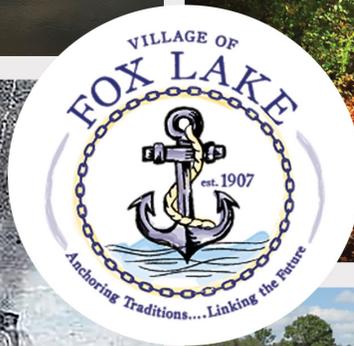


VILLAGE OF FOX LAKE

# STRATEGIC PLAN

2018 - 2019 PRIORITIES



**Infrastructure Planning Team**

**Year 2 (2018 – 2019)**

Objective and Tactic Accomplishment Goals for Year 2

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Make emergency repairs to the NWRWRF first stage screw pump station	Obtain emergency repair quotes Review emergency repair quotes Finalize details with chosen contractor	August 2018	Year 2
Review and revise completed report of structural health of all Village streets and develop a comprehensive replacement program	Obtain map of Village roads Integrate map into Village GIS system Outline improvements specific to Business Development District if approved	April 2019	Year 2
Develop a sidewalk replacement and enhancement program	Research other area programs Develop and write program	December 2018	Year 2
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	April 2019	Year 2
Enhance signage and roadway markings to promote bikeability and walkability	Inventory signage Obtain funding Incorporate into GIS System Remove unnecessary signs and add new signs as determined	April 2019	Year 2
Continue to apply for water related grants and low interest loans	Review funding opportunities Apply for grant opportunities Obtain funding Complete necessary reporting	April 2019	Year 2
Determine funding model for capital improvement and replacement program	Review current CIP planning Restructure model for CIP planning Forecast upcoming expenditures Build financially solvent capital program	April 2019	Year 2

## Marketing Planning Team

**Year 2 (2018 – 2019)**

Objective and Tactic Accomplishment Goals for Year 2

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Develop a Village of Fox Lake Mobile Application for Android and iPhone	Develop mobile app Get mobile app on iTunes and Play Store Advertise mobile app Monitor number of subscribers	December 2018	Year 2
Provide template to all Village Departments with new anchor logo to ensure a smooth transition of the brand	Review current templates provide template to all Departments Update documents when applicable Share and implement with Departments	December 2018	Year 2
Develop Social Media Policy for posting on the Village's various social media accounts	Review current practices Research social media policies within other municipalities Develop draft and review with planning team Implement	December 2018	Year 2
Increase and evaluate partnerships with area businesses through the use of a business focused e-newsletter	Utilize E-newsletter template to design business specific e-news Work with Community Development to determine frequency Get sign-ups and implement	April 2019	Year 2
Research various regional, state, and national marketing opportunities and determine feasibility	Research various marketing opportunities for municipalities Review feasibility of opportunities Implement recommend opportunities	2020	Year 3
Review current signage, banners, uniforms and other items and update with new logo/anchor	Review signage and develop list of items that need updating Develop replacement list based on needs, exposure level, and budget Design all signage/banners/uniforms going forward with new logo/anchor	2022	Year 5

**Parks and Recreation Committee**

**Year 2 (2018 – 2019)**

Objective and Tactic Accomplishment Goals for Year 2

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Establish a Celebrate Fox Lake 501 ( c ) 3	Develop guidelines Complete application Submit to proper agencies	August 2018	Year 2
Increase public safety by installing surveillance cameras at all Village Parks	Work with Technology Committee to review camera capabilities Implement	April 2019	Year 2
Develop Volunteer and Internship Program	Produce internship guide / requirements/ anticipated tasks Reach out to area universities Establish program for each semester and / or summer	April 2019	Year 2
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Continue to work with local businesses and organizations for sponsorship and donations Research grant opportunities for funding	April 2019	Year 2
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Continue to work with local businesses and organizations for sponsorship and donations Research grant opportunities for funding	April 2019	Year 2
Complete Parks Master Plan and review feasibility of a Village "Riverwalk"	Work with Site Design to develop the Parks Master Plan for all area parks, buildings, and programs	December 2019	Year 2

## Economic Development Planning Team

Year 2 (2018 – 2019)

Objective and Tactic Accomplishment

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Create a standard and implementation guide for business incentives	Review current practices Review other community standards Create document / policy Implement	April 2019	Year 2
Develop business centered e-newsletter	Develop template. Determine frequency. Implement.	April 2019	Year 2
Develop a business education program	Research program and develop material. Develop program. Implement.	April 2019	Year 2
Increase dedication to the local food movement and micro-economics through the Community Garden, and Development of a farmers market	Increase Community Garden participation. Establish Farmers Market. Implement.	June 2018	Year 2
Continue to develop a focus on the arts as a form of beautification and creative economy	Develop program for enhanced arts within the community. Implement program.	December 2018	Year 2
Review options for grants and alternative methods of funding	Research funding opportunities Apply for opportunities as they become available	2020	Year 3
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses	Complete parking study Implement recommendations	2020	Year 4
Develop partnerships to enhance beautification and safety along Route 12	Review current partnerships Determine partnerships needed	2025	Year 5
Increase beautification, walkability, bikeability, and branding within downtown	Review current status Develop plan for enhancement Implement	2022	Year 5
Continue to develop a focus on the arts as a form of beautification and creative economy	Review current programs Develop Summer Art Series Market Program Implement	2022	Year 5

## Technology Planning Team

**Year 2 (2018 – 2019)**

Objective and Tactic Accomplishment Goals for Year 2

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Continue to evaluate and review reverse 911 and Nixle Operations	Review current Nixle procedures. Develop policies and procedures. Implement policies and procedures.	April 2019	Year 2
Purchase a new Village wide telephone system.	Review departmental needs. Develop request for proposal. Issue RFP and adhere to purchasing policy. Select, present to Board for approval. Implement.	June 2018	Year 2
Analyze and review security camera systems for all Village wide buildings, property, and parks.	Review current systems. Research and determine cameras and implement needs. Implement and maintain cameras and camera systems.	April 2019	Year 2
Implement a Village-wide SharePoint System for enhanced internal communications and process improvement	Build draft SharePoint Site Share with Department Heads Build Live SharePoint Implement	April 2019	Year 2
Review current programs, software, and equipment for effectiveness.	Review current programs, software, and equipment. Work with departments to determine needs. Determine feasibility of needs. Implement needs.	2021	Year 4
Continue to monitor current infrastructure and technology for daily and long-term effectiveness.	Research various technology opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5

## Communications / Public Outreach Planning Team

**Year 2 (2018 – 2019)**

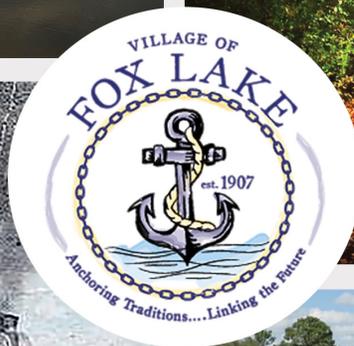
Objective and Tactic Accomplishment Goals for Year 2

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Establish a Bi-annual Supervisor meeting to update supervisors and key personnel about departmental projects	Provide memo to Department Heads. Develop planning team. Present to all staff in September 2017 and again early 2018.	July 2019	Year 2
Complete website redesign and navigation rebuild	Redesign website. Rebuild navigation. Implement.	August 2019	Year 2
Develop a customer service program for all front desk staff that is measureable, and obtainable	Review departmental customer service needs. Develop customer service program. Develop customer satisfaction survey that is inclusive of the customer service program.	April 2019	Year 2
Research the feasibility of a Customer Relationship Management software program	Research Customer Relationship Management software. Review programs with current customer relationship management practices to determine feasibility. Implement.	2020	Year 3
Research various see, click, fix programs and applications and implement based on feasibility	Research see, click, and fix programs and applications. Review programs with current practices to determine feasibility. Implement.	2021	Year 4
Research current trends in communications and apply knowledge gathered to Village of Fox Lake efforts	Research various communications and public outreach opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5

VILLAGE OF FOX LAKE

# STRATEGIC PLAN

2018 - 2019 PRIORITIES STATUS UPDATE



## Infrastructure Planning Team

**Year 2 (2018 – 2019)**  
Objective and Tactic Year 1 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Make emergency repairs to the NWRWRF first stage screw pump station	Obtain emergency repair quotes Review emergency repair quotes Finalize details with chosen contractor	August 2018	Year 2	
Review and revise completed report of structural health of all Village streets and develop a comprehensive replacement program	Obtain map of Village roads Integrate map into Village GIS system Outline improvements specific to Business Development District if approved	April 2019	Year 2	In process - moved to Year 3 for final completion date
Develop a sidewalk replacement and enhancement program	Research other area programs Develop and write program	December 2018	Year 2	
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	April 2019	Year 2	In process moved to Year 4 for final completion date
Enhance signage and roadway markings to promote bikeability and walkability	Inventory signage Obtain funding Incorporate into GIS System Remove unnecessary signs and add new signs as determined	April 2019	Year 2	In process moved to Year 4 for final completion date – Phase 1 is complete
Continue to apply for water related grants and low interest loans	Review funding opportunities Apply for grant opportunities Obtain funding Complete necessary reporting	April 2019	Year 2	In process moved to Year 5 for final completion date – Phase 1 loan is complete

## Public Outreach and Technology Team

**Year 2 (2018 – 2019)**

Objective and Tactic Year 2 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Develop a Village of Fox Lake Mobile Application for Android and iPhone	Develop mobile app Get mobile app on iTunes and Play Store Advertise mobile app Monitor number of subscribers	December 2018	Year 2	Moved to Year 3
Provide template to all Village Departments with new anchor logo to ensure a smooth transition of the brand	Review current templates provide template to all Departments Update documents when applicable Share and implement with Departments	December 2018	Year 2	Moved to Year 3
Develop Social Media Policy for posting on the Village's various social media accounts	Review current practices Research social media policies within other municipalities Develop draft and review with planning team Implement	December 2018	Year 2	✓
Increase and evaluate partnerships with area businesses through the use of a business focused e - newsletter	Utilize E-newsletter template to design business specific e-news Work with Community Development to determine frequency Get sign-ups and implement	April 2019	Year 2	Moved to Year 3
Continue to evaluate and review reverse 911 and Nixle Operations	Review current Nixle procedures. Develop policies and procedures. Implement policies and procedures.	April 2019	Year 2	Moved to Year 3
Purchase a new Village wide telephone system.	Review departmental needs. Develop request for proposal. Issue RFP and adhere to purchasing policy. Select, present to Board for approval.	June 2018	Year 2	✓
Analyze and review security camera systems for all Village wide buildings, property, and parks.	Review current systems. Research and determine cameras and implement needs. Implement and maintain cameras and camera systems.	April 2019	Year 2	✓
Implement a Village-wide SharePoint System for enhanced internal communications and process improvement	Build draft SharePoint Site Share with Department Heads Build Live SharePoint Implement	April 2019	Year 2	Moved to Year 3
Establish a Bi-annual Supervisor meeting to update supervisors and key personnel about departmental projects	Provide memo to Department Heads. Develop planning team. Present to all staff in September 2017 and again early 2018.	July 2019	Year 2	✓
Complete website redesign and navigation rebuild	Redesign website. Rebuild navigation. Implement.	August 2019	Year 2	✓
Develop a customer service program for all front desk staff that is measureable, and obtainable	Review departmental customer service needs. Develop customer service program. Develop customer satisfaction survey that is inclusive of the customer service program.	April 2019	Year 2	Moved to Year 3
Research various regional, state, and national marketing opportunities and determine feasibility	Research various marketing opportunities for municipalities Review feasibility of opportunities Implement recommend opportunities	2020	Year 3	Year 3 Target Date

Review current signage, banners, uniforms and other items and update with new logo/anchor	Review signage and develop list of items that need updating Develop replacement list based on needs, exposure level, and budget Design all signage/banners/uniforms going forward with new logo/anchor	2022	Year 5	Year 5 Target Date
Review current programs, software, and equipment for effectiveness.	Review current programs, software, and equipment. Work with departments to determine needs. Determine feasibility of needs. Implement needs.	2021	Year 4	Year 4 Target Date
Continue to monitor current infrastructure and technology for daily and long-term effectiveness.	Research various technology opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5	Year 5 Target Date
Research the feasibility of a Customer Relationship Management software program	Research Customer Relationship Management software. Review programs with current customer relationship management practices to determine feasibility. Implement.	2020	Year 3	Year 3 Target Date
Research various see, click, fix programs and applications and implement based on feasibility	Research see, click, and fix programs and applications. Review programs with current practices to determine feasibility. Implement.	2021	Year 4	Year 4 Target Date
Research current trends in communications and apply knowledge gathered to Village of Fox Lake efforts	Research various communications and public outreach opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5	Year 5 Target Date

## Parks and Recreation Committee

**Year 2 (2018 – 2019)**

Objective and Tactic Year 2 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Establish a Celebrate Fox Lake 501 ( c ) 3	Develop guidelines Complete application Submit to proper agencies	August 2018	Year 2	
Increase public safety by installing surveillance cameras at all Village Parks	Work with Technology Committee to review camera capabilities Implement	April 2019	Year 2	
Develop Volunteer and Internship Program	Produce internship guide / requirements/ anticipated tasks Reach out to area universities Establish program for each semester and / or summer	April 2019	Year 2	Enhanced volunteer program created. Internship Program moved to Year 3
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Continue to work with local businesses and organizations for sponsorship and donations Research grant opportunities for funding	April 2019	Year 2	
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Continue to work with local businesses and organizations for sponsorship and donations Research grant opportunities for funding	April 2019	Year 2	
Complete Parks Master Plan and review feasibility of a Village "Riverwalk"	Work with Site Design to develop the Parks Master Plan for all area parks, buildings, and programs	December 2019	Year 2	Moved to Year 3

## Economic Development Planning Team

**Year 2 (2019 – 2020)**

Objective and Tactic Year 2 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Create a standard and implementation guide for business incentives	Review current practices Review other community standards Create document / policy Implement	April 2019	Year 2	
Develop business centered e-newsletter	Develop template. Determine frequency. Implement.	April 2019	Year 2	Moved to Year 3
Develop a business education program	Research program and develop material. Develop program. Implement.	April 2019	Year 2	Moved to Year 3
Increase dedication to the local food movement and micro-economics through the Community Garden, and Development of a farmers market	Increase Community Garden participation. Establish Farmers Market. Implement.	June 2018	Year 2	
Continue to develop a focus on the arts as a form of beautification and creative economy	Develop program for enhanced arts within the community such as a Summer Art Series. Implement program.	December 2018	Year 2	
Review options for grants and alternative methods of funding	Research funding opportunities. Apply for opportunities as they become available.	2020	Year 3	Moved to Year 5
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses	Complete parking study. Implement recommendations.	2020	Year 4	Year 4 Target Date
Develop partnerships to enhance beautification and safety along Route 12	Review current partnerships. Determine partnerships needed.	2025	Year 5	Year 5 Target Date
Increase beautification, walkability, bikeability, and branding within downtown	Review current status Develop plan for enhancement Implement.	2022	Year 5	Moved to Year 3

# Goals and Objectives – Additional Accomplishments

As the Village’s Strategic Plan is a fluid document some of the Objectives were accomplished in addition to those listed as priorities for the strategic planning year in addition to those accomplished.

Objective	Planning Team
Establish Champion of the Chain 501 ( c ) 3	Recreation
Utilize current trends to develop programing	Recreation
Increase and evaluate partnerships with Visit Lake County and other area tourism organizations	Public Outreach and Technology
Develop a monthly report with developmental updates and board decisions or all employees	Public Outreach and Technology
Utilize social media platforms to increase communication	Public Outreach and Technology
Review structure and content of website to promote transparency and end user friendliness	Public Outreach and Technology
Increase transparency of all Village materials and documents through the use of a new “transparency portal” on the Village website.	Public Outreach and Technology
Continue to grow and enhance the Community Leaders Forum	Public Outreach and Technology
Analyze all Village equipment for functionality	Public Outreach and Technology
Incorporate replacement program into CIP Budget	Public Outreach and Technology
Continue to evaluate and review reverse 911 and Nixel Operations	Public Outreach and Technology
Increase community events to promote downtown engagement	Economic Development
Update the sign ordinance to decrease sign pollution	Economic Development