

VILLAGE OF BARTLETT

COMMITTEE AGENDA

MAY 5, 2020

LICENSE & ORDINANCE, CHAIRMAN REINKE

Strategic Plan Update



Agenda Item Executive Summary

Item Name Village of Bartlett Strategic Plan Update Committee or Board Committee

BUDGET IMPACT

Amount:	N/A	Budgeted	N/A
List what fund	N/A		

EXECUTIVE SUMMARY

The genesis of the current strategic plan was derived in February 2017, when the Village Board elected to create a new strategic plan that involved the entire community.

The most recent analysis and strategic plan meetings from both the Village Board as well as the department directors focused on infrastructure, connectivity, community events and opportunities for future land use and development.

Attached is the plan that includes notations of which ones are "new" for the 2020/2021 strategic plan.

ATTACHMENTS (PLEASE LIST)

Staff Memo Dated 4/23/20
Updated Strategic Plan

ACTION REQUESTED

- For Discussion Only
- Resolution
- Ordinance
- Motion:

Staff: Scott Skrycki, Assistant Village Administrator Date: 4/23/2020

Samuel Hughes, Sr. Management Analyst

Memorandum

To: Village President and Board of Trustees
Paula Schumacher, Village Administrator

From: Scott Skrycki, Assistant Village Administrator
Samuel Hughes, Sr. Management Analyst

Date: 4/24/2020

Re: Village of Bartlett Strategic Plan Update

The genesis of the current strategic plan was derived in February 2017, when the Village Board elected to create a new strategic plan that involved the entire community.

After the data was collected and analyzed the plan was put into four categories which include short-term routine, short-term complex, long-term routine, and long-term complex.

Since the adoption of the current strategic plan, staff has made this a focal point of the yearly budget presentation as well as yearly merit reviews. The strategic plan is not just a document that sits on the website, but rather a conductor that assists with policy adoption, financial decisions, and employee accountability.

After several yearly strategic planning sessions, small changes have been made from year-to-year. The changes in this year's version have mainly been due to the successful completion of large capital projects, both on time and under budget such as the police department and the transition to Lake Michigan Water.

The most recent analysis and strategic plan meetings from both the Village board as well as the department directors focused on infrastructure, connectivity, community events and opportunities for future land use and development.

Attached is the plan that includes notations of which ones are "new" for the 2020/2021 strategic plan.

Village of Bartlett Strategic Plan

Short-Term Routine - 1 to 3 Years

1. Enhance public awareness via an education campaign to increase residents' awareness of Village services, activities, funding, etc.
2. Enhance community events.
3. Undertake a comprehensive review of building permit and development process
4. Maintain fiscal position and budget stability and enhance Village's fiscal profile and financial strength.
5. Maintain or enhance Village standards for service delivery.

Short-Term Complex - 1 to 3 Years

6. Develop a business development strategy focused on attracting and incentivizing an additional grocery store to town.
7. Develop a business recruitment strategy to attract developers to invest in the downtown area and provide options for businesses to locate to Bartlett.
8. Develop strategies for development of Railroad Avenue vacancies.
9. Develop community branding plan.
10. Work to improve retail business profile in the Village.
11. Revisit, refine and execute the Village's overall economic development incentives.
12. Event connecting east and west sides of Bartlett. – **NEW**.

Long-Term Routine - 3 to 5 Years

13. Improve Village bike and pedestrian pathways and routes.
14. Examine service delivery methods and approaches.
15. Determine the need for the Oneida Water Tower- **NEW**.
16. Evaluate use of well house on the north side of village hall's visitor parking lot- **NEW**.
17. Evaluate use of well house south of village hall- **NEW**.

Long-Term Complex - 3 to 5 Years

18. Develop a long-term plan to refurbish/rebuild the Village's sewage treatment plant.
19. Develop a strategy to identify and complete roadway improvement and traffic mitigation programs and design.
20. Develop an overall Village-wide technology master plan.
21. Redevelop/revitalize open lot and other sites along Lake Street and Route 59.
22. Work with IDOT to improve traffic safety along Route 59.
23. Evaluate Bike/pedestrian connectivity under/over Route 59- **NEW**.
24. Further implementation of TOD Plan- **NEW**.