

VILLAGE OF DOWNERS GROVE
Report for the Village
4/16/2024

SUBJECT:	SUBMITTED BY:
Guiding DG Discussion - Community Engagement Update	Stan Popovich, AICP Director of Community Development

SYNOPSIS

Houseal Lavigne, the Village's consultant leading the Guiding DG planning efforts, will be presenting an update on community engagement efforts.

STRATEGIC PLAN ALIGNMENT

The Village Council has identified Guiding DG, which includes the Comprehensive Plan, Bicycle and Pedestrian Plan, Environmental Sustainability Plan and Downtown and Fairview Streetscape Plan, as Priority Action Items for 2023-2025. The projects will be completed concurrently.

FISCAL IMPACT

N/A

RECOMMENDATION

N/A

BACKGROUND

The Village's lead consultant, Houseal Lavigne, for the Guiding DG projects will be presenting information on the extent of community engagement efforts up to this point in the Guiding DG project. Community engagement efforts at this time have included:

- Website Launch
- On-line Questionnaires
- Social Media Posts
- Newsletters
- Stakeholder Interviews
- Community Wide Kick-Off Event

ATTACHMENTS

Presentation



GUIDING DG

PLANNING THE FUTURE OF
DOWNERS GROVE

COMMUNITY ENGAGEMENT UPDATE

April 16, 2024

Engagement to Date

- Website
- Community surveys
- Map.social
- Community kick-off event
- Stakeholder interviews
- Inside DG
- Social media

Website Launched

- Launched 3/8
- As of 4/11:
2,761 website views



Community Surveys

Surveys completed, as of 4/11:

- **Community Survey: 521**
- **Business Survey: 70**
- **Bike and Ped Survey: 314**



Guiding DG Community Survey

INTRODUCTION

The Village of Downers Grove is collaborating with the community to update its Comprehensive Plan, and three additional plans, including the following:

- Downtown and Fairview Focus Area Streetscape Plan
- Bike and Pedestrian Plan
- Environmental Sustainability Plan

The Comprehensive Plan will be an important guide for future decision making, policies and initiatives related to land use and development; transportation and mobility; community facilities and infrastructure; and parks, open space, and the environment. The three additional planning studies will provide detailed guidance regarding specific focus areas Downtown and Fairview Focus Area Streetscapes, bike and pedestrian planning, and environmental sustainability planning.

Take this 10-15 minute survey and be entered into a giveaway to win a \$15 gift card from local businesses!

All questions are OPTIONAL so feel free to skip any questions and answer those most important to YOU!

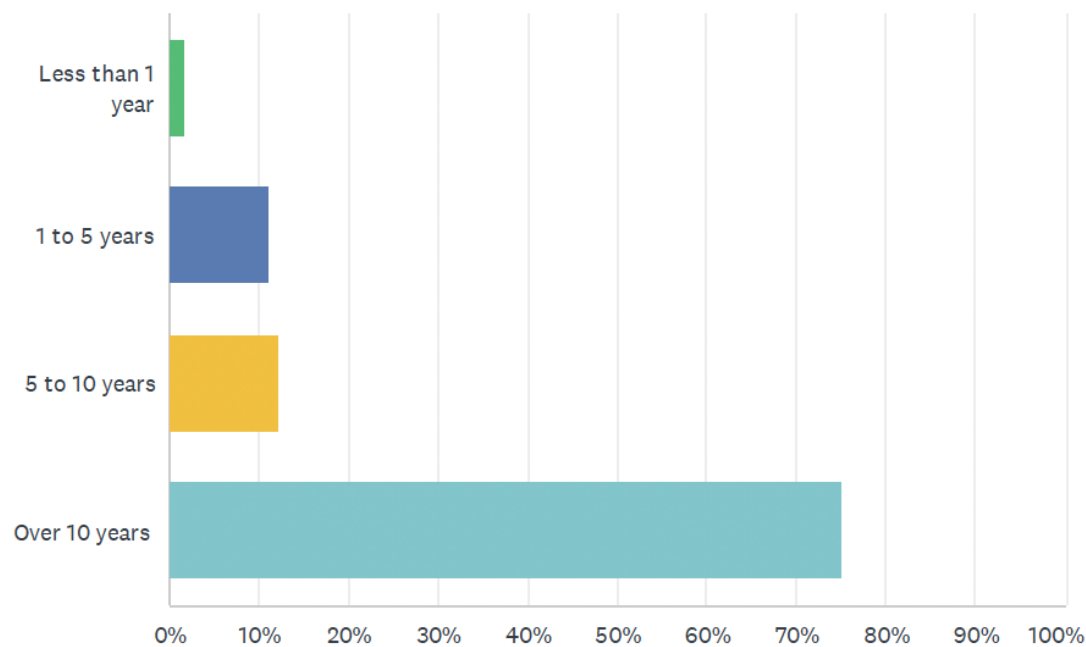
For more information and to learn how to get involved, please visit: GuidingDG.com

Next

Community Surveys

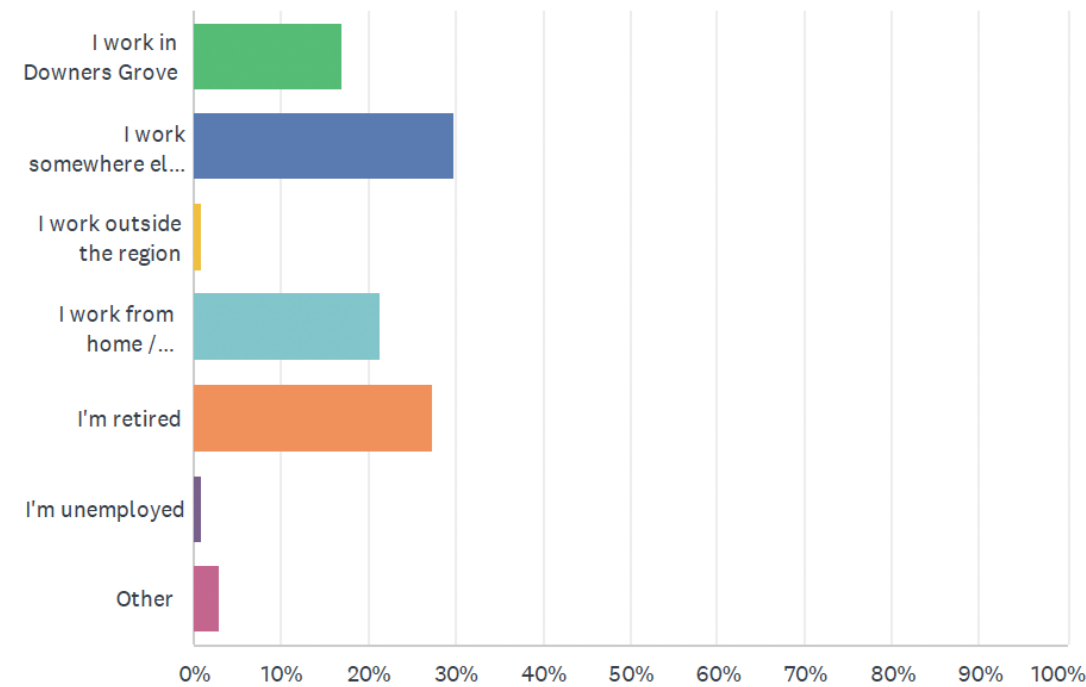
Q1 How long have you lived in Downers Grove? (optional)

Answered: 512 Skipped: 8



Q2 Where do you work? (optional)

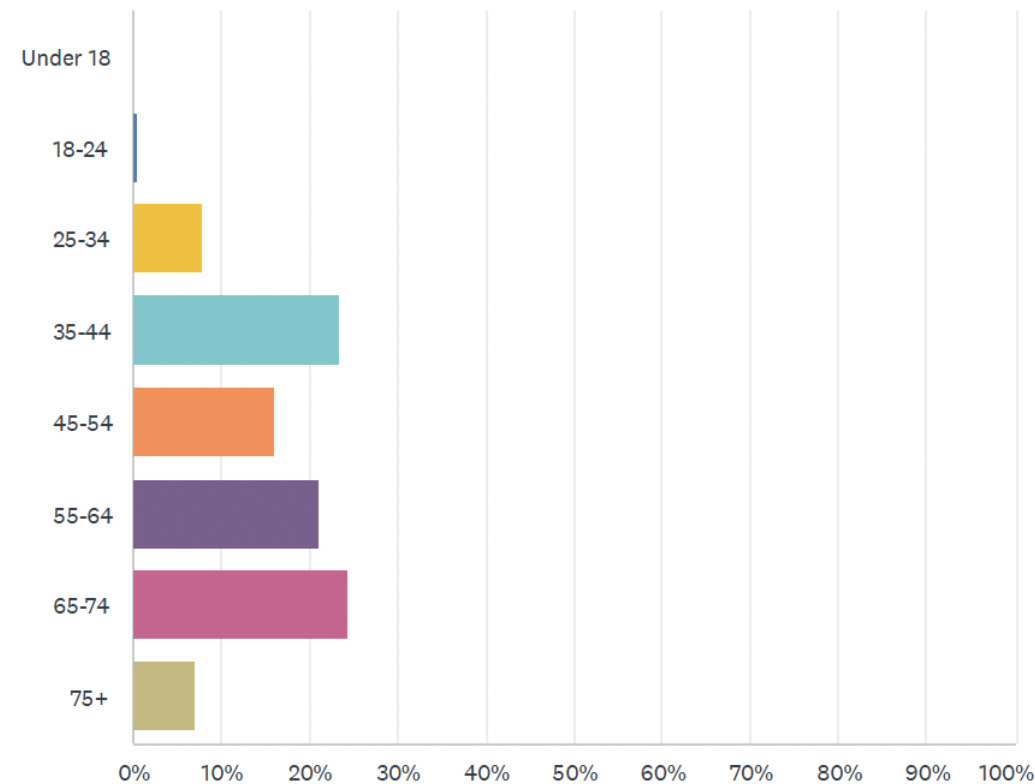
Answered: 511 Skipped: 9



Community Surveys

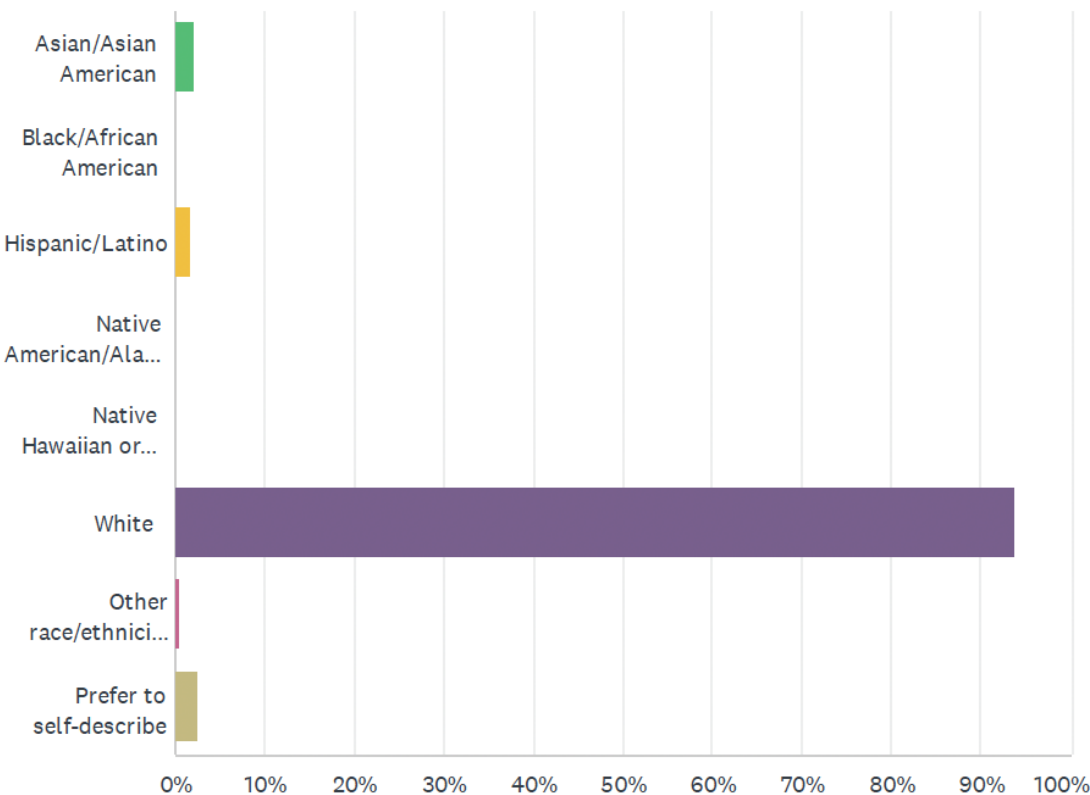
Q3 How old are you? (optional)

Answered: 503 Skipped: 17



Q4 How do you identify your race and/or ethnicity? (optional)

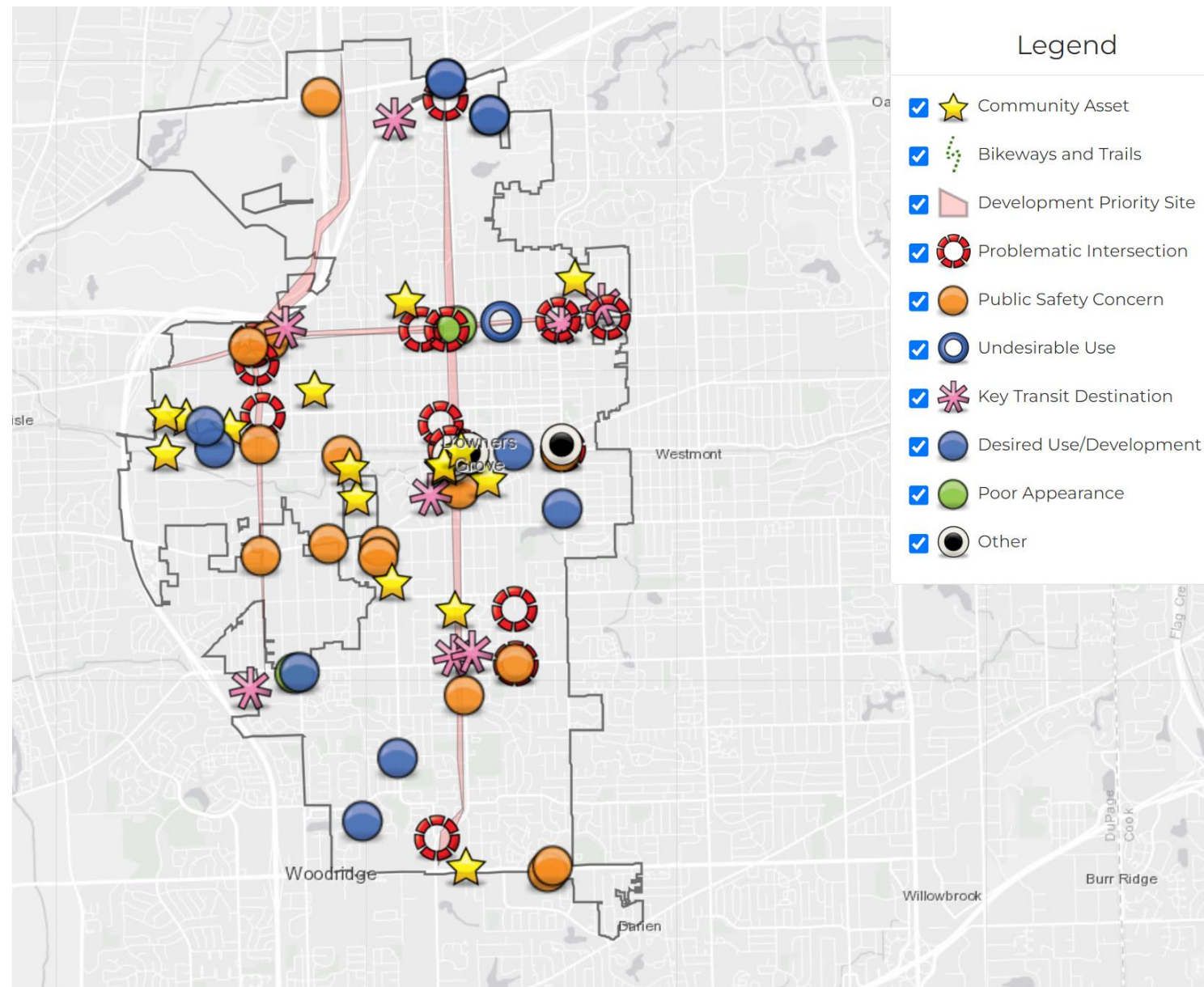
Answered: 482 Skipped: 38



Map.social

As of 4/11:

- 24 maps
- 84 features



Community Kick-Off Event – 4/4

- Very successful event
 - Received lots of positive feedback from community
 - 54 completed postcards
 - 103 names on the sign-in sheet (others who attended but did not share their contact info or complete a postcard)



Stakeholder Interviews

Number of people interviewed, as of 4/11:

- Comprehensive Plan: 25
- Bike and Pedestrian Plan: 19
- Streetscape Plan: 11
- Sustainability Plan: 8

insideDG

Spring 2024 issue
featuring Guiding
DG sent to 24,000
mailing addresses



VoDG Residents,

Happy Spring!

Not only are we looking forward to longer, warmer days, we're looking forward to the future of our community.

Your Village has begun a long range visioning and engagement process to set a course for the future growth of our community. We're committed to doing this work periodically because the one constant is change. The world around us changes and like your home or even the phone in your pocket, updating can help ensure future value and viability.

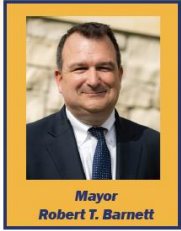
Have you ever wondered.....

What's with all the construction downtown?

Why don't they do something about this site or that site?

What are we going to do about traffic?

I wish we had more of this or that?



**Mayor
Robert T. Barnett**

Our Comprehensive Plan, first developed in 2011, guides many of the decisions that affect us all. Our current visioning process called *Guiding DG* will update our Comprehensive Plan and we're particularly focused on opportunities to improve the livability, mobility, design, and sustainability future of Downers Grove. This initiative offers something for everyone and is a great opportunity to be part of shaping our Village through your input and ideas.

The *Guiding DG* website will have the many ways to get involved and share your thoughts, including:

Over the next 14 months, I encourage you to choose when and how to participate by visiting GuidingDG.com

- **Community Meetings** - Various community meetings, including 'pop-up' opportunities at a variety of community events, will be held over the next 14 months.
- **Community Survey** - An online survey will ask questions about important issues and opportunities facing Downers Grove that the *Guiding DG* plans should address.
- **map.social** - Just drop a point and enter a comment! *map.social* is a fun and engaging online tool where residents can map issues and opportunities in Downers Grove. *map.social* allows points of interest to be identified, categorized and mapped, bringing together ideas from the whole community.
- **Do-It-Yourself (DIY) Workshop Kits** - Run your own mini-workshop gathering friends, family, clubs, neighborhood, religious or community groups and others to collect feedback to share with the project team. Your input will help guide Downers Grove's future. Contact Community Development at 630.434.5515 to request a kit.

This visioning exercise will help develop a series of plans including the Comprehensive Plan, the Bike and Pedestrian Plan, the Environmental Sustainability Plan, and the Downtown and Fairview Focus Area Streetscape Plan. It's going to take a lot of work from us all - Village Council and staff, our consultants and most importantly, input from you!

If you're considering ways to get involved, then by all means please join us for the *Guiding DG* Kick-Off Celebration, Thursday, April 4, 2024 from 5:30 - 7:30 p.m. at Lincoln Center (see page 4).



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Social Media

5 posts across all platforms since 3/8:

- Facebook:
 - Total Post Impressions: 21,728
 - Total Post Reach: 20,118
 - Engagement: 1,560
- Nextdoor Total Post Impressions: 20,418
- X Views: 2,775

