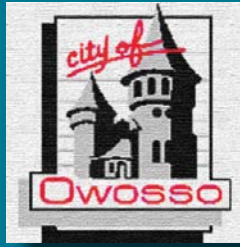


CITY OF OWOSSO



2011-2012 CITY COUNCIL GOALS

Owosso is an attractive, vibrant, and historic community. Our city provides a strong sense of community and quality of life for residents, employees and visitors. In a world of change, Owosso provides a rare sense of place while meeting the needs and expectations of the 21st century.

PUBLIC SERVICES

Fiscal stability and predictable revenues are required to provide quality services and maintain infrastructure.

Public Safety & Public Services:

Realize monetary savings by better utilizing resources, working collaboratively with other entities, and incorporating best practices of high-performing organizations.

Wastewater Utilities: Adopt plan for upgrades to wastewater treatment plant.

Revenue: Review taxes, licenses, service fees and make changes where appropriate.

ECONOMIC DEVELOPMENT

Provide leadership and effective policies to encourage the diversification and continued growth of our local economy. We will actively collaborate with our community partners to produce economic benefit to all citizens.

Master Plan: Adopt a master plan that provides for a high quality of life and promotes the evolution of the community.

Wayfinding: Replace city entry signs and create a unified, comprehensive set of directional signs to city attractions.

Business Growth: Review city policies and programs and identify opportunities to support entrepreneurial activities.

NEIGHBORHOODS & HOUSING

Promote comprehensive neighborhood planning and active housing programs to ensure vibrant housing markets, a diversity of housing opportunities, and safe and healthy residential environments.

Streets: Review selection process and priorities for street improvements; look for new grants and revenue sources.

Housing Program: Improve the quality of existing dwellings through use of incentive and assistance programs.

PARKS, RECREATION & CULTURE

Promote and maintain a high quality of life by providing diverse opportunities for recreation, entertainment, and physical health. Establish public/private partnerships to develop key facilities for residents and visitors of all ages and abilities.

Regional Cooperation: Investigate options for creation of a regional park authority.

Bike City: Make Owosso a center for bicycle activity with new bike trails and other actions to promote biking in the community.

DOWNTOWN

Create a sense of place in our community that attracts visitors, new residents, and additional investment to the center of Owosso.

Building Renovation: Work with property owners to encourage the rehabilitation and development of buildings in the downtown historic district.

GREEN OWOSSO

Promote a sustainable community, conserve natural resources and enhance the Shiawassee River and other natural assets.

River Beautification: Work with community groups and neighboring communities to enhance the appearance and health of the Shiawassee River.

Energy Conservation: Develop an energy efficiency plan for the city's infrastructure to reduce overall energy usage.

COMMUNICATIONS & MARKETING

Utilizing a variety of media and technology, strive to market our services, communicate our mission and values, and engage citizens in the decisions of city government.

Public Access TV: Work to obtain a fiber optics connection to the broadcast facility.

Website: Re-design city website to reflect city vision and goals.

The City Council Goals articulate key policy and service priorities for Owosso. Council goals guide the allocation of resources through the budget and capital improvement programs to assure that organizational work plans and projects are developed in a manner that achieves the stated goals. The city's ability to make progress towards these achievements is based on the availability of resources. Implicit in the allocation of resources is the need to balance levels of taxation and community impacts with service levels and the achievement of goals.

In addition to the City Council goal statements, there are operational values that guide how the city organization works toward goal achievement:

Regional Partnerships – Owosso encourages and participates in regional approaches to service delivery to the extent that a regional model produces efficiencies and cost savings, improves customer service and furthers Owosso's interests beyond municipal boundaries.

Efficiency – Owosso is committed to providing public services in the most efficient manner possible and maximizing the public's return on their investment. We believe that a culture of continuous improvement is fundamental to our responsibility as good stewards of public funds.

Accountability – The City of Owosso is accountable to the community for the achievement of goals. Meaningful performance measures will be developed for each goal area to track progress toward the stated goals. Performance measures will focus on outcomes.

Community – The City of Owosso is one community composed of multiple neighborhoods. Achievement of City Council goals will be respectful of neighborhood identity while supporting the needs and values of the community.

The City Council Goals are dynamic. Goals should be reviewed on an annual basis and updated or amended as needed to reflect citizen input and changes in the external environment and community demographics.

Owosso City Hall
301 W. Main St.
Owosso, MI 48867
989.725.0599
www.ci.owosso.mi.us