



# STRATEGIC PLAN



2020–2025

JUNE 22, 2020

Establishing clear direction is one of the most important duties of a duly elected Board of Trustees. In fact, many governance scholars say that it is the first responsibility of any sitting Board. The Village of Richton Park Board of Trustees understands the significance of this responsibility and has directed the administration to engage the entire Village of Richton Park in a Strategic Planning process. The Board commissioned a series of Strategic Planning Focus Group meetings facilitated by Jeff Cohn, Brave Dialogues, to establish a clear action plan for the Richton Park community for the next five-year period beginning in 2020 through 2025. The following provides an executive summary of the process, results, and ensuing timeline for the established goals.



# Goal Area: Economic Development

**Goal 1.0: Expand economic development opportunities in strategic locations in Richton Park that improve shopping and entertainment options, local job opportunities and Village fiscal capacity.**

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>1.1: Develop up to 100 dwelling units within the Town Center area.</b>	<b>Strategy 1.1.1: Identify Richton Park’s market niche for Town Center residential development.</b>	i. Complete residential market study to identify niche market and update regularly as needed	CED Director/Staff	Completed, June 2021; updated annually
		ii. Utilize residential/mixed use market analysis data, and refine and gather new data as necessary.		Completed, June 2021; renewed annually
	<b>Strategy 1.1.2: Conduct developer outreach to groups that fit Richton Park’s niche and profile.</b>	i. Develop and maintain a national database of developers and retailers fitting Richton Park’s niche and profile.	CED Director/Staff	Completed, June 2021; updated annually
		ii. Regularly attend national and local real estate conferences to market development opportunities.		Attended quarterly, or as scheduled
	<b>Strategy 1.1.3: Aggressively prepare and market development sites.</b>	i. Update a database of Village-owned properties available for development.	CED Director/Staff	Completed, January 2021; updated annually
		ii. Incorporate economic development marketing into broader Village marketing and branding.		Completed, January 2021; ongoing
		iii. Provide regularly updated information on development opportunities through a stand-alone economic development website.		Completed, April 2021; updated quarterly
		iv. Conduct regular developer tours to showcase development opportunities		Completed, June 2021; renewed annually
	<b>Strategy 1.1.4: Utilize redevelopment incentive tools and add new tools when possible.</b>	i. Create a comprehensive economic incentives catalogue unique to the Village’s development needs	CED Director/Staff	Completed, January 2021; reviewed/ updated quarterly
		ii. Utilize data from the Economic Development Incentives Guide to inform use of tools and identification of new ones.		Completed, May 2021; updated annually
		iii. Develop business assistance, façade improvement and entrepreneurship programs as part of a business retention strategy.		Completed May 2021; renewed annually

	<b>Strategy 1.1.5: Build and strengthen relationships with existing businesses.</b>	i.	Schedule regular visits to existing businesses and brokers.	February 2021; conducted monthly
		ii.	Conduct regular round-table business discussions with local businesses.	February 2021; conducted quarterly
		iii.	Strengthen the role of the Merchants Association by attending meetings.	January 2021; updated monthly

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)	
<b>1.2: Construct or redevelop 50,000 square feet of retail space in the Town Center area.</b>	<b>Strategy 1.2.1: Identify Richton Park's market niche for Town Center mixed-use commercial development.</b>	i.	Complete commercial market study to identify niche market and update regularly as needed	CED Director/Staff	Completed, June 2021; updated annually
		ii.	Utilize commercial market analysis data, and refine and gather new data as necessary.		Completed, June 2021; renewed annually
	<b>Strategy 1.2.2: Conduct developer outreach to groups that fit Richton Park's niche and profile.</b>	i.	Develop and maintain a national database of developers and retailers fitting Richton Park's niche and profile.	CED Director/Staff	Completed, June 2021; updated annually
		ii.	Regularly attend national and local retail conferences to market development opportunities.		Attended quarterly, or as scheduled
	<b>Strategy 1.2.3: Aggressively prepare and market development sites.</b>	i.	Update a database of Village-owned properties available for development.	CED Director/Staff	Completed, January 2021; updated annually
		ii.	Incorporate economic development marketing into broader Village marketing and branding.		Completed, January 2021; ongoing
iii.		Provide regularly updated information on development opportunities through a stand-alone economic development website.		Completed, April 2021; updated quarterly	
iv.		Strengthen relationships with large property owners within the Town Center area.		Completed, January 2021; updated monthly	
	v.	Advertise developer opportunities in national, regional and local commercial/residential publications		Completed, January 2021, updated quarterly	
	vi.	Conduct regular developer tours to showcase development opportunities		Completed June 2021, renewed annually	

	<b>Strategy 1.2.4: Utilize redevelopment incentive tools and add new tools when possible.</b>	i.	Create a comprehensive economic incentives catalogue unique to the Village’s development needs	CED Director/Staff	Completed, January 2021; reviewed/ updated quarterly
		ii.	Utilize data from the Economic Development Incentives Guide to inform use of tools and identification of new ones.		Completed, May 2021; updated annually
		iii.	Develop business assistance, façade improvement and entrepreneurship programs as part of a business retention strategy.		Completed May 2021; renewed annually
	<b>Strategy 1.2.5: Build and strengthen relationships with existing businesses.</b>	i.	Schedule regular visits to existing businesses and brokers.	CED Director/Staff	February 2021; conducted monthly
		ii.	Conduct regular round-table business discussions with local businesses.		February 2021; conducted quarterly
		iii.	Strengthen Village’s partnership with the Merchants Association.		January 2021; conducted monthly

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>1.3: Redevelop the Lakewood Plaza Shopping Center site with new retail and housing.</b>	<b>Strategy 1.3.1: Identify Richton Park’s market niche for conventional strip center commercial development.</b>	i. Complete commercial market study to identify niche market and update regularly as needed ii. Utilize commercial market analysis data, and refine and gather new data as necessary.	CED Director/Staff	Completed, September 2021; updated annually Completed, September 2021; renewed annually
	<b>Strategy 1.3.2: Conduct developer outreach to groups that fit Richton Park’s niche and profile.</b>	i. Develop and maintain a national database of developers and retailers fitting Richton Park’s niche and profile. ii. Regularly attend national and local real estate conferences to market development opportunities.		CED Director/Staff
	<b>Strategy 1.3.3: Aggressively prepare and market development sites.</b>	i. Incorporate economic development marketing into broader Village marketing and branding. ii. Provide regularly updated information on development opportunities through a stand-alone economic development website. iii. Conduct regular developer tours to showcase development opportunities	CED Director/Staff	Completed, January 2021; updated annually Completed, April 2021; ongoing Completed June 2021, renewed annually

	<b>Strategy 1.3.4: Utilize redevelopment incentive tools and add new tools when possible.</b>	i.	Create a comprehensive economic incentives catalogue unique to the Village's development needs	CED Director/Staff	Completed, January 2021; reviewed/ updated quarterly
		ii.	Utilize data from the Economic Development Incentives Guide to inform use of tools and identification of new ones.	CED Director/Staff	Completed, May 2021; updated annually
		iii.	Develop business assistance, façade improvement and entrepreneurship programs as part of a business retention strategy.		Completed May 2021; renewed annually
	<b>Strategy 1.3.5: Build and strengthen relationships with existing businesses.</b>	i.	Schedule regular visits to existing businesses and brokers.	CED Director/Staff	February 2021; conducted monthly
		ii.	Conduct regular round-table business discussions with local businesses.		February 2021; conducted quarterly
		iii.	Strengthen Village's partnership with the Merchants Association.		February 2021; conducted monthly

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)	
<b>1.4: Attract hotel and retail development west of I-57.</b>	<b>Strategy 1.4.1: Identify Richton Park's market niche for hotel/retail development.</b>	i.	Utilize commercial market analysis data, and refine and gather new data as necessary.	CED Director/Staff	Completed, September 2021; updated annually
		ii.	Complete commercial market study to identify niche hotel market and update regularly as needed		Completed, September 2021; renewed annually
	<b>Strategy 1.4.2: Conduct developer outreach to groups that fit Richton Park's niche and profile.</b>	i.	Develop and maintain a national database of developers and retailers fitting Richton Park's niche and profile.	CED Director/Staff	Completed, June 2021; updated annually
		ii.	Regularly attend national and local real estate conferences to market development opportunities.		Attended quarterly, or as scheduled
	<b>Strategy 1.4.3: Aggressively prepare and market development sites.</b>	i.	Incorporate economic development marketing into broader Village marketing and branding.	CED Director/Staff	Completed, January 2021; updated annually
		ii.	Provide regularly updated information on development opportunities through a stand-alone economic development website.		Completed, April 2021; ongoing
iii.		Conduct regular developer tours to showcase development opportunities		Completed June 2021, renewed annually	

	<b>Strategy 1.4.4: Utilize redevelopment incentive tools and add new tools when possible.</b>	<ul style="list-style-type: none"> <li>i. Create a comprehensive economic incentives catalogue unique to the Village’s development needs</li> <li>ii. Utilize data from the Economic Development Incentives Guide to inform use of tools and identification of new ones.</li> </ul>	CED Director/Staff	<p>Completed, January 2021; reviewed/ updated quarterly</p> <p>Completed, May 2021; updated annually</p>
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OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>1.5: Revitalize the Village’s existing housing stock, and attract new housing development.</b>	<b>Strategy 1.5.1: Identify Richton Park’s market niche for new single family and multifamily housing development.</b>	i. Complete residential market study to identify niche market and update regularly as needed	CED Director/Staff	Completed, January 2021; updated annually
		ii. Utilize residential market analysis data, and refine and gather new data as necessary.		Completed, May 2022
		iii. Pursue funding for neighborhood revitalization planning and implementation.		
	<b>Strategy 1.5.2: Conduct developer outreach to groups that fit Richton Park’s niche and profile.</b>	i. Develop and maintain a database of developers, small builders and rehab contractors who can contribute to infill revitalization efforts.	CED Director/Staff	Completed, January 2021; updated annually
		ii. Develop and maintain a database of potential infill housing development sites.		Attended quarterly, or as scheduled
		iii. Regularly attend national and local real estate conferences to market development opportunities.		
<b>Strategy 1.5.3: Aggressively prepare and market development sites.</b>	i. Utilize tax reactivation, no cash bid and land bank programs to acquire infill residential properties.	CED Director/Staff	Completed, January 2021; updated quarterly	
	ii. Identify funding to support residential rehab activities.		Completed, May 2021, reviewed annually	
	iii. Incorporate economic development marketing into broader Village marketing and branding.		Completed January 2021; updated annually	
	iv. Conduct regular developer tours to showcase development opportunities		Completed June 2021, renewed annually	

	<b>Strategy 1.5.4: Utilize redevelopment incentive tools and add new tools when possible.</b>	i.	Create a comprehensive economic incentives catalogue unique to the Village’s development needs	CED Director/Staff	Completed, January 2021; updated quarterly
		ii.	Utilize data from the Economic Development Incentives Guide to inform use of tools and identification of new ones.		Completed, May 2021; updated annually
	<b>Strategy 1.5.5: Assist current residents with tools to contribute to housing revitalization.</b>	i.	Create and host regular permitting seminars and home renovation programs to provide information to current residents.	CED Director/Staff	Beginning January 2021; conducted quarterly
		ii.	Revise the Village’s permitting, inspection and development fee structure.		Completed, April 2021
		iii.	Update building codes to ensure excellence in housing construction.		Completed, April 2022

# Goal Area: Financial Stability

## Goal 2.0: Stabilize and strengthen all financial positions of the Village of Richton Park.

OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>2.1: Create a Five-Year Financial Plan</b>	<b>2.1.1 Identify Revenue Enhancements</b>	i. Review Surrounding Areas to identify new revenue sources for the Village	All Dept. Heads	February Annually
		ii. Update ordinances to include new revenue sources.	Department Heads	Ongoing as needed
		iii. Continually look for ways to collect debt owed to the Village.	Department Heads	Annually
	<b>2.1.2 Reviewing the current and past financial trends to update a realistic financial picture.</b>	i. Update Parks & Recreation programs annually according to trend.	Parks & Recreation Director	February Annually
		ii. Review taxes annually that can change based on economic development.	Finance Director	Quarterly
		iii. Develop budgetary recommendations based on financial trends.	Finance Director	Quarterly
<b>2.1.3 Perform studies in the surrounding areas to streamline current rates &amp; determine cost for services.</b>	i. Review utility rates such as water, sewer, refuse and commuter parking.	Utility Billing Specialist	February Annually	
	ii. Review fines and miscellaneous fees such as code and parking violations.	Police Chief Planning & Zoning Director	Annually	



OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
2.2 Implement a cloud based financial system that integrates all elements of the Village's finance operations to create transparency.	2.2.1 Develop OpenGov Software platform to allow Dept. Heads & Village Board access	<ul style="list-style-type: none"> <li>i. Finance Dept. will upload the financial status of the Village (Budget vs. Actual)</li> <li>ii. By second year, Finance will upload on a monthly basis instead of quarterly.</li> <li>iii. Include the public access to the OpenGov platform data with information such as the budget.</li> <li>iv. Develop additional charts/graphs to display financial operations in addition to statistical data.</li> </ul>	Finance Director Accountant Finance Director  Finance Director  Finance Staff	FY2021: Quarterly Basis FY2022: Monthly  FY2022: Annually  Ongoing
	2.2.2 Create a Budget that includes public comments and/or suggestions.	<ul style="list-style-type: none"> <li>i. Implementation of OpenGov to explain the Budget.</li> <li>ii. Within five years the OpenGov transparency platform will be online, to utilize input from the public as if they are at a public hearing.</li> </ul>	Finance Director Accountant PIO, IT	FY2021: Quarterly Basis FY2022: Monthly

OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
2.3 Build Financial Reserves of 90 days (approx. \$1.5 million)	2.3.1 Keep operating costs under the annual increase of revenues	<ul style="list-style-type: none"> <li>i. Stay within means as it relates to revenue to annually create a surplus to be applied to our financial reserves.</li> </ul>	Finance Director	FY2022: 20% reserves FY2023 & FY2024: 25% reserves FY2025: 30% reserves
	2.3.2 Annually save a percentage of surplus revenues for reserves	<ul style="list-style-type: none"> <li>i. Create a budget that allows half % to one % difference</li> </ul>	Finance Director	FY2022: 20% reserves FY2023 & FY2024: 25% reserves FY2025 : 30% reserves

OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>2.4 Create a 45-day accounts payable log</b>	<b>2.4.1 Finance Department will be in charge of receiving and allocating all invoices.</b>	i. All invoices will be directed to the finance department with departments checking weekly to input invoices	Finance and all departments	April 30, 2021
	<b>2.4.2 All A/P checks will be processed in a timely fashion</b>	i. Check processing on a bi-monthly term for list of bills. ii. Check processing of utilities, reimbursements and program related on a weekly basis.	Finance and all departments Finance and all departments	April 30, 2021 Weekly
	<b>2.4.3 Finance will assist all departments in allocating expenses as it streamlines with revenues</b>	i. Purchase Orders will be required before purchasing all expenses. Blanket PO's to help control quarterly expenses for reoccurring purchases.	Finance and all departments	April 30, 2021

OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>2.5 Create a Public Private Partnership (PPP) to drive Village Wide Economic Development</b>	<b>2.5.1 Look for Grant Opportunities to help assist with large projects.</b>	i. Review grant opportunities to help fund Capital Projects and TIF Related.	Department Heads	May 1 <sup>st</sup> & Annually
	<b>2.5.2 Work with Village's Engineer to secure reimbursement opportunities with the state.</b>	i. Review grant opportunities and reimbursement projects that involve the state, federal or other private companies.	Department Heads	May 1 <sup>st</sup> & Annually

# Goal Area: Infrastructure

**Goal 3.0: To maintain and improve the existing infrastructure that is safe and reliable for our residents, businesses, and community partners.**

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>3.1: Maintain and improve the condition of existing Sidewalks and Roadways.</b>	<b>Strategy 3.1.1: Utilize existing pavement assessment to prioritize areas of repair, resurface, or reconstruction and budget to accomplish 5600 linear feet of improvements.</b>	i. Increase the level of work Village Staff can perform.	Assistant PW Director	Annually
		a. Expand training to perform the work internally.	Assistant PW Director	Quarterly
		b. Perform road patching monthly as weather permits.	Assistant PW Director	Quarterly
		c. Expand training to re-stripe the roadways	Assistant PW Director	Quarterly
		ii. Annual reporting on the status of achieving the linear foot goal.	Public Works Director	Fourth Quarter
	<b>Strategy 3.1.2: Utilize additional funding opportunities to get more work performed with the same budgetary obligation from the Village.</b>	i. Annually apply for known local, state, and federal grants for additional funding alternatives.	PW Director/Village Engineer	Annually
	ii. Continually look for new funding opportunities. Grants that do not open on a regular basis.	PW Director/Village Engineer	Quarterly	
	iii. Utilize joint bid opportunities to assist in the lowest contractual price.	Public Works Director	Third Quarter	
	<b>Strategy 3.1.3: Public notification on roadway improvements.</b>	i. Notify Citizens about the construction that is scheduled to be improved	Public Works Director / Public Media Coordinator	Monthly
	a. Social media			
	b. Publications			
	c. In-person presentations			
	ii. Notify Citizens when improvements have been			

		<p>completed.</p> <ul style="list-style-type: none"> <li>a. Social media</li> <li>b. Publications</li> <li>c. In-person presentations</li> </ul>	Public Works Director / Public Media Coordinator	Monthly
	<p><b>Strategy 3.1.4:</b> Utilize a Sidewalk assessment to prioritize areas of repair to accomplish 3000 linear feet of improvements.</p>	<ul style="list-style-type: none"> <li>i. Utilize a third party to provide a comprehensive ADA sidewalk evaluation. <ul style="list-style-type: none"> <li>a. Prioritize by severity and list all known areas</li> <li>b. Develops / update the replace or repair action plan</li> </ul> </li> <li>ii. Increase the level of work Village personnel can perform in lieu of contractual services</li> <li>iii. Using the evaluation and action plan, budget accordingly to meet the 3000 linear foot goal by 2025.</li> </ul>	<p>Public Works Director</p> <p>Assistant PW Director</p> <p>Public Works Director</p>	<p>Fourth Quarter FY21</p> <p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Fourth Quarter</p>

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>3.2: Maintain the Water Distribution System</b>	<p><b>Strategy 3.2.1:</b> Implement and budget for Replacement of known problematic areas.</p>	<ul style="list-style-type: none"> <li>i. List / update the known sections of water mains that need to be replaced and address in the Capital Improvement Plan</li> <li>ii. When funding is available, budget accordingly to accomplish the phasing schedule of the CIP.</li> </ul>	<p>PW Director/Village Engineer</p> <p>Public Works Director</p>	<p>Fourth Quarter</p> <p>Fourth Quarter</p>
	<p><b>Strategy 3.2.2:</b> Utilize additional funding opportunities to get more work performed with the same budgetary obligation from the Village.</p>	<ul style="list-style-type: none"> <li>i. Annually apply for known local, state and federal grants for additional funding alternatives.</li> <li>ii. Continually look for new funding opportunities. Grants that do not open on a regular basis.</li> </ul>	<p>PW Director/Village Engineer</p> <p>PW Director/Village Engineer</p>	<p>Annually</p> <p>Quarterly</p>

		iii. Utilize Joint bid opportunities to assist in the lowest contractual price.	Public Works Director	Quarterly
<b>Strategy 3.2.3: Maintain the existing distribution.</b>	i. Annually flush the water system.	Assistant PW Director	Third Quarter	
	ii. Provide training to all personnel who will be turning valves on proper operation of fire hydrants to prevent pressure surges (water hammer) that can cause stress on the water lines.	Assistant PW Director	Third Quarter	
<b>Strategy 3.2.4: Maintain the existing Fire Hydrants.</b>	i. Inspect all fire hydrants for proper operation	Assistant PW Director	Third Quarter	
	a. Coordinate / inform the Fire Department on out of service hydrants.	Assistant PW Director	Third Quarter	
	b. Budget to repair all out of service fire hydrants.	Director of Public Works	Fourth Quarter	
	ii. Provide training to the Fire Department on proper operation of fire hydrants to prevent pressure surges (water hammer) that can cause stress on the water lines.	Assistant PW Director	Second Quarter	
	iii. Develop a standard operating procedure for Fire Hydrant flushing and operation.	Assistant PW Director	Fourth Quarter FY21	
<b>Strategy 3.2.5: Public notification on water quality.</b>	i. Annual report on the quality and testing of the water system.	Assistant PW Director / media Coordinator	Fourth Quarter	
	a. Social media			
	b. News Paper, Village web site, and Views Magazine			
	c. Paper brochures			
	ii. Notify residents on the areas that water quality will be affected by water main breaks.	Public Works Director	Daily	
	iii. Notify residents on improvements to water quality.	Public Works Director	Third Quarter FY22	

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>3.3 Improve existing Storm water and Sanitary Sewer System</b>	<b>Strategy 3.3.1: Sanitary system evaluation</b>	i. Continue the implementation of the MWRD Inflow and Infiltration (I&I) program guidelines	Public Works Director	Fourth Quarter FY21
		a. Budget annually to finish evaluating the 20% requirement of our sanitary sewer system.	Public Works Director	Fourth Quarter
		b. Report annually to MWRD the MS4 (Storm Water) report	Public Works Director	Fourth Quarter
		ii. Remediate known problematic (or identified) areas of the sanitary sewer system	Assistant PW Director	Quarterly
		a. Training personnel to accomplish maintenance repairs in-house.	Assistant PW Director	Quarterly
		b. Budget accordingly to accomplish this task.	Public Works Director	Fourth Quarter
		iii. Perform cleaning of the Sanitary Sewer System.	Assistant PW Director	Monthly
		a. Known areas of backups will be cleaned monthly or more frequent as needed.	Assistant PW Director	Monthly
		b. Public outreach and education on what to not pour down the drain.	Public Works Director	Fourth Quarter
			<b>3.3.2: Storm water system maintenance to improve drainage and mitigate flooding.</b>	i. List and prioritize failing catch basins throughout the Village.
a. Train personnel to accomplish in-house.	Assistant PW Director			Third Quarter
b. Budget accordingly to accomplish this task.	Public Works Director			Fourth Quarter
ii. Develop and Implement a storm water catch basin and inlet cleaning program	Assistant PW Director			Third Quarter FY21
a. Document and perform monthly inspections on Stormwater inlets.	Assistant PW Director			Monthly
b. Document and clean catch basins prior to	Assistant PW			Monthly

		<p>every rain event.</p> <p>iii. Keep drainage ditches clear</p> <p>a. Annually, remove trees and other debris obstructing the normal flow of water</p> <p>b. Budget to remove drainage ditch sedimentation as needed.</p> <p>iv. Utilize NCC AmeriCorps to assist in accomplishing this goal.</p>	<p>Director</p> <p>Assistant PW Director</p> <p>Assistant PW Director</p> <p>Public Works Director</p> <p>Public Works Director</p>	<p>Annually</p> <p>Annually</p> <p>Fourth Quarter</p> <p>Fourth Quarter</p>
	<p><b>3.3.3: Utilize additional funding opportunities to get more work performed with the same budgetary obligation from the Village.</b></p>	<p>i. Annually apply for known local, state, and federal grants for additional funding alternates.</p> <p>ii. Continually look for new funding opportunities. Grants that do not open on a regular basis.</p> <p>iii. Utilize Joint bid opportunities to assist in the lowest contractual price</p>	<p>Public Works Director / Village Engineer</p> <p>Public Works Director / Village Engineer</p> <p>Public Works Director</p>	<p>Annually</p> <p>Quarterly</p> <p>Fourth Quarter</p>

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<p><b>3.4: Maintain and repair existing water treatment facilities</b></p>	<p><b>Strategy 3.4.1: Evaluate current and future needs of the treatment facilities</b></p>	<p>i. Categorize and prioritize equipment/process by facility</p>	<p>Assistant PW Director</p>	<p>Third Quarter FY22</p>
		<p>a. List equipment for Immediate replacement</p>	<p>Assistant PW Director</p>	<p>Fourth Quarter FY21</p>
		<p>b. List equipment that be replaced due to age and no repair parts available</p>	<p>Assistant PW Director</p>	<p>Third Quarter FY22</p>
		<p>c. List equipment to develop a future replacement schedule</p>	<p>Assistant PW Director</p>	<p>Third Quarter FY22</p>
		<p>d. Budget accordingly to accomplish this objective</p>	<p>Public Works Dir</p>	<p>Fourth Quarter</p>
		<p>ii. Develop Standard Operating Procedures</p>	<p>Assistant PW Director</p>	<p>Fourth Quarter FY22</p>

		iii. Develop a preventative maintenance / replacement schedule	Assistant PW Director	First Quarter FY22
	<b>3.4.2: Maintain the water towers appearance and functionality</b>	i. Maintain the existing contract with Suez for maintenance and ascetics of the water towers	Public Works Director	Annually
		ii. Perform exterior beautification of the tower and wells	Assistant PW Director	Monthly
		a. Schedule mowing, weed whipping, and grounds cleanup.	Assistant PW Director	Monthly
		b. Continually improve the exterior appearance through painting and planting flowers / shrubs.	Assistant PW Director	Monthly

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>3.5: Prepare for increased demands on the infrastructure west of I-57</b>	<b>Strategy 3.5.1: Develop a plan for anticipated growth for water and sewer</b>	i. Define the current maximum available flow for water and sewer	Village Engineer	Fourth Quarter FY21
		ii. Update 2003 Basis of Design Memo for expansion of Water and Sewer System west of I-57	Village Engineer	Fourth Quarter FY21
		iii. Develop a high-level estimate of building a new treatment facility and water tower and update annually.	Village Engineer	Third Quarter FY22
		iv. Identify areas that need improvement/upgrade	Village Engineer	Third Quarter FY22
		v. Identify areas that will benefit from expanding the current infrastructure	Public Works Director / Village Engineer	First Quarter FY22



	<b>3.5.2: Develop a plan to loop the water system</b>	<ul style="list-style-type: none"> <li>i. If needed, identify areas of land acquisition to accomplish this task id needed</li> <li>ii. Develop an all-inclusive cost estimate and update annually.</li> </ul>	Public Works Director / Village Engineer	<p>First Quarter FY22</p> <p>Third Quarter FY22</p>
	<b>3.5.3: Develop the potential need for lift stations</b>	<ul style="list-style-type: none"> <li>i. Use baseline of strategy 3.5.1 to determine feasibility.</li> <li>ii. If needed, identify areas of land acquisition to accomplish this task.</li> <li>iii. Develop an all-inclusive cost estimate and update annually.</li> </ul>	Village Engineer	<p>First Quarter FY23</p> <p>Second Quarter FY23</p> <p>Third Quarter FY23</p>
	<b>3.5.4: Utilize additional funding opportunities to get more work performed with the same budgetary obligation from the Village.</b>	<ul style="list-style-type: none"> <li>i. Annually apply for known local, state, and federal grants for additional funding alternatives.</li> <li>ii. Continually look for new funding opportunities. Grants that do not open on a regular basis.</li> </ul>	<p>Public Works Director / Village Engineer</p> <p>Public Works Director</p>	<p>Annually</p> <p>Quarterly</p>
	<b>Strategy 3.5.5: Implement a asset management program</b>	<ul style="list-style-type: none"> <li>i. Develop a list of asset management program vendors and set up a presentation <ul style="list-style-type: none"> <li>a. Get a quote form top candidates</li> <li>b. Budgets accordingly to purchase the program</li> </ul> </li> <li>ii. Coordinate with CMAP and SSMMA to import GIS data</li> <li>iii. Research the age of all of our assets and input into the program</li> <li>iv. Develop a replacement program as detailed through the asset management program.</li> </ul>	<p>Public Works Director</p> <p>Public Works Director</p> <p>Public Works Director</p> <p>Public Works Director</p>	<p>Third Quarter FY22</p> <p>Fourth Quarter FY22</p> <p>First quarter FY23</p> <p>Second Quarter FY23</p> <p>Fourth Quarter Fy23</p>

# Goal Area: 4.0 Public Safety

**Goal: To enhance and expand Village of Richton Park public safety services throughout the community.**

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>4.1: Educate the community on the various law enforcement and safety practices and programs.</b>	<b>Strategy 4.1.1: Provide instruction on fire safety for community members.</b>	i. Meet with leaders at the three senior citizens buildings and arrange to conduct fire safety training twice a year for each building.	Deputy Chief Hodges	May and Oct annually
		ii. Reach out to all Richton Park schools to get on their schedule to provide safety education to school aged students during the school year.	Deputy Chief Owens	August thru May annually
		iii. Hold two Junior Fire Academies a year.	Fire Chief	June and July annually
	<b>Strategy 4.1.2: Conduct school safety drills at all Richton Park Schools.</b>	i. At the beginning of each school year, the police department will meet with each school's principal to get on their schedule to conduct training on ALICE.	Police Chief	December annually
		ii. The police department in partnership with School Districts 159, 162 and 227 will conduct annual intruder/active shooter drills at the five schools located in the Village of Richton Park.	DC Owens	August thru May annually
		iii. The fire department will partner with the five schools located within the Village of Richton Park to conduct and evaluate the effectiveness of their fire drills annually.	Fire Chief	September annually
	<b>Strategy 4.1.3: Offer various types of crime prevention and safety programs to the public.</b>	i. Partner with the Matteson Police Department to conduct a ten (10) week Citizen's Police Academy.	Police Chief	Sep thru Nov annually
		ii. Continue to participate in youth related programs such as Police Cadet Program Peer Jury, Red-Ribbon Week/Anti-bullying and Stranger Danger.	Deputy Police Chief	Annually
		iii. Ensure each police team provide community policing and other training for community groups.	Deputy Police Chief	January annually

	<b>4.1.4: American with Disabilities Act (ADA) compliance and notification. Ensure the following is in compliance with the ADA transition plan and is performed annually.</b>	i. Evaluate and ensure Americans with Disabilities Act (ADA) compliance through the community	Fire Chief	Ongoing
		ii. All advertisements comply with the ADA.	HR Director	Ongoing
		iii. All hiring practices comply with the ADA.	HR Director	
		iv. Proper labeling of ADA accessible areas throughout the Village.	PW Director Community & Economic Development Director	
		v. All Village owned facilities are compliant or are scheduled to become compliant is followed.		

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>4.2: Increase Community Policing efforts by providing more police visibility in the community.</b>	<b>Strategy 4.2.1: Have officers conduct daily foot patrols.</b>	<ul style="list-style-type: none"> <li>i. Enter all businesses in the assigned zone and document who the officer interacted with.</li> <li>ii. Interact with the students in the schools during lunch, recess and at the beginning and end of the school day.</li> </ul>	DC Owens  School Resource Office and Patrol Officers	Daily  August thru May annually
	<b>Strategy 4.2.2: Conduct outdoor Roll Calls.</b>	<ul style="list-style-type: none"> <li>i. Vary the location of the Roll Calls throughout the community.</li> </ul>	Patrol Sergeants	May thru October annually
	<b>Strategy 4.2.3: Interact with the community in a non-law-enforcement capacity.</b>	<ul style="list-style-type: none"> <li>i. Participate in Village sponsored events.</li> <li>ii. Attend community events and interact with the public.</li> </ul>	Police and Fire employees Police and Fire employees	Monthly  Ongoing
	<b>Strategy 4.2.4: Increase outreach efforts through social media and Marketing.</b>	<ul style="list-style-type: none"> <li>i. Utilize the Ring Neighbors Forum to push out information to the public related to community events and crime issues.</li> <li>ii. Interact with the public through Facebook, Instagram and Twitter.</li> </ul>	Village PIO Adams Police Detectives Village PIO Adams Police Detectives	Weekly

OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>4.3 Improve staffing for the Fire and Police Departments.</b>	<b>Strategy 4.3.1: Attend Career Fairs.</b>	<ul style="list-style-type: none"> <li>i. Colleges</li> <li>ii. Village</li> <li>iii. Surrounding Communities</li> </ul>	Human Resources Department Fire Department Police Department	Ongoing
	<b>4.3.2: Utilize a variety of advertisement mediums to attract applicants.</b>	<ul style="list-style-type: none"> <li>i. Advertise on Police job websites.</li> <li>ii. Advertise on Fire job websites.</li> <li>iii. Send job opening information to the local colleges that offer Fire Science and Criminal Justice programs.</li> <li>iv. Place articles in the newspaper.</li> </ul>	Fire Chief Police Chief HR Director  Village PIO	Ongoing
	<b>4.3.3: Develop a “peer” mentoring program to retain recruits once hired.</b>	<ul style="list-style-type: none"> <li>i. Offer new police and fire employees the option of working with a senior employee.</li> </ul>	Fire Chief Police Chief	Ongoing
	<b>4.3.4: Hold Open House and Tailgate events.</b>	<ul style="list-style-type: none"> <li>i. Fire Department and Police Department host tours of their departments.</li> <li>ii. Fire Department conducts tailgating events in the community.</li> </ul>	Fire Chief Police Chief	May thru October Annually
OBJECTIVE	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>4.4: Fire, Police, Code Enforcement and Public Works work together to address quality of life issues that may lead to crime.</b>	<b>Strategy 4.4.1: Address conditions that are conducive to criminal behavior.</b>	<ul style="list-style-type: none"> <li>i. Keep a list of vacant homes and work together to ensure the homes are secure.</li> <li>ii. Police provide Public Works with a list of lights out throughout the Village to ensure repair as soon as possible.</li> <li>iii. Fire, Police and Code Enforcement advise each other of hazards.</li> </ul>	Sergeant G. Miramontes/Code Enforcement  Sergeant M. Young  All employees from those departments	Monthly  Bi-weekly  Daily

	<p><b>4.4.2: Police work with Public Works to address unsafe conditions.</b></p>	<ul style="list-style-type: none"> <li>i. Police report to Public Works road hazards such a pot-hole missing manhole covers, missing signs etc.</li> <li>ii. Police conduct regular checks on Public Works employees working on streets.</li> </ul>	<p>All Patrol Sergeants</p>	<p>Daily</p>
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# Goal Area: Marketing/Public Relations

**Goal 5.0: Make the Village of Richton Park a premier community through increased brand recognition and strategic marketing.**

OBJECTIVES	STRATEGIES	ACTION STEPS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>5.1: Develop and enhance Richton Park’s brand to expand residential population, attract new business and generate economic sustainability.</b>	<b>Strategy 5.1.1: Explore Marketing Firms to assist in creating specific marketing strategies for each department.</b>	i. Identify and hire a potential firm that specialize in developing strategic marketing plans for the village	Department Heads & Media	Third Quarter, FY22
		ii. Broadening our Brand’s exposure regionally thru marketing plan process	Firm, Department Heads & Media	Fourth Quarter, FY 2022
		iii. Identify marketing needs by Department	Firm, Department Heads & Media	Third Quarter, FY 2020
		iv. Develop a specific marketing plan for the I57 business development	CED Department	Third Quarter FY 2021
		v. Deploy two billboards at Town-Center	CED Department	First Quarter FY 2022
	<b>Strategy 5.1.2: Market Richton Park’s strong governance and leadership through educational campaigns</b>	i. Create content reflecting the Village’s strong and stable leadership	Department Heads & Media	Quarterly
		ii. Create specific campaigns that will attract potential residents and investors to the Village	CED Department & Media	Third Quarter FY 2022
		iii. Develop a preliminary environmental sustainability plan for the Village	Department Heads	Fourth Quarter FY 2022

	<b>Strategy 5.1.3: Promote low crime rates and Public Safety responsiveness through informational campaigns</b>	i. Highlight “safety” as a marketing tactic to attract families from other areas	Police, Fire & Media	Fourth Quarter FY 21
		ii. Create a “safety” tagline as our motto	Police, Fire & Media	Fourth Quarter FY 21
		iii. Incorporate transparency in safety campaigns for the Village	Police, Fire & Media	Fourth Quarter FY 21

OBJECTIVES	STRATEGIES	ACTION ITEMS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
<b>5.2: Improve public notification, communication, and engagement</b>	<b>Strategy 5.2.1: Provide positive data, easily accessible information, mobile friendly functions, marketable content, and attractive photos to the website and social media platforms</b>	i. Use data feedback and positive information to promote the Village’s best practices	Department Heads & Media	Quarterly
		ii. “Tell our story” of “People You Should Know”, “Good Governance and Leadership”, “Transparency”	Department Heads & Media	Quarterly
		iii. Use Social Media to expand and engage all aspects of Richton Park	Media	Evaluate Quarterly
	<b>Strategy 5.2.2: Remain current and relevant on all platforms for community and global communication</b>	i. Explore specific tools that will promote efficient community engagement	Department Heads & Media	First Quarter FY 22
		ii. Provide significant data from feedback and engagement forums	Department Heads & Media	Second Quarter FY 22
		iii. Track online usage and actions of current mediums with the addition of software data	Media	Evaluate Quarterly

OBJECTIVES	STRATEGIES	ACTION ITEMS	PERSON(S) RESPONSIBLE	TARGET DATE(S)
5.3: Strengthen Community Involvement with residents and business owners	<b>Strategy 5.3.1: Form a resident outreach team to implement marketing strategies</b>	i. Set or create specific volunteer initiatives for the Village’s different target audiences	CED & Commission/Committee	Second Quarter FY 2021
		ii. Design, implement and train the Village of Richton Park “Brand Ambassador” via in-person and social media	CED & Media	Second Quarter FY 2021
		iii. Re-evaluate all existing volunteer/community engagement programs and set a plan with specific volunteer and community engagement goals	Department Heads & Commission/Committee	Evaluate Annually
	<b>Strategy 5.3.2: Develop a plan to engage local businesses and organizations in community initiatives</b>	i. Create new ways to appeal or attract small businesses organization (Merchants Chambers Association)	CED	Third Quarter FY 21
		ii. Implement “Do Business in VORP” campaign that are aimed at Businesses, Developers/ Shoppers	CED	Third Quarter FY 22
	<b>Strategy 5.3.3: Expand volunteer opportunities for young adults in the community</b>	i. Work with Community Center to create STEM related learning and volunteer opportunities.	Community Services	Second Quarter FY 21
		ii. Create volunteer work opportunities	Human Resource, Community Relations & Community Services	First Quarter FY 21
		iii. Teach young adults how to coach all sports	Community Services	Second Quarter FY 21
	<b>Strategy 5.3.4: Implement a system-wide approach to measuring customer satisfaction</b>	i. Implement through Marketing Firm Annual Citizen Survey via National Citizen Survey	Firm, CED, Admin, Media	Third Quarter FY 22
		ii. Create a standard survey for all programs and services	Department Heads and Media	Third Quarter FY 2020
		iii. Establishing a “We Fixed It”	Department Heads and Media	Fourth Quarter FY 2020



		Campaign based on data from the Community Engagement Software		
	<b>Strategy 5.3.5: Promote the Village's Resident Resource Management Program</b>	i. Provide resources for Residential Housing	CED & Media	Third Quarter of FY 2020
		ii. Re-branding of Resident assistance Programs	CED & Media	Third Quarter of FY 2020
		iii. Train all volunteers and Brand Ambassadors every element of this program	CED	Second Quarter of FY 21

