

2022/2023 Monroe City Council Goals and Objectives

GOAL A: ECONOMIC AND COMMUNITY DEVELOPMENT

Objective 1 Develop housing master plan strategy to encourage infill development, assess senior housing demand, encourage remodeling and restoration of existing housing stock, encourage home ownership, improve quality/livability of rental housing, aggressively address blight problems, and preserve historic character of older neighborhoods

Action Plan: Hire a Neighborhood Development Director to participating in developing the housing master plan strategy.

Action Plan: Implement and expand Neighborhood Enterprise Zone (NEZ) Ordinance including a marketing plan.

Objective 2 Engage the Citizens Planning Commission in developing two subarea plans annually focusing on residential in-fill opportunities and redevelopment.

Action Plan: Complete Orchard East Subarea Plan

Action Plan: Develop a subarea plan for Christiancy School Site (2022)

Action Plan: Develop subarea plan for Hy property (2022)

Action Plan: Develop subarea plan for vacant land in the northwest corner of the City near Munson Park (2023).

Action Plan: Subarea plan for Hospital area in anticipation of their move to Frenchtown Township (2023).

Objective 3 Update City Sign Ordinance, and to include murals with special conditions.

Action Plan: To be completed by December 31, 2022.

Objective 4 Continue to Support Revitalization of Downtown

Action Plan: Work with Downtown Development Authority (DDA) to acquire and repurpose properties consistent with the Downtown Master Plan.

Action Plan: Evaluate and update Downtown Parking Strategy

Action Plan: Coordinate with DDA infrastructure improvements

Objective 5 Continue to evaluate funding and facility/operational improvements at the River Raisin Battlefield National Park Education Center recognizing opportunities with other regional agencies and partners.

Objective 6 Participate with the Michigan Department of Transportation in planning and evaluating alternatives associated with the I-75 Reconstruction as it pertains to interchange improvements.

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GOAL B: TO INSURE THAT IN 2035 ALL CITY INFRASTRUCTURE WOULD BE IN A GOOD CONDITION AND SUSTAINABLE FOR ANOTHER 20 YEARS.

Objective 1 Park and Trail Projects

Action Plan: Update all neighborhood parks by 2030

Action Plan: Implement Non-Motorized Plan Projects utilizing various grant sources and the 2-mill levy for project funding.

Objective 2 Road Projects

Action Plan: Continue annual evaluation of the conditions of City streets and plan for their resurfacing, reconstruction, or capital maintenance

Action Plan: Implement 2022 and 2023 road improvement projects as adopted in the Capital Improvements Program.

Objective 3 Water and Sewer Projects

Action Plan: Continue Copper and Lead monitoring and comply with regulatory requirements related to replacement of lead and copper services.

Action Plan: Coordinate water main replacement projects with planned street project.

Action Plan: Continue sanitary sewer projects related to the Corrective Action Plan approved by EGLE (state regulatory agency)

Objective 4 Public Facilities

Action Plan - Evaluate funding alternatives for Navarre Library/Opportunity Center Project

Action Plan: Initiate in March 2022 the task force to evaluate the feasibility of constructing a new Police Station. Focus will be on program needs, location, financing, and land use (zoning) considerations. Goal is have a millage ballot initiative on the November 2022 General Election.

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GOAL C: COMMUNICATIONS

Objective 1 Reach all residents using all media alternatives: website, social media, cable (MPACT), newspaper, television, radio, newsletter, door-to-door.

Action Plan: Explore feasibility of issuing a city-wide newsletter to begin January 2023.

Objective 2 Develop strategy for communicating community information to new residents, businesses, and visitors

Action Plan: Visitors - Evaluate cost and distribution of a City of Monroe visitors guide to be issued at the National Battlefield Visitor/Education Center, Michigan Visitor Centers, hotels, and other key destinations.

Action Plan: New Residents - evaluate cost and distribution alternatives for a new resident guide.

Objective 3 Continue Brand Implementation

Action Plan: Install new signs at neighborhood parks

Action Plan: Paint new City logo on Roessler Water Tower in Fiscal Year 2022-23

Action Plan: Conduct city-wide inventory identifying brand implementation needs.

Objective 4 Continue developing Emergency Information Program

Action Plan: Appoint a Public Information Official for the City

Action Plan: Maintain emergency notification system(s)

Objective 5 Engage MPACT Board regarding its future direction and how to expand its mission to keep the community informed on a timely basis.

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GOAL D: QUALITY OF LIFE INITIATIVES

Objective 1. Reactivate Arts and Culture Committee

Objective 2. Expand upon existing community volunteer projects

Action Plan: Continue to provide support to annual river clean-up project and annual cultivate community project.

Action Plan: Create two additional community-wide volunteer projects: one in 2022 and one additional in 2023.

Objective 3. Parks and Trail Development

Action Plan: Complete Five-year Parks Master Plan by December 31, 2022.

Action Plan: Complete Non-Motorized Plan by December 31, 2022.

Action Plan: Complete construction of Cairns Park by June 30, 2023.

Action Plan: Complete playscape replacements to the following neighborhood parks by September 30, 2022:

Action Plan: Begin design in 2023 for Phase I Improvements to either Mill Race Park or Manor Park.

Objective 4. Expand the Number of Community Special Events and Implement a Communication Plan

Action Plan: Coordinate with community organizations and non-profits to expand the number of community special events with the objective of having one event each month: April thru December.

Action Plan: Initiate at least one event each summer in Labor Park to attract families, such as a movie night, or a concert

Action Plan: Beginning in 2023, initiate at least one event each summer in Cairns Park to attract families such as movie night, or a concert.

Action Plan: Purchase new mobile stage during Fiscal Year 2022-23.

Objective 5. Update all City events on MiCornerstone website and post all county-wide events on City website.

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GOAL E: USE OF INFORMATION TECHNOLOGY TO IMPROVE CUSTOMER EXPERIENCE, WORK FLOW PROCESSING, AND ELECTRONIC DATA COLLECTION FOR OPERATIONAL DECISION MAKING.

Objective 1 Develop and Implement a camera installation plan for safety monitoring purposes, monitoring traffic and parking flow, and showcasing public events.

Action Plan: Implement Downtown camera plan utilizing ARPA funds in 2022 and 2023.

Action Plan: Develop an implementation plan in 2022 that will be submitted with the 2023-2029 Capital Improvements Program

Objective 2 Develop an organization-wide comprehensive weekly and monthly reporting systems that includes operational and project narratives, as well as key performance indicators.

Action Plan: Consolidate monthly reports to City Council in a consistent format.

Action Plan: Develop weekly report for the City Council as well as the community.

Objective 3 Expand use of Laserfische to the public for various applications as well as "read only" purposes.

Objective 4 Expand the use of GIS for informational and management purposes

Action Plan: Expand GIS usage as it pertains to the City tree inventory as it pertains existing species and their condition, along with trees that have been removed.

Action Plan: Evaluate feasibility of providing historic taxable value of properties.

Action Plan: Implement public safety data format similar to that utilized in the Fitch Public Safety Analysis to that identifies types of calls and response times.

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GOAL F: ORGANIZATIONAL DEVELOPMENT/CUSTOMER EXPERIENCE FOCUS

Objective 1 Implementation of Public Safety Reorganization

Action Plan: Maintain excellent response times for service in an efficient manner consistent with the City Council resolution adopted in July 2021.

Action Plan: Develop cadet and entry level staff

Action Plan: Develop a plan to recruit and retain diversity of staff

Objective 2 Customer Experience Training and Development

Action Plan: Reinstate programming that existed prior to COVID-19.

Action Plan: Continue weekly update to City Hall employees regarding upcoming community events – *Everyone is an ambassador*

Objective 3 Develop on-going training program for frontline supervisory personnel.

Objective 4 Reinstate in-service programming for all City employees to inform them of policy, program, and project updates, along with general safety initiatives.

