



CITY COUNCIL REPORT

September 16, 2015

TO: Brian Kischnick, City Manager
FROM: Maggie Hughes, Management Analyst
SUBJECT: 2015//2016 Strategies Update

The 2015/2016 Top Ten Strategies were developed at the conclusion of the "Finding the Balance" City Council and Staff Retreat and formally adopted by City Council on March 9th, 2015. The Top 10 Strategies are used by the City Council and the City Manager to guide policy, inspire new initiatives, and measure progress.

The 2015/2016 Top Ten Strategies are:

1. Improve and invest in our assets, both people and infrastructure.
2. Define our organizational culture.
3. Consistently tell our story.
4. Create a sense of place.
5. Embrace a sustainable Library.
6. Implement a Trails and Pathways Plan and increase walkability.
7. Maintain strong Public Safety.
8. Improve interaction online and in-person.
9. Modernize wayfinding opportunities.
10. Celebrate diversity.

This innovative and directed approach has encouraged many new actions and processes, a sampling which are highlighted and summarized below.

1. Improve and invest in our assets, both people and infrastructure

- Completed major road construction projects during Troy Roads Rock II
- Budgeted for the replacement of the 52-4 District Court Roof
- Improved Troy Public Library by taking a \$50,000 private donation and the Friends' donation of \$111,000 by renovating Youth Services Story Room and Craft Room and buying new furniture for the Teen Area
- Added an Employee Assistance Program (EAP) through Ulliance, including individualized orientation to the service with each department
- Renewed efforts to attract, retain, and reward Volunteer Firefighters



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- Established a safe, secure, segregated and solvent Internal Revenue Service 115 Trust to fund the Volunteer Firefighter Incentive plan. This Trust ensures funds are reserved for incentive payouts and allows for moderately aggressive investments
- Continued professional development training for staff, both internally and at recognized conferences

2. Define our organizational culture

- Supported the transparency and inclusionary culture of the city by hosting a Financial Ideas Team (FIT) to review the 2015/2016 budget
- Identified "Best Practices" of each department and shared those with residents on informational poster boards
- Applied the Why Statement with new and potential employees hired through Human Resources
- Hosted internal department open houses to educate and collaborate with our peers
- Showed staff appreciation with events such as the Employee Veterans Luncheon, Milestone Luncheon, Wellness Fair, and Summer Picnic

3. Consistently tell our story

- Completed showing the 15 for Fifteen video series
- Hosted Master Plan engagement meetings with Troy students, seniors, home owners associations, and development specialist
- Supported the Mayor's State of the City
- Celebrated Troy's 60th Birthday
- Expanded our social media efforts (City, Police, Library, and Community Center) with special attention to our Facebook engagement
- Reported quarterly from our E-Business newsletter to inform businesses on city happenings and resources
- Trained all staff with common FAQs to give correct and consistent answers
- Preparing a TPL 24/7 campaign to change the conversation from being closed on Fridays to informing patrons that we are always open online

4. Create a sense of place

- Awarded ClickOnDetroit's Best of Detroit Best Pool accolade to two-time winner, Troy Family Aquatic Center
- Supported redevelopment along Big Beaver and the Maple Corridor through projects such as DMC Children's Hospital
- Initiated Big Beaver mixed-use discussions with joint City Council and Planning Commission study sessions
- Focused Move Across Troy efforts to the pedestrian crossing near Automation Alley, currently in the design stage



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- Implemented Phase II of the TPL wayfinding signage project in conjunction with the lobby redesign which added video monitors and improvements to the Friends' donation area
- Exercised maximum capabilities of Planning and Code Enforcement to address blighted or substandard properties such as the property south of MJR on Livernois

5. Embrace a sustainable Library

- Residents passed the .7 millage renewal with 70% in support and 30% opposed at the November 3, 2015 election
- Focused recruitment efforts for Library staff to maintain highest level of service
- Establishing a joint City-Chamber Business Resource Center

6. Implement a Trails and Pathways Plan and increase walkability

- Determined the route for a dedicated trail and pathway system to connect the Troy Civic Campus and future dog park to the Clinton River Trail.
- Included multiple citizen engagement efforts to determine the best path.
- Applied for a Transportation Alternative Grant with the Michigan Department of Transportation

7. Maintain Strong Public safety

- Added an officer at Somerset Collection resulting in a mutually-beneficial partnership
- Concentrated efforts on hiring process resulting in a fully-staffed department
- Budgeted for the purchase of new Pumper Truck for Fire Department
- Selected architectural services for new Fire Station #4 and completed demolition of residential home near site

8. Improve interaction online and in-person

- Continued the inTeracTion Troy initiative focusing on Team, Train, and Test
- Revamped online presence with an improved TPL website and new Family Aquatic Center website
- Updated residents on major road construction projects through the Troy Roads Rock webpage and GIS mapping system
- Implemented new online service options such as the Planning and Development Portal that offer 24/7 access to information on pending applications, BS & A software for Fire and Planning Department inspectors, electronic stamps for plan review in Building Department, GIS Public Input Portal, and online payment of New World Systems Miscellaneous Bills
- Reviewing a redesign upgrade for the troymi.gov website

9. Modernize wayfinding opportunities

- Supported personalized wayfinding in City Hall encouraging staff to walk visitors to the correct location. This remains a pressing issue and City Hall signage will be a component of the 2016 Retreat discussion
- Installed Phase II of the Library wayfinding plan with additional directional signage



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- Updated internal signage at Community Center

10. Celebrate Diversity

- Programmed events at the TPL for cultural, generational, and lifestyle diversity such as the Teen Culture Fair, Art Around the World gallery presentation, AARP Tax Assistance, and Books and Brews program
- Collaborated with the Detroit Chinese Business Association, Mexican Consulate, Cuban Chamber of Commerce, and more for economic and community development
- Supported community events such as the International Children Festival, organized by the Turkish American Society, and participated in MLK Day with Troy School District
- Reinstating the Diversity Council

Upon reflection, it is clear these ten strategies have motivated staff and driven inspiration for new ideas. As we approach the 2016 Council-Staff retreat we will be looking for ways to “break bad”, committing to the development of new annual strategies so that the City of Troy can continue to innovate and improve to benefit our community.