



**Village of Oak Park Board Goals – 2018/2019**  
*Pursuant to Special Meetings July 24, 2017 and January 22, 2018*  
*Adopted February 5, 2018*

**Core Values of Good Government**

1. Fiscal Responsibility
2. Transparency and Accountability
3. Communication & Collaboration
4. Trust Building

**Goal 1: Service Delivery/Customer Service**

1. **Public Safety:**

- a. Prioritize public safety as our number one priority and allocate funds accordingly
- b. Explore increased use of public safety cameras, improved lighting, additional staff and other proactive investments to ensure that the police and fire department have all the resources necessary to make the Village safe
- c. Implement initiatives that increase public safety in high needs areas and across the Village as a whole

2. **Communication:**

- a. Frequently communicate Village news
- b. Establish and regularly update Police and Fire Department Facebook pages
- c. Increase social media followers across all current channels, to the level below:

Social Media	Subscribers (1/1/18)	Goal by 12/31/18
Facebook	8,162	15,000
YouTube	813	2,000
Twitter	5,624	10,000
Instagram	1,338	2,000

- d. Strengthen content of website

3. **Customer Service:**

- a. Provide exceptional customer service

- b. Encourage innovation and technology improvements
- c. Promote a decision making environment that promotes diversity and equity
- d. Establish a Commission on Seniors to inform the Village on policies related to aging in place

## **Goal 2: Economic Development**

### **1. Madison Street:**

- a. Establish and commit to a plan for Madison & Oak Park Avenue by December 31, 2018
  - i. Finalize direction on Road Diet and Bend
  - ii. Resolve expiration of Madison TIF
- b. Facilitate redevelopment of vacant lots and vacant buildings

### **2. Marketing/Branding:**

- a. Assess and leverage marketing plans of OPEDC & Chamber of Commerce

### **3. Business Districts:**

- a. DTOP:
  - i. Finalize Lake Street resurfacing plan
  - ii. Complete Harlem & South and restore surrounding infrastructure
  - iii. Break ground on Albion and minimize impact on DTOP
- b. Reduce commercial vacancies
- c. Promote new development & businesses
- d. Increase vitality across all business districts
- e. Uniform code enforcement throughout Village
- f. Implement façade improvement grant program

### **4. Use Type**

- a. Seek out diverse use types; including Class A Office Space and medium size employers
- b. Recruit and maintain sales tax generating businesses

### **5. General**

- a. Increase Oak Park annual sales tax revenue to \$8.5 million by 2025
- b. Develop plan to communicate and coordinate with business districts during any construction. Make attempts to time construction in consideration of business district needs.
- c. The Village will work to maintain its current affordable housing stock and explore new ways to advance additional affordable housing units

- d. Increase EAV by \$800 million as a result of new private investment between 2015 and 2025
- e. Increase the population by an additional 3,000 residents between 2015 (pop. 51,774<sup>1</sup>) and 2025 (pop. Goal 54,774)

### **Goal 3: Financial and Fiscal Responsibility**

#### **1. Budget:**

- a. Continue to work with staff to ensure that budget and all financial documents are transparent and understandable
- b. Strive for revenue to exceed expenses
- c. Commit to accurate budget forecasting
  - i. Less than 3% differential between budget vs. actual
- d. Strive to limit levy increases to below 5% annually
- e. Strive to grow the Village's General Fund Balance above the minimum policy of 10 percent

#### **2. Debt:**

- a. Determine acceptable debt levels according to the following metrics:
  - i. Total net debt per capita not to exceed [15%] of per capita personal income for Village
  - ii. Total net debt not to exceed [10%] of EAV, unless cost benefit analysis weighs in favor of increased debt for major infrastructure improvements on an emergency/critical needs basis

#### **3. Collaboration:**

- a. Work with other taxing bodies to minimize the annual property tax increases in Oak Park
- b. Research high impact solutions to stabilize the total tax burden
- c. Promote multi-jurisdictional policy that enhance efficiencies
- d. Establish a task force to evaluate redundancies amongst all local taxing bodies by February 20, 2018.

#### **4. Spending:**

- a. Prioritize spending projects based on need and impact
- b. Provide key services and invest in infrastructure in a fiscally responsible manner

#### **5. Partner Agencies:**

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<sup>1</sup> From the American Community Survey (aka census) for July 1, 2016.

- a. Establish performance metrics to evaluate and determine funding and increase financial transparency
- b. Work with partner agencies and others to establish a plan for promoting affordable housing in Oak Park in the following ways:
  - i. Allocate existing affordable housing funds
  - ii. Generate on-going affordable housing funds

**6. Enterprise Funds:**

- a. Maintain a positive balance in the parking fund

**7. Revenue & Fees:**

- a. Charge appropriate fees for services
- b. Identify new revenue sources

**8. Pensions:**

- a. Fund pensions by a minimum of 90% by 2040

**Goal 4: Infrastructure**

**1. Capital Improvement Projects:**

- a. Prioritize capital improvement projects by need and impact
- b. Maintain high infrastructure and facility standards, commensurate with residents' needs and standards given the cost of living in Oak Park
- c. Provide key services and invest in infrastructure in a fiscally responsible manner

**2. Water:**

- a. Ensure water safety
- b. Reduce water loss

**3. Government Buildings & Parking Facilities:**

- a. Increase safety and disability access
- b. Improve lighting, appearance and striping in parking facilities
- c. Conduct review of safety at Village Hall

**4. Police Station:**

- a. Evaluate all options for new and/or improved Police facilities, considering budget objectives stated above

**5. Parking:**

- a. Make parking increasingly fair, equitable and understandable by completing 2017 Parking Study
  - i. Emphasis on Y2, Y3, Y4 Zones
- b. Continue to invest in advanced technologies to manage parking systems

**6. Transportation:**

- a. Ensure that automobile and bicycle traffic move efficiently and safely
- b. Actively work to develop a more pedestrian and bike friendly Oak Park
- c. Improve traffic flow/signal timing in downtown Oak Park

**7. 290 Reconstruction:**

- a. Maximize I290 overpass opportunities

**Goal 5: Environmental Sustainability**

**1. Sustainability Fund:**

- a. Create plan for the use of sustainability funds using metrics to determine highest impact
- b. Sustain revenue sources for ongoing funding
- c. Study cost/benefit of converting street lights to LED technology

**2. Environmental Commitment:**

- a. Research community-wide solar opportunities
  - i. Explore possibility of solar sound walls along 290
  - ii. Explore community solar and utility scale solar
- b. Improve Plan-It-Green grade
- c. Increase participation in Village Composting Program