



VILLAGE OF LOMBARD

MISSION

The Mission of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard.



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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Introduction

PURPOSE AND HISTORY

The Village of Lombard's Strategic Plan is a document developed annually to identify a shared vision, mission, values and operational strategies to guide and direct Village operations into the future. The Strategic Plan and strategic directions contained within will enable the Village of Lombard to align its financial and human resources to best achieve its strategic objectives.

The Village of Lombard has engaged in strategic planning annually for the last 20 years. The Village administration acknowledges the importance of strategic planning as an essential tool in striving for excellence. The strategic planning process and final Strategic Plan assist the Village in determining where it wants to go, how it will get there, and how it will evaluate progress towards its goals.

STRATEGIC PLANNING BACKGROUND

The Village of Lombard's strategic planning process is governed by a mission statement, vision statement and guiding principles. The Village of Lombard mission sets forth the Village's purpose, while the vision statement sets forth a description of what the Village will look like in the future. In working to achieve the Village mission and realize the Village vision, the Village will be governed by its guiding principles.

STRATEGIC PLANNING PROCESS

The 2014 strategic planning process consisted of conducting an updated resident survey, a community forum for residents and a strategic planning workshop for elected officials and senior management. The input received through each of these processes was used as the basis for the Village Board development of the strategic directions and priorities for 2014.

STRATEGIC DIRECTIONS

The information and feedback received through the strategic planning process was used as the basis to identify the top strategic objectives considered to be of the highest priority for the Village. The highest priority strategic directions have been identified, summarized and paired with specific action items and an entity responsible for implementation.

VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Strategic Planning Background

MISSION STATEMENT

The Mission Statement of the Village of Lombard defines the purpose and primary objective of our organization.

"The Mission of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard."

VISION STATEMENT

The Vision Statement for the Village of Lombard defines what our organization views to be future success and what we hope to become.

"Our shared Vision for Lombard is a community of excellence exemplified by its government working together with residents and businesses to create a distinctive sense of spirit and an outstanding quality of life."

GUIDING PRINCIPLES

The Guiding Principles of the Village of Lombard are precepts and principles that guide our organization through all circumstances, irrespective of changes in its goals, strategies, or type of work.

- *The Village of Lombard will continue to proactively address issues related to public safety, and to plan for future public safety needs that may arise. Public safety is considered to include police, fire, and public works services.*
- *The Village of Lombard will continue to maintain a proactive stance in carefully monitoring the financial resources of the community.*
- *The Village of Lombard should continue with proactive, yet financially prudent, planning for capital improvements as reflected in the ten-year Capital Improvement Program.*
- *The Village of Lombard and other governmental agencies should continue working in a spirit of strong intergovernmental cooperation as has been the practice up to the present time.*
- *The Village of Lombard should continue to foster customer-friendly policies.*

VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Strategic Planning Process

RESIDENT SURVEY

As a follow-up to prior Lombard resident surveys, Village staff surveyed a random sample of Village residents to gauge resident perceptions regarding government programs and customer satisfaction. More than 360 responses were received along with multiple online survey responses. Responses to the 20 question survey were compiled and compared against resident survey results from prior years. A summary of all the survey responses is included here as Appendix A.

- 88.5% of respondents rated Lombard as an excellent or good place to live.
- 84.1% of respondents rated Lombard as an excellent or good place to raise a family.
- 79.8% of respondents rated the overall quality of services provided by the Village as excellent or good.
- 78.1% of respondents currently obtain information about Village issues, programs, services and/or events through the Lombard PRIDE newsletter.

According to the 2013 survey results, and consistent with prior resident surveys, the most popular words used to describe Lombard are:

1. Lilacs
2. Friendly
3. Quiet
4. Safe
5. Clean

COMMUNITY FORUM

Every two years, the Village hosts a community forum and invites Lombard residents and representatives from community organizations and other governmental agencies to join Village elected officials and staffing for a discussion Village perceptions and priorities.

On May 4, 2013, Village President Keith Giagnorio and Village Manager David Hulseberg kicked off the community forum with almost than 90 people in attendance. Community forum participants, Village staff and local intergovernmental partners worked in facilitated groups to identify what they viewed as the Village's past successes, as well as the top changes they would like to see within the Village.

Participants of the Community Forum worked in groups to identify local accomplishments. A sampling of the top responses received from the participants follows below. A complete list of accomplishments follows as Appendix B.

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COMMUNITY FORUM ACCOMPLISHMENTS

DESCRIPTION

Lombard Town Center
New businesses downtown
Communications improvements (Code Red, social media)
Response to recent floods
Elimination of fees (vehicle stickers, red light cameras)
Pedestrian accessibility
Bike paths and Great Western Trail bridges
Elimination of vehicle stickers
Sunset Knoll improvements

Community Forum Attendees then worked in groups to identify future priorities for the Village of Lombard. The priorities were shared, categorized and then prioritized. The top priorities and their corresponding rankings are identified below. A complete list of priorities follows as Appendix C.

COMMUNITY FORUM PRIORITIES

DESCRIPTION

RANKING

Downtown development	1
Open space preservation	2
Development of a dog park	3
Recreational facilities	4
Flooding and stormwater improvements	5



VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

STRATEGIC PLANNING WORKSHOP

On May 22, 2013, Village President Keith Giagnorio and Village Manager David Hulseberg opened the annual strategic planning workshop for the Village Board of Trustees and senior staff. The Strategic Planning Workshop included presentations on a variety of topics for the review and consideration of the Board of Trustees in the development of their own set of strategic priorities.

STRATEGIC PLANNING WORKSHOP TOPICS

DESCRIPTION	DEPARTMENT
Community Forum Priorities	Village Manager's Office
- Review of Community Forum priorities and outcomes	
Downtown Parking	Finance Department
- Discussion of downtown parking opportunities	
Key Development Sites	Community Development
- Overview of potential Village development sites	
Stormwater Utility	Public Works Department
- Overview of local stormwater utilities	
Facility Needs	Public Works/Fire Department/Police Department
- Village facilities review and discussion	

WORKSHOP FINDINGS

Following the Strategic Planning Workshop, the elected Village officials were asked to provide their vision for the Village of Lombard. Their findings were then posted, grouped by topic and prioritized. A review of the top priorities of the Village Board is included in the following section.

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Village Board Priorities

VILLAGE BOARD PRIORITIES

The final element of the strategic planning process involved setting priorities. Each elected official was asked to identify up to five items that he or she felt should be the top Village goals for the upcoming year. The goals of the individual elected officials were aggregated, grouped and then prioritized by the collective group. The lists below reflect the priorities identified for the Village in priority order. A complete list of Village Board priorities follows as Appendix D.

HIGHEST PRIORITIES

DESCRIPTION	RANKING
Downtown Development	1
Flooding & Stormwater Management	2
Business Development Opportunities	3

SECONDARY PRIORITIES

DESCRIPTION	RANKING
Financial Management	4 (tied)
Employee Retention & Professional Development	4 (tied)
Downtown Parking	5 (tied)
Board Relations	5 (tied)

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Strategic Direction

Each of the strategic priorities identified by the Board of Trustees is addressed in turn below. The following strategic priorities should serve as areas of primary focus for the immediate future.

DOWNTOWN DEVELOPMENT

Continue to develop and emphasize Downtown Lombard as the Village's premier destination for families and friends, the central, mixed-use, and civic activity center of the Village of Lombard.

- Continue to implement the Village of Lombard Downtown Plan.
- Pursue redevelopment opportunities of key sites downtown consistent with the Downtown Plan:
 - Lombard hotel property
 - Old DuPage Theater site, 101 S. Main
 - 218-226 W. St Charles
 - Old bank building
- Continue to foster and support downtown public and private partnerships, particularly Lombard Town Centre.
- Engage public and build excitement within the downtown through marketing programs.
- Improve the downtown streetscape, including backs of businesses facing train tracks, by providing physical amenities and enhancements and improving public infrastructure.



Responsibility – Village Board of Trustees and Community Development Department

FLOODING & STORMWATER MANAGEMENT

The Village of Lombard is committed to continual investment in stormwater management projects, initiatives and public education to continue the protection of local people and property from flood damage.

- Prioritize stormwater management programs and flood abatement improvements within the Capital Improvement Plan that reduce or eliminate flood risks to people and property.
- Continue to identify and understand current and future flood risks and their impacts upon people and property.



VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

- Continue dialogue with the public and individual property owners to provide information, assistance and education regarding flood risks, Village initiatives, flood programs and individual options.
- Identify a sustainable source of funding for stormwater and flood mitigation programs and projects.

Responsibility – Village Board of Trustees and Public Works Department

BUSINESS DEVELOPMENT OPPORTUNITIES

Continue to implement economic development strategies to attract, maintain or expand business opportunities within the community to include creating innovative solutions to fill commercial vacancies and encourage vacant lot development.

- Retain and expand existing commercial and industrial businesses within the Village.
- Continue attracting and recruiting businesses to fill commercial vacancies and encourage redevelopment along key corridors.
- Promote general economic development and business growth throughout the Village.
- Work with property owners and development community to facilitate a commercial reuse of the vacant K-Mart site on Roosevelt Road.
- Support development of businesses that address local retail market leakage.



Responsibility – Community Development Department

FINANCIAL ISSUES

Continue to provide quality services to the public while promoting sound financial management and fiscal sustainability.

- Continue to implement and support fiscally sound policies and financial management.
- Maintain a high level of service while cutting back on overall spending.
- Advocate for pension reform and pension sustainability to ensure affordability for municipalities and taxpayers as well as to protect obligations to municipal employees.
- Advocate for amendment of the Public Safety Employee Benefits Act (PSEBA), specifically the adoption of the federal definition of “catastrophic injury.”



Responsibility – Village Board of Trustees, Village Manager and Village Staff

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EMPLOYEE RETENTION & PROFESSIONAL DEVELOPMENT

Maintain a work environment that best supports a high-performance organization through professional development and employee retention.

- Address employee retirements and pending vacancies in order to maintain staff stability.
- Promote a work environment characterized by mutual respect, trust, open communications, and personal accountability of all Village of Lombard employees.
- Support an environment of mutual trust and empowerment through management and staff partnerships.
- Honor employee contributions and celebrate Village accomplishments.



Responsibility – Village Board of Trustees and all Village Staff

DOWNTOWN PARKING

Continue to enhance parking options within the downtown via new parking lots, structures, leasing agreements or consolidation of existing parking lots.

- Continually evaluate need for additional surface parking within the downtown.
- Explore opportunities for and feasibility of new parking construction.
- Complete automation of commuter parking pay stations.
- Evaluate parking fund, commuter parking revenues and parking rate structure.



Responsibility - Board of Trustees, Community Development Department and Public Works Department

BOARD RELATIONS

Maintain a collaborative and cohesive Board of Trustees by fostering an environment of mutual respect and civility and building trust and communication amongst Village Board members.

Responsibility - Village President and Board of Trustees



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Management Priorities

VILLAGE MANAGER PRIORITIES

Village Manager Hulseberg identified the following strategic priorities and upcoming management initiatives:

1. Fire Department
 - Completing Fire Lt. Promotions (1 passed, no others on list)
 - Battalion Chief Testing (list exhausted)
 - Lieutenant Testing (list exhausted)
 - Firefighter Testing (list expiring 7/3/14)
 - Settling the IAFF Lt. Contract
 - New contract pending for IAFF (5/31/2015)
 - Address potential Glenbard Fire District consolidation with DuPage County
 - Fire grievance administration
 - Potential/pending PSEBA claims
2. Police Department
 - Settling wages for FOP Officer contract (5/31/13 wage opener only)
 - New contract pending for FOP Sergeants (12/31/2013)
 - New contract pending for FOP Officers (5/31/14)
 - Police Sergeant Testing
 - Police Lieutenant Testing
 - CIP discussion regarding range
 - New contract pending for Teamsters (5/31/14)
 - Address current and pending CSO vacancies
 - Potential/pending PSEBA claims
 - Address pending litigation
3. Public Works Department
 - Stewart Avenue – Excess property sale
 - Local stormwater utility
 - Sale of excess property – Fairfield, Eisenhower, Highland
 - Village of Lombard v. IDOT - Highland Avenue under appeal
4. Finance Department
 - Develop budget white paper
 - Conversion to IPBC insurance and benefits cooperative
 - Online travel class action lawsuit
 - Hotel and Conference Center Debt
5. Community Development Department

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- Ken Loch
- 115 W. St. Charles Road – Acquisition
- Comprehensive Plan – Completion and adoption

6. Village Manager's Office

- Manager hiring
- Pay study
- Facility Needs
- Review employee benefits
- Employee relocation grant program

Appendices

- A. Community Survey Results
- B. Community Forum Accomplishments
- C. Community Forum Priorities
- D. Village Board Priorities

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Contact Information

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ACTING VILLAGE MANAGER

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Community Information

Village of Lombard

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Lombard, IL 60148

Tel (630)620-5700

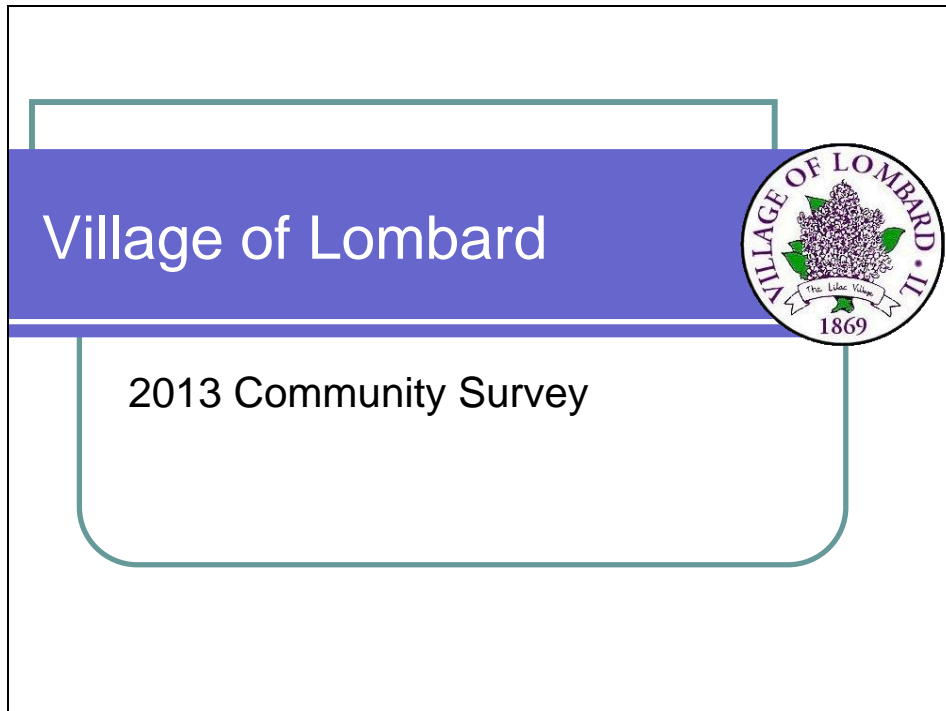
www.villageoflombard.org



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Appendix A

A. Community Survey Results



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Village of Lombard
2013 Community Survey



Methodology
Demographics
Satisfaction
Preferences
Customer Service

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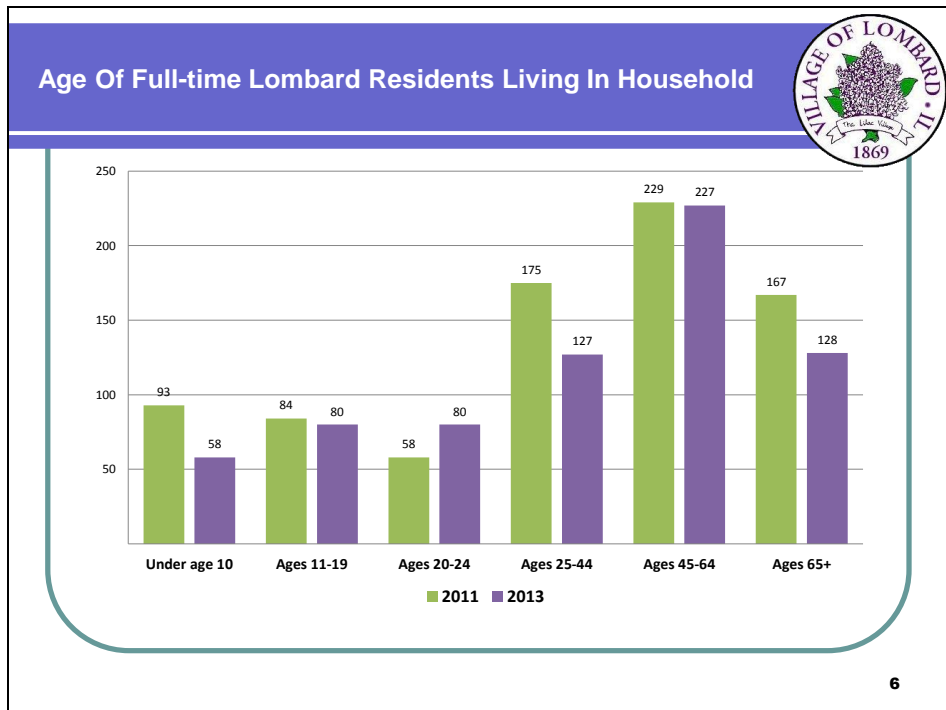
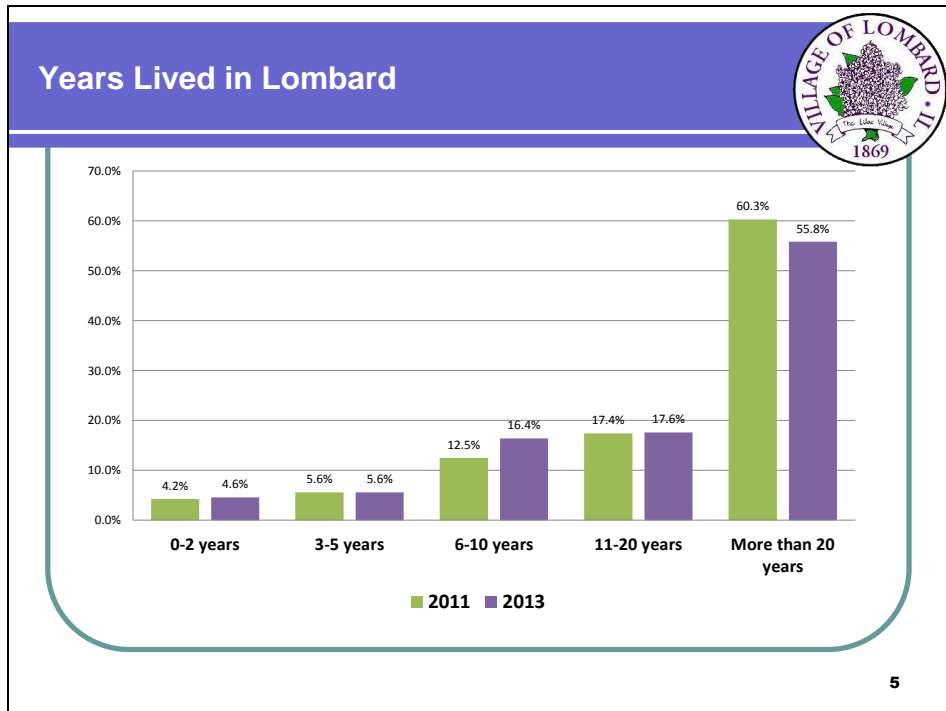
Village of Lombard
2013 Community Survey



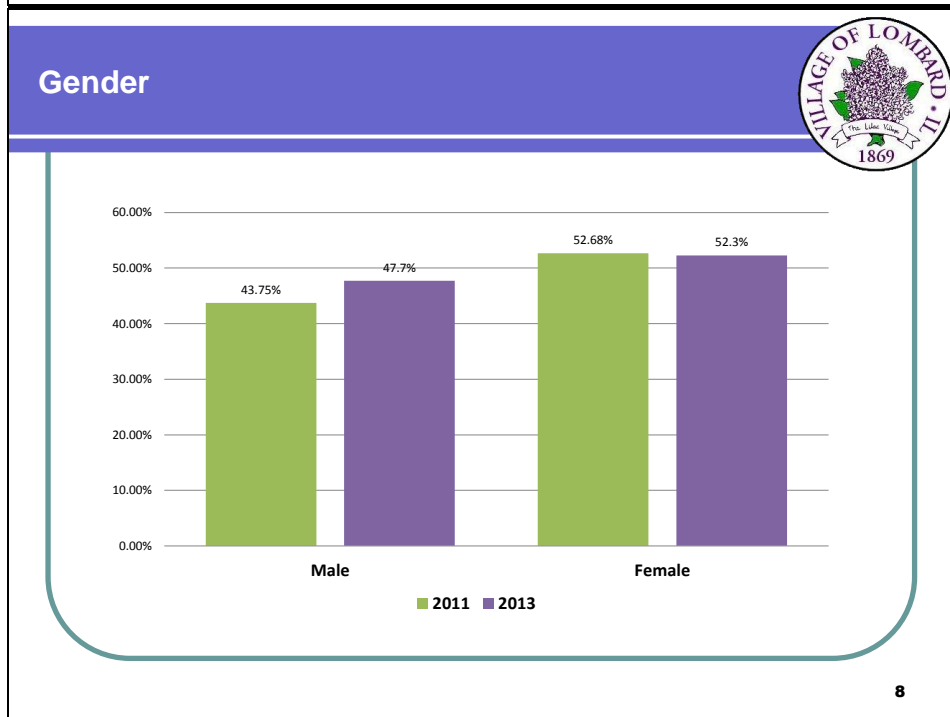
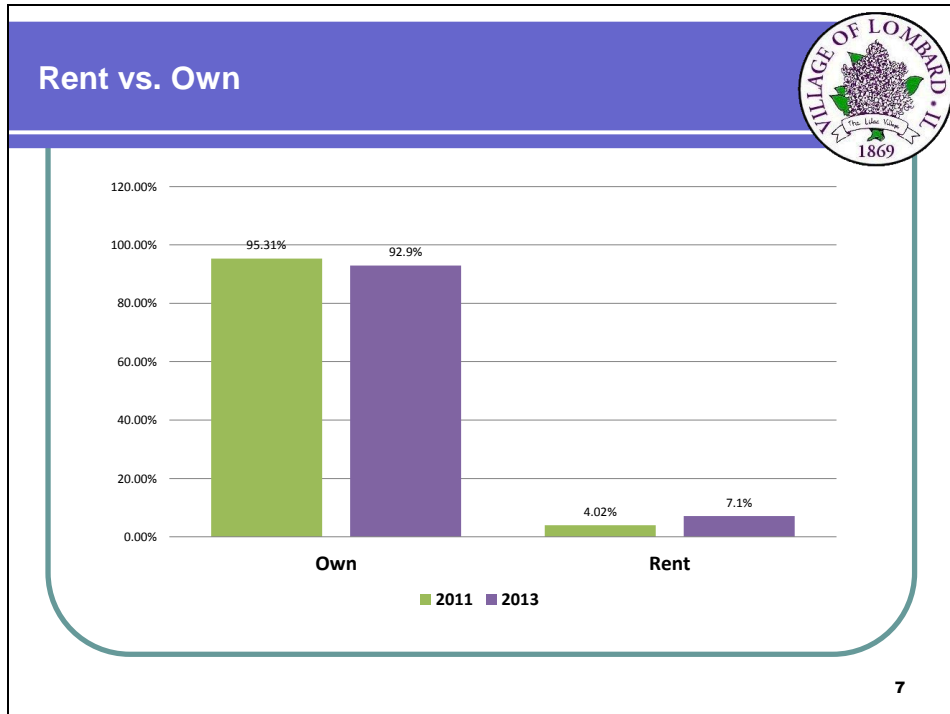
Methodology
Demographics
Satisfaction
Preferences
Customer Service

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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN



VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

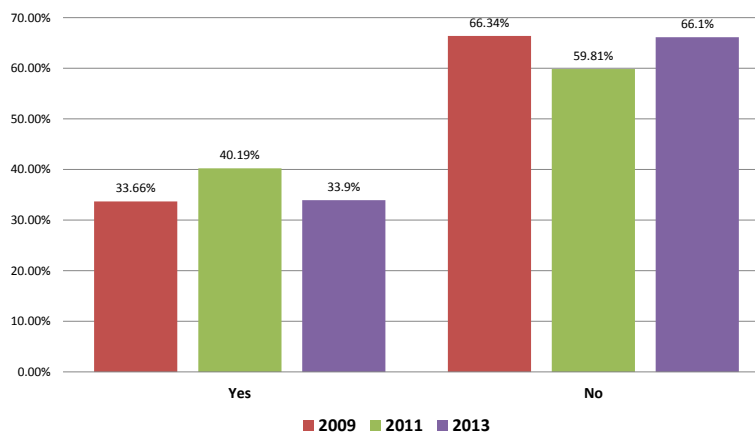
Most Popular Words Used To Describe Lombard



	2009	2011	2013
1	Lilac	Lilac	Lilacs
2	Friendly	Friendly	Friendly
3	Clean	Clean	Quiet
4	Safe	Safe	Safe
5	Quiet	Quiet	Clean

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Were you aware that the Village's property tax as a percentage of each property owners' total tax bill is approximately 8% of the total tax bill, meaning that approximately \$0.08 of every dollar paid in property taxes will go to the Village next year?



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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

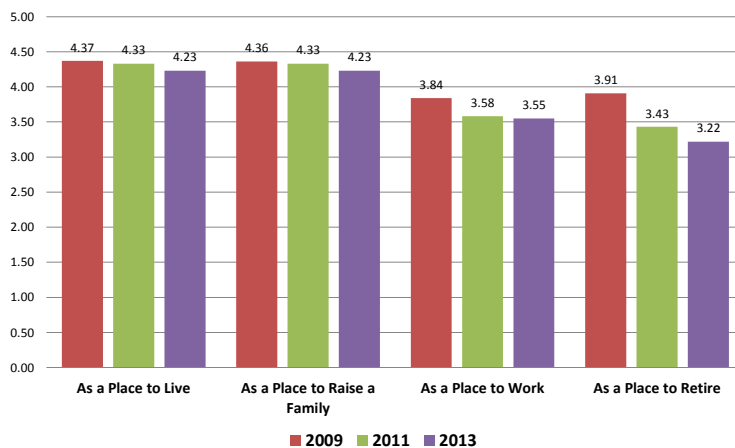
Village of Lombard 2013 Community Survey



Methodology
Demographics
Satisfaction
Preferences
Customer Service

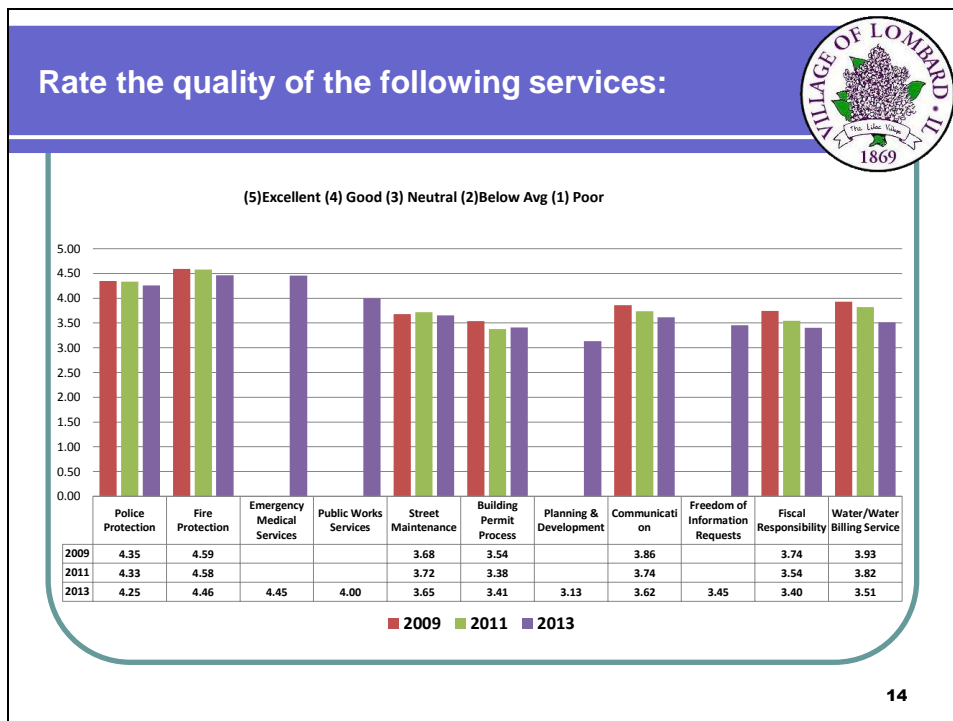
11

How would you rate Lombard in the following areas? (1 = least likely, 5 = most likely)



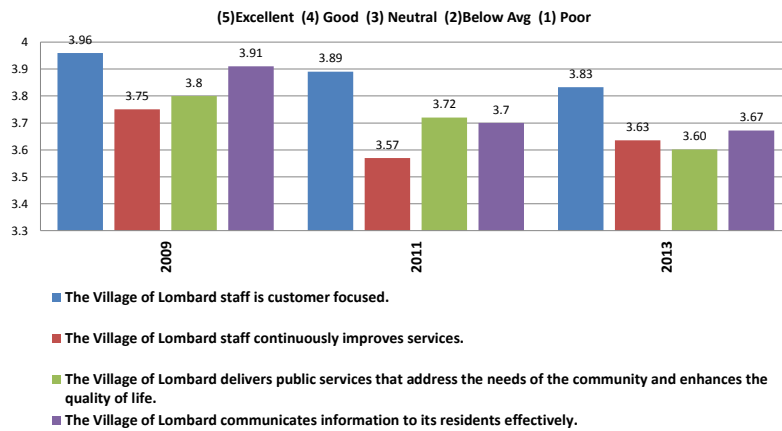
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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN



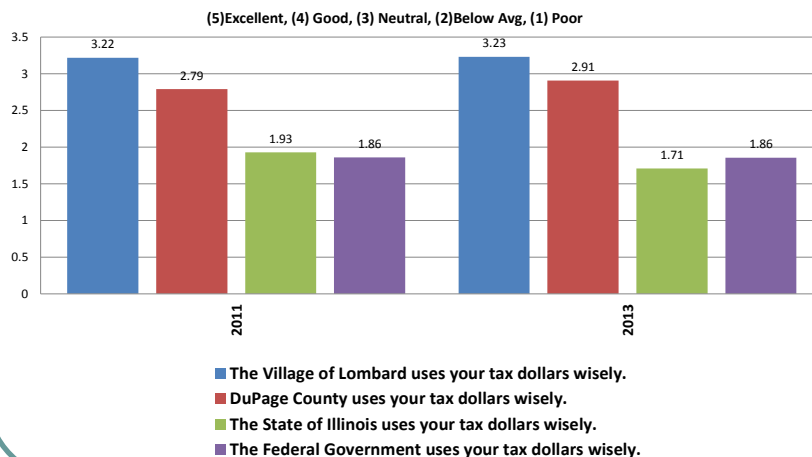
VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

How Do You Feel About The Following Statements:



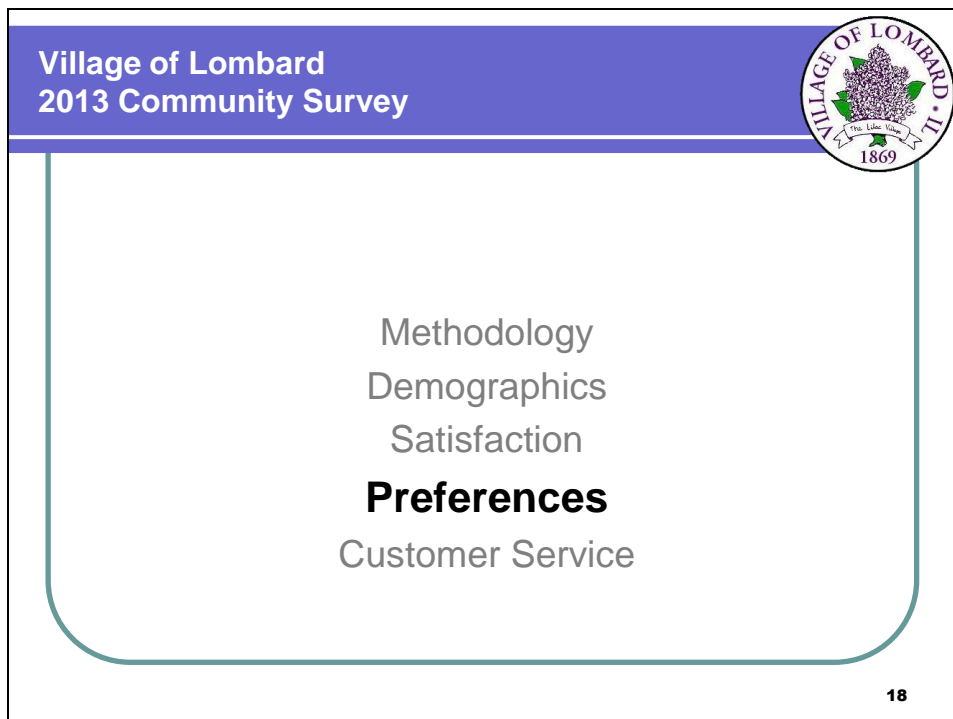
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How Do You Feel About The Following Statements:



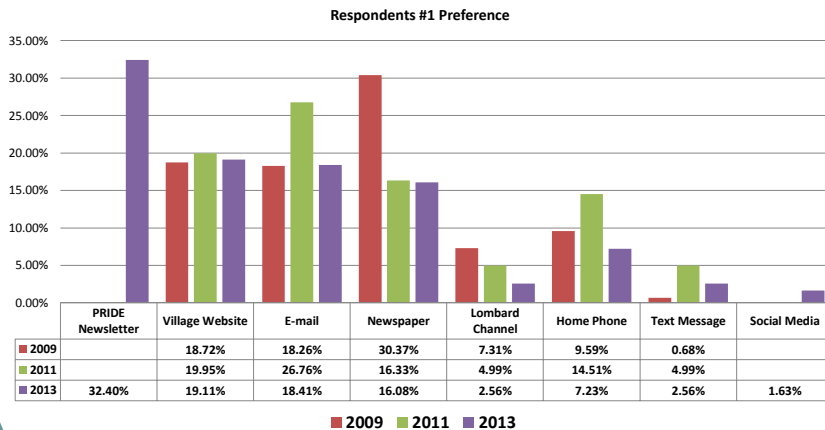
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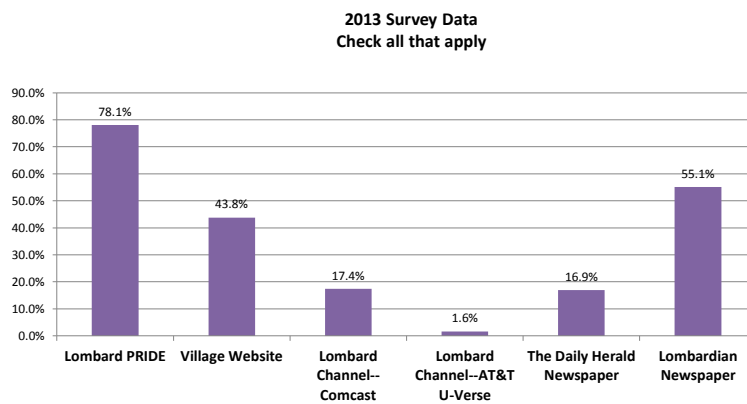
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Prioritize how you would prefer to get information from the Village:



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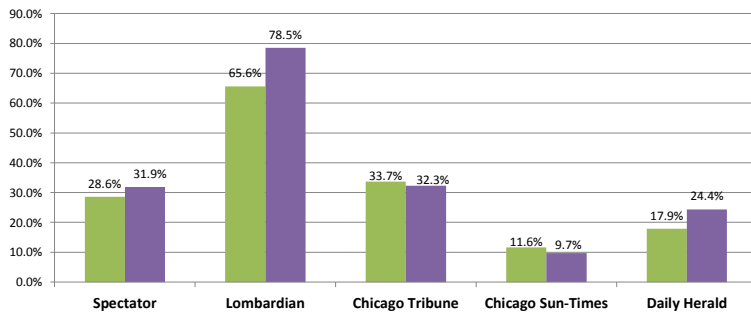
Where Do You Currently Obtain Information About Village Issues, Programs, Services and/or Events:



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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Which Newspaper Do You Refer To For Village Information:



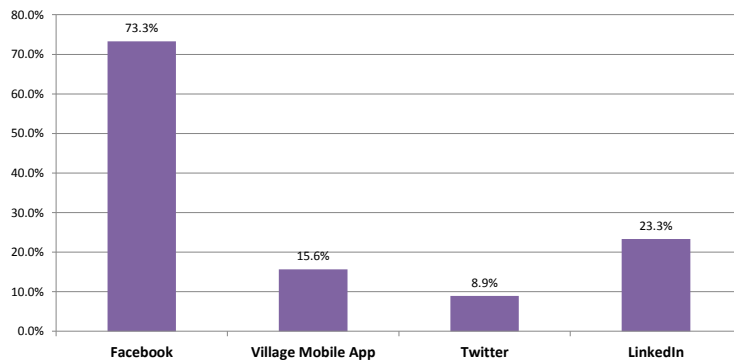
*Chart totals over 100% as respondents were able to list more than one response

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Which Social Media Outlets Do You Refer To For Village Information:



2013 Survey



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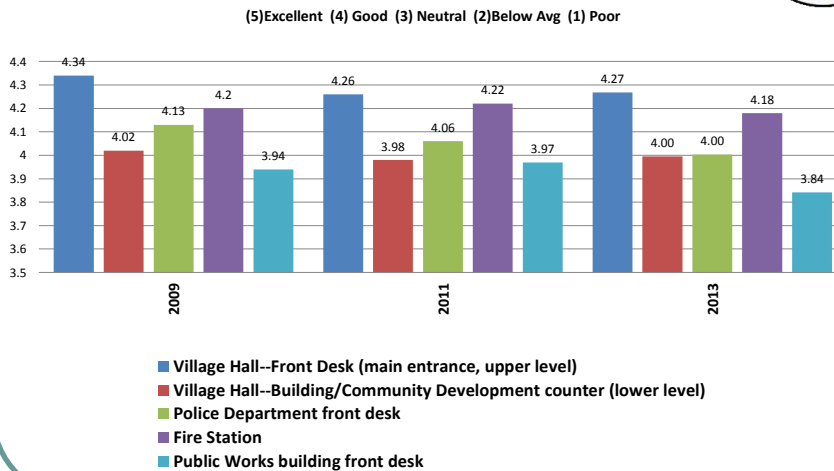
Village of Lombard 2013 Community Survey



Methodology
Demographics
Satisfaction
Preferences
Customer Service

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Rate customer service at the following locations:



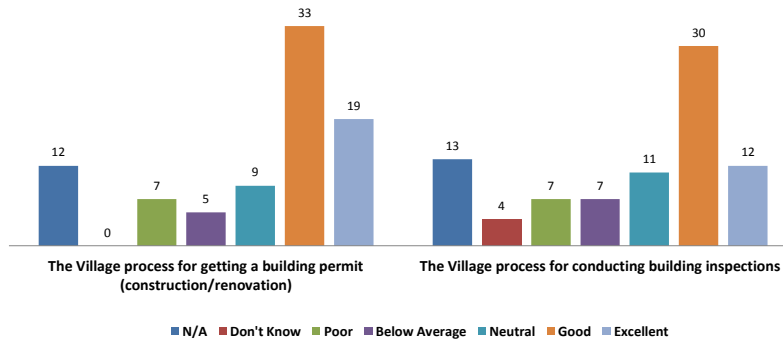
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Rate Your Satisfaction -- If You Have Received A Building Permit In The Last Two Years:

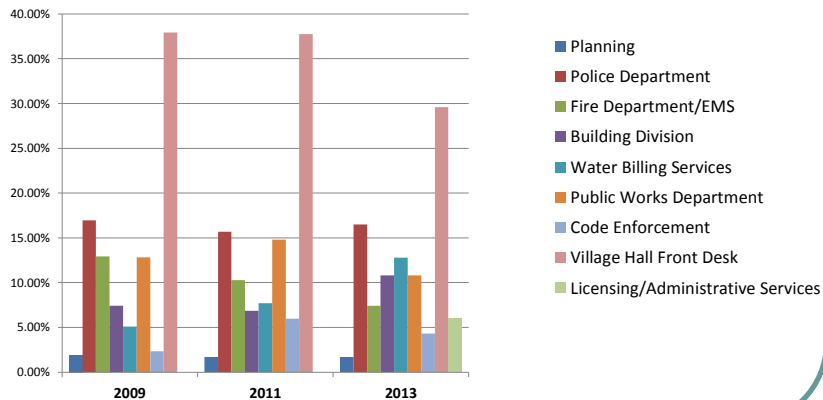


2013 Survey Data



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What Department Was Your Last Experience With



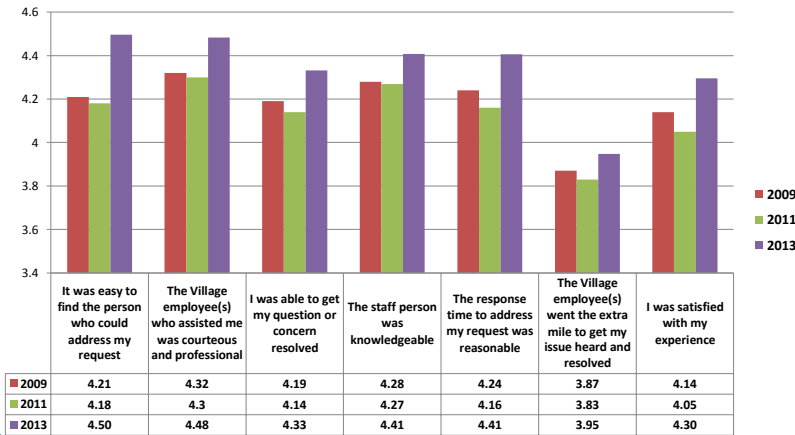
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Indicate your level of agreement with the following statements based on your last customer experience:



(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor



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Comparison of the same seven statements by department:



	Planning	Community Development		Building Division			Code Enforcement		
	2013	2011	2009	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	3.00	3.17	4.00	5.00	4.30	3.97	4.50	3.71	4.09
The Village employee(s) who assisted me was courteous and professional	2.00	3.33	4.13	5.00	4.25	4.00	5.00	4.19	4.18
I was able to get my question or concern resolved	2.00	3.00	3.63	5.00	4.17	3.91	2.50	3.57	3.60
The staff person was knowledgeable	1.00	3.17	4.00	5.00	4.29	4.03	3.50	4.10	4.18
The response time to address my request was reasonable	4.00	3.00	3.88	5.00	4.17	4.06	3.50	4.05	3.82
The Village employee(s) went the extra mile to get my issue heard and resolved	1.00	2.83	3.13	5.00	4.00	3.73	2.50	3.29	3.50
I was satisfied with my experience	1.00	2.83	3.50	5.00	4.09	4.06	2.00	3.38	3.64

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Comparison of the same seven statements by department:



	Public Works			Water Billing			Village Hall Front Desk		
	2013	2011	2009	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	3.17	4.04	4.06	4.67	4.08	3.77	4.00	4.34	4.43
The Village employee(s) who assisted me was courteous and professional	3.50	4.14	4.34	4.67	4.32	3.91	4.10	4.46	4.51
I was able to get my question or concern resolved	3.50	3.74	4.04	4.67	4.04	3.86	4.10	4.38	4.41
The staff person was knowledgeable	3.67	4.04	4.23	4.67	4.08	4.04	4.20	4.47	4.40
The response time to address my request was reasonable	3.40	3.77	4.07	4.67	4.00	4.10	4.20	4.42	4.43
The Village employee(s) went the extra mile to get my issue heard and resolved	3.50	3.56	3.90	4.33	3.73	3.35	3.56	4.02	4.04
I was satisfied with my experience	3.50	3.60	4.04	4.67	4.00	3.52	4.11	4.35	4.38

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

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Comparison of the same seven statements by department:



	Police Department			Fire Department/EMS		
	2013	2011	2009	2013	2011	2009
It was easy to find the person who could address my request	4.00	4.20	4.08	N/A	4.13	4.32
The Village employee(s) who assisted me was courteous and professional	3.33	4.23	4.08	N/A	4.44	4.51
I was able to get my question or concern resolved	2.00	4.14	4.01	N/A	4.38	4.43
The staff person was knowledgeable	3.00	4.25	4.14	N/A	4.38	4.53
The response time to address my request was reasonable	3.00	4.04	4.13	N/A	4.34	4.48
The Village employee(s) went the extra mile to get my issue heard and resolved	2.33	4.00	3.76	N/A	3.93	4.21
I was satisfied with my experience	2.67	4.00	3.90	N/A	4.22	4.47

(5)Excellent (4) Good (3) Neutral (2)Below Avg (1) Poor

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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Written Comments



- Opportunity for written comments.
- Top Issue: Lack of Village response to issues published in the *Speak Out* section of the Lombardian Newspaper
- Village Board Policy 5.F
 - Prohibits response to items from anonymous sources

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Comments Continued



- Beyond the Board Policy, there are additional concerns regarding response to commentary in *Speak Out*:
 - Published comments may include factual inaccuracies
 - Opportunity to respond is limited to selected postings at discretion of editor
 - Official responses may be edited
 - Not provided an opportunity to respond to all Village issues

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Comments Continued



- Limited ability to respond may mean:
 - Inability to correct published inaccuracies
 - Inability to respond to comments that warrant further discussion or response
 - Lack of response may be misconstrued as assent
- Other Concerns:
 - *Speak Out* is not the best forum to address individual or organizational concerns
 - *Speak Out* format is not conducive to supporting dialogue, sharing information, exploring problems or resolving specific issues

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Comments Continued



- Individuals may use cloak of anonymity to make untrue statements, misrepresentations or personal attacks for self-interested reasons.
- Village has received recognition for its commitment to public transparency in adopting the strongest transparency policy in the State.
- Village remains committed to transparent operations and a culture of responsiveness to resident inquiries, issues and concerns via phone, e-mail, online service request, U.S. mail or in person

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VILLAGE OF LOMBARD - 2014 STRATEGIC PLAN

Appendix B

B. Community Forum Accomplishments

A list of local accomplishments was compiled from responses by the participants of the 2013 Community Forum. Parenthetical numbers reflect multiple responses listing the same accomplishment.

Community Forum 2013 – List of Accomplishments

1. More downtown businesses (7)
 - a. New businesses
 - b. More traffic
 - c. Commercial development
 - d. Less vacancies
 - e. St. Charles stores
2. Lombard Town Center (5)
 - a. Growth
 - b. New director
3. LTC & Community Development Partnership
4. More events in downtown (3)
5. Cruise Nights (2)
6. Downtown lilac signs
7. Artwork in empty storefronts
8. Farmers Markets
9. Increased beautification of downtown areas
10. The Dump
11. Shops on Butterfield
12. Yorktown (4)
 - a. Remodeling
 - b. Sale and reinvestment
 - c. Retail and restaurant revenues
13. Addressing Ken Loch
14. Communication with Police and Fire (interoperability)
15. Fire Department (3)
 - a. Overtime costs dropped
 - b. Stability in Fire Department leadership
 - c. Paul DiRienzo
16. Kudos to our Police Department and Fire Department
17. Police department re-accredited
18. Courtesy of Police Department
19. Code Red (5)
20. Honeywell alerts
21. Automatic phone message system – Waste management
22. Adjust services to meet citizen needs – phone alerts and on-line payments
23. Speak Out policy
24. Improved Village website
25. Press releases
26. Like texts and tweets
27. Growing connections with youth
28. Facebook page
29. Reposting of Candidates Forum on Lombard Channel and Website
30. Capital improvements
31. Handling of floods by Public Works (5)
 - a. Programs in stormwater management
 - b. Street clean-up after storms
 - c. Dumpster flood response
 - d. Public works has timely info to residents on storm events
32. Streets and sidewalks are in good condition and well kept
33. Snowplowing is quick and well-done
34. Added sidewalks on Westmore Meyers
35. Forestry Department tree replacement
36. Rapid response to disasters

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37. Finley Road reconstruction (2)
38. Relief (no water bill for a few months due to flooding)
39. Dropping vehicle stickers (4)
40. Eliminated red light cameras (2)
41. Transparency policy (2)
42. Nuisance fees going away
43. No dog registration fees
44. Positive responses from Village Trustees to resolve local issues (permits)
45. Good financial management and reserves even without State aid
46. Openness to change
47. Village has shown willingness to learn from events
48. Electrical aggregation
49. Village Hall front desk
50. New signage at Village Hall and downtown
51. Ongoing operations of basic services of the Village
52. Awareness of green technology
53. Blood drive
54. People more involved in the Village (2)
55. Participation at events (2)
56. Turnover of population – young families coming in (2)
57. Activities within Village
58. Mutt Strut, Housewalk – bringing people together in the community
59. Christmas as Lilacia Park
60. Carriage house expansion (3)
61. Bike paths and GWT Bridge (6)
 - a. Cooperation on bridges
62. Pedestrian accessibility (4)
 - a. Tunnel under Park Blvd.
 - b. Downtown pedestrian crossings
63. Madison meadow – improvements to walking path
64. Lilacia Park Maintenance
65. IGA park activities
66. Gold Medal Park District
67. National Park Service recognized underground railroad
68. Park District changed their logo (not a Lilac, a tulip)
69. Improvements to Yorktown, cemetery, Lilacia Park, petal logo
70. Soccer parks
71. Cemetery restoration (Main St. Cemetery) (2)
72. New building for Historical Society
73. Intergovernmental cooperation between Village and Park District
74. Cooperation between governmental entities
75. Sunset Knoll improvements (4)
76. Additional parks
77. Maintenance of Four Seasons Park
78. Library remodeling (3)
79. Library Tuesday night movies for the homeless (2)
80. Turf at Glenbard East High School (2)

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Appendix C

C. Community Forum Priorities

Community priorities prepared and prioritized by participants of the 2013 Community Forum.

Participants voted on individual priorities and the results were categorized by group.

COMMUNITY FORUM 2013 –COMMUNITY PRIORITIES

<u>Category (total votes)</u>	<u>Detail</u>	<u>Tally</u>
Downtown Development (65)		
<i>Dining & Attractions (23)</i>	Increased food options downtown	7
	Preserve historic buildings downtown	7
	Build tourism through publicity to historical sites & Lilacia Park	6
	Cultural arts venue	2
	Downtown attraction to draw people	1
	Lombard as a destination/promotional	-
<i>General (21)</i>	Revitalized Downtown	10
	Vibrant Downtown	8
	Expand Downtown Lombard	2
	Continual downtown development for younger population	1
	Expand Downtown south	-
	Downtown Development	-
<i>Entertainment & Events (14)</i>	More events (cruise nights/other events)	5
	Summer community band	4
	Year round entertainment in downtown	2
	Vibrant downtown farmer's market	2
	More nightlife in downtown Lombard	1
	More reasonable entertainment options downtown	-
<i>Specific sites/locations (5)</i>	101 S. Main	2
	Good adaptive use of the Lombard Hotel	1
	Development of St. Charles east of main	1
	Development of Elizabeth and Saint Charles	1
	Main & Parkside Destination Development	-
	Lombard Hotel Redevelopment	-

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<i>Incentives/Occupancy (2)</i>	Businesses to give consumers more incentive to shop there	1
	Occupancy 90%+	1
	Landlords give incentives to fill vacancies	-
<i>Specific Concepts (0)</i>	COD Downtown	-
	Satellite Village office in downtown	-
Open Space/Golf (26)	Open space preservation	17
	Improve Western Acres	4
	Ken Loch	3
	Develop/buy Ken Loch	2
Dog Park (15)	Dog park	10
	Off leash dog park	5
Recreational Facilities (12)	Multi-purpose recreational center	11
	Recreational center with kitchen & indoor pool	1
	Better indoor recreational facilities (indoor pool)	-
	Larger community facility through Park District	-
Stormwater (11)	Stormwater - Floods with no flood damage	8
	Separate sewers	3
	No flooding	-
Downtown Parking (10)	Parking garage "build it...they will come"	7
	Downtown parking	2
	Build tiered public parking garage	1
	Downtown parking	-
	Downtown parking garage	-
	Signage for existing parking	-
Library (10)	Bigger library	5
	Adequately sized library in historic downtown (St. Charles Rd.)	3
	Handicapped parking and new library	2
Web & Communications (8)	Weekly newsletter from the Village (electronic)	2

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	Online communications forum	2
	Easier navigational website	2
	Everything online	1
	Managed social media	1
Community/Social Services (8)	Diversity planning	4
	Youth involvement	2
	More visible social services	2
	Community involvement w/ Learn & Play Garden at Hammerschmidt School	-
	More diversity in community forums and committees	-
	Campaign to increase voter turn-out (education & registration)	-
Branding/Image (7)	Improved branding - Community Image	6
	Better self-image	1
	Improved community spirit	-
Bike/Pedestrian Improvements (5)	Safer crossing on Prairie Path at major intersections	2
	Sidewalk/bike path accessibility	2
	Port-a-potties on Prairie Path	1
	Pedestrian/bike improvement throughout Lombard	-
Committee Recommendations (5)	Village Board consider Committee recommendations bearing more weight	5
Finance (3)	Address sales tax leakage	3
	Restored credit rating	-
	Connect Westin Hotel to community	-
Residential (3)	New construction of homes/new homeownership/partner with schools, park, etc.	3
	Affordable retirement	-
	Home sales stability - No more foreclosures	-
Aesthetics (3)	Aesthetic standard - business areas	3
Roads & Sidewalks (2)	Sidewalk improvements	1

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	Left turn access to /from Rt. 53 and	1
	Increase response time for plowing of secondary roads (cul de sacs & dead ends)	-
Green Initiatives (2)	Continue green initiatives throughout the Village	2
Intergovernmental (1)	Regular intergovernmental meetings (District 88, Park District)	1
	Continued/improved intergovernmental cooperation	-
	Intergovernmental cooperation	-
Facilities (1)	Build a new police station	1
	Relocation of Public Works to North Avenue - Relocate police to PW	-
Safety (-)	More strict enforcement of Village codes regarding safety	-
Electrical Reliability (-)	Reliable electricity	-

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Appendix D

D. Village Board Priorities

Strategic priorities identified, categorized by group and prioritized by Village of Lombard elected officials.

<u>Ranking</u>	<u>Topic</u>	<u>TOTAL</u>
1	Downtown Development	8
2	Flooding & Stormwater Management	7
3	Business Development Opportunities	6
4	Financial Management	4
4	Employee Retention & Professional Development	4
5	Downtown Parking	3
5	Board Relations	3
6	Community Events	2
7	Protect Open Land	1
7	Bike & Pedestrian Improvements	1
7	Citizens Fire Academy	1
-	Citizen Input	0
-	Facilities	0
-	Increase Property Maintenance	0
-	Community Recreation Center	0
-	Dog Park	0
-	Yorktown Partnership	0
-	North Avenue Development	0
-	Lighting Study	0

Comments

- **Downtown Development**

- Continue strong downtown development
- Lombard hotel property development as entertainment/retail
- More events
- More restaurants and businesses
- Improve the appearance of the backs of downtown businesses from the perspective of train passengers
- Family entertainment on the Old DuPage Theater site
- Develop 101 S. Main

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- Build excitement
- Develop 218-226 W. St. Charles and the old bank building
- Get LTC funding for 3-year period approved by the Board
- **Flooding & Stormwater Management**
 - Continue with flood abatement improvements
 - Prioritize flood areas and money spent in those areas
 - Continue dialogue with flood victims to provide information and assistance
 - Communication with residents to let them know of their options
- **Business Development Opportunities**
 - Continue aggressive recruitment of businesses for all over town
 - Develop K-Mart property
 - Fill vacant commercial buildings (large home improvement store)
- **Employee Retention & Professional Development**
 - Establish staff stability
 - Improve employee morale
 - Improve working conditions
- **Financial Management**
 - Fiscally sound policies
 - Keep up service while cutting back on spending
 - Pension reform
 - Unfunded mandates relating to police/fire disability issues
- **Downtown Parking**
 - Parking garage
 - Keep rates low to encourage people to patronize downtown
 - Parking garage/deck/main lot
- **Board Relations**
 - Cohesive & working Board
 - Build trust and communication amongst the Board members
 - Keep personal issues out of decisions
- **Community Events**
 - Growth of Lilac Time in Lombard
 - Enhance/rejuvenate Community Events
- **Protect Open Land**
 - Open space at Ken Loch
 - Infill development before developing open space
- **Bike & Pedestrian Improvements**
 - Bike friendly improvements Village-wide
 - Survey residents regarding sidewalk installations

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- **Create a Citizens Fire Academy similar to the Citizens Police Academy**
- **Citizen Input**
 - New faces on various commissions and committees
- **Facilities**
 - Look into rehabbing or building new Village facilities
 - Renovate police department target range system
- **Increase property maintenance efforts**
- **Collaboration on a community recreation center**
- **Community dog park**
- **Yorktown partnership**
- **Continue to study North Ave. development**
- **Street lighting study in the North District 1 for those who need and want them**