



**VILLAGE OF WOODRIDGE
MEMORANDUM**

DATE: November 5, 2010

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

FROM: Peggy Halik, Assistant Village Administrator *Peg*

SUBJECT: 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 Town Meeting 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 2010 Goal Setting Workshop that was held on November 4.

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. Ten priorities were established and then each Board member ranked the relative importance of each priority.

The top overall vote getter was the priority to seek or retain certain types of businesses. The selected businesses produce wealth, local revenues, jobs, and shoppers, all of which will stimulate the business community and reduce the residential tax burden.

The second priority was to market the advantages of doing business in Woodridge, especially as it relates to the comparatively low sales tax rate. These top two priorities match up to the Town Meeting priorities related to business retention and financial stewardship.

Increasing government accountability ranked third on the priority list. This too was identified as a Town Meeting priority by the community. The full listing of the ranking results is provided in the chart below.

SIGNIFICANT PRIORITIES	1st	2nd	3rd	Overall
Seek and/or retain the following types of businesses <ul style="list-style-type: none"> • goods producing businesses • businesses that generate high assessed value and/or sales tax revenues • job producing businesses • corporate headquarters 	21	2	0	23
Maintain and market competitive business edge, including promoting comparatively low sales tax	15	4	0	19
Develop methods to increase government transparency	12	6	0	18
Identify internal efficiencies, Woodridge intergovernmental efficiencies, and multi-jurisdictional efficiencies to reduce costs	6	8	1	15
Further develop "Shop Local"	0	14	0	14
Encourage affordable senior housing	3	2	6	11
Provide a continued focus on infrastructure prioritization	0	10	1	11
Create more affordable commuter parking options (purchase portion of parking deck, park-n-ride with shuttle)	0	4	5	9
Encourage a Farmers Market or French Market	0	6	3	9
Encourage opportunities for youth activities	0	2	5	7

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. This year a new master goal was added: *Provide Governmental Accountability and Transparency* (see attached list).

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 top three vote getters were *Stimulate the Business Community* (18 points), *Maintain a Safe*

Community (11 points) and Provide Governmental Accountability & Transparency (10 points). Maintain a Safe & Clean Environment, Reduce the Residential Tax Burden, and Provide Adequate Infrastructure, and were also point getters.

	1 st	2 nd	3 rd	Overall
Stimulate Business Community	15	2	1	18
Maintain a Safe Community	3	6	2	11
Provide Governmental Accountability & Transparency	3	4	3	10
Reduce Residential Tax Burden	3	2	0	5
Maintain a Safe & Clean Environment	0	2	1	3
Provide Adequate Infrastructure	0	0	1	1

The key goals identified by the Board track very closely with the key priorities the community identified in the 2010 Town Meeting priority survey.

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.

Attachment

c: Management Team

VILLAGE OF WOODRIDGE

VILLAGE BOARD MASTER LIST - GOALS

GOALS
Reduce Residential Tax Burden
Maintain a Safe Community
Develop Programs to Increase Citizen Involvement & Communication
Enhance Community Image (Perception)
Stimulate Business Community
Enhance Community Appeal (Physical Aspects)
Achieve Balanced Growth
Improve Ethnic and Race Relations by Creating a Healthy and Positive Atmosphere Among All Residents of Woodridge
Maintain a Safe and Clean Environment
Provide Adequate Infrastructure
Place Priority on Recreation and Open Space
Attract and Retain Competent Public Employees
Foster Intergovernmental Communication
Provide Safe and Orderly Traffic Management
Provide for a Variety of Housing Needs
Preservation of Open Space
The Village of Woodridge is committed to encouraging youth involvement in programs, services and opportunities that support their personal development and participation in the community that we share
<i>*Provide Government Accountability and Transparency</i>

*This goal was added at the 2011-12 Goal Setting Workshop