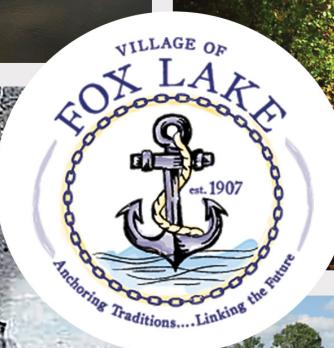
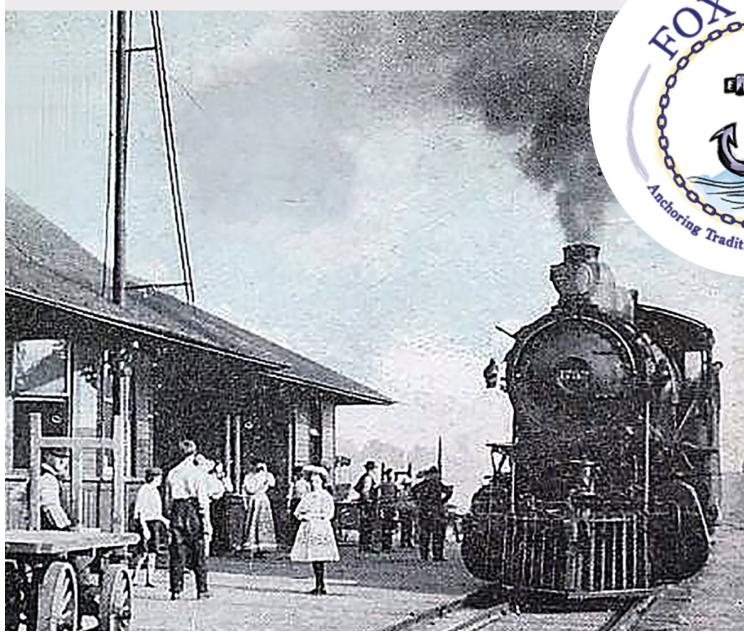


# VILLAGE OF FOX LAKE

## STRATEGIC PLAN

2019 - 2020 PRIORITIES



## Infrastructure Planning Team

### Year 3 (2019 – 2020)

Objective and Tactic Accomplishment Goals for Year 3

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Continue to provide quality water treatment to existing municipal entities and continue a strong relationship with Lake County.	Continue to provide quality service Continue working on CMOM Program compliance Complete design / fitting for Flow Meters	April 2020	Year 3
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	December 2019	Year 3
Develop a tree maintenance and replacement program	Research other area programs Develop and write program	April 2020	Year 3
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 2020	Year 3
Work with community partners to encourage communication regarding walkability and bikeability	Communicate planned improvements to residents Create maps of new pathways	April 2020	Year 3
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	Phase 1 complete	Year 4
Continue to apply for water related grants and low interest loans	Review funding opportunities Apply for grant opportunities Obtain funding Complete necessary reporting	Phase 1 complete	Year 4
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 5

## Public Outreach and Technology Team

### Year 3 (2019 – 2020)

Objective and Tactic Accomplishment Goals for Year 3

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	June 2019	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	April 2020	Year 3
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	December 2019	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 2020	Year 3
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 2020	Year 3
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 2020	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	April 2020	Year 3
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
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
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
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
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
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

## Parks and Recreation Committee

### Year 3 (2019 – 2020)

Objective and Tactic Accomplishment Goals for Year 3

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
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 2020	Year 3
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	June 2019	Year 3
Analyze and review current recreation equipment/property.	Review current equipment. Have staff trained as Certified Playground Equipment Inspectors.	April 2020	Year 3
Develop an equipment replacement program based on analysis.	Build Equipment Replacement Program for Equipment.	April 2020	Year 3
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Review OSLAD Grants and Kaboom Grants. Apply for OSLAD and Kaboom Grants.	April 2020	Year 3
Implement items from Parks Master Plan.	Use Prioritization Matrix from Master Plan and begin implementing based on priority.	Begin in Year 3	Year 5

## Economic Development Planning Team

### Year 3 (2019 – 2020)

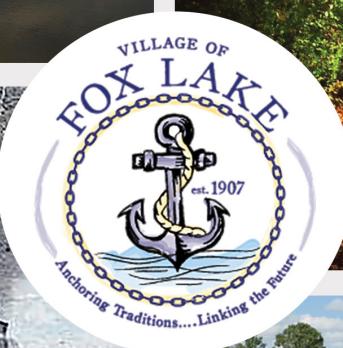
Objective and Tactic Accomplishment Goals for Year 3

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Develop business centered e-newsletter	Develop template. Determine frequency. Implement.	April 2020	Year 3
Develop a business education program	Research program and develop material. Develop program. Implement.	April 2020	Year 3
Increase beautification, walkability, bikeability, and branding within downtown	Review current status Develop plan for enhancement Implement.	April 2020	Year 3
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses	Complete parking study. Implement recommendations.	2020	Year 4
Review options for grants and alternative methods of funding	Research funding opportunities. Apply for opportunities as they become available.	2020	Year 5
Develop partnerships to enhance beautification and safety along Route 12	Review current partnerships. Determine partnerships needed.	2025	Year 5

# VILLAGE OF FOX LAKE

## STRATEGIC PLAN

2019 - 2020 PRIORITIES STATUS UPDATE



## Infrastructure Planning Team

### Year 3 (2019 – 2020)

Objective and Tactic Year 3 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Continue to provide quality water treatment to existing municipal entities and continue a strong relationship with Lake County.	Continue to provide quality service Continue working on CMOM Program compliance Complete design / fitting for Flow Meters	April 2020	Year 3	✓
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	December 2019	Year 3	✓
Develop a tree maintenance and replacement program	Research other area programs Develop and write program	April 2020	Year 3	Moved to Year 5 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 2020	Year 3	In process – 80% complete moved to Year 4 for final completion date
Work with community partners to encourage communication regarding walkability and bikeability	Communicate planned improvements to residents Create maps of new pathways	April 2020	Year 3	✓
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	Phase 1 complete	Year 4	In process - moved to Year 5 for final completion date – Phase 1 is near completion
Continue to apply for water related grants and low interest loans	Review funding opportunities Apply for grant opportunities Obtain funding Complete necessary reporting	Phase 1 complete	Year 4	✓
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 5	Will work with Finance to develop enhanced capital improvement program

## Public Outreach and Technology Team

### Year 3 (2019 – 2020)

Objective and Tactic Year 3 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.	June 2019	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.	April 2020	Year 3	✓
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.	December 2019	Year 3	Moved to Year 4
Continue to evaluate and review reverse 911 and Nixle Operations.	Review current Nixle procedures. Develop policies and procedures. Implement policies and procedures.	April 2020	Year 3	✓
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 2020	Year 3	Moved to Year 5
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 2020	Year 3	Moved to Year 5
Research various regional, state, and national marketing opportunities and determine feasibility.	Research various marketing opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	April 2020	Year 3	✓
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	Moved to Year 5
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	✓
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	Moved to Year 5
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	Moved to Year 5
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	✓

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 recommended opportunities.	2020	Year 5	
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## Parks and Recreation Committee

### Year 3 (2019 – 2020)

Objective and Tactic Year 3 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
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	June 2019	Year 3	✓
Review, locate, and apply for new funding opportunities to decrease burden off general fund	Review OSLAD Grants and Kaboom Grants. Apply for OSLAD and Kaboom Grants.	April 2020	Year 3	✓
Analyze and review current recreation equipment/property.	Review current equipment. Have staff trained as Certified Playground Equipment Inspectors.	April 2020	Year 3	Moved to Year 4 April 2021
Develop an equipment replacement program based on analysis.	Build Equipment Replacement Program for Equipment.	April 2020	Year 3	Moved to Year 4 April 2021
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 2020	Year 3	Enhanced volunteer program created. Internship Program moved to Year 5
Implement items from Parks Master Plan.	Use Prioritization Matrix from Master Plan and begin implementing based on priority.	Begin in Year 3	Year 5	Year 5 and beyond for completion

## Economic Development Planning Team

### Year 3 (2019 – 2020)

Objective and Tactic Year 3 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Develop business centered e-newsletter.	Develop template. Determine frequency. Implement.	April 2020	Year 3	90% complete – moved to Year 4 for first e-mailing
Develop a business education program.	Research program and develop material. Develop program. Implement.	April 2020	Year 3	Moved to Year 5
Increase beautification, walkability, bikeability, and branding within downtown.	Review current status. Develop plan for enhancement. Implement.	April 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	Moved to Year 5
Review options for grants and alternative methods for funding.	Research funding opportunities. Apply for opportunities as they become available.	2020	Year 5	✓
Develop partnerships to enhance beautification and safety along Route 12.	Review current partnerships. Determine partnerships needed.	2022	Year 5	Sidewalk installation around Route 12 is in process with IDOT.