



Resolution No. 2015-058
March 3, 2015

IT IS RESOLVED BY THE COUNCIL OF THE CITY OF YPSILANTI that the attached document entitled 2015 City Council Goals be approved and the goals stated therein are adopted as the official goals of the Ypsilanti City Council for 2015.

OFFERED BY: Council Member Nicole Brown

SUPPORTED BY: Council Member Anne Brown

YES: 5 NO: 1 (Robb) ABSTAIN: 1 (Murdock) ABSENT: 0 VOTE: CARRIED

2015 City of Ypsilanti Goals and Strategies

Goal 1: Achieve fiscal stability through sustainable administrative practices and improved efficiency.

Strategies:

Total	Council	Dept.	
13	5	8	Prioritize Water Street property sales and management.
12	8	4	Approve and begin implementing 5-year plan on restructuring debt.
8	2	6	Create strategy to sell off excess city-owned property and ensure maintenance of existing assets
3	1	2	Adopt and implement capital improvement plan and priority projects
1	1		Engage council in long-term, updated financial forecasts and reports
1	1		Reduce costs by addressing employee, retirement, health, and pension benefits.
1		1	Identify and leverage cost savings and grant support through sustainability measures (energy efficiency, stormwater, et al)
1		1	Generate road funding through a millage.
1		1	Determine contingency plans for street light expenses.

Goal 3: Continue to enhance safety of all residents, businesses, and visitors.

Strategies:

Total	Council	Dept.	
13	4	9	Ensure police and fire staffing levels meet the needs of the community.
8	3	5	Leverage relationships with other units of government to develop sharing of resources and mutual aid agreements.
8	3	5	Prioritize code enforcement and partnership with County Sheriff to strengthen neighborhoods.
7	3	4	Increase number of compliant rental properties through increasing priority on inspections
7	4	3	Increase participation in public outreach safety programs, including engaging citizens in 5 year police strategic plan.
3	1	2	Ensure fire protection resources remain through planning for multiple funding change scenarios
2		2	Replace fire engine.

Goal 4: Strengthen the reputation and perception of the City of Ypsilanti by marketing its assets, diversity, opportunities, and inclusiveness.

Strategies:

Total	Council	Dept.	
17	5	12	Create a marketing strategy that emphasizes the unique assets of Ypsilanti, including EMU, museums, parks, and safety.
17	4	13	Promote the city's assets through press releases, website, social media, etc.

****Strategies that are in bold type indicate they were one of the top five strategies overall****

Goal 7: Develop a sustainable culture in the City of Ypsilanti based on energy efficiency, environmental stewardship, and judicious planning.

Strategies:

Total	Council	Dept.	
8	5	3	Market Ypsilanti as a place for sustainability/green businesses
6	4	2	Leverage community expertise through establishing a Sustainability & Energy Commission to move Climate Action Plan forward
6	2	4	Support solar and other community-driven sustainability initiatives
5	1	4	Apply energy-efficient alternatives when replacing assets, wherever possible.
5	2	3	Update community planning and engineering standards to encourage application of sustainable infrastructure practices.

Goal 8: Ensure effective and efficient administration and delivery of community services.

Strategies:

Total	Council	Dept.	
11	4	7	Digitize community records to increase quality and efficiency of services.
8	5	3	Develop regular reporting system to keep city council abreast of progress on key initiatives.
7	4	3	Implement and support residents and businesses in working under new Zoning Ordinance
7	2	5	Align staffing levels consistent with community priorities and fiscal constraints.
5	2	3	Update ordinances to maintain administrative standards.

****Strategies that are in bold type indicate they were one of the top five strategies overall****