

II. Long-Term Actions

A. Summer 2014

1. Master Plan Preparation

- ✓ Visioning Committee reviews current Master Plan and meets with Don to discuss the process
- ✓ Visioning Committee serves on RFP Review Team

2. Bike and Street Plan Update

- ✓ Visioning Committee provides updates and reviews projects scheduled for the next five years
 - Van Dyke
 - Dodge Park
 - Dequindre
 - Local Roads

✓ Visioning Committee reviews RFPs

3. Human Resource Plan Updates

✓ Succession Plan

- Visioning Committee reviews the plan developed to date and provides potential feedback on ways to strengthen the plan

✓ Manpower Plan

- Visioning Committee reviews manpower needs, allocation of manpower, training and integration with non-traditional service delivery (i.e. contractual services, service sharing, etc.)

2030 Vision Plan Action Plan, Continued

B. Fall 2014

1. Parks and Recreation Plan Preparation

- ✓ Visioning Team Committee reviews current plan and new initiatives
 - Blue Water Economy
 - First Amended and Restated Development Plan for CIA district (North Van Dyke River District)
 - Macomb bike/hike trail
 - State Plan for Belle Isle to UP trail
- ✓ Visioning Committee serves on RFP Review Team

2. Technology Plan

- ✓ Vision Committee works with IT to review the draft plan.

3. Strategic Planning

- ✓ Incorporate Vision and Guiding Principles into Strategic Planning

C. Ongoing

Visioning Team will meet monthly for the foreseeable future to continue the vision implementation process, receive and review committee reports on action plan activities, and evaluate progress and results.