Strategic Planning

Shaping Community with
Informed Decisions

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That Gut Feeling...

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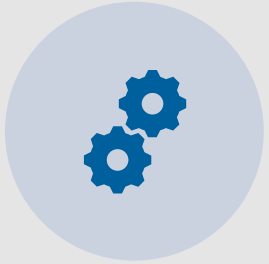
Hunches to Decisions

Identifying Opportunities

Determining Equity



Optimizing Resources

Informing Policy

Identifying Opportunities

Using data to uncover revenue potential

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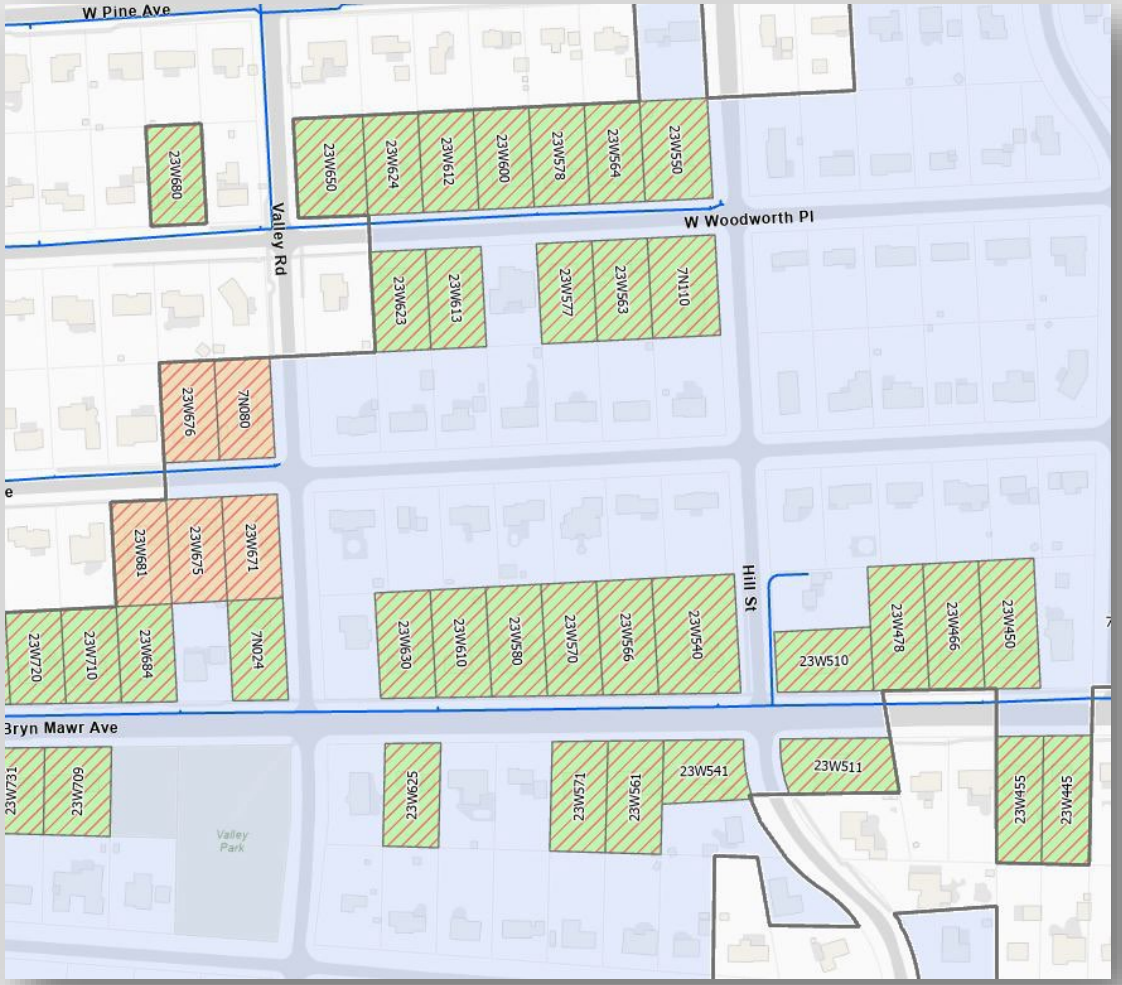
Roselle's Hunch...

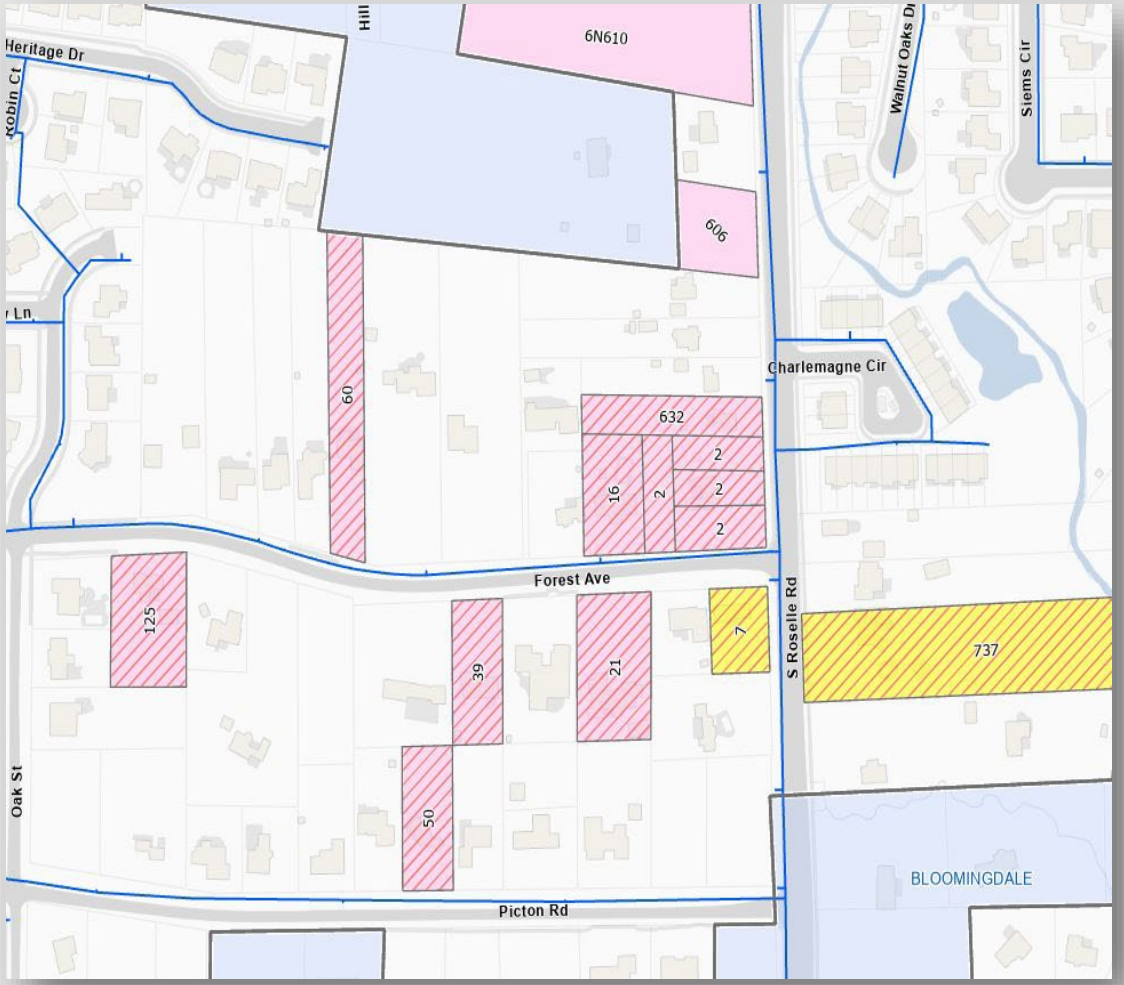
Revenue opportunity

Unincorporated properties

Potential utility connections

Identification Factors





Hunches to Facts

290 Unincorporated → $135,000 Annually

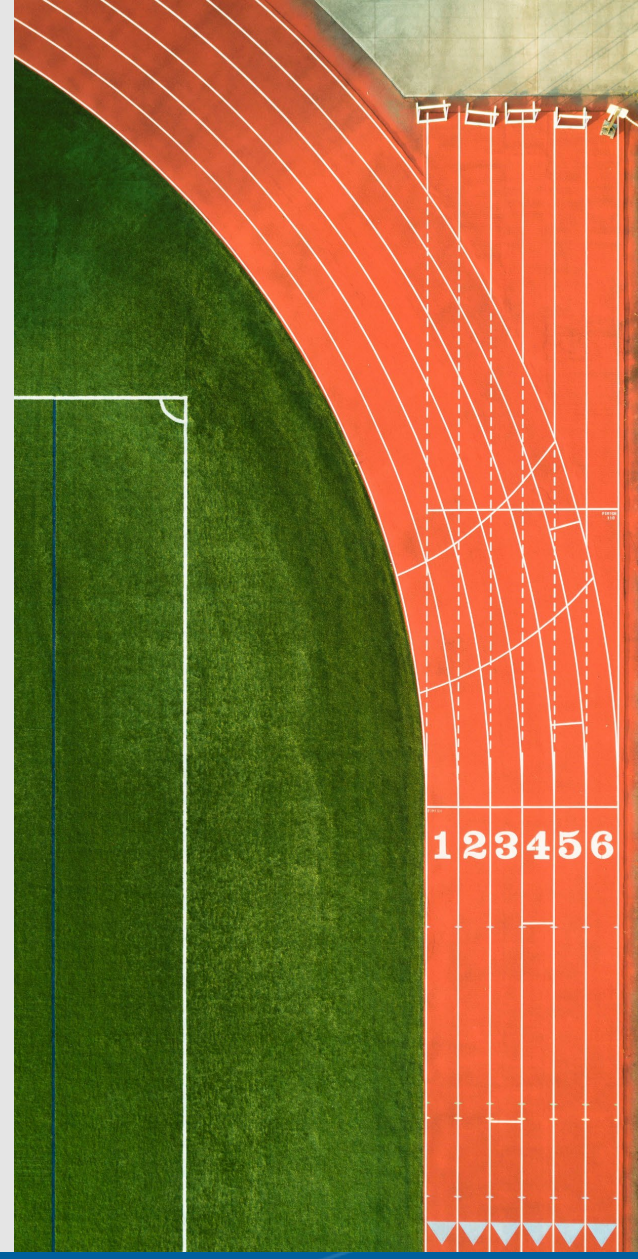
80 Incorporated → $27,000 Annually

Making Decisions

Prioritized incorporated properties

Communicated to unincorporated properties

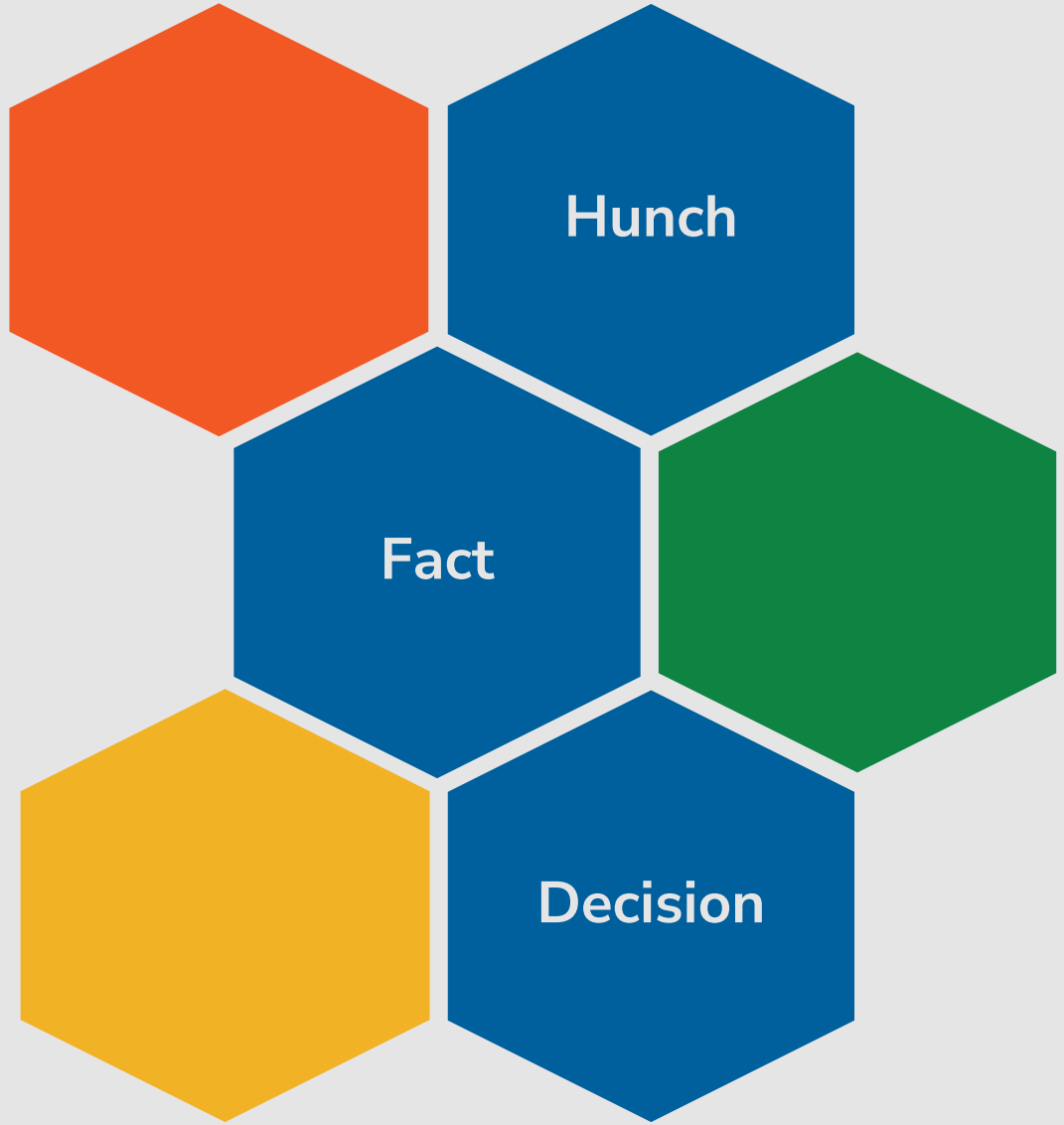
Updated annexation process



Identified opportunities

Leveraged data to find gaps

Re-prioritized based on facts



Questions

Determining Equity

Building sustainable public programs and services

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That Gut Feeling...

Overcome imbalance

Increase efforts

Identify gaps

Increase Confidence

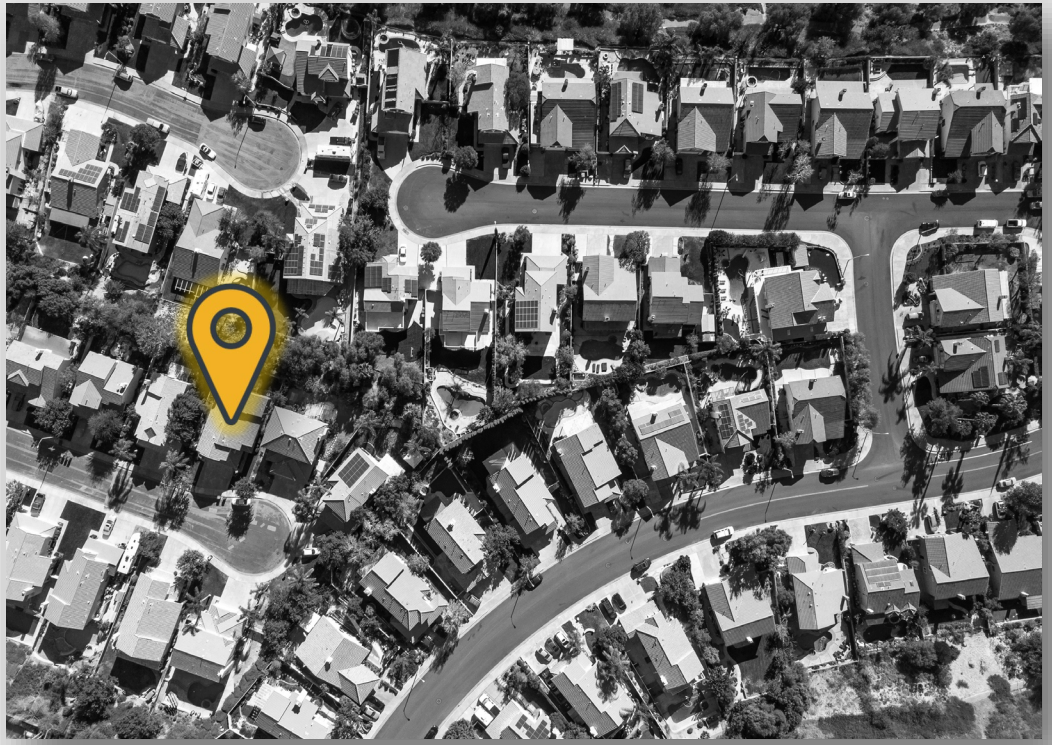
Proactive approach

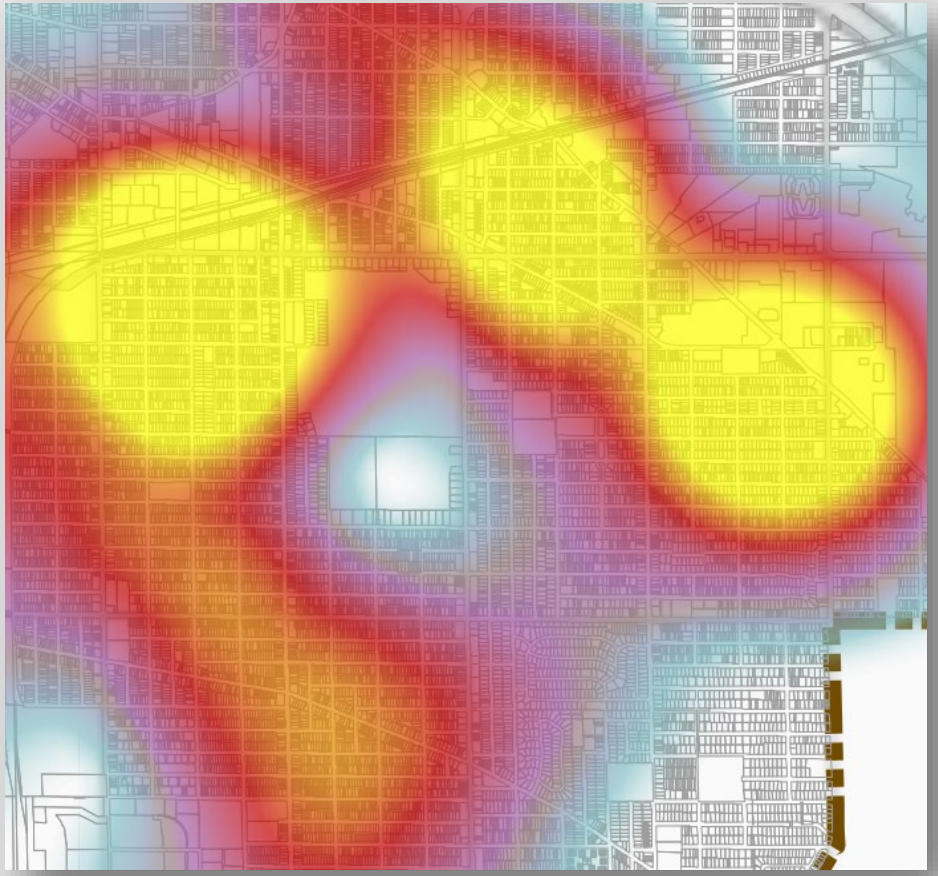
Identify underlying factors

Pinpoint connections

A Puzzle to Solve

No Silver Bullet

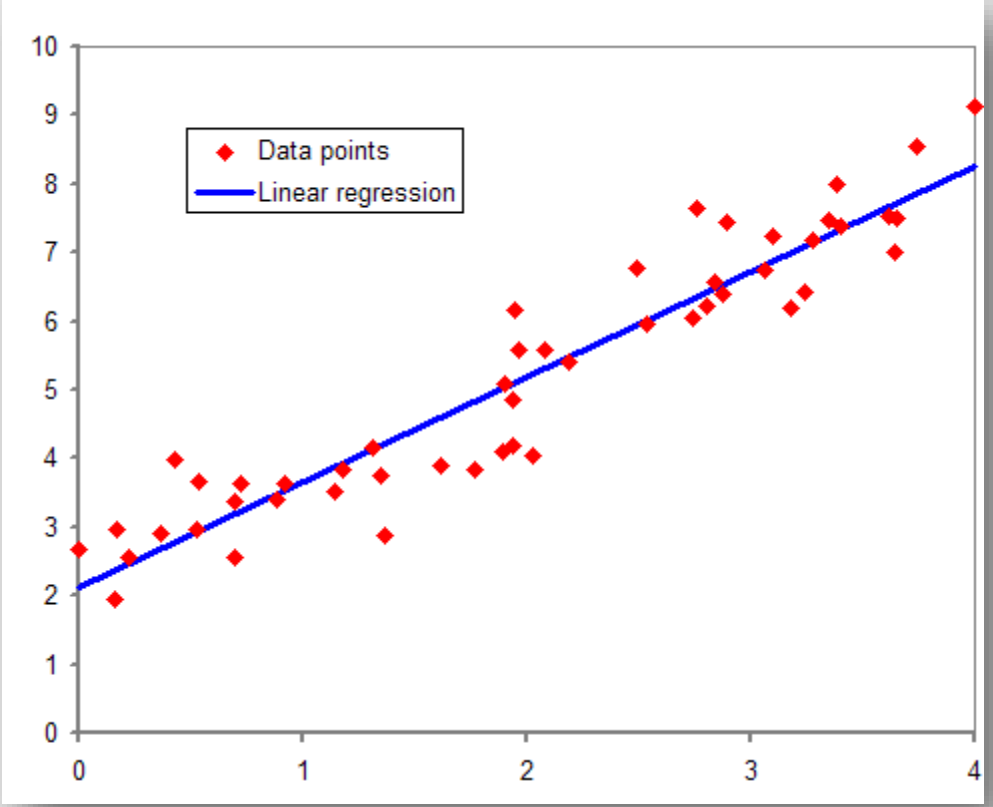




Statistical Analysis

Water shut-off locations

Census demographic data



Fact-Based Decisions

Partnered with community leaders

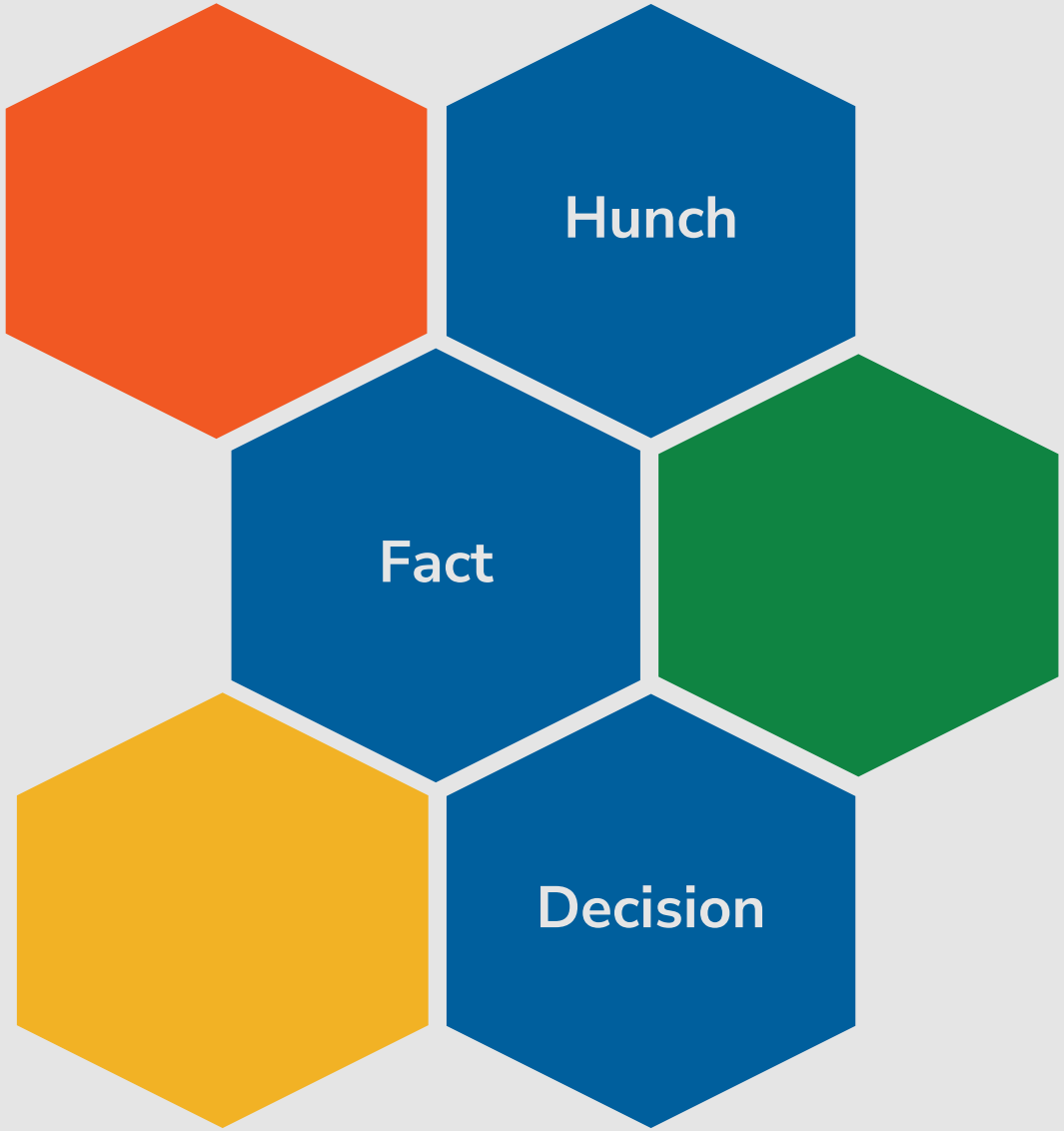
Engaged Habitat for Humanity

Targeted approach

Analyzed trends

Developed a plan

Engaged the community



Questions

Optimizing Resources

Allocating resources based on data

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Status Quo

Field crew perspective

Engineer predictions

Past year’s focus

Northbrook's Hunch...

We think what we are doing is correct

We think we can improve our long-term approach

Goals

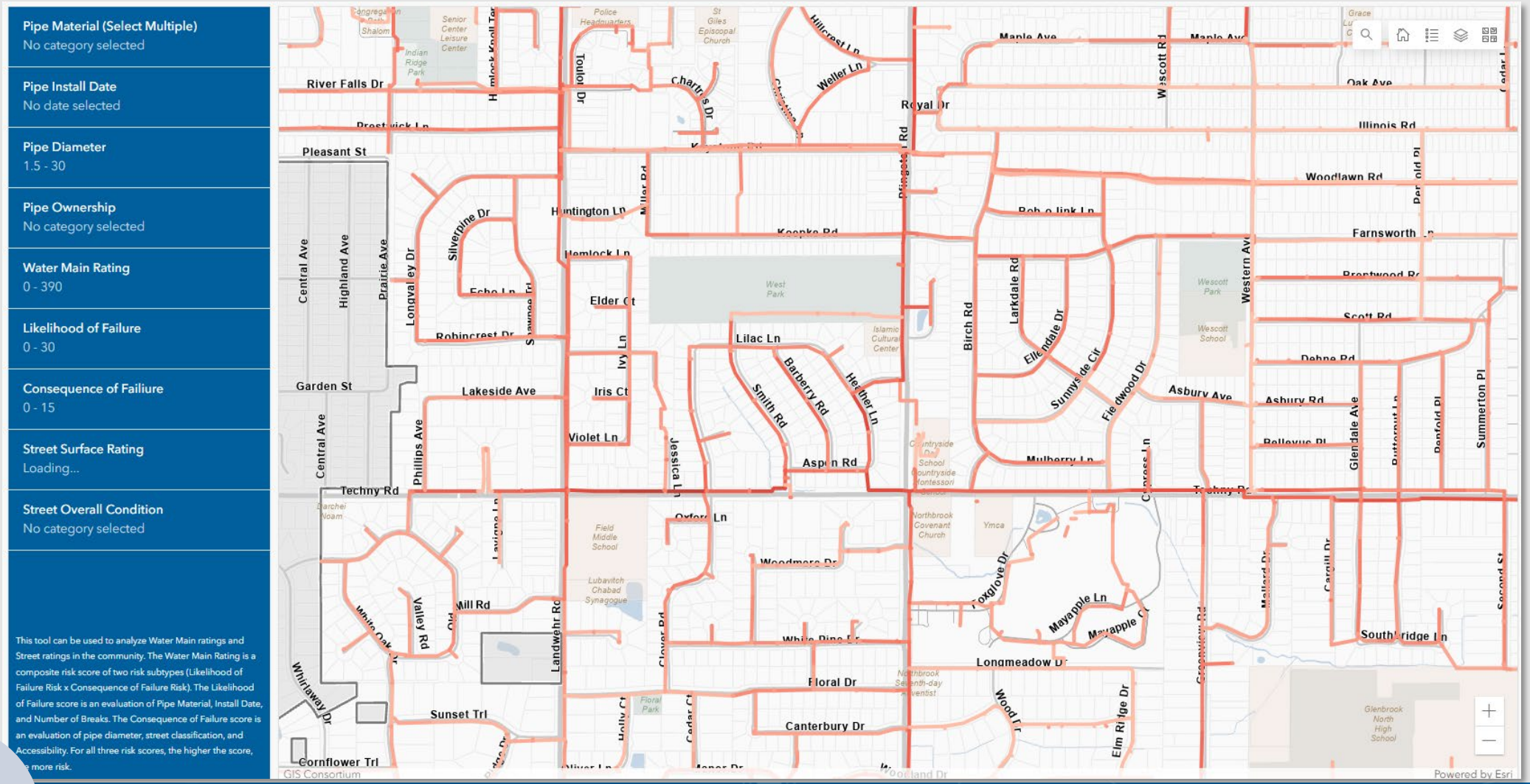
Verify perspectives

Support projects with data

Leverage for the future

Gathering Facts

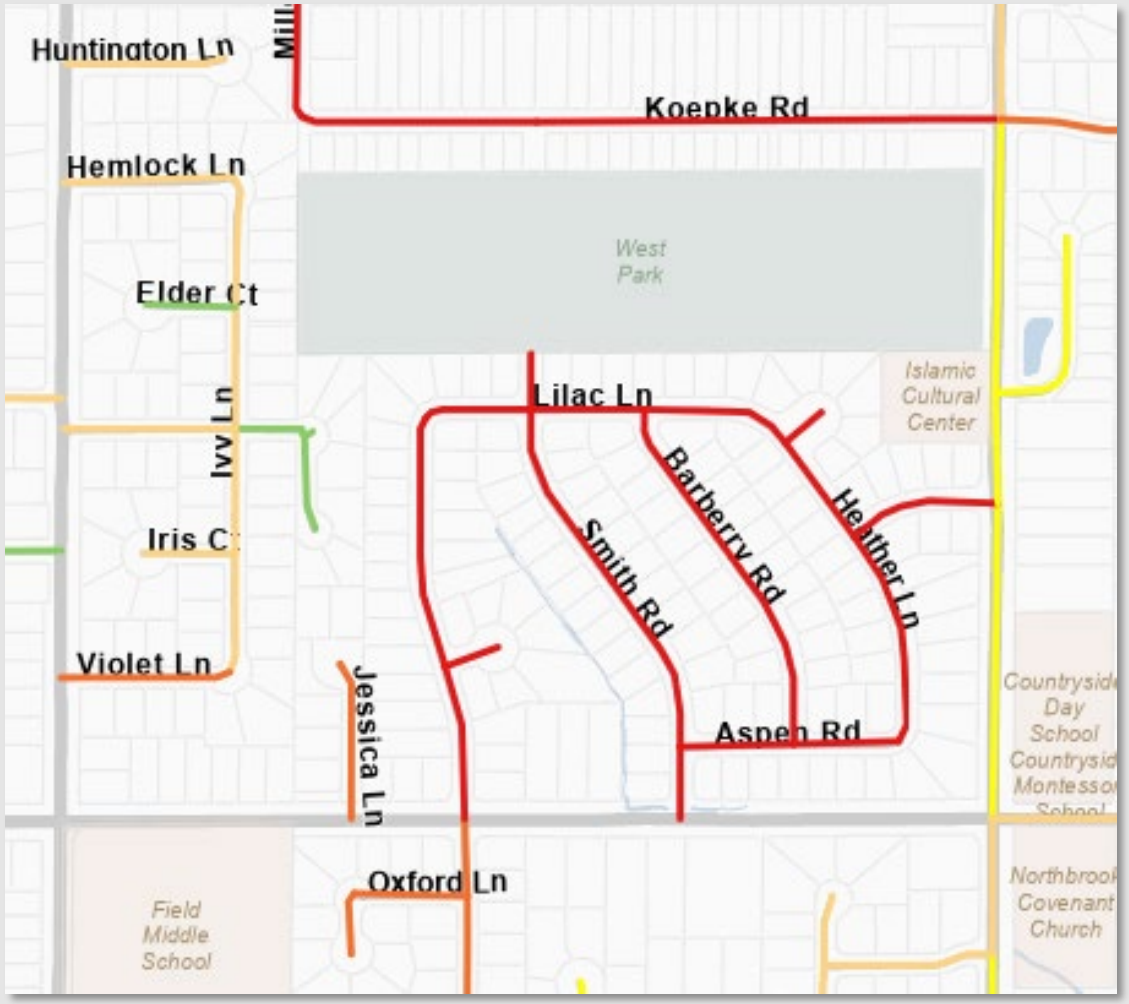
Infrastructure Rating



Layers

- Water Main Rating
- Water Main: Likelihood of Failure
- Water Main: Consequence of Failure
- Street Pavement Rating
- Lead Service - Customer
- Lead Service - Supplier
- Base Map Layers

Factor Comparison



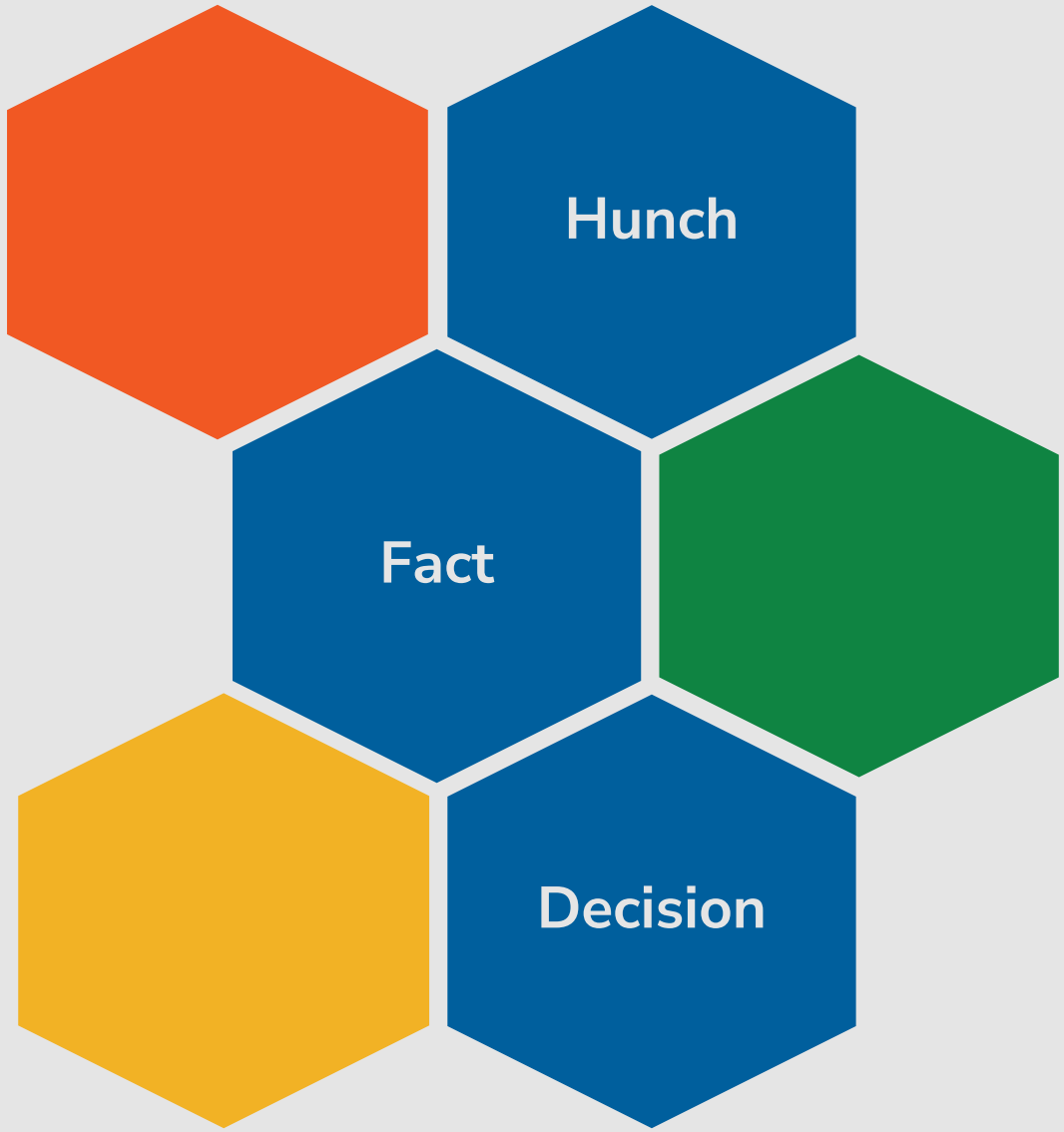
“Helped us re-evaluate our plan and, due to cost, re-plan to get everything replaced at a reasonable cost and time.”

- Joe Rizzo, Public Works Superintendent

Confirmed approach

Optimized resources

Planned for the future



Questions

Informing Policy

Comparing data to create clarity

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Lincolnwood's Hunch...

"Do we have too much?"

"Are we adding too much?"

“What are other communities doing?”

-Everyone

Total Tax Exempt Properties

180

Total Tax Amount Billed

$809,248

Last Billed, In the Last 20 years

Tax Exempt Area Percentage

6%

Green Space

Green Space Removed

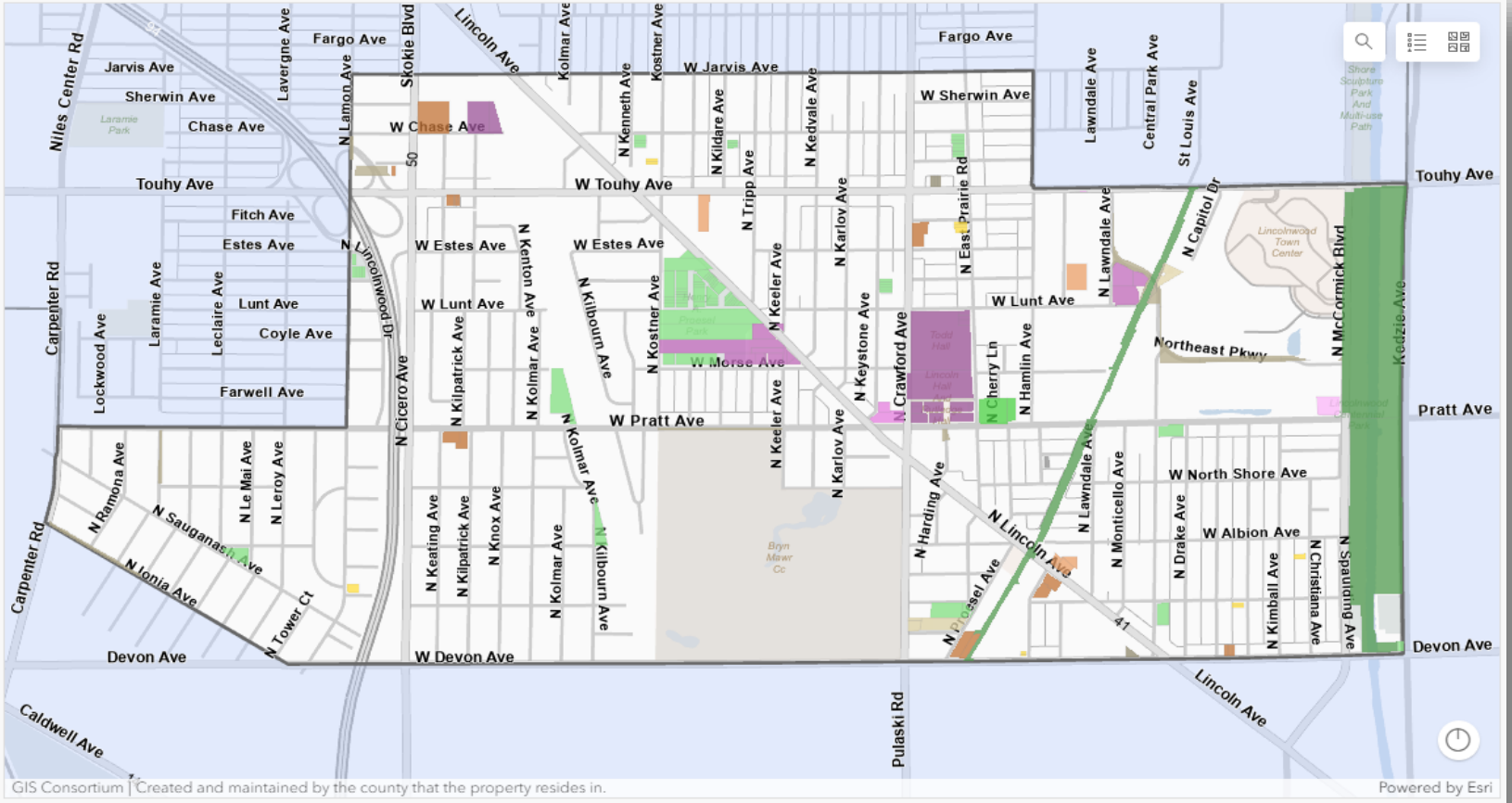
TaxExempt

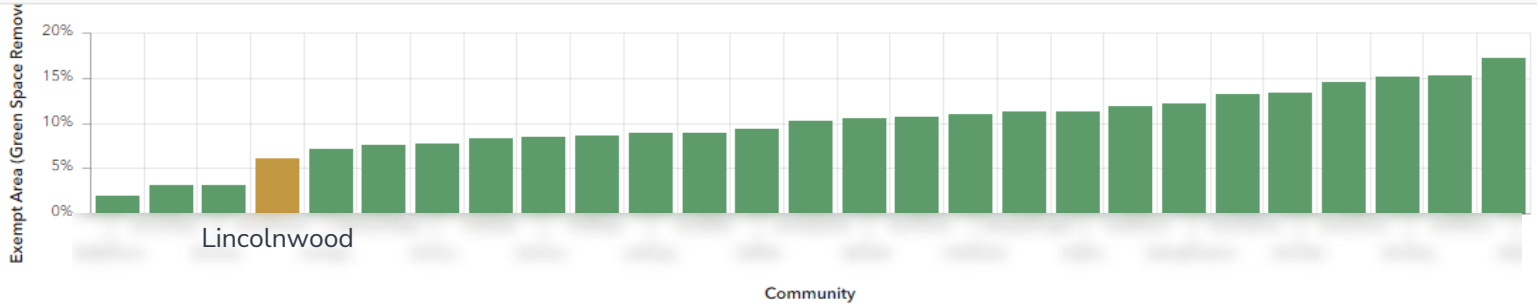
Religious, Non-Profit
- Religious
- Non-Profit

Cemetery, Trail, Park
- Cemetery
- Trail
- Park

Residential
- Residential

Utility, Roadway, Parking
- Utility
- Roadway





Parcel Area | Municipal Area | Green Space Removed

Total Tax Exempt Properties

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Tax Exempt Area Percentage

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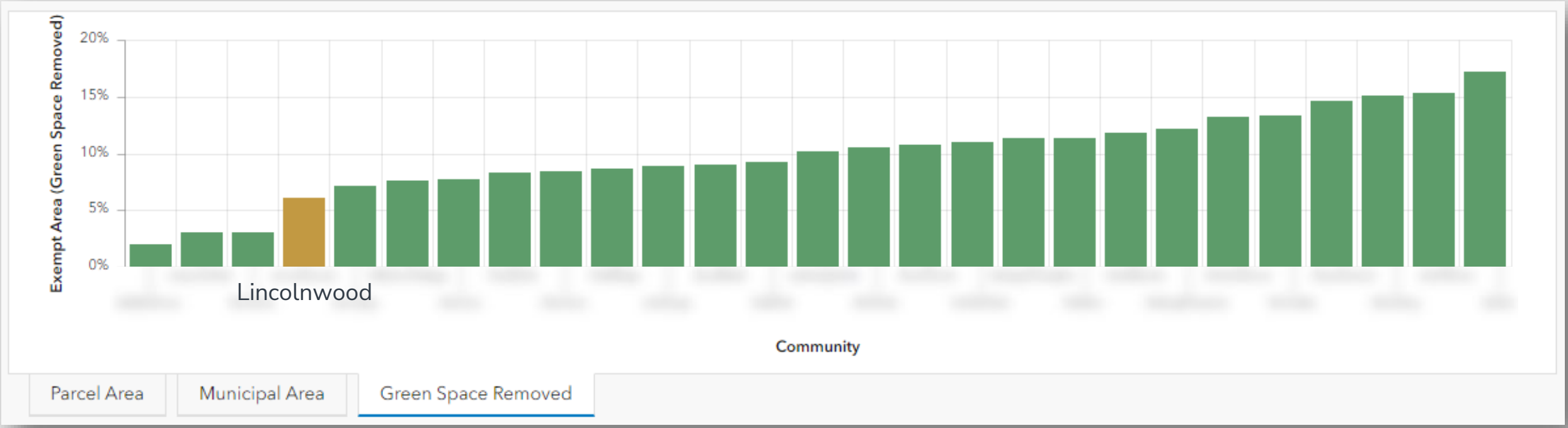
Green Space Removed


Exempt Area (Green Space Removed)
20%
15%
10%
5%
0%
Lincolnwood
Community
Parcel Area
Municipal Area
Green Space Removed

Tailored Analysis

“...Gave everyone in the room more confidence.”

-Scott Mangum, Community Development Director

Hunches to Facts

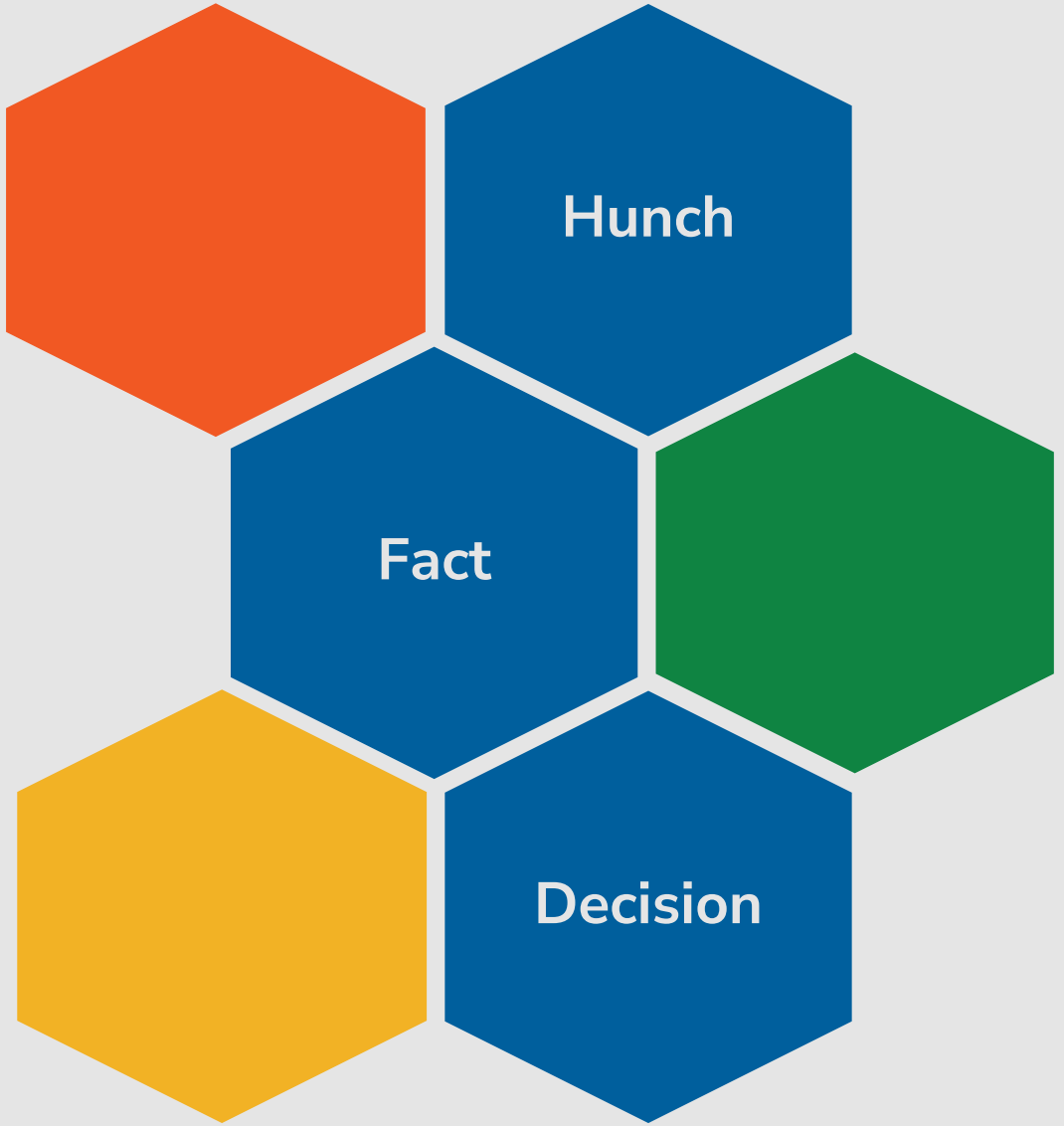
Too many tax-exempt properties	Ranked 4th lowest
Too much money	$809,248 per year

Stick to the Plan

Justified decisions

Compared communities

Informed policy



Questions

Your Next Big Decision

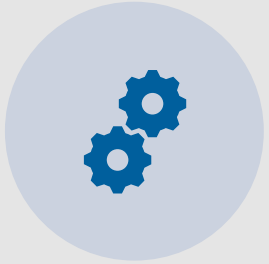
What’s your hunch?

What do you need to back you up?

Hunches to Decisions

Identifying Opportunities

Determining Equity



Optimizing Resources

Informing Policy

Thank You

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References

- Facing up to the need for investment in water infrastructure - CMAP. CMAP. https://www.cmap.illinois.gov/updates/all/-/asset_publisher/UIMfSLnFfMB6/content/facing-up-to-the-need-for-investment-in-water-infrastructure