

# CITY OF OAK PARK

## STRATEGIC PLAN 2014 - 2019



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# Leadership



## CITY COUNCIL

L-R: Council Member Kiesha Speech, Mayor Pro Tem Paul Levine, Mayor Marian McClellan, Council Member Carolyn Burns and Council Member Michael Seligson

## CITY ADMINISTRATION



Kevin Yee  
Assist. City Manager



Erik Tungate  
City Manager



Ed Norris  
City Clerk

## EXECUTIVE TEAM

Robert Barrett  
Director of Technical  
& Planning

Gail Credit  
Director of Finance

Steve Cooper  
Director of Public Safety

Joscelyn Davis  
Director of Communications  
& Public Information

Ebony Duff  
City Attorney

Dave DeCoster  
Deputy Director of  
Technical & Planning

Rocco Fortura  
Deputy Director of  
Public Works

John Gillooly  
City Attorney

Julie Hall  
Director of Recreation

Diane Lemanski  
Director of Human  
Resources

Kathleen Lindroth  
Deputy City Treasurer

Kimberly Marrone  
Manager of Community &  
Economic Development

Phil Miller  
Deputy Director  
of Finance

Mike Pinkerton  
Deputy Director of  
Public Safety

Jeff Schefke  
Director of Information  
Technology

Stephanie Sumner  
Deputy Clerk

Beth Tompkins  
Director of Library  
Services



# OAK PARK

## *Community, Culture & Commerce*

### OUR VISION

The City of Oak Park will lead the region as the most dynamic city in metropolitan Detroit, serving as a destination for vibrant, cutting-edge community life.

### OUR MISSION

In the City of Oak Park, we strive to provide the highest quality of life for our residents in everything we do. We pride ourselves on the richness of our cultural diversity and our safe and secure neighborhoods. We actively encourage residential and business growth. We are business-minded and family-centered.

### OUR VALUES

As City Council and Administration for the City of Oak Park, we are committed to:

- Prioritizing our public's well-being first;
- Operating with integrity and maintaining the trust of our residents;
- Providing the highest quality programs and services;
- Serving as good stewards of our financial and physical resources;
- Delivering honest, responsive government; and
- Attracting innovation, community development and business enterprise.



# Priority Statements 2014-2019

In response to changing community needs, the City of Oak Park establishes diverse and proactive initiatives that result in sustainability and growth.

The City of Oak Park cultivates a positive environment that actively engages City Council and staff in strategies designed to achieve priorities and realize the organization's vision.

The City of Oak Park implements continuous improvement practices that result in accountability, transparency, and maximized operating efficiency and effectiveness within a culture that supports divergent business functions and initiatives.



The City of Oak Park provides superior public services and engages community stakeholders in desirable, innovative and high quality programs.

The City of Oak Park provides the highest quality technology-based services in the most cost-effective manner in order to facilitate stakeholder communication and support the organization's priorities.

The City of Oak Park executes a communication strategy designed to educate stakeholders, attract critical partnerships and instill community pride



# Strategic Plan 2014-2019

## PRIORITIES

### ADMINISTRATIVE OPERATIONS

The City of Oak Park implements continuous improvement practices that result in accountability, transparency, and maximized operating efficiency and effectiveness within a culture that supports divergent business functions and initiatives.

Objective 1: Maintain financial stability

Objective 2: Implement effective data-tracking tools

Objective 3: Effectively manage employee relations

Objective 4: Develop effective document management/paperless processes

### ECONOMIC DEVELOPMENT

In response to changing community needs, the City of Oak Park establishes diverse and proactive initiatives that result in sustainability and growth.

Objective 1: Increase new business presence in Oak Park

Objective 2: Enhance quality of life for residents

### GOVERNANCE

The City of Oak Park cultivates a positive environment that actively engages City Council and City Administration in strategies designed to achieve priorities and realize the organization's vision.

Objective 1: Finalize and adopt a five-year strategic plan

Objective 2: Facilitate an increase in civic organizations in Oak Park

Objective 3: Improve communication with stakeholders

Objective 4: Establish by-laws for commissions and boards



# Strategic Plan 2014-2019

## PRIORITIES

### MARKETING/COMMUNICATION

**The City of Oak Park executes a communication strategy designed to educate stakeholders, attract critical partnerships and instill community pride.**

- Objective 1: Increase resident engagement
- Objective 2: Install clear City signage
- Objective 3: Implement efficient communication processes for emergencies/crises
- Objective 4: Produce project-based communication tools
- Objective 5: Facilitate data-based decision-making
- Objective 6: Increase voter turnout

### PUBLIC SERVICES

**The City of Oak Park provides superior public services and engages community stakeholders in desirable, innovative and high-quality programs.**

- Objective 1: Update the Master Plan
- Objective 2: Decrease crime by 10% annually
- Objective 3: Increase residency
- Objective 4: Eliminate blight
- Objective 5: Maintain infrastructure
- Objective 6: Prioritize customer service
- Objective 7: Establish modern, public spaces

### TECHNOLOGY

**The City of Oak Park provides the highest quality technology-based services in the most cost-effective manner in order to facilitate stakeholder communication and support the organization's priorities.**

- Objective 1: Support administrative operations projects
- Objective 2: Facilitate web site upgrade
- Objective 3: Provide the organization with adequate technical support