

# FY 2011-12 Initiatives

## GOVERNANCE & LEADERSHIP

1. Extend department best practices by implementing the Safety Policy and developing team safety incentives.
2. Complete the review of the Employee Policy Manual including pay practices, salary increases, performance evaluations, SMART goals and residency requirements for key employees.
3. Devise a new citywide Communication Policy beginning with communications during emergency events.
4. Continue to implement organizational efficiencies including increasing span of control.

## RESIDENTIAL LIFE

5. Continue offering the city's CPR/AED program to citizens and increasing the number of AEDs located in residential subdivisions.
6. Work with the Naperville Area Homeowners Confederation to address common resident inquiries and issues through cooperative communications.

## BUSINESS LIFE

7. Work with the Naperville Development Partnership to develop detailed strategies and tactics for economic development, retention, renewal and redevelopment. Emphasis should be placed on, but not limited to, filling office and retail vacancies and attracting businesses such as emerging technologies, including clean energy.
8. Work with the Naperville Area Chamber of Commerce to conduct 'business roundtables' with Councilmen and business owners/operators to enhance the city's business environment.
9. Create a Business Concierge role whose responsibility will be to help new and existing businesses in working with the city on permits and inspections and understanding the city's municipal codes.
10. Continue to support Naperville's clean energy initiatives, including the Green Fuels Depot, to develop alternative fuels and create new jobs.



# Naperville

### LEGACY STATEMENT

*Be recognized for our exceptional quality of life through a sense of heritage and community in a large metropolitan city.*

#### Words Which Further Define Our Legacy Statement

#### Quality of Life

*Economic Growth  
Education  
Safety  
Recreation  
Family Values  
Services  
Accessibility*

#### Heritage and Community

<i>Pride</i>	<i>Volunteerism</i>
<i>Stability</i>	<i>Neighborhoods</i>
<i>Links to the Past</i>	<i>Council-Manager</i>
<i>Families</i>	<i>Tradition</i>
<i>Roots</i>	<i>Service Organizations</i>
<i>Commitment</i>	<i>Diversity</i>

### VALUES STATEMENT

- ◆ We value the importance the "sense of community" has on the quality of life in Naperville.
- ◆ We value our residents, their hard work and contributions they make to our community.
- ◆ We value the exceptional level of service residents receive for their tax dollars.
- ◆ We value our business community and the benefits of their hard work and contributions to our city.
- ◆ We value high quality, efficient municipal services and the impact they have on the lives of our residents and businesses.
- ◆ We value the working relationship between City Council and employees and the contributions each makes to the betterment of the city.
- ◆ We value the benefits received from planning ahead and using rational decision-making.
- ◆ We value our transportation network.
- ◆ We value our employees whose hard work is required to maintain our community at the high standards we have set.

#### Values We Believe Are Reflected In Our Community

<i>Community</i>	<i>Self Reliance</i>	<i>Public Safety</i>
<i>Honesty and Integrity</i>	<i>Innovation</i>	<i>Heritage and Tradition</i>
<i>Work Ethic</i>	<i>Competitiveness</i>	<i>Education</i>
<i>Family Oriented</i>	<i>Diversity</i>	<i>Community Participation</i>
<i>Consideration for Others</i>	<i>Investment in Ourselves</i>	<i>Environmental Stewardship</i>
	<i>Spiritual Values</i>	

# FY 2011-12 Initiatives

## INTERGOVERNMENTAL RELATIONS

11. Continue to work with other local and neighboring governmental entities to discuss ideas for providing quality services and programs more cost effectively, including investigating the potential for consolidation of services.
12. Finalize implementation of the new regional Interoperable Radio System.
13. Support the city's Legislative Priority to reform current municipal pensions systems.

## DOWNTOWN & RIVERWALK

14. Implement the Downtown2030 Plan with the Downtown Advisory Commission.
15. Continue to identify and implement parking strategies for the downtown using the Continuous Improvement Model.
16. Review and consider recommendations from the Downtown Liquor Subcommittee and consider corresponding amendments to the Naperville Liquor Code.

## CITY SERVICES

17. Address technology gaps identified through the citywide process management evaluation.
18. Review the city's leaf and brush collection policies to ensure efficiency and effectiveness.

## TRANSPORTATION

19. Evaluate alternative transit opportunities consistent with the Transportation Plan, and continue to measure the success and cost-effectiveness of transit projects.
20. Identify and pursue funding for regional grade separations along the Elgin, Joliet and Eastern Railroad.
21. Continue to aggressively support development and funding of the STAR Line.

## GOVERNANCE AND LEADERSHIP VISION CATEGORY

Standing in the future, through a Council-Manager form of government, the Mayor and City Council continue to provide leadership for Naperville that is responsive to the needs of the electorate.

- Committed to the Strategic Plan and additional plans
- City Council policies address the needs of the community as a whole
- City Council encourages and facilitates citizen participation in government and community organizations
- City Council represents the residents of Naperville
- City Council is committed to providing leadership for the City of Naperville through policy determination and long-term planning

**STRATEGIES** - Foster a municipal organization that:

1. Participates in an ongoing Strategic Planning process
2. Seeks residential input and participation for planning
3. Accepts the leadership role in governing the community
4. Recruits qualified candidates for boards and commissions
5. Maintains clear, concise and prioritized long-term plans
6. Directs, studies and discusses all things legislative and budget related
7. Serves as a conduit between residents and city government
8. Creates dialogue opportunities between city leaders and community leaders

## RESIDENTIAL LIFE VISION CATEGORY

Standing in the future, the core assets of our community are people contributing to the benefit of the city, and pride and dedication in our families and homes.

- People of all ages are able to make Naperville their home
- Land use ensures recreational opportunities are provided throughout the city
- Neighborhood services tailored to meet their unique needs
- Diversity in the community is valued
- Recognition of the essential services of the park district, educational institutions and other government agencies
- Recognition of the important contributions of our community medical services and facilities
- Recognition of the contributions from the spiritual community
- Encouragement of volunteer organizations that provide cultural opportunities, civic festivals and a variety of community organizations

**STRATEGIES** - Maintain and foster a quality living experience in neighborhoods throughout the city in the following ways:

1. Interact regularly with homeowners associations
2. Encourage a variety of housing types to meet the needs of a diverse population
3. Commit to maintaining a healthy natural environment
4. Assist with the implementation of civic events, festivals and cultural amenities
5. Encourage participation of our population in various civic organizations

## BUSINESS LIFE VISION CATEGORY

Standing in the future, a foundation has been built which ensures a strong, active and vital business community.

- Diverse and balanced economic base throughout the city
- Competitive taxes and utility rates
- Recognition as a global research and development center
- Well maintained and aesthetically pleasing business and commercial areas
- A mix of modern hotel and conference facilities are available in Naperville
- Renewal, redevelopment and growth are supported as business markets change
- Business and commercial areas accessible through various means of transportation

**STRATEGIES** - Govern in a manner that assists the development of the local economy in the following ways:

1. Build partnerships with business organizations that encourage business retention and growth
2. Commit to land-use planning which provides a healthy balance of commercial and residential uses
3. Be responsive to existing and future business needs
4. Support business facilities with reliable services and infrastructure
5. Be responsive to macroeconomic issues and their effects on the city
6. Develop commercial and architectural design controls
7. Explore partnerships with businesses for use of public property



# Naperville

## Strategic Plan

### Vision for the Future

### *MISSION STATEMENT*

*The mission of the government of the City of Naperville is to preserve and enhance the quality of life by providing municipal services that are responsive to the needs of the residents and businesses and are reliable, efficient and fiscally responsible.*

## INTERGOVERNMENTAL RELATIONS VISION CATEGORY

Standing in the future, the government of the City of Naperville recognizes that to maintain the quality of life in Naperville cooperation with other governmental bodies and agencies is necessary.

- Regular communication with other governmental bodies and agencies
- Memberships maintained in intergovernmental agencies that influence the quality of life in Naperville through their decisions and actions
- Presentation of initiatives for intergovernmental cooperation that would benefit the City of Naperville
- Intergovernmental cooperation is encouraged through example

**STRATEGIES** - Encourage and foster strong intergovernmental relations in the following ways:

1. Diligently follow the deliberations of other governmental bodies and agencies to maintain a current base of information concerning decisions and actions of the agency that affect the quality of life in Naperville
2. Pursue cooperative funding with other governmental bodies for projects that affect the quality of life in Naperville
3. Be aware of economic decisions of other governmental nodes that will affect the taxpayers of the City of Naperville
4. Monitor the tax policies of other governmental bodies to maintain a fair share policy in the distribution of taxes
5. Pursue and encourage intergovernmental cooperation

## DOWNTOWN & RIVERWALK VISION CATEGORY

Standing in the future, the downtown and the Riverwalk continue as significant focal points of our community.

- A thriving downtown with a complementary mix of commercial, residential, cultural and recreational uses
- A small town atmosphere is maintained that supports appropriately sized activities
- Community gathering places for residents and visitors
- Downtown infrastructure kept current
- Design guidelines are applied to commercial developments
- Facilities are available to serve multiple means of transportation
- Adequate parking facilities are available

**STRATEGIES** - Promote the responsible use of the downtown and Riverwalk areas in the following ways:

1. Implement Riverwalk Development Guidelines and support the Reserve Study
2. Enhance amenities to assist visitors
3. Implement a coordinated Downtown Plan
4. Ensure that downtown common areas are clean, presentable and maintained
5. Commit to a high level of cooperation toward the maintenance of the Riverwalk
6. Support multiple means of transportation to service the downtown and adequate parking facilities

## CITY SERVICES VISION CATEGORY

Standing in the future, we recognize the provision of city services that make Naperville an inviting place to live, work and play.

- Residents receive a good value for their taxes
- City service delivery is aligned with City Council policies
- Reliable service delivery systems are employed using new technologies and innovations
- Municipal facilities and infrastructure are maintained as community assets that provide necessary services
- Informed, dedicated employees are our greatest asset and are essential for service delivery

**STRATEGIES** - Deliver municipal services that are reliable and responsive to the needs of the citizens in the following ways:

1. Apply the strategic plan in our daily operations stressing prioritization and showing fiscal responsibility
2. Be sensitive to the changing dynamics of the community
3. Foster continuous learning and career development to promote employee innovation, creativity and goal orientation and accountability
4. Use technology and other methods to deliver services efficiently
5. Provide citizens with frequent and comprehensive information concerning city services
6. Commit to maintenance of the infrastructure with equitable cost allocation policies
7. Commit to the provision of essential services
8. Provide exemplary public safety

## TRANSPORTATION VISION CATEGORY

Standing in the future, transportation plays a significant role in maintaining our quality of life. The necessary commitments have been made to allow residents to safely travel throughout the city using multiple transportation networks with minimal constraints.

- State, county and local road and railway transportation systems have been improved and expanded to meet demand and mobility needs
- Transportation opportunities for the elderly and disabled are being provided
- Alternative transportation methods are available and promoted: pedestrian and bicycle routes, mass transportation, ride-sharing and telecommuting
- City transportation network is integrated, comprehensive and well planned
- Trip reduction is encouraged through innovative citywide service delivery options

**STRATEGIES** - Maintain a safe and efficient transportation system that meets the needs of our public in the following ways:

1. Implement a dynamic and comprehensive transportation plan to address evolving traffic issues
2. Advance transportation safety and flow through utilization of technology
3. Maximize use of funding support from outside agencies such as county, state and federal governments
4. Reduce the number of vehicular trips
5. Examine, implement and promote alternative transportation methods
6. Actively advocate for regional solutions
7. Retain and develop policies that require fees to address road and parking impacts