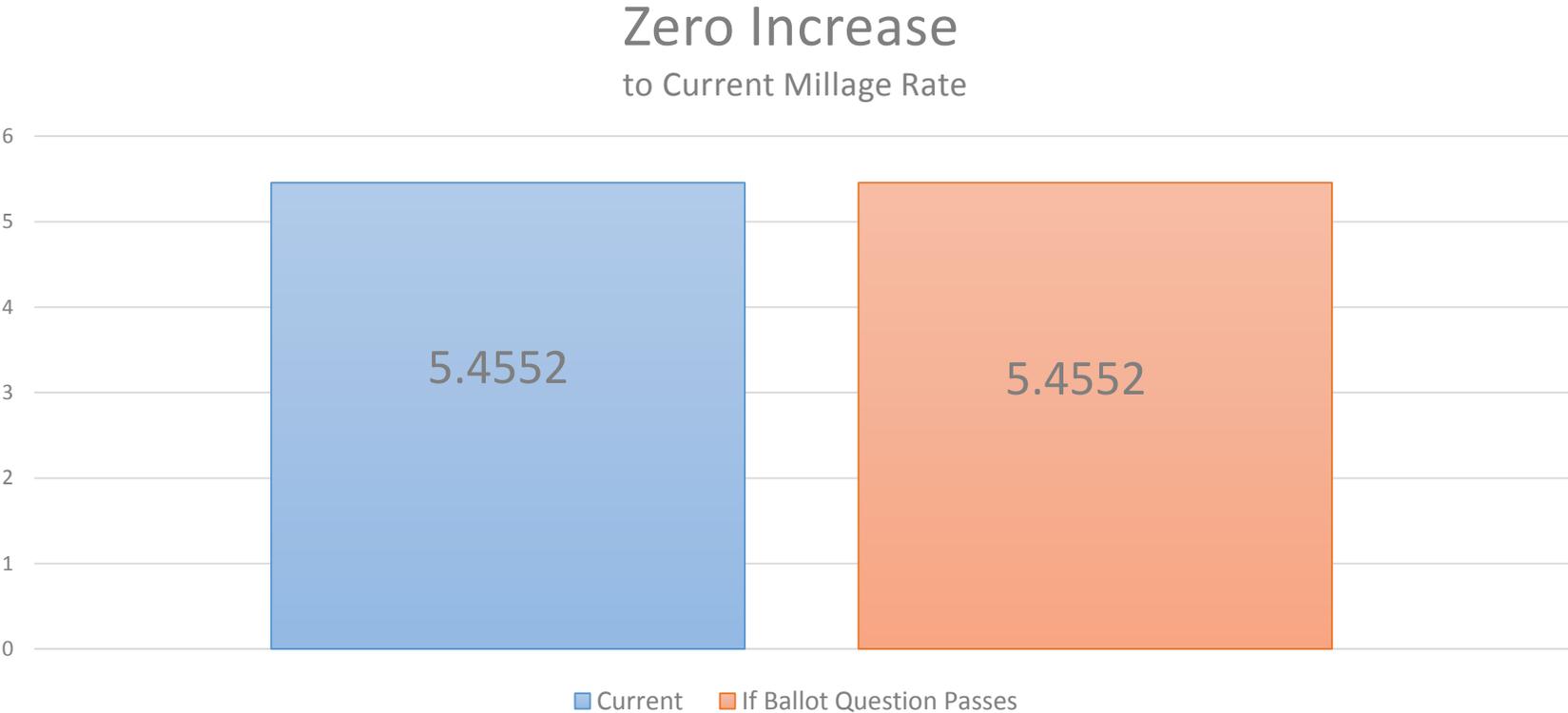
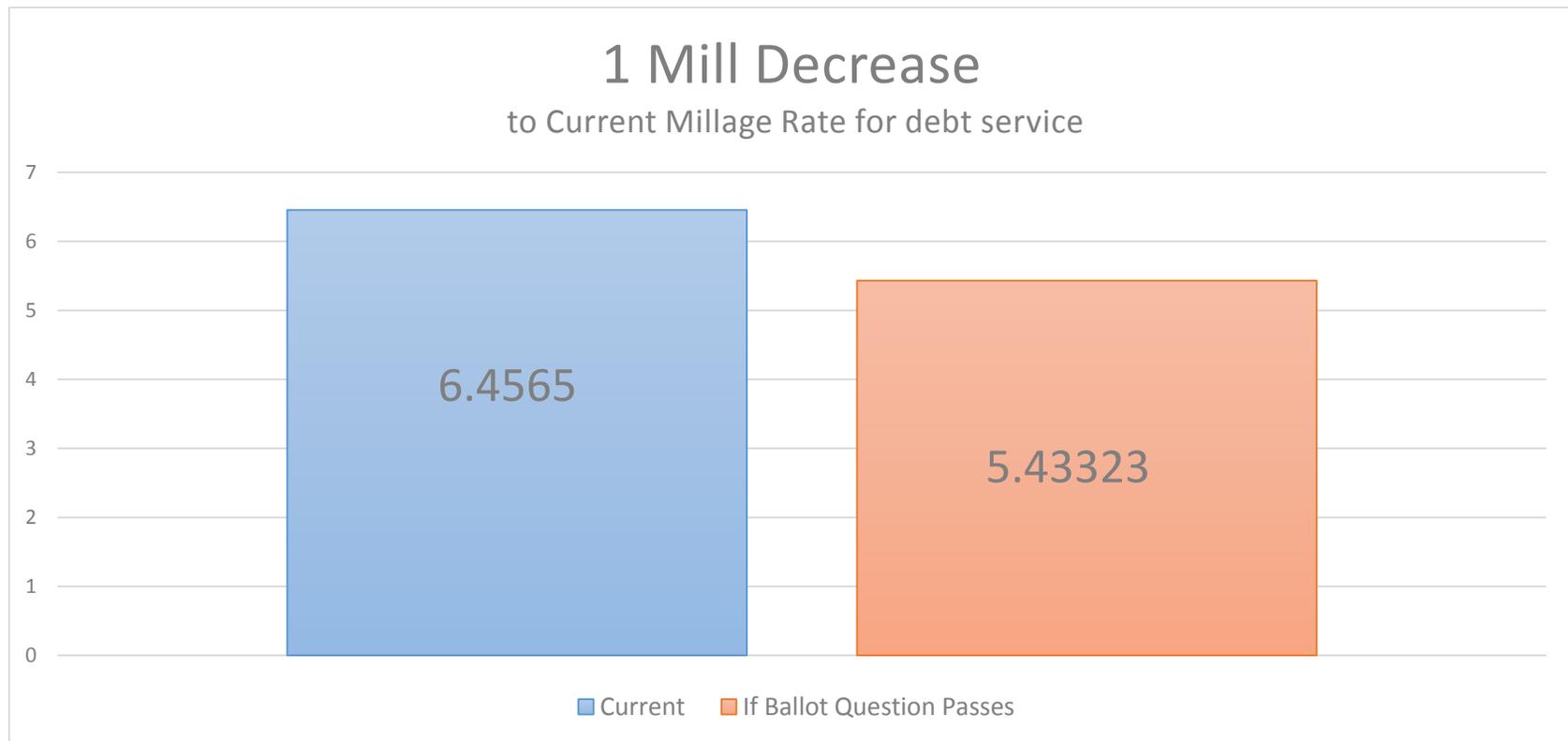


Approval of Proposal 2 results in no change from what is currently in place

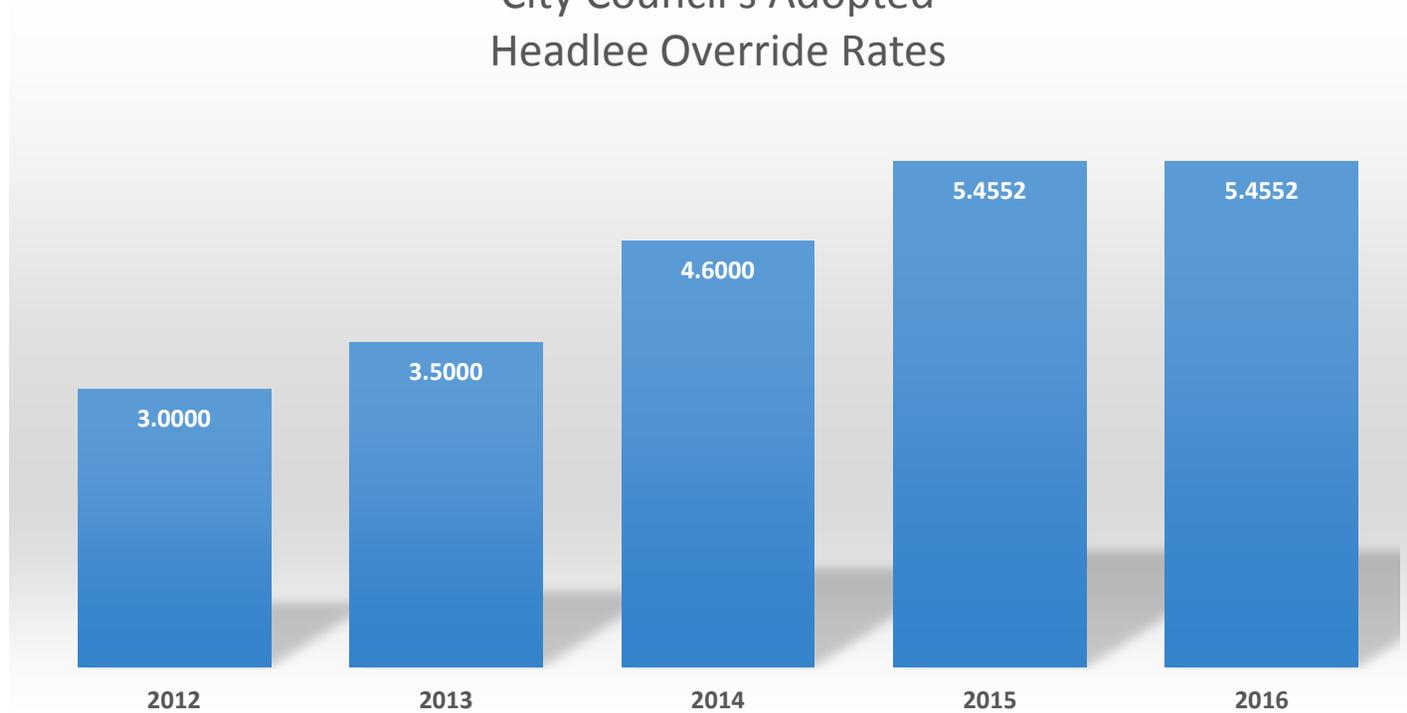


Approval of Proposal 3 results in a 1 mill reduction for local street improvements & park improvements.

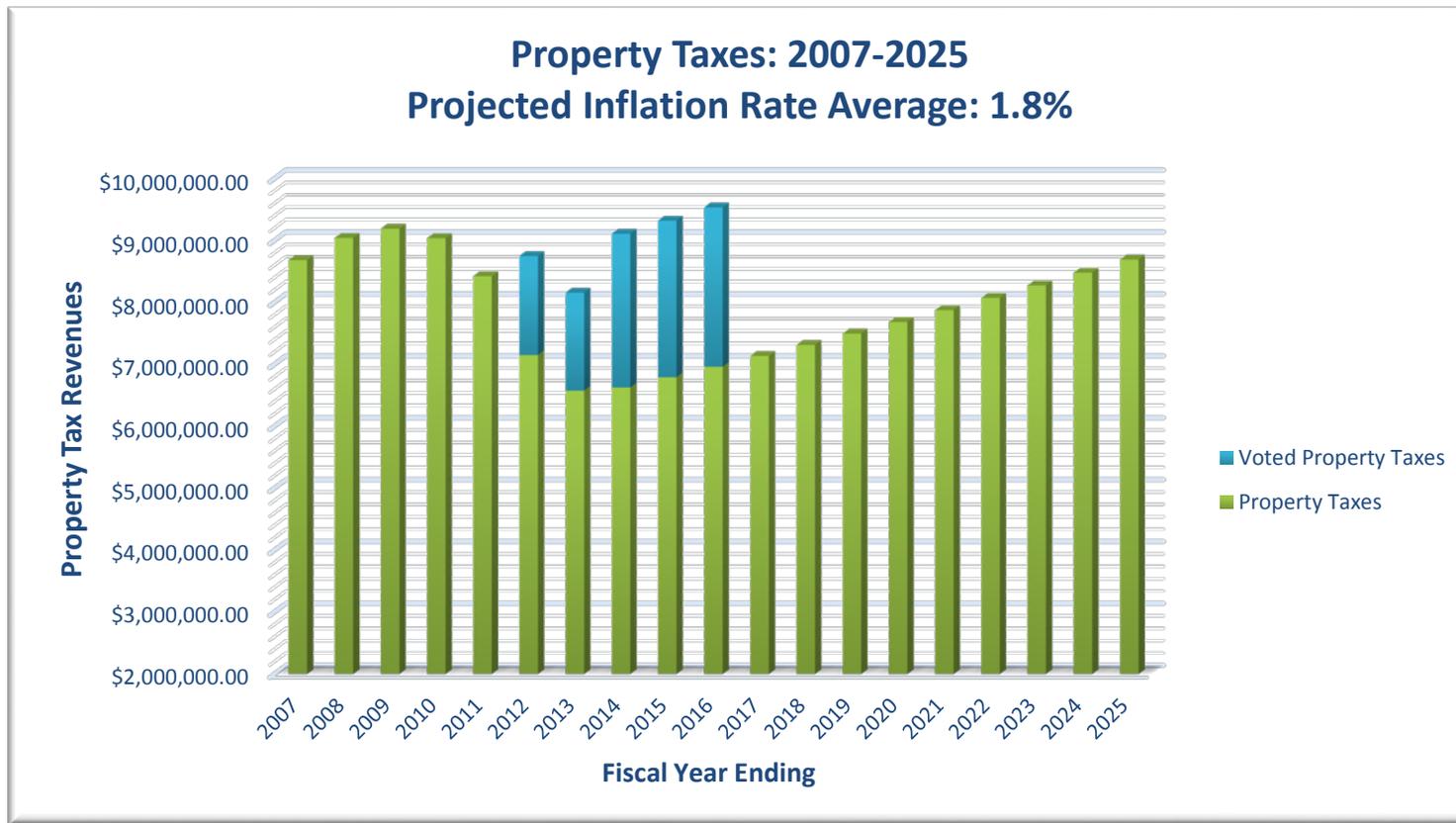


City Council has only levied the full 5.4552 mills during two of the previous five years.

City Council's Adopted Headlee Override Rates



Michigan's municipal tax laws limit the City's ability to recover lost revenues





Cutting costs & Improving Services

DPW

- Saves over \$600,000 through restructuring and technology investments.

Health
Care

- New Human Resources & Wellness programs result in an expected reduction of \$600,000 in health care costs.

Personnel

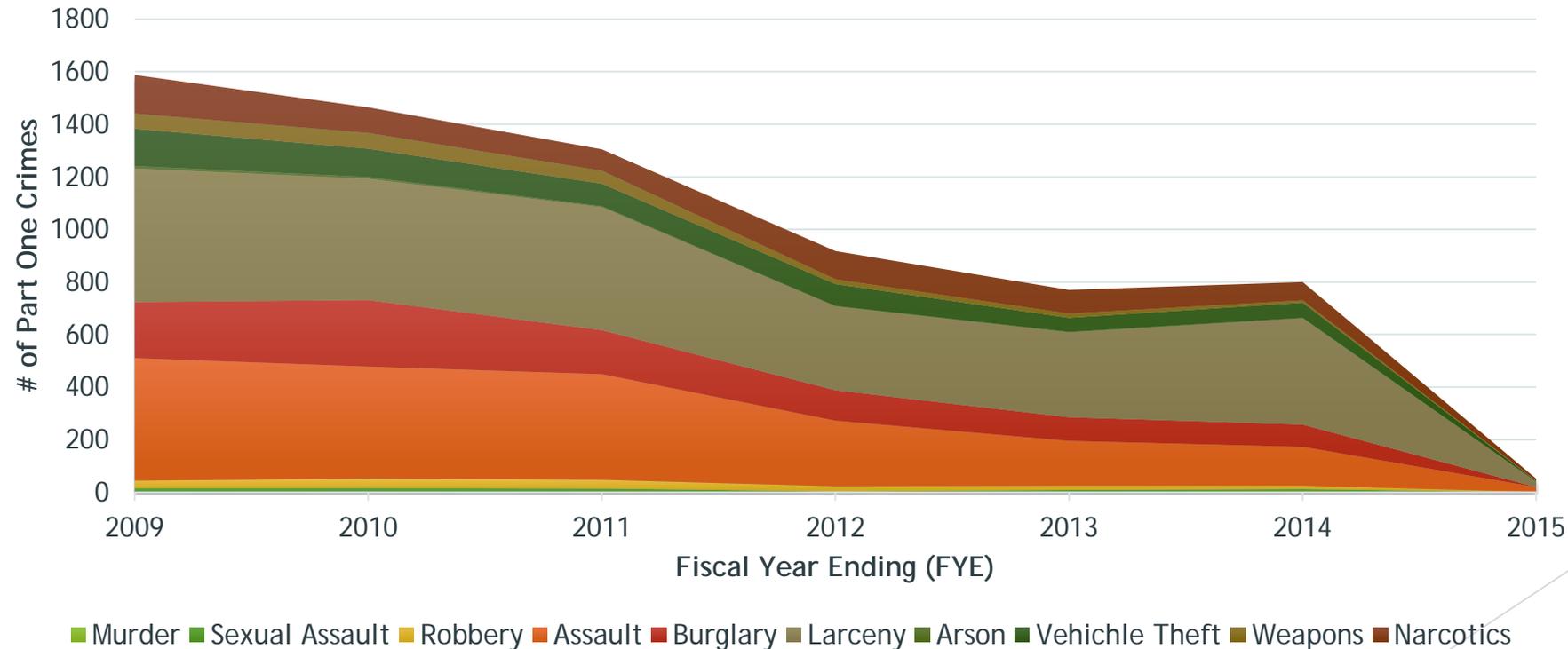
- Majority of unions had not received pay increase in 5+ years, & other significant union concessions.



Ferndale PD Does More with Less

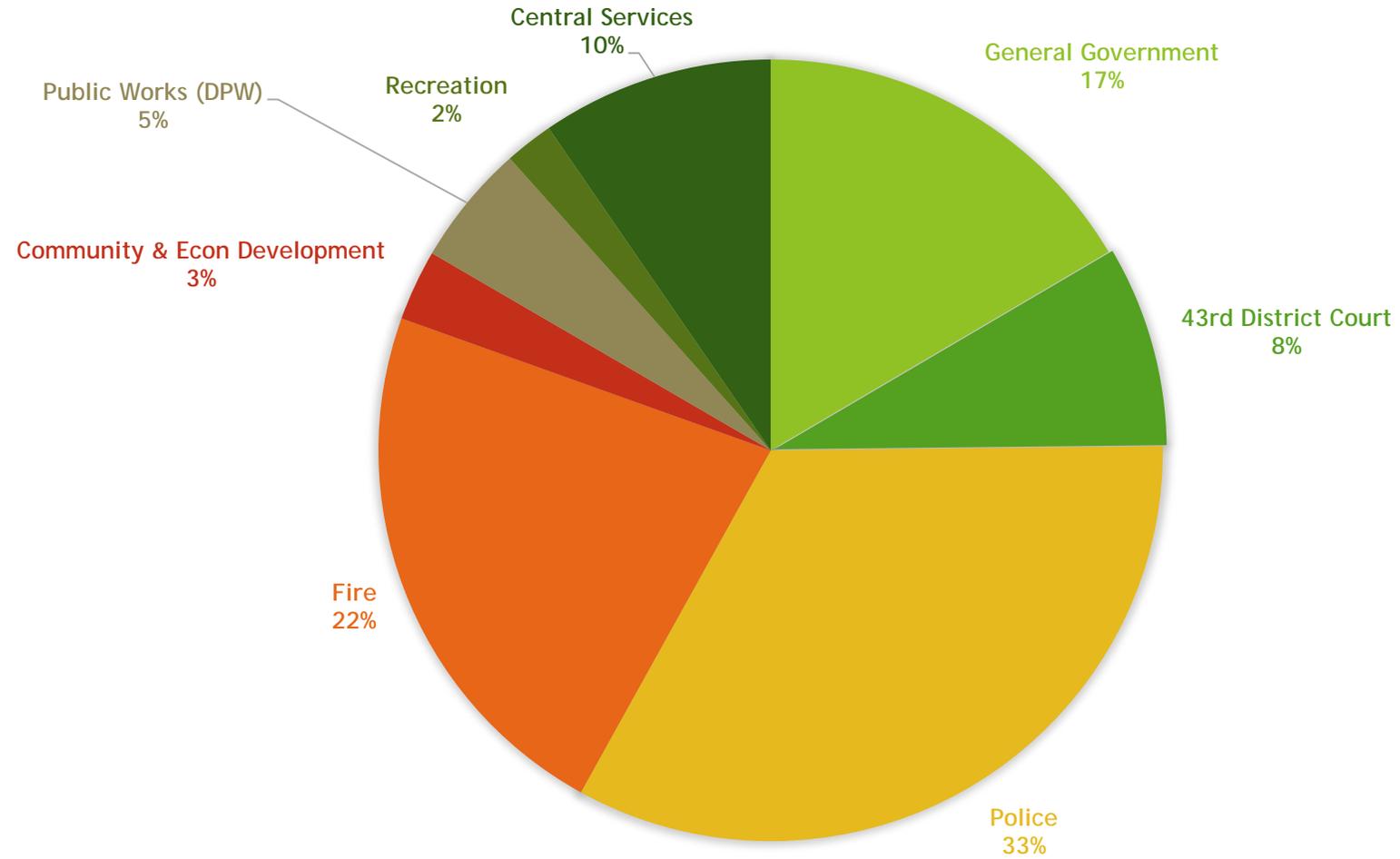
Overall Part 1 Crime Rates down 50% since 2009

Crime Reduction: 2011-2014



Source: Oakland County CLEMIS Report: 2009-YTD

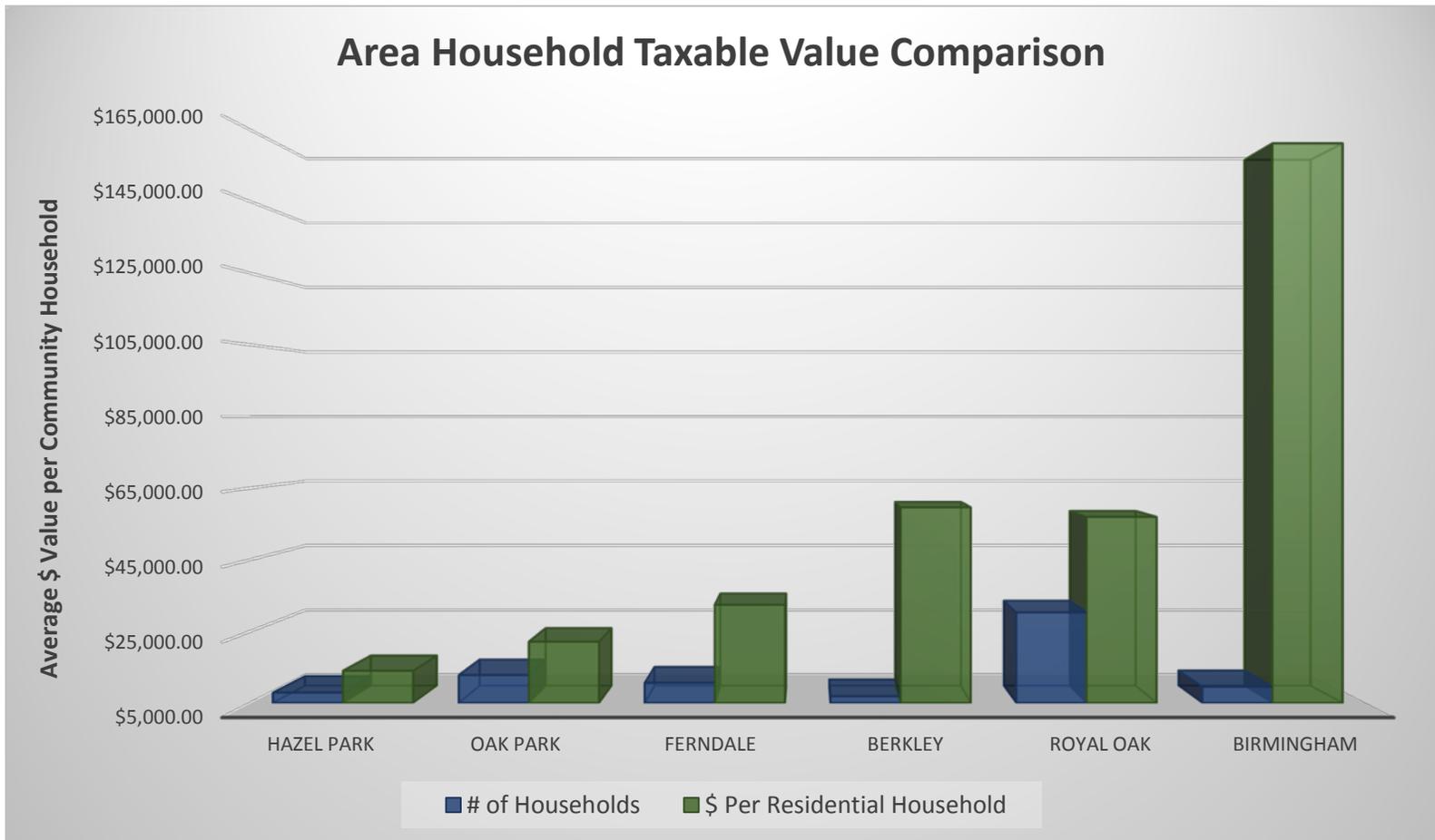
GENERAL GOVERNMENT EXPENSES



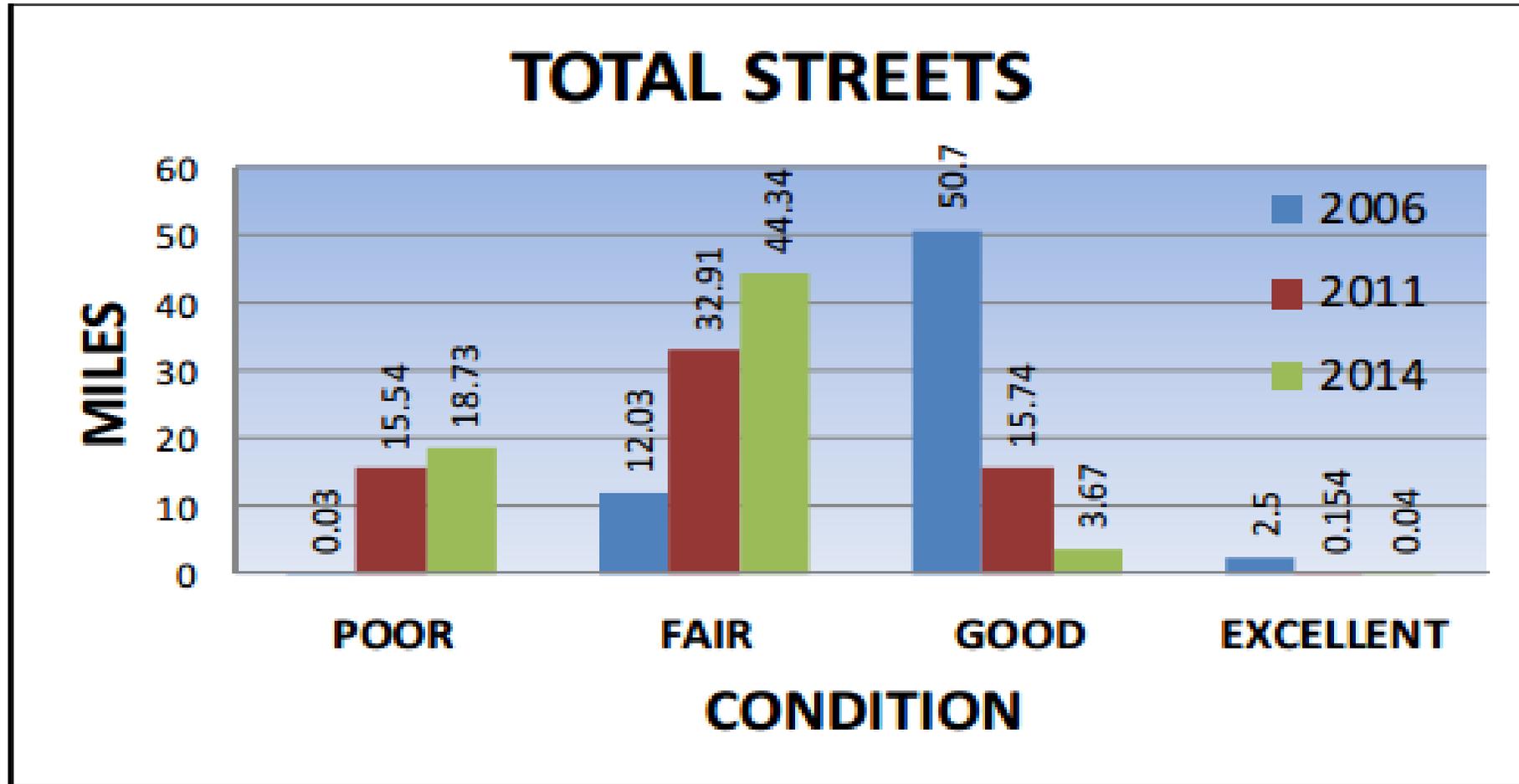
City	Mill Rate	Mill Value
Hazel Park	46.0633	\$167,106
Oak Park	37.11924	\$432,214
Ferndale	28.9352	\$493,417
Royal Oak	18.1551	\$2,268,034
Berkley	17.5454	\$473,817
Birmingham	15.0800	1,895,084

**Ferndale millage total includes 1.96 Ferndale Area District Library Millage*

The Direct Correlation between a City's Taxable Value and a Mill Rate



2014: Evaluation of current city road network



Example local streets

Cambourne, Leland - Paxton



East Troy, Woodward - Paxton



Sample streets, continued

Oakridge, Woodward – Livernois



LaPrairie, Marshall – Fielding



Sample streets, continued

Alberta, Beaufield – Pinecrest



Rosewood, Paxton – Burdette



The importance of reinvestment



Poor roads—depict a community in decline

- Obstructive to vehicle safety, cause greater wear and tear on vehicles
- Create hazards for pedestrians and cyclists
- Depict community in decline



Good Roads—stabilize and increase property values

- Improve safety for all users of our roadways
- Accommodate alternative means of transportation
- Create more desirable environment for business attraction

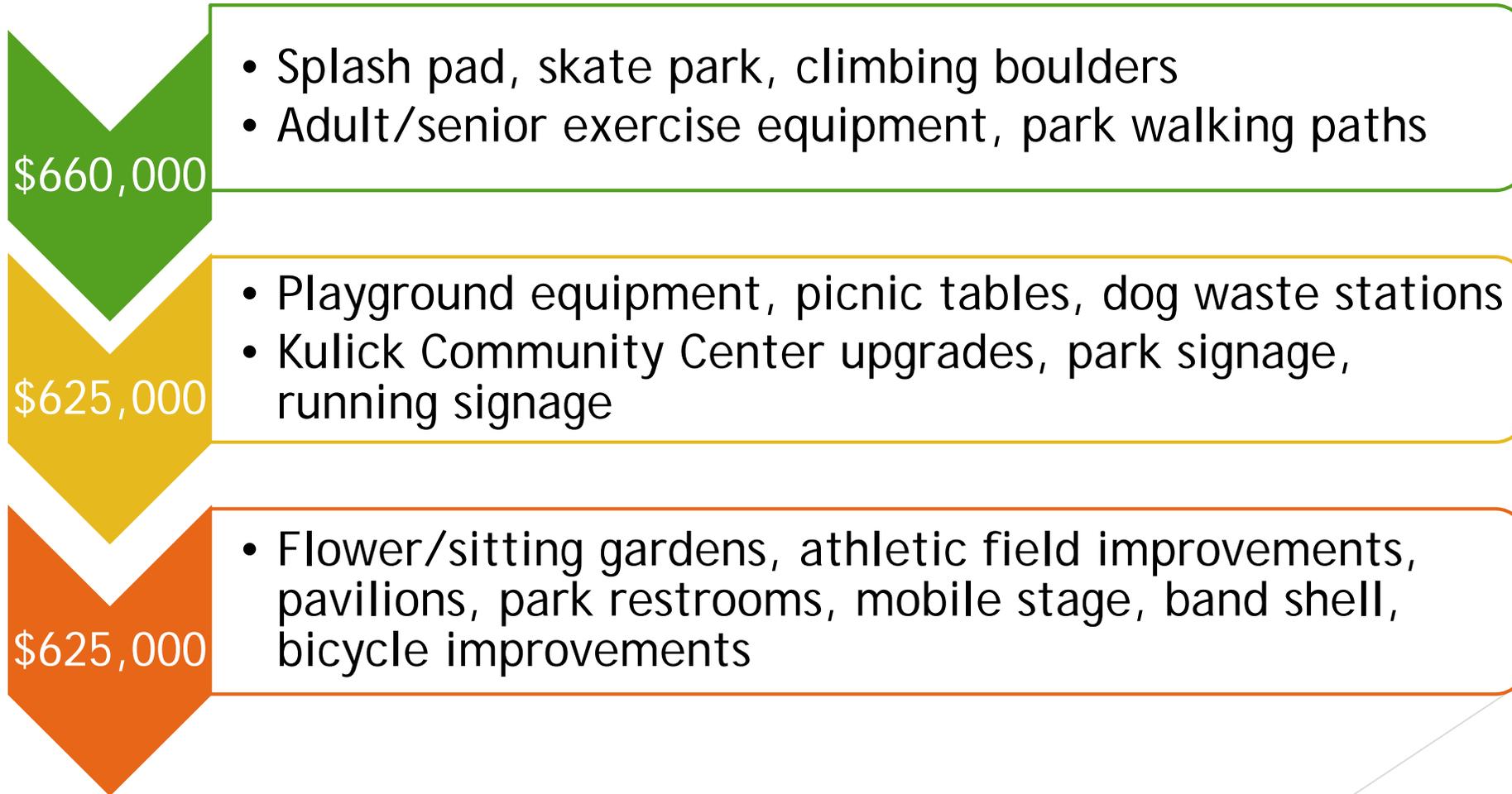


Doing nothing—delays the inevitably of degradation

- Roads deteriorate exponentially
- Increased repair costs correlate with poorer standard of road conditions

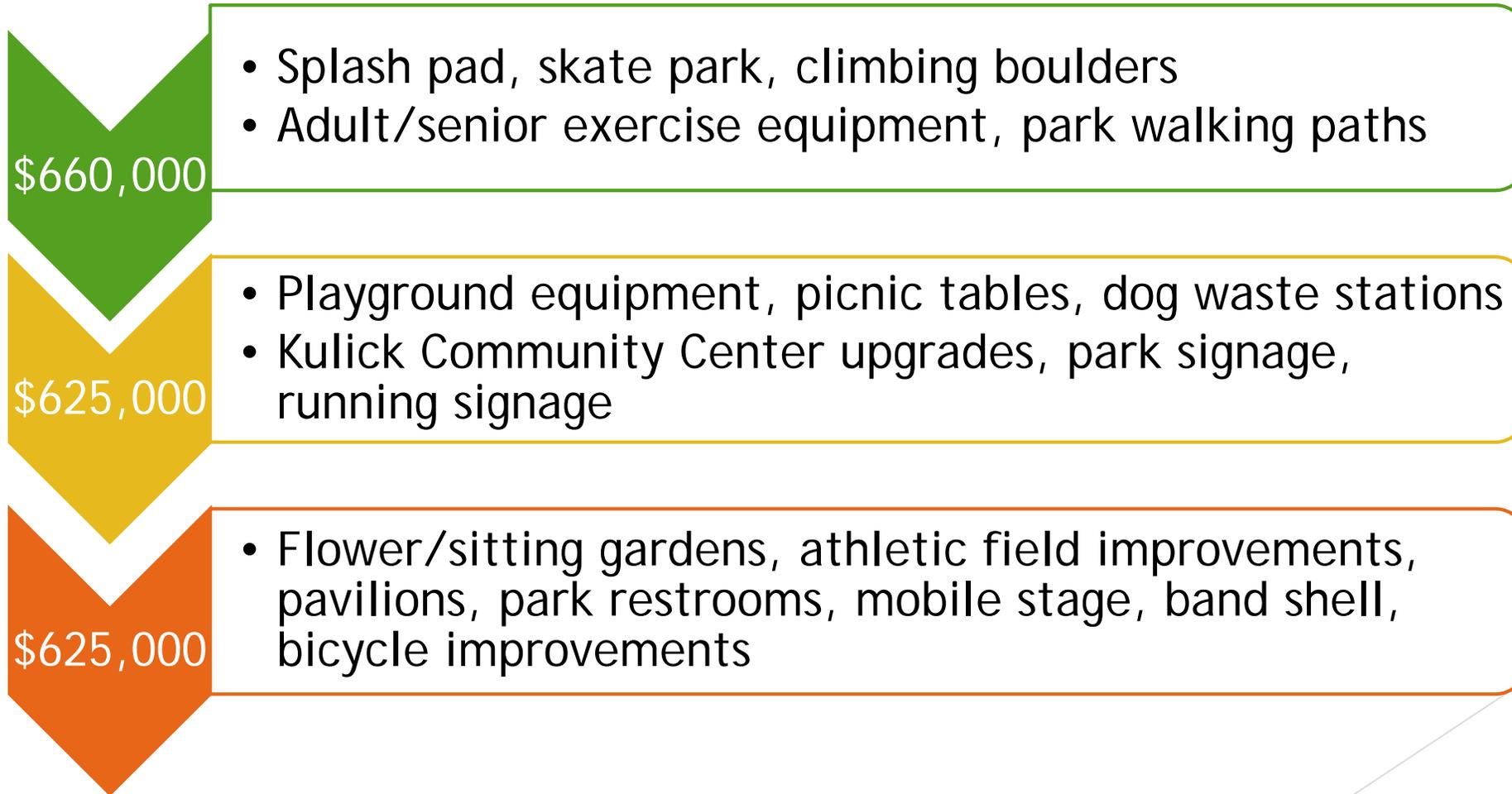


\$1.9 million park improvement investments





\$1.9 million park improvement investments



The importance of reinvestment



Poor roads—depict a community in decline

- Obstructive to vehicle safety, cause greater wear and tear on vehicles
- Create hazards for pedestrians and cyclists
- Depict community in decline



Good Roads—stabilize and increase property values

- Improve safety for all users of our roadways
- Accommodate alternative means of transportation
- Create more desirable environment for business attraction



Doing nothing—delays the inevitably of degradation

- Roads deteriorate exponentially
- Increased repair costs correlate with poorer standard of road conditions