

CITY OF BERKLEY

Strategic Framework Quarterly Report

Q2 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

- The City Manager and Human Resources (HR) Director completed the citywide leadership tour, meeting with every department/ employee to discuss the Strategic Framework and the function of HR.
- HR identified and sent employees in leadership positions to the Oakland County "Learning and Development" Training program.
- A variety of professional development took place during this quarter, including:
 - Matt Wells and Adam Wozniak attended a NASSCO recertification class and successfully completed and passed the PACP, LACP, and MACP. These certifications allow us to camera and rate our sewer system internally.
 - Two BDPS staff attended training to become Child Passenger Safety (CPS) technicians. Five BDPS PSOs attended OakTac High Risk Unified Command training.
 - Facilities Manager, Alex Brown, earned the Certified Facility Manager (CFM) credential.
 - All 40 Camp Counselors were provided in-depth training before the start of camp.
 - Victoria attended the Michigan Association of Municipal Clerks conference.

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

- HR has created and documented Standard Operating Procedures (SOPs) for the HR department.
- Hiring processes have taken priority in this last quarter as seasonal employees were interviewed and onboarded, along with filling many other full-time vacancies.
- A Community Development staff member has been cross-trained in Treasury functions to provide increased coverage.
- Completed 2025-2026 benefit year open enrollment while introducing and implementing a new Flexible Spending Account (FSA) benefit.
- Implemented the Equal Employment Opportunity Commission (EEOC) tracking and paperwork.
- MAPE and MAP each voted to approve a Tentative Agreement (TA), and negotiations with Command are ongoing.
- An internal committee has met to iron out the Community Special Events policy considerations and implications. Our goal is to provide ordinance amendments and policy recommendations to City Council in the next quarter.
- The Engineering RFP was published, and received seven responses. The proposals are under review by the Department of Public Works (DPW) and Community Development.
- The Boards and Commissions Handbook, first version, is complete and accepted by the City Council. The Clerk's Office officially took over the Boards and Commissions process.
- The Clerk's Office is continuing to document and update the SOP manual.

Objective: Foster stronger relationships with community and regional partners

- Caitlin represented Berkley at SOCRRA's Quarterly Communications Network Meeting.
- The Communications Department and Community Development represented Berkley at the Southeast Oakland Safety Plan Communications Training to strategize how to promote safe streets in our community and neighboring communities.
- The Downtown Development Authority (DDA) attended the Summer Michigan Downtown Association's (MDA) workshop, where three awards were submitted for Berkley's DDA.
- Victoria worked the Clawson May election. She gained more strategies to help strengthen the City's election process and continued to develop a relationship with a neighboring community.
- Kristen attended the M-1 Corridor Plan Meeting led by the Michigan Department of Transportation (MDOT). These meetings are attended by communities along the Woodward Corridor, MDOT, and a consultant to refine specific design options for each segment of the corridor.

Objective: Identify and implement innovative operational solutions

- Updated Equipment Rental Template to streamline updating by the Department of Public Works and posting entries for Finance.
- The Finance Department created a master miscellaneous receivables tracker and a monthly billing checklist.
- The Treasury Department updated its processes by uploading supporting documentation for miscellaneous cash receipts, which has eliminated paper copies.
- The Clerk's office continues to wait for software completion at the scanning station. Clerk's staff continues scanning and migrating documents to the K Drive in the meantime.

- Council has approved the Council and Boards, and Commission digital agenda management software; the design phase will begin.



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Priority Area 2: Economic Sustainability

Objective: Identify, prioritize, and deploy economic development tools

- Funding for the Economic Development Strategy has been approved in the next fiscal year budget.
- Community Development and the City Manager met with the Michigan Economic Development Corporation (MEDC) for project-specific questions. The City Manager has submitted a letter of support to the MEDC for a low-interest loan opportunity for The Columbia.
- City Council has adopted the PILOT Workforce Ordinance.
- Community Development received and reviewed policy write-ups for payment in lieu of parking and leasing of municipal parking spaces from Carlise Wortman.

Objective: Implement Master Plan updates and development process improvements

- Community Development has drafted a webpage to connect homeowners to County home improvement resources, provide information to homeowners and builders on universal design, and connect residents to energy efficiency opportunities and programs.
- Community Development began working on the draft of the updated Development Guide. This guide will help with any type of development in Berkley.



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Priority Area 3: Community Assets

Objective: Complete comprehensive asset needs inventory and management plan

- RFP for the Parks and Recreation 5-year plan was published, with results pending in Quarter 3.
- The Department of Public Works has been reviewing the Water Asset Management Plan for needed updates.
- City Council awarded a contract for outside assistance with the external lead service line verification process, which is funded by the TMF grant.

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

- We re-outfitted our sewer camera inspection truck with an emphasis on cost savings and replacing the equipment on an existing chassis.

Objective: Improve facility/staff security and safety

- Public Safety and Public Works are working on obtaining project scope and quotes for all identified security upgrades.
- Emergency Manager Jack Blanchard is working on scheduling Incident Command System (ICS) and National Incident Management System (NIMS) training for elected officials hosted at Berkley Public Safety.
- In June the majority of our leadership staff and several elected officials attended the North American Active Assailant Conference.



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Priority Area 4: Open Communications

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

- Website updates continue to be a priority with a two-day turnaround.
- The Clerk's office now has a website login to update City Council and Boards and Commissions documents.
- The Communications Department continues to share helpful information about boards and commission openings, summer events, road work, holiday closures, and Dorothea Pocket Park events.

Objective: Foster Meaningful Community Engagement and Genuine Relationships

- Volunteers for the 2024-2025 Fiscal year were recognized by City Council at the annual Berkley Board and Commission Appreciation Luncheon. Jack Blanchard was awarded the 'Handling Berkley Business' award for his service to the City. Lisa Kempner was awarded with '2025 Volunteer of the Year' Award by her fellow volunteers for her service to the City.
- The Dorothea Pocket Park pilot launched with various events and programs, which were well attended. The Communications Department received a lot of feedback from attendees of the pilot park, which will be presented at a Council meeting.
- The Library hosted Rogers Elementary while school was in session as a part of the Berkley Community Walk. The Library annual Summer

Reading Kickoff partnered with Clark's Ice Cream and was a well-attended success.

- The Clerk's office attended the Berkley Pride Block party and provided education to teens on their right to vote and pre-register to vote.



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Priority Area 5: Fiscal Stewardship

Objective: Identify additional funding strategies and partnerships

- Grant applications were submitted for the SEMCOG planning grant for Coolidge and Safe Streets for all Southeast Oakland County communities. This focuses on Coolidge in Berkley.

Objective: Investigate new shared services opportunities

- The Clerk's Office, along with the Department of Public Services, is partnering with the Michigan Association of Municipal Clerks to apply for a grant for ADA compliant upgrades to the voting precinct at the Community Center.

Objective: Update financial policies and procedures

- The Finance Department discussed with BS&A the potential implementation of BS&A Payments to streamline operations and eliminate reliance on four separate payment processing vendors currently used citywide.
- The Finance Department has been collaborating with the City of Ferndale to understand the experience and satisfaction of implementing BS&A's new system.