

To: Honorable President and Board of Trustees
From: David A. Hulseberg, Village Manager
Date: November 19, 2009
Subject: Approval of 2010 Strategic Plan

Attached is the proposed *2010 Strategic Plan* for the Village of Lombard. The *2010 Strategic Plan* is based upon input from the Village Board and senior management team at the strategic workshop session held on October 14, 2009.

Based on input from the strategic planning session, the Village Board identified five **Guiding Principles**.

1. 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.
2. The Village of Lombard will continue to maintain a proactive stance in carefully monitoring the financial resources of the community.
3. The Village of Lombard should continue with proactive, yet financially prudent planning, for capital improvements as reflected in the ten year Capital Improvement Program.
4. 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.
5. The Village of Lombard should continue to develop customer friendly policies.

The Village Board identified a number of strategic directions and a series of prioritized action plans for implementing those strategic directions. The section entitled '2010 Action Plan' summarizes those concepts. The following is a summation of the key items that will be accomplished in 2010.

Economic and Community Development – Economic sustainability has been the forefront of recent discussions and this year is no exception. Continuing on trends that were established in the 2009 Strategic Plan, the current plan will continue to focus on business development policy. As the Village relies heavily on sales tax revenues, the Village will continue to place emphasis on current business retention as well as recruitment methods for prospective businesses. Community Development will also

continue to implement the downtown action plan as approved by the Board on June 4, 2009. The market study and property inventory have been completed. As such, the secondary actions will be undertaken subsequent to the market study and property inventory and completed in summer of 2010. Community Development will also be reviewing their permit and inspection processes.

Fiscal Responsibility – In keeping with the economic sustainability theme, the Village Manager’s Office and Finance Department will be examining a number of fiscal policies. To help increase revenue; techniques practiced by neighboring communities will be observed, vehicle sticker and other Village licensing fees will be examined and the Village will explore other feasible opportunities for service fees that might exist. In order to have the authority to adopt certain financial policies, the Village will also be revisiting the possibility of becoming a Home Rule community. Balancing the Budget is also an extremely important objective; therefore, the Village will be evaluating the economic feasibility of all Village programs and activities, reevaluating Capital Improvement Programs for potential delay and also examining employee pay structure and other personnel policies. In order to evaluate Village programs and compare the performance of those Village programs to comparable communities, the Village will also be implementing performance management techniques.

Transportation - The Village of Lombard is committed to providing the best possible programs and services to its residents. The Circulator Program has been a major focus in delivering a service to residents that will allow residents and visitors to take advantage of many programs, services and amenities available in the Village. The Village will continue progression of the Circulator Program in order to bring the program into full fruition.

Community Communications – Communication objectives to be implemented in 2010 will address A) how the Village delivers information to residents B) how efficient the Village deliver information to residents and C) internal Village communication. A number of social networking web sites (Twitter, Facebook, etc.) now exist and have become extremely popular amongst people of all ages. Along with other multimedia outlets and marketing efforts, the Village of Lombard will continually strive to keep each and every resident involved with Village activities and processes. Customer service was also a major theme discussed at the strategic planning workshop. Staff will also be looking for ways utilize the aforementioned multimedia outlets to provide the most effective customer service.

Consideration of the proposed *2010 Strategic Plan* has been scheduled for the Village Board meeting of November 19, 2009.