

2013

# City of Des Plaines Strategic Plan



The vision into 2017

City of Des Plaines, Illinois

**It is with great pleasure that I present you the City of Des Plaines 2013 Strategic Plan with a vision into 2017.**

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people. The corresponding document is called a strategic plan.

Strategic planning is a preferred approach to guiding a municipal organization's future. In order to determine where it is going, a municipality needs to know exactly where it stands, then determine where it wants to go and how it will get there. Rather than making ad-hoc decisions on an issue-by-issue basis, a strategic plan assists and guides a municipality in determining its future as a community and government.

As you know, the City's annual budget process is an important consideration by the City Council as it sets the spending priorities for the next fiscal year. In preparation for the 2014 annual budget process, the City Council held strategic planning sessions with the facilitation of Lynn Montei Associates. The strategic planning sessions were held on June 5<sup>th</sup> and June 6<sup>th</sup> at the Des Plaines Public Library. Out of those sessions, the City Council identified five very clear goals and several strategies to achieve those goals. Those goals and strategies are formalized in the 2013 Strategic Plan prepared by Lynn Montei Associates.

Michael G. Bartholomew  
City Manager

## **Introduction to the City of Des Plaines**

The City of Des Plaines is a suburban Chicago community that operates under a Council-Manager form of government. It is a beautiful home to over 58,000 people. Des Plaines is a vibrant, diverse community, brimming with assets and potential in its quality of life, parks, library, schools and its strategic location near O'Hare International Airport. The combination of superior air transportation, railroads, and a network of expressways continues to foster full development of Des Plaines. It is a center of commerce and transportation, encompassing 15 square miles.

The City of Des Plaines introduces its Strategic Plan moving forward into 2017, a roadmap intended to cultivate and unleash the City's potential. First we recognize Des Plaines' 178 year history and all of the contributions made by the residents, businesses and community leaders. We hope to capitalize on the successes we have made thus far, and are excited to build on our achievements and continue the development of our thriving and sustainable community. The City of Des Plaines remains committed to pursuing the most progressive and efficient service delivery in order to maximize the quality of life for those that choose to call Des Plaines home.

**Mission Statement**

The mission of City of Des Plaines is to create the environment for community opportunity and quality of life that holds a compelling vision for a prosperous future for all.

**Our Vision for the City of Des Plaines in 2017**

The City of Des Plaines stands among the most engaging, prosperous and leading-edge cities.

**Goals for Vision Attainment**

1. **Financial Stability:** Our resources are in optimal balance with City needs and desires, and a stable financial condition endures.
2. **Thriving Economic Development:** Focused, steady growth and creative investment stimulate an increasingly attractive and vital economic climate.
3. **World Class Infrastructure:** Effective storm water management, transportation and water distribution system upgrades inspire community confidence.
4. **Sense of Community:** The value, beauty and feel of the City result in community pride, ownership and well-being.
5. **High Performance:** We are clear, focused, strategic and best in class in leadership and service delivery.

## **ACTION PLAN**

In order to attain each of the five Goals, several strategies have been identified. They are the means to attaining the Goal. Strategies are deployed through the use of Tactics or actions. Tactics are developed as part of the annual Budget Process. The action plan is laid out in the following format:

### **Goal**

#### **Strategy**

1. **Financial Stability: Our resources are in optimal balance with City needs and desires, and a stable financial condition endures.**
  - 1) **Explore and implement innovative revenue generation approaches.**
  - 2) **Control debt liability.**
  - 3) **Implement policies that improve the City's bond rating and financial standing.**
  - 4) **Employ leading edge financial management practices.**
  
2. **Thriving Economic Development: Focused, steady growth and creative investment stimulate an increasingly attractive and vital economic climate.**
  - 1) **Create and execute a comprehensive City of Des Plaines marketing plan.**
  - 2) **Align Tax Increment Financing (TIF) policies with the City's economic goals and values.**
  - 3) **Build an exciting and vibrant business climate that attracts and retains businesses to the City.**

3. **World Class Infrastructure:** Effective storm water management, transportation and water distribution system upgrades inspire community confidence.

- 1) **Manage and finance infrastructure improvements.**
- 2) **Employ highly effective storm water management and flood mitigation measures in close collaboration with state and federal entities.**
- 3) **Expedite City water system upgrades.**
- 4) **Improve transportation facilities in accord with the adopted CIP.**

4. **Sense of Community:** The value, beauty and feel of the City result in community pride, ownership and well-being.

- 1) **Make choices that beautify the physical environment.**
- 2) **Invest in community events to build their currency toward the City's sense of community.**
- 3) **Elevate the quality of relationships to create a more efficient and harmonious community and government.**
- 4) **Authentically engage stakeholders for meaningful involvement, collaboration and community ownership.**
- 5) **Facilitate multi-directional communication that informs, engages and builds trust and community connection.**

5. High Performance: We are clear, focused, strategic and best in class in leadership and service delivery.

- 1) Exhibit political leadership that exemplifies clarity, conviction and effectiveness.
- 2) Collaborate with neighbors and colleagues to cultivate camaraderie and advance mutual interests.
- 3) Exemplify a City committed to learning, innovation and positive perspective.
- 4) Cultivate professionalism across the organization.