

CITY OF BERKLEY

Strategic Framework Quarterly Report

Q2 2026





INTRODUCTION

Throughout 2024 and 2025, City Council and department directors met in work sessions to clearly define priority areas and the objectives that will help us reach them. Based on feedback from the community, discussions in the work sessions, and information from staff, the Strategic Framework was created as a plan for the next two years.

The Strategic Framework serves as a roadmap for the City of Berkley, helping us to define our goals and hone our focus on how to achieve them. It's a living document that helps us make decisions about how to allocate our resources for the best benefit of the community as well as track and report our progress.

The Strategic Framework Reports are an opportunity to highlight the activities that the City of Berkley has carried out in the previous three months in an effort to work toward our established objectives.



VISION, MISSION, AND VALUES

Mission

Berkley will strive to enhance economic vitality, preserve neighborhoods, and foster progress to implement the City's vision and values.

Vision

Berkley will be a thriving 21st-century municipality, rooted in strong neighborhoods and a walkable design, supported by a caring community that helps every resident, business, and visitor to flourish.

Values

Caring, Innovative, Welcoming, Active



PRIORITY AREAS

Priority Area 1:

Organizational Effectiveness

Priority Area 2:

Economic Sustainability

Priority Area 3:

Community Assets

Priority Area 4:

Open Communications

Priority Area 5:

Fiscal Stewardship



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Priority Area 1: Organizational Effectiveness

Objective: Cultivate a strong organizational culture

- Our benefits broker, Manquen Vance, gave a presentation on health benefits to eligible employees prior to open enrollment.
- A weekly walk club was established to allow employees to engage with one another, reduce stress, and promote healthy habits.
- Take Your Child to Work Day was successfully hosted. Kids participated in a variety of activities planned by Public Safety, the Library, the Clerk's Office, and Parks and Recreation. The Clerk's Office organized a mock election, and the kids got to ask the mayor questions.
- Parks and Recreation Events and Communications Specialist, Amanda, attended a two-day marketing summit organized by mParks.
- Over 40 Parks and Recreation camp staff were trained as part of state licensing requirements.
- Human Resources, the City Manager's Office, and Communications formed a team focused on promoting employee engagement and culture.
- Three members of Public Safety, along with Public Works Superintendent, Adam, attended High Risk Unified Commander (HRUC) training, focused on establishing a structured, coordinated response to major incidents, including active assailant events. To date, all command officers, dispatch personnel, and approximately half of our Public Safety Officers have completed HRUC training.
- Our Communications Director represented the City of Berkley at the 2026 Government Social Media conference, where she learned about best practices and innovative ideas from fellow government communicators from around the world.
- Members of our leadership team and City Council attended the annual North American Active Assailant Conference. This conference helps us to prepare for emergency response and communication with our community in the wake of active violence.
- The entire Clerk's Office attended the 2026 BOE Election Cycle Training.



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Priority Area 1: Organizational Effectiveness

- The Clerk attended an invite-only Oakland County Clerk's Chat with Deputy Secretary of State Aghogho Edevbie and Attorney General Dana Nessel.
- The Human Resources Director attended an in-depth FMLA and ADA training hosted by the Michigan Public Sector HR Association and the Brown & Brown Law Firm.
- All Department of Public Safety sworn and civilian personnel attended training sessions provided by Spectrum Training Solutions. This training included:
 - Interpersonal Communication for First Responders
 - Identifying Signs & Symptoms of Mental Health Disorders
 - Behavior-Based Tactics for Special Needs Calls

Objective: Optimize organization structure, staffing, policies/procedures, and level of service

- Updated Code Enforcement Policies and Procedures were adopted by City Council and implemented by the Community Development Department.
- Community Development, the DDA, the City Manager's Office, and the Department of Public Works collaborated to release an RFP for the Coolidge Road project.
- Community Development, the City Manager's Office, and the Department of Public Works initiated work with Plante Moran Realpoint on the Strategic Real Estate Services plan.
- Community Development and the City Manager's Office continued work with our consultant to finalize the draft Economic Development Strategy.
- The Human Resources Director and City Manager met with our workers' compensation carrier to find ways to reduce risk of injury to employees and learn about current workplace safety trends and best practices.
- Human Resources, Parks and Recreation, Public Works, and Public Safety met with a representative from Corewell Health to discuss



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Priority Area 1: Organizational Effectiveness

transitioning our pre-employment physicals and workplace injury services to a provider that offers improved availability and service levels.

- The Clerk and Deputy Clerk visited all Board and Commission meetings to review the Board and Commission Handbook and answer any questions.
- The Clerk's Office continued to update its SOP manual, Election Manual, and Election Day Emergency Operations Manual with the help of Emergency Manager Jack Blanchard.
- As of the end of Quarter 2 (June 30th), the City received 102 general FOIA requests and 13 FOIA appeals, utilizing an estimated 480 hours of staff time year to date. By comparison, at the end of Quarter 2 in 2025, the City received 70 general FOIA requests and 4 FOIA appeals.

Objective: Foster stronger relationships with community and regional partners

- Representatives from Community Development, the DDA, and the City Manager's Office attended meetings of the newly formed Tri-Community Commerce Partnership, a collaboration between the cities of Berkley, Huntington Woods, and Oak Park with the Chamber to increase efficiencies around business development and events.
- Human Resources attended the quarterly Public Sector HR Association (PSHRA) round table discussion. These meetings provide an opportunity for HR professionals from Oakland and Wayne Counties to share advice and resources.
- The Communications Director spoke about community engagement on a panel at the SEMCOG Communicators Network meeting in April.
- The City Clerk attended the Michigan Municipal Clerks Association Annual Conference.
- The Deputy Clerk and Election Specialist attended the Oakland County Clerk's Association Quarterly meeting and luncheon.
- The Clerk and Deputy Clerk visited the Ferndale Clerk's Office, where



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Priority Area 1: **Organizational Effectiveness**

they discussed best practices, toured their election storage room, and went through their FOIA processes.

Objective: Identify and implement innovative operational solutions

- The Clerk's Office continued to roll out the Civic Plus Agenda Management software and provide additional staff training.



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Priority Area 2: Economic Sustainability

Objective: Identify, prioritize, and deploy economic development tools

- Community Development and the City Manager's Office met with brownfield representatives from Oakland County to begin exploring the use of a brownfield TIF for housing development.
- The Planning Commission discussed the Payment in Lieu of Parking text amendment over several meetings, ultimately holding the public hearing and recommending approval.

Objective: Identify development opportunities and focus areas

- The final draft of the Economic Development Strategy is close to completion.

Objective: Implement Master Plan updates and development process improvements

- Community Development completed additional Zoning Ordinance clean-up amendments.

Objective: Improve City/DDA strategic alignment

- Community Development has been working with the DDA on a number of inter-departmental teams, including the Strategic Real Estate plan, the Coolidge RFP, and the Economic Development Strategy.



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Priority Area 3: Community Assets

Objective: Complete comprehensive asset needs inventory and management plan

- Utilizing information gathered from the Parks and Recreation Master Plan, Parks and Recreation and Communications have worked together to create a plan to further examine residents' vision for the future of the Community Center campus.
- A Water Asset Management Plan Update proposal has been put together and will be presented to City Council in Quarter 3.
- The City provided Plante Moran Realpoint with our facilities assessment, utilization study, and appraisal for City Hall to review.

Objective: Improve facility/staff security and safety

- Parks staff completed CPR/first aid training, basic water rescue training, and ALICE training as part of the pre-camp training sessions.
- The Clerk worked with the Emergency Manager to update the Elections Security Plan to reflect the changes for the mid-term August Primary. She also reached out to the new facilities director at the School District to ensure compliance for August at all three precincts located in schools.



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Priority Area 4: Open Communications

Objective: Identify community audiences and most effective City "voice(s)"

- The Clerk's Office worked with Communications to continue messaging heading into the mid-term election season.
- The Clerk and Deputy Clerk created new training manuals and classes to incorporate all of the mid-term changes in their election worker training sessions.

Objective: Identify and implement priority communication strategies within human and financial resources

- Communications met with Ferndale's Communications Department to discuss ADA compliance best practices for municipal websites.
- With increased promotion of email subscription opportunities, we gained nearly 70 new email subscribers over the past three months.
- Communications sent 23 email news blasts to subscribers to keep our community informed about water main breaks, curbside yard waste collection and chipper service, voting and election information, timely updates about public safety phone lines being down, construction information for the Bacon project, and more. Bi-weekly newsletters are sent every other Friday.
- Communications shared social media outreach promoting job openings, spring service offerings such as curbside chipper/yard waste service and free compost for residents, Lids for Kids, the BOSS social district, board/commission recruitment, water main breaks/road closures, Library and Parks & Recreation events/programs, and City Council meeting/decision recaps.
- Communications, the City Manager's Office, and Human Resources began a social media series to highlight the work done by each City department. So far, posts have been shared to celebrate Municipal Clerks Week, National Police Week, and Public Works Week.

Objective: Foster meaningful community engagement and genuine relationships



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Priority Area 4: Open Communications

- Parks and Recreation collaborated with Communications to create a presentation and short survey to further engage the community and refine priorities for the entire Community Center campus.
- The Clerk's Office had a booth at the Berkley Pride Block Party. They provided voter information and emphasized that voting is open to everyone.
- The Clerk's Office hosted a program at the Berkley Library on how to make a voting plan. They discussed different ways to vote and the current political climate, including how executive orders, laws, and promulgated rules are coming into play in 2026. The program was another way to put faces to names in the Clerk's Office as that is an effective way to battle mis- and disinformation.
- A Volunteer Appreciation Dinner was held to thank all of our board and commission members for the work they do to make Berkley a better place.
- The Summer Reading kickoff took place on June 15 and was a huge success. Attendance reached new heights with 266 kids, 29 teens, and 115 adults registering for the Summer Reading program that day.
- Public Safety hosted a Lids for Kids event. The feedback was all positive and the estimated attendance throughout the day was 13,524.



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Priority Area 5: Fiscal Stewardship

Objective: Clearly define and articulate the City's long-term fiscal realities

- Communications created a weekly "Budget Breakdown" social media series to share the infographic highlights of the adopted budget in 10 posts (two per week).

Objective: Identify additional funding strategies and partnerships

- The Berkley Dads Club generously donated a new scoreboard for Community 1/Pop Lewis Field. With assistance from the Public Works Department, staff safely removed the obsolete scoreboard and installed the replacement in the original location.
- Senator Slotkin selected our "Harvard Road Infrastructure Resiliency" project for submission to the Interior and Environment Subcommittee as part of the Congressionally Directed Spending (CDS) process. Next, the Appropriations Committee will review submissions from across the country and determine which projects to include in upcoming funding legislation. Projects selected at the committee level must then advance through the full congressional budget process before funding is awarded.
- The Parks and Recreation team successfully applied for and was awarded a \$12,500 grant from the Ralph C. Wilson Jr. Foundation to support the expansion of the City's mobile recreation program. Staff is currently collaborating to identify the most effective and impactful ways to utilize the funding and further enhance recreational opportunities within the community.