



Village Board Objectives and Goals - 2015-2016

As reviewed on Sunday, July 19, 2015 and Adopted September 21, 2015

Core Values

- Be Fiscally Responsible
- Be Accountable (including outside agencies)
- Communicate & Celebrate Success
- Build Trust

OBJECTIVE #1. Economic Development

Create an environment for Economic Development that includes a clear comprehensive approach that meets needs of diverse constituents which results in increased commercial vitality village-wide. Focus on retention, recruitment and reinvestment. Prioritize big ideas and unique opportunities that brand Oak Park as a distinctive, one-of-a-kind community.

It is the Board's Goal that by 2025, the Equalized Assessed Valuation (EAV) of Oak Park grows from \$1.38 billion to \$1.58 billion as a result of a minimum \$600 million in new private investment in Oak Park which will grow new property tax revenue by \$3.6 million annually for Village government as well as grow new property tax revenue by \$24.5 million annually for all Oak Park taxing bodies. A supporting goal is to grow total sales tax revenue by 2025 by 50% from \$6.8 million annually to \$10.3 million in 2025.

- Focus on moving forward Lincoln Properties development at South Boulevard and Harlem.
- Focus on moving forward the established economic goals for Madison Street and begin implementation of its redevelopment.
- Evaluate the economics of each TIF District and analyze the merits of an extension.
- Create a truly comprehensive Economic Development plan for each non-DTOP business district in the Village:
 - a. Move forward with establishment of a CDBG Section 108 Loan Program to create economic incentive funding to support private investment in the interior and exterior of businesses. The Program should consider a defined percentage of participation and a defined time period to rewards early investors.
 - b. Update the Village's Zoning Ordinance to facilitate development opportunities.
 - c. Complete the analysis of business incentives unique to Roosevelt Road (e.g. TIF, SSA or BID) with input from SEOPCO/Roosevelt Business Associations.
 - d. As part of the annual budget process, evaluate directing Village appropriations for the arts towards the Oak Park Arts District (e.g. Sculpture Walk)
- Ensure there is a clear Oak Park marketing plan which includes branding, marketing and messaging.
- Review with the EDCs coordination with the Chamber of Commerce and other private entities in order to reduce public funding reliance and generate private support.
- Review bi-annually the metrics related to the state of the economy with the EDC including vacancy rates and tax base.

Objective 2 - Intergovernmental Relations

Collaborate with other taxing bodies and neighboring communities to share resources and address commonly shared community issues that maximizes efficient use of the tax dollars.

Goals

- Utilize I-Gov to analyze demographic data including historical trends related to age, poverty, cost of family housing and diversity.
- Develop a strategy to strengthen the community capacity to support adult mental health and wellness.
- Develop a strategy to increase outreach with neighbors, especially Chicago neighbors such as Galewood and Austin via the Community Relations Commission and its workplan.
- Develop a strategy within 12 months among all taxing bodies to analyze and strategize to focus the entire community on the impact of the overall tax burden as well as recognize that all taxing bodies in Oak Park have a role in the overall tax burden.

Objective 3 - Service Delivery

Deliver services to internal and external customers in an efficient, responsive, accurate, professional, welcoming and friendly manner.

Goals

- Within 24 months, create a completely automated on-line payment and purchasing system (that is not staff receiving an email) that is also integrated as part of new website (i.e. in the least, vehicle stickers at a minimum).
- As part of the budget process, identify the proper increases of resources for staff training.
- Create a culture of service delivery at Village Hall (i.e. the way in which customers are serviced; not just review the tools we use such as technology).
- Implement new and integrated financial software and building permit software within 24 months.
- Evaluate merit pay for employees and develop long term strategies.
- Evaluate the Board's outreach efforts.

Objective 4 - Minimize the Impact of the Eisenhower Expressway on our Community

Prior to year-end 2015, develop multiple coordinated strategies to address the Eisenhower Expressway redevelopment in a manner that will maximize all opportunities for Oak Park

Goals

- Ensure a strategy that includes the expansion of the Blue Line.
- Include a strategy that addresses the Bridge Decking and legislative barriers to uses of expanded bridge decking
- Include a strategy that considers Compensating Benefits and project Financing.

Objective 5 – Revisit Parking Systems

Over the next 24 months, revisit the overall parking systems within Oak Park in a holistic manner. Consider neighborhoods and business districts in order to understand the impact on residents, visitors and employees in the community.

Goals

- Improve and simplify the regulations related to snow parking bans so that it can be easily understood.
- Consider overnight odd/even parking regulations in order to improve street maintenance and public safety access.
- Improve/ease the impact of parking restrictions on renters.
- Consider privatization of parking systems.