

# Strategic Framework 2025 Annual Report

---

*Presented by:*  
**Crystal VanVleck**



## 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 walkable design, supported by a caring community that helps every resident, business and visitor to flourish.

## Values

Caring, Innovative, Welcoming, Active



# Priority Areas

1. **Organizational Effectiveness** - *Collaboration and strategic planning serve as core drivers of equitable, efficient and effective service delivery and policy development*
2. **Economic Sustainability** - *A vibrant Berkley embraces creative and innovative economic strategies that welcome and encourage commercial and residential diversity*
3. **Community Assets** - *Recognizing the cumulative human, financial and community costs of capital disinvestment, Berkley will develop a sustainable long-term capital investment strategy that bolsters quality of life*

# Priorities Areas

4. **Open Communications** - *The City of Berkley prioritizes authentic, transparent, frequent and consistent internal and external communication strategies that foster confidence, awareness, pride and community connections*
5. **Fiscal Stewardship** - *Berkley is attentive to its fiscal realities, yet prioritizes value over cost, seeks to balance the delivery of community services and unfunded capital and financial liabilities through revenue diversity, operational efficiencies and increasing private investment throughout the community*



# Priority Area 5: Fiscal Stewardship

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

- In May 2025, City Council approved a 3-year budget (Fiscal Year 2025/26 - Fiscal Year 2027/28), including the 6-year Capital Improvement Plan forecast for the city.

## Objective: Identify additional funding strategies and partnerships

- Conduct Comprehensive Review and Update of the City Fee Schedule
- Identified many grant and funding opportunities over the past year
  - \$385,000 Federal funding for Fire Engine
  - Possible \$1 million Federal funding for Lead Service Line replacement
- Sponsorship Guide



## Objective: Update financial policies and procedures

- The Finance Department worked with our tax payment vendor to allow residents to pay via ACH and make partial payments.
- Large strides have been made updating internal financial policies and procedures.
- BS&A was on site Q1 of 2026 to implement a streamlined accounts payable process.



**2026 SPONSORSHIP**

**BERKLEYMI.GOV/PARKSANDREC**

**2026 Guide**

Table of Contents
• Welcome Information.....1
• Sponsorship Benefits.....2
• Special Events.....3-5
• Advertise.....6
• Opportunities.....7
• Let's Sponsor!.....7

**BERKLEY**  
**PARKS & RECREATION**  
SPONSORSHIP OPPORTUNITY GUIDE

# Priority Area 4: Open Communications

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

- The Communications Director released a community survey regarding communication preferences, which provided helpful insight into the City's communication strategy.
- The Clerk's office worked with the Communications Director on the election communications plan.
- The Clerk's office organized a City Council candidate forum with the League of Women Voters.



# Priority Area 4: Open Communications

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

- In a collaboration between the Communications Director, the Library and Parks and Recreation, the City produced an updated program guide sent via postcard all households with a direct link to the guide.
- In response to feedback received from the communications community survey, the Communications Director launched a bi-weekly e-newsletter.
- The Communication Director spearheaded the launch of the updated City website.

**WINTER 2026 PROGRAM GUIDE**  
Berkley Parks & Recreation  
Berkley Public Library

**BIWEEKLY EMAIL UPDATES**  
Delivered to your inbox every other Friday

[www.berkleymi.gov](http://www.berkleymi.gov)

BERKLEY WE CARE

Search

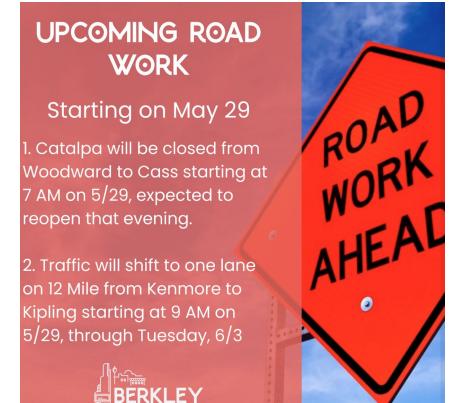
APPLY REPORT PAY

Home Departments City Council Boards&Commissions Residents Visitors Business & Development Info Library City News Calendar Connect

# Priority Area 4: Open Communications

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

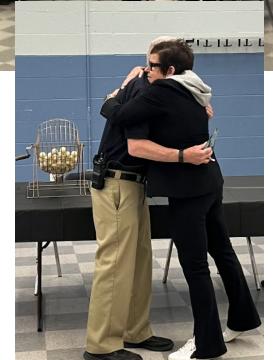
- The Communications Director has sent eleven press releases to the media.
- The Communications Director has worked diligently to provide community members robust information via social media, email, and specialized mailers.



# Priority Area 4: Open Communications

**Objective: Foster Meaningful Community Engagement and Genuine Relationships**

- The Dorothea Pilot Pocket Park - planned and implemented with the help of a volunteer group of residents and business owners - was a hit!
- Volunteers for the 2024-2025 Fiscal year were recognized by City Council at the annual Berkley Board and Commission Appreciation Luncheon.
- The Department of Public Works and Public Safety Department held the annual Touch-A-Truck event at the Community Center.



# Priority Area 4: Open Communications

Objective: Foster Meaningful Community Engagement and Genuine Relationships

- Numerous engagement opportunities were implemented during the update to the Parks & Recreation Master Plan Update.
- Parks and Recreation spent the year building on programming for the community.

Last Day of Summer Camp!



## Summer Camp

4 Groups - 164 Kids



**68 Youth Classes & Trips - 566 attendance**

**70 Adult Classes & Trips - 579 attendance**

**20 Specialty Camps - 203 attendance**



## Senior Programs

**12 Senior Classes - 303 Attendees**

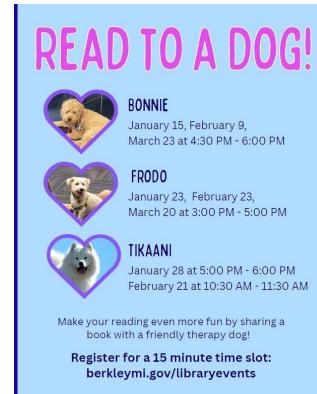
**61 Senior Trips - 1,052 Attendees**



# Priority Area 4: Open Communications

## Objective: Foster Meaningful Community Engagement and Genuine Relationships

- The Library continues to be a vital community asset that provides shared resources, inclusive space and opportunities for engagement.



**222 Total programs: 6,022 total attendance**

134 Youth Programs: 4,854 attendance  
32 Teen Programs: 223 attendance  
56 Adult Programs: 945 attendance



# Priority Area 3: Community Assets

**Objective: Complete comprehensive asset needs inventory and management plan**

- Led by the Facilities Manager, an assessment of all municipal buildings was completed. 
- Led by the Facilities Manager, a Space Utilization Study of City Hall was completed to better understand our future needs.
- The Parks and Recreation Superintendent led the process to update the City's 5-year Parks and Recreation Master Plan with the assistance of Johnson Hill Land Ethics Studio. The Plan will guide the expansion and development of the City's parks and programs
- The City was awarded a grant to fund Lead Service Line verifications and a contract has been approved by City Council. Field work started in the fourth quarter.
- The City contracted with Coldwell Banker, Richard Ellis (CBRE), to acquire an appraisal of City Hall and associated properties.



# Priority Area 3: Community Assets

**Objective:** Develop a sustainable asset investment strategy that supports funding for the city's capital improvement plan

- The Finance Department implemented an overhaul of the City's Capital Improvement Plan process. 
- The Public Improvement Fund was created to strategically invest in and fund the City's capital needs.

**Objective:** Improve community resiliency

- The Community Development Department completed the Engineering Design Standards. 

**Objective:** Improve facility/staff security and safety

- A full scope of the camera and access security upgrades budgeted for this year have been solidified, and will be presented to Council in the new year.
- The City Clerk worked with the school district to ensure safety and compliance at all precincts amidst the school district construction and has created a comprehensive election security plan with the assistance of emergency manager Jack Blanchard.

# Priority Area 2: Economic Sustainability

## Objective: Identify, prioritize, and deploy economic development tools

- City Council approved the PILOT Workforce Housing ordinance, adding a tool to the City's economic development toolbox.
- After the release of an RFP, a consultant (Better City) was chosen, and an agreement was approved for the Economic Development Strategy. The Community Development Director, City Manager, and DDA Director have bi-monthly meetings scheduled with the Better City team throughout the six month process.
- The Community Development Director and City Manager met with the MEDC to identify tools available for current and future development projects.

## Objective: Implement Master Plan updates and development process improvements

- A complete rewrite of the City's Zoning Ordinance was implemented this year. 
- Community Development has created a webpage on our website to connect homeowners to Oakland County home improvement resources and resources on universal design and e opportunities.



# Priority Area 2: Economic Sustainability

## Objective: Improve City/DDA strategic alignment

- In collaboration with the DDA, the Dorothea Pocket Park was activated for the Boo!kley season. The pocket park was utilized for many of the events, including a partnership with Parks and Recreation a community picnic spearheaded by the Communications Director
- The DDA, Community Development and DPW worked with the Berkley Theater owners on several aspects of the theater renovation, including a municipal parking agreement.



# Priority Area 1: Organizational Effectiveness

Objective: Foster stronger relationships with community and regional partners

- **Promote Regional Networking**
  - The Clerk's office entered into a partnership with Oakland County and other neighboring communities to create a regional Early Voting Center
  - The Communications Director has attended several SEMCOG Communicators Network meetings, and several SOCRRA networking events, including a tour of the SOCRRA Material Recovery Facility.
  - The Communications Director also worked with Berkley Cares Food Pantry leadership to create a partnership between the pantry and the City.
  - Berkley DPS continue to lead regional cooperation in training, preparation, response, and recovery to major incidents. City departments planned and successfully implemented several major events, including CruiseFest and the Woodward Dream Cruise with unprecedented interagency cooperation. BDPS assisted several other municipalities throughout the region with their events.
- **Expand Engagement with Main Street Oakland County**
  - The DDA Director attended several Michigan Downtown Association (MDA) workshops, all Main Street Oakland County Manager meetings, and the Main Street Oakland County Main event.



# Priority Area 1: Organizational Effectiveness

Objective: Cultivate a strong organizational culture

- **Performance Evaluation Process** has been established and implemented
- **Identify and Expand Professional Development Opportunities for Staff & Staff Engagement/Events:**



- We have held three all-staff trainings this year, one with a focus on fostering a resilient, growth mindset, one on the Freedom of Information Act, and one on Emergency Management
- Professional development has been a high priority this year. In addition to the all-staff training, the Human Resources Director implemented several leadership training opportunities and resources, and staff have attended a wide range of training, certification programs, and continued education.



# Priority Area 1: Organizational Effectiveness

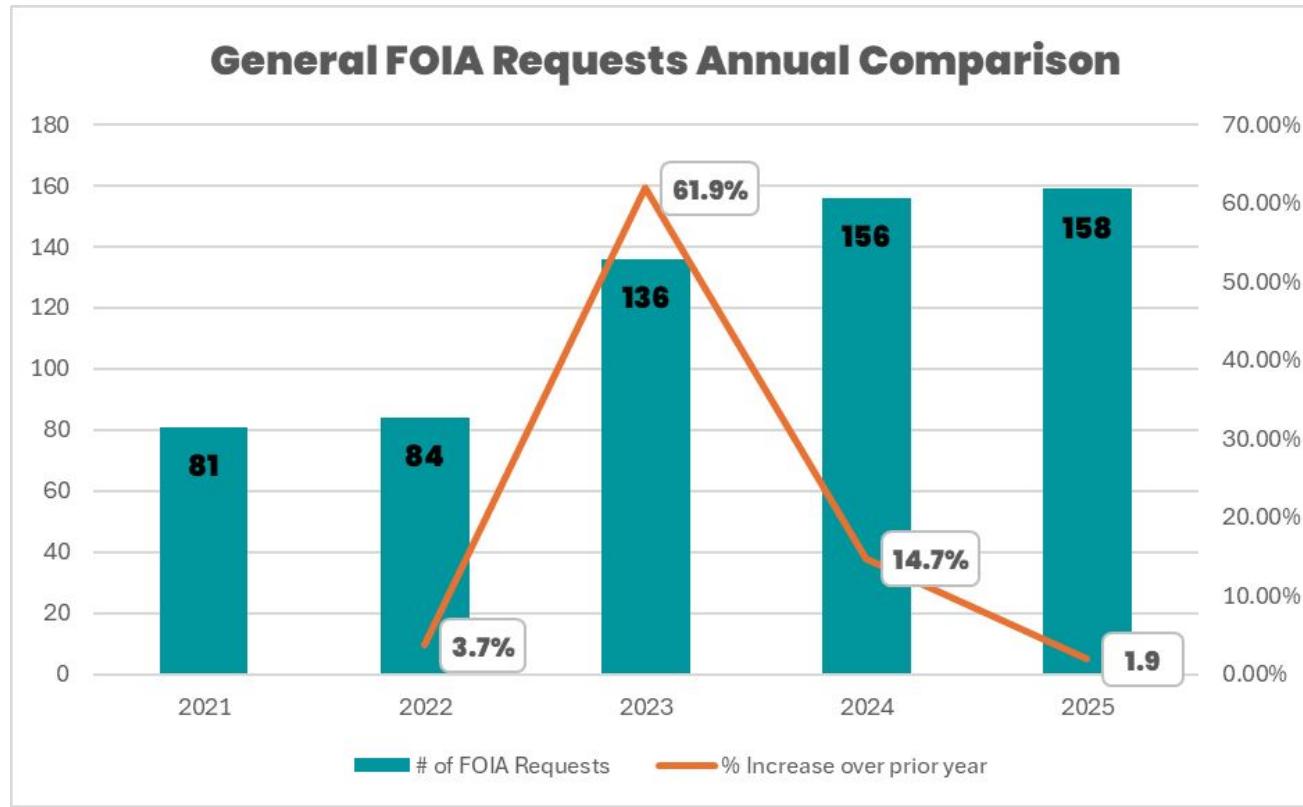
Objective: Optimize organization, structure, staffing, policies/procedures, and level of service

- Consolidate Finance Functions 
- Consolidate Parks, Facilities, Public Works 
- Identify and document Standard Operating Procedures
- Build more cross-departmental collaborations
- Build out Human Resources Functions
- Conduct HR compliance audit 
- Effectively Negotiate Collective Bargaining Agreements 
- Solicit Engineering RFP 
- Board & Commission Updates



BDPS personnel, along with roughly 150 other public safety personnel, assisted in a mutual aid request for Oakland County

# Priority Area 1: Organizational Effectiveness



# Priority Area 1: Organizational Effectiveness

**52 Hours of Staff Time**

**158 GENERAL FOIA REQUESTS**

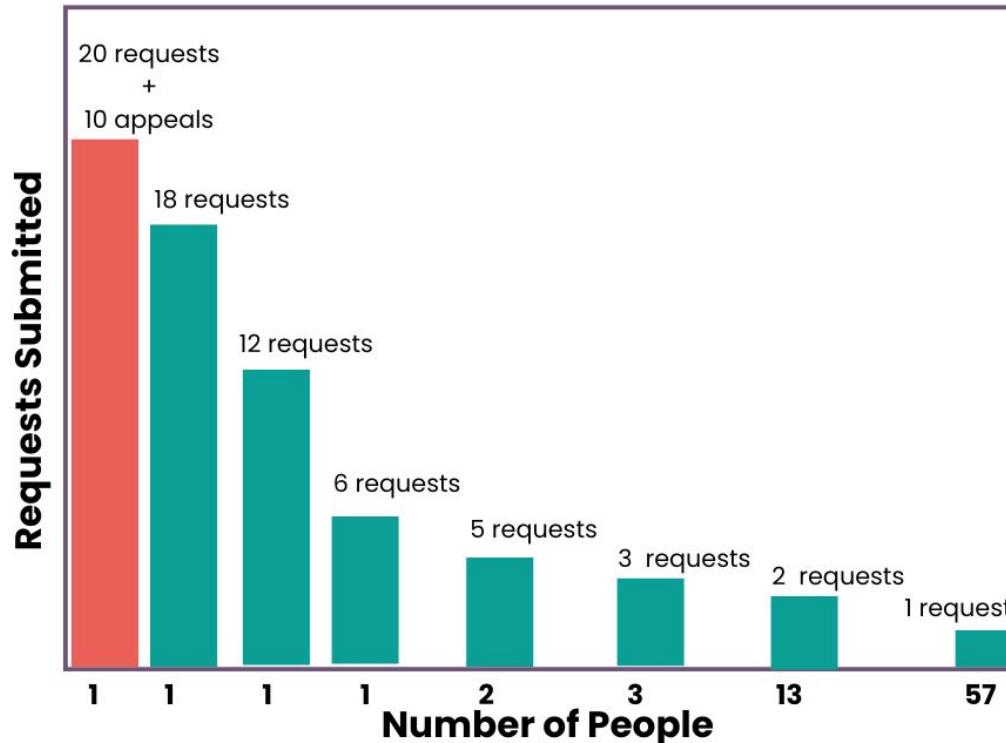
**10 APPEALS FILED**

**+ 12 Hours of City Manager Time**



# Priority Area 1: Organizational Effectiveness

**158 General FOIA Requests Received in 2025**



# Thank You!

---