

**Farmington Hills 2020 Visioning  
Activities and Citizen Retention Subcommittee  
Recommendations – 9/14/2011**

Goals:

- Attract and retain residents
- Attract and retain businesses
- Create a community with an appealing quality of life

Recommendations:

1. Develop and enhance alternative funding sources for activities and programs
  - Develop overall strategy for alternative funding sources
  - Increase efforts to seek corporate and commercial partners for ads, sponsorships and naming rights
  - Devote necessary resources to pursuing grants for facility and program development
  - Develop targeted materials to publicize opportunities for sponsorships, naming rights, endowments, etc.
  
2. Acquire suitable space to expand program offerings at Costick Center or other convenient space.
  - Pursue further negotiations for acquiring additional class/activity space
  - Review other options for additional classroom space, such as vacant schools
  - Explore options for space-sharing with existing facilities such as schools, business centers, theaters, etc.
  
3. Complete major commitments (as intended to be funded through 2008 Parks & Rec millage increase) for expansion of aquatic center, gym expansion, and for development of a multi-purpose performing arts space at Costick Center.
  - Develop alternative funding sources for completion of major projects
  - Develop sponsorship and marketing plan similar to fundraising that was done for Riley Skate Park
  
4. Devote resources to maintaining residential, rental and commercial stock
  - Review building codes and zoning for possible revision in light of the aging of the housing and commercial stock, especially with respect to inspection requirements
  - Identify residential rental properties as candidates for inspection
  - Devote additional resources as required to effectively enforce existing and new codes
  - Develop a plan for monitoring the condition of foreclosed properties, both occupied and vacant

- Promote and encourage participation in beautification award programs for homes, neighborhoods and businesses
5. Create a city-wide initiative to attract and retain residents
    - Develop a marketing campaign to promote the assets of our community to families who might be prospective residents
    - Create an awareness campaign for city and community offerings (services, programs, facilities, strengths, etc.)
    - Insure existing levels of city services and programs are maintained
  6. Create a city-wide initiative to attract and retain businesses
    - Develop strategies to target and attract commercial businesses, including marketing materials, lists of assets and services, cultural advantages, etc.
    - Leverage the expertise and experience of existing successful businesses and corporations to develop competitive advantages that distinguish the city from its competitors (incentives, expedited processes, etc.)
    - Ensure resources are available to implement the strategies and to promote the city in the targeted markets
  7. Develop the volunteer corps in new directions
    - Develop a multi-pronged strategy for encouraging volunteerism at many levels
    - Encourage retired executives to contribute their time and talents to strategic efforts and to mentoring and leading volunteers
    - Work with OCC, Walsh, or other colleges to develop assignments that could be used as class projects to accomplish some of the tasks we need done (marketing campaigns, etc.)
    - Promote community-wide volunteerism in brochures and through web-based volunteer opportunity lists, social media, etc.
    - Develop a program whereby people can earn points for volunteering, with a rewards program (activity fee credits, local discounts, recognition, etc.)
  8. Work closely with COHA (Council of Homeowners Associations) and its member neighborhood associations to jointly develop a plan for neighborhood improvement
    - Develop resource lists and templates for neighborhoods to use
    - Develop plans for community-wide events directed at neighborhood improvement, such as clean-up days
    - Develop materials explaining how to enforce subdivision and city restrictions, for use by homeowners' associations

*Thanks to the following participants on our subcommittee: T. Beach, L. Blizman, J. Denyer, A. Oakland, M. Seelye, M. Silver, A. Zaparackas; and to D. Boyer, our city liaison*

**Farmington Hills 2020 Visioning  
Activities and Citizen Retention Subcommittee  
7/30/2011**

**Process:**

- ✓ Familiarize ourselves with the current situation
  - Status: completed
- ✓ Envision what we would like Farmington Hills to look like in the year 2020, with an emphasis on activities and citizen retention
  - Status: completed and documented here
- ✓ Develop recommended strategies for how to get to this vision
  - We see this as the logical next step, based on a combined vision document from all subcommittees
- ✓ Develop an action plan that will get us to the vision
  - We see this as the responsibility of the impacted city departments

**Goals:**

Attract and retain residents

Attract and retain businesses

Successfully compete with neighboring communities for residents and businesses

Create a community with an appealing quality of life

**Elements of Our 2020 Vision:**

**Government & Community Participation**

- ***Farmington and Farmington Hills are building on their strong partnership to leverage resources and share strengths as a merged community***
- City services are effectively operated within available resources
- Secure funding sources are available to provide the services that the community expects/desires and to maintain the community to high standards
- Communications have been improved (via TV, radio, internet, and publications) between municipal government and the wider community of residents, schools, employers and businesses
- Key city employees and elected officials make themselves available and approachable at regularly scheduled community events and through participation on commissions and committees
- City employees are professional, ethical and conscientious
- Residents and business representatives willingly volunteer to make the community a better place through serving on commissions, volunteering for programs and events, political involvement, and participation on committees and homeowners' associations
- The city encourages and provides opportunities for volunteers to take leadership roles

### Activities & Recreation

- A wide variety of programs, activities, events and festivals is offered to appeal to residents of all demographics (age, gender, etc.)
- A wide variety of activities (sports, nature walks, picnics, etc.) is encouraged and provided for in the parks to meet the needs of the community
- Active volunteerism is encouraged by the city, and is at the core of many events; residents of all ages and backgrounds participate in creating, planning and executing a range of activities to suit many interests
- Participation rates in activities are at all-time highs
- All activities have secure sources of funding, whether by enrollment (self-funding), grants, donations, or long-term sponsorships
- Facilities are current and meet the needs of the community
- Parks are appealing and well-maintained
- Park usage is at all-time highs
- Park maintenance and administration have secure sources of funding
- Recreational facilities and programs have secure funding sources or are self-supporting
- Parkland and facilities are distributed throughout the community to provide convenient access to all residents
- After-school, summer and evening programs, along with associated transportation, are provided for middle school students, teens and young adults

### Environment & Natural Resources

- The city recognizes the connection between development patterns and their environmental impacts, and plans accordingly
- We encourage more efficient land use through higher densities and more compact development, reducing the amount of land required for development and minimizing its impact on habitat, wildlife and scenic areas
- We continue to enhance our environmental awareness by continuously improving our building codes
- The city preserves and maintains waterways, wetlands and parkland open space
- The city provides incentives to homeowners and business owners to encourage good environmental practices
- The city provides expanded recycling opportunities
- The city follows best practices in maintaining and operating its facilities
- The city follows best practices for usage of fertilizers and chemicals

### Diversity

- Farmington Hills is known as a friendly, caring place that is welcoming to all
- Farmington Hills is home to a broad demographic spanning diverse religions, races, ages, income levels, family configurations and cultural heritages

## Housing & Neighborhoods

- Our community exhibits desirable livability by fostering a “sense of place”
- We continue to offer a wide range of affordable, attractive housing options (apartments, condos, single family residences, senior living options, etc.) at a wide range of price points
- Well-maintained properties predominate, with regular programs of continuous improvement and inspections maintaining the high quality of all neighborhoods
- All neighborhoods are experiencing low vacancy rates and a low number of foreclosures
- All neighborhoods in our community have strong and active neighborhood associations, and there is a strong and active coalition of homeowners’ associations
- City administration and neighborhood associations have a strong partnership and have jointly developed a plan for neighborhood improvement and code enforcements
- The city has a “know your neighbors” program

## Health & Public Safety

- Farmington Hills is known as one of the safest communities in Michigan in which to live and to do business, and has maintained its high ranking in the state for safest cities of its size
- Farmington Hills crime rates are at all-time lows
- Neighborhoods exhibit their safety consciousness by being part of neighborhood watch and other available crime prevention programs
- Farmington Hills has merged its police, fire and medical response units to leverage resources and coordinate services
- The city has a well-trained fire department with up-to-date equipment and secure funding sources
- The city has a well-trained police department with up-to-date equipment and secure funding sources
- The fire and police departments provide prompt and professional emergency services
- The community has excellent access to the full spectrum of medical services, including outpatient and inpatient hospital services and trauma care
- Farmington Hills provides emergency medical and advanced life support services
- Farmington Hills has a plan for infrastructure improvements (utilities, roads, etc.) and is making good progress on that plan
- The city provides citizens’ academies for people to learn about and provide input to city programs

## Education

- Farmington and Farmington Hills schools are highly regarded and continuously improving
- We offer a full spectrum of educational environments, including public and private; preschool, elementary, secondary, higher education; and life-long learning
- Our schools are well-funded, and funding is sufficient to cover both basics and enhancements such as extra-curricular activities
- The school system enjoys high levels of parental and community involvement
- Farmington and Farmington Hills schools consistently score high results in standardized / mandated testing
- Educational facilities are well-maintained and up-to-date
- Educational technology is up-to-date

## Transportation & Access

- Traffic flow is smooth, efficient, and easily navigated
- City, county and state roads are well-maintained year-round
- Public transportation is highly utilized because it is efficient and convenient
- Transportation is provided for seniors and people with disabilities
- Farmington Hills continues to bus middle school students to after-school programs
- Non-motorized transportation is encouraged, with expanded networks of bike paths and sidewalks

## Business & Economic Development

- The city has an efficient and streamlined process for development activities that is responsive to existing and new business needs
- The city is aggressive in attracting new businesses
- The city has transparent, business-friendly policies and procedures which are periodically reviewed and updated

## Jobs

- Area businesses provide jobs that are well-paying and appealing to a wide range of skills and education levels
- Our population is regarded as being a well-educated and skilled potential workforce

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