



**Bloomfield Township**  
**Issues-Based Strategic Plan**  
**2009-2014**

**BLOOMFIELD TOWNSHIP  
ISSUES-BASED STRATEGIC PLAN**

**2009 – 2014**

Bloomfield Township has long been considered a desirable place to live and to work. Marked by beautiful natural features and noted for its highly educated, prosperous population, the community has historically been supportive of the local government. In return, the Township's leadership and employees have provided excellent public services and have been responsible stewards of public assets.

Still, the Township is not immune to the grave challenges facing the region, state and nation. Some of our residents are experiencing financial crises so great their homes are going into foreclosure. Some of our businesses struggle to keep their doors open. The effects on the Township are plummeting property values and a sharply declining tax base. Revenues will most certainly drop and will not recover for many years. Yet, the demand for services will likely stay the same and inflation will likely raise the cost of providing those services.

Bloomfield Township's leadership recognizes the impending situation and will address it. The goals are to continue providing excellent public services, maintain our aging infrastructure, and attract and retain top-quality employees, all in an unfavorable financial climate.

This will not be easy. A long history of financial responsibility means there are no pockets of excess that can be painlessly cut. Bloomfield Township has been ahead of its time and has already taken the steps that many municipalities are beginning to take now. This issues-based strategic plan identifies further actions that will be put into place, effective now and continuing through the next five years.

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

### The Community

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Tradition of Financial Stability</li> <li>• Highly educated population</li> <li>• Citizens who are civically involved</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Aging public infrastructure</li> <li>• Aging population</li> <li>• No town center, parks</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• New Senior Center</li> <li>• New businesses</li> <li>• Inter-governmental cooperation and partnerships</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economy</li> <li>• Excessive regulation</li> <li>• Other communities</li> </ul>

### Bloomfield Township

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Stability of elected officials and employees</li> <li>• Highly trusted by residents and businesses</li> <li>• Professional workforce</li> <li>• Good relationships between departments</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Declining revenue</li> <li>• Lack of depth for personnel succession</li> <li>• Miscommunication between departments</li> <li>• Inconsistent policies</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Consolidation/sharing services</li> <li>• Technologies</li> <li>• Raising public awareness</li> <li>• Revamp contracts</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economy</li> <li>• Housing market decline / lower tax revenues</li> <li>• Unfunded mandates</li> </ul>

