



# Village of Woodridge

## 2015 STRATEGIC PLAN PERFORMANCE REPORT

This snapshot provides a summary of accomplishments that have occurred during the last six months of 2015. These critical success factors were established in July 2015 and reflect the input of the residents and are guided by the priorities of the elected officials.

***Mission Statement: To achieve a high quality of life by providing superior services in a fiscally responsible manner.***

### Why Do a Strategic Plan?

The Village of Woodridge has utilized a Strategic Plan for 30 years to align resources with initiatives to achieve our mission statement. The plan is an active document and is referred to regularly by the staff to ensure we are delivering the best services to our residents.

### Village Board Leadership

Mayor Gina Cunningham-Picek

#### Trustees:

- Greg Abbott
- Pamela Beavers
- Mary Anne Blair
- Mike Krucek
- Magin "Mike" Martinez
- Kaleshia "Kay" Page

### Critical Success Factor 1: Financial Stability

Consideration of the Village's fiscal condition occurs annually. Strengthening our financial position to ensure we have sustainable revenues to direct toward Village services is critical. Careful allocation of resources is a key to success as is considering how the revenue is generated. There is an advantage to reducing the property tax burden and sharing the revenue generation efforts to non-residents.

#### Accomplishments:

- 0% increase for the 2015 property tax levy.
- The 2016 budget was approved with slight increases in water and sewer charges as expenses to the fund were reduced.
- Motor fuel tax increased effective January 1, 2016 which will result in \$300,000 dollars more annually in road improvement dollars.



#### In the Works for the next six months:

- Examination of Village fees and charges to ensure the Village is in line with what other surrounding communities charge while ensuring the Village is covering their cost of providing the service. Focus will be on permit fees, business licenses, and administrative charges.
- Consider additional means to stabilize the water fund and reduce water rate increases going forward.
- Continue to monitor activity at the state level that may impact the Village's portion of state-shared revenues and grants.
- Review the Village's Pension Funding Policy and long-term pension funding goals with the Village's Actuary.



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## ***Critical Success Factor 2: Intergovernmental Collaboration***

Recognizing that shared efforts help to maximize efficiency, provide opportunities for resource reallocation and ultimately reduce the cost of doing business, implementation efforts have been focused on collaboration with other taxing bodies and neighboring communities. An effort to gather and inventory all the various intergovernmental agreements which presently exist and afford existing collaboration relationships is underway.

### **Accomplishments:**

- Several key maintenance contracts were bid jointly with other municipalities which resulted in savings in the crack sealing program, asphalt patching, landscape maintenance, and sidewalk repairs.
- Efforts with the Park District on erosion control projects resulted in obtaining several grants for the Crabtree Creek project reducing the overall cost to Village residents.
- Working with the Woodridge Public Library on our joint parking lot resurfacing project resulted in time and cost savings.
- Renegotiated an agreement with the contracted Village Engineer; held pricing and extended a lower rate structure for other local government entities.
- The Police Department has joined the DuPage County Incident Management Assistance Team to coordinate trainings on active shooter incidents, terrorist attacks, etc. IMAT members

are also available to respond to assist local departments with large-scale incidents and emergencies.

- An inventory of all existing intergovernmental agreements with the Park District, Library, School Districts, and Fire Districts has been developed (1959-2015).

### **In the Works for the next six months:**

- The Village will be both leading and participating in a number of joint bids with other municipalities for services and goods in order to try and reduce / hold the line on expenses.
- Woodridge is one of three municipalities representing all of DuPage County for a region wide effort to improve the rock salt procurement process used in snow and ice control.
- Woodridge chairs the Public Works Committee which helps focus regional efforts to improve coordination between different governmental entities.
- DuPage County, Woodridge, Lisle, and Darien are working to explore options to work together on water meter procurement and remote reading options.
- Development of an intergovernmental agreement (IGA) matrix that highlights key IGA factors such as intent, major provisions, and contract timeframe.



Street resurfacing



Completed road project



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## ***Critical Success Factor 3: Safe, Desirable Residential Neighborhood***

Implementation efforts have focused on directed patrols and the deployment of the traffic unit. The development of an effective process to strengthen our community pride is underway and will include considering the use of a consultant to assist us in improved branding efforts with the potential for a new community slogan.

### **Accomplishments:**

- Established the Community Roll Call Program to provide an opportunity for residents to meet with police officers to discuss questions or concerns
- Fully implemented the Traffic Unit’s mobile messaging board and speed sign. The technology is used to monitor speeding throughout town and to follow-up on residents’ traffic complaints.

### **In the Works for the next six months:**

- Continue Community Roll Calls in the spring and summer months. Roll Calls will be scheduled in different parts of town to reach all Woodridge residents.
- Conduct research on community slogan/branding best practices.

## ***Critical Success Factor 4: Strong Business Development***

Focused on encouraging reinvestment by existing landowners and business owners, efforts have been made to identify opportunities for ownership changes to invigorate existing commercial properties. Evaluation of financial incentives, including a new grant program, remains a critical element

of the effort. There is also recognition for a consistent focused effort to promote the Woodridge business community.

### **Accomplishments:**

- A Shop Woodridge Committee has been convened to evaluate future local business initiatives.
- A directory highlighting Woodridge’s 50 local restaurants was distributed to local businesses to encourage eating locally.

### **In the Works for the next six months:**

- A survey will be distributed to the business community to obtain their feedback on programs/ activities that the Village can provide to support them.
- In March, the Village Board will evaluate potential grant programs to encourage shopping center reinvestment.
- In May, the Village will hold an “A Mayor Walking tour” at local shopping centers to provide an opportunity for local business owners and managers to share with the Mayor what they need from the community to be successful.
- The Village will develop a campaign that targets older shopping centers for purchase and reinvestment.
- The Village will continue the popular business retention visit program by meeting with 20 Woodridge businesses before the end of 2016.



“Woodridge is a great town to live in.” – Community Needs Survey 2015.



Community Roll Call



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## ***Critical Success Factor 5: Engaged Diverse Community***

Implementation efforts are focused on evaluation of how communication and engagement efforts support the community and strengthen relationships to achieve a high quality of life. Staff is evaluating how we might better serve youth and minority residents. Under consideration is the establishment of an advisory commission.

### **Accomplishments:**

- Research is underway to gather background information on youth commission as one means to address this effort.
- The Age Friendly Task Force convened and completed a survey of residents to gather feedback of how our senior citizens can age successfully in place.
- The Police Department participated in a variety of meetings and events with bilingual families through local school districts and the West Suburban Community Pantry.

### **In the Works for the next six months:**

- Consider the report and recommendations of the Age Friendly Task Force.
- Village Board will evaluate a staff report on various processes to approach a sustainable effort to engage and support all of our community members
- Police Department will continue to participate in diversity outreach efforts, such as the Car Seat Safety Classes in Spanish, as well as identify new diversity initiatives.

## ***Critical Success Factor 6: Well Maintained Infrastructure***

Implementation efforts have been focused on evaluating the facility needs for the Police and Public Works departments with a focus on the potential to address those needs on the existing Village campus to avoid unnecessary cost of land purchase.

### **Accomplishments:**

- A consultant was hired and delivered a report to the Village Board indicating a comprehensive list of structural, maintenance and operational concerns of the existing facilities. Costs to address these issues were identified.
- A consultant report was completed which identified the amount of space required for the current and long term efficient operation of the Police and Public Works departments.

### **In the Works for the next six months:**

- Consider various concept plans and develop a recommendation for a master plan to address facility needs.
- The Village Board will engage the community to evaluate the reports and consider solutions.
- Approve a Woodridge Facilities master plan



September 11<sup>th</sup>  
Ceremony



Woodridge's first senior housing project started construction in 2015.



The original Police and Public Works building is 30 years old and needs major capital repairs.