

With Time For You

Since 1879



# City of Richmond

**MISSION STATEMENT:** The City of Richmond is dedicated to promoting a high quality of life for its residents by providing municipal services and addressing community issues in partnership with its citizens, businesses, and neighbors. (Adopted 01/15/2000)

## **CITY COUNCIL GOALS AND OBJECTIVES FY2021/2022**

### **1. ISSUE: Promoting Industrial and Commercial Growth**

GOAL: Promote Industrial and Commercial business diversification and tax base growth.

OBJECTIVE: Review and update the TIFA Development Plan and Recreation Master Plan. City Council, TIFA, Recreation Board and City Staff.

OBJECTIVE: Formulate and promote creative economic development financing packages to encourage industrial and commercial development. City Council, Staff, TIFA, EDC, Macomb County Economic Development Department, St. Clair County Economic Development Alliance, MEDC and MDOT

OBJECTIVE: Continue working with surrounding townships to establish potential tax base sharing arrangements to accommodate mutually beneficial growth. City Council and City Manager.

### **2. ISSUE: Traffic congestion and accessibility on Main Street**

GOAL: Reduce congestion; make it safer and easier for residents to enter on Main Street. Ensure traffic impact is considered for new developments.

OBJECTIVE: Implement Streetscape Plan to address above issues. City Staff.

OBJECTIVE: Facilitate a meeting with the property owners of the Kmart Plaza, Lake Angela Homeowners Associations and Speedway Gas Station to discuss possible alternative driveway configurations. City Staff.

OBJECTIVE: Investigate pedestrian safety tools that could be utilized at Oak and Main Street. City Staff, Council and TIFA.

OBJECTIVE: Provide adequate parking focusing on the area of Main and Gleason. TIFA

**3. ISSUE: Streetscape Implemented**

GOAL: Promote community aesthetics through streetscape design.

OBJECTIVE: Provide incentives for commercial and residential development; in particular to preserve the residential nature of Main Street from Oak Street to 32 Mile Road. TIFA.

OBJECTIVE: Develop the design and locations for signs recognizing state champion High School sports teams and local organizations. Council, TIFA and Staff.

OBJECTIVE: Develop a maintenance program to protect the investment that the City and TIFA have made with the streetscape project. City Staff.

**4. ISSUE: Rails to Trails: Funding, Maintenance, Use and Development**

GOAL: Work with Macomb and St. Clair Counties to insure the City's trail system integrates with the regional trail systems.

OBJECTIVE: Work cooperatively with St. Clair County Parks to pursue the development of a trail linking the City of Richmond with the proposed Lake to Lake Trail. Council and Staff.

OBJECTIVE: Work to clean up the appearance of properties along the trail. Council and Staff.

OBJECTIVE: Pursue the development of the city's 22 acres\_of property at 33 Mile Road and Armada Ridge Road for park use for Rails to Trails users. Council and Recreation Board.

**5. ISSUE: Orientation and Training for Members of Boards and Commissions**

GOAL: To acquaint and familiarize new city Board Members/Committee Members with the duties and responsibility of their respective appointed positions.

OBJECTIVE: Creation and presentation of information binders and other materials to City Board and Commission members. City Staff.

OBJECTIVE: Obtain training and resource materials, such as videos, through the Michigan Municipal League that can be used for training and orientation of new Board and Commission members. City Staff.

OBJECTIVE: Encourage open communication with the Boards and Commissions serving at the appointment of the City Council. City Council and Board & Commission Members.

**6. ISSUE: Code Enforcement**

GOAL: To more effectively enforce the City's Code of Ordinances to raise expectations of property maintenance within the community by utilizing the part time code enforcement officer and other City staff as necessary.

OBJECTIVE: Continue Code Enforcement through a team approach which utilizes the department most knowledgeable in the area of the violation. City Council and staff.

OBJECTIVE: Create written procedures on who is handling various code enforcement issues. City Staff

OBJECTIVE: To more proactively enforce certain Code of Ordinance issues such as blight, weeds and snow removal. Encourage City employees to report tall weeds and un-shoveled sidewalks to administration. City Staff

**7. ISSUE: Technology**

GOAL: To more effectively utilize technology in local government.

FY2021-2022 Council Goals and Objectives

OBJECTIVE: Develop a technology and computer use policy. City Council and Department Directors.

OBJECTIVE: Expand the City's social media presence. City Council and staff.

OBJECTIVE: Assess how technology is being utilized and paid for at all City Facilities. Review the need for a city-wide Information Technology (IT) employee; the review would also include a look at other alternatives such as one IT contract. City Staff.

OBJECTIVE: To develop new and varied programing for playback on RichmondTV and the YouTube Channel.

ADOPTED BY THE RICHMOND CITY COUNCIL AT THE REGULAR COUNCIL MEETING HELD ON THE 15<sup>th</sup> DAY OF MARCH, 2021.