

CITY OF BERKLEY

Strategic Framework Quarterly Report

Q3 2025





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, 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

- Human Resources collected information from surrounding communities regarding their performance appraisal process and surveyed to leadership staff to obtain internal feedback.
- Held annual staff training and recognition of staff. Recognition of department-level accomplishments and recognition of staff and their contributions to our organization.
- Conducted two Citywide trainings on FOIA by our Clerk's Office and Creating a Resilient Mindset.
- Human Resources Director Jessica has introduced the LinkedIn Learning Pilot Program, to staff can use for ongoing training.

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

- Finance has collaborated with multiple departments to develop well-rounded policies, ensuring that daily and regular tasks are consistently documented.
- An RFQ (Request for Quotation) was completed to change our healthcare benefits broker from Gallagher to Manquen Vance.
- HR has aligned the dental and vision benefit year with the medical and hospital benefit year.

- HR has filled in information gaps to make sure all employee positions, departments, and union groups are accurately entered into the BS&A system for the Audit.
- The staff parking committee began meeting to evaluate the current on-street parking process and discuss expansion to municipal parking.
- HR and finance completed a 2024-2025 Status Change form audit.
- HR created a process for job postings, onboarding, and a formal process for personnel issues.
- HR developed a new employment application that meets employment standards
- Department of Public Works and Community Development staff have interviewed Engineering RFP candidates and will bring a recommendation to City Council next quarter. (Q4)

Objective: Foster stronger relationships with community and regional partners

- Community Development Director Kristen attended a Michigan Economic Developers Association course.
- Human Resources Director Jessica attended the OAKMAC-SHRM/PSHRA roundtable discussion with other HR professionals.
- The Clerk's office staff were invited to attend the City of Ferndale's all-day FOIA training.
- City Clerk Victoria attended the State of Michigan Bureau of Elections training in Lansing.
- Our Communications Director, Caitlin, toured the SOCRRRA Material Recovery Facility with the SOCRRRA Communicators Network and saw a behind-the-scenes look at what happens to recycling.

Objective: Identify and implement innovative operational solutions

- Community Development has created QR codes for common permits so residents can access them on the BS&A online or fillable PDFs of permit applications.
- Library staff are continuing to tag and program the Library's Collection with Radio Frequency Identification tags (RFID) to help with checking out and returning materials.
- The Finance department worked with the Community Development Department to create forms and summary documents to track various projects until the BS&A enhancements are implemented.
- Finance is working with all departments to prepare for BS&A onsite training/ system enhancement that will take place during the first two weeks of January 2026
- The Clerk's Office is now $\frac{3}{4}$ complete with Civic Plus Training for the Agenda Management Program and Boards and Commission Program, which should begin in December.
- The Clerk's office has digitized its peddler application process and digitizing contracts.



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Priority Area 2: Economic Sustainability

Objective: Identify, prioritize, and deploy economic development tools

- Community Development has released an RFP for the Economic Development Strategy, which has been posted with proposals expected back mid-October.
- Reviewed the first application for the PILOT ordinance for The Columbia.

Objective: Expand economic recruitment and retention efforts strengthening the City's economic portfolio

- Community Development has met with the Communications department to discuss aspects of the marketing plan that will include the City's branding.
- Community Development staff have been actively working with owners of the Roxy on their plans to bring back the Berkley Theater.
- The new gas station/convenience store/restaurant will be constructed soon at the corner of Twelve Mile and Greenfield with the expansion of the existing 'Mug and Jug'
- Community Development staff worked with The Chop Shop, assisting in the relocation of their space.

Objective: Implement Master Plan updates and development process improvements

- Community Development has created a webpage on our website to connect homeowners to Oakland County home improvement

resources and resources on universal design and energy-efficient opportunities.

Objective: Improve City/DDA strategic alignment

- The City, along with the DDA, has worked together to bring back the Dortohea Pocket Park for the Boo!kley season. Events at this park will be hosted by the DDA, Parks & Recreation, and the Communications department.



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Priority Area 3: Community Assets

Objective: Complete comprehensive asset needs inventory and management plan

- Our Facility Manager has started the Space Utilization study, which will take place at City Hall, to better understand how we use our current space and our future needs.
- Johnson Hill Land Ethics Studio has been contracted to update the City's 5-year master plan. The survey is public until mid-October, and the next engagement meeting is scheduled for Oct 23rd.
- The Lead Service Line verification contract has been approved by City Council, and field work will begin in Q4.
- The City has contracted with Coldwell Banker, Richard Ellis (CBRE), to acquire an appraisal of City Hall and associated properties.

Objective: Improve facility/staff security and safety

- The Facility Manager and other staff members have identified the primary scope facility security upgrades and are currently working on installation concerns.
- The Clerk's Office is working with Jack Blanchard to update and revise the Elections Security Plan for the upcoming November election.
- The City Clerk is also working with the school district to ensure safety and compliance at all precincts amidst the school district construction.



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Priority Area 4: Open Communications

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

- The Community Survey from the Communications Department regarding communication preferences has ended. All Social media posts are now shared in Berkley Facebook groups with more details to come.
- The Clerk’s Office has been preparing for its Election Worker Training Program that will take place in late October.
- The Clerk’s office has worked with the Communication department to communicate their election communications plan.
- The Clerk’s Office organized a City Council candidate forum with the League of Women Voters.

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

- The Communication Director has been working with the website company to make the site more user-friendly based on feedback from residents, staff, and City Council.
- The Communication Director has been researching more ADA compliance requirements for our website that will be going into effect in 2027.
- The Communications Department has sent five press releases to the media for many events and initiatives this quarter. (Historical Museum

cemetery tour, CruiseFest parade and afterparty, planning outreach award for the Zoning Ordinance update.)

- Our Communications Department has been updating our residents and community members on events via social media, flyer postings, and collaborations with Parks and Recreation and the Berkley Library for fall and winter events.

Objective: Foster meaningful community engagement and genuine relationships

- The Berkley City Council was invited to the Berkley Arts Academy Grand Opening.
- The Finance/Treasury department worked with the Communication Department to provide updates for the winter tax distribution.
- In Q3, the first Dorothea Pocket Park successfully ended with a survey available for feedback. 94% of surveyors were 'Very Satisfied' or 'Satisfied' with the park. Results like these and others informed the Boo!kley activation plans with fewer programs.
- Our Department of Public Works and Public Safety Department has successfully held a Touch-A-Truck event at the Community Center. There was a paint-a-plow station, opportunities to name trucks for the upcoming season, and a donut food truck.
- The City of Berkley dedicated the gazebo outside City Hall to former Mayor Maybelle Fraser in recognition of her efforts in building it. There was a dedication event with a ribbon-cutting ceremony and a special exhibit on Mayor Frazer's life at the Historical Museum.



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Priority Area 5: Fiscal Stewardship

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

- Finance has begun work on the new budget template rolled over from the prior year, which will be available to staff in early October.

Objective: Identify additional funding strategies and partnerships

- The City Manager's office is actively utilizing multiple resources to identify grant opportunities and build a strategy around utilizing those grants for future projects and initiatives.
- Parks and Recreation has been working to transition from individual event sponsorships to a robust calendar year sponsorship guide. This will include CruiseFest as we try to cover costs as best as possible.

Objective: Investigate new shared services opportunities

- The Community Development Director met with all other Eleven Mile communities to begin discussing joint grant applications for the streetscape concept plan.

Objective: Update financial policies and procedures

- The Finance Department has worked with our tax payment vendor to allow residents to pay via ACH and make partial payments.
- The Finance Department has made large strides in updating internal financial policies and procedures.

