

# Glen Ellyn Strategic Action Plan

(Planning session - 2009/Adopted - 2010)

## Long-Term Routine

Rank	Top Five Long-Term Routine Strategic Goals (Ranked Order)
7.3	Seek public commitment/sharing of strategic plan
7.6	Target areas in the Village for re-development ... now, not later
14.0	Do a better job demonstrating our transparency to citizens and the community
16.4	Develop a long-term finance plan for operations and for capital in one document
17.0	Ethics is a long-term goal that's important in how we're perceived

Ownership of Goal	
Primary	Secondary (if any)
Village Manager	President & Village Board
P & D Director	EDC
President & Village Board	Management Team
Finance Director	-
President & Village Board	Village Manager

## Long-Term Complex

Rank	Top Five Long-Term Complex Strategic Goals (Ranked Order)
2.4	Execute the approved/adopted Downtown Plan
6.0	Develop a marketing plan to go along with our vision of an aggressive economic development program
7.8	Resolve long-term funding challenges
8.3	Insure long-term viability of the Glen Ellyn Fire Company
8.7	Improve Village Gateways in conjunction with other plans and construction

Ownership of Goal	
Primary	Secondary (if any)
President & Village Board	Management Team
EDC	P & D Director
President & Village Board	Management Team
President & Village Board	Management Team
P & D Director	PW Director

## Short-Term Routine

Rank	Top Five Short-Term Routine Strategic Goals (Ranked Order)
6.8	Resolve/make a final decision on an organizational structure for accountability and results in Economic Development
8.6	Come to a common understanding of what our "core services" are that we have to fund
11.8	Finish our emergency preparedness plan and conduct a bi-annual simulation
12.0	Restore trust, ethics and credibility in Village government/increase involvement maybe task forces
14.1	Monitor spending closely this year - "the year of the budget"

Ownership of Goal	
Primary	Secondary (if any)
President & Village Board	Village Manager
President & Village Board	Management Team
Police Chief	-
President & Village Board	Management Team
Village Manager	Management Team

## Short-Term Complex

Rank	Top Five Short-Term Complex Strategic Goals (Ranked Order)
3.7	<b>Complete Phase I study for downtown plan</b>
13.3	Start looking at funding issues for local pension - get involved at the legislative level
13.5	Establish a policy for growth and re-development. How do we attract developers in a strategic way?
13.8	<b>Work to support/pass County SSA for Fire and EMS</b>
16.8	Undertake a thorough study of the various units of government that serve the village to seek efficiencies and "rationalize" current government service delivery models

Ownership of Goal	
Primary	Secondary (if any)
President & Village Board	DAC
President & Village Board	Management Team
EDC	P & D Director
President & Village Board	Management Team
President & Village Board	Finance Commission

**Glen Eilyn Strategic Plan  
Elected Officials Rankings  
Categorized by General Subject Area  
(Planning session - 2009/Adopted - 2010)**

IMPROVED INFRASTRUCTURE, UTILITIES & PUBLIC FACILITIES		Top 5 Noted*
13.2	Implement cultural location improvements, e.g. golf clubhouse, boat house, etc.	
15.3	Completion of new or upgraded Village facilities according to priority plan	Long-Term Complex
21.7	Create and implement a viable plan to resolve Inflow and Infiltration Problems in the stormwater systems	Long-Term Complex Short-Term Complex

IMPROVED PUBLIC INFORMATION & PUBLIC RELATIONS		
7.3	Seek public commitment/sharing of strategic plan	Long-Term Routine
14	Do a better job demonstrating our transparency to citizens and the community	Long-Term Routine
24	<b>Add a specific elected official e-mail link to website</b>	Short-Term Routine
24.5	Post more information online - all reports, etc., we receive including the minutes	Short-Term Routine
25	<b>Televise Board workshops/emphasize pro-active discussions</b>	Short-Term Routine

ENHANCE ECONOMIC DEVELOPMENT & DOWNTOWN BUSINESS DISTRICT		
2.4	Execute the approved/adopted Downtown Plan	Long-Term Complex
3.7	<b>Complete Phase I study for downtown plan</b>	Short-Term Complex
6	Develop a marketing plan to go along with our vision of an aggressive economic development program	Long-Term Complex
6.8	Resolve/make a final decision on an organizational structure for accountability and results in Economic Development	Short-Term Routine
7.6	Target areas in the Village for re-development ... now, not later	Long-Term Routine
8.7	Improve Village Gateways in conjunction with other plans and construction	Long-Term Complex
8-9	Discuss possible incentives in the downtown plan	Long-Term Complex
12.1	Implement Five Corners and Roosevelt Road as we expand into our planning district	Long-Term Complex
13.5	Establish a policy for growth and re-development. How do we attract developers in a strategic way?	Short-Term Complex
14	Explore, support, hold/stroke infrastructure ideas like RR grade separation, parking structure, etc.	Long-Term Complex
17.1	Conduct a Roosevelt Road Corridor Study	Short-Term Complex
18.3	Explore Village acquisition of property for Five Corners and downtown improvements; help take the lead	Long-Term Complex
18.6	Seize the opportunity for 5 Corner re-development possibility	Short-Term Complex
19.3	Complete downtown greenway	Long-Term Complex
22.7	Explore if we can bring C.O.D. activities downtown (e.g. business center)	Short-Term Complex

MAXIMIZE PUBLIC SAFETY		
8.3	Insure long-term viability of the Glen Eilyn Fire Company	Long-Term Complex
11.8	Finish our emergency preparedness plan and conduct a bi-annual simulation	Short-Term Routine
13.8	<b>Work to support/pass County SSA for Fire and EMS</b>	Short-Term Complex
18.6	Explore multi-family housing/living code	Long-Term Complex
19.6	Improve traffic flow and enforcement (I)	Short-Term Routine
24.2	Explore Joint Fire Protection District with other departments	Long-Term Complex

IMPROVE QUALITY OF LIFE		
16.3	Develop a long-term environmental protection plan	Long-Term Complex
17.8	Develop a trail plan for the Village along with other transportation improvements, etc.	Long-Term Complex
22.8	Adopt and implement an Emerald Ash Borer plan	Short-Term Complex
26.7	Exploration/creation of housing development policies to assure housing mix in the Village	Short-Term Complex
31	Examine our role as it should be to help our residents who are struggling	Short-Term Routine
33.5	Have the Manor Woods bog plan resolved	Short-Term Complex

ENHANCE & STRENGTHEN FINANCES		
7.8	Resolve long-term funding challenges	Long-Term Complex
13.3	Start looking at funding issues for local pension - get involved at the legislative level	Short-Term Complex
14.1	Monitor spending closely this year - "the year of the budget"	Short-Term Routine
15.3	Seek alternative funding sources - review fees	Short-Term Routine
16.4	Develop a long-term finance plan for operations and for capital in one document	Long-Term Routine
18.6	Using outside expertise and help, pursue funding possibilities like RTA, Metra	Short-Term Complex
19.1	Maximize non-golf revenue opportunities at the Village Links Golf Club/Keep the Village Links Golf Club profitable	Short-Term Complex
24.3	Hold discussion on should we explore endowments for some programs?	Long-Term Complex
24.5	<b>Form a Finance Commission</b>	Short-Term Routine

IMPROVE VILLAGE GOVERNMENT & PERFORMANCE		
8.6	Come to a common understanding of what our "core services" are that we have to fund (2)	Short-Term Routine
12	Restore trust, ethics and credibility in Village government/increase involvement maybe task forces*	Short-Term Routine
14.7	Develop a long-term technology plan for the Village	Long-Term Complex
16.6	Work on a mission/vision statement creation project	Short-Term Routine
16.7	Continue to find fast-track methods to issue permits/approve recurring events/Streamline business processes in the Village	Short-Term Routine
16.8	<b>Establish/firm the tenure and security of the current Village Manager</b>	Short-Term Routine
16.8	Thorough study of the various units of government that serve the village to seek efficiencies and "rationalize" current govt service delivery	Short-Term Complex
17	Ethics is a long-term goal that's important in how we're perceived	Long-Term Routine
17.1	Institute performance measures and tracking methods and reports	Short-Term Routine
17.7	Conduct Village-wide community attitude survey	Short-Term Complex
18.1	Adopt a robust code of ethics/rules of purpose, code of conduct for all	Short-Term Routine
19	Expand our multi-board/multi-jurisdiction interactions and planning	Short-Term Routine
19.3	Establish Village as a "driver" of our community and work with all governmental units and delivery of social services	Long-Term Complex
20.2	Resolve jurisdictional and regulatory issues with C.O.D.	Short-Term Complex
21.2	Don't let legal tail wag the village dog	Long-Term Routine
22	Revisit our use of G.I.S. in the Village; develop a good plan for expanded use, etc.	Long-Term Complex
24	<b>Explore/adopt a system to permit meeting participation via telephone (including Board meetings)</b>	Short-Term Routine
27	Implement a Customer Service Training Program: employees must become laser focused on customer service focus and orientation	Short-Term Routine

**UPDATES CODES & POLICIES**

16.3	Complete a sign code update	Short-Term Routine
19.1	Establish contractor licensing regulations	Long-Term Routine
19.4	Implementation of adopted mixed housing development policies	Long-Term Complex
20.5	Explore storm water management code changes	Long-Term Complex
24.3	Adoption of design codes to promote environmental construction	Long-Term Complex
25	Implement the TPO	Long-Term Routine
26	Implement a new business registration process/code implementation	Short-Term Routine
29.2	Adopt property maintenance ordinance for commercial for now (maybe residential in the future)	Short-Term Complex

**EXPAND VILLAGE BOUNDARIES**

16.6	Pursue eventual Village boundaries	Long-Term Complex
22	Actively pursue annexations to help control developments and develop a timetable	Long-Term Complex
22.1	Hold a "current and future boundary forum" - while examining the cost benefit, etc., of annexations	Short-Term Complex

\* Items highlighted represent the top five priorities in the following categories: long-term complex, long-term routine, short-term complex & short-term routine.  
 NOTE: Items highlighted in red have been completed.