



**VILLAGE OF WOODRIDGE
MEMORANDUM**

DATE: November 7, 2011

TO: Honorable Mayor & Board of Trustees
Eileene Nystrom, Village Clerk
Kathleen Rush, Village Administrator

FROM: Peggy Halik, Assistant Village Administrator

SUBJECT: 2011 Goal Setting Results: Significant Priorities & Master Goals

Process Overview

The Annual Village Board Goal Setting Workshop is a core component of the Strategic Management process. At this meeting, the Board considers community input that has been received through various public forums, such as Topic Forums and the Community Needs Survey. Following that, the Board establishes priority objectives to be accomplished in the next 1-3 years. The Board then reviews the Master List of Goals and, if appropriate, updates the list. Finally, the Board selects the Key Goals for the year. This report summarizes the results from the 2011 Goal Setting Workshop that was held on November 3.

Explanation of Weighting

Below are the results from the Identification and Prioritization of Significant Priorities and the Prioritization of the Master Goals. The values that have been assigned are weighted so that every red dot has been weighted as 3 points, green dots are weighted as 2 points, and yellow dots are weighted as 1 point.

Significant Priorities

The Board was asked to explore what they considered to be the most significant priorities or objectives to be achieved within the next one to three years. These priorities all relate back to the master goals which ensure that we achieve the Village mission. Eight priorities were established and then each Board member ranked the relative importance of each priority.

The top three overall vote getters were tightly ranked and included: the priority to seek and retain businesses; the identification of innovative efficiencies at intergovernmental

and multi-jurisdictional levels; and the evaluation of land use options to reduce the residential tax burden.

The remaining priorities received less than half the ranking as the first three. These included priorities related to transparency, communication, sale of property, transportation, and youth employment.

The full listing of the ranking results is provided in the chart below.

SIGNIFICANT PRIORITIES	1st	2nd	3rd	Overall
Seek and retain businesses	12	0	0	12
Identification of innovative efficiencies at intergovernmental and multi-jurisdictional levels	6	4	1	11
Evaluate land use options to reduce the residential tax burden	0	10	1	11
Expedite the planned sale of the senior housing property understanding the potential need for Village subsidies; evaluate sale and marketing potential for the 83 rd Street property	3	2	1	6
Explore opportunities to facilitate youth employment (grants, job fairs, skill building, etc)	3	0	1	4
Be transparent in communication with residents regarding changes to taxes/fees/charges	3	0	0	3
Create process which provides information and status updates regarding developments and new businesses in the community	0	2	1	3
Investigate and communicate transportation opportunities	0	2	0	2

Master List of Goals

The Master List of Goals was created as a component of the mission. It is reviewed each year and periodically changes are made to the list. There were no changes made to the list this year.

Key Goals

The final action taken was to select the key goals for the coming budget year. The key goals are the highest priority goals from the Master List of Goals. This year, the five vote getters were *Maintain a Safe Community* (12 points), *Stimulate the Business Community* (8 points), *Foster Intergovernmental Communication* (6 points), *Reduce Residential Tax Burden* (6 points), and *Provide Governmental Accountability & Transparency* (4 points).

The selection of *Foster Intergovernmental Communication* was focused on the importance of intergovernmental cooperation and consolidation and ties back to the significant priority “*Identification of innovative efficiencies at intergovernmental and multi-jurisdictional levels.*”

	1 st	2 nd	3 rd	Overall
Maintain a Safe Community	12	0	0	12
Stimulate Business Community	0	4	4	8
Foster Intergovernmental Communication	3	2	1	6
Reduce Residential Tax Burden	0	6	0	6
Provide Governmental Accountability & Transparency	3	0	1	4

Conclusion

Staff will use the results from this Workshop to guide the budget process. Thank you again for your tremendous effort and support of this important process.

c: Management Team