VILLAGE OF DOWNERS GROVE REPORT FOR THE VILLAGE COUNCIL WORKSHOP NOVEMBER 25, 2009 AGENDA

SUBJECT:	TYPE:		SUBMITTED BY:
		Resolution	
		Ordinance	
		Motion	Michael Baker
Strategic Plan Implementation	✓	Discussion Only	Deputy Village Manager

SYNOPSIS

Discussion is requested regarding the implementation plans for the top and high priority action agenda items identified in the 2008-2013 Strategic Plan.

STRATEGIC PLAN ALIGNMENT

The Five Year Plan and Goals for 2008-2013 includes *Exceptional Municipal Organization*. Supporting this goal is the objective *Village Organization Aligned with Vision, Mission and Core Beliefs*.

FISCAL IMPACT

N/A.

RECOMMENDATION

Information only.

BACKGROUND

In July of this year, the Village Council held its annual strategic planning session. This event allowed the Village Council to meet to discuss priorities for the Village to pursue in the coming years. From the discussion, a prioritized action agenda was developed that provides the basis for the development of the staff workplan for the coming 12-18 months. The Village Council approved the Strategic Plan on September 2, 2008. The items identified in the Action Agenda for 2008-09 include the following:

	Action Agenda Items	Priority / Agenda
1.	Village Facilities Plan: Design, Funding and Public Education	Top / Policy
2.	Capital Projects: Long-Range Funding, Implementation Strategy and	Top / Policy
	Public Information	
3.	Update Village's Comprehensive Plan	Top / Policy
4.	TCDIII Program	Top / Policy
5.	"Green" Energy Policy and Plan: Research, Study and Direction	High / Policy
6.	Unified Economic Development Plan and Strategy	High / Policy
7.	Village Integrated Community-wide Brand and Marketing Plan	High / Policy
8.	Façade Program: Policy and Development	High / Policy
9.	Downtown Alley Improvement Program	High / Policy
10.	Business Incentives: Tool Development	High / Policy
11.	63 rd Street Corridor Plan	High / Policy
12.	Financial Plan (5-year) and Policies: Review & Direction, Including	Top / Management
	Alternative Revenues	
13.	Customer Service: Enhancement and Performance Measurement	Top / Management
14.	Health Insurance: Evaluation and Policy Direction	Top / Management
15.	Fleet: Evaluation and Direction	Top / Management

16.	Downtown Parking Study and Long-Term Plan	Top / Management
17.	Ogden Avenue Strategy - Implementation	Top / Management
18.	Future Fire Station Location: Study and Direction	High / Management
19.	Public Works Plan and Project: Public Notification & Information	High / Management
	(Resident Knowledge of Project Schedule)	
20.	Building Code: Update and Revision	High / Management
21.	Gateway/Entrance Sign Program: Development	High / Management

After reviewing the above list and discussing the means by which to ensure effective implementation of these items, staff concluded the following:

- 1) Several of the action agenda items are closely related to one another and should be pursued in a coordinated manner.
- 2) A formal and concise reporting mechanism will be beneficial in tracking and communicating progress on the action items.

Based on these conclusions, staff is proposing that the 21 action agenda items be undertaken as 15 coordinated projects (listed below). Each project has been assigned a project leader, who will be assisted by interdepartmental team. In addition, a 1-2 page status report has been created to clearly define each project, identify its deliverables and describe progress and future work to be completed. These reports will be presented to the Village Council on a regular basis and posted to the Village website.

The preliminary status reports will be presented to the Village Council over the course of two Council Workshops. This will allow the Council and public to provide feedback on each project, its deliverables and 2009 workplan. Projects 1-8 will be presented and discussed at the upcoming Workshop.

	Projects
1.	a. TCDIII Program
	b. Update Village's Comprehensive Plan
	c. 63 rd Street Corridor Plan
2.	a. Unified Economic Development Plan and Strategy
	b. Business Incentives: Tool Development
3.	a. Façade Program: Policy and Development
	b. Downtown Alley Improvement Program
4.	Ogden Avenue Strategy - Implementation
5.	Building Code: Update and Revision
6.	Gateway/Entrance Sign Program: Development
7.	Downtown Parking Study and Long-Term Plan
8.	Sustainability & Best Practices: Research, Study, and Evaluation (formerly "Green" Energy
	Policy and Plan: Research, Study and Direction)
9.	Financial Plan (5-year) and Policies: Review & Direction, Including Alternative Revenues
10.	a. Village Facilities Plan: Design, Funding and Public Education
	b. Future Fire Station Location: Study and Direction
11.	a. Capital Projects: Long-Range Funding, Implementation Strategy & Public Information
	b. Public Works Plan and Project: Public Notification & Information
12.	Health Insurance: Evaluation and Policy Direction
13.	Fleet: Evaluation and Direction
14.	Customer Service: Enhancement and Performance Measurement
15.	Village Integrated Community-wide Brand and Marketing Plan

ATTACHMENTS

Strategic Plan Status Reports for Projects 1-8

	STRATEGIC PLAN STATUS REPORT 2008-09 ACTION AGENDA		
	Action Item(s)	 Comprehensive Plan: Update and Downtown Master Plan Revisions 63rd Corridor Plan 	
	Strategic Plan Goal Staff Project Leader	Preservation of Our Residential & Neighbor Tom Dabareiner, Community Development Michael Baker, Deputy Village Manager	
PLAN	Project Definition	 This project will: Engage citizens in "Total Community I community life that are important to Do Develop a Comprehensive Plan docume planning processes based on outcomes Include revisions to the Downtown Material Include a 63rd Street Corridor Plan 	owners Grove residents and businesses ent to guide the community's future and recommendations of TCD-3
PL	Key Deliverables & (Targeted Completion)	 Detailed project timeline including key Events, project website with interactive participation opportunities publicized (I Commencement of community and stale Public meeting kickoff/Vision for Com Subarea planning (Summer-Fall 09) Plan completion and adoption (Apr 09) 	e online features and citizen Dec 09) Keholder workshops (Feb 09) p Plan (April 09)
EXECUTION	Progress Upcoming Work	Numerous photos taken, demographic r page/survey drafted	research initiated, project web
STATUS	Percent Complete Status Indicator Status Explanation (for Yellow/Red)	GREEN	GREEN: All indications are that item will be on schedule and meet acceptable quality YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope

DOWN GRO	STRATEGIC F	LAN STATUS REPORT TON AGENDA
	Action Item(s)	1) Unified Economic Development Plan and Strategy 2) Business Incentives: Tool Development
	Strategic Plan Goal	Strong, Diverse Local Economy
	Staff Project Leader	Michael Baker, Deputy Village Manager
PLAN	Project Definition	 A collaborative effort between the Village and the Economic Development Corporation (EDC) that will result in: A 5-year plan for coordinated economic development activities Measurable indicators for economic development performance Clarification of roles and responsibilities between the Village and EDC Updated Economic Development (ED) Incentive Policy
	Key Deliverables & (Targeted Completion)	 Revised ED Incentive Policy presented to Council (March 2009) Project highlights summarized as part of EDC quarterly report (March 2009)
	Progress	
EXECUTION	Upcoming Work	
	Percent Complete	STATUS INDICATOR KEY
	Status Indicator	GREEN: All indications are that item will
	Status Explanation (for Yellow/Red)	be on schedule and meet acceptable quality
STATUS		YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required
		RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope

	STRATEGIC PLAN STATUS REPORT 2008-09 ACTION AGENDA		
	Action Item(s)	1) Façade Program – Development 2) Alley Improvement Program	
	Strategic Plan Goal	Authentic Downtown – The Heart of our Community	
	Staff Project Leader	Tom Dabareiner, Community Development Director	
	Project Definition	 This project will result in: Downtown design guidelines recommended by the Architectural Design Review Board and approved by the Village Council Implementation of a formal façade improvement program Award of up to \$100,000 in façade improvement grants in 2009 Documentation of alleyway conditions & recommendations for improvements 	
PLAN	Key Deliverables & (Targeted Completion)	 Design guidelines and façade program requirements presented to Village Council (Dec 08) Façade program kick-off (Jan 09) Report prepared that documents alley conditions and identifies needs, opportunities, and possible actions (Apr 09) Updates to Council on status of façade improvement program (Jun 09) Alley improvement program recommendations presented as part of FY10 budget process (Aug 09) 	
EXECUTION	Progress Upcoming Work	 Draft downtown design guidelines have been prepared with Downtown Management and ADRB approval Village Council consideration of downtown design guidelines and façade program. 	
STATUS	Percent Complete Status Indicator Status Explanation (for Yellow/Red)	GREEN: All indications are that item will be on schedule and meet acceptable quality YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope	

DOWN GRO	EKS 🔃	LAN STATUS REPORT TION AGENDA
	Action Item(s)	1) Ogden Avenue Strategy: Implementation
	Strategic Plan Goal	Vibrant Major Commercial Corridors
	Staff Project Leader	Jeff O'Brien, Senior Planner
PLAN	Project Definition Key Deliverables & (Targeted Completion)	 This project will result in: Completion of \$1.5 million of budgeted improvements in FY09 along the Ogden Avenue corridor in accordance with the Ogden Avenue Corridor Study and Ogden Avenue Master Plan Development of a detailed plan for future improvements along Ogden Avenue 1) Project prioritization and identification (Feb 09) 2) Design work for project completed (Mar 09) 3) Contract awarded for construction activity (May 09) 4) Completion of project construction (Oct 09)
EXECUTION	Upcoming Work	
STATUS	Percent Complete Status Indicator Status Explanation (for Yellow/Red)	GREEN: All indications are that item will be on schedule and meet acceptable quality YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope

DOWN GRO	ERS 1	LAN STATUS REPORT ION AGENDA
	Action Item(s)	1) Building Codes: Update and Revision
	Strategic Plan Goal	Preservation of our Residential and Neighborhood Character
	Staff Project Leader	Ann Marie Hess, Chief Building Inspector
PLAN	Project Definition Key Deliverables & (Targeted Completion)	 This project will result in: Evaluation and adoption of the 2006 International series of codes, along with the most current State of Illinois Plumbing Code and National Electric Code. Evaluation for update or deletion of various local amendments Analysis of currently available green building standards for inclusion as building advisory guidelines Report of local amendment review completed (Feb 09) Report recommending adoption of building codes and standards completed (Apr 09) Adoption of building codes and standards completed (May 09)
	Progress	
EXECUTION	Upcoming Work	
	Percent Complete	STATUS INDICATOR KEY
STATUS	Status Indicator Status Explanation (for Yellow/Red)	GREEN: All indications are that item will be on schedule and meet acceptable quality YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope

DOWN GROV	STRATEGIC P 2008-09 ACT	LAN STATUS REPORT ION AGENDA
	Action Item(s)	1) Gateway Sign Program: Development
	Strategic Plan Goal	Vibrant Major Commercial Corridors
	Staff Project Leader	Ann Marie Hess, Chief Building Inspector
PLAN	Project Definition Key Deliverables & (Targeted Completion)	 This project will result in: Design and installation/replacement of gateway signage at four arterial roadways entering the Village in FY09 1) Contract awarded for design (Apr 09) 2) Contract awarded for construction (Jul 09)
		3) Completion of project construction (Oct 09)
\Box	Progress	
EXECUTION	Upcoming Work	
	Percent Complete	STATUS INDICATOR KEY
	Status Indicator	GREEN GREEN: All indications are that item will
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	STRATEGIC PLAN STATUS REPORT 2008-09 ACTION AGENDA		
PLAN	Action Item(s) Strategic Plan Goal Staff Project Leader Project Definition Key Deliverables & (Targeted Completion) Progress	1) Parking Study and Long-Term Plan (Downtown) Authentic Downtown – The Heart of our Community Robin Weaver, Interim Public Works Director This project will result completion of a comprehensive parking study for the downtown with specific recommendations for improvements and modifications to the current system. 1) Contract award to qualified consulting firm (Feb 09) 2) Completion of draft report (Jul 09) 3) Begin implementation of short-term recommendations (Aug 09) 4) Presentation of final report to Village Council (Sep 09)	
EXECUTION	Upcoming Work		
STATUS	Percent Complete Status Indicator Status Explanation (for Yellow/Red)	GREEN: All indications are that item will be on schedule and meet acceptable quality YELLOW: Good probability that item will be on schedule and meet acceptable quality. Some schedule, scope or resource changes may be required RED: Probability that item will not be on schedule and/or meet acceptable quality w/o changes to schedule, resources and/or scope	

DOWN GRO	STRATEGIC P 2008-09 ACT	LAN STATUS REPORT ION AGENDA
	Action Item(s)	1) Sustainability & Best Practices: Research, Study, and Evaluation
	Strategic Plan Goal	Exceptional Municipal Organization
	Staff Project Leader	Megan Bourke, Management Analyst
	Project Definition	This project will result in the identification of municipal sustainability best practices.
PLAN	Key Deliverables & (Targeted Completion)	 Sustainability Best Practices Report (August 2009) - This report will include the following information: Inventory of current Village practices Identification of sustainability best practices Recommendations for implementation of sustainability best practices Implementation of selected sustainability measures for daily operations
EXECUTION	Progress Upcoming Work	
	Percent Complete	STATUS INDICATOR KEY
	Status Indicator	GREEN GREEN: All indications are that item will
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