



City of
PARK RIDGE
ILLINOIS



Strategic Plan

2023 - 2026

A Message from the Mayor



August 2022

An Open Letter to the residents, businesses, visitors, and employees of the City of Park Ridge....

How can your City Hall accomplish what is most important to Park Ridge today in preparation for tomorrow? We came together to answer this question and to focus on creating a blueprint for shaping the future of our collective community.

We solicited feedback through surveys, and through both large and small group meetings. We agreed that we will pursue policies and practices through six general government performance areas:

- Fiscal Stability and Management
- Workforce Development
- Community Outreach and Engagement
- Technology Enhancements, Use & Effectiveness
- Capital and Infrastructure Investments and Improvements
- Quality Customer Service and Delivery of City Services

While there are many other important challenges, this Strategic Plan is focused on the issues that we believe are most important to maintaining and creating Park Ridge's preferred future – a future that builds on the best of who we are.

Thank you to the employees who dedicate their careers to the people of Park Ridge. Every day they serve to the best of their abilities to provide excellence in city government service delivery.

I want to deeply thank the City Council for their time, energy, and effort in working together to form a joined vision of the future. A vision we all are here to create. I am very proud of the team of elected officials who tirelessly serve the residents and businesses of Park Ridge.

And finally – thank you to the residents, businesses, and visitors of the great City of Park Ridge. This effort is dedicated to you.

A handwritten signature in black ink, appearing to read "Marty Maloney". The signature is fluid and cursive.

Marty Maloney, Mayor
City of Park Ridge, Illinois



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Park Ridge City Council



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Vision Statement



**Building on the
best of Park Ridge.**



Mission Statement

Enhancing our community through excellent city services, economic development, and quality of life in balance with the city's historic character.



Strategic Priority Areas

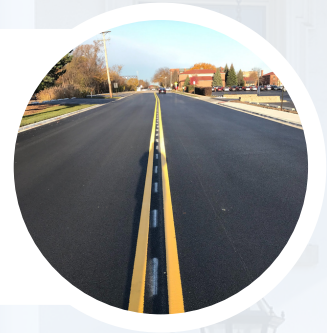
The City Council created the following eleven goals for the next three to five years and assigned a priority ranking to each. The priority levels were divided into three distinct rankings. Prime Goals are goals considered by the City Council as most critical to pursue. Major Goals are still important, but a priority level down from Prime Goals. Significant Goals are also still important to pursue but are one priority level down from Major Goals.

Prime Goals

Develop long-term infrastructure plans, funding, and needs.

Strategic Priority Area:

Capital and Infrastructure Investments and Improvements



Grow and expand financial opportunities and resources.

Strategic Priority Area:

Fiscal Stability and Management



Address city facility upgrades.

Strategic Priority Area:

Capital and Infrastructure Investments and Improvements



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Strategic Priority Areas

Major Goals



Implement next level public safety.

Strategic Priority Area:

Quality Customer Service and Delivery of City Services

Execute environmental sustainability.

Strategic Priority Area:

Capital and Infrastructure Investments and Improvements



Proactively pursue economic development opportunities.

Strategic Priority Area:

Fiscal Stability and Management

Adopt technological best practices and modernize city technology.

Strategic Priority Area:

Technology Enhancements, Use, and Effectiveness



Invest in the city's workforce.

Strategic Priority Area:

Workforce Development

Strategic Priority Areas

Significant Goals

Maximize public parking facilities.

Strategic Priority Area:

Community Outreach and Development



Evaluate City Council operations to increase effectiveness, participation and attract new leaders in service.

Strategic Priority Area:

Quality Customer Service and Delivery of City Services



Establish and maintain mutually beneficial intergovernmental relations with community partners.

Strategic Priority Area:

Community Outreach and Development



City Goals with Identified Objectives

Develop long-term infrastructure plans, funding, and needs:

- Continue to fund and construct the flood mitigation project west of Sibley Avenue. Evaluate effectiveness of city's prior capital investment in order to modify program actions or projects.
- Consider developing programs to aid local property owners with flood control/reduction improvements to their private property including consideration of financial assistance or other actions.
- Continue on-going efforts to protect the city's urban forest.
- Develop and implement a street, curb, and alley replacement program to increase the funding and number of projects completed on an annual basis.

Grow and expand financial opportunities and resources:

- Discover and implement net new revenue resources that do not cannibalize existing revenue sources.
- Research and pursue more grant funding throughout the city.
- Analyze and deploy professional grant administration duties.
- Consider and pursue the use of debt instruments to avoid major tax hikes and spread the cost of long-term capital assets over the useful life of the improvement.
- Update the city's financial policies and procedures to address fund balance practices and uses.
- Continually adopt and implement industry-wide financial best practices to maintain financial security and fund needed capital and facility improvements.



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Address city facility upgrades:

- Design and construct upgrades to the city fire stations.
- Complete security hardening upgrades to city hall and all public facing facilities.
- Address and assure all city facilities are safe and modern through the utilization of the capital improvement planning process.

Implement next level public safety:

- Research and implement public safety best practices designed to enhance the public safety services provided by the city and address any patterns or trends that are emergent.
- Develop public safety programs designed to harmoniously mitigate large, disruptive youth gatherings in the city's economic centers.
- Increase the city's public safety communications efforts to keep our residents informed about current topics and acute situations.
- Continue to develop, implement, and support mental health resources to meet the needs of our community.

Execute environmental sustainability:

- Develop and pursue quality of life enhancements for the city to ensure attractiveness and appeal to residents, visitors, and the business community.
- Continue to make progress on Bike Task Force recommendations when feasible.
- Embrace environmental sustainability best practices as identified in city planning process.
- Research, fund, and construct electric vehicle charging stations in city parking facilities when feasible.



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Proactively pursue economic development opportunities:

- Research and deploy professional economic development duties.
- Update the Comprehensive Plan.
- Develop and implement approaches to improve economic development to proactively improve the city's effectiveness in attracting and retaining desired commercial businesses.
- Investigate and incorporate public engagement best practices in the city's economic development process.
- Develop and utilize a new city brand to promote Park Ridge and all the city has to offer.
- Actively recruit diverse retail and restaurants into the city's core commercial development corridors to mitigate economic leakage and draw shoppers and diners into the community.
- Market and promote the city on-line.

Adopt technological best practices and modernize city technology:

- Convert city servers to the Cloud to maximize efficiencies and security where appropriate.
- Develop and implement value added resident services using technology.
- Invest in technology infrastructure and equipment to better meet the needs of the city.
- Improve the city's website to provide more on-line city services and make it easier to navigate.

Invest in the city's workforce:

- Formalize and implement a leadership development program to attract next generation employees for city leadership positions.
- Annually financially support staff professional development.
- Complete a career development plan for high performing.
- Evaluate and assess city department operations and performance.
- Pursue departmental accreditation where appropriate.



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Maximize public parking facilities:

- Update the city's parking study to account for post-pandemic commuting changes.
- Investigate, but not be limited to, the development and utilization of a public-private partnership in the expansion of the uptown parking facilities.
- Modify parking reservation and utilization procedures throughout the community based upon current and growing demand and changing utilization patterns

Evaluate City Council operations to increase effectiveness, participation and attract new leaders in service:

- Research and implement industry-wide best practices to increase meeting efficiency.
- Research best practices to reduce the frequency of City Council meetings and Committee meetings.
- Assign a City Council Liaison to select standing city commissions, boards, and task forces.
- Research and recommend a compensation plan for elected officials to increase the attractiveness of the offices for interested future candidates.

Establish and maintain mutually beneficial intergovernmental relations with community partners:

- Collaborate with community partners such as D64, D207, Park Ridge Park District, and the Park Ridge Public Library.
- Evaluate and extend mutual aid intergovernmental networks where feasible.



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Short Term Goals v. Long Term Goals

The goals of the City Council have been divided into two distinct categories based upon the time it may take to complete or make substantial progress toward the completion of the goal.

Goals identified as short-term goals may be able to be completed within two years after the adoption of this plan. Goals categorized as long-term goals may take up to four years before substantial progress or completion can occur.

Short Term

Two (2) years

Develop long-term infrastructure plans, funding, and needs.

Invest in the city's workforce.

Maximize public parking facilities.

Evaluate City Council operations to increase effectiveness and participation and attract new leaders in service.

Establish and maintain mutually beneficial intergovernmental relations with community partners.

Long Term

Four (4) years

Implement next level public safety.

Grow and expand financial opportunities and resources.

Address city facility upgrades.

Execute environmental sustainability.

Proactively pursue economic development opportunities.

Adopt technology best practices and modernize city technology.



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Champion Assignment

For a goal to be effective it is paramount that the goal be driven by a champion. The City Manager and Administrative Services Manager assigned two champions to each goal. These champions are responsible for making progress on their respective goal, reporting the progress on their assigned goal to the City Manager and City Council as required, and for completing the assigned goal. Some goals cross the entire width of the organization. For these goals the entire Executive Management Team has been selected to co-champion the goal in order to ensure success.

Develop long-term infrastructure plans, funding, and needs. *City Manager and Finance Director*

Implement next level public safety. *Fire Chief and Police Chief*

Grow and expand financial opportunities and resources. *Finance and Community Preservation and Development Director*

Address city facility upgrades. *Public Works Director and Building Administrator*

Execute environmental sustainability. *Community Preservation and Development Director and Public Works Director*

Proactively pursue economic development opportunities. *City Manager and Community Preservation and Development Director*

Adopt technological best practices and modernize city technology. *Administrative Services Manager and Finance Director*

Invest in the city's workforce. *Administrative Services Manager and the Executive Management Team*

Maximize public parking facilities. *City Manager and Community Preservation and Development Director*

Evaluate City Council operations to increase effectiveness, participation and attract new leaders in service. *City Manager and the Executive Management Team*

Establish and maintain mutually beneficial intergovernmental relations with community partners. *City Manager and the Executive Management Team*



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Connect with us on Facebook & Instagram!



2022 Strategic Planning Management Team Participants

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Frank Kaminski, Police Chief
Bob Kampwirth, Deputy Police Chief
Gene Ware, Police Commander
Jeff Sorensen, Fire Chief
Derek Decker, Deputy Fire Chief
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