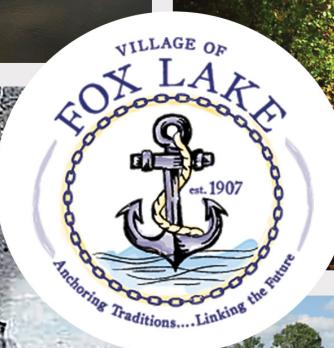


# VILLAGE OF FOX LAKE

## STRATEGIC PLAN

2020 - 2021 PRIORITIES



## Infrastructure Planning Team

### Year 4 (2020 – 2021)

Objective and Tactic Accomplishment Goals for Year 4

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Analyze current street maintenance and plowing procedures to determine if efficiencies exist.	Analyze current processes. Determine if efficiencies can be determined. Implement.	April 2021	Year 4
Establish a methodology for determining the replacement of vehicles and equipment based on key measurable indicators.	Outline current vehicles. Develop program indicators. Apply program indicators. Determine vehicle replacement schedule.	April 2021	Year 4
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 2021	Year 4
Construct North/South Sewer and Water System Interconnect.	Complete final design. Bid Project. Implement.	Phase 1 near completion	Year 5
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
Develop a tree maintenance and replacement program.	Research other area programs. Develop and write program.	April 2022	Year 5

## Public Outreach and Technology Team

### Year 4 (2020 – 2021)

Objective and Tactic Accomplishment Goals for Year 4

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
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 2021	Year 4
Analyze needs within the 911 Dispatch Center, and develop plans for further expansion.	Continue involvement with area agencies in consolidation efforts.	April 2021	Year 4
Develop a marketing plan that encompasses regional, state, and national promotion of the Village.	Work with Visit Lake County to determine their marketing efforts of the Village. Research potential avenues for marketing. Develop plan.	April 2021	Year 4
Increase and evaluate partnerships with other governmental agencies to promote cross-marketing and increase communication.	Develop Fox Lake Communicators Group with area communications team members. Establish relationships and working group.	April 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.	2022	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
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 2022	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 2022	Year 5
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.	2022	Year 5

## Parks and Recreation Committee

### Year 4 (2020 – 2021)

Objective and Tactic Accomplishment Goals for Year 4

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Analyze and review current recreation equipment/property.	Review current equipment. Have staff trained as Certified Playground Equipment Inspectors.	April 2021	Year 4
Develop an equipment replacement program based on analysis.	Build Equipment Replacement Program for Equipment.	April 2021	Year 4
Gather feedback on various programs, buildings, events, and property through a customer satisfaction survey	Determine survey method and model Determine implementation strategy Implement	April 2021	Year 4
Implement items from Parks Master Plan.	Use Prioritization Matrix from Master Plan and begin implementing based on priority.	Begin in Year 3	Year 5
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 2022	Year 5

## Economic Development Planning Team

### Year 4 (2020 – 2021)

Objective and Tactic Accomplishment Goals for Year 4

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Develop business centered e-newsletter.	Develop template. Determine frequency. Implement.	April 2021	Year 4
Develop changes to zooming regulations that increase businesses that promote and attract tourism.	Complete form based code grant with CMAP. Develop plan for implementation.	April 2021	Year 4
Work to develop TIF property and continue feasibility study on additional TIF districts.	Determine potential TIF districts. Complete feasibility study. Develop plan for implementation if feasible.	April 2021	Year 4
Develop a business education program.	Research program and develop material. Develop program. Implement.	April 2022	Year 5
Increase beautification, walkability, bikeability, and branding within downtown.	Review current status. Develop plan for enhancement. Implement.	April 2022	Year 5
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses.	Complete parking study. Implement recommendations.	April 2022	Year 5
Develop partnerships to enhance beautification and safety along Route 12.	Review current partnerships. Determine partnerships needed.	April 2022	Year 5